



Yokohama - Direct association with a Motorsports event



Key message

- Yokohama tires aimed to increase their brand awareness and enhance a credible relationship in the motorsports world.
- They intended to build up the image of a high performance tire producer with the goal of becoming official tire supplier of an important motorsports event.

Markets

- The whole of Europe

Targets

- A male audience

Environment

- FIA WTCC



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Association with the FIA WTCC

Eurosport-owned event, the FIA WTCC, is the perfect sport communication platform to build up awareness for ADVAN tires.

- On-air:

- Spots & sponsoring around the FIA WTCC on Eurosport
- Spot campaign in Motorsports weekend magazine & Roland Garros.

- Online:

- Integration on the FIA WTCC website (hyperlink & button to Yokohama website).

- On-ground:

- FIA WTCC “Official Tyre Supplier”, providing the tyres to all the teams.
- “Doors & roofs” sponsoring package: presence on all car roofs & doors, as well as an exclusive hospitality area combined with tickets for guests for each race.
- Trackside banners and on-board cameras to maximize brand visibility among spectators & TV viewers.

- Additional TV exposure outside Eurosport & Europe: for example ESPN Asia/ Fox Latin America broadcast FIA WTCC featuring Yokohama spot & sponsorship activities as on air elements.

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Benefits & results

- Eurosport offered a large visibility to Yokohama not only on Eurosport but also on the different channels broadcasting the FIA WTCC programs (more than 50 channels around the world).
- Research proved that Yokohama activities around the FIA WTCC work efficiently:
 - Most recognized brand with a 56% awareness level (unprompted + prompted)
 - 95% of people interviewed think that Yokohama is a suitable sponsor of the WTCC.



Official Tyre Supplier



"Doors & roofs" sponsoring



Exclusive hospitality area

