

Top

10 Trends

in marketing that will affect sponsorship

Patricia Martin

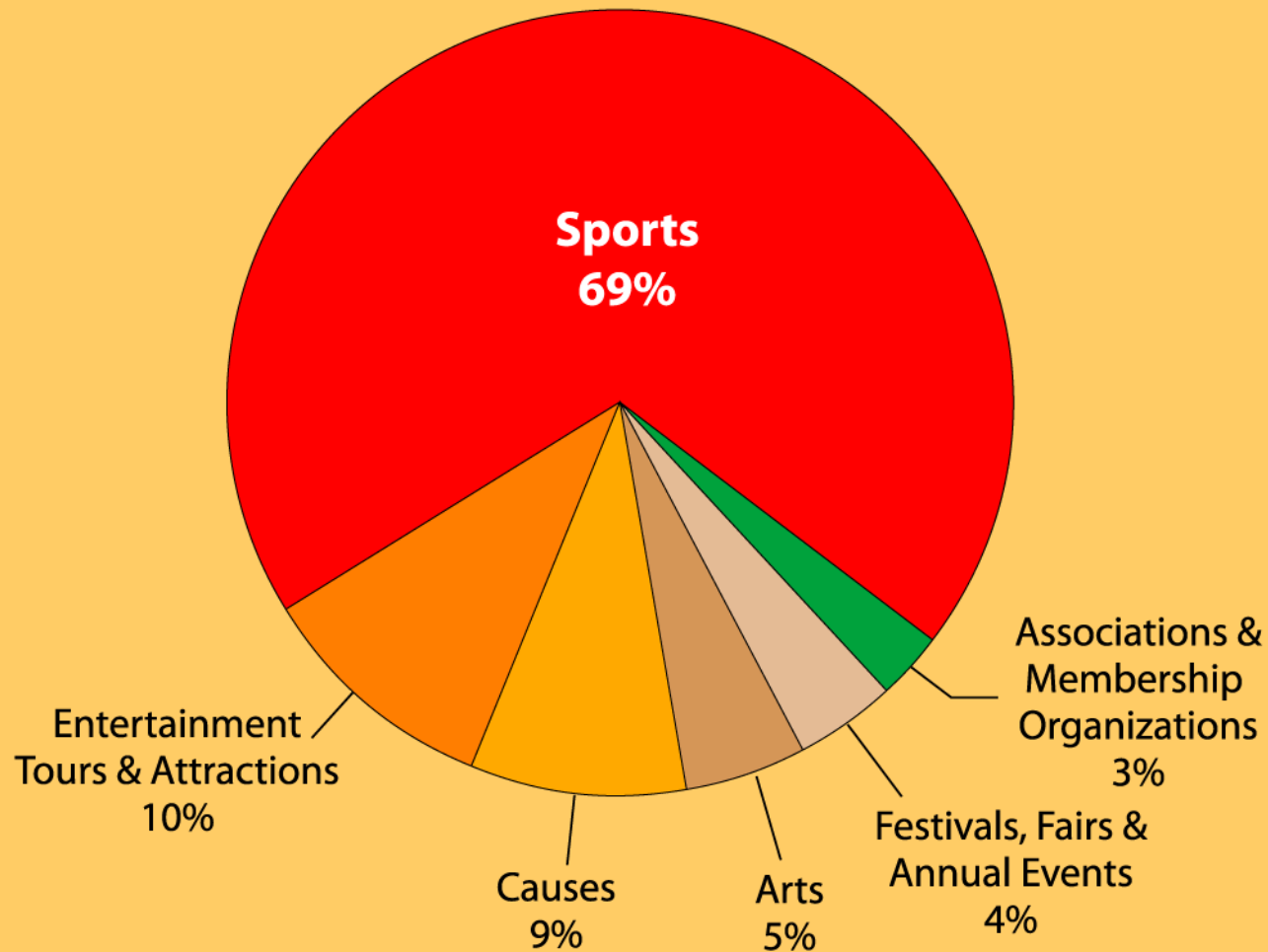
LitLamp Communications Group



- Founded in 1995
- Award-winning marketing agency
- Drove \$200 million in sponsorship revenues
- Track 60,000 market facts annually
- Connecting brands to communities of consumers

Who's sponsoring what

2008 Sponsorship Spending



Top

10 Trends

in marketing that will affect sponsorship

High Anxiety

Mastery and ruthless pursuit of ROI
(sponsors don't want to suck)

1



Push to digital and mobile

PepsiCo and SXSW

2

Participation



3



4

Where value still lives in your deals

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Culture is the new medium



5

Create a movement

Dove and Woodhull Institute



6

Dove Evolution Video: <http://www.youtube.com/watch?v=iYhCn0jf46U>

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Innovate Kraft

- mash ups
- experiences made possible by
- consumer input
- mediagenic

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NOT SURFACE DO NOT TOUCH

JCDecaux

NOT SURFACE DO NOT TOUCH

← COLD, PROVIDED BY WINTER. →
WARMTH, PROVIDED BY US.

EASY CHICKEN RICE RECIPE @ STOVETOP.COM

IT'S A GOOD NIGHT FOR STOVE TOP.

Stove Top

Know Your Whuffie

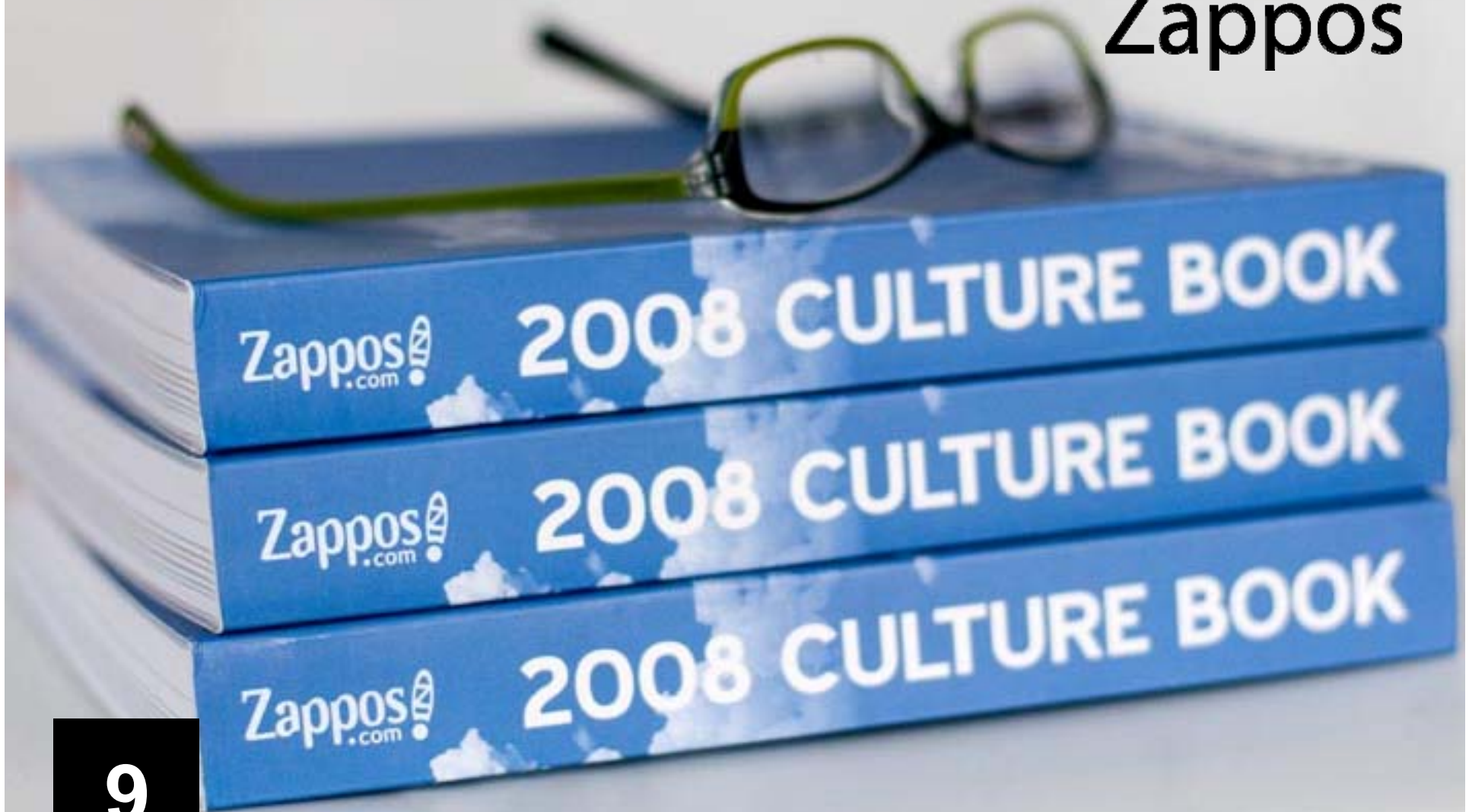
Down and Out in the Magic Kingdom



8

Reach for a higher purpose

Zappos



9

Live 9 lives

Leverage the impact

10

**Sponsor the world you
want to see...**

seeds

Get more information

Culture Scout Blog
"Sponsorship Monday"

Free e-newsletter

available at
www.patricia-martin.com

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