

SPORT EYE TRACKING

AGENDA



1. Introduction



2. About the Eye Tracking methodology



3. Experimental design



4. Some key results of this test

1

Introduction

360° ACTIVATION PLANS FOR A STRONG SPORT BRAND EXPERIENCE



VISIBILITY REMAINS KEY ON EVENTS

1.917 different brands visible on TV as sport sponsors in 2006 in France

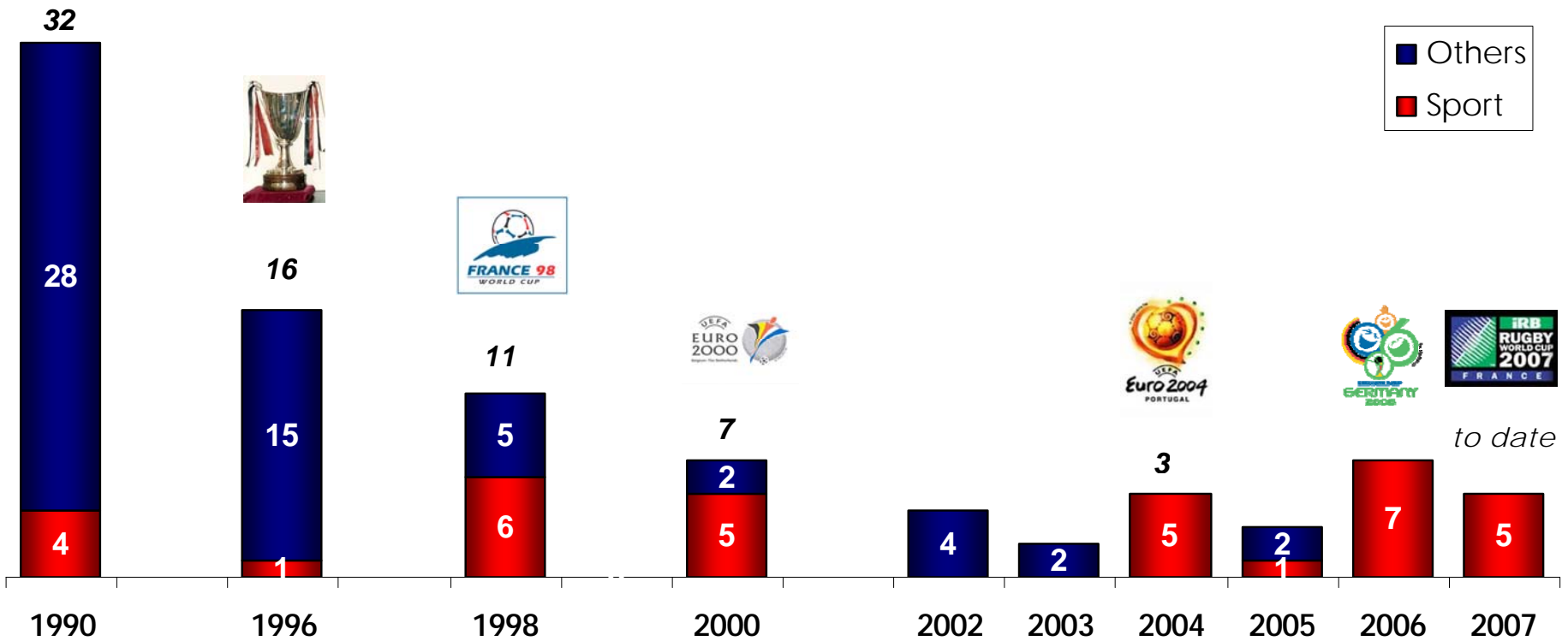
64% of them on football assets



INDEED SPORT = HIGHEST TV RATINGS

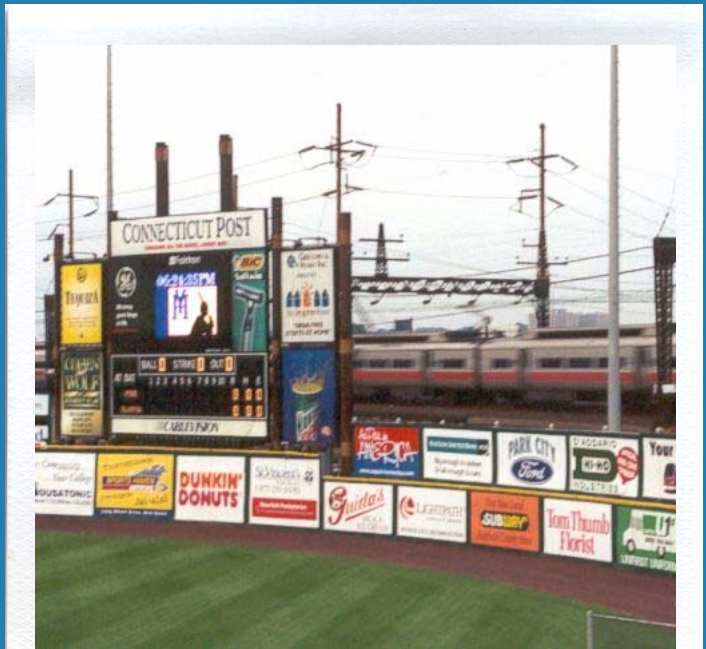


French Tv programs with ratings on 15+ population > 25%



source: Mediametrie Mediamat 15 ans & +

A CRITICAL ISSUE: CLUTTER



How to win the battle?

LESS IS BETTER



FIFA: from 15 main sponsors in 2006 to 6 top sponsors for 2007 - 2014

Qualitative brand exposure is the first step for an efficient sponsorship.

The sports marketing professionalization has led advertisers to seek innovative on-field implementation solutions.

In the same way, expectations in terms of return on objectives and measurement increase everyday.

2

About Eye Tracking
technology

2 MAIN CRITERIA IN ORDER TO EVALUATE VISUAL ATTENTION

- 1 Eye scanpath
- 2 Time of fixation



But how to measure it?

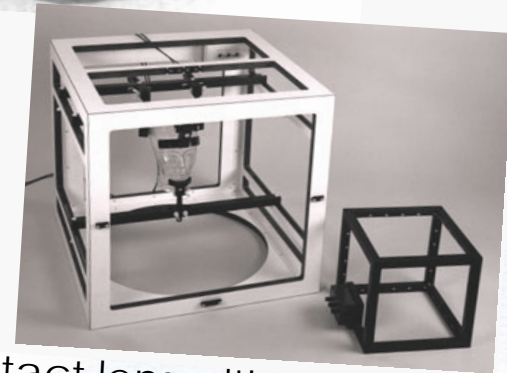
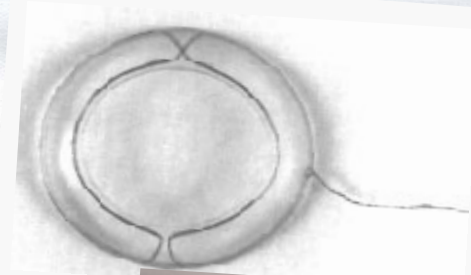
SOME TORTURE FOR LABORATORY RATS

EOG (ELECTRO
OCULOGRAPHY)



Eye movement measured
relatively to the head position

SCLERAL CONTACT LENS



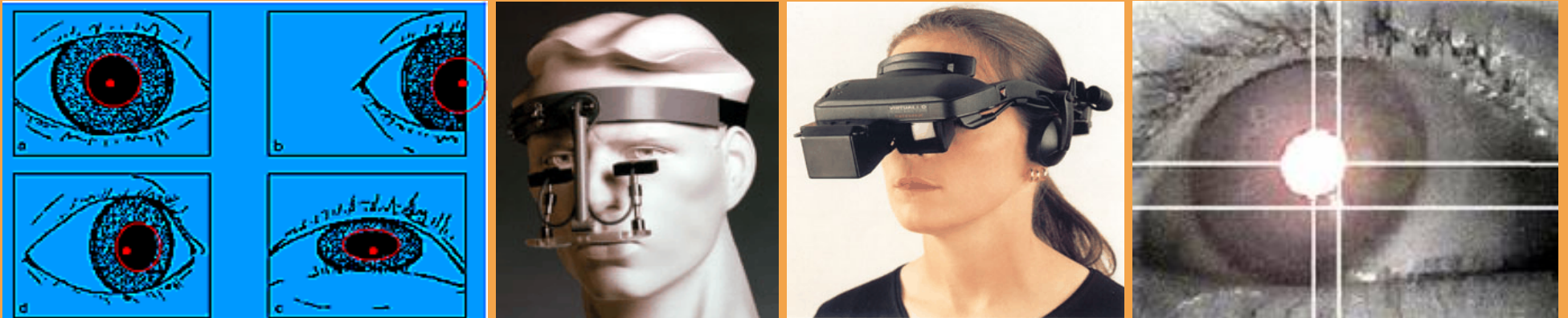
Contact lens with wire coil.
Movement is measured
through an electronic field.

Intrusive methods

BETTER BUT...

Corneal reflection (Photo / Video Oculography)

- An infra red (IR) light is sent at the center of the pupil
- The IR reflect is detected
- The variation of this reflect allows to compute the eye position



TODAY, TOP OF THE RANGE SOLUTIONS

Corneal reflection with PC

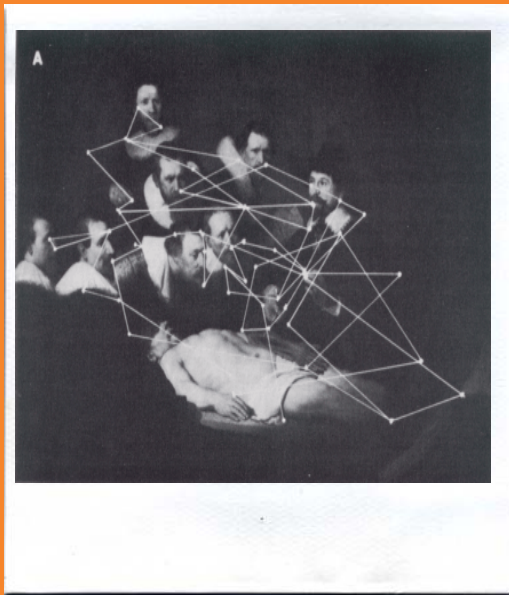
In front of a PC where an Infra Red camera is fixed (apparent or not)



The technique we used for SPORT EYE TRACKING, 100% non intrusive

EYE TRACKING, FOR WHICH APPLICATIONS?

Psychology,
Neuroscience



Human factors and
ergonomics



Advertising



Marketing



3

Experimental design

THE EYE TRACKING TEST PROTOCOL

- **Viewing of the video**
 - Behavior observation
 - Detailed glance observation (movements, fixation, position)
- **Post-test survey**
 - Spontaneous recall of the sponsors
 - Display of sponsors on a drawing
 - Aided recall of the sponsors (decision test)

THE VIDEO

- **A rugby match of the French National League**
 - Biarritz Olympique vs Stade Français
 - Duration: 10 min 32
 - 36 sponsors
 - 21 different locations
- **First classical analysis**
 - Duration of exposure for each sponsor
 - Duration of exposure of each location

THE TYPE OF ANALYSIS FOR EACH VIEWER

- Number of glances
- Duration of each glance (in milliseconds)
- We count a glance when a viewer looks at a brand for at least 220 ms

The technical dimensions of this research were achieved with our partner Miratech specialized in eye-tracking research



THE VIEWERS' PANEL

The sample is a representative of the profile of the TV viewers of this game (in terms of age, gender and interest)

	Fan	Rugby-goer	Total
Male	14	7	21
Female	6	3	9
Total	20	10	30

- Rugby-goer: person who declares having watches 1 or 2 games in the previous year
- Fan: person who declares having watched more than 3 games in the previous year

EXAMPLE OF A “HOT SPOTS’ MAP”



4

Some key results of this test

A SUCCESSFUL TEST WITH RELEVANT DATA

Reminder: we count a glance when a viewer looks at a brand for at least 220 ms

Total number of glances (30 viewers)

2 282

Average number of glances per viewer

76

Average length of a glance

318 ms

% of glances - on brands - versus total duration *

3,8 %

* Total duration of glances on brands per viewer is 24 sec, versus 10 min 32 = 3,8%

TEST KEY RESULTS (NOT TO BE EXTENDED TO ALL SPORTS)

Number of glances

The brand present on most different locations is the most looked at

Memorization

The most looked at brands are the most recalled

Winning brands

Orange and Cap Gemini

Location

Jerseys, sideline signage and centerfield signage are the most looked at and best recalled

Camera angles

Brands visible during close-ups are the most looked at

Game phases

More brands are looked at during time-outs
Line outs and scrums offer the best glance / duration ratio

Glance & visibility
vs memorization

The correlation between glance & memorization is stronger than between visibility & memorization

4 KEY SUCESS FACTORS FOR A BRAND (IN ORDER TO BE SEEN AND MEMORIZED) *

- 1 Be present on different locations (at least 3)
- 2 Secure one of these locations: jersey, sideline signage or centerfield signage
- 3 Aim at being visible on locations which are well visible during time-outs
- 4 Long term involvement impacts positively memorization results (ex: Société Générale)

* According to this test, on a rugby game

WHAT'S NEXT?

Further our understanding of this new tool
by extending research to other games,
other sports and on a wider scale

...

Set up and market a new and efficient
service for our clients to help
stakeholders to take better decisions

EXAMPLE: CAPGEMINI ON THE BIARRITZ JERSEY



EXAMPLE: THE BALL





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