

Quantifying the Impact of Wheat Thins University of Michigan Branded Tray Activation





Background/Methodology

What

Branded Tray commissioned SRi to quantify the impact of Wheat Thins Crunch Stix Branded Tray activation at the University of Michigan.

How

A pre-post methodology was used to measure sponsor recall levels and the impact activation had on Wheat Thins brand equity among attendees of the first three 2010 University of Michigan home games (9/4 UCONN, 9/18 UMASS, and 9/25 Bowling Green). SRi supervised a team of interviews who conducted on-site interviews using handheld tablets. The survey was approximately 4-5 minutes in length.

Sample

Pre-Wave – Prior to entering the 9/4 game (and being exposed to any branded Tray activation) SRi conducted a total of 577 onsite interviews. Interviews were conducted in high concentration tailgating and stadium entrance areas.

Post-Wave – Upon completion of the 9/25 game (and having the opportunity to be exposed to the activation) SRi conducted a total of 289 onsite interviews in similar high traffic areas.

	9/4	9/18	9/25	Total
Game Attendance	113,090	110,187	109,933	333,210
Trays Distributed	35,000	35,000	35,000	105,000



Analysis Notes

In order to quantify impact of the activation, SRI analyzed Pre/Post results combined with our 'Level of Engagement' analysis tool. SRI's 'Level of Engagement' tool segments respondents into various engagement levels, identifying differences in consumer response depending on what level of activation they were exposed to.



Pre-Wave – Prior (before the 9/4 UCONN game) to any Wheat Thins Branded Tray activation and therefore no interaction with the brand.

Received/Saw Tray – Respondents exposed to the activation via receiving or seeing someone else with a Wheat Thins Branded Tray.

Tried Sample – Respondents receiving a Wheat Thins Branded Tray on-site and reporting trying the included Wheat Thins Crunch Stix sample.



Key Findings

 **Generates Impressions:** Wheat Thins Branded Trays were seen by slightly more than half of all game attendees generating roughly 2,924,744 total impressions at the four home games

 **Develops a Linkage:** Association with University of Michigan football increased significantly from the Pre-Wave, and is noticeably stronger than AT&T (only other brand inside the venue)

 **Increases Brand Awareness:** The Branded Tray activation significantly increased unaided brand awareness among game attendees

 **Drives Brand Equity:** As engagement with the Branded Tray activation increased (Pre-wave – Tried Sample), consumer response on key brand metrics (Overall Opinion, Consideration, Brand Advocacy) is enhanced

 **Gets Products in the Hands of the Consumer:** Game Attendees had a very favorable opinion of the Crunch Stix sample and report they are more likely to purchase the brand in the future as a result of trying

Impact of Branded Trays - Pictures





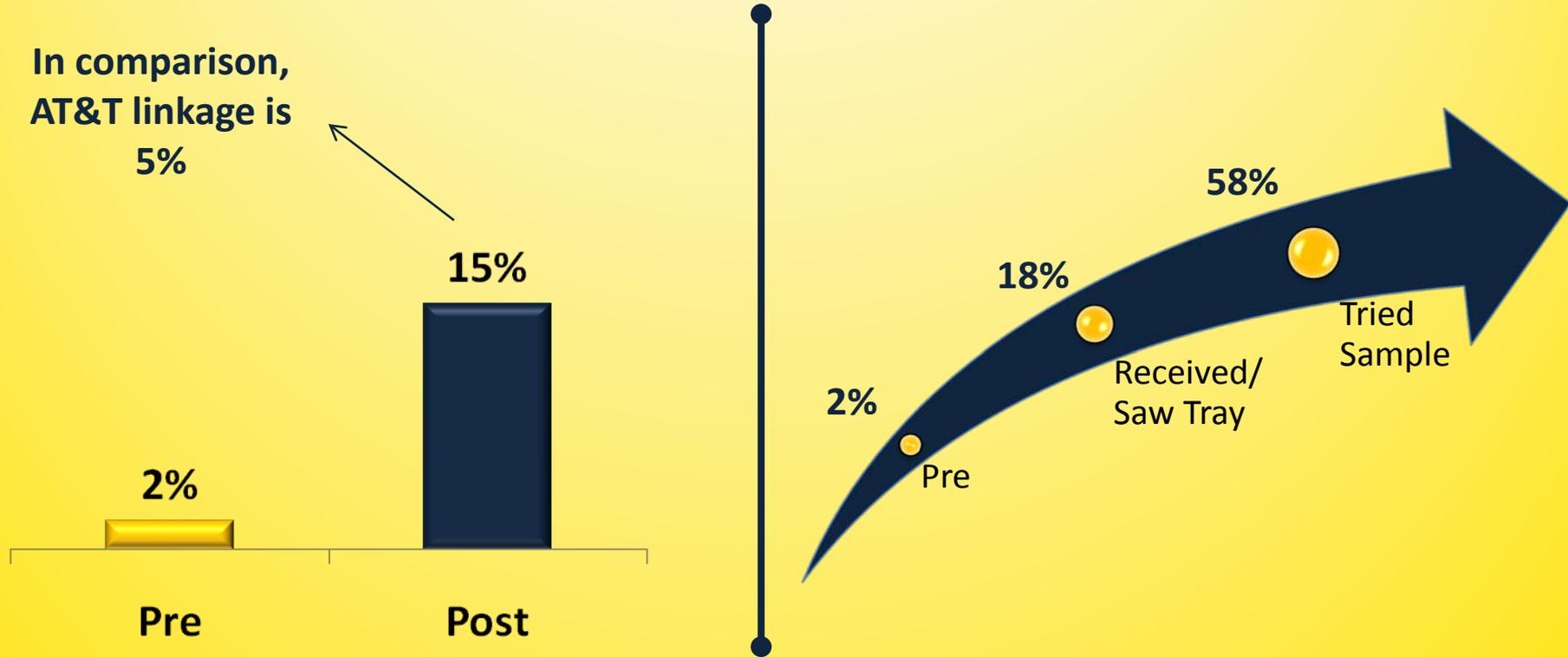
IMPACT OF BRANDED TRAY ACTIVATION ON KEY BRAND METRICS



Game attendees noticing Wheat Thins presence at the venue increased significantly from the Pre-Wave.

Link Wheat Thins With University of Michigan

% Indicating Wheat Thins is Associated



Thinking about the previous University of Michigan Football games you have been to in the past, what brands do you recall seeing while at the games?

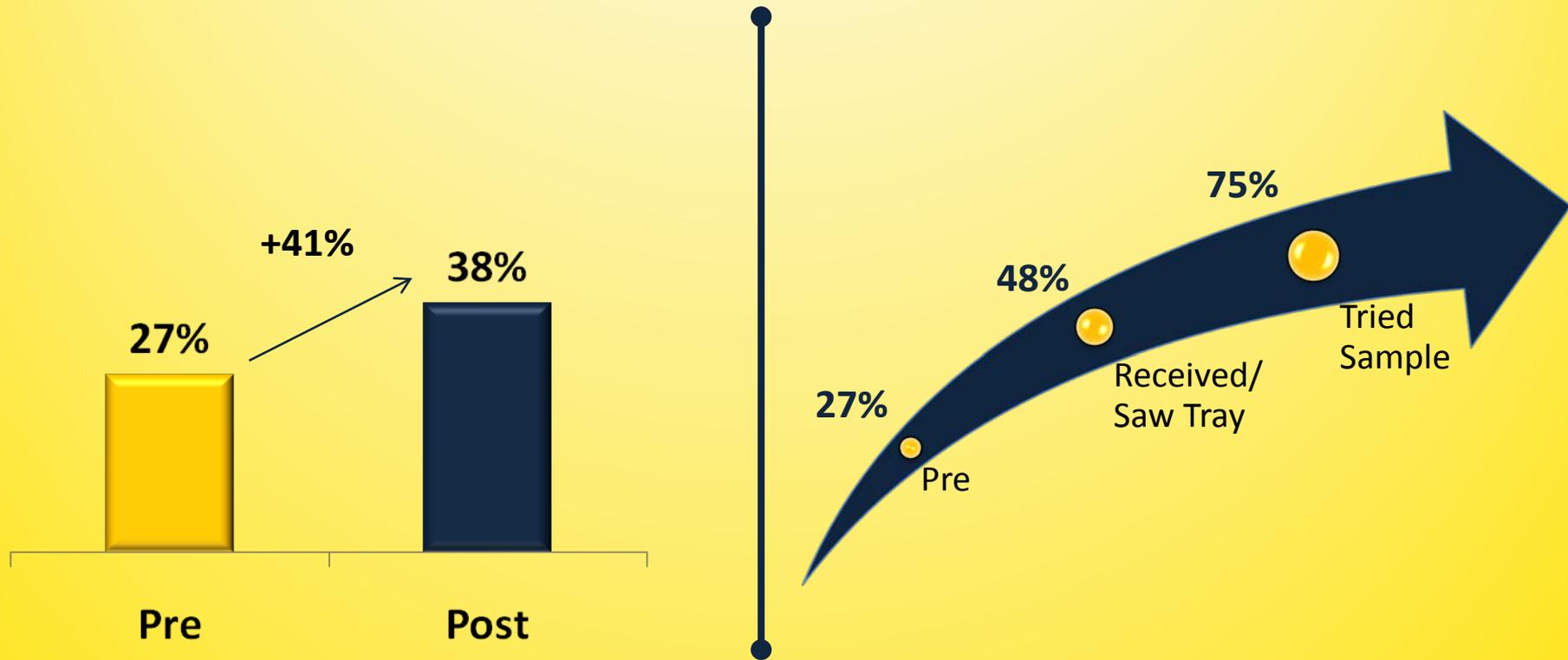




Spontaneous brand awareness of Wheat Thins increased significantly from the Pre-Wave.

Unaided Awareness of Wheat Thins

% Mentioning Wheat Thins/Wheat Thins Crunch Stix



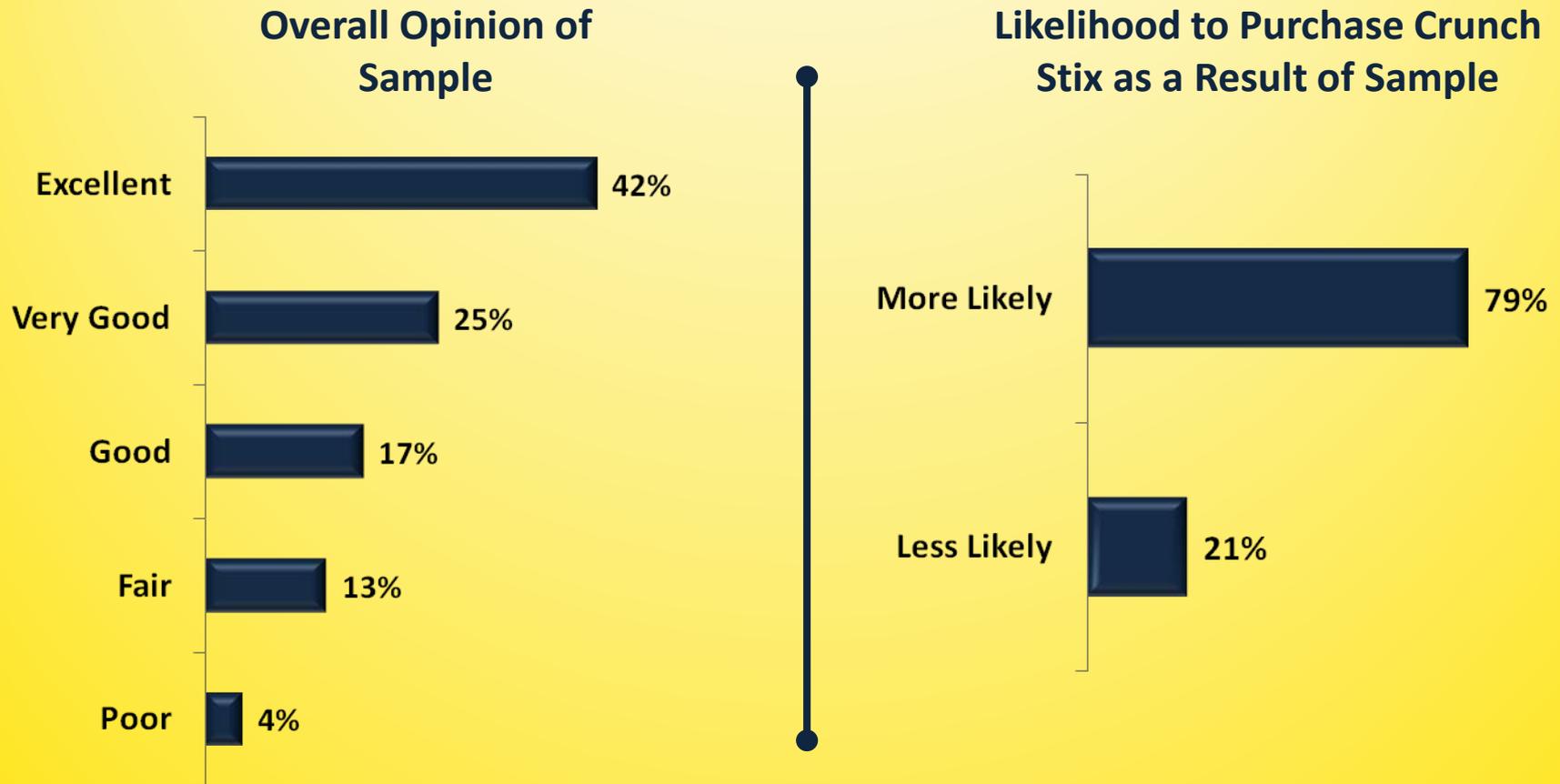
Thinking specifically about cracker you can buy at the food store, what brands come to mind? Please tell us all that come to mind





Game attendees had a very favorable opinion of the sample and report it will have a significant impact on their likelihood to purchase Crunch Stix in the future.

Opinion/Impact of Sample



What was your overall opinion of the sample?

As a result of the sample you had today, are you now more or less likely to purchase Wheat Thins Crunch Stix in the future?



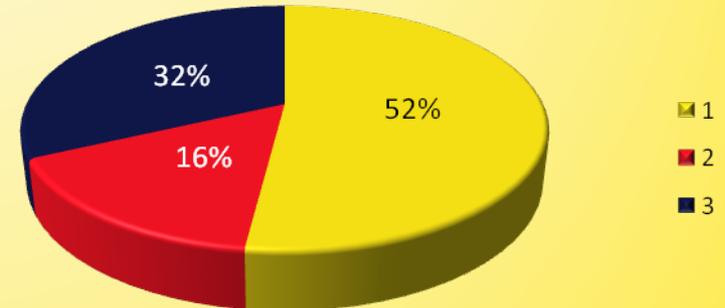
Appendix

Respondent Profile

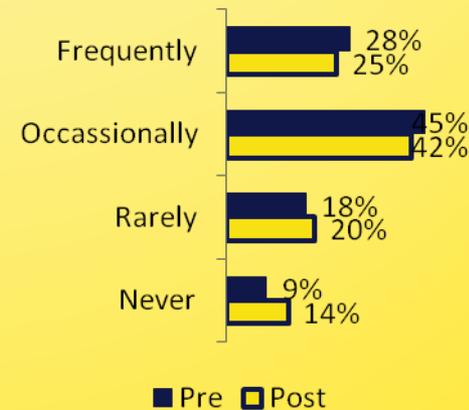


Gender:	Pre	Post
Male	70%	62%
Female	30%	38%
Age:		
Under 21	13%	11%
21-24	19%	10%
25-29	21%	17%
30-34	18%	12%
35-39	9%	14%
40-44	8%	8%
45-59	9%	19%
60 or older	3%	10%

Number of Games Attended



Purchase/Eat



Respondent gender

How old are you?

How many Michigan home games have you attended this year?

How often do you purchase/eat Wheat Thins?