



# ACTION & OUTDOOR SPORTS MARKETING

Workshop Hosted by KORE Software



# THE STUDY

## ACTION & OUTDOOR SPORTS INCLUDED

- BMX
- Climbing
- Cyclocross
- Fishing
- Kiteboarding
- Motocross
- Mountain Bike
- Skateboard
- Ski
- Snowboard
- Surf
- Wakeboard

## WHAT WAS ANALYZED

Posts from athletes, organizations, and events across action & outdoor sports published to social media. Date range includes 1 July, 2021 – 1 July, 2022.

Social media data includes followers, posts, engagement, & valuation data.

Platforms: Facebook, Instagram\*, TikTok, Twitter, & YouTube

\*Instagram data includes public Business & Creator accounts only. IG Stories data only from authenticated sources.



# ESTABLISHING PARTNERSHIPS



# ACTION SPORTS ARE SOCIAL

Social media is where the fans are, especially across action sports. At this year's Winter X Games, snow athletes and the X Games official accounts generated **22x** more fan engagement on social media than the number of TV viewers across the broadcasts on ESPN & ABC combined.

Also note: The X Games official accounts generated as much fan engagement as all the athletes combined during the Winter X Games 2022.

## X GAMES ASPEN 2022

**68M**

Fan Engagements  
on Social Media

**3.1M**

Cumulative TV  
Viewers on ESPN  
& ABC broadcasts



Data date range: 21 – 23 Jan, 2022



**KORE**  
SOFTWARE

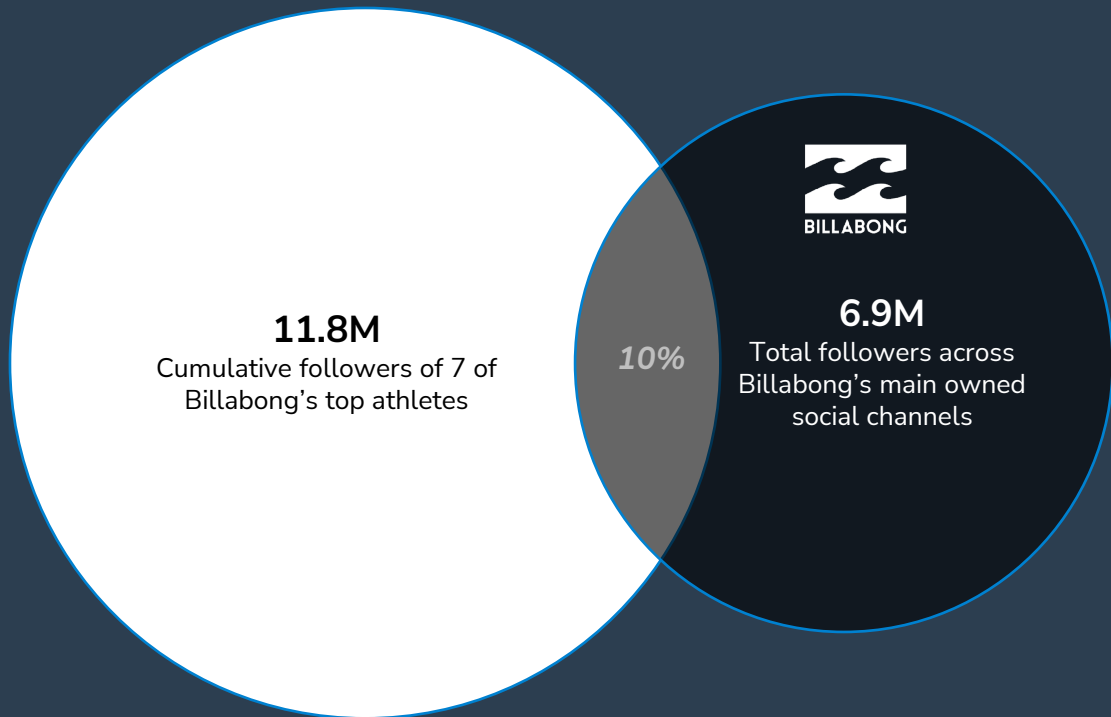
+ **hookit**

# ATHLETES EXPAND BRAND MEGAPHONE

Athletes can amplify your brand message through their own channels to millions of fans / potential consumers.

7 of Billabong's top athletes combine to reach nearly 2x the total followers that the brand does through its owned social channels – and 90% of those aren't followers of the brand!

**Key Takeaway: Leverage your athletes to drive more engagement with your brand than you'd be able to do through your owned channels.**



# SPORTS LANDSCAPE ON SOCIAL MEDIA

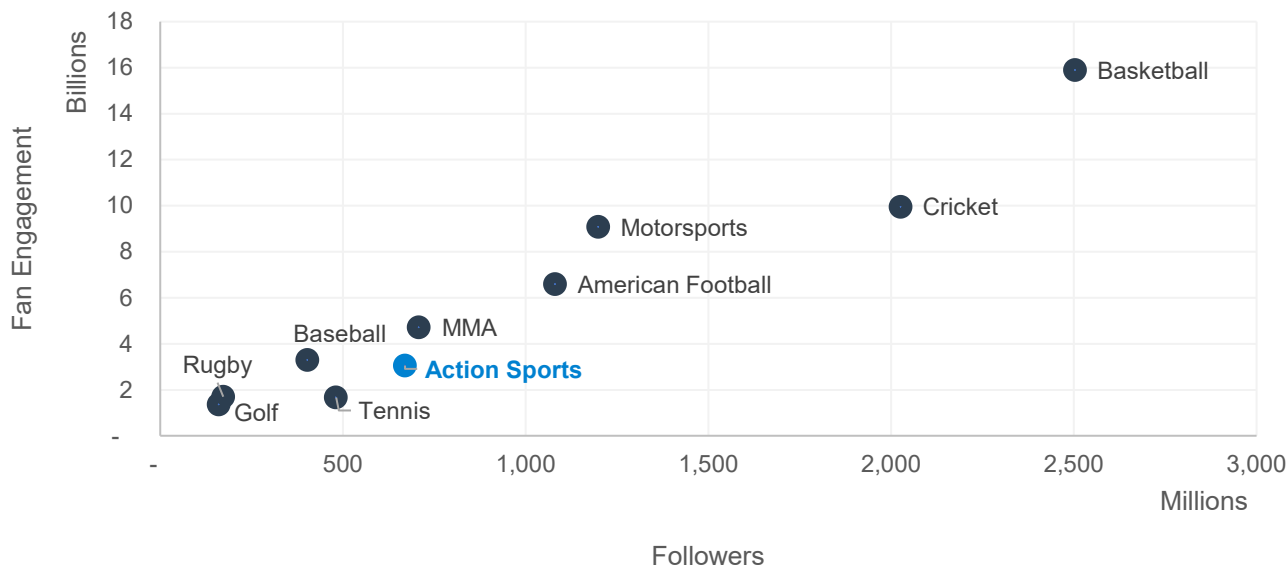
When combined, Action & Outdoor Sports have...

**7<sup>th</sup>** most cumulative social media **followers**

**8<sup>th</sup>** most **fan engagement**

...among all sports globally.

Comparing All Sports on Social Media [H1 2022]



Global football not included in chart for due to axis constraints (15.4B followers, 65B fan engagements)



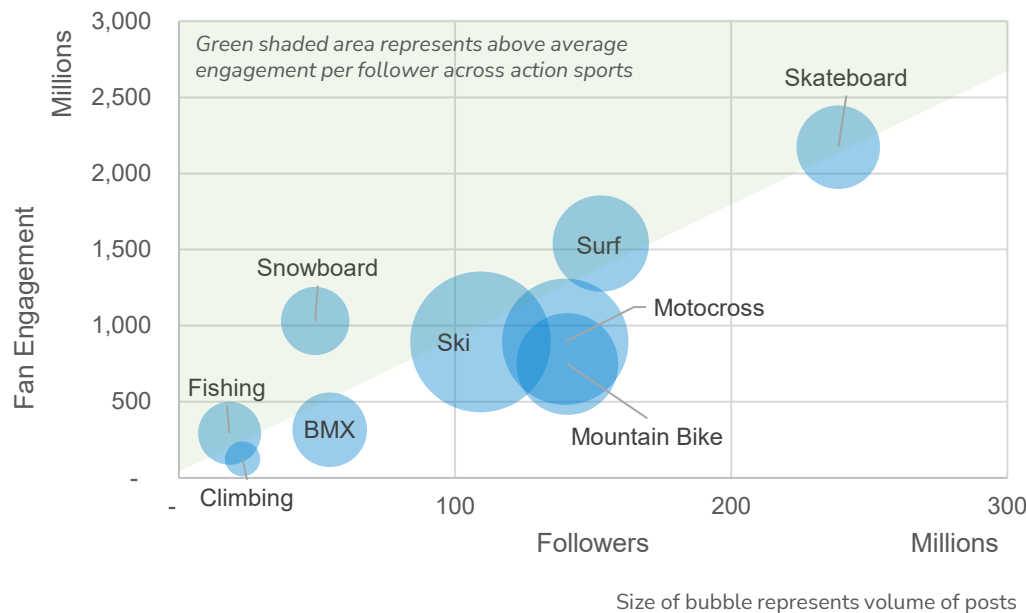
Data date range: 1 Jan, 2022 – 1 Jul, 2022

# SKATEBOARD #1 AMONG ACTION SPORTS

**Skateboarding** entities have the most cumulative followers and fan engagement among the action & outdoor sports.

**Snowboarding** has the highest average engagement rate, over double the average across action sports.

Outdoor & Action Sports on Social Media



Size of bubble represents volume of posts



Data date range: 1 Jul, 2021 – 1 Jul, 2022



# PARTNERSHIP EXPECTATIONS

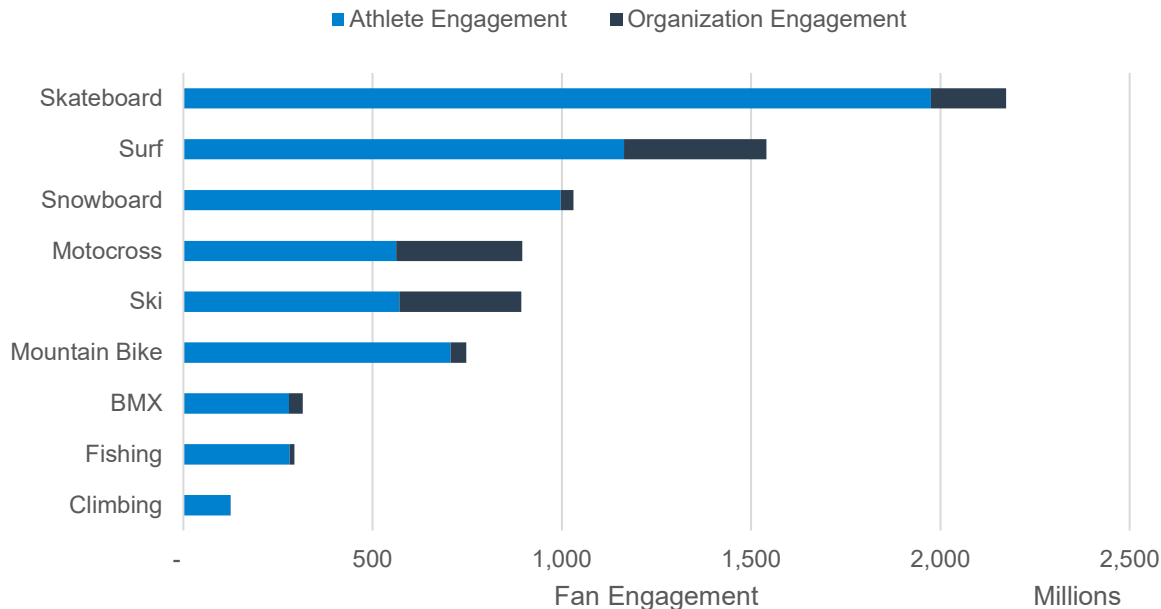




# ATHLETES LEAD ON SOCIAL

Across action & outdoor sports, **athletes generate 80% of the fan engagement**. However, some key organizations drive high engagement with fans, such as the World Surf League, X Games, Street League Skateboard, and Supercross.

Athletes vs Orgs Across Action & Outdoor Sports

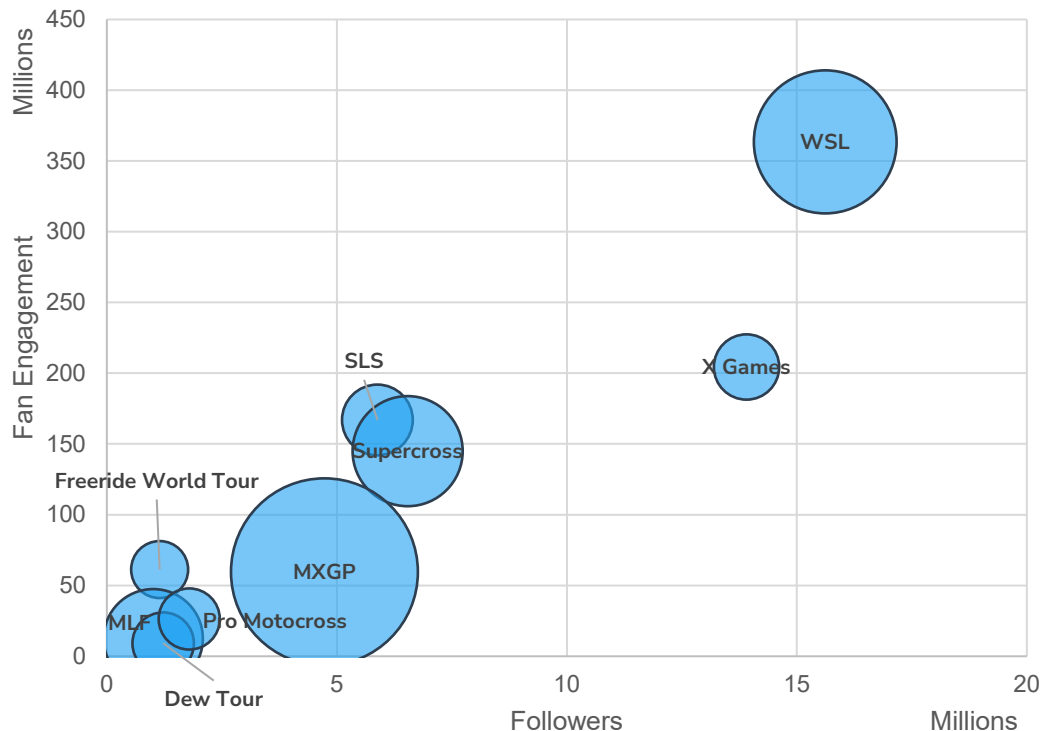


# TOP EVENTS & SERIES

Combined, these 9 events & series have 52M followers, earned over 1B fan engagements on 44k posts, and generated \$55M in sponsorship value for brands.

The X Games & FWT have the highest follower growth rate over the past 12 months, both growing between +15-20%, compared to +1% growth for the WSL or Dew Tour.

## Action & Outdoor Events & Series



# ATHLETES ACROSS OUTDOOR & ACTION SPORTS

Sport	Avg. Followers Per Athlete	Avg. Posts Per Month	Avg. Engagement Rate	Avg. Brands Promoted	Avg PQ	Avg. AAV per 10k followers
Skateboard	337k	7	19.9%	8	15.0%	\$1,660
Surf	155k	6	13.3%	6	19.1%	\$1,730
Snowboard	69k	4	18.8%	7	18.0%	\$2,780
Mountain Bike	150k	8	8.4%	13	14.0%	\$2,430
Ski	58k	6	14.4%	7	16.9%	\$2,210
Motocross	125k	7	8.9%	16	11.9%	\$3,430
Fishing	158k	26	3.0%	15	13.6%	\$1,750
BMX	163k	10	6.7%	9	20.4%	\$1,650
Climbing	248k	10	6.7%	10	17.2%	\$2,020

Among these action & outdoor sports, **skateboard** athletes aren't the most active on social media (**fishing** athletes post nearly daily) but skateboarders have the highest average number of followers and highest engagement rate when they post.

**Motocross** riders tend to generate the most AAV per follower, followed by **snowboarders** and **mountain bikers**, however, that AAV is divided between the most average number of brands promoted.



KORE  
SOFTWARE






+ hookit

# ENGAGEMENT IS KEY






Avoid the pitfall of signing a big name just because they have 1M+ followers.

In order to get your brand message through to the athlete / your partner's followers, those followers need to be engaged when your partner posts about your brand.

## Athletes with 1M+ followers but low (<1%) engagement rate (ER)

Athlete	Sport	Followers	ER
	Motocross	1.2M	0.1%
	Surf	5.8M	0.2%
	Skateboard	8.1M	0.4%
	Ski	4.8M	0.5%
	Climbing	3.9M	0.7%

## Compare to these athletes with 1M+ followers, >10% ER

Athlete	ER
 Kyle Naegeli	21%
 Kanoa Igarashi	18%
 Sky Brown	15%
 Amy Purdy	14%
 Eileen Gu	10%

# ON THE RISE ATHLETES

These athletes across action & outdoor sports have seen massive increases in their social media presence.

All these athletes have:

- Follower Growth: +50% or more
- Engagement Rate: 10% or higher
- AAV per 10k Followers: Over \$2.5k











Entity	Sport	Follower Growth Rate	Engagement Rate	AAV per 10K Followers
Maddie Mastro	Snowboard	319%	64%	\$16,582
Zeb Powell	Snowboard	91%	31%	\$13,872
Alexander Bolshunov	XC Ski	72%	26%	\$7,742
Scotty James	Snowboard	90%	24%	\$6,875
Aleksander Aamodt Kilde	Ski	93%	7%	\$5,403
Iivo Niskanen	XC Ski	55%	8%	\$5,367
Diego Caverzasi	Mountain Bike	101%	35%	\$4,300
Leticia Goncalves	Skate	189%	15%	\$3,329
Eileen Gu	Ski	1337%	10%	\$3,146
Kanoa Igarashi	Surf	210%	18%	\$2,772
Miho Nonaka	Climbing	59%	12%	\$2,762



# BRAND PROMOTION THROUGH PARTNERS



# TOP BRANDS PROMOTED ACROSS ACTION SPORTS

Ranking	Brand	Branded Posts (All Promoters)	Avg. PQ	Total Sponsorship Value (AAV)
1 (-)		38k	25.4%	\$22M
2 (-)		34k	24.7%	\$19M
3 (-)		17k	28.4%	\$11M
4 (+1)		14k	9.9%	\$8.7M
5 (+1)		12k	34.4%	\$7.6M
6 (+1)		5.9k	41.2%	\$5.6M
7 (+51)		5.3k	32.2%	\$4.2M
8 (+11)		2.9k	35.9%	\$3.9M
9 (+1)		14k	19.8%	\$3.8M
10 (-6)		5.8k	26.6%	\$3.7M

## Top Industries by AAV



Sporting Goods & Apparel (\$102M)



Beverage (\$53M)



Automotive & Powersports (\$40M)



Consumer Goods & Electronics (\$17M)





# SKATEBOARD

Followers

239M

Fan Engagement

2.2B

Sponsorship Value

\$47M

Rank Among  
Action Sports

1

1

2

## Top Athletes

## Followers

## Engagement

## Top Brands

## AAV

Rayssa Leal	11.8M	337M
Joey Brezinski	1.7M	275M
Sky Brown	4M	166M
Tony Hawk	20.3M	112M
Yuto Horigome	2.7M	92M



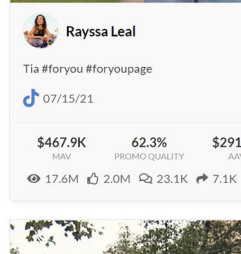
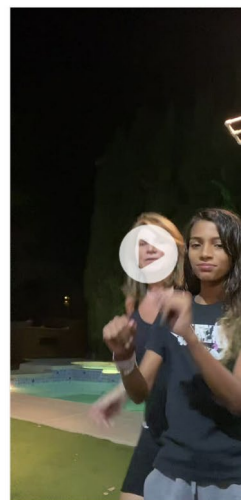
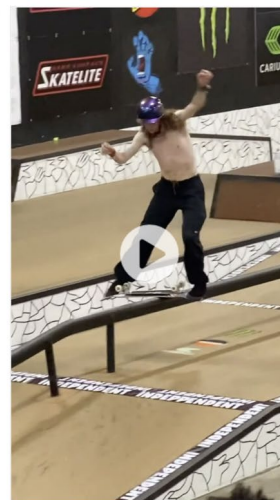
\$7.7M

\$5.3M

\$4.2M

\$2.6M

\$1.1M



# SURF

Followers

156M

Fan Engagement

1.6B

Sponsorship Value

\$43M

Rank Among  
Action Sports

2

2

3

## Top Athletes

## Followers

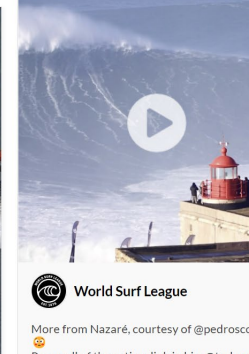
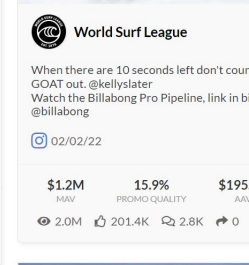
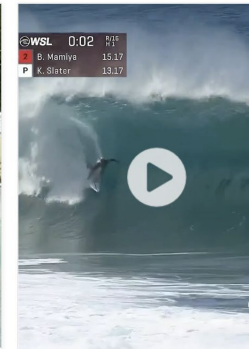
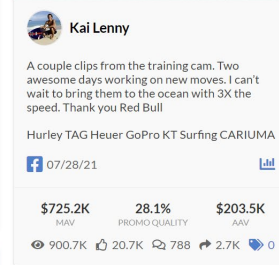
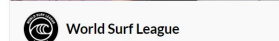
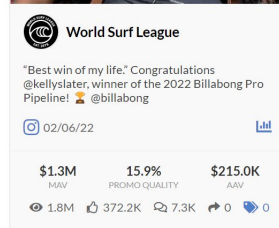
## Engagement

Rio Waida	820k	180M
Mariona Pujol Merino	1.4M	159M
Pedro Scooby Vianna	8.9M	84M
Anastasia Ashley	4.2M	68M
Jamie O'Brien	2.6M	54M

## Top Brands

## AAV

	\$5.6M
	\$4.0M
	\$3.6M
	\$2.6M
	\$2.0M



Data date range: 1 Jul, 2021 – 1 Jul, 2022

# SNOWBOARD

Followers

49M

Fan Engagement

1.0B

Sponsorship Value

\$15M

Rank Among  
Action Sports

7

3

6

## Top Athletes

## Followers

## Engagement

## Top Brands

## AAV

Shaun White

7.8M

331M

Maddie Mastro

725k

172M

Scotty James

690k

84M

Amy Purdy

1.1M

68M

Brenna Huckaby

630k

50M



\$2.2M

\$1.9M

\$785k

\$680k

\$490k

Learning to backflip on 2  
prosthetic legs

Backflip on  
Prosthetic legs

Guess when movie this  
was for!

Amy Purdy

When I was training for Kingsman!  
#disabilitypride #disabilitypridemonth #fyp

07/09/21

\$0

\$0

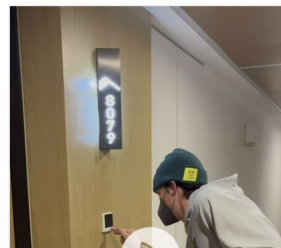
9.0M

1.2M

3.1K

897

0



Shaun White

#duet with @robroethler #TikTokPartner  
#LearnOnTikTok

12/07/21

\$0

\$0

11.6M

2.0M

6.2K

28.5K

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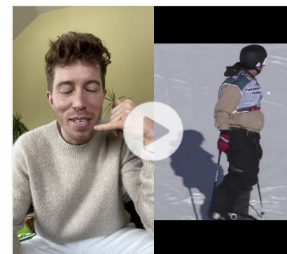
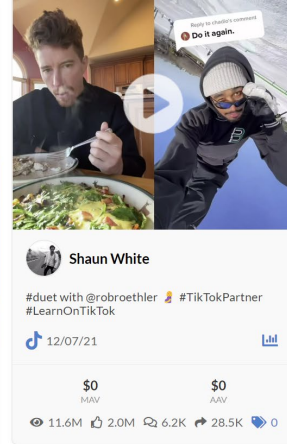
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Shaun White

#duet with @usskiandsnowboardteam What a  
hero #TikTokPartner

01/26/22

\$0

\$0

8.5M

711.9K

1.8K

8.3K

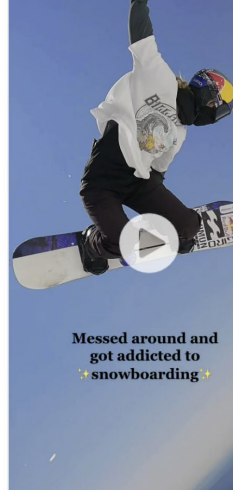
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Maddie Mastro

#snowboarding #redbull

11/05/21

\$1.8M

19.6%

PROMO QUALITY

10.3M

2.0M

8.8K

16.6K

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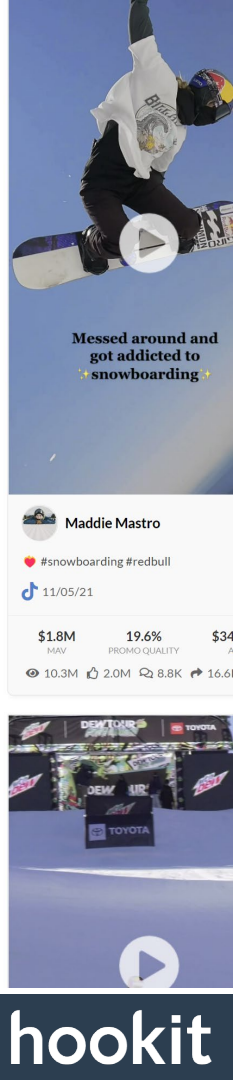
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# MOTOCROSS

Followers

140M

Fan Engagement

895M

Sponsorship Value

\$65M

Rank Among  
Action Sports

4

4

1

## Top Athletes

## Followers

## Engagement

## Top Brands

## AAV

Graham Jarvis

3.3M

62M

Cruise Texter

245k

37M

Axell Hodges

1.8M

32M

Haiden Deegan

1.7M

29M

Mario Roman

685k

19M



\$2.2M



\$1.9M



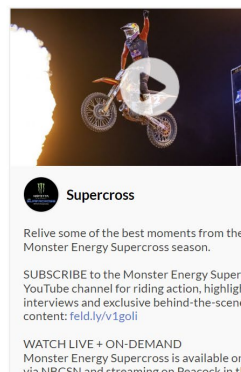
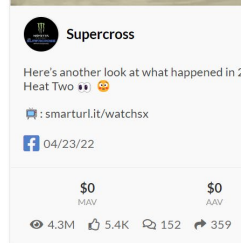
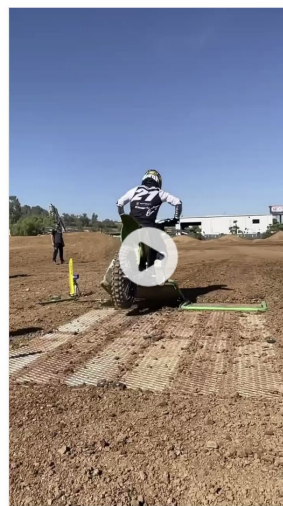
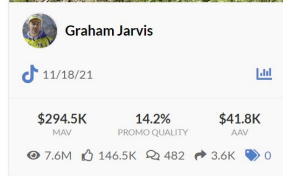
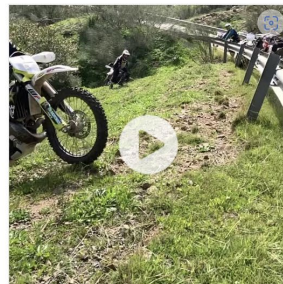
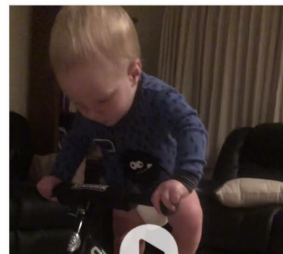
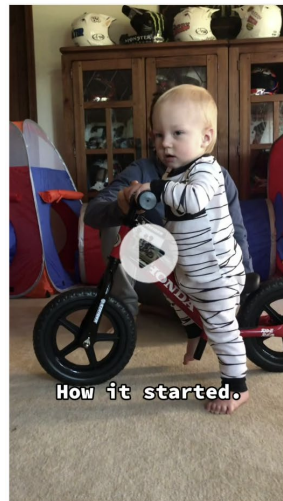
\$785k



\$680k



\$490k



Data date range: 1 Jul, 2021 – 1 Jul, 2022

KORE SOFTWARE + hookit

# SKI

Followers

109M

Fan Engagement

893M

Sponsorship Value

\$27M

Rank Among  
Action Sports

5

5

5

## Top Athletes

## Followers

## Engagement

## Top Brands

## AAV

Owen Leeper

194k

47M



\$2.2M

Josh Dueck

89k

35M



\$2.0M

Mickael Bimboes

727k

34M



\$1.3M

Dominique Ohaco

172k

29M



\$795k

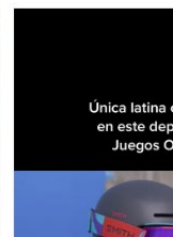
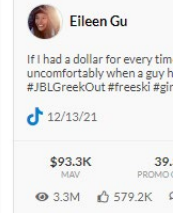
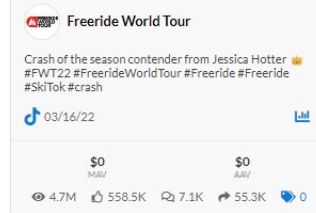
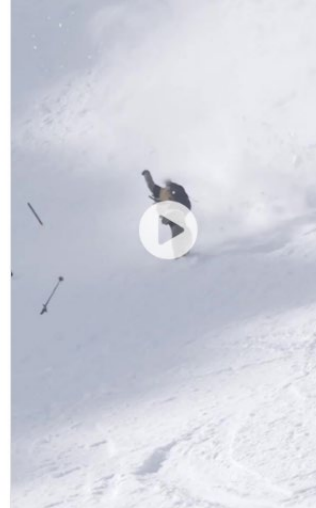
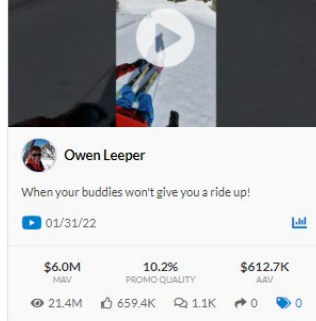
Eileen Gu

2M

28M



\$740k



Data date range: 1 Jul, 2021 – 1 Jul, 2022

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# MOUNTAIN BIKE

Followers

143M

Fan Engagement

782M

Sponsorship Value

\$35M

Rank Among  
Action Sports

3

6

4

## Top Athletes

## Followers

## Engagement

## Top Brands

## AAV

Antoni Villoni

2.0M

40M

Sam Pilgrim

3.2M

37M

Mark Matthews

1.2M

31M

Danny Macaskill

4.4M

30M

Gabriel Wibmer

1.7M

28M



\$4.9M



\$3.6M



\$1.6M



\$1.5M



\$1.1M



Fabio Wibmer



Update: winner - @zezinho\_pereira - Congrats 🎉  
We are giving away this one of a kind CANYON X NINEYARD custom bike | AL Sender in Size L with unique parts of mine.  
All you need to do to enter:  
1. Follow @nineyard\_ and @canyon\_clctv  
2. Tag 2 buddies in the comments you ride your playgrounds with.  
3. Add #CreatePlaygrounds before posting your comment  
The winner will be announced on the Nineyard website on 09 07 21!  
Let's go wild 🤪

07/02/21

\$1.1M

MAV

0

306.1K

120.2K

0

422.8K

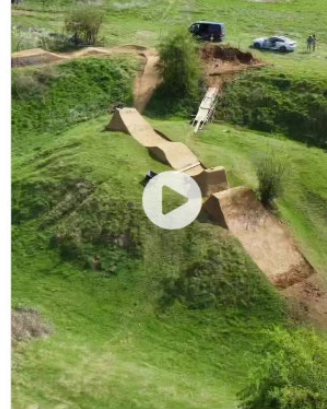
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41.2%

PROMO QUALITY

\$443.9K

AAV



Matt Jones

Oh my god 🤯 what should we build next? #mtb

04/23/22

\$0

MAV

53.7K

10.1K

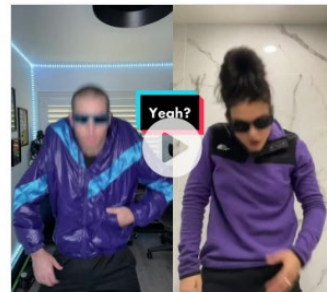
230

422.8K

0

\$0

AAV



Chadd Smith

#dunkwith @dunkwith @dunkwith



Spencer Rath

Bruh, like really?! 🤪

11/03/21

\$241.6K

MAV

2.2M

387.2K

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Data date range: 1 Jul, 2021 – 1 Jul, 2022



# BMX

Followers

55M

Fan Engagement

316M

Sponsorship Value

\$9.8M

Rank Among  
Action Sports

6

7

7

## Top Athletes

## Followers

## Engagement

Matthias Dandois

1.5M

50M

Ryan Taylor

3.1M

26M

Logan Martin

630k

22M

Scotty Cranmer

2.4M

19M

Daniel Dhers

1.3M

14M

## Top Brands

## AAV



\$1.3M



\$915k



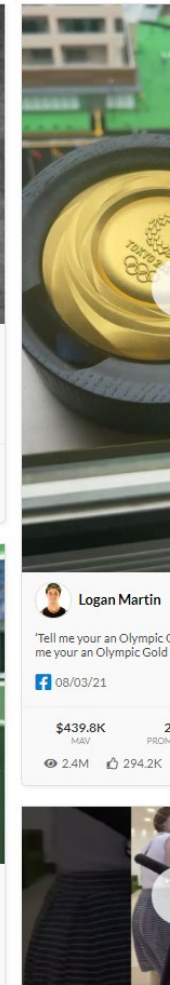
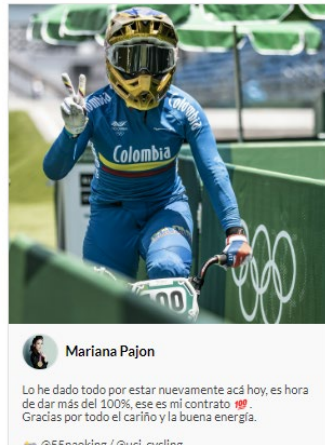
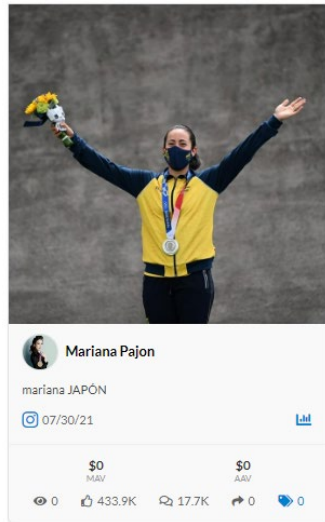
\$555k



\$505k



\$315k



Data date range: 1 Jul, 2021 – 1 Jul, 2022



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SOFTWARE

hookit



# FISHING

Followers

18M

Fan Engagement

293M

Sponsorship Value

\$3.6M

Rank Among  
Action Sports

9

8

9

## Top Athletes

## Followers

## Engagement

## Top Brands

## AAV

Kyle Naegeli

2.1M

144M

Dave Mercer

362k

47M

Marlin LeFever

492k

18M

Kristine Fischer

167k

11M

Mike Iaconelli

917k

5.8M



TOYOTA



MERCURY

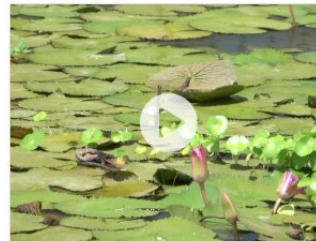
\$440k

\$360k

\$240k

\$200k

\$190k

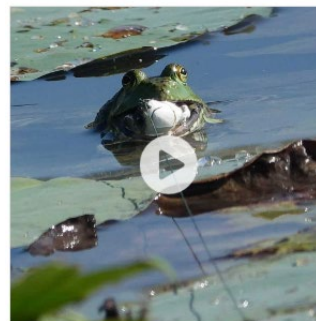


Kyle Naegeli

Epic Bass Blowups! 🐟🐟

08/25/21

\$0 MAFV \$0 AAV  
261.0K 25.0K 503 2.8K 0

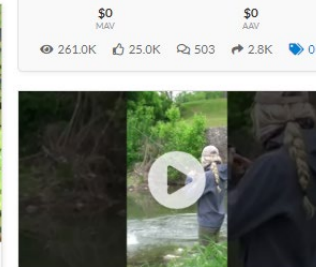


Kyle Naegeli

Bullfrogs Love Mice 🐸🐭

03/13/22

\$0 MAFV \$0 AAV  
19.7K 639 3.3K 0



Kristine Fischer

04/15/22

\$0 MAFV \$0 AAV  
1.3M 25.0K 478 0 0



Kyle Naegeli

Bass Love Crawfish! 🐟🦞

02/21/22

\$0 MAFV \$0 AAV  
195.2K 21.0K 407 1.9K 0

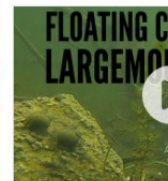


Kyle Naegeli

Odie Is Hungry!

09/01/21

\$0 MAFV \$0 AAV  
21.6K 0

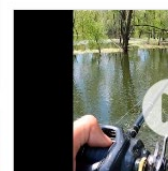


Dave Mercer

The floating claws of the Be Bass CRAZY! #shorts #fish

06/10/22

\$0 MAFV \$0 AAV  
2.4M 23.9K



# CLIMBING

Followers

23M

Fan Engagement

124M

Sponsorship Value

\$4.7M

Rank Among  
Action Sports

8

9

8

## Top Athletes

## Followers

## Engagement

## Top Brands

## AAV

Jimmy Chin

3.9M

21M



\$1.6M

Adam Ondra

1.4M

15M

Black Diamond

\$285k

Alex Honnold

3.3M

14M

FrictionLabs®  
THE NEW STANDARD IN CHALK

\$230k

Stefano Ghisolfi

330k

9.1M



\$225k

Michael Mawem

165k

6.0M



\$220k



Jimmy Chin

Merry Christmas from our family to yours. 🎄 🇺🇸 🇬🇧

❤️ @chaivasarhelyi

Fam portraits by @tommy\_aglodimas.tiff

📅 12/25/21



\$0  
MAV

\$0  
AAV

👁 0

👍 179.5K

💬 1.1K

👉 0

💙 0



Alex Honnold

@jimmychin has a new book out that highlights his best photos and adventures from his wide ranging career. I'm a little biased since I was on many of the trips with him, but I think it's an incredible book. Inspiring images and tons of fun stories. I'm doing an IG live with him on Thursday evening to talk about the book and share some of the various expedition stories. There And Back makes a perfect gift for the holiday... link in bio

📅 12/14/21

\$0  
MAV

\$0  
AAV

👁 0

👍 173.8K

💬 547

👉 0

💙 0



Alex Honnold

For my last real day of climbing in season I went up and onsight solo Universe (13 pitch 5.11a) on the f climbing and incredible views of t stop and take pictures mid scram psyched on the top of this crazy c on pitch 10 that I snapped a few c The walk off is maybe the worst d Yosemite, but worth it to get to th Plus, it's hard to rap without a rop Super fun outing.

📅 06/26/22

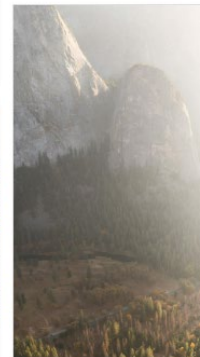
\$27.4K  
MAV

3.0%  
PROMO QUALITY

👁 0

👍 186.3K

💬 684



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Data date range: 1 Jul, 2021 – 1 Jul, 2022

# EVALUATING PARTNERSHIPS





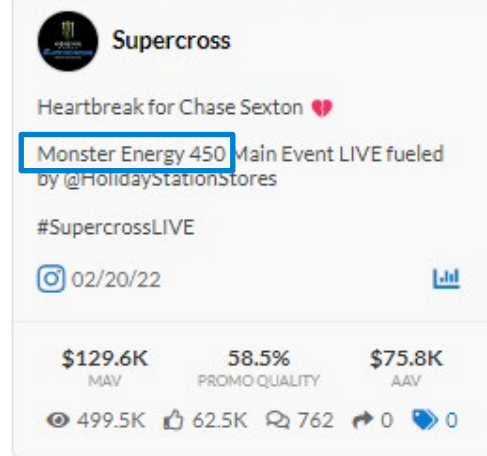
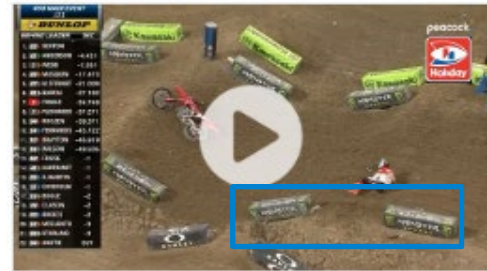
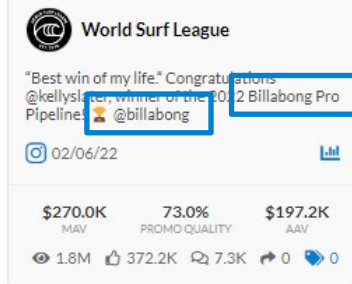
# TOP PARTNERSHIPS: LEAGUE & EVENT RIGHTS

The World Surf League & Supercross were the top 2 entities across action & outdoor sports by sponsorship value generated. Their branding at the event included:

- Logos on or near athletes (jerseys or race barriers)
- Event naming rights
- Direct mentions & tags on social

Each of these organizations included at least one brand in over 60% of their posts.

**Takeaway: competition is high with league / event partners, but these partnerships can generate significant brand value.**

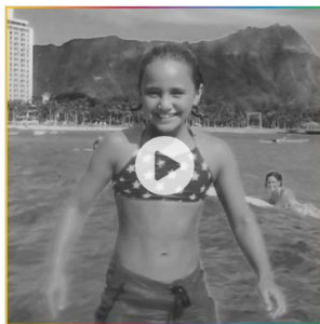


# PARTNERING WITH ATHLETES

Non-endemic brand partners tend to receive fewer branded posts than endemic brands because their logos aren't as common in and around competitions.

For these partnerships, maximizing promotion quality is key.

- **Clear, large logo** (at the start of the video)
- **Limited competition** (max 1-2 other brands)
- **Natural integration** (WHY your brand is partnered with that athlete)



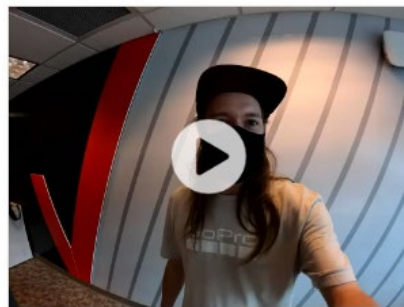
**Carissa Moore**

Life really is all about the ride! I'm honored to join @Comcast and inspire the #TeamofTomorrow at my first Olympic Games!

Paid partnership with [comcast](#)

08/02/21

\$322.1K MAV	50.8% PROMO QUALITY	\$163.4K AAV
1.4M	70.1K	335
0	0	0

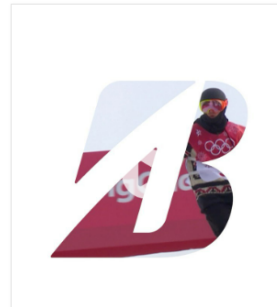


**Tim Humphreys**

Feeling fast @verizon@gopro #quik #5gBuiltRight #Sponsored [t.co/tZqfZFxJW5](#)

08/14/21

\$1.0M MAV	69.2% PROMO QUALITY	\$698.1K AAV
5.9M	53	13
1	0	0



**Mark McMorris**

If you're too afraid to fail, you'll never be able to succeed. In snowboarding, falling is all a part of the process. It's the lessons you learn and take with you that really matter most! @BridgestoneTires #WhatReallyMatters #TeamBridgestone

Paid partnership with [bridgestonetires](#)

02/12/22

\$100.7K MAV	94.1% PROMO QUALITY	\$94.8K AAV
913.6K	20.7K	73
0	0	0

# ENDEMIC BRANDS – IN THE COMPETITION & BEYOND



Rio Waida

@quiksilver @quiksilver\_indonesia

08/12/21

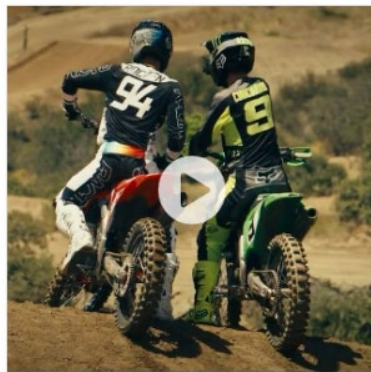


\$60.5K  
MAV

96.1%  
PROMO QUALITY

\$58.1K  
AAV

0 193.3K 8.5K 0 0



Adam Cianciarulo

Let's go! So stoked on this stuff. Introducing the all new @foxmoto MX22 Racewear collection. Available now.

08/10/21



\$10.4K  
MAV

98.0%  
PROMO QUALITY

\$10.2K  
AAV

72.9K 17.3K 74 0 0



Marco Odermatt

Yeeeeess 🥳🐕🐾  
Next legendary Downhill - next podium! Best way to share it with a friend @feuz87 🏆  
#HurraDieGams #DieStreif

01/23/22



\$9.5K  
MAV

98.0%  
PROMO QUALITY

\$9.3K  
AAV

0 57.6K 461 0 0



Eileen Gu

Miami GP 🏆🐾

05/07/22



\$22.5K  
MAV

95.0%  
PROMO QUALITY

\$21.3K  
AAV

0 118.8K 1.6K 0 0

Around competitions, make sure your logos are visible before, during, and after your partners perform. Don't forget about lifestyle and non-competition content, too. You need to understand what content themes are most engaging to the fans for each of your partners and have them promote your brand with that type of content (lifestyle, family, practice sessions, etc.).



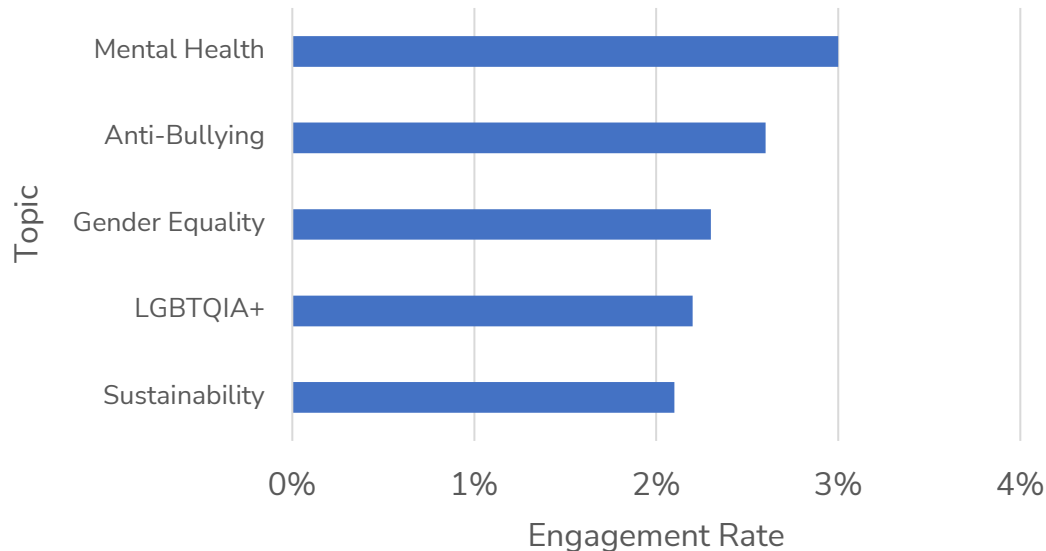
# TOPICS FANS CARE ABOUT

Posts focusing on **Mental Health** had the highest engagement rate by fans of action & outdoor sports entities.

Compare that topics with low engagement rates like **Cryptocurrency** (0.2%), **Gambling** (0.3%), or even **Fitness / Training** at just 0.8%.

**Takeaway:** Knowing what topics your partners post about and their fans engage with can help you match the right partner(s) with product launches, align your portfolio with your brand values, and craft targeted messaging.

Top Topics Among Action & Outdoor Sports Fans



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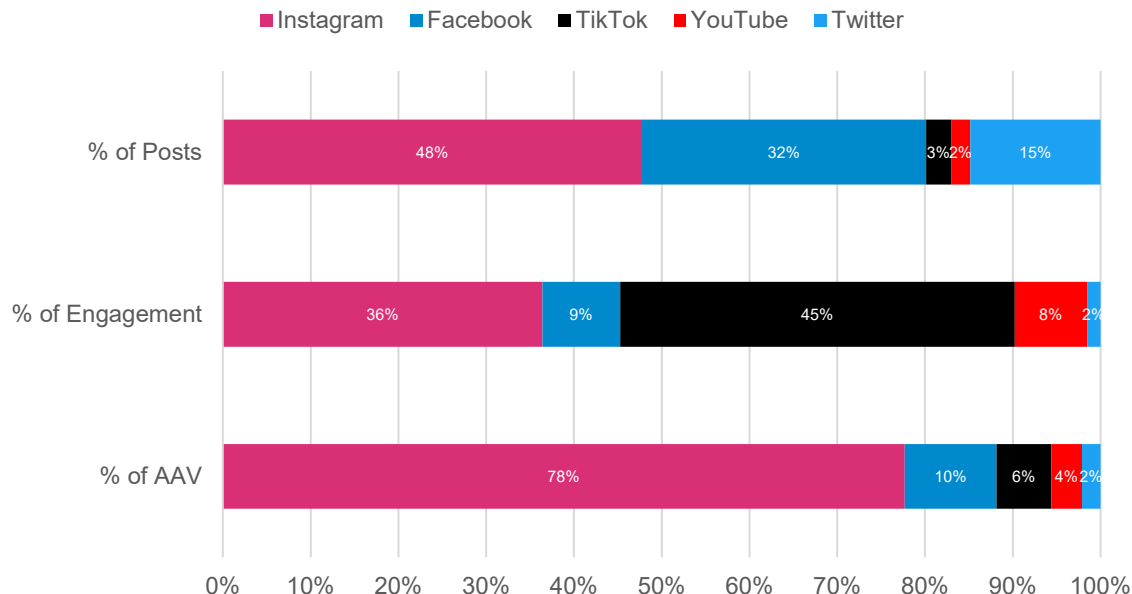


# BEST PRACTICE: VIDEO CONTENT

Action & Outdoor sports athletes post the most to Instagram. However, fans engage the most on TikTok, averaging 20x more engagement per post than Instagram. YouTube averages the 2<sup>nd</sup> most engagement per post.

**Takeaway: Fans love video content from athletes. Encourage them to include your brand in their casual (TikTok) and more formal (IG, YT) edited videos.**

Platform Analysis



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# BEST PRACTICE: PROMOTE ONE BRAND PER POST



Jeffrey Herlings

The #1 is looking sexy, just like me 💖

📍 1 today at the beach race. 📍  
@ktmfactoryracing @redbull @hvgrealestate  
@oakleymotorsports @jumbo @giampishow  
@milwaukeetool @hennekensay @hsf\_logistics  
@knmv\_motorbond @debrug.eu  
@iamspecialized @autoridderhof #josmaas  
📍 @steffiedollevoetx

📷 12/19/21



\$58.2K

MAV

10.8%

PROMO QUALITY

\$6.3K

AAV

👁 0 🌟 79.2K 💬 290 ➡ 0 🔄 0

## DON'T DO: SEA OF BRAND MENTIONS OR HASHTAGS

When a partner tags all of their sponsors in one post indiscriminately, it reduces the quality and impact for all of them.

## DO: SINGULAR BRAND PROMOTION

Instead of promoting multiple sponsors in each post, encourage your partners to promote just one brand in each post, maximizing the promotion quality for your brand and the impact of the brand messaging toward the fans / consumers.



Rayssa Leal



@nikesb 💖

Lembre-se: Se você pode sonhar, você pode realizar 💖

📍 @juliodetefon - @rodrigopjphotos

📷 02/20/22



\$36.0K

MAV

80.3%

PROMO QUALITY

\$28.9K

AAV

👁 0 🌟 242.2K 💬 988 ➡ 0 🔄 0



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# KEY TAKEAWAYS

## ENGAGEMENT IS KEY

Getting your brand message through to potential consumers is the #1 goal. Study the demographics of your partners' followers, understand what topics and content they engage with, then work with your partner to promote your brand with that kind of content.

## LEAN INTO VIDEO CONTENT

TikTok has the highest average engagement per post. YouTube and Instagram also see high fan engagement. Work with your partners to promote your brand in their video posts.

## QUALITY OF PROMOTION MATTERS

When your partners promote your brand, ask them to focus on just your brand, rather than lumping your brand in with all their other sponsors.



# THANKS!

Have questions about the deck / data? Reach out to us!

[insights@hookit.com](mailto:insights@hookit.com)





We help ***optimize your portfolio*** and give you  
a ***competitive advantage*** in this space

## SOFTWARE

- One Platform
- One Source of Truth
- Endless Optimization

## DATA

- The Industry's Richest Dataset
- +100 Data Integrations
- 2B Fan & Fan Interactions

## CONSULTING

- Unmatched Insights
- Industry Benchmarks
- Portfolio Best Practices



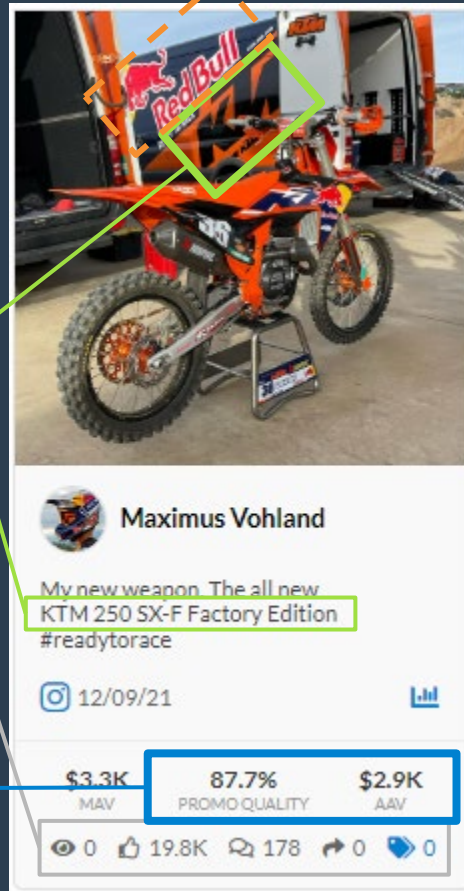


# QUANTIFYING SPONSORSHIP VALUE

Step 1: Identify Brand Promotion

Step 2: Max Ad Value (MAV) =  
Total engagements x CPEs

Step 3: Adjusted Ad Value =  
MAV x Promo Quality



## Promotion Quality Factors



Position



Coverage



Clarity



Competition



Crowding



Viewership

For comparison, Red Bull received 25% Promo Quality from this post.