



Sky - Impact Study 2012/2013

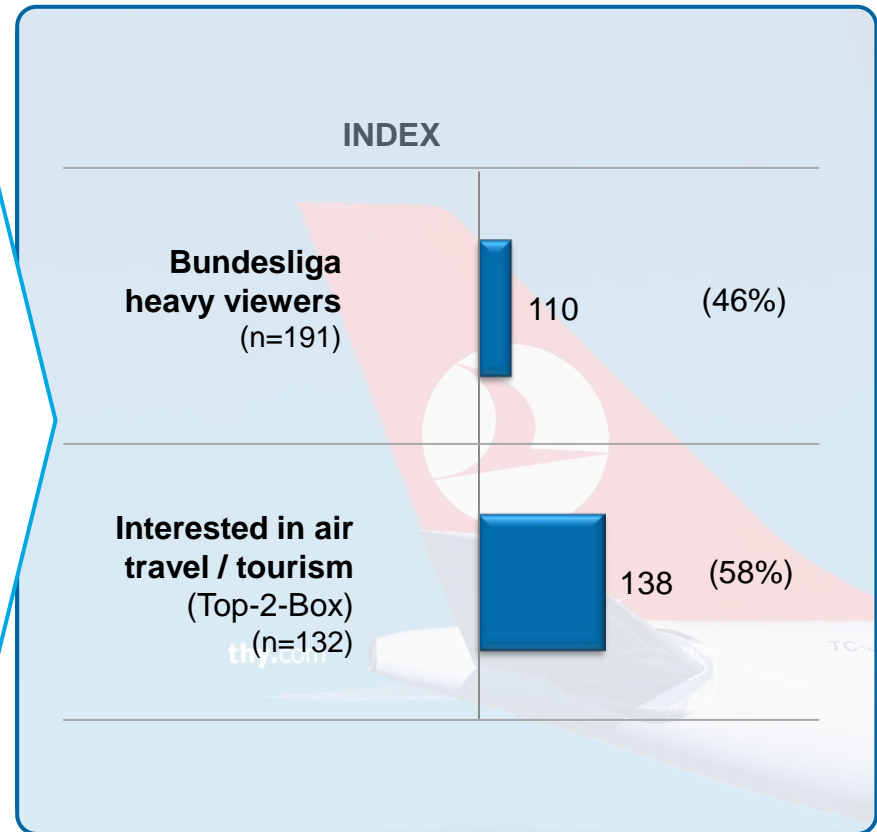
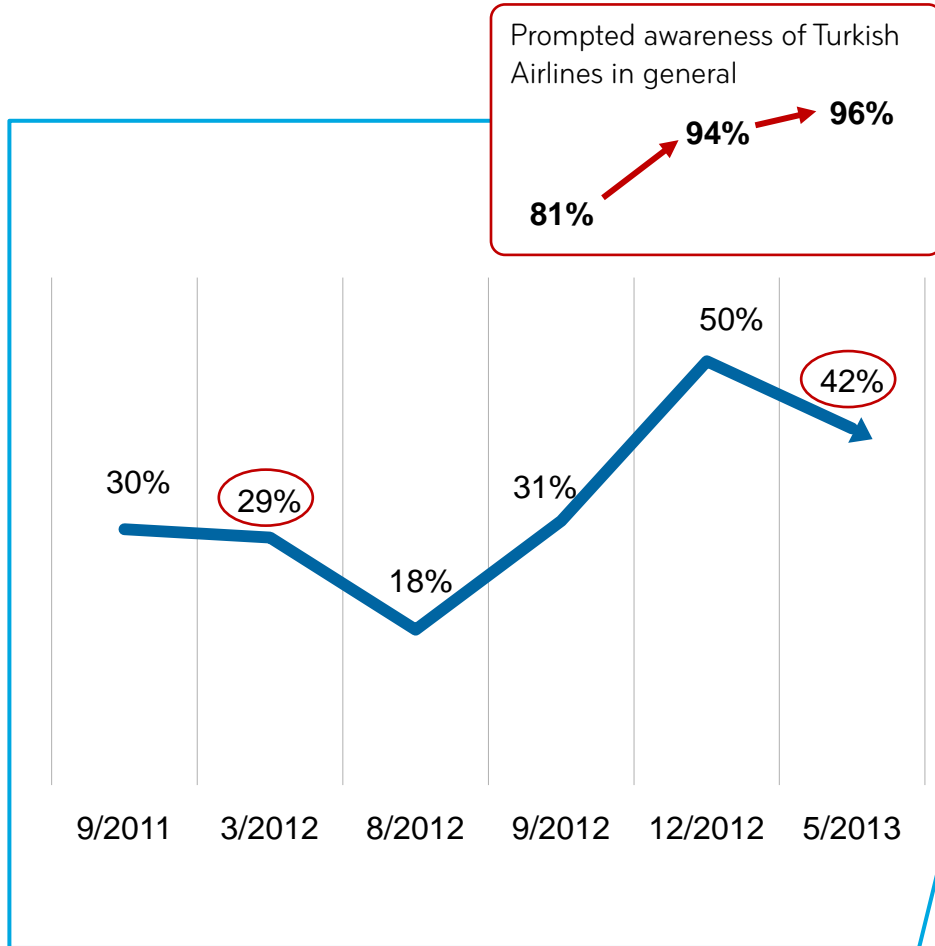
July 2013

Selected results

Prompted awareness of Turkish Airlines as a sponsor of Bundesliga broadcasts on Sky increases significantly



Please name all brands that you know, which are sponsors around the Bundesliga broadcasts.



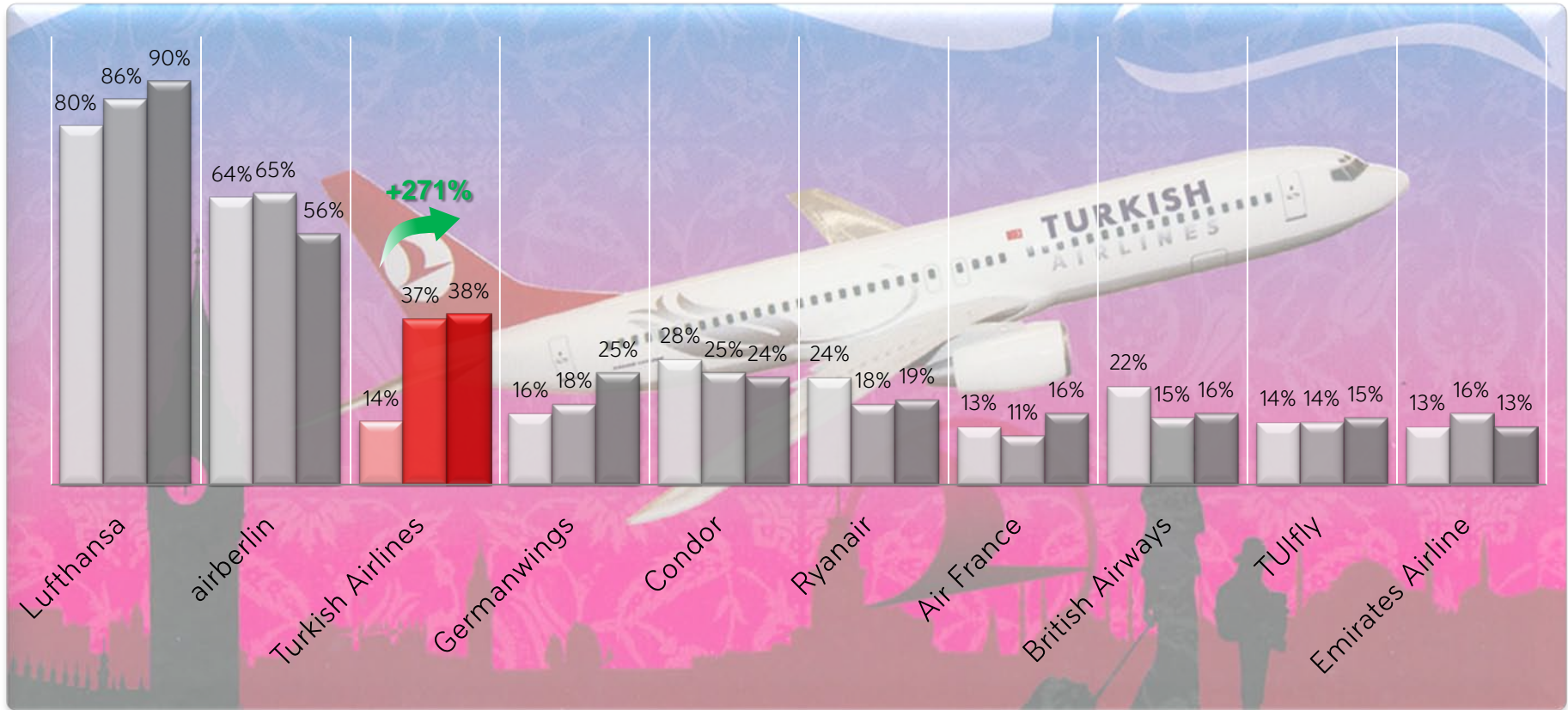
Source: REPUCOM/ Sky Deutschland – own calculation

The Unprompted publicity of Turkish Airlines increased by 271%, this means that Turkish Airlines ranks on 3rd position



- ☐ 08/2012 (n=550)
- ☐ 12/2012 (n=502)
- ☐ 05/2013 (n=501)

Which Airlines do you know, even just by name?



Source: REPUCOM/ Sky Deutschland – own calculation

The different advertising tools of Turkish Airlines on Sky achieve very good recognition values...



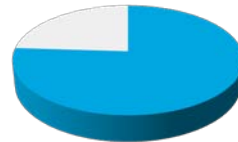
Which of these forms of advertising of Turkish Airlines do you recognize? (Relevant Spots were shown to the respondents)



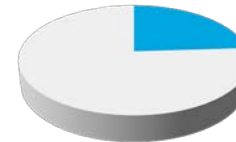
Bundesliga viewers
(n=210)



86%

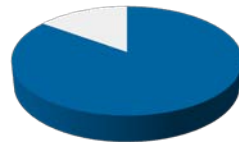


76%

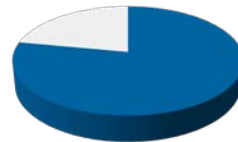


24%

Bundesliga heavy viewers
(n=88)



85%



78%



29%

Source: REPUCOM/ Sky Deutschland – own calculation

... and increased in all areas compared with the preliminary measurement



Which of these forms of advertising of Turkish Airlines do you recognize? (Relevant Spots were shown to the respondents)



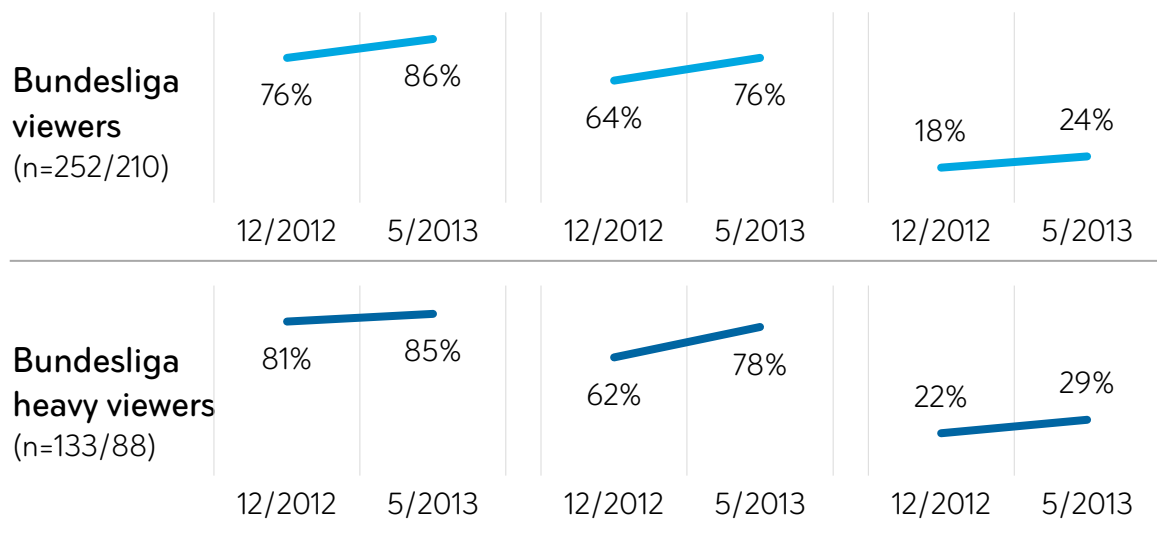
Conference Wipe



Sweepstake



Super Frame

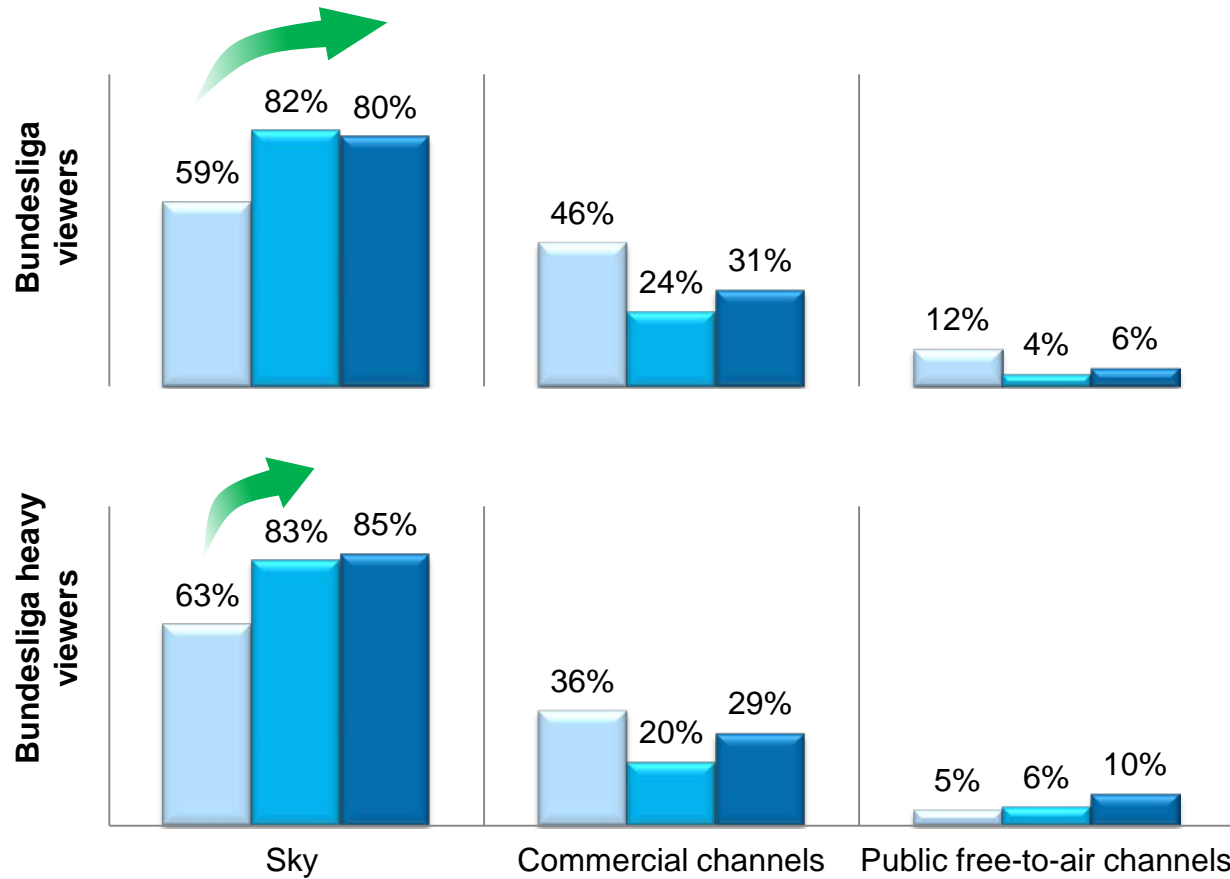


Source: REPUCOM/ Sky Deutschland – own calculation

The TV advertising of Turkish Airlines was mainly noticed at the Sky channels



Do you remember on which of the following programs or stations you saw advertising of Turkish Airlines?



- 08/2012 (n=116)
- 12/2012 (n=387)
- 05/2013 (n=356)



- 08/2012 (n=54*)
- 12/2012 (n=211)
- 05/2013 (n=140)



* Due to low base results only tendencies can be concluded - Base: Sky customers with a Bundesliga subscription - 502 Bundesliga viewers
 Source: REPUKOM/ Sky Deutschland – own calculation



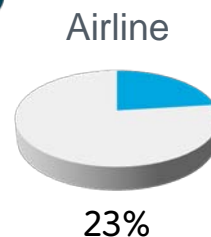
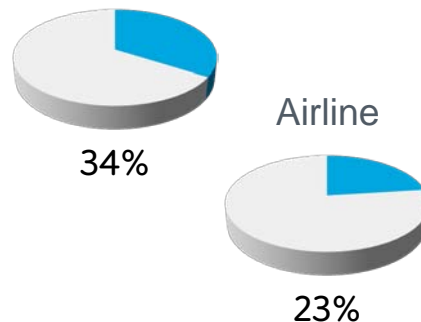
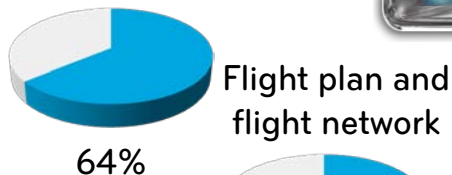
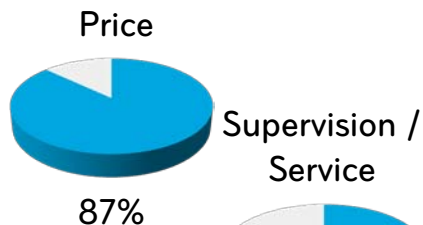
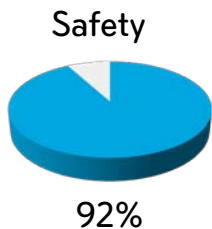
The importance of selected criteria when planning a flight

Safety and price are the most important factors when it comes to planning a flight.

Please rank the three most important factors for you when planning a flight. (5 criteria were given)

Three most important criteria in terms of significance

Bundesliga viewers
(n=501)

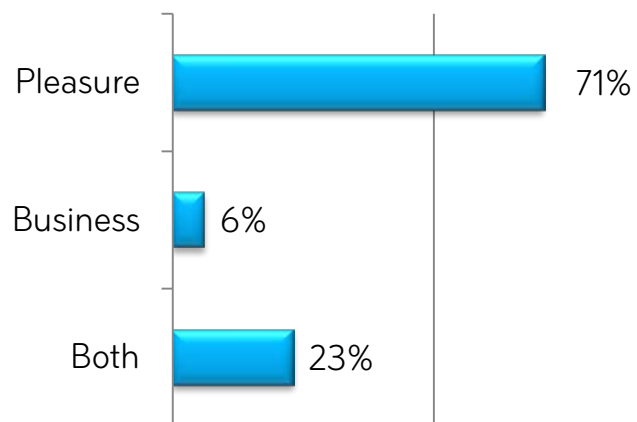


Source: REPUCOM/ Sky Deutschland – own calculation

The majority of the Bundesliga viewers travel for pleasure reasons



Reason of travel



Destination

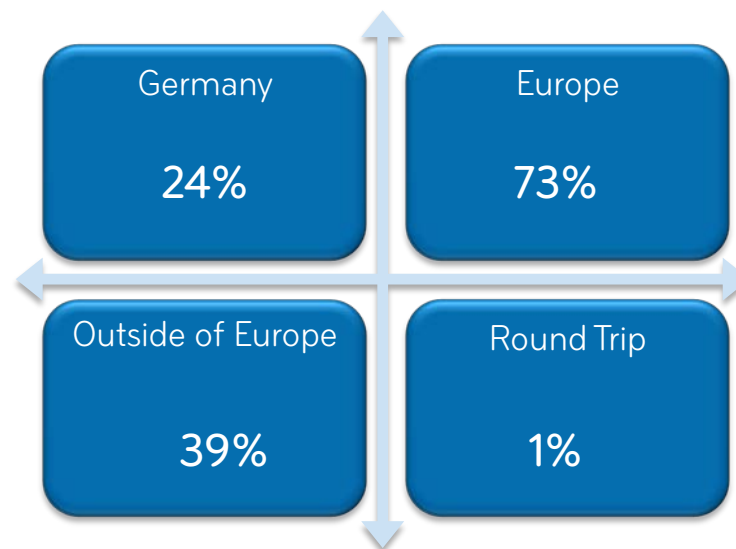
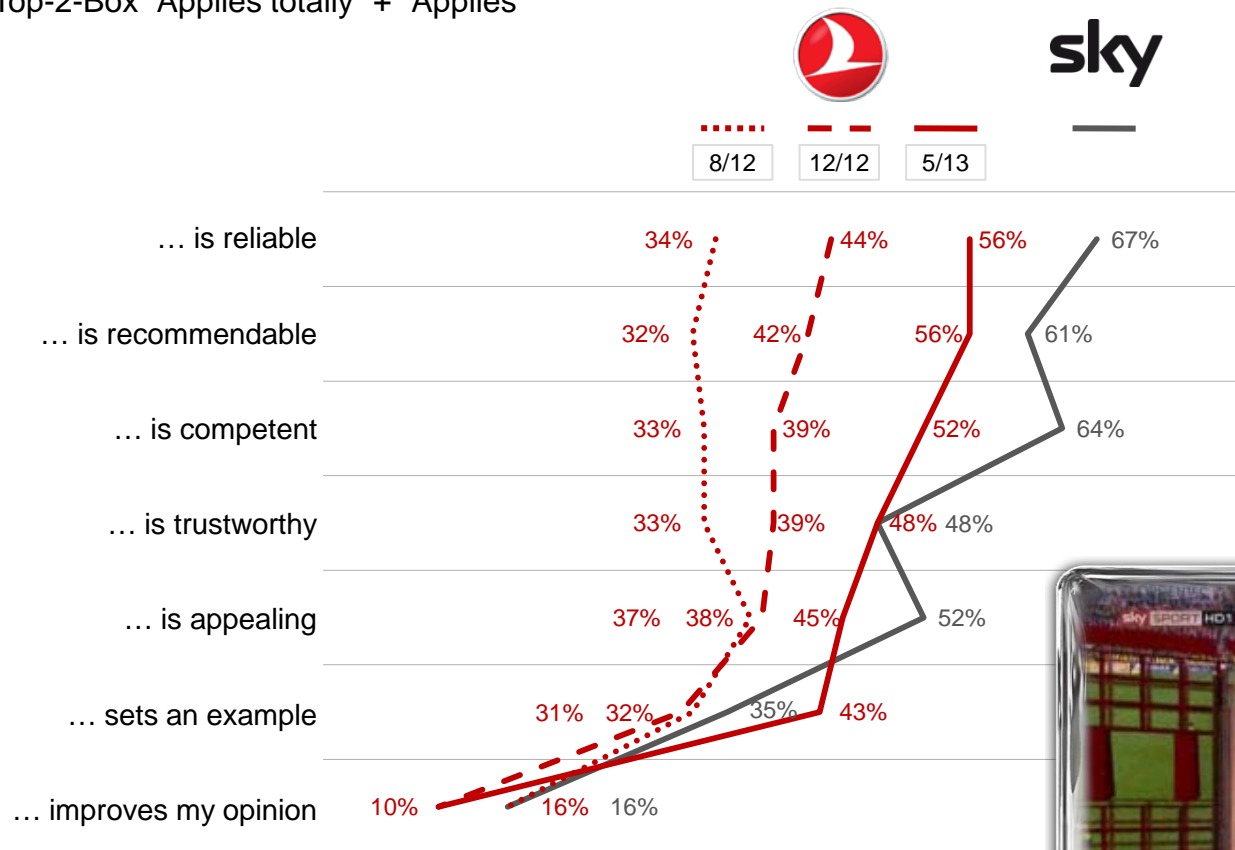


Image suitability of Turkish Airlines and Sky (Sponsor fit)



Top-2-Box “Applies totally” + “Applies”



Please tell us how well these characteristics match on Turkish Airlines/Sky in your opinion.



Comment: “No answer” mentions are not shown
 Base: Sky customers with a Bundesliga subscription – Bundesliga viewers vs. Bundesliga viewers who know Turkish Airlines
 Source: REPUCOM/ Sky Deutschland – own calculation

Logo prompted awareness Turkish Airlines – Timeline



Do you know which brand belongs to the logo shown below?

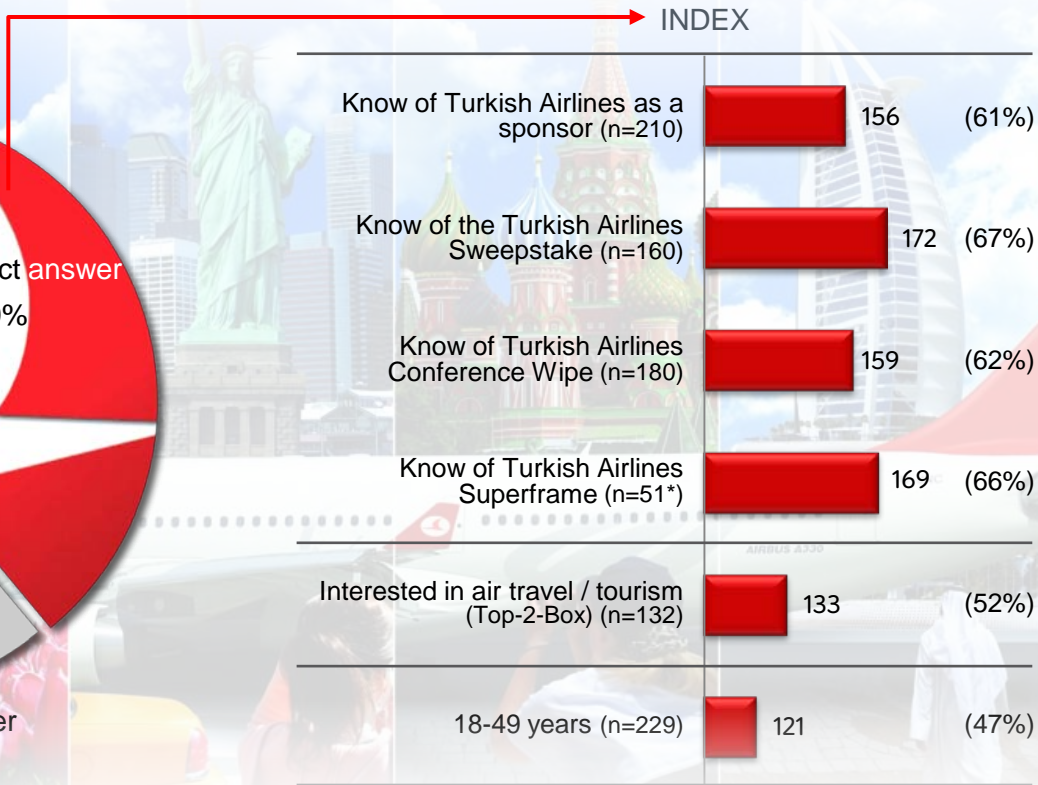
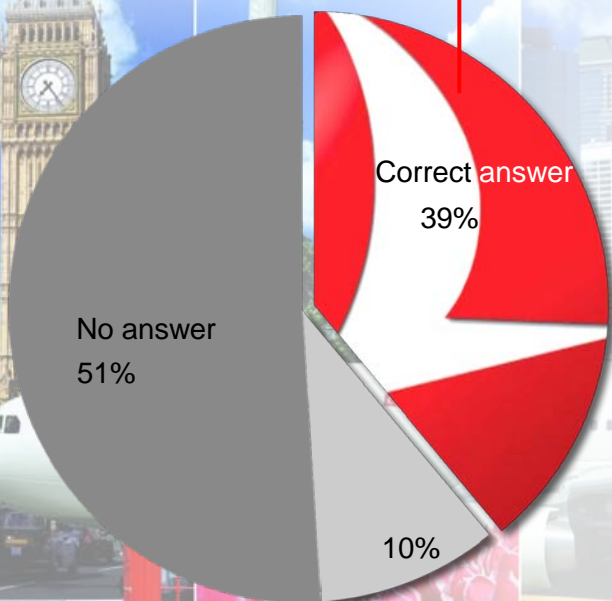


Base: Sky customers with a Bundesliga subscription – Bundesliga viewers vs. Bundesliga viewers who know Turkish Airlines
Source: REPUCOM/ Sky Deutschland – own calculation

Logo prompted awareness Turkish Airlines, detailed analyses



Do you know which brand belongs to the logo shown below?



* Due to low base results only tendencies can be concluded - Base: Sky customers with a Bundesliga subscription – Bundesliga viewers
 Base: Sky customers with a Bundesliga subscription – Bundesliga viewers vs. Bundesliga viewers who know Turkish Airlines
 Source: REPUCOM/ Sky Deutschland – own calculation

Summary of the results

- **Awareness** – Turkish Airline's prompted awareness as a sponsor of the Bundesliga increased on a high level. Turkish Airline now already ranks on the third place.
- **Unprompted publicity** – Amongst the Sky Bundesliga viewers the unprompted publicity of Turkish airlines made a huge step. Turkish Airlines is now the best known Airline after Lufthansa and Air Berlin.
- **Recognition** – The recognition values of the implemented advertising tools of Turkish Airlines on Sky achieve high results.
- **Price & service** – The customer survey confirmed the importance of price and service to German flying behavior.
- **Internationality** – Most Sky customers travel international and so does Turkish Airlines.
- **Image** – An evident image lift of Turkish Airlines to the image of Sky can already be seen.

Methodology

- Country: Germany nationwide
- Universe: 503 Sky customers with a Bundesliga football subscription
- Investigation technique: Computer Aided Web Interviews (CAWI)
- Selection procedure: Random sample of Sky customers with a Bundesliga subscription
- Fieldwork: 14.-24.05.2013
- Relevant sub-samples: Bundesliga viewers (who watch the Bundesliga at least seldom) (n=501); Bundesliga heavy viewers (at least 32 Matchdays watched) (n=191)

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Network

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im TV, online und mobile sowie in Sky-Sportbars.

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Sie suchen das richtige Gesicht für
Ihre Markenkommunikation?

F4B ist spezialisiert auf die Vermittlung
von Prominenten aus dem Bereich
Sport und Entertainment sowie
bekannten Sky Persönlichkeiten.

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Commercial Marketing

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optimal in Szene zu setzen.

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