



Case Study 15

Philips and PSV



PROJECT DETAILS

Sponsorship title:

**Philips, Founding Partner, PSV
Eindhoven**

Duration of sponsorship:

**From 1913 to 2015-16 as Founding
Partner/from 2016-17 to 2025-26 as
'Founder & Innovation Partner**

Case study entered by:

Philips

Sponsor's industry sector:

**Healthcare solutions, personal health
and lighting solutions**

Rights-holder:

PSV

Agency:

Triple Double Sports Marketing

Other organisations involved :

PSV and A Friend of Mine

CAMPAIGN SUMMARY

The 2015-16 football season was the last in which technology company Philips, the founding father of Dutch Eredivisie football club PSV Eindhoven, branded the shirt front of the PSV team.

After more than a century of working together, the 'Proud of You' campaign highlighted this historic moment for both PSV (Philips Sport Vereniging) and Philips. The brand will continue to work with PSV as the club's Innovation Partner for the next 10 years. The 'Proud of You' campaign recognised the brand's central role in the club's history and highlighted the brand's new role at PSV.

PLANNING

Business need

Philips believes that its innovations can make people's lives more sustainable, healthier and happier. Through its healthcare solutions, personal health and lighting solutions products, Philips aims to improve the lives of some 3bn people annually by 2025. Philips also aims to improve the lives of its employees. The establishment of PSV in 1913 is an example of this commitment.

Reason for selection

The unique relationship between Philips and PSV was the central focus of the 'Proud of You' campaign. It was based on the idea that the relationship is similar to that of father and son, because a father's role is always changing. The core message of our 'Proud of you' campaign is that whatever happens, fathers stay proud and committed to the son.



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Objectives

The following objectives were set for the campaign, aimed at three target audiences (PSV supporters, football fans in the Netherlands and Philips employees).

- Transition from self-evidence to pride: the campaign will increase the sense of pride PSV supporters have regarding the cooperation between PSV and Philips.
- Highlight Philips' new role: the campaign will show that Philips will continue to be the Founder and Innovation Partner of PSV for the next 10 years. The PSV shirt will feature a Philips badge on the sleeve.
- Expand the sponsorship's reach: the campaign will use social media and national PR to extend the sponsorship's reach and reinforce the message.

ACTIVATION

'Proud of You' was activated by the following sub-campaigns.

LED campaign

On October 17, 2015, Philips was the first club in the Dutch Eredivisie to play in an LED-lit stadium. Before the Philips LED stadium lights were officially put to use, the players and supporters were given a one-of-a-kind light show. This reflected Philips' ambition to be a leading innovator on and off the pitch, at home and abroad.

Shirt campaign

Philips has featured on the PSV shirt for 34 seasons. To highlight this, Philips put all the historical highs and lows from this period in a video. The video also showed the new Philips badge, accompanied by the words 'Founder of PSV

est. 1913', on the shirt sleeve.

PSV fans also expressed their pride in the founder of their club. At PSV's final home game with the Philips brand on the shirt front, the centre circle was covered by a large version of the sleeve badge. The PSV Supporters Club organised a shirt parade to thank Philips. For a period of two weeks before the match, 58 different shirts were displayed at bus stops around Eindhoven.

The 'Proud of You' campaign focused on owned, earned and paid media. This mix allowed Philips to communicate its cooperation with PSV under the #proudoftyou hashtag, along with the three activations mentioned above.

Owned media

PSV's and Philips' communication channels were used to communicate the campaign@

PSV communication channels:

- LED screens in the Philips Stadium
- The Philips Stadium's internal television system.
- PSV's digital matchday magazine
- PSV website
- LED advertising boards in the Philips Stadium
- Social media (Twitter, Facebook, YouTube, LinkedIn and Instagram).

Philips communication channels:

- The 'Proud of You' online platform developed for this campaign
- Social media (Twitter, Facebook, YouTube, LinkedIn and Instagram), Including advertising
- Internal communication.



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Earned media

The shirt campaign and LED campaign gained media coverage in the Netherlands, including a spot on the 'Eight O'clock News' programme of Dutch public broadcaster NOS. A number of current and ex-players and influencers in the PSV community communicated these activations through their own social media channels.

Paid media

For the LED campaign, a special camera was installed in the stadium in cooperation with television network Fox Sports, which was used to get a better view of the stadium lights. The costs for this camera were paid by Philips, in exchange for image rights and exposure on Fox Sports.

For the shirt campaign, 80 bus stops were used in the Eindhoven area to display all the Philips-branded shirts in PSV's history. A full-page advert was taken in the local newspaper 'Eindhovens Dagblad' to congratulate PSV on winning the 2015-16 championship.

EVALUATION

The years of cooperation between Philips and PSV means that both parties have been making the most of each other for a very long time, and continue to inspire each other.

The results delivered against planned objectives as measured by fan surveys were as follows:

Objective 1: Pride

- Appreciation of Philips' sponsorship: 95 per cent (actual) vs 93 per cent (planned)
- Proud of Philips: 77 per cent (actual) vs 77.5 per cent (planned)

- Proud of cooperation between Philips and PSV: 89 per cent (actual) vs 86.5 per cent (planned).

Objective 2: Philips' new role

- Philips is Founder: 86 per cent (actual) vs 81 per cent (planned)
- New, 10-year partnership: 70 per cent (actual) vs 69 per cent (planned)
- Innovation Partner: 62 per cent (actual) vs 66 per cent (planned)
- Sleeve badge: 89 per cent (actual) vs 56 per cent (planned).

Social media metrics

- Twitter impressions: 1.6m
- LinkedIn impressions: 500,000
- Facebook Impressions: 6.5m
- Video views: 670,000.

