

The banner features a central point from which numerous thin, multi-colored lines (blue, purple, pink, yellow) radiate outwards, creating a starburst effect. The background is black, and the right side of the banner has a vertical gradient from dark to light yellow.

SAP Leonardo Live

Not just another business conference

SAP Brand Impact – Protect Sponsorship Business Value by Measuring What You Pay For

Michael Kemelmakher, VP, Head of IC Israel, SAP
@SAPLeonardo

PUBLIC

The challenge

Brand visibility measurement as of today

- Unreliable measurements
- Time-consuming analysis
- Limited media coverage



Not addressing
all questions

How will **new technologies**
influence sponsoring?



SAP Brand Impact

Primary-focus customers

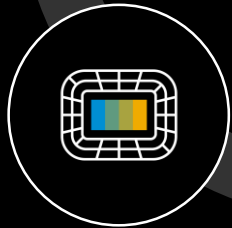
Right owners



Media agencies



Industry players

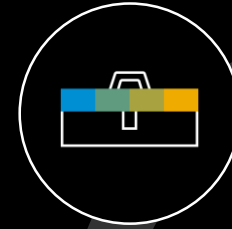


Sports leagues,
teams, venues

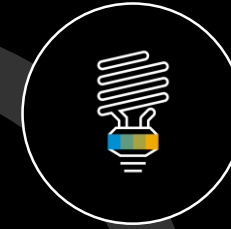


Blue-chip
brands

Lack of scalability to process
growing volumes of media



Inaccuracy due to
extrapolation of results



have

the same challenges



“Black box” impact result
that is impossible to
extend with financial info



Delayed reports

Value proposition

The SAP Brand Impact application

Automatically analyzes brand exposure in videos and images by leveraging advanced **computer vision** techniques. The application helps media agencies, broadcasters, and brands gain **accurate, timely** insights into sponsoring and advertising ROI.

Fast

near real-time speed

Transparent

interactive interface

Accurate and scalable

to millions of hours

Flexible

cost structure



First-class
customer experience



Introduction of new
business models



Easy integration with
analytics software

Key features

Interactive view of event analytics

Visualization of brand logo exposure

Mechanism for external consumption of data



Interactive analytics pane per event

Filtering based on brands

Filtering based on context (premium)

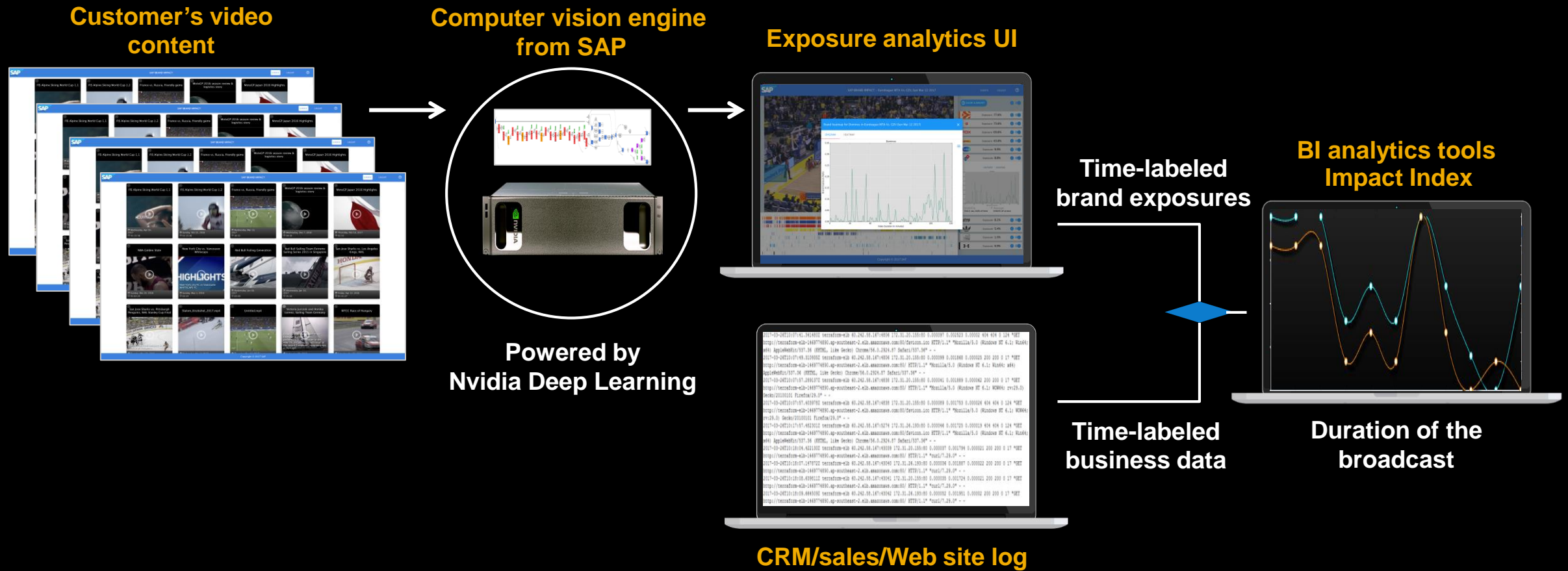
Detailed metrics per brand

Visualization of exposure duration and combined metrics

Reports in PDF format

Aggregated data in CSV format (premium)

Extensibility options



Demo

SAP BRAND IMPACT – WTCC Race of Hungary, Fri Apr 22 2016

EVENTS LOGOUT

6 / 17 LAPS

LIVE EUROSPORT 1

TAG Heuer

TAG Heuer

TAG Heuer

BATTLE FOR 5TH

5 TARQUINI

6 BJORK

5040050540

1h 12m 56s

SHOW SUMMARY

451.3 sec, 10.3% of time 0.023% of screen

Exposure: 10.1%

HEATMAP DIAGRAM

Visibility 443.2 sec, 10.1% of time Average 0.005% of screen

Exposure: 7.3%

HEATMAP DIAGRAM

Visibility 317.7 sec, 7.3% of time Average 0.057% of screen

Exposure: 6.8%

HEATMAP DIAGRAM

Visibility 296.7 sec, 6.8% of time Average 0.010% of screen

JVC Exposure: 6.2%

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Voice of the customers

“As a club who’s shown excellence on the court for more than 40 years, winning six European championships, it has always been important to Maccabi Tel Aviv Basketball Club to be at the top level in Europe, an effort that doesn’t stop off the court. SAP Brand Impact provided us the opportunity to get access to the video analytics of the exposure our partners are getting in our games. We are impressed by the solution’s capabilities, precision, and speed and see it as a great potential tool for our sales efforts, adding data and numbers to media exposure previously deemed unmeasurable.”

Yaron Talpaz, Maccabi Tel Aviv Basketball Club Chief Marketing Officer

*“As a long-term SAP customer, Audi got early access to the latest SAP video analytics solution. Audi’s sponsorship team found SAP Brand Impact solution a **very useful tool**. It can help Audi to evaluate its sponsorship exposure at high levels of operational excellence and transparency. We were impressed by the capabilities and results of the first proof-of-concepts based on video footage from Audi FIS Alpine Ski World Cup. We’re strongly considering possibilities to combine SAP Brand Impact with our media analysis workflow for the upcoming Audi Cup and Audi FC Bayern Summer Tour.”*

Thomas Glas, Global Head of Audi Sports Marketing

Thank you.

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