



Building an Offense to Sales Objections

Wednesday August 3, 2005





Agenda:

- Tackling Common Objectives
 - Overcoming the “sports identity”
 - Illustrating your geographic dominance
 - Selling Sponsorship beyond branding
 - Not all sports fans are created equal
- Not in the Scarborough Report!
- Open discussion/Q&A

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“You’re not the demographic we want!”

- Overcoming the “sports identity” stereotype

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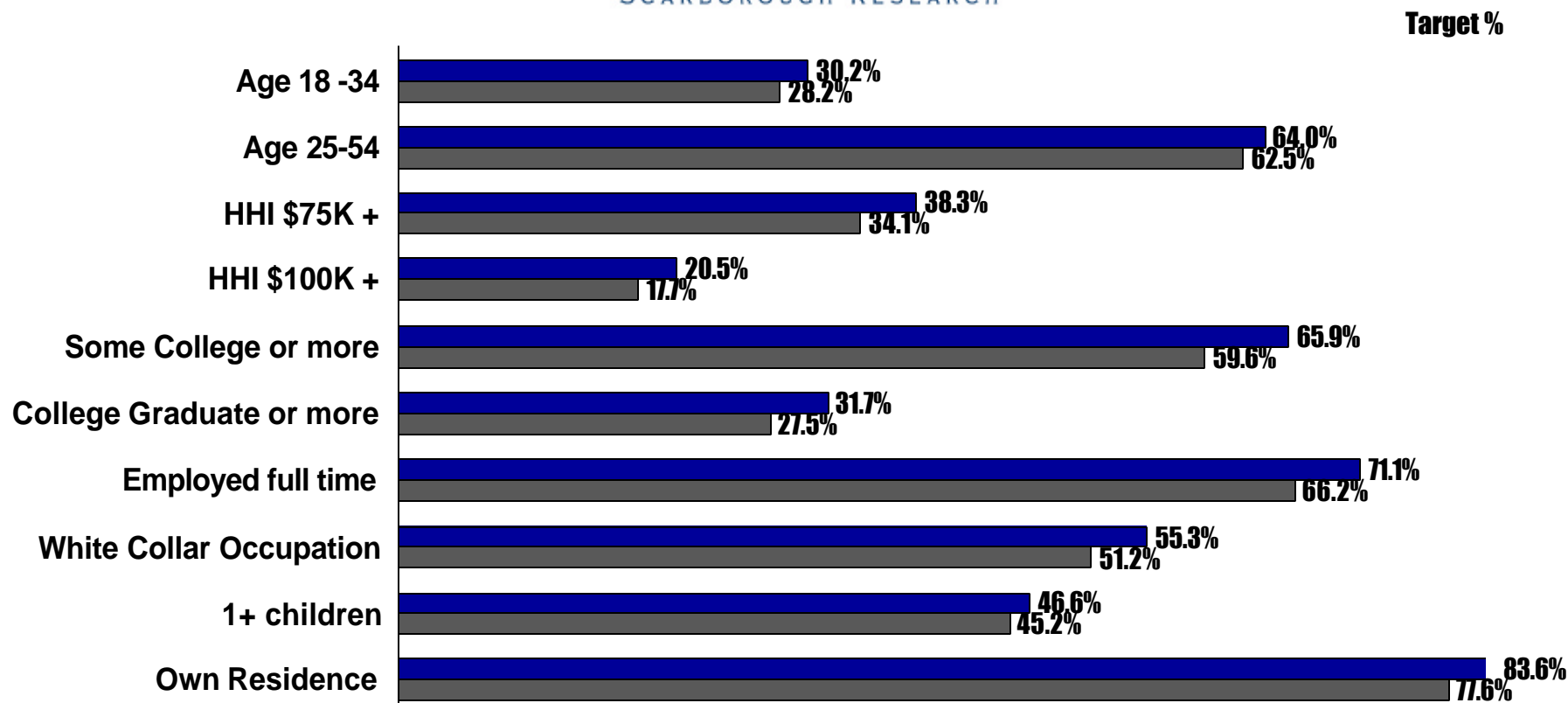


Use Demographics to *YOUR* advantage!

- Looking at Overall Fans vs. Attendees
- Show that you **ARE** Decision Makers!
- Demonstrate your Purchasing Power

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Mean Incomes:

- Indianapolis DMA - \$60,930
- Indians Fans - \$69,815
- Indians Attendees - \$74,356

■ Indians Attendees
 ■ Indians Fans

Scarborough Indianapolis 2005 R1

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Show that you ARE Decision Makers!

Company Purchasing Decisions:

- Business Travel/Convention Arrangements
- Company Health Care Programs
- Computer Hardware/Software
- IT (network/internet)
- Office Equipment (copier, fax, etc.)
- Office Furniture
- Office Supplies
- Overnight Delivery Services
- Telephone/Comm. Equipment
- Telephone/Comm. Services
- Temporary Personnel Services

HHLD Primary Decision Maker:

Airline - Audio/Visual Equip. - Car rental -
Computer Software - Furniture - Hotels - Insurance
- Large Kitchen Appliances - Long Distance Carrier
- New car Personal Computer - Small Kitchen
Appliances - VCR

Principle Decision Maker of last new Vehicle:

Myself - Non- HHLD Member - Shared Equally -
Other HHLD Member

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*Pond Attendees Make
Decisions!*

Company Purchasing Decisions	Target %	Index
Business Travel/Arrangements.....	10.8%	(193)
Computer Hardware/Software.....	18.4%	(155)
Office Equipment.....	13.9%	(178)
Overnight Delivery Services.....	10%	(161)
 Primary HHL D Decision Maker		
Airlines.....	42.9%	(119)
Audio/Visual Equipment.....	59.6%	(136)
Furniture.....	55.6%	(119)
Insurance.....	48.1%	(123)



Demonstrate your Purchasing Power!

Amount spent questions.....

- Vehicle (next 12 mo.)
- Groceries (last week)
- HH items (past 12 mo. – various list)
- Sports Events (amount willing to pay for single ticket)
- Apparel Items (past 12 mo. – various items)
- Monthly phone bill (local, long distance, cellular/wireless)
- Amount contributed to public radio and television
- Amount spent on home improvements (past 12 mo. – various)

- Market value of Owned home
- Household Income

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Devil Rays are Spender.

Average amount spent

Value of Home

DMA: \$185,168

Fans: \$208,667

Attendees: \$246,539

Internet Spending

DMA: \$809

Fans: \$866

Attendees: \$1,038

Landscaping

DMA: \$668

Fans: \$642

Attendees: \$724

-29.2% of all money spent last week on groceries in the Tampa DMA was done by D-Ray Fans!

-D-Ray Attendees spent over \$6.8 million dollars last month on their cell bills!

Scarborough Tampa 2005 Release 1

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"We're not in the same territory – it doesn't make sense for us to do business!"

- Illustrate your geographic dominance

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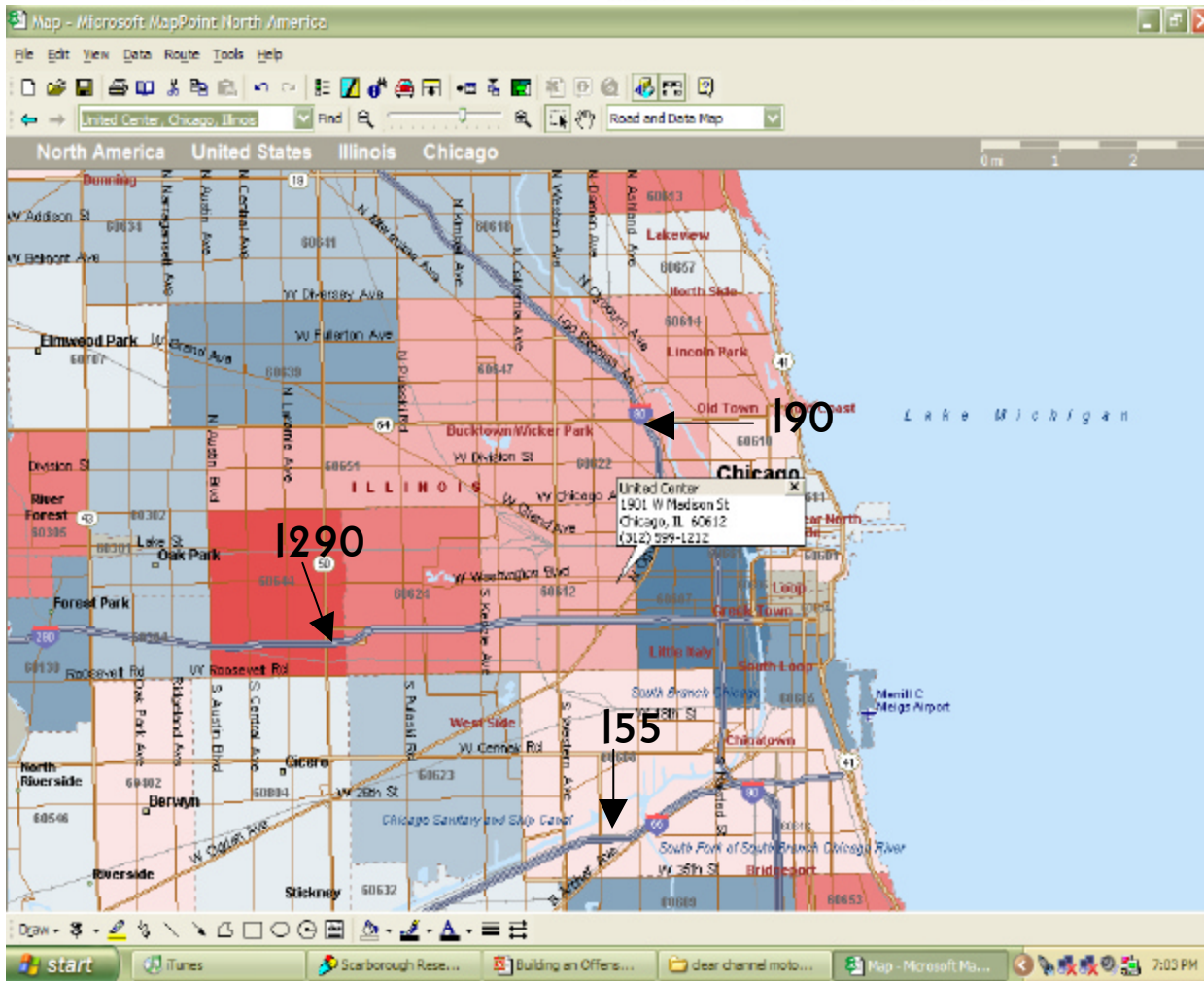
Mapping Features

DMA

MultiMarket

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Bulls Fans – top roads traveled

- 190 – 637,656 (121)
- 1290 – 695,564 (143)
- 155 – 435,824 (109)

Bulls Fans – top modes of public transport.

1. City Bus (113)
2. El/Subway (89)
3. Metra Train (103)

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Own your geograph

Top LPGA Fan DMAs by horz.%

1. Rochester (27.9%)
2. Fort Myers (25.1%)
3. Honolulu (24.8%)
4. Minneapolis/St. Paul (20.4%)
5. Portland (19.9%)

Building targeted geographies...

- 40.9% of adults working in Downtown* Chicago are Bulls Fans (111).
- 9% of all Bulls Attendees work in Downtown Chicago (138).

* 13 zip codes grouped together to form Downtown Chicago

Scarborough MM 2004 Release 2

Scarborough Chicago 2005 Release 1 (Current Release)

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"We're not into branding, we want to drive retail!"

- Show how your sponsorship can go beyond branding

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Sports Fans use Coupons!

Coupons Frequency of use (Groceries and Other products):

More than once a week – Once a week – 2-3 times a month – Once a month – Less than once a month - Never

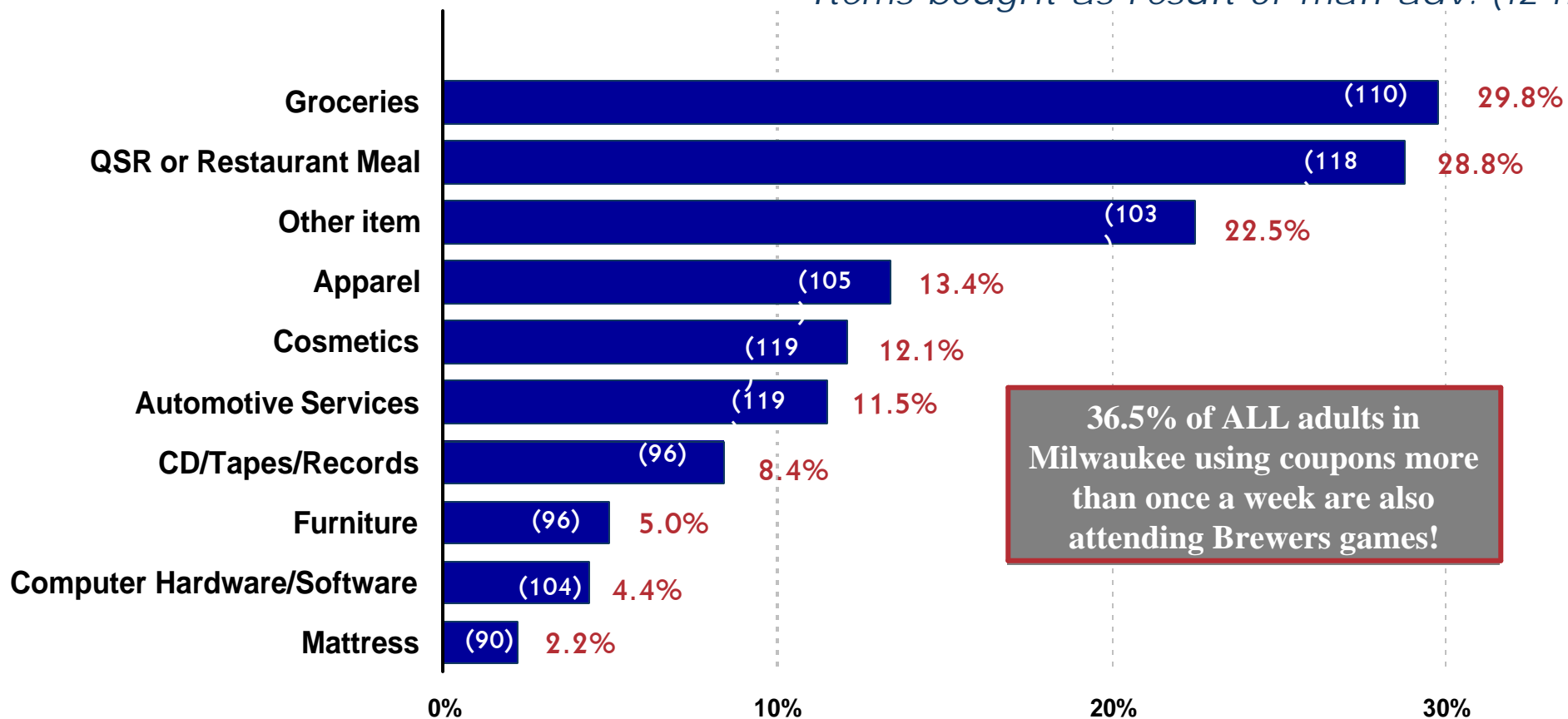
Items bought as a result of mail advertising:

- Auto Services
- CD/Tapes/Records
- Computer Hard/Software
- Cosmetics/Perfumes/Skin Care
- QSR or Sit-down
- Furniture
- Groceries
- Mattress
- Other

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Brewers Attendees Response
Items bought as result of mail adv. (12 m



36.5% of ALL adults in Milwaukee using coupons more than once a week are also attending Brewers games!

Scarborough 2005 Release 1 Milwaukee

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*"We've already sponsored one sport,
we don't need another!"*

- Not all sports fans are created equal

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Redefine your Fan!

- Show your Fan exclusivity
- Don't be scared to compare
- Your own fan has many sides

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Show your fan exclusivity

Supercross Fan AND NOT NHRA Fan

<u>Supercross Fan</u>	<u>NHRA Fan</u>	<u>SX not NHRA</u>
18-34 (149)	18-34 (111)	18-34 (158)
Female (53)	Female (35)	Female (71)
Student (106)	Student (72)	Student (125)

9,430,455 Fans	11,077,585 Fans	4,788,825 Fans
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Fan = watch, attend, listen

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Don't be scared to compare

	Cell	Base	SX Fan	MLB Fan	Nascar Fan	NBA Fan	NFL Fan	NHL Fan
Total	Proj	3,132,555	10,003,175	26,616,86	15,881,320	23,692,31	31,906,08	15,751,80
	Index	100	100	100	100	100	100	100
McDonald's – past 30 days	Proj	31,523,880	6,482,425	16,353,39	10,335,560	14,951,94	19,863,29	9,679,910
	Index	100	109	103	109	106	105	103
Eaten QSR 10+ times in past 30 days	Proj	13,479,760	3,309,405	7,543,645	4,873,685	6,970,815	9,032,440	4,563,015
	Index	100	130	111	121	116	111	114

- In a specific DMA? Try comparing yourself to other local teams.
- Compare mean/median incomes to illustrate economic dominance.
- Remember to utilize ALL ways we look at sports (experiment to find which “fan” works best for you!).

Fan = very, somewhat or a little interested in sport

Scarborough Multi-Market 2004 Release 2



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Your own fan has many sides

Non-Attending Mariners Fans (listen or watch AND NOT attend)

Top 5 Morning Drives (avg.)

KMPS FM	15,864
KIRO AM	15,352
KZOK FM	9,854
KPLU FM	8,821
KISW FM	9,424

Top Cable Networks viewed past 7 days.....

Discovery Channel (103)

History Channel (114)

TNT (116)

A&E (106)

CNN (120)



When compared to the average adult in Seattle, NA Mariners Fans are 7% more likely to choose Country as their favorite radio format, and 12% less likely to choose Alternative!

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Your own fan has many sides

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Base: San Diego DMA

Target: Hispanic Padres Fans

- \$100K+ - (47)
- College+ - (56)
- Own Residence - (74)

Base: Hispanic

Target: Padres Fans

- \$100K+ - (107)
- College+ - (117)
- Own Residence - (113)

The IMPACT of a base!

Demos	MM Base	SEC DMAs Base
\$100K+	(95)	(118)
College Grad +	(97)	(114)
Own residence	(113)	(106)

SEC Fans (w.a.d)

Remember!!! Index is a percentage of likelihood.
 Mathematically, we are looking at the Target %, compared to the Total %

Scarborough San Diego 2005 Release 1
 Scarborough Multi Market 2004 Release 2

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Not in the Scarborough Report!

- When we don't ask your question

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Tell a story through Scarborough

- Who uses this product?
- When/Where do they use the product?
- Are similar or general questions asked?
- Can we find any spending habits?

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Madison Square Garden and Polaroid

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Who?

Camera Users*

- 37.5% - \$100K+
- 52.6% - 1+ children
- 35.6% - college grad or more

*camera users = bought camera or accessory in past 12 mo.

Garden Attendees

- 20.4% of all adults in NY making \$100K+ have attended at least 1 event at the Garden
- Garden Attendees are 18% more likely than the average adult in NY to have 1+ children
- 36.4% of Garden Attendees have some college or more

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When/Wher

Hotel*	Total %	Target %	Index
Marriott	8%	14.6%	183
Holiday Inn	7.8%	10%	127
Courtyard Marriott	5.9%	9.9%	170
Hilton	5.5%	9.6%	174
Best Western	6.9%	9.1%	132

21.8% of people in NY making travel arrangements on the internet have attended MSG!

MSG Attendees Index (117) for children under the age of 5.

*Hotel used for personal/vacation past 12 mo.



Similar/General Questions?

- 28.7% of MSG attendees bought a camera in the past year
- Of the 1,819,031 New Yorkers planning to buy a camera in the next year, 409,240 have attended MSG
- MSG Attendees are 32% more likely than the average NY adult to engage in photography

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Spending Habits?

Amount spent on Camera/Accessories (past 12 mo.)

	DMA	MSG
Mean:	\$434	\$486
Median:	\$325	\$361
Total:	\$722,811,855	\$175,472,030

24.3% of ALL money being spent in NY on cameras/accessories is done by MSG attendees!



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Finding the Story Activity

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Wrap
up!

- Use customized targets and key Scarborough questions to overcome the stereotypical “sports identity.”
- With the help of Microsoft MapPoint and specific location questions, illustrate your geographic dominance – whether it be lane, zip, county, DMA or region!
- Through various coupon and direct mailing questions, show your sponsors they are not only branding their organization but driving retail as well.
- Report Specs Enhanced allows us to show our fan exclusivity – impressing that not all sports fans are created equal!
- Not in the Scarborough Report? Look at other less obvious questions (who, when/where, spending) to tell a story.

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Open Discussion/Q&A

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Thank You!

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