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Kia joins Osaka & Djokovic as Australian Open winners

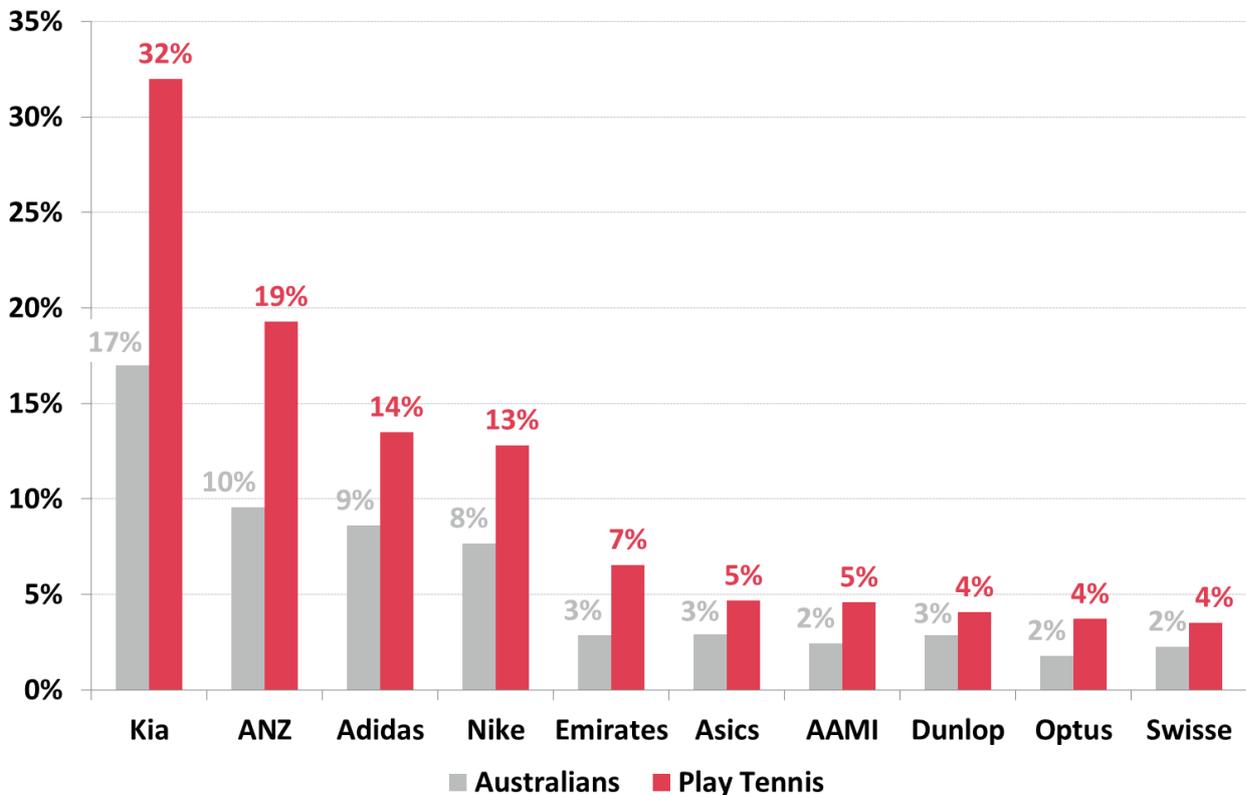
The Australian Open's Major Partner Kia has struck advertising gold with its sponsorship of Australia's largest tennis tournament. Nearly 3.5 million Australians associate Korean car company Kia with the year's first Grand Slam tournament equivalent to 17% of the Australian population aged 14 or older.

Australian Open Associate Partner ANZ is associated with the tournament by nearly 2 million Australians equivalent to 10% of the population. Leading sports apparel companies Adidas and Nike – who both personally sponsor several leading tennis players – are associated with the Australian Open by 9% and 8% of Australian respectively.

A key demographic targeted by companies sponsoring the Australian Open is obviously those who take a keener interest in the sport than the average Australian and for Australians who play tennis regularly or occasionally sponsor association with the Australian Open is significantly higher.

Nearly a third of Australians who play tennis associate Kia (32%) with the Australian Open and 19% associate ANZ with the tournament. Once again sports apparel companies Adidas (14% of tennis players) and Nike (13%) are regarded by many tennis playing Australians as being associated with the tournament while official sponsors Emirates (7%), Dunlop (4%) and Optus (4%) are also widely associated with the Australian Open by those Australians who play the sport.

Australian Open sponsor association for All Australians cf. tennis players



Source: Roy Morgan Single Source, October 2017-September 2018., n=15,009. Base: Australians 14+. n=15,009.

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Sponsor recall highest for attendees ahead of regular players and TV viewers

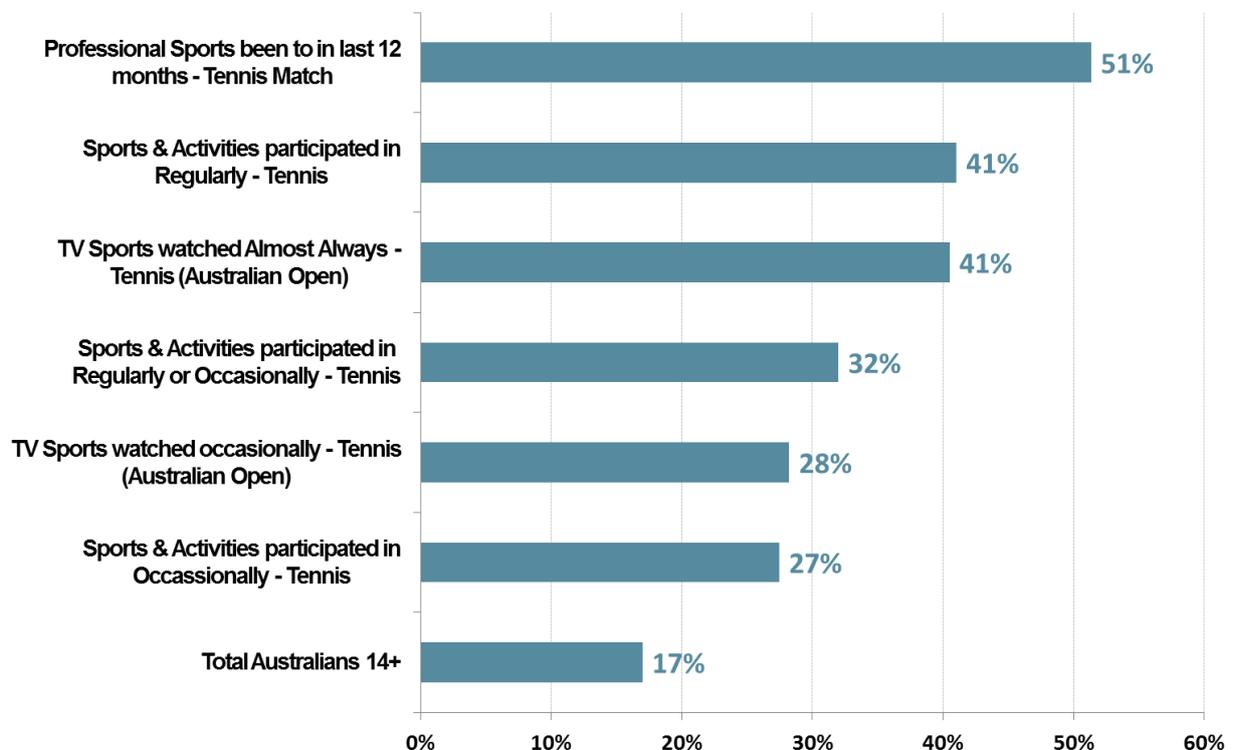
Analysing brand association for leading Australian Open Major Partner Kia shows that whether someone recalls Kia's association with the Australian Open is heavily dependent on their personal involvement with the sport of tennis – but the results are impressive if you are trying to reach tennis fans who are a lucrative market in their own right. [More details on tennis fans here](#).

A majority of 51% of tennis fans who have been to a professional tennis match in the last year associate Kia with the Australian Open.

Over two-fifths (41%) of Australians who regularly play tennis or who almost always watch the Australian Open when it is on TV associate Kia with the Australian Open whereas just under a third (32%) of Australians who either regularly or occasionally participate in tennis associate Kia with the Australian Open.

The occasional tennis fan, whether watching the Australian Open on TV (28%) or playing the sport of tennis only occasionally (27%), are the most similar to the average Australian when it comes to associating Australian Open Major Partner Kia with the tournament.

Kia's Australian Open sponsor association for tennis attendees, players & viewers



Source: Roy Morgan Single Source, October 2017-September 2018., n=15,009. **Base:** Australians 14+. n=15,009.

Michele Levine, Chief Executive Officer, Roy Morgan, says major sponsors of the Australian Open Kia and ANZ are the most recognised sponsors of the tournament and particularly by those Australians who play tennis:

“The Australian Open, which wrapped up last week, had a record-breaking year with over 780,000 Australians heading to Melbourne Park during the two weeks of the tournament – an average of over 55,000 each day.

“The stunning success of the tournament means companies the world over are keen to be associated with such a huge event watched by tens of millions of fans around the world, including millions of Australians.

“Analysing the recall of Australians shows that the Australian Open’s major sponsorship partner Kia is certainly making an impact. Over 17% of Australians associate the Korean car maker with the tournament and this figure rises substantially for Australians who play tennis (32% recall) and even moreso for Australians who attend the Australian Open (51%).

“Associate Partner ANZ is also gaining significant brand recognition with 10% of Australians associating the bank with the Australian Open and this nearly doubles for those Australians that play tennis (19%).

“Of course there are other ways to gain an association with tennis, and by extension the Australian Open, without being an official sponsor of the tournament. The success of sporting apparel companies such as Adidas, Nike and Asics doesn’t come from direct sponsorship of the event but rather extensive sponsorships of individual players.

“Nike’s sponsorship of Serena Williams and Australian Open Finalists Petra Kvitova and Rafael Nadal gave the company tremendous exposure this year while Asics’ sponsorship of Australian Open champion Novak Djokovic and Australian men’s number one Alex De Minaur will clearly help raise the profile of both brands even though they aren’t official sponsors.

“Clearly there are many factors that determine whether sponsorship of a given sporting event is providing a worthwhile investment. Diving into the deep consumer data contained within Roy Morgan’s Single Source allows brands to profile Australian Open viewers, attendees, and tennis players in general, by key variables as diverse as geographic location, gender, income, [socio-economic status](#), [attitudes to advertising](#), media consumption and more to understand whether the sponsorship is targeting the right consumers.

“Of course, tennis clubs and organisations wishing to encourage greater participation in the sport can also benefit from Roy Morgan data by gaining a greater understanding of who is watching, attending and participating in the sport wherever they are in Australia.”

For comments or more information about Roy Morgan’s sports data, please contact:

Roy Morgan Enquiries

Office: +61 (3) 9224 5309

enquiries@roymorgan.com

Related research findings

View our comprehensive range of [Sport profiles](#), including [Sport viewers](#) (and [Australian Open viewers](#) in particular), and [Sport participants](#) (including [tennis players](#)).

Compiled with data from Roy Morgan’s Single Source survey (the largest of its kind in the world, with 50,000 respondents p.a), these ready-made profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 years’ experience in collecting objective, independent information on consumers.



Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
1,000	±3.0	±2.7	±1.9	±1.3
5,000	±1.4	±1.2	±0.8	±0.6
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2