



# Building your Brand through Sports

June 2014

# The future belongs to those who make an emotional connection

The Attraction Economy, Lovemarks Academy



A presentation by Muthoni Wachira

Head of Marketing & Communications – Imperial Bank





“When dealing with people, remember you are  
not dealing with creatures of logic,  
but creatures of emotion. ”

*~Dale Carnegie*



How can  
we be different  
in a world of product  
parity?



Consumer are surrounded and saturated



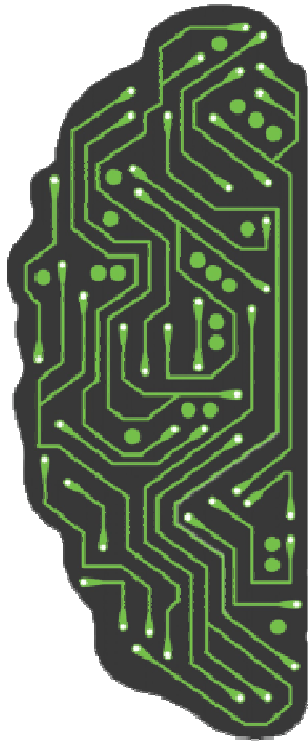
We are moving to a deeper and lasting connection.

BRAND LOVE



# Strong emotional connections turn brands into Lovemarks...





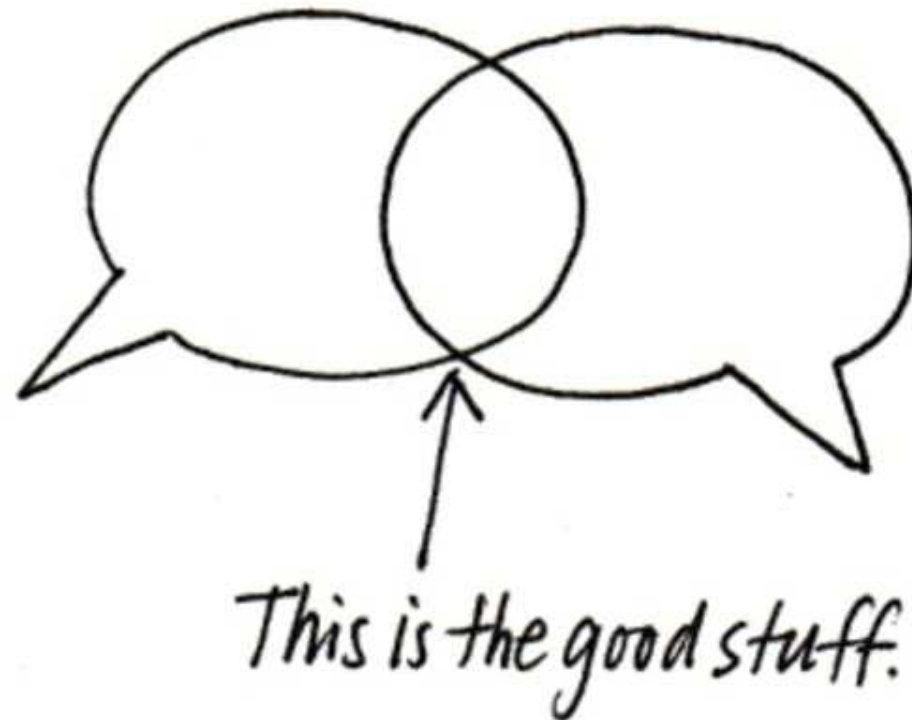
We need to  
shift  
from  
rational functions  
to  
emotional connections







Today consumers will connect  
not with just what you do  
but rather with  
why you do it



Ignite conversations that matter to people  
by giving them a purpose worth talking about!



FOOTBALL  
is sparking  
the biggest conversations



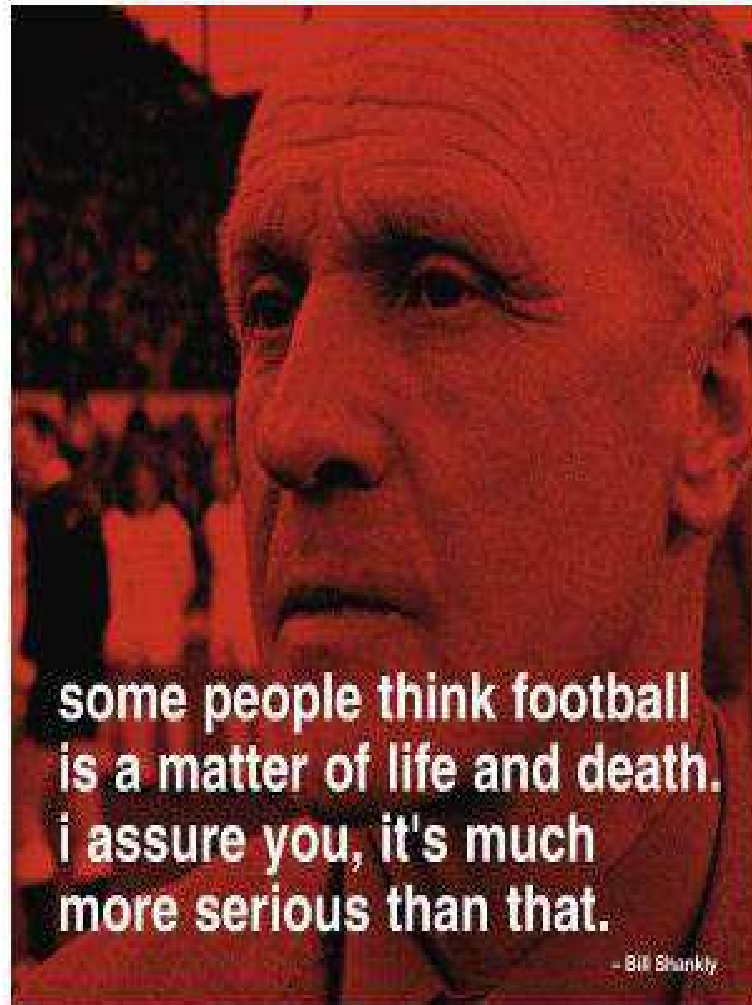
Sport is the only form of entertainment where, no matter how many times you go back, you never know the ending!

– Neil Simon, American playwright and screen writer



A large crowd of Arsenal football fans is shown cheering enthusiastically. Many fans are wearing red and white Arsenal jerseys, and their arms are raised in the air, some with open mouths as if shouting or singing. The scene is filled with energy and passion. The text "CONNECTIONS are cultivated through the passion points of our consumers." is overlaid on the image in a white, sans-serif font.

CONNECTIONS  
are cultivated through  
the passion points of our consumers.



some people think football  
is a matter of life and death.  
i assure you, it's much  
more serious than that.

- Bill Shankly

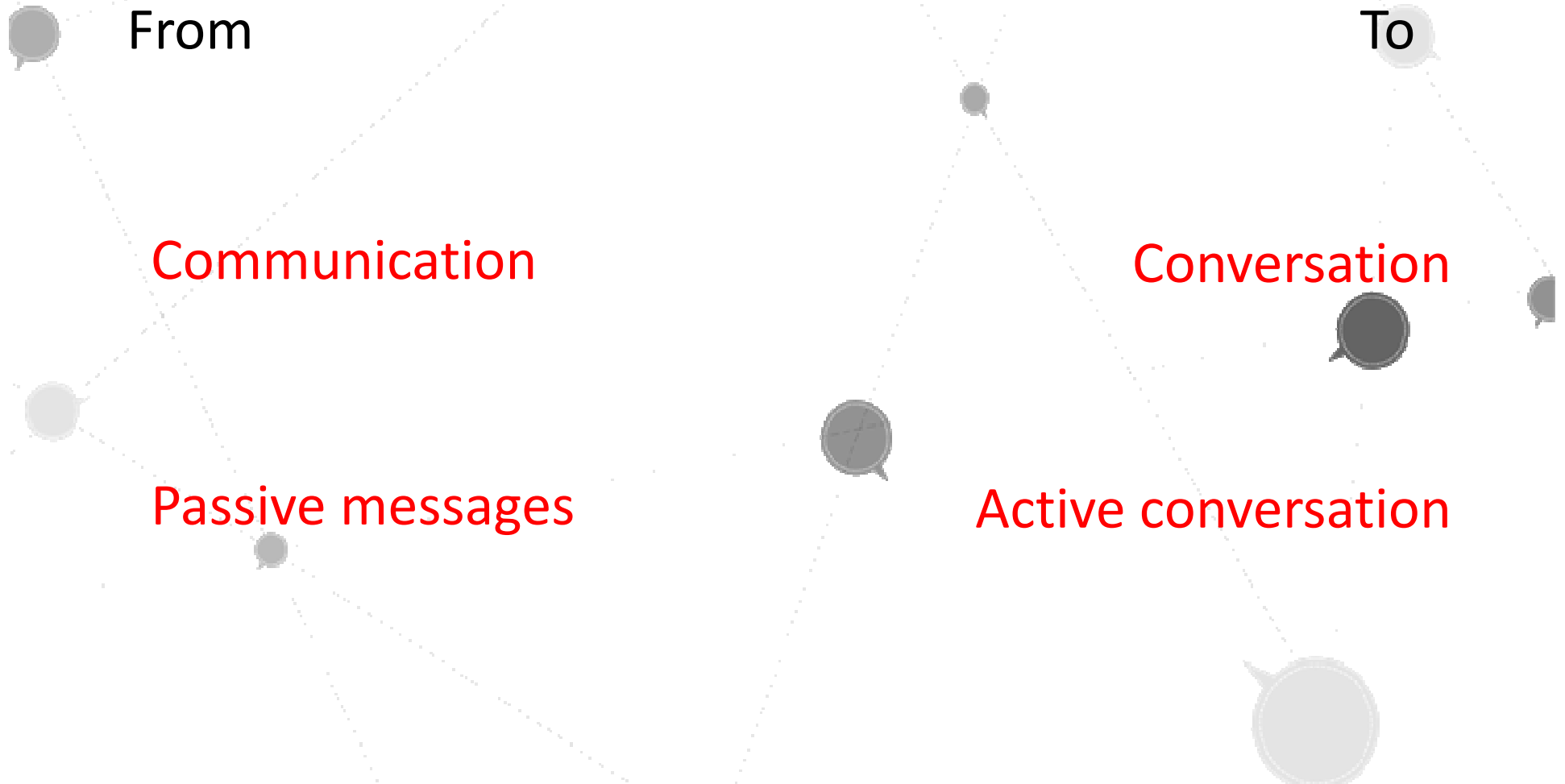
It's the strongest passion founded  
on a culture of  
belonging and loyalty to a team/community





Kenyan fans are crazy about Arsenal; with pride for the French coach who has nurtured African talent for a refreshing flair filled brand of football.

# Where we are moving?



# Sustain Passion

- Sports marketing impulses **memberships, sales, and recognition.**
- These factors represent the biggest benefits for the companies, the athletes, the associations, the leagues and sport event managers.
- Sport is considered a profitable and sustainable way to grow brands



# Most Valuable Football Club Brands





Our brand task is to spark conversations  
that are less about brand Imperial Bank  
but more about people's passion.







The key conversation idea...

REWARD THE FAN'S LOYALTY



# Loyalty Deserves Royalty

Imperial Bank is proud to celebrate  
a partnership with Arsenal Football Club.



@ImperialBankLtd



Imperial Bank Group

info@imperialbankgroup.com • www.imperialbankgroup.com



*Looking after your interest!*





TRAINING CENTRE

Campaign  
highlights







Imperial Bank Group @ImperialBankLtd



**EVERY POINT IS  
A REASON  
TO CELEBRATE**





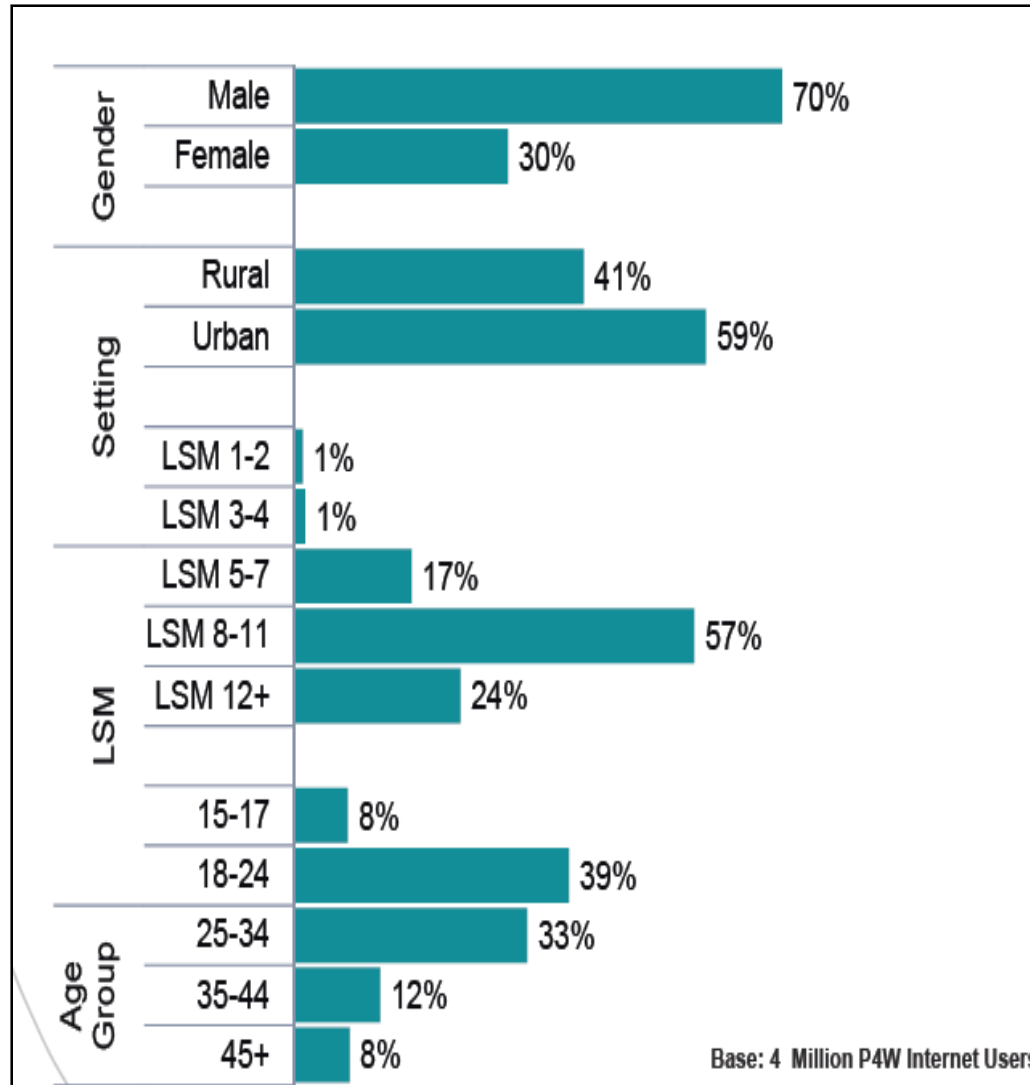
# Social Media

Different  
conversations  
taking place  
all the time...

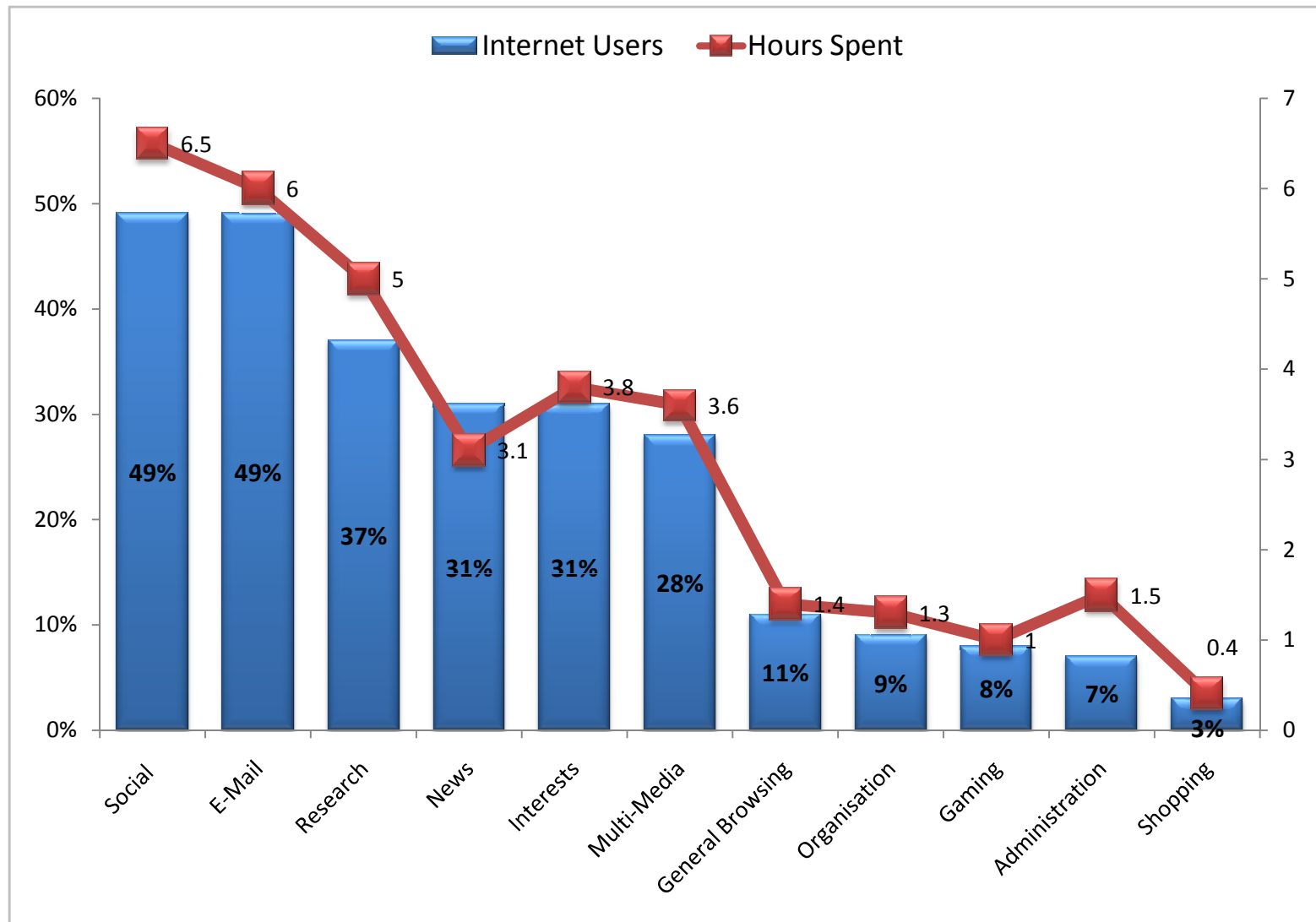




# Internet By Demographics



- More males access the internet than females.
- Younger age groups, 18-44 use the internet more than the other age groups.



**Social media sites are the most frequently visited, with Facebook having the highest membership**

Data Source: TNS Digital life

# LIVE THE FAN EXPERIENCE, LIVE!



A group of Imperial Bank customers won a once in a lifetime trip to The Emirates Stadium to watch Arsenal play live! Next time it could be you. Simply sign up for an Imperial Bank Arsenal Debit Card today.

Also follow the action on  
[www.imperialbankgroup.com/arsenaldebitcard](http://www.imperialbankgroup.com/arsenaldebitcard)



*Looking after your interest.*



# Social media is about creating emotional connections...

Focus on the needs of the consumer

**Driven by users, not ,marketers or brand experts**

Develop Trust

**Listening , engaging and delivering real value**

Humanize the brand

**SM is a virtual face-to-face conversation**



# The future belongs to those who make an emotional connection

The Attraction Economy, Lovemarks Academy



A presentation by Muthoni Wachira

Head of Marketing & Communications – Imperial Bank



Thank you