

# Setanta Sports sponsorship of Saturday Daily Mirror Mania

**TEAM FOCUS**

MIDDLESBROUGH have already had a big say at the top of the league by taking four points in their two games against Arsenal – and if they get anything off Chelsea the title race is over. But I think Chelsea will bully their way to a few results between now and the end of the season and they will do enough, however organised Boro might be tomorrow.

The way Chelsea came back against Arsenal shows surprising strength of character. A goal down they could easily have imploded. But that win still doesn't make Avram Grant a genius and we have had emails from Chelsea fans praying they don't have a glorious end to the season because it will mean him staying another year!


**ASTON VILLA** were great at the beginning of the season. They had pace, options, balance, width and they were a delight to watch. They've got younger players who have a big future – Ashley Young has real quality and has coped really well with his massive price tag. They were really quite solid but lately they've faded, and the likes of Gabriel Agbonlahor and Young are not performing as well as they did earlier as the tiredness catches up with the league's smaller squads. But Villa are definitely getting there. For all these clubs – Villa, Everton, Spurs, Portsmouth and Manchester City – how much they

**ANGUS' PRE-MATCH TEAM TALK**

add to their squads this summer is going to signal how close they can get to the Big Four. Villa beat Chelsea earlier this season but Manchester United stuffed them at Villa Park and I don't think they'll be strong enough to damage United's title surge this weekend. Sir Alex Ferguson's team are so battle-hardened you just can't quite see them giving up their place at the top now. The team he put

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OFF THE BOIL: Agbonlahor and Young

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**Mania**

MARCH 29, 2008

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# Objectives and methodology

- Campaign objective: To increase subscriptions to Setanta Sports during the 2007/08 football season through sponsorship of Saturday Daily Mirror Mania section
- 4 waves of reasearch have taken place using Mirror online Reader Panel
  - Wave 1- October 2007 (364 respondents)
  - Wave 2- December 2007 (264 respondents)
  - Wave 3- February 2008 (336 respondents)
  - Wave 4 – April 2008 (265 respondents)
- All respondents read the Daily Mirror and are interested in reading about sport in the newspaper
- Data was weighted back to NRS for age, sex and social grade

# 1 in 4 readers correctly named Setanta as the sponsor of the Mania section

Which brand sponsors the Saturday Daily Mirror Mania football section?



# Extremely high levels of prompted recall for sponsorship

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Fergie bids to keep United on course for Prem title repeat.. ..while Martin O'Neill and Villa need the points for Euro push

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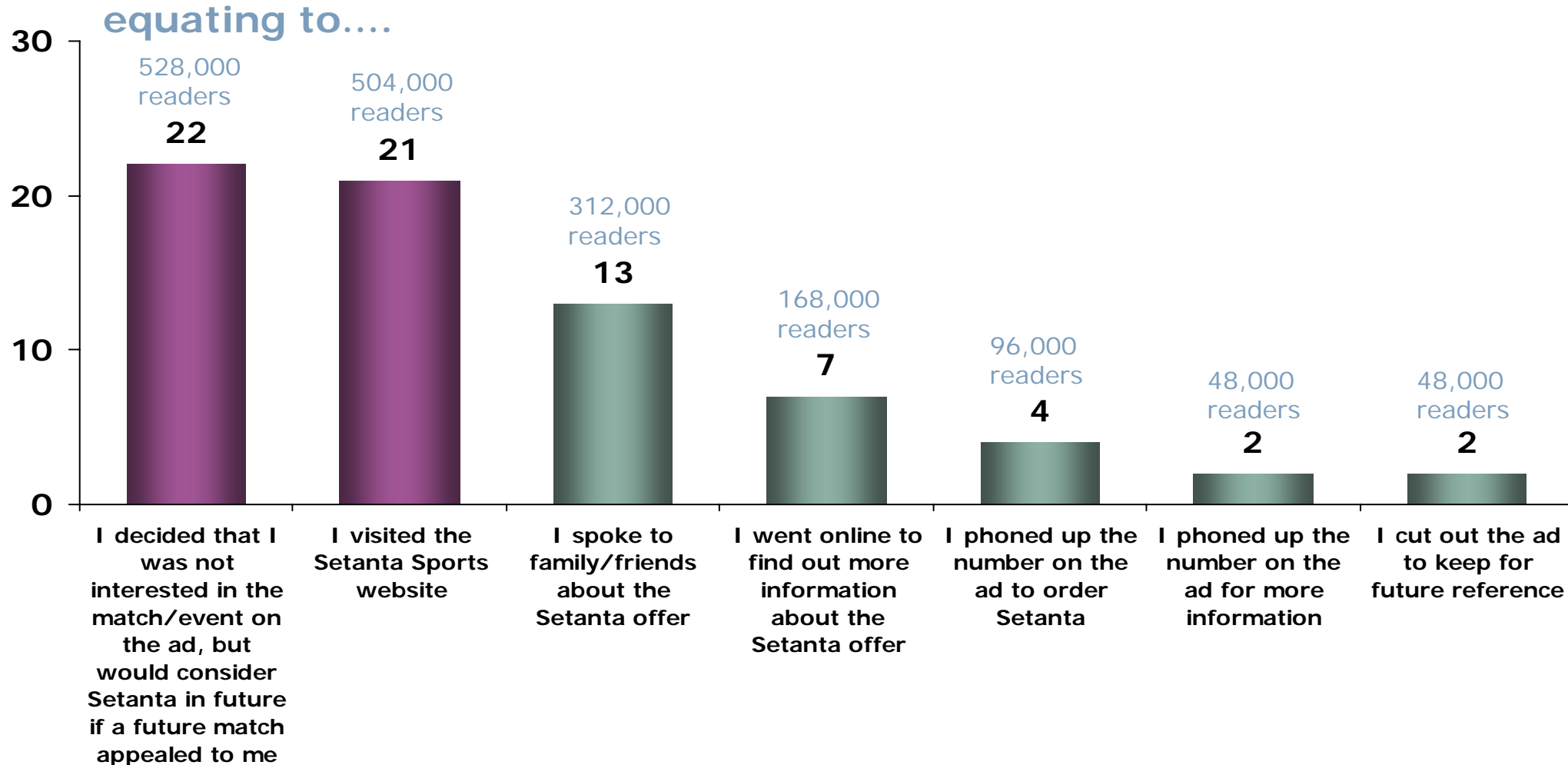
60%

of Saturday Mirror readers recognised the Setanta sponsorship when prompted

(UK Billetts press recall average: 22%)

# High levels of response to campaign amongst advertising recallers

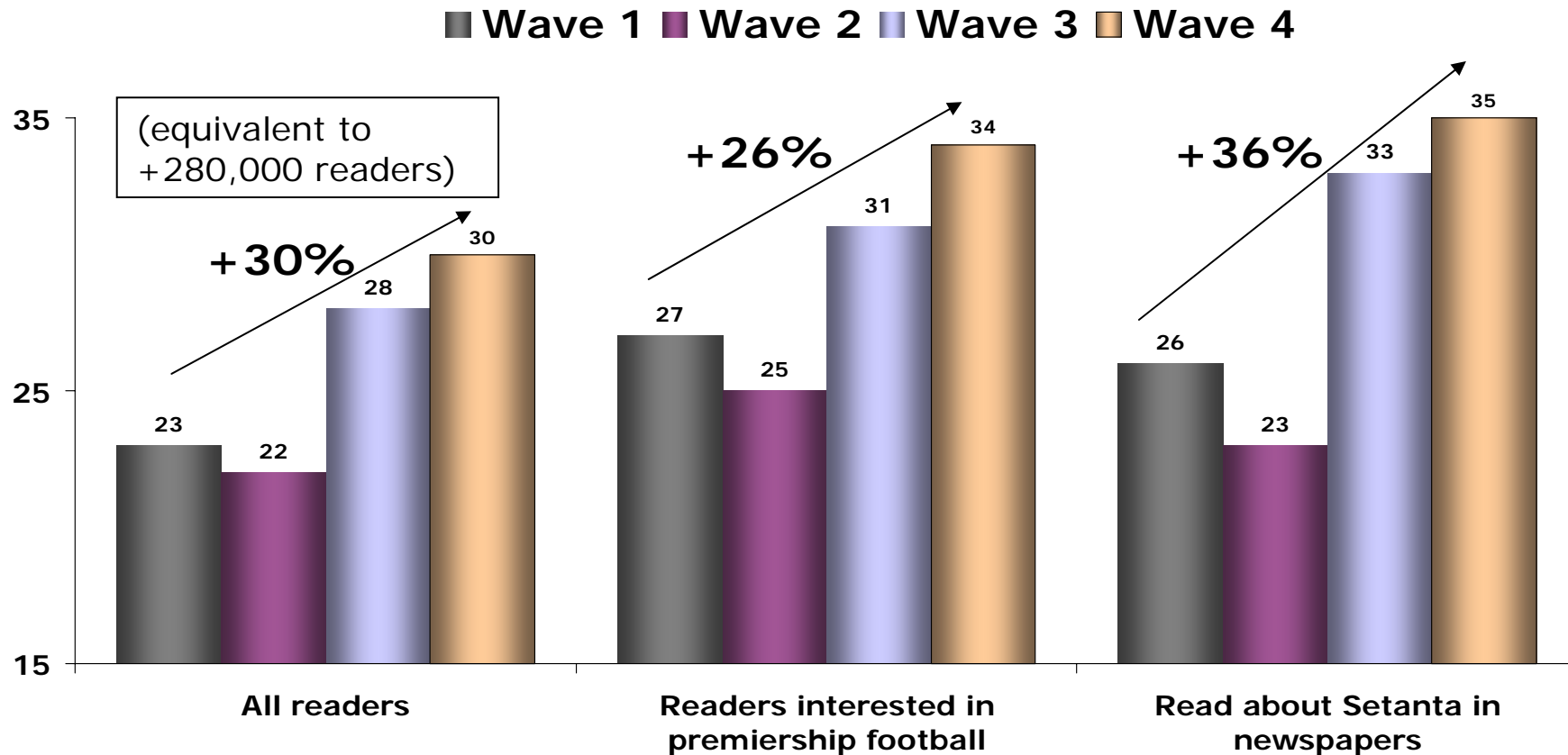
After seeing the Setanta advertising/sponsorship, which of the following statements apply to you?



Source: Mirror Reader Panel 2007/08 base: Mirror Sport readers who recalled Setanta advertising/sponsorship

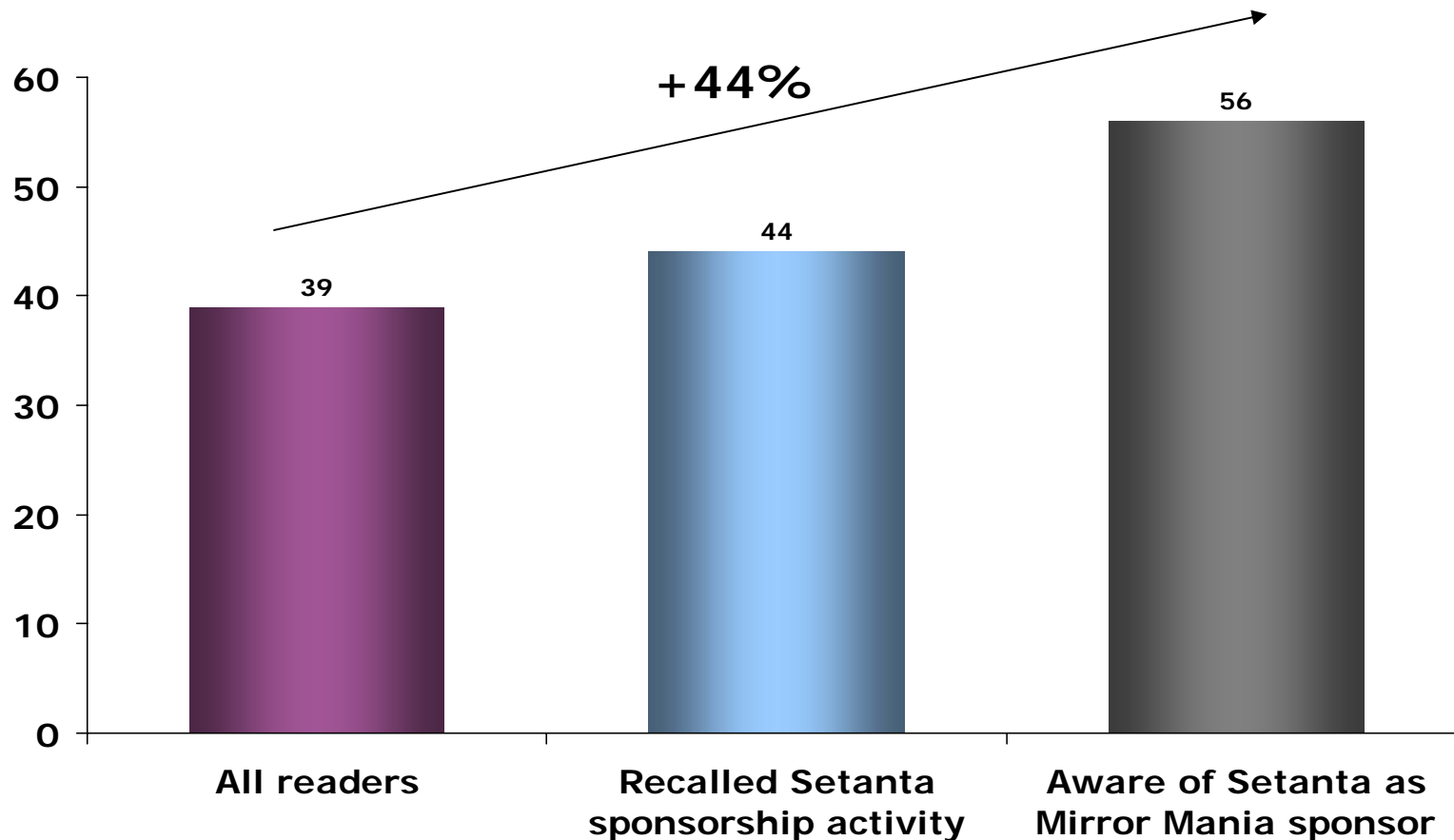
# This is reflected in increased levels of subscription over course of campaign..

% who subscribe to Setanta Sports



# ... and high levels of consideration for next season especially amongst those aware of the sponsorship activity

% readers considering getting Setanta Sports next season



# Summary

- Nearly 1 in 4 are aware that Setanta sponsors the Saturday Mania section
  - When prompted 60% recall the activity – significantly higher than UK average of 21%
- Excellent response to sponsorship - 30% more Daily Mirror readers now subscribe to Setanta Sports compared to wave 1 – this is even higher amongst those who claim to have read about Setanta in the newspaper
- 39% are considering Setanta next season – this increases to 54% amongst those who are aware of the sponsorship activity