

### Our Details

**Company name:** Standard Life Investments

**Title of entry:** Ryder Cup Sponsorship

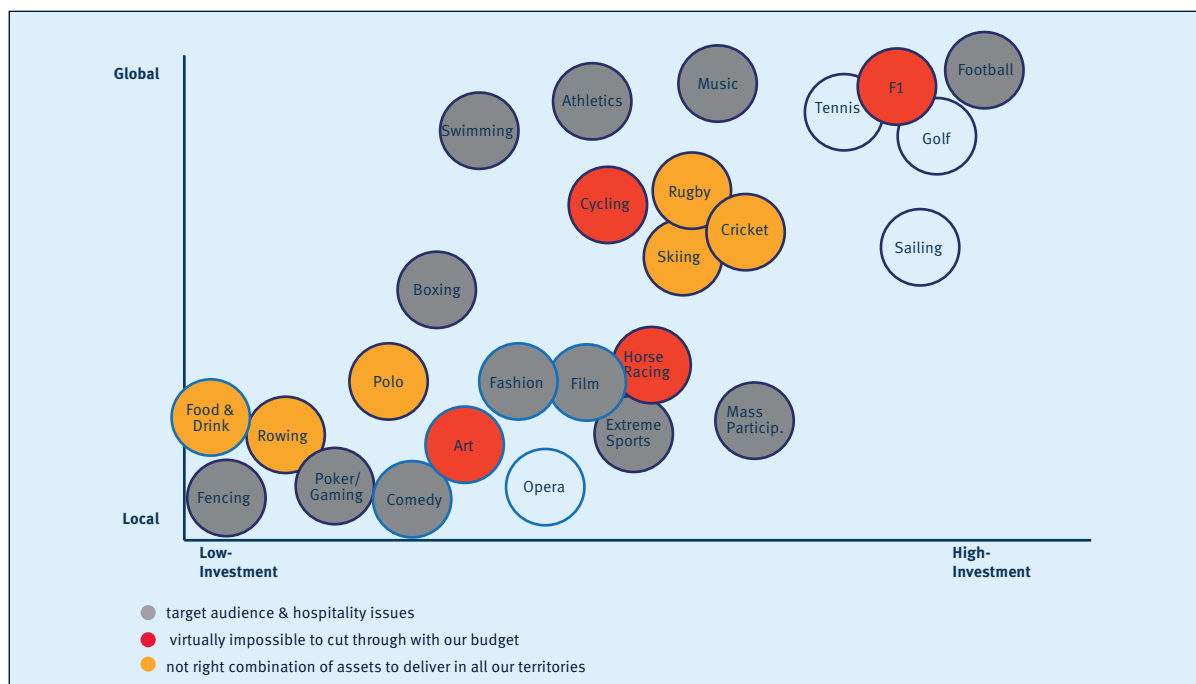
**Award category:** Financial and Professional Services

### Our sponsorship journey

After more than a decade of strong growth, Standard Life Investments (SLI) reached a crucial stage in its development. Already established in the UK, we were increasingly gaining global traction. Therefore, the time was right for our **first global sponsorship programme**.

In selecting the right sponsorship, we wanted a recognised, global event – either sporting or non-sporting – that did not require promotion itself and complemented our brand values such as teamwork, collaboration and integrity.

#### Finding the right sponsorship



After extensive analysis, we narrowed it down to four potential options – golf, tennis, sailing and opera – and after careful consideration felt that golf, and The Ryder Cup in particular, was right for us. The Ryder Cup is **golf's most prestigious team event**, contested every two years between Europe and the US, and reaches **worldwide TV audiences of 500 million**. There are two rights holders – Ryder Cup Europe and the PGA of America – and we approached them with a view to becoming a partner on both sides of the Atlantic. Following extensive negotiations, we were therefore delighted to become the **first Worldwide Partner in Ryder Cup history**, with sponsorship encompassing 2014 (Gleneagles, Scotland, September 23-28) and 2016 (Hazeltine, Minnesota, US).

## Sponsorship objectives

Having agreed to become the first Worldwide Partner of The Ryder Cup, we then set three key strategic goals.

1. enhance brand awareness and positioning through high value association
2. provide unique opportunities for client engagement
3. engage and motivate our people through participation opportunities

For each of our three strategic objectives, we then developed a number of tactical goals that specifically targeted C-suite audiences in major markets as well as key clients and our people across the globe.

### Our brand

- increase brand awareness and target associations by >10% and >5% in US and >20% and >15% in UK
- highest recognition of Ryder Cup association of all partner brands within a C-suite audience
- >25% increase in total media value versus actual spend throughout the campaign
- higher than industry average click through rates on digital advertising
- launch social media strategy targeted at intermediary and institutional audiences, gaining 1,000 new Twitter followers by end-September 2014
- make the SLI Ryder Cup microsite the best performing Standard Life Group microsite by >50%

### Our clients

- client attendance represents >25% of assets under management (AUM)
- client attendance from >10 international markets
- utilise Ryder Cup & SLI brand synergies of team, performance & heritage at key client events
- increase net promoter score by >25% among intermediaries
- increase confidence among intermediaries to recommend SLI to end clients by >50%

### Our people

- >50% open rate for email communications
- >2,000 entries across three online competitions
- >10% staff participation in Ryder Cup trophy tour
- fully subscribed ballot for chance to play Gleneagles
- 100% of client hosts to proudly wear branded clothing on course
- fully subscribed application for Volunteer Programme

## Sponsorship execution

Once we had set our objectives, the next step was to create and effectively execute a compelling campaign. In doing so, we used a variety of marketing tools both in the lead up to the 2014 Ryder Cup and during the tournament itself.

### Campaign strategy



## Our brand

Using the theme **World Class as Standard** as a strategic anchor point, our **brand campaign stretched across three continents** (Europe, North America and Asia) on media that targeted C-suite audiences specifically.

- ▶ first-ever media **partnership with the Telegraph Group and Bloomberg Business Week (BBW)**, creating compelling content including the 'Road to Gleneagles' hub on Telegraph online and 'The Business of Golf' series with BBW
- ▶ **partnered with Turner Media in the US**, creating a world-class teams series hosted on RyderCup.com/US and promoted on PGA.com
- ▶ **advertised on TV for the first time** on Sky (UK and Ireland), NBC (top-11 US markets), TSN (Canada), Now TV (Hong Kong), Bloomberg TV (US & Europe) and tournament TV on course
- ▶ **significant strategic outdoor campaign** at major transport hubs serving The Ryder Cup, including Edinburgh, Heathrow and London City airports
- ▶ fully integrated digital/social media campaign incorporating new **Ryder Cup websites**, launch of **first-ever Twitter feed and YouTube channel** featuring corporate and Ryder Cup content including video from **brand ambassadors**, former captains Sam Torrance and Curtis Strange
- ▶ offered **free entry for 150 school pupils** from four schools across Scotland and allocated **100+ tickets to community-focused initiatives**

## Campaign images



## Our clients

Ryder Cup sponsorship allowed us to engage with clients in a variety of innovative and unique ways, both before and during the tournament.

- ▶ hosted **client events on both sides of the Atlantic**, including golf and interactive seminar days at TPC Boston, K Club Ireland and Wentworth UK where clients met Ryder Cup heroes past and present
- ▶ annual flagship ‘Orchestrating Opportunities’ conference in Vienna featured a **unique perspective** for clients on the ‘Miracle of Medinah’ from **Jose Maria Olazabal**
- ▶ **invited 3,450 guests on-course**, with unique hospitality viewing experiences at the 1st tee, 18th green and 12th fairway
- ▶ provided **hospitality at associated events**, including The Ryder Cup Gala Dinner and Concert, opening ceremony and European Tour cocktail party
- ▶ hosted a **series of investment seminars in Edinburgh** prior to guests attending Gleneagles
- ▶ based our **Ryder Cup Experience at two fan zones** – St Andrew Square, Edinburgh, and on course at Gleneagles – where fans could play the final hole to win The Ryder Cup for the US or Europe then share on social media to enter a competition

## Client events





## Our people

We built **excitement and engagement among our people through various communications** offering a range of participation opportunities.

- ▶ launched a **dedicated internal Ryder Cup website** featuring FAQs on the sponsorship, competitions, and campaign visuals
- ▶ ran a company-wide ballot giving our people the opportunity to win one of 48 places in a **staff Ryder Cup on the PGA Centenary Course at Gleneagles**, where they were treated like stars for the day
- ▶ ran **four competitions open to all our people**, including **three bespoke online golf games**, one of which was a competition based on the staff Ryder Cup, where participants had to guess how close our staff hit their shots to the hole
- ▶ gave people at our UK and Ireland offices an opportunity to **take photo with The Ryder Cup**
- ▶ access for all global employees to **discounted Ryder Cup-branded merchandise**
- ▶ launched a **Volunteer Programme** to support our on-course activation where we provided 30 volunteers with training, branded clothing and the chance to experience The Ryder Cup atmosphere
- ▶ provided **all client hosts with an opportunity to wear fully branded clothing**
- ▶ hosted a **Sky Viewing Experience** on the first day of play (Friday), with live, big-screen coverage at our UK offices and Ryder Cup-themed catering

## Employee engagement

The collage features several promotional materials for the 2014 Ryder Cup:

- Online Games:** Includes 'Countdown', 'EagleEyes', 'PinPoint', and 'PAR 3' games, along with a photo of the Gleneagles Golf Day event.
- Merchandise:** Shows the 'Ryder Cup Range' and 'Ryder Cup Host Range' of clothing, and a 'Volunteer Programme' poster.
- Trophy Tour:** A poster titled 'The Trophy Tour' showing the trophy and listing dates and locations for its tour.
- Sky Viewing:** A poster titled 'The World-Class Action - LIVE' for the Sky Sports viewing experience.
- Special Offers:** A poster titled 'Your chance to play The 2014 Ryder Cup course' and a 'Special Offers' logo.

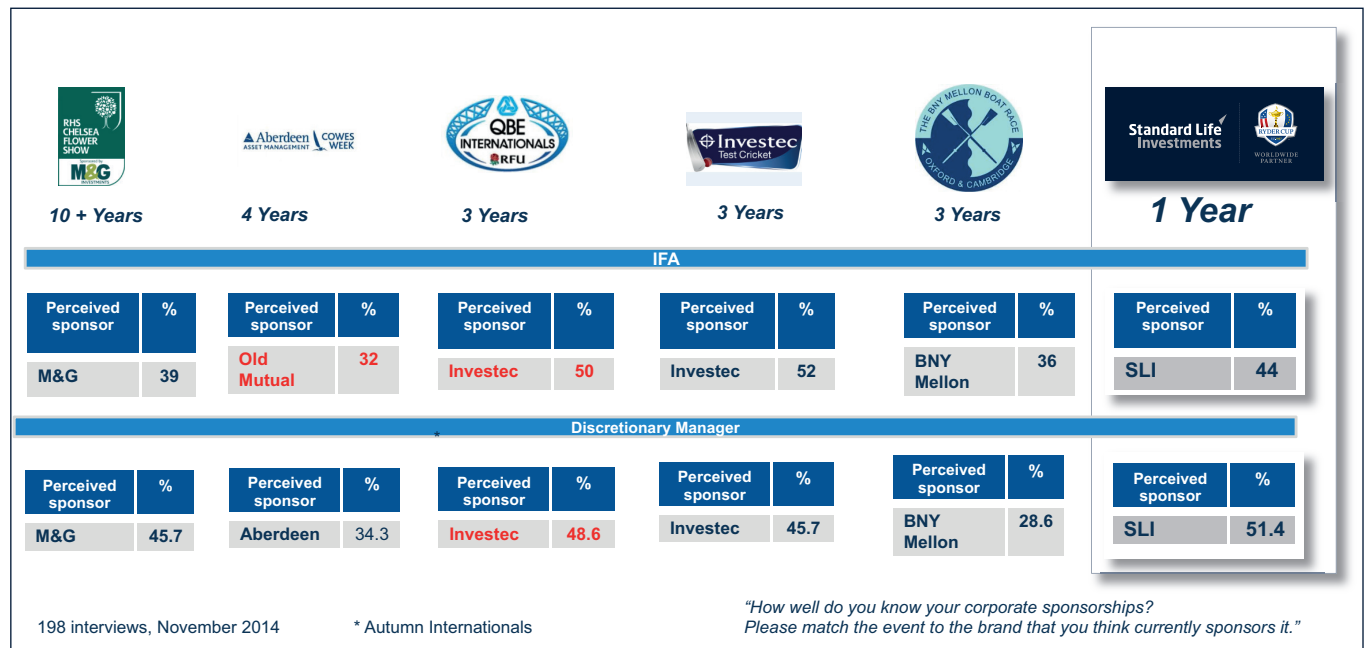
## Sponsorship evaluation

A variety of metrics showed that we were highly successful in achieving our tactical, and therefore strategic, objectives.

## Our brand

- ▶ **familiarity with SLI grew 30% (US) and 26% (UK)**
- ▶ perceptions of SLI as **'global' rose from 0% to 22% (US) and +57% (UK)**
- ▶ association for **SLI with Ryder Cup sponsorship rose 57% (US) and 160% (UK)**, helping us achieve in one year what other financial services brands have taken years (and in some cases still have to) achieve

## Attribution of sponsorship among intermediaries



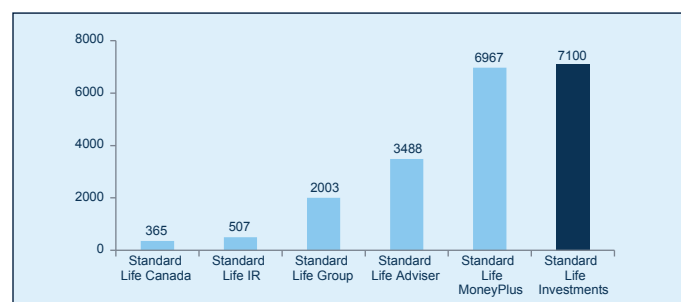
- ▶ Advertising achieved over **80m C Suite impacts globally**, while ambassador content created reached a **combined global circulation of 1.8 billion**
- ▶ multi-platform media partnerships stretched our content across broadcast, out-of-home, print and digital media and helped achieve a 42% uplift in audience reach, equating to **an 83% media value increase** versus actual spend

## Audience reach

Media	Planned Impacts	Delivered Impacts	% Uplift
UK Outdoor	6.2m	8.7m	40%
Sky TV	7.5m	15.5m	106%
Telegraph Group	22m	32m	45%
NBC	8.9m	10.6m	19%
Bloomberg	6.9m	9.1m	32%
Press Other (FT, WSJ etc )	4.1m	4.4m	14%
TV Other (HK, Can)	Can 0.9m	TBC	-
<b>TOTAL</b>	<b>56.5m</b>	<b>80.3m</b>	<b>42%</b>

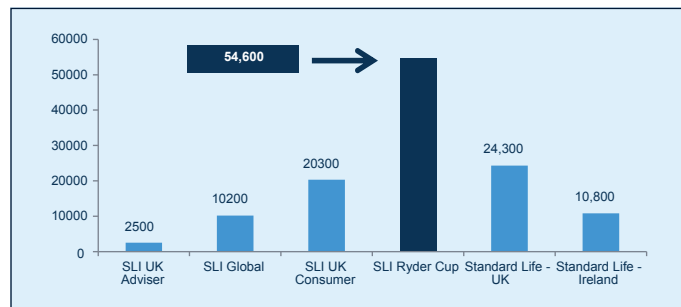
- ▶ **digital ads were displayed over 53 million times** with click-through rates significantly higher than the industry average for consumer campaigns
- ▶ **Twitter feed had 5,750 new followers at end-September (+475% target) and 7,600 by end-October**, with top audience interests of business & finance/financial news and a low attrition rate confirming we reached our target audience

## SLI Twitter followers



- ▶ YouTube channel attracted over 34,000 views
- ▶ Ryder Cup website had **54,600 new visitors from 151 countries** in September alone (**125% more visitors than the next most popular Standard Life Group site**)

### Website visitors



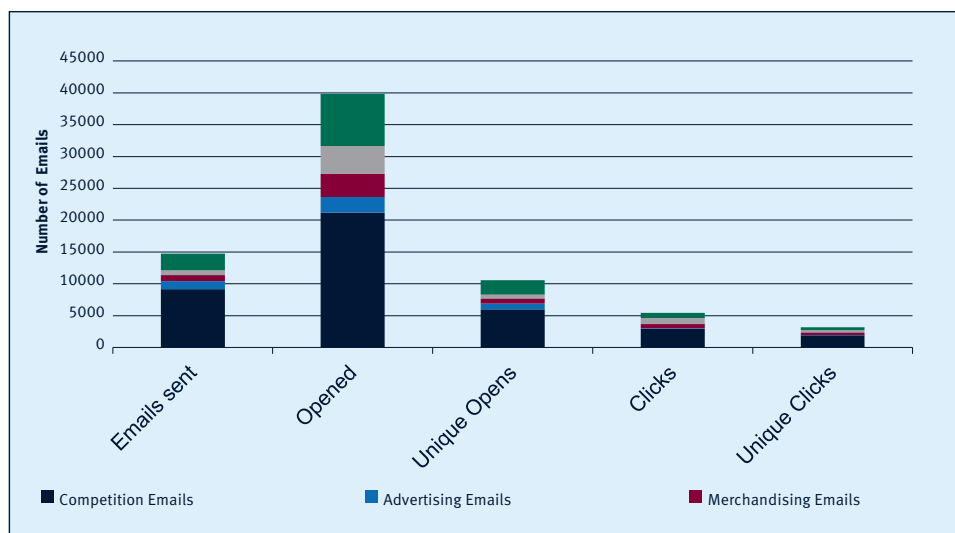
### Our clients

- ▶ hospitality programme welcomed **clients from 20 countries, accounting for 36% of AUM**
- ▶ **net promoter score among intermediaries increased 150%**
- ▶ guest survey showed **82% had an improved perception of SLI**
- ▶ **76% were more confident in recommending SLI to end clients**
- ▶ **Jose Maria Olazabal achieved a 100% net positive score** with key clients at flagship conference
- ▶ **23% of wholesale guests attended investment seminars** in Edinburgh
- ▶ **total reach of 297,000 for the #SLIexperience** (second highest behind #Ryder Cup), and **over 300 people entered the competition**

### Our people

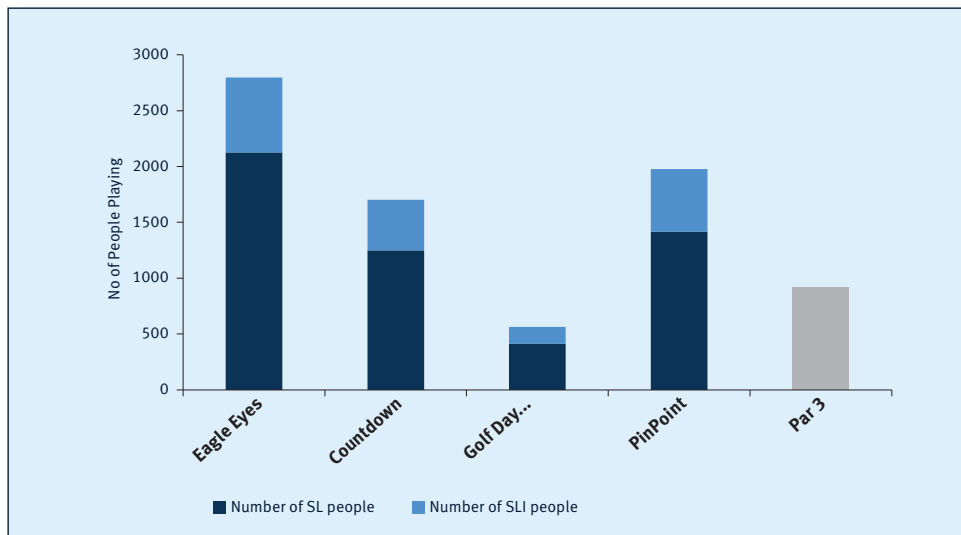
- ▶ emails consistently smashed records for internal communication open rates, with over **70% for advertising emails, 86% for merchandise emails and 86% for the countdown competition**

### Email interaction levels



- ▶ online competitions (available to 8,800 employees across SL Group) received **an incredible 7,950 entries**

## Competition entries



- ▶ internal Ryder Cup website experienced the highest engagement level across all SL Group websites
- ▶ 16% of all UK-based staff visited the Ryder Cup
- ▶ ballot for staff Ryder-Cup at Gleneagles three times over-subscribed
- ▶ over 950 Ryder Cup-branded merchandise items sold
- ▶ Volunteer Programme 10 times oversubscribed with our people voluntarily giving up 77 days of annual leave, and weekends, to provide a positive client experience
- ▶ 100% of client hosts wore SLI branded clothing at Gleneagles
- ▶ Sky Viewing Experience proved extremely popular, with overwhelmingly positive feedback

## Sky Viewing Experience feedback

