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Optimizing Advertising Strategies in Sports Marketing: A Comprehensive Study of LED Banners and Banner Blindness During Sporting Events

Prof. Antonella Buonomo

RELATORE

Prof. Ernesto Cardamone

CORRELATORE

Matr. 746281

CANDIDATO

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1. Introduction

1.1. Background and Motivation

My life is all about sport, I grown up playing it, looking to the best athletes as an inspiration, supporting their achievements and trying to replicate as I could. This passion couldn't be the same if not shared with my family, my dad always said: "no better time than the one passed looking at sport, whatever live, via radio or tv". All the above is only one of the numerous reasons for which I decide to dedicate my life to it.

Nowadays I have the opportunity to work in one of the most, if not the most, important brand in the sport industry, adidas. By doing this I can unify my two biggest passions, sports, and marketing, on a daily basis. The name of the team I work with is "SpoMa" which stands for Sports Marketing, together with my colleagues we oversee managing the partnerships with clubs, federations, and players. This gives me the opportunity to understand the dynamics of a sport partnership, catching the real needs of all the parts involved.

Inevitably, my curiosity about those topics increases over the past few months, I really look to everything that pass through my eyes with a critical perspective asking myself the reason of many things. Around all these questions one arises respect to the others. As technical sponsor of FIGC and AS Roma we have been asked to provide them with the advertising banners around the playing field, only once I have understood the amount of money they valued those 30 seconds of exposure, I asked myself: "is it really worth it?" "Do people really pay attention to our amazing 3D banners?" "Does 3d banners really help our brand to associate with the club and federation?"

This is where my thesis project idea stems from, following an overview of the world of sports partnerships, the needs and their evolution along the years, the thesis will go on analysing the literature review, identifying the gap in the literature I want to fill and presenting the demand and research study.

We are all aware that we live in a world that now travels at speeds that we humans cannot sustain. The amount of information to which we are exposed daily is unsustainable for our minds, which increasingly activate very selective absorption mechanisms. This led to a phenomenon called information overload. Basically, our brain today spits out everything it does not consider fundamental or existential for survival.

Who hasn't scrolled through their social pages, watched a news broadcast, or read a newspaper and arrived at the end without remembering the content they read or listened just seconds before? I think it has happened to everyone; this is just one of the results of the information overload we are exposed to.

Within this paper we will analyze the phenomenon by investigating the causes the symptoms and describing the adaptations that we humans have found along the years.
At the end of this descriptive part, the quantitative one will take the lead. It will be presented a study which aim to understand the significance of a variable of interest on the ability for consumer to recognize or recall a brand.

1.2. State of Art: Sports Partnership Relevance

Nothing better than numbers can help us perceiving the magnitude of phenomenon of Sports Partnership. *Statista*[1] (2021) revealed a study together with *Market Stats Ville*, on the flow of money that sponsorships, specifically those in the sports sector, were generating. The study states that in 2021 the amount of money spent for Sports Sponsorships was around 64.8 billion of US dollars with a CAGR of 7.30% a year which will lead to an estimated amount of 112.1$ billion in 2030.
Another interesting consideration for the topic at stake is to understand where the largest amount of money is spent and trying to understand if there are reasons that explain that. As per *Statista and Market Stats Ville* (2022)[2], the region with the highest Sports sponsorships expenditures is North America.
The reasons why North America is leading this ranking are essentially summarized into three, Americans are sports fanatic, 40% of Americans participate in sport activities at least once a week (Douvis 2004). Investments in sport infrastructure are the highest in the world and this generate higher wiliness to invest (Nagy 2015) companies have no limit in activation since stadiums and arenas are technologically advanced. Last but not least, USA and Canada truly believe in the use of sport as a fundamental tool for the development of the individuals, most youth sport organizations in North America have positive development as one of their primary objectives (Camiré, Werthner, & Trudel, 2009), while in Canada the association *School Sport Canada* in its mission states "promote and advocate for positive sportsmanship, citizenship and the total development of student athletes through interscholastic sport" (School Sport Canada, 2013)[3].
But this said, what is a Sponsorship? *"Sponsorship in sport is the direct provision of cash or in-kind contribution to an activity, team or athlete in exchange for a direct association with that activity, team, or athlete."* (Bennett & Bower 1986):
What drives companies around the world to spend significant percentages of their budgets on sponsorship? I challenge you to find anyone who can answer this question other than to increase their

[1] https://www.statista.com/statistics/194221/total-revenue-from-sports-sponsorship-in-north-america-since-2004/
[2] https://www.marketstatsville.com/sports-sponsorship-market
[3] School Sport Canada. (2013). About SSC. Retrieved from http://www.schoolsport.ca.

revenues (Jensen 2018). The most widely used metric to measure this is surely ROI (return on investment). The problem is that most of the times investments and revenues are not directly proportional, the time it takes for investments in sponsorships to materialize into revenues is long and difficult to attribute to a given expenditure. This makes everything more difficult; sponsorships open up a world of unseen elements, of associations that only take shape in the minds of consumers. Successful sponsorships are neither seen nor heard but perceived. It is no longer enough to place your logo on the shirt of a football team or your banner on the sides of a prestigious tennis tournament, if these placements do not come to life, you are wasting time and money as stated from Infront Report ("The Ultimate Sport Sponsorship Guide 2022"[4]): *"In today's broad world of media and marketing rights there is no "off the shelf" solution for brands and, if they are doing marketing correctly, a simple logo placement will not provide sufficient return on investment (ROI) on sponsorship. Companies investing in sports sponsorship need to look at the bigger picture to engage with fans and not rely on just one piece of inventory."*

Fan behavior over the years has changed a lot. The pandemic has radically changed consumer habits, creating or in some cases accelerating adoption processes, just think of the adoption of solutions such as smart working. Of the many trends that have followed, one is relevant to the paper at stake. According to a study conducted by Nielsen *(Fans are changing the game 2022)*[5], 47% of people who watch sporting events on television do other activities simultaneously, this figure is growing by an average of 5% each year in the general population and 10% if only Gen Z is considered.

It is important to understand what type of activity is carried out by spectators in order to attack them using the right means. To do this, we could consult another graph produced by Nielsen *(Fans are changing the game 2022)*, which provides a percentage split with respect to activities complementary to the sporting event, dividing the responses of the general population and the GenZ population.

[4] Infront 2022: https://www.infront.sport/blog/sports-sponsorship/the-ultimate-sports-sponsorship-guide
[5] Nielsen 2022: https://www.nielsen.com/it/insights/2022/fans-are-changing-the-game/

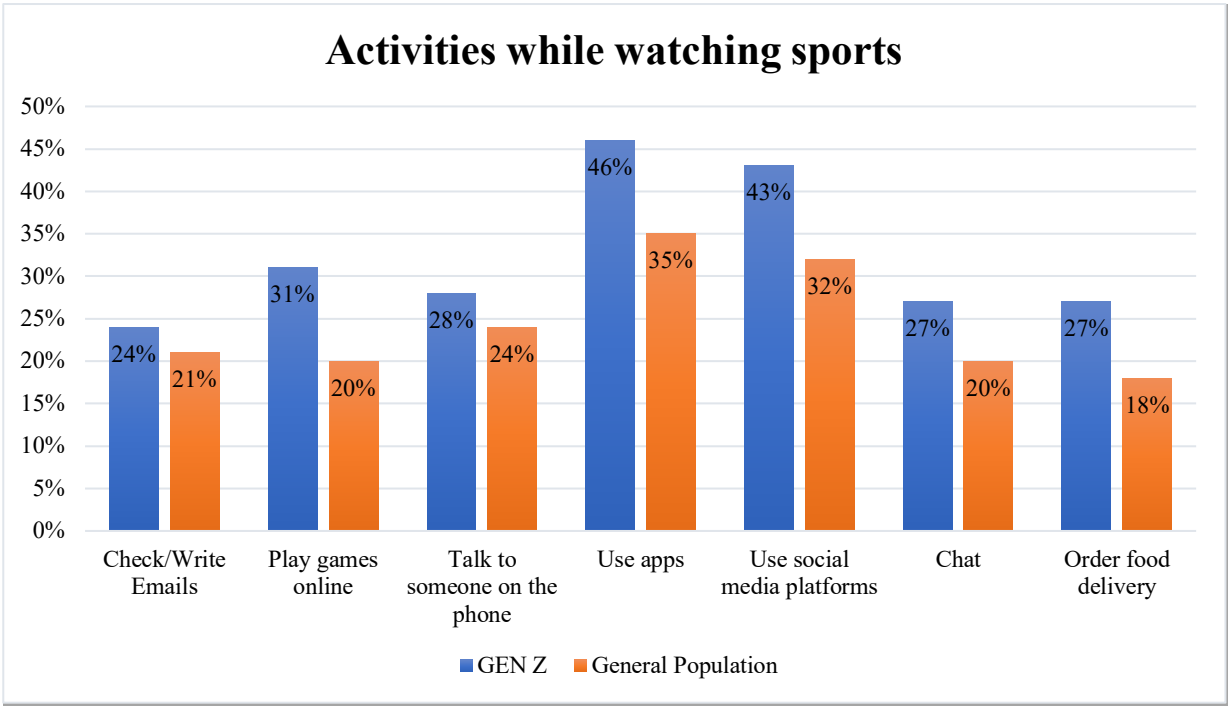


Table 1 Nielsen Fan Insights, August 2022

The graph above tells us the rises of a new need. Consumers are no more satisfied only with the sporting event, they are constantly looking for something more engaging, something that makes them feel part of a community and that gives them the opportunity to share their interests and passions with it. Through the right channels, brands and clubs can attack this segment.

But if you are wondering about what the need is to do so, here are the numbers that can help us once again. A study conducted always by *Nielsen in 2021* [6] shows that sponsorships at sporting events are one of the most effective advertising channels for consumers. Sports sponsorships are second only to recommendations from people we know, which is still the channel that has the greatest influence on our trust.

[6] https://www.nielsen.com/it/insights/2022/sports-sponsorships-are-raising-more-than-just-brand-awareness/

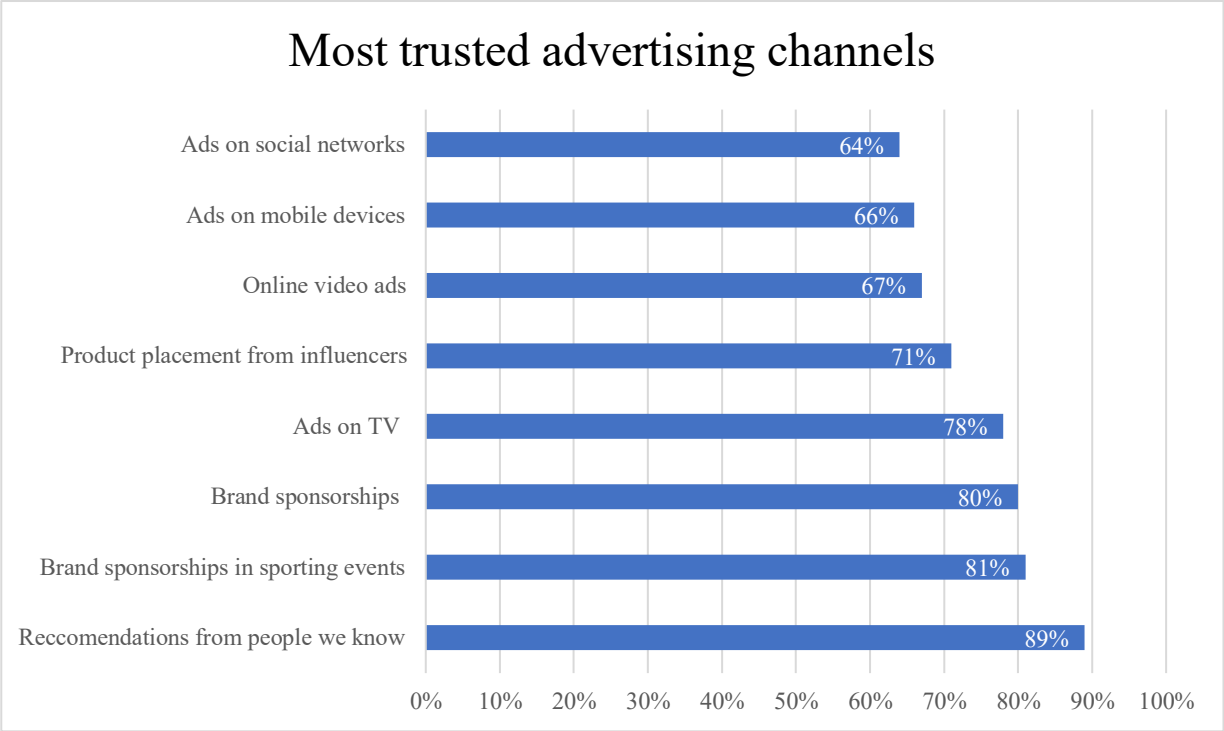


Table 2 Most Trusted Source - Nielsen 2021

Importantly, the study conducted by Nielsen in 2022 pinpoints to the idea that a company should spend a large part of its budget on sports sponsorship to increase its revenue. Indeed, it was found out that the sport sponsorships drove an average 10% lift in consumers' purchase intent and a 1-point gain in brand metrics such as awareness which drives a 1% increase in sales.

There are 4 sectors that lead the ranking of the highest investment in sports so far, below there the percentage increase from 2019-2021:

- Crypto/Blockchain/NFT 1100%
- Automotive 81%
- Insurance 27%
- Airlines -28%

As per "Nielsen Sports Sponsorglobe"[7] the automotive is the one who invested the most, even if there is a rising trend that is about to change the rules of the market, digital currencies, and tokens, which deserve special mention.

As per *BBC* [8]a large number of football clubs have been able to exploit this trend, creating ad-hoc digital tokens for their teams, which have generated overall takings of €350 million. The first to pick up the trend on a global scale were Paris Saint Germain and Juventus followed by around 50 other

[7] https://www.primaonline.it/wp-content/uploads/2022/06/Presentazione-Nielsen-Sports-Italy-Event-June-2022.pdf
[8] https://www.bbc.com/news/technology-59596267

teams from 2019 onwards. The offer consists in the possibility for fans to express themselves regarding certain polls that clubs decide to open on the platform, the most common examples ranging from the choice of the team anthem to the colour of next year's jerseys.

Even better, if you like, were the Americans who, thanks to their state-of-the-art infrastructure, were able to close staggering deals. Of all of them, the most noteworthy deal is the one concerning the naming rights of the famous Staples Center, which as of 16 November 2021 has been named Crypto.com Arena in favour of a 700 million payment that will guarantee naming for 20 years, an incredible result for the L.A. Lakers considering that previously Staples for the same duration poured 116 million into the club's coffers.

Looking beyond the tip of our noses, the trend does not seem intent on stopping, again Nielsen assures that a projection in 2028 sees sponsorships from crypto companies growing by 778% compared to 2021. The same, to a much more balanced extent, will occur for the other sectors, with the emergence of technology services growing by 44% compared to 2021.

1.3. Research Objectives

This chapter introduces the objectives of the research, which aim to develop a comprehensive and evidence-based guide for practitioners and managers working in the field of sports marketing. Fundamental to this is the desire to fill a gap in the industry literature through a quantitative analysis. The aim is to explore in depth the context of sports marketing and to fill a lack of information regarding the role of LED banners positioned along the pitch during sporting events.

The phenomenon of banner blindness, which has been extensively studied in the literature (Milosavljevic & Cerf, 2008; Herold et al., 2021), provides a crucial context for understanding the effectiveness of advertising strategies. Research by Breuer & Rumpf (2015) highlights the tendency of consumers to develop a selection mechanism to shield themselves from the overload of advertising messages they are exposed to.

This tendency becomes more pronounced during major sporting events, where spectators' attention is focused on the game itself. The analysis will also include the game attractiveness of the sporting event itself, which really plays a role on the attention of spectators (Newell, Henderson & Wu, 2001). It further reduces the processing capability of spectator (Lee & Sternthal 1999) who dedicates only superficial attention advertising banners, which is traduced in quick-impression and short-term memory (Haugtvedt et al 1994).

The concept just described found its roots in information overload (Chen et al., 2011), which will be intensely discussed as it has a significant influence on the viewers' processing capacity and, thus, the perception of LED banners.

That said, the research tries to understand whether it is more effective under certain conditions to adopt one type of banner or another. Specifically, the thesis will try to test the prediction that in a context of high emotional involvement it will be better to adopt a static banner, which is more readable and less onerous for consumers in terms of the absorption process.
By integrating established concepts with new approaches, this research aims to provide practical and evidence-based guidance for sports marketing professionals in optimizing advertising strategies during sporting events.

2. Literature Review

2.1. Sport Partnership

The subject of sports partnerships is a much-discussed topic, the relevance of which has already been extensively discussed. Basically, (Mason 2005) sports sponsorship has an impact on consumers' attention spans. By instilling positive emotional legacies in consumers, sponsors can change their cognitive structures and encourage desirable behavior. This is one of the reasons why lots of companies include this as a marketing tool.
For partnerships to work it is essential to have a good harmony between the sponsor and the sponsored in order to effectively reach the desired market and capture its affiliate associations (McDaniel, 1999). A business could seriously lose if the connection with a specific sport or club is not consistent with the market of a potential sponsor. Once we are sure that the partnership completely fit between the sponsor and the sponsored, it is necessary to make use of more effective advertising to capitalize on it. To do so it is fundamental to understand if there are variables which can play a role in making an advertising effective.
Colors used in advertising spot are one of the most studied variables in relation to consumer attention to advertisements. Park and Choi (2011), through deep qualitative research pointed out that warm colors (e.g. Red) had a higher capacity in catching consumer attention respect to colder colors (e.g. Blue). Breuer and Rumpf (2015) highlighted the concept of color contrast, the higher the contrast in the advertisement the higher the possibility to earn attention. This becomes important when considering the colors worn by athletes during matches. Apart from the social colors worn by the movement players, from which it is difficult to deviate, each club has the possibility to vary those worn by the goalkeeper. In this case Rumpf et al (2019) through their research indicate green and blue as the most attractive colors. Commercially this can help the visibility of the goalkeeper's jersey for club sponsors.
The focus of this thesis will be on LED banners on the side-lines, and here too, the literature has investigated the value of the investment required to grab a dedicated space. Brands using LED

banners are seen as embracing innovation and remaining on the cutting edge of technology, according to Kim et al.'s research (2019). This impression permeates the brands, portraying as forward-thinking and eager to invest in creative marketing techniques.

The attractiveness of the sponsored event also plays a key role because, while this limits the attentional capacity of consumers, who are solely focused on the progress of actions (Newell, Henderson & Wu, 2001), the live event is the preferred tool for companies as it ensures exposure of the target audience to the advertisement (Plutsky 2016). This is more than amplified when crucial games moment occurs, the level of attention is way less in conjunction with these moments (Otto & Rumpf 2018).

2.2. Information Overload

Information overload is a phenomenon that we have been hearing about for almost hundred years now. A hint on this subject goes back to the 1st century when Seneca said: *"Distringit librorum multitudo (the abundance of books is distraction)"*. This was followed by Oscar Wilde who said back in 1894: *'It is a very sad thing that there is so little useless information nowadays'.*

It is only since the early 2000s that this phenomenon has exploded gaining space in numerous academics research. At the beginning of 21st century the average production of printed volumes, reached the dizzying threshold of approximately one million copies per year, i.e. one book published every thirty seconds: Even if it were possible to read an entire volume in a single day, this would mean that another four thousand printed books had been overlooked in the same twenty-four hours (Zaid & Wimmer 2003)

In order to give an idea to the reader, about the magnitude of information we humans are generating below follows some examples:

- 20 million words of new technical information are recorded each day. If one reads 1,000 words/minute and spent eight hours/day reading, it would require six weeks to read the information for that one day. (Jackson 2001)
- More information was created in the last three decades of the 20th century than in the previous 5000 years (Bawden and Robinson 2009)
- In 2012 more data were transmitted across the internet each second that were stored in the whole internet 20 years previously. (Bawden and Robinson 2009)
- By 2012, enough data was being generated each day to fill all the libraries in the United States eight times over (Floridi 2014B).

It is pretty much accepted by every paper related to information overload that this phenomenon is about the inability of human beings in processing the amount of information they are exposed. Since this is experienced by the whole society it automatically affects companies and organizations (Melinat, P., Kreuzkam, T., & Stamer, D., 2014). On the other hand, overload should be translated precisely in these terms, information is data that reaches people or companies waiting to be processed. The abundance of this data and the impossibility for the human brain to process it all means that a lot of information remains data and this leads to wrong or unthought-out decisions, which is the biggest topic for companies (Chen et Al. 2011)

2.2.1. Causes

Now that we defined the phenomenon and presented its magnitude, let's dive into the causes that led to this. The last decades completely change our way of living life, we are connected, whatever is the activity we are doing we have devices that takes us updated. Think about sleeping, once you would have only thought about closing your eyes and get some well-deserved rest, now with a tiny watch to your wrist you generate information also by doing nothing.

The first reason why this phenomenon is exponentially growing is for sure due to technological advancements (Eppler 2002). Accessibility to information has never been as immediate as it is today, anyone and anywhere in the world can have access to any kind of information with a single click. The Internet and its derivatives mean that we now take in information even when we are not looking for it (Hoq 2016). News reports have lost their relevance because of these new technologies, information today is immediate, people don't wait the end of the day to watch at it, they receive notification. Think also about newspapers, the moment you can buy one it's already too late because something is happening, and your Always-On-Connectivity device is warning you about it.

Companies are called upon to evolve in step with change in order to avoid failure. This requires constant updating of organizational structures and the way of doing business, often leading to the creation of a lot of data wandering around the company waiting to be received and translated by overburdened employees (Eppler 2002)

The above has radically changed the way people live without them realizing it. As mentioned in the previous paragraphs, where we talked about sports sponsorship, people have developed new habits, one of which is multitasking. It is increasingly normal that while working, attending a sporting event or just walking, people do more than one thing. We increasingly need to feel connected (Young 1997), we want more and more information, as if without it we cannot enjoy a show or fulfill our work duties.

The feeling just described is called Fear of missing out (Gezgin 2018); this phenomenon can be declined in many situations. It can stem from the feeling of missing an event at which the participants are having a great time or even simply the feeling of being out of date, of missing something that conversely could enrich us. This is another reason why we are spasmodically searching for information.

2.2.2. Symptoms

The causes just described result in symptoms. The emergence of these symptoms is physiological, but to become aware of them it is necessary to stop, which not all people are able to do. Many have written over the years about the symptoms of information overload, most notably Wurman (2001), Girard and Allison (2008), and Hartog (2017). Of all of them, the first to talk about anxiety related to information overload was Wurman himself.

In the era of the information explosion, a range of discernible symptoms come to the fore, as expounded by Hoq (2016). These manifestations encompass various dimensions of cognitive, behavioral, and societal impact. First and foremost, there exists a paradox wherein the vast expanse of available information paradoxically seems to lead to a diminishing acquisition of substantive knowledge, attributed to an overwhelming volume that exceeds the capacity for meaningful assimilation. This overwhelming abundance further gives rise to cognitive fatigue and brain freeze, compelling individuals to actively evade additional information intake, potentially causing them to overlook valuable insights. The information deluge also fosters tendencies of dependency and addiction, where individuals become excessively reliant on continuous data accumulation, often through sources like the internet, resulting in reduced overall productivity and an inability to effectively prioritize tasks. A notable consequence of this inundation is the dwindling attention span, making it increasingly challenging to sustain focus on long-term objectives or engage in profound contemplation. Moreover, the pervasive availability of copious information disrupts the temporal perspective, prompting individuals to oscillate between dwelling on the past and hastily projecting into the immediate future. The unfiltered influx of data from diverse sources introduces the risk of information contamination, potentially leading to misguided decision-making and consequential errors. Finally, the concept of Attention Deficit Trait (ADT), as articulated by Hallowell (2005), underscores the neurological repercussions of information overload, characterized by distractibility, inner restlessness, and impatience. This phenomenon finds resonance within organizational contexts, manifesting as an impediment to effective organization, priority setting, and time management. Collectively, these symptoms illuminate the intricate and multifaceted challenges posed by the

information explosion, warranting a comprehensive reassessment of how individuals navigate and engage with the vast landscape of available data.

2.2.3. Adaptations

Over the years, awareness of this problem has caused people to search for solutions that can help them live with this abundance of information. Some involve people's personal sphere, that is, small actions that can be taken to give the brain time to recharge its batteries, Yoga, meditation but also simply doing active sports and non-sports that force people to free their minds and detach themselves from their surroundings. Also, the use of technology has been called into action to develop tools that can help people in coexisting with the overwhelming information. Tools like Feedly[9], Flipboard[10] and Pocket[11] manage to aggregate news from a lot of sources into only one, in order to reduce the need of consulting more and more sources. Artificial Intelligence has been utilized to generate tool able to understand priority information according to your needs, this can help people in prioritizing and be more efficient. Also, if many time criticized also social media algorithms help people in reading only to what they are interested in by analyzing our searches.

Companies are playing a role too. Internally there's a rising trend of structuring the company to avoid that information goes freely from one unit to another, to do so, teams have been created with one goal only, control the flow of information, eliminating what is unnecessary and lightening what must be taken into account.

Another wide range of adaptations are unconscious in nature. Of these it is essential to be aware both for people and for companies trying to communicate with these people. For people this is important because the use of these selection mechanisms often leads to a lack of consideration of all the factors that are useful for a correct choice. At the same time, it is crucial for companies to be aware of this and to implement all possible useful strategies to enter the consumer's attention panel. From the analysis of the extensive literature dealing with the subject of adaptations to information overload, it was possible to identify two areas of action that are most frequently called upon when trying to activate a selection mechanism:

- Heuristics and cognitive shortcuts (Tversky & Kahneman, 1974).

These shortcuts guarantee the person to lighten up the process of decision making by avoiding the consideration of all the information. Some of the most common heuristics are authority, recency and availability. All three choose information using only one criterion, respectively, the source of the

[9] https://feedly.com/
[10] https://flipboard.com/
[11] https://getpocket.com/it/

information in the first case, more authoritative sources are prioritized over the others, proximity in the second, only the most recent news is considered, and availability in the third i.e., no additional sources of information are sought but we rely only on what is available.

- Personal preferences (Boden et al 2016)

Confirmations bias consists in seeking for information that only confirms the point of view of a person avoiding any other source that doesn't align with his beliefs. This way of looking for information usually led to misevaluating decision making.

2.3. Advertising in the Era of Information Overload

Aware of what information overload is about, its causes and consequences, it is now crucial for research to investigate its impact on communication between companies and consumers: advertising. The innumerable increase of advertising messages accompanied by an exponential growth of the media has today led to increased competition between companies. They are spending more and more of their budgets on advertising, trying to make it as engaging and exciting as possible, to earn a place in the consumer's mind.

Very often, marketing campaign managers are asked to provide numbers to back up the investments they have made in advertising. How did a particular advertising message impact the company's sale? Did the advertisement increase brand awareness? Are consumers more inclined to buy the product we are trying to sell? These are just some of the questions that campaign managers have to answer. Unfortunately, it is often not that easy.

The true victory of an advertisement is measured on unseen parameters that must be researched in depth. Gaining the memory of consumers today is a great success. Making one's way through the millions of messages to which a consumer is exposed and printing one's message in the mind of the listener is an arduous task that only well-structured advertising can achieve. But let see how memory works.

In order to explain the course of an advertising message within the various chambers of memory, I will take my cue from a book entitled, *"The Mind of the Consumer"* (Pozharliev 2019). Memory is generally described as the brain's ability to exhume the information it has managed to store. The process through which what we have just described takes place follows three general steps: *encoding*, *storage*, *retrieval*.

The *encoding* phase involves receiving the message and translating it into a language known to us. This step is influenced by an inidvidual's previous experiences, which is why the same message does not always translate into the same meaning for different people. Information is encoded in three main ways: 1) visual 2) acoustic 3) semantic. Each of these three ways to encode is associated to one type

of memory. Let us think about when we see an advertisement that is intended to sell a product. Whatever it is, should the advertisement have convinced us what we will do is to pay attention to the message by remembering some frames of the advertisement (visual), the shape of the product, the color, and the toll-free number to call to buy it. Once this is done, we will try to repeat the number aloud (acoustic) to make it stick with us longer. Once some time has passed, the only thing we are sure we will remember is the meaning of the advertising message (semantic), we will be able to explain why the product convinced us and what features made you want to buy it, despite the fact that in that moment, you most likely will not remember either the exact shape or the phone number you had dialed to buy it.

The second stage is the *storage* one; this is where a lot of the information that we were able to encode in the first instance will fail to continue. There are certain areas of the brain called upon to fulfill the task of storing information, but these have a limited capacity, which is why these often end up being excluded from the uptake pathway.

Finally, the last stage is that of *recall*, this can be either direct, i.e., autonomous, the individual is able to recall the memory of his or her own free will, or indirect, in which case it will be necessary to provide a stimulus through which facilitate recall that would otherwise not have occurred.

But why does this become crucial to the purpose of research?

Knowing the consumer's mind is the only way for the right strings to be struck. Emerging from the competition and earning a place in the consumer's memory can be an important competitive advantage over competitors (Coates et al., 2006). As mentioned earlier it is not immediate that an advertisement leads to purchase, it is a path that aims to change the perception and attitude toward a particular product or service offered. It will be much easier if each time the consumer is exposed to a certain advertising message, it will exhume information stored long ago, thanks to brand familiarity, the wiliness to store info will be higher.

In the ever-increasing landscape of information overload, advertisers face the challenge of capturing consumer attention amidst a sea of competing messages. To cut through the clutter and engage their target audience, advertisers employ various strategies.☒

Oscar Wilde portraying the character of Dorian Grey said: *there is only one thing in the world worse than being talked about, and that is not being talked about".* To capture the attention of consumers, it becomes essential to act outside the box; you have to give consumers a reason to open their eyes and sharpen their brains. Often this is achieved by creating furor advertising campaigns out of the box, bordering on common sense. (Dhandhania & O'Higgins, 2021) Examples of this is 2005 Paddy's campaign when they unveiled a billboard featuring the famous "Last Supper" artwork by Leonardo da Vinci, but the picture featured Jesus and the Apostles gambling and playing cards.

Another example is Taffo Funeral Home, here in Italy, aware of the services it offers there was no other way to conquer audience attention that using an original line of communication (Faldani 2022). We could stay here all day long listing positive case study about emerging from usual and classical advertising approach.

Another strategy is to increase the relevance of advertising messages. With the increasing information overload, marketers look for ways to make their content more memorable. Emotionally provoking advertising messages, such as Dove's "Campaign for Real Beauty", resonate with consumers and leave a lasting impact. By using images of women of all ages and body types, Dove created positive

associations and met consumers' needs for inclusivity and authenticity, making their products more relevant and likely to be purchased (Murray, 2013).

Sport plays a role, major sporting events, sponsored by brands like Coca-Cola and Samsung, provide opportunities to reach billions of sports enthusiasts and create positive brand associations through the shared interest. As highlighted above, consumers are way more inclined to build positive association through brand and sport while watching a sport event (Close et al.2006).

Another important consequences and adaptation to information overload is targeting. There is not one day we don't leave information about our preference; we are asked to submit our permission to be tracked for very action we do through our day. This is for sure a consequence of the increase of advertisings we are exposed. Companies really struggle to show their messages only to their target audience, to get their campaigns profitable and noticed.

Only when companies have succeeded in impressing consumers with winning, cutting-edge advertising messages will we be able to talk about the last stage of storage: retrieval.

This is the process by which consumers can conjure up the brand in their minds. This can happen in two ways, spontaneously or when prompted by a stimulus. Obviously the first case is the one that companies are aiming at, it is in fact the winner of an advertising campaign, the consumer lives, knows, and remembers the brand, which will allow a greater influence on the consumer's buying habits. If a stimulus is needed, it will be important for the brand to do everything to ensure that at regular intervals the consumer is exposed to a message that will keep the brand alive in the consumer's mind.

2.4. Brand Recall and Brand Recognition: Theoretical Framework

Brand recall and brand recognition are two fundamental factors that cannot be disregarded by companies. Respectively Recall and Recognition are the two parameters that need to be analyzed when measuring the bond between a brand and a consumer.

Brand recall describes a consumer's capacity to recall a brand name from memory when presented with a product category or description. It illustrates the brand's prominence and accessibility in memory as well as the power of the brand association in the consumer's thinking (Keller 1993).

The ability of customers to recognize or identify a brand by its verbal or visual characteristics is known as brand recognition. This ability is typically sparked by exposure to a brand's logo, packaging, advertising, or other marketing cues. It shows how well-known a brand is to people and might evoke feelings of familiarity or affinity (Aaker, 1991)

Brand recall is a key element based on the information stored in the consumer's mind, which can be retrieved when required. However, not all brands succeed in creating such a strong image and personality in the minds of consumers to trigger effective recall. Those that succeed are more likely to be remembered and, in many categories, this is enough to generate sales.

A study by Wilson (1981) confirmed what many suspected: the greater the brand's presence in the consumer's memory, the greater the likelihood that it will be considered for purchase and eventually bought. In today's fast-paced world, consumers rely on their ability to remember during the purchase decision process due to a lack of time to absorb other marketing efforts (Prashar et al., 2012). This is way truer when the decision is made from home or away from the supermarket. That’s a situation in which consumer can only count on his memory, thinking about a determined category of product the only option to buy will be the one he remembers (Huang & Sarigollu, 2011).

Another interesting cue comes from literature (Biscaia, Correia, Rosado, Ross & Maroco, 2013;) (Biscaia, Correia, Ross & Rosado, 2014), consumers more readily remember those brands they associate with sponsorships during sporting events, which is crucial for the paper at stake as it further confirms the importance for companies to increase their awareness through these types of events.

Moving on to brand recognition, although this may seem easier to achieve for a company, the benefits it can provide are by no means insignificant. While the number of logos a consumer recognizes is significantly higher than the number of brands they can recall from memory, this does not mean that having an additional level of recognizability is a trivial matter. According to Cortor and Claycomb (1997) a well-recognized brand leads to repeated purchase along the life of a consumer, this because the higher the familiarity with the brand the lower fatigue is needed to the consumer to evaluate all his component.

As per Lehrer (2009) another key component are emotions, as they play a key role in the process of choosing a product. Consumers are able to associate the emotions they feel when assimilating a logo or a particular type of packaging, which is why sporting events once again are the perfect place to gain awareness, associating a particular logo with a sporting event makes future brand recognition easier.

2.5. Emotional Involvement: Theoretical Framework

The analysis that is the subject of this thesis involves the presence of a moderator. The statistical moderation effect occurs when the effect of an independent variable on the dependent variable changes depending on the levels of another variable. In our case, the variable playing this role is emotional involvement.

Sports have always been considered the greatest expression of emotional involvement. Millions of fans follow sporting events every year, pushing their team so that it can achieve the desired goal. Specifically, sport alters the emotions of those who watch it, along the duration of a sporting event the same person goes through different emotional states (Jones et al, 2012; Kerr, Wilson, Nakamura, & Sudo, 2005). The emotional involvement also drove the attention of the spectators to the pitch were the event is taking place, isolating whatever could be a source of distraction (Mutz and Gerke, 2017). Just as stated by Biscaia et al. (2012), during a sporting event, such as a soccer game staying with the theme of this thesis, spectators experience numerous emotional states that alter their behavior and decision making.

Relatedly, it becomes interesting for this thesis to understand whether this variable plays a role with respect to the attentional capacity of spectators during a sporting event.

Daniel Goleman in his book "Emotional Intelligence" introduces the concept of "Amygdala hijacking" according to which emotions, can temporarily hinder the ability to think rationally and make decisions. This happens because the prefrontal cortex, which controls higher-order cognitive processes such as attention, reasoning, and impulse control, can be overridden by the amygdala, a region of the brain charged with processing emotions.

Bringing this concept back within the thesis and by virtue of all the literature reviewed so far, the effect that emotional involvement has on the attentional capacity of spectators of sporting events will be tested during the analysis. In this regard, it is hypothesized that by virtue of high emotional engagement, exposure to a static banner, which by its nature is easier to interpret, will facilitate absorption of the depicted brand than if the banner were dynamic. Engagement will amplify the magnitude of the main effect of the model, amplifying brand recognition and recall.

2.6. The Role of Movement in Advertising

As pointed out several times within this paper, there are many variables that influence consumers' attention towards an advertisement, within this paper we will focus on one variable in particular: movement.

Movement has always been a controversial theme in the world of advertising. Many studies tried to understand which were the main effects it generates when applied to an adv banner, but an agreement on the topic has never been found. To prove this controversiality I have summarized some of the most reliable paper regarding the effect of movement on consumer attention.

We have grown up with the realization that in a world where we are inundated with advertisements, the only way to gain a place in the minds of consumers is to make one's own advertisements look better than others. One way to do that is using movement, it seems that for part of the literature, the movement has the singular power to attract the attention of consumers and enter their memory (Kim, Yoo & Stout, 2003), while for the other half of the literature, there is no link between dynamicity and consumer attention capacity (Bayles, 2002).

Li and Bukovac (1999) tested the effectiveness of dynamic banner on web page, the respondents were asked to conduct a search on a fictious web page, and they proved that the dynamic banner caused a higher click-rate than the static one. Again, Borse & Lang (2000), through an eye-traking experiment, prove the greater effectiveness of dynamic advertising messages in capturing consumers' attention. A higher number of eye interaction was registered toward dynamic banner.

There are some studies that highlight the theme of information overload. When an advertisement contains excessive motion or visual stimuli, it can overwhelm the viewer's senses and make it difficult for them to process the information effectively. This sensory overload can lead to what is often referred to as "banner blindness" or "ad fatigue”. The controversial nature of the literature arises here, the combination of the phenomenon of information overload and the processing of led banners that are often too complex to decipher are the basis for the thought that dynamism is not strictly related to attentional capacity. Eyes may become fatigued and have difficulty focusing on things that are moving

or flashing. As a result, customers may instinctively avoid or reject advertisements that cause eye fatigue (Kuisma et Al, 2010).

The same is supported by a large part of the literature, which states that there is no significance between banner animation and the attentional capacity of viewers. (Burke et al., 2005; Diaper & Waeland, 2000; Dreze & Hussherr, 2003). Yoo & Kim (2005) proved that static banner, even if not necessarily most noticed by consumer, measured higher in long- term memorization respect to the dynamic one, meaning that company could really benefit from the bond created with the consumer in the long period.

Kuisma et Al (2010), measured if there was interaction between the shape of the banner and the movement of it. They surveyed different banner sizes during a consumer web search and found that the highest capability in capturing attention was performed by vertical animated banner and horizontal static banner.

Since we are focusing on banner adv during sport events which are for their nature horizontal this will be highly take into consideration for the creation of the hypothesis.

H1a. Static banners will result in greater brand recognition than dynamic banners.

H1b. Static banners will result in greater brand recall than dynamic banners.

Another aspect worthy of attention, which will be studied in the thesis, is the moderating effect played by emotional involvement. As argued by Henderson (2001) during sports events, emotional involvement makes it even more difficult for companies to get noticed. Therefore, through this thesis we try to understand if emotional involvement plays a significant role in amplifying the main effect.

H2a. Within the context of heightened emotional involvement, static banners will garner greater Brand Recognition.

H2b. Within the context of heightened emotional involvement, static banners will garner greater Brand Recall.

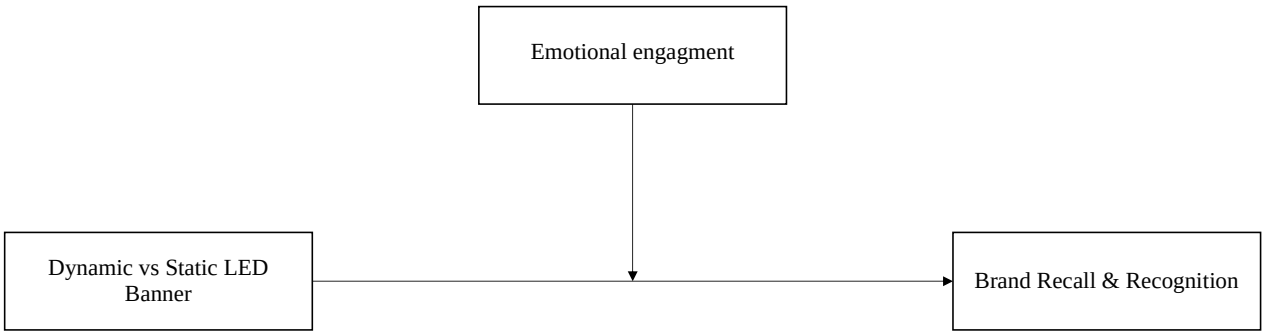
2.7. Conceptual Model

The presented conceptual framework draws its foundations from an extensive synthesis of pertinent literature, as delineated in the antecedent sections. Grounded upon this comprehensive review, the principal objective of this model is to meticulously scrutinize the intricate interplay between the dynamic attributes inherent to advertising banners and the cognitive faculty of respondents in relation to brand recall and recognition after exposure.

The fundamental construct of this model encompasses an independent variable that encapsulates the dynamic characteristic of advertising banners. This variable is contingent upon the specific banner

variant to which a respondent is exposed, dichotomously categorized as either dynamic or static. Concomitantly, the model posits two distinctive dependent variables: brand recall and brand recognition. The quantification of these variables shall transpire after exposure to the designated banner variant (dynamic or static). Guided by our research hypotheses, we proffer the conjecture that when a respondent encounters a static banner, both dependent variables will manifest enhanced outcomes.

Elevating the complexity of this model, an additional facet is introduced in the form of a moderator. The emotional involvement with which a person experiences the sporting event plays a fundamental role on attentional capacity. According to the literature, the moderator predicts an unfavourable condition in the measurement of dependent variables as emotional involvement increases. In the study will be measured the multiple effect of the moderator and the independent variable on the dependent variable in order to investigate if the emotional engagement plays a significant role.



3. Experimental Research

3.1. Methodological Approach

3.1.1. Methodology and Study

The objective of the quantitative analysis in this study is to measure the effectiveness of LED banners during sports events, specifically focusing on understanding which type of LED banner captures the attention of spectators most effectively. To achieve this goal, we have designed a questionnaire, which was administered through an independently conducted survey in Italy during September 2023, using Qualtrics XM, an American platform created to conduct market surveys and collect large masses of data. The survey participants were selected through a convenience sampling method to capitalize on its accessibility and rapid data collection, with no associated economic costs and a high response rate (Acharya et al., 2013).

Our choice of convenience sampling was driven by the diverse nature of sports spectators, making it challenging to categorize them into subgroups effectively. This approach allowed us to obtain a broad

representation of the sports population, minimizing errors stemming from cluster homogeneity. This study encompasses a diverse range of respondents, encompassing various ages and genders, as demographic variables were not expected to significantly impact the experiment's results. This methodology aligns with the goals of capturing data on a large population that accurately represents the sports enthusiast community (Greenwood et al., 2006).

The present experimental study employs a conclusive causal between-subjects 2x1 research design, and the survey results will serve as a valuable source of data for evaluating the effectiveness of LED banners during sports events.

3.1.2. Participants and Sampling Procedure

The survey was distributed to 145 individuals of whom 120 respondents fully participated in the experimental study, answering fully and completely all the questions within the questionnaire. The remaining 25 incomplete responses were first selected and later removed from the dataset during the data cleaning procedure.

Respondents were contacted through an anonymous link generated thorough Qualtrics XM an online platform and sent at a later time through instant messaging applications and social media networks, via the main distribution channels (Instagram, WhatsApp, Facebook and LinkedIn...). The sample of the population reached by the survey included mainly university students and newly hired employees located in different cities in Italy. Therefore, 59.2% of the respondents were classified in the age range of 19 to 36 years old. 10% in the 0 to 18 age group, 23.3% in the 37 to 54 age group, and finally 7.5% in the 55 and up age group.

With regard to the gender of the respondents, the prevailing gender appears to have been male, represented by 75% (90/120), while the female gender was characterized by 25%(30/120).

Nobody of the respondents either preferred not to identify with a specific gender or selected the third gender/non-binary option.

3.1.3. Data Collection and Questionnaire Composition

To conduct the experimental study, it was necessary to develop a questionnaire consisting of 10 questions, 8 of which were specific and 2 demographics.

In order to manipulate the independent variable (Type of Banner: static vs dynamic) two different visual stimuli have been developed. Both videos depict two soccer teams facing each other during a World Cup match, one from 2014 (Germany vs. Brazil) and one from 2018 (France vs. Croatia), respectively. The clips selected wanted to be as similar as possible to avoid any possibility of influence from factors that are not under control. Specifically, no salient action was included to avoid

substantial changes in emotional involvement. The actions are spread across the entire width of the playing field ensuring the same proximity to the banners in the case of both the 2014 and 2018 matches. The only condition changed is the movement of the LED banners on the sidelines, in one case static and in another dynamic. The first scenario turns out to consist of a video of a static banner advertisement present inside a stadium during a World Cup soccer match. The second scenario turns out to consist of a video of a dynamic banner ad present inside a stadium during a World Cup soccer match.

As mentioned earlier, data were collected through a questionnaire, which turns out to be divided into four main parts.

A brief introduction with an explanation of the academic purpose of the experimental research was placed at the beginning of the questionnaire. In addition, full compliance with privacy regulations regarding the anonymity policy about data collection and management was ensured.

The second part of the survey is represented by a randomized block consisting of two separate scenarios. In fact, the randomization process was essential within the structure of the questionnaire so that a uniform number of exposures to both visual stimuli could be achieved. Both visual conditions were achieved by attracting from online stock images depicting the Coca-Cola brand.

The third part of the survey was introduced to respondents after they were subjected to the observation of one of the two scenarios. This block of the questionnaire consisted of 8 questions: the first 3 relating to the moderator (Emotional Involvement) and the other 5 relating to the Dependent variables (Brand Recognition and Brand Recall). All questions were rated through a Likert scale based on 7 rating points.

The first scale related to the mediator is derived from the scale prevalidated by Dwyear et al. (2015)

The second scale related to the dependent variables is derived from the scale prevalidated by Yoo et al. (2004) Duncan & Nelson (1985)

Both scales were readjusted according to the needs of experimental research.

Finally, the fourth and final part of the questionnaire features the block devoted to demographic questions in which the gender and age of the respondents were asked.

3.2. Experimental Results

3.2.1. Data Analysis

The data collected through the questionnaire generated on Qualtrics XM were exported to SPSS (Statistical Package for Social Science) statistical software for analysis.

Initially, it was decided to perform an exploratory type of factor analysis in order to examine and validate the items of the scales used in the conceptual research model. Specifically, principal component analysis was performed as an extraction method by applying Varimax as a rotation technique. To decide how many factors to extract, the total explained variance table was observed by verifying that, according to Kaiser's rule, the eigen-values were greater than 1 and that the cumulative variance in percent was greater than 60 percent. In addition, the table of commonalities and the component matrix were observed. Specifically, all items were found to have an extraction value greater than 0.5 and a loading score greater than 0.3. Therefore, it was decided to retain all items making up the scales by validating them.

After validating both scales, a reliability test was conducted in order to check the level of reliability of the scales considered. In particular, the Cronbach alpha value of both constructs was observed making sure that it was above 60 percent. About the scale related to the mediator, a value of 0.924 was found, with regard to the scale of the first dependent variable, a value of 0.944 was recorded, and with regard to the second dependent variable, a value of 0.957 was found. Therefore, all scales were found to be reliable.

In addition, the KMO test related to the measure of sampling adequacy was performed. Regarding the scale related to the mediator, a value of 0.752 was found, regarding the scale of the first dependent variable, a value of 0.500 was recorded, and regarding the second dependent variable, a value of 0.726 emerged. Therefore, in all cases the level of adequacy was found to be more than adequate. Next, Bartlett's test of sphericity was performed, which was statistically significant, finding a p-value of 0.001 in all cases (p-value $< \alpha = 0.05$).

3.2.2. Hypotheses Test

After conducting both factor analyses and reliability tests, the main hypotheses of the conceptual research model were examined so that its statistical significance, and thus its relative success, could be confirmed or rejected.

H1a

To test the statistical significance of the direct hypothesis (H1a), a comparison of averages was conducted, applying an Independent Sample t-Test as an analysis in order to test the effect of the independent variable (Type of Banner: static vs. dynamic) against the first dependent variable (Brand Recognition). Specifically, the independent variable (X) is nominal categorical in nature and is distinct in two different conditions coded with 0 (dynamic banner) with 1 (static banner), while the first dependent variable (Y1) is continuous metric in nature.

After performing the Independent Sample t-Test, looking at the descriptive statistics table it was possible to see that the group of respondents subjected to the scenario coded with 0 (58 people) had a mean value of 2.6466, while the respondents exposed to the visual condition coded with 1 (62 people) had a mean value of 4.4435. Furthermore, considering the Independent Sample t-Test table, a p-value related to the t-Test of 0.001 was found to be statistically significant (p-value < $\alpha/2 = 0.025$). Therefore, there was a statistically significant difference between the group means, confirming the significant effect of X against Y1. Thus, the direct hypothesis H1a (main effect) was proved.

H1b

Again, to test the statistical significance of the direct hypothesis (H1b), a comparison of averages was conducted, applying a Independent Sample t-Test as an analysis in order to test the effect of the independent variable (Type of Banner: static vs. dynamic) against the second dependent variable (Brand Recall). Specifically, the independent variable (X) is nominal categorical in nature and is distinct in two different conditions coded with 0 (dynamic banner) with 1 (static banner), while the second dependent variable (Y2) is continuous metric in nature.

After performing the Independent Sample t-Test, looking at the descriptive statistics table, it was possible to see that the group of respondents subjected to the scenario coded with 0 (58 people) had a mean value of 3.0287, while the respondents exposed to the visual condition coded with 1 (62 people) had a mean value of 4.8763. Furthermore, considering the Indipendent Sample t-Test table, a p-value related to the T-Test of 0.001 was found to be statistically significant (p-value < $\alpha/2 = 0.025$). Therefore, there was a statistically significant difference between the group means, confirming the significant effect of X against Y2. Thus, the direct hypothesis H1b (main effect) was proved.

H2a

To test the statistical significance of the interaction hypothesis (H2a), a regression analysis was conducted through the application of model 1 of the SPSS PROCESS Macro version 4.0 extension developed by Andrew F. Hayes in order to test the joint effect between the independent variable (Type of Banner: static vs. dynamic) and the moderator variable (Emotional Involvement) toward the first dependent variable (Brand Recognition).

To test the success of the moderation effect, it was necessary to distinguish it into two different relationships: a direct effect between the moderator variable and the first dependent and an interaction effect between the independent variable and the moderator towards the first dependent. Specifically, a 95% confidence interval with a reference value α of 5% was adopted to demonstrate the statistical significance of both effects. In addition, it was necessary to make sure that the extremes of the confidence range (LLCI=Lower Level of Confidence Interval; ULCI= Upper Level of Confidence Interval) for each hypothesis had met the sign concordance (both positive or both negative), so that

no 0 passed within it. Finally, to assess sign and magnitude of each effect, the β coefficients of the regression analysis of both relationships between the variables were examined.

Regarding the direct effect between the moderator and the first dependent variable, through the observation of SPSS output, a p-value of 0.4442, an adverse confidence interval (LLCI=-0.3686; ULCI=0.1627) and a negative regression coefficient β of -0.1030 could be seen. Therefore, the direct moderation effect was not statistically significant.

As for the moderation effect, through observation of the SPSS output, a p-value of 0.8833, an adverse confidence interval (LLCI=-0.3812; ULCI=0.3285) and a negative β regression coefficient of -0.0263 could be seen. Therefore, the moderation effect was not statistically significant, not confirming the H2a hypothesis.

H2b

To test the statistical significance of the interaction hypothesis (H2b), similar to what was done before, a regression analysis was conducted through the application of model 1 of the SPSS PROCESS Macro version 4.0 extension developed by Andrew F. Hayes in order to test the joint effect between the independent variable (Type of Banner: static vs. dynamic) and the moderator variable (Emotional Involvement) toward the second dependent variable (Brand Recall). In order to test the success of the moderation effect, it was necessary to distinguish it into two different relationships: a direct effect between the moderator variable and the second dependent variable and an interaction effect between the independent variable and the moderator towards the second dependent variable. Specifically, a 95% confidence interval with a reference value α of 5% was adopted to demonstrate the statistical significance of both effects. In addition, it was necessary to make sure that the extremes of the confidence range (LLCI=Lower Level of Confidence Interval; ULCI= Upper Level of Confidence Interval) met the concordance of sign (both positive or both negative), so that no 0 passed within it. Finally, to assess sign and magnitude of each effect, the β coefficients of the regression analysis of both relationships between the variables were examined.

Regarding the direct effect between the moderator and the second dependent variable, through observation of the SPSS output, a p-value of 0.2155, an adverse confidence interval (LLCI=-0.4469; ULCI=0.1018) and a negative regression coefficient β of -0.1725 were noted. Therefore, the direct moderation effect was not statistically significant.

Regarding the moderation effect, through observation of the SPSS output it was possible to note a p-value of 0.7745, an adverse confidence interval (LLCI=-0.3134; ULCI=0.4197) and a positive β regression coefficient of 0.0532. Therefore, the moderation effect was not statistically significant, not confirming the H2b hypothesis.

In light of the results obtained, it is possible to state that both direct effects were statistically significant while emotional involvement did not have a significant impact towards either the first dependent variable (Brand Recognition) or the second dependent variable (Brand Recall), not resulting in a significant moderator.
With the aim of enhancing the robustness of the questionnaire analysis, the one-way ANOVA method was also employed, yielding identical results in terms of comparing means and statistically significant values.

4. General Discussion

4.1. Theoretical Contributions

As always expressed, the aim of the thesis is to try giving to the sport managers insight to make more profitable the investments, they do in sport partnership. As per today the literature didn't ever investigate the phenomenon of LED banner associated to the dynamism during sporting events, something achieved by the quantitative analysis conducted through the previous chapter.
The texts analyzed in the literature review demonstrate the intensity of the debate revolving around the topic of dynamism during advertisements. In our case much inspiration was taken from Li et al. (2016) who through their paper investigated the relationship between dynamism and the format of banners on websites. Through their eye-tracking analysis, was shown that in the case of a vertical skyscraper banner the preferred style was dynamic while for the horizontal static won by far. From this insight, I thought that a similar study projected in a context of a different nature, such as the playing field, could enrich the literature of sports marketing.
During Sports events, the dynamics, emotions and decision flows are not the same as those adopted during an Internet search, reason why the previous research weren't applicable to the world I am investigating; In the world of sporting events, the static banner emancipates the attractiveness of the advertising messages and facilitates the memorization process, and this is something new we add to the current literature.
With regard to emotional involvement, the analysis proves this is not statistically significant when measured on respondents' ability to recall or recognize a particular brand, and this too is, in its own way a finding, since no one before had ever measured this type of relationship.

4.2. Managerial Implications

The managerial implications of what we discovered through our analysis are many, and in this paragraph will be suggested some of them, with the intent of providing insights for companies to optimize the use of their advertising spaces.

To do so the first indication is to prioritize static banner during sport events. The amount of information we are exposed to and the emotion we feel during the event make it way easier for the banner to be perceived and recalled from the spectators.

This has an immediate effect on advertising budget campaign. Static banner gives the possibility to companies investing in advertising to save great amount of their budgets consequently increasing ROI. This is easily proved by looking for creating agency selling this service through the internet, the amount asked to realize a dynamic banner it is almost the double of the static one (a dummy quote was asked at *e-designer* resulted in static 130€ vs dynamic 280€)[12].

By the way there is something that must be very clear when interpreting the result at stake, the tendency of consumers in ignoring everything to which they are accustomed (Sun et al., 2008). This could also be a bit of a reason why the static banner was significantly more perceived. Now for decades companies have been competing to make the most complex banner, incorporating special effects and 3d evolutions, this is something the consumer has become accustomed to. Habit leads them to judge the information within the banner as useful or not useful, this judgment means that in future display opportunities the banner will not be analyzed at all because it is useless at the eyes of the spectator. This gives rise to one of the most important managerial implications of this thesis: never stop experimenting. Analyzing one's advertising campaigns becomes crucial not only to measure their results but also to perceive in advance any trends variations in consumer behavior.

Finally, further food for thought concerns consumer targeting. A study by Capgemini *('A whole new ball game: Why sports tech is a game changer, 2023)* shows how the number of viewers from home is steadily growing, although this in the first instance should generate questions in managers responsible for match day, on the other hand it opens the door to numerous business opportunities.

The rules of the game are being changed by virtual marketing. Thanks to over-the-top media services, it is possible to vary the content of static banner ads in real time, allowing clubs and federations to sell customized packages to companies. In doing so, one can target individual users by exposing them to banners in line with their interests, generating a significantly higher rate of interactions and attention.

The case just described perfectly represents the meaning of win-win. On the one hand, clubs will benefit from increased sponsor revenue by offering an innovative and personalized service; on the

[12] https://e-designer.it/listino-prezzi-grafica/

other hand, brands since the first moments of their partnership can secure exposure to an interested and attentive target audience.

4.3. Limitations and Future Research

The study presented through this thesis carries limitations that consequently generate recommendations for future research related to this topic.

In the panel of respondents, we have people of all gender and age. In order to get specific insights to use when structuring an advertising campaign could be useful to create and focus on one cluster only. Generations are quite different in consumption behavior, as per *'A whole new ball game: Why sports tech is a game changer (2023)* by Capgemini, in contrast to 53% of Baby Boomers and 32% of those over the age of 70, 77% of Gen Z and 75% of Millennials say they prefer to watch sports outside of venues as technology continues to improve and make the viewing experience more immersive. In this regard it would be interesting how the results could vary by increasing the number of respondents and focusing on one generational cluster to get more specific insights.

Again, with the goal of gaining as specific insights as possible, it is interesting to consider variables that were not mentioned in this thesis such as, income, employment and education. This in the future would allow us to understand if there are behavioral differences depending on the background and cultural roots of the viewers.

Language represents another limitation. In fact, the disclosed survey is in Italian language, since the target audience considered is only Italian. Obviously in a world that increasingly thins its borders and its geographical barriers, it becomes essential to replicate the study on an international scale.

As far as the method is concerned, in our case we opted for a quantitative analysis, which made it possible to collect data and process them statistically in a short and efficient time. One of the limitations of this methodology is that it does not go as deep as could be done with a qualitative analysis. This could in fact help to understand if there are other variables that were not taken into account during the study. A qualitative analysis could also be conducted in the vicinity of the stadium where the sporting event takes place, which would guarantee a greater focus due to the more recent exposure.

Another recommendation regarding the method is the creation of visual stimuli that can be analyzed using neuroscience. Eye-tracking is a neuromarketing analysis methodology that consists of recording all areas on which respondents place their eyes. This allows both an understanding of whether the subject focused on the banner and the time of exposure. This methodology would certainly provide greater consistency to a study of this type.

In our case, the visual stimuli concerned a football pitch, which by its nature is different from all other sports. The unique characteristics of each discipline require specific analyses. The distance from the field, the dynamism of the actions and the duration of the actions are all variables that change from field to field and should be considered if one wishes to extend the study in question.
Finally, I think a notable limitation that will be useful to work on in the future is the role played by the mediator. Despite the non-significant results, I believe there are a few limitations in my research that prevented the proper measurement of the variable. Measuring emotional involvement with respect to a sporting event, aware that this is recorded turns out to be inconsistent. The highlights selected for the two videos, by their very similar nature, did not include highlights where involvement could actually be measured. Finally, combining disconnected segments of the match meant that the results related to involvement were not statistically significant. For the near future, I believe it would be useful to replicate the study on a reduced panel of respondents that are, however, tested over the entire duration of a live match.

5. Conclusion

5.1. Final Remarks

The following thesis bases its foundation on a gap in the literature concerning sports marketing. In fact, although this is a topic that is very dear to scholars given the magnitude of investments that are made in this field each year, a specific topic was found to be still unaddressed to date.
The analysis in summary highlights the statistical significance of the direct relationship of our model, which sees greater ability of respondents to recall or recognize a sponsored brand on the led on the sidelines during a sporting event. The moderator, on the other hand, was not significant, due to some limitations related to stimulus creation to the depth of the observed sample. Translated, we can say that emotional involvement does not have a significant effect on respondents' ability to recall or recognize a particular brand.

5.2. Greetings

With this thesis paper ends my academic journey, a long, exciting, and emotional one. Of my academic life I carry with me all the lessons and people who have contributed to making me the person I am today. Out of all of them the greatest lesson is definitely to never stop, high lows, difficulties and successes, school taught me that it is all in how you approach things. I will not stop

studying and I will not stop falling, school has given me big shoulders that will help me hold the future with my head held high.

Mom Isabella and Dad Fabio deserve special mention, you are the reason for my achievements and the example I will follow growing up. None of everything I am would have been possible without you, your sacrifices and trust are the prime reason why I will never stop trying to improve myself, to become a better person, since always the only currency that can repay you.

My brothers, I hope to be able to be for you half of what you are for me, knowing you next door was and always will be my favorite study break, this achievement is also yours we have achieved it together.

To my closest friends, companions in life, adventure, and values, I will never forget the days in the library, the books on the train and the prepared exams during our trips, together we proved that sport and study, can coexist.

To the adidas family, you welcomed me from day one, giving me the chance to make mistakes and spend myself for common goals, I look forward to wielding the challenges of the future proving to the world that **Impossible is Nothing.**

Finally, a heartfelt thanks to Professor Buonomo, for her helpfulness and kindness, I have felt accompanied all along this path and stimulated to always do something more to reach the desired goal.

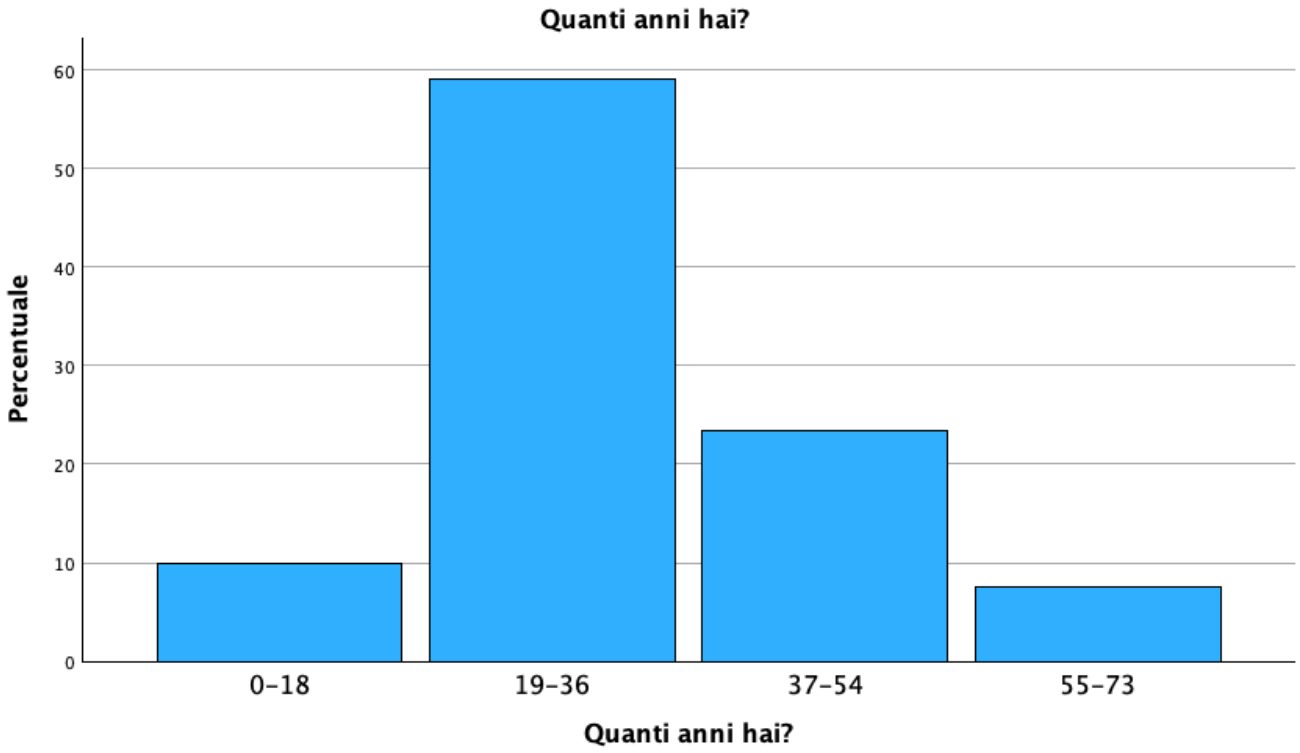
Thank you.

6. Appendix

- Descriptive statistics: Age

Quanti anni hai?

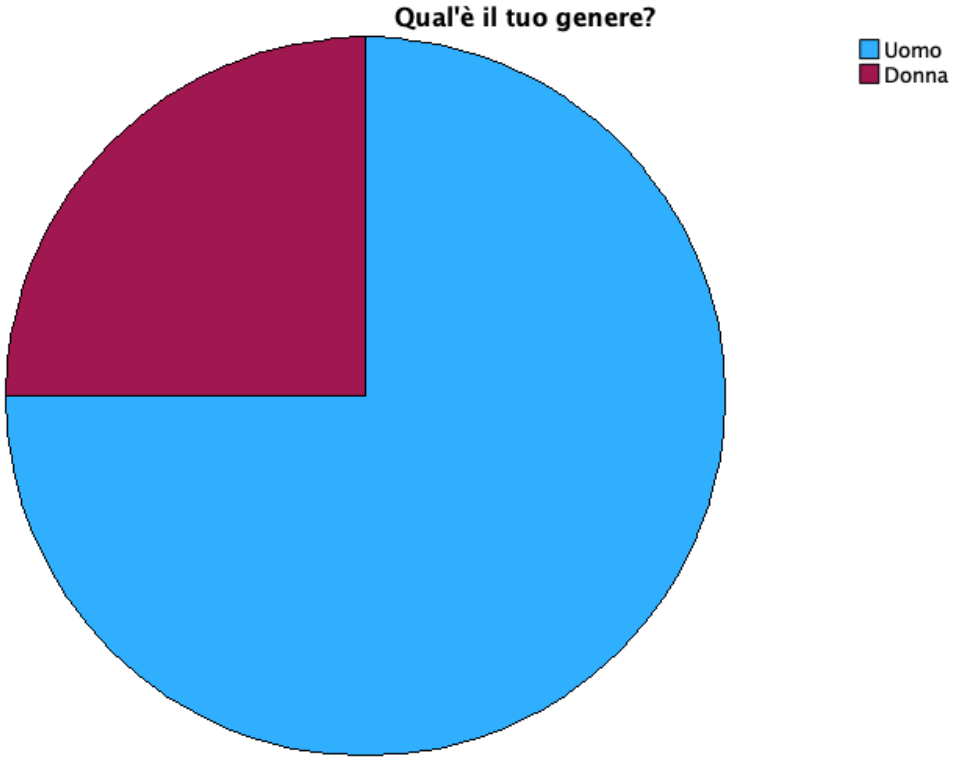
		Frequenza	Percentuale	Percentuale valida	Percentuale cumulativa
Valido	0-18	12	10.0	10.0	10.0
	19-36	71	59.2	59.2	69.2
	37-54	28	23.3	23.3	92.5
	55-73	9	7.5	7.5	100.0
	Totale	120	100.0	100.0	



- Descriptive statistics: Gender

Qual'è il tuo genere?

		Frequenza	Percentuale	Percentuale valida	Percentuale cumulativa
Valido	Uomo	90	75.0	75.0	75.0
	Donna	30	25.0	25.0	100.0
	Totale	120	100.0	100.0	



- Factorial analysis: Mediator

Test di KMO e Bartlett

Misura di Kaiser-Meyer-Olkin di adeguatezza del campionamento.		.752
Test della sfericità di Bartlett	Appross. Chi-quadrato	278.493
	gl	3
	Sign.	<.001

Varianza totale spiegata

	Autovalori iniziali			Caricamenti somme dei quadrati di estrazione		
Componente	Totale	% di varianza	% cumulativa	Totale	% di varianza	% cumulativa
1	2.609	86.977	86.977	2.609	86.977	86.977
2	.246	8.204	95.181			
3	.145	4.819	100.000			

Metodo di estrazione: Analisi dei componenti principali.

Comunalità

	Iniziale	Estrazione
Per favore, leggi le seguenti affermazioni e indica su una scala da 1 (per nulla d'accordo) a 7 (estremamente d'accordo) quanto sei d'accordo con ciascuna di esse: - Guardando una partita di calcio sono unicamente concentrato sull'evolversi delle azioni.	1.000	.833
Per favore, leggi le seguenti affermazioni e indica su una scala da 1 (per nulla d'accordo) a 7 (estremamente d'accordo) quanto sei d'accordo con ciascuna di esse: - Mi considero un appassionato di calcio.	1.000	.884
Per favore, leggi le seguenti affermazioni e indica su una scala da 1 (per nulla d'accordo) a 7 (estremamente d'accordo) quanto sei d'accordo con ciascuna di esse: - Il calcio ha un forte impatto sul mio umore.	1.000	.893

Metodo di estrazione: Analisi dei componenti principali.

Matrice dei componenti[a]

	Componente 1
Per favore, leggi le seguenti affermazioni e indica su una scala da 1 (per nulla d'accordo) a 7 (estremamente d'accordo) quanto sei d'accordo con ciascuna di esse: - Guardando una partita di calcio sono unicamente concentrato sull'evolversi delle azioni.	.913
Per favore, leggi le seguenti affermazioni e indica su una scala da 1 (per nulla d'accordo) a 7 (estremamente d'accordo) quanto sei d'accordo con ciascuna di esse: - Mi considero un appassionato di calcio.	.940
Per favore, leggi le seguenti affermazioni e indica su una scala da 1 (per nulla d'accordo) a 7 (estremamente d'accordo) quanto sei d'accordo con ciascuna di esse: - Il calcio ha un forte impatto sul mio umore.	.945

Metodo di estrazione: Analisi dei componenti principali.

a. 1 componenti estratti.

- Reliability test: Mediator

Statistiche di affidabilità

Alpha di Cronbach	Alpha di Cronbach basata su elementi standardizzati	N. di elementi
.924	.925	3

- Factorial analysis: Dependent Variable (a)

Test di KMO e Bartlett

Misura di Kaiser-Meyer-Olkin di adeguatezza del campionamento.		.500
Test della sfericità di Bartlett	Appross. Chi-quadrato	189.043
	gl	1
	Sign.	<.001

Varianza totale spiegata

Componente	Autovalori iniziali			Caricamenti somme dei quadrati di estrazione		
	Totale	% di varianza	% cumulativa	Totale	% di varianza	% cumulativa
1	1.894	94.718	94.718	1.894	94.718	94.718
2	.106	5.282	100.000			

Metodo di estrazione: Analisi dei componenti principali.

Comunalità

	Iniziale	Estrazione
Per favore, leggi le seguenti affermazioni e indica su una scala da 1 (per nulla d'accordo) a 7 (estremamente d'accordo) quanto sei d'accordo con ciascuna di esse: - Il Banner pubblicitario a bordo campo ha colto il mio interesse	1.000	.947
Per favore, leggi le seguenti affermazioni e indica su una scala da 1 (per nulla d'accordo) a 7 (estremamente d'accordo) quanto sei d'accordo con ciascuna di esse: - Il banner pubblicitario a bordo campo ha catturato il mio sguardo	1.000	.947

Metodo di estrazione: Analisi dei componenti principali.

Matrice dei componenti[a]

	Componente 1
Per favore, leggi le seguenti affermazioni e indica su una scala da 1 (per nulla d'accordo) a 7 (estremamente d'accordo) quanto sei d'accordo con ciascuna di esse: - Il Banner pubblicitario a bordo campo ha colto il mio interesse	.973
Per favore, leggi le seguenti affermazioni e indica su una scala da 1 (per nulla d'accordo) a 7 (estremamente d'accordo) quanto sei d'accordo con ciascuna di esse: - Il banner pubblicitario a bordo campo ha catturato il mio sguardo	.973

Metodo di estrazione: Analisi dei componenti principali.

a. 1 componenti estratti.

- Reliability test: Dependent Variable (a)

Statistiche di affidabilità

Alpha di Cronbach	Alpha di Cronbach basata su elementi standardizzati	N. di elementi
.944	.944	2

- Factorial analysis: Dependent Variable (b)

Test di KMO e Bartlett

Misura di Kaiser-Meyer-Olkin di adeguatezza del campionamento.		.726
Test della sfericità di Bartlett	Appross. Chi-quadrato	411.742
	gl	3
	Sign.	<.001

Varianza totale spiegata

	Autovalori iniziali			Caricamenti somme dei quadrati di estrazione		
Componente	Totale	% di varianza	% cumulativa	Totale	% di varianza	% cumulativa
1	2.767	92.242	92.242	2.767	92.242	92.242
2	.169	5.637	97.879			
3	.064	2.121	100.000			

Metodo di estrazione: Analisi dei componenti principali.

Comunalità

	Iniziale	Estrazione
Per favore, leggi le seguenti affermazioni e indica su una scala da 1 (per nulla d'accordo) a 7 (estremamente d'accordo) quanto sei d'accordo con ciascuna di esse: - Ricordo facilmente il brand sponsorizzato a bordo campo	1.000	.905
Per favore, leggi le seguenti affermazioni e indica su una scala da 1 (per nulla d'accordo) a 7 (estremamente d'accordo) quanto sei d'accordo con ciascuna di esse: - Il brand sponsorizzato a bordo campo è chiaramente riconoscibile e visibile.	1.000	.904
Per favore, leggi le seguenti affermazioni e indica su una scala da 1 (per nulla d'accordo) a 7 (estremamente d'accordo) quanto sei d'accordo con ciascuna di esse: - Il brand sponsorizzato a bordo campo è facile da memorizzare	1.000	.958

Metodo di estrazione: Analisi dei componenti principali.

Matrice dei componenti[a]

	Componente 1
Per favore, leggi le seguenti affermazioni e indica su una scala da 1 (per nulla d'accordo) a 7 (estremamente d'accordo) quanto sei d'accordo con ciascuna di esse: - Ricordo facilmente il brand sponsorizzato a bordo campo	.951
Per favore, leggi le seguenti affermazioni e indica su una scala da 1 (per nulla d'accordo) a 7 (estremamente d'accordo) quanto sei d'accordo con ciascuna di esse: - Il brand sponsorizzato a bordo campo è chiaramente riconoscibile e visibile.	.951
Per favore, leggi le seguenti affermazioni e indica su una scala da 1 (per nulla d'accordo) a 7 (estremamente d'accordo) quanto sei d'accordo con ciascuna di esse: - Il brand sponsorizzato a bordo campo è facile da memorizzare	.979

Metodo di estrazione: Analisi dei componenti principali.

a. 1 componenti estratti.

- Reliability test: Dependent Variable (b)

Statistiche di affidabilità

Alpha di Cronbach	Alpha di Cronbach basata su elementi standardizzati	N. di elementi
.957	.958	3

- Independent Sample t-Test (a)

Statistiche gruppo

	IV	N	Media	Deviazione std.	Errore standard della media
DV1	1.00	62	4.4435	1.97547	.25089
	.00	58	2.6466	1.65436	.21723

Test campioni indipendenti

		Test di Levene per l'eguaglianza delle varianze		Test t per l'eguaglianza delle medie							
						Significatività		Differenza della media	Differenza errore std.	Intervallo di confidenza della differenza di 95%	
		F	Sign.	t	gl	P unilaterale	P bilaterale			Inferiore	Superiore
DV1	Varianze uguali presunte	2.972	.087	5.383	118	<.001	<.001	1.79700	.33383	1.13593	2.45806
	Varianze uguali non presunte			5.415	116.609	<.001	<.001	1.79700	.33186	1.13974	2.45425

- Independent Sample t-Test (b)

Statistiche gruppo

	IV	N	Media	Deviazione std.	Errore standard della media
DV2	1.00	62	4.8763	2.10320	.26711
	.00	58	3.0287	1.63929	.21525

Test campioni indipendenti

		Test di Levene per l'eguaglianza delle varianze		Test t per l'eguaglianza delle medie							
						Significatività		Differenza della media	Differenza errore std.	Intervallo di confidenza della differenza di 95%	
		F	Sign.	t	gl	P unilaterale	P bilaterale			Inferiore	Superiore
DV2	Varianze uguali presunte	6.582	.012	5.342	118	<.001	<.001	1.84761	.34587	1.16269	2.53252
	Varianze uguali non presunte			5.386	114.346	<.001	<.001	1.84761	.34304	1.16807	2.52715

- One-Way ANOVA (a)

Descrittive

DV1

	N	Medio	Deviazione std.	Errore std.	95% di intervallo di confidenza per la media		Minimo	Massimo
					Limite inferiore	Limite superiore		
.00	58	2.6466	1.65436	.21723	2.2116	3.0815	1.00	7.00
1.00	62	4.4435	1.97547	.25089	3.9419	4.9452	1.00	7.00
Totale	120	3.5750	2.03091	.18540	3.2079	3.9421	1.00	7.00

ANOVA

DV1

	Somma dei quadrati	df	Media quadratica	F	Sig.
Tra gruppi	96.768	1	96.768	28.977	<.001
Entro i gruppi	394.057	118	3.339		
Totale	490.825	119			

- One-Way ANOVA (b)

Descrittive

DV2

	N	Medio	Deviazione std.	Errore std.	95% di intervallo di confidenza per la media		Minimo	Massimo
					Limite inferiore	Limite superiore		
.00	58	3.0287	1.63929	.21525	2.5977	3.4598	1.00	7.00
1.00	62	4.8763	2.10320	.26711	4.3422	5.4105	1.00	7.00
Totale	120	3.9833	2.10102	.19180	3.6036	4.3631	1.00	7.00

ANOVA

DV2

	Somma dei quadrati	df	Media quadratica	F	Sig.
Tra gruppi	102.296	1	102.296	28.536	<.001
Entro i gruppi	423.004	118	3.585		
Totale	525.300	119			

- Regression analysis: model 1 (a)

```
Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.0 *****************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3

**************************************************************************
Model  : 1
    Y  : DV1
    X  : IV
    W  : MOD

Sample
Size:  120

**************************************************************************
OUTCOME VARIABLE:
 DV1

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .4574      .2092     3.3459    10.2319     3.0000   116.0000      .0000

Model
             coeff         se          t          p       LLCI       ULCI
constant    3.1673      .7195     4.4019      .0000     1.7422     4.5924
IV          1.7511      .8730     2.0059      .0472      .0221     3.4801
MOD         -.1030      .1341     -.7678      .4442     -.3686      .1627
Int_1       -.0263      .1792     -.1471      .8833     -.3812      .3285

Product terms key:
 Int_1    :        IV       x        MOD

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      .0001      .0216     1.0000   116.0000      .8833

*********************** ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000
```

- Regression analysis: model 1 (b)

```
Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.0 *****************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3

**************************************************************************
Model  : 1
    Y  : DV2
    X  : IV
    W  : MOD

Sample
Size:  120

**************************************************************************
OUTCOME VARIABLE:
 DV2

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .4601      .2117     3.5697    10.3846     3.0000   116.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     3.9013      .7432     5.2492      .0000     2.4293     5.3733
IV           1.4134      .9017     1.5675      .1197     -.3725     3.1993
MOD          -.1725      .1385    -1.2455      .2155     -.4469      .1018
Int_1         .0532      .1851      .2872      .7745     -.3134      .4197

Product terms key:
 Int_1    :        IV       x        MOD

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      .0006      .0825     1.0000   116.0000      .7745

*********************** ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000
```

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