



## The Objective

A 5 year project, commissioned by The SSE Hydro to conduct sponsorship evaluation and visitor research on behalf of their key partners, including: SSE Plc, Heineken, A.G. Barr and Clydesdale Bank (Virgin Money).

## The Methodology

Face to face, on site event interviews. 25 events per year, conducting in excess of 3000 quant interviews from over 1 million attendees. Focus Groups, talking heads and insight community to complement.

## The Result

Great results which enabled partners to fully understand the impact of their sponsorship on both awareness and product sales in venue – assisting The SSE Hydro in contract negotiations for sponsorship extension.