

STRATEGIQ®

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A SPORTING CHANGE

WRITTEN BY
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 NEW
FUTURE
VALUE™

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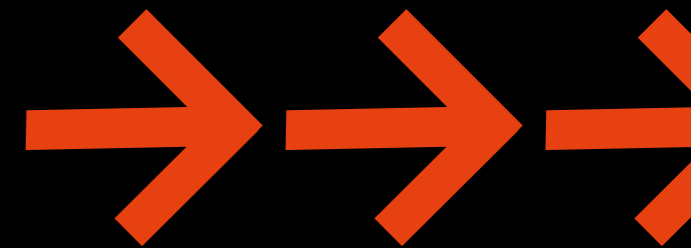
PROBLEM

The impact of the cost of living crisis on the consumer electronics retail sector.

SOLUTION

Leverage valued cultural viewing opportunities such as sporting events to encourage spend.

HOW



Read on...

**The more difficult
the victory,
the greater the
happiness in
winning.”**

- Pele



THE BURNING PROBLEM

All markets get challenging, the question is how we take that challenge and turn it into an opportunity.

This second issue of 'The New Future Value Report' focuses on the impact the cost of living crisis is having on the retail sector, particularly on sales of consumer electronics.

It also explores the marketing opportunities that cultural events, particularly sporting ones present.

'A Sporting Chance' explores the trends in the confidence, attitudes and buying behaviours of consumers and includes data on the growth of smart technologies. It examines how brands are using the sporting arena as a tool to elicit User Generated Content, tackle gender bias, become purpose driven, extend their influence and reach new younger demographic audiences through e-sports.

We hope that this report helps you to realise new future value by inspiring you with strategic insight and examples of tactical excellence.

Follow **StrategiQ** on LinkedIn. [#NewFutureValue](#) to join the conversation.



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StrategiQ Operations Director

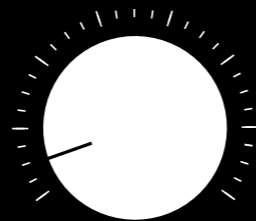
IN THE FACE OF FALLING SALES

SALES OF 'NON-ESSENTIAL' ITEMS IN A COST OF LIVING CRISIS CAN BE SOMEWHAT CHALLENGING!

Whilst there was a steady improvement in consumer confidence in the latter half of 2023 it was a poor year for the home sector, especially the technology market where twice as many consumers expected to spend less than in '23.

Consequently, early 2024 saw a stagnation that manifested in purse strings being tightened and discretionary spending being cut.

But every challenge presents an opportunity...



58%

of consumers bought a major domestic appliance in the last 3 years, **the lowest level in the past 5 years.**

38%

Almost as many consumers reported **their financial situation worsening (30%)** as improving YOY (31%).

50%

of consumers **spend more time researching products** now than 12 months ago rising to 67% in 16-24 year old consumers.

GETTING SMART

83%

of consumers now have some form of smart device at home. More than half have at least two device types.

Smart TV's dominate smart device ownership at **65%** with smart speakers being the next common at **37.5%** (although this is a **3% drop on 2023's market share**). So which smart technologies are the ones to watch?

▲ 3% GROWTH

Home sensors

▲ 2% GROWTH

Doorbell, air purifier and water leak detector

▲ 1% GROWTH

Connected lightbulbs, smoke detectors, locks, vacuum cleaner and fridge/freezer

Home safety is clearly the purchasing motivator when it comes to smart technology for the home ecosystem with smart doorbells, leak detectors, purifiers and home sensors leading the field.

Whilst older consumers are most concerned with home safety, they are less likely to own safety-focused smart devices. This potentially presents smart technology brands with opportunities to engage with this group through education and user-friendly designs.

GIVE THEM

WHERE YOU CAN DEMONSTRATE THE **ADDED VALUE** OF YOUR PRODUCT OVER COMPETITORS, YOU PROVIDE **MOTIVATION TO PURCHASE.**

That might be energy-efficient features, superior aesthetic, the longevity of the technology, cross device seamless content sharing, being a conduit for multiple viewing sources, bundled content or the outstanding sound quality inherent in the TV (a critical buying criteria to nearly three quarters of potential purchasers).

76%

think purchasing energy-efficient home products is a good way to save money.

71%

of consumers with children aged under 18 are interested in products that help them save time at home.

62%

seek out products that save time (eg. self-cleaning oven).

48%

of men aged 25-44 consider ownership of a premium TV to symbolise success.

44%

of potential purchasers are comfortable paying up to £550 for their new TV.

WHAT THEY WANT

SIZE IS

EVERYTHING

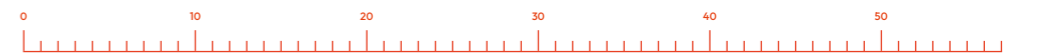


When it comes to watching sporting events on TV, consumers see it as an opportunity to invite friends and family round to socialise, so size matters!

Evoking **sociable vibes** in your marketing campaigns helps to tell the story of the product's wider purpose (and why a bigger screen really is better!).



59% of consumers with a TV say connectivity features make using a TV more convenient.



57% think having good speakers is essential for a home entertainment system



45% of consumers' buying decisions are influenced by having a larger screen size.



42% of consumers agree that TV centred social events are fun.

HOW IT'S



DONE...

SPORTS DIRECT SCORE WITH UGC

In launching the new “Flash Pack” Puma football boot, Sports Direct’s agency created a TikTok hashtag challenge, [#FlashofFuture](#).

The challenge invited consumers to film, upload and tag their skills and celebrations to win a meeting with a Puma-sponsored footballer.

1.46 million

challenge page views

113,000

video challenge submissions

154 million

video views

20%

click-through rate

28%

increase in Sports Direct follower count

**SPORTS
DIRECT**

Search: [Sports Direct #FlashOfFuture](#)





ORANGE TAKE UP THEIR POSITION

Durham University researchers established that over two-thirds of male football fans feel negatively about the women's game.

Orange has been a partner of the French Football Federation for 25 years and collaborated on a campaign to **address negativity towards women's football and increase media coverage** in support of the 2023 Women's World Cup.

The "**Bleues Highlights**" ad employs clever use of deepfake technology to make the viewer think that they're witnessing moments of exceptional skill and outstanding goals by the male football stars, before transitioning to reveal that those moments of glory actually belong to their female counterparts.

Their positive approach celebrates the gender counterparts, highlighting the skill and ability of both teams where the **skill and love of the game transcends gender**.

Hats off to Orange for allocating the same budget and financial support to both national teams.



Search: [Orange Bleues Highlights](#)



“ AT ORANGE, WHEN WE SUPPORT LES BLEUS, WE SUPPORT LES BLEUES.”

“It is important through this support for the French women’s team to shine light on the players in a way that allows young girls to finally have role models in this sport, enabling them to identify and perhaps feel supported when they decide to participate in this beautiful sport. Moreover, this video aims to reduce inequalities between men and women that can be found not only in sports but unfortunately in many other sectors as well.”

Solène Raverdy, Account Director, Marcel (Orange’s advertising agency)

A 2023 YouGov study across 18 international markets showed:

62%

of England supporters now support the women’s team (an increase of 14% on pre 2023 world cup stats)

15%

increase in men’s interest

14%

increase in interest in women’s football in general

11%

increase in women’s interest

6%

gap between supporters of the men’s and women’s teams

The Athletic, conducted an independent survey of male fans of women’s football which revealed:

88.7%

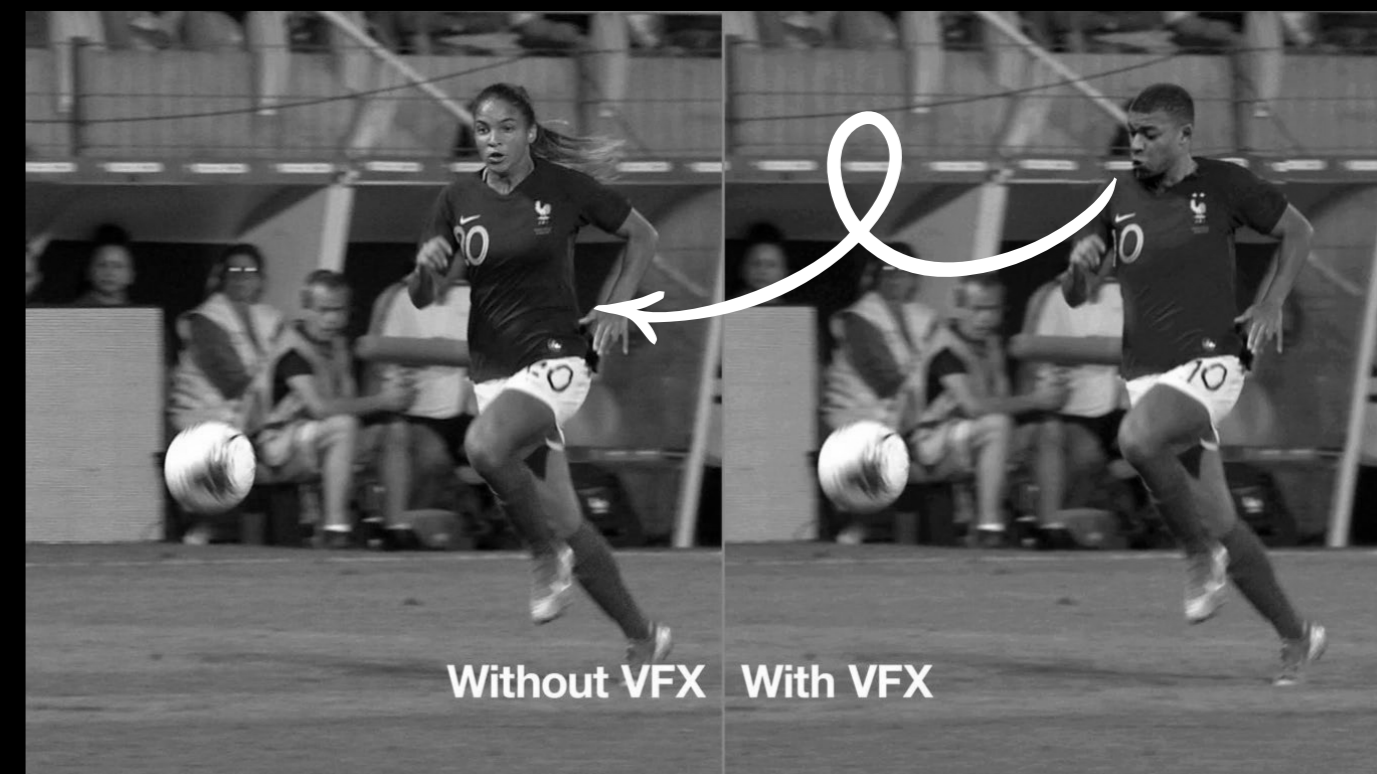
of male fans consider themselves supporters of a women’s football team

73.6%

support the same men and women’s team

8.4%

of male fans support a women’s football national team but not a club side



A CRACKING ASSIST NORWICH CITY AND THE SAMARITANS TEAM UP

The Norwich City marketing team proved that it's a powerful line-up with this award winning campaign. Credit goes to Marketing Manager, Daniel Williams, Head of Marketing Gavin Beard, Videographer Tom Smith and their working team for going 'balls-out' with this one!



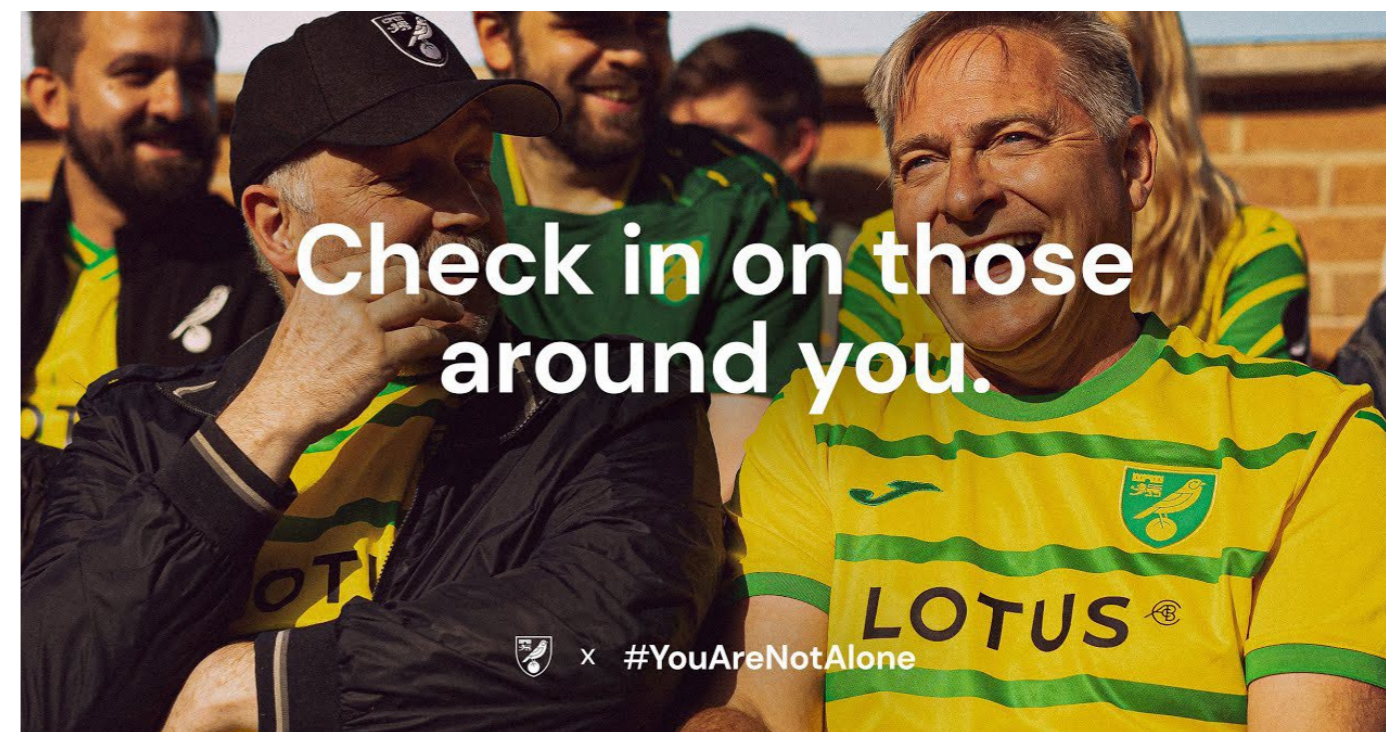
They wanted to do something significant ahead of their Summer 2023 kit launch and started with a simple (but big) question 'how can we help save a life?'

They dove into data to discover that those most likely to take their own life are in the 45-49 age bracket, the average age of their season ticket holders.

Realising that they were able to engage this audience, they set to work on producing a video to shine a light on men's mental health and where to get help. Thus the [#YouAreNotAlone](#) campaign was born.

The video features two supporters in the target demographic played by local actors, with the visual narrative designed to articulate that whilst someone may appear fine, they might not be. The Samaritans provided expert insight on this to enable an accurate portrayal of a man's 'unseen struggle' over the course of a season.

Find out more about:
[Norwich City](#)
[#YouAreNotAlone](#)



63 million

views of the video on the club's channels, equivalent to filling **Carrow Road Stadium 2,303 times!**



146 million

views when combined with user-generated uploads across TikTok, X and Instagram Reels.



7,500

inbound messages to Samaritans resulted (63% of their total messages)

AWARD WINNING PERFORMANCE

Norwich didn't stop with a single victory. They got all of their shirt sponsors to enable a full shirt takeover which were later auctioned for the charity.

It's no wonder that the collaboration between Norwich City and the Samaritans took Sports Gold and the Grand Prix at The Drum Awards for Marketing EMEA 2024.

The campaign gained media attention and earned media coverage in European, American, Australian and New Zealand publications and received support from the Prince and Princess of Wales and celebrity mental health champions like Roman Kemp.

Norwich City extended their collaboration by making the video file available to any organisation wanting to use it. This has so far been extended globally to over 500 organisations including the prison service, Heads Up, CALM, Mind, Shout, places of worship, schools, governments, emergency services and corporate institutions.

They are positioning themselves as a **purpose driven club** whose work transcends the game and makes a meaningful difference to lives across the globe, they're proud to be using their voice to help fight against the stigma of mental health.



NEXT

AUDIENCE

TECH

PLATFORM

GENERATION

AUDIENCE

TECH

PLATFORM

HISENSE, JOHN SMITH, HEAD OF GLOBAL MARKETING

Hisense

Hisense has played on the sports marketing field for 16 years. It forms a central component to their international and regional marketing strategy, particularly in markets targeted for growth. An example of this is their activity in the Australian market. Having secured the naming rights for the Australian Open tennis stadium in 2008, they've gone on to sponsor the National Rugby League, the most popular sport in the territory.

As sponsors of football clubs Leeds United, Paris Saint-Germain and Inter Milan, they're growing brand awareness with fanbases in those nations and have even incorporated production of a limited edition Inter Milan branded 'Chill Fridge' available to fans through Amazon and Euronics (we know merlot is best served at room temperature, perhaps Leeds fans prefer their beer warm?).

2015 presented an opportunity to enhance their brand awareness and image among high-end consumers by sponsoring the Red Bull F1 Racing Team, **an aggressive move to increase their market share in that demographic.**

Based on **impressive sales figures**, Hisense became the official partner for the 2023 UEFA Nations League Finals for the third time. This move perfectly positioned their 'Way to Glory' campaign promoting ULED and Laser TVs, refrigerators and air conditioners.

"Sports marketing has always been a key element in **building strong relationships with consumers and partners...** Not only does it provide us with a global presence during highly-watched cultural moments, but it also demonstrates our **commitment to being a world-class brand.**" John Smith, Hisense Head of Global Marketing.

Hisense' sponsorship strategy is far from static. Constantly evolving to engage new audiences and markets, **they're now focusing on the price, value and benefit driven next-gen 26-35 age bracket where e-sports presents a new opportunity.** Fnatic, U.K. e-sports club has been selected as their e-sports platform partner, associating the brand with innovation alongside product reviews, video 'collabs', and content like the trending "BFF Challenge" video series.

Their sponsorship of both traditional sports and e-sports has brought Hisense immense value, not only in sales, but in understanding consumer demands that motivate investment in product innovation. **It's built their brand, informed their strategy, grown their fan base and helps keep them at the forefront of technical innovation.**

Find out more about: [British Esports](#)

HIGHLIGHTS

- 01 Hisense sponsored their first FIFA World Cup tour in 2018 after which **consumers intent-to-purchase TV's rose 33%** compared to pre-tournament research.
- 02 Between 2016 and 2021, with the FIFA World Cup and UEFA EURO 2020 under their sponsorship belt, **Hisense brand awareness nearly doubled to 50%.**
- 03 **Q1 2023 saw a 71.14% YOY increase in TV sales and 63.73% increase in washing machine sales in Europe**, which Hisense attributes to their sporting sponsorships.



ALL ENGLAND LAWN TENNIS & CROQUET CLUB, ALEXANDRA WILLIS, FORMER COMMUNICATIONS & MARKETING DIRECTOR



Hats off to the All England Lawn Tennis and Croquet Club (AELTC) who've invested in developing a new generation of Wimbledon fans.

They've teamed up with digital gaming platforms Fortnite and Roblox to deliver online gaming experiences to engage with a younger audience as part of their **'Wimbledon at Home'** activities offering.

'Race to Wimbledon' enabled Fortnite players to race through London landmarks to reach Wimbledon village before former Wimbledon champion Andy Murray's time of 4:45.

Those that beat the time could share a screenshot on X (perhaps the platform of choice for their parents?) to be in with a chance to win an all expenses paid trip for two to the mens singles final courtesy of American Express.

The All England Club also created their **'WimbleWorld'** fantasy world on Roblox to mark 100 years of Centre Court. The game generated 12 million visits post launch in 2022, making it one of the most-visited sports experiences on the platform. It's since been updated to provide a more immersive experience.

Search: [Wimbledon Fornite Roblox](#)



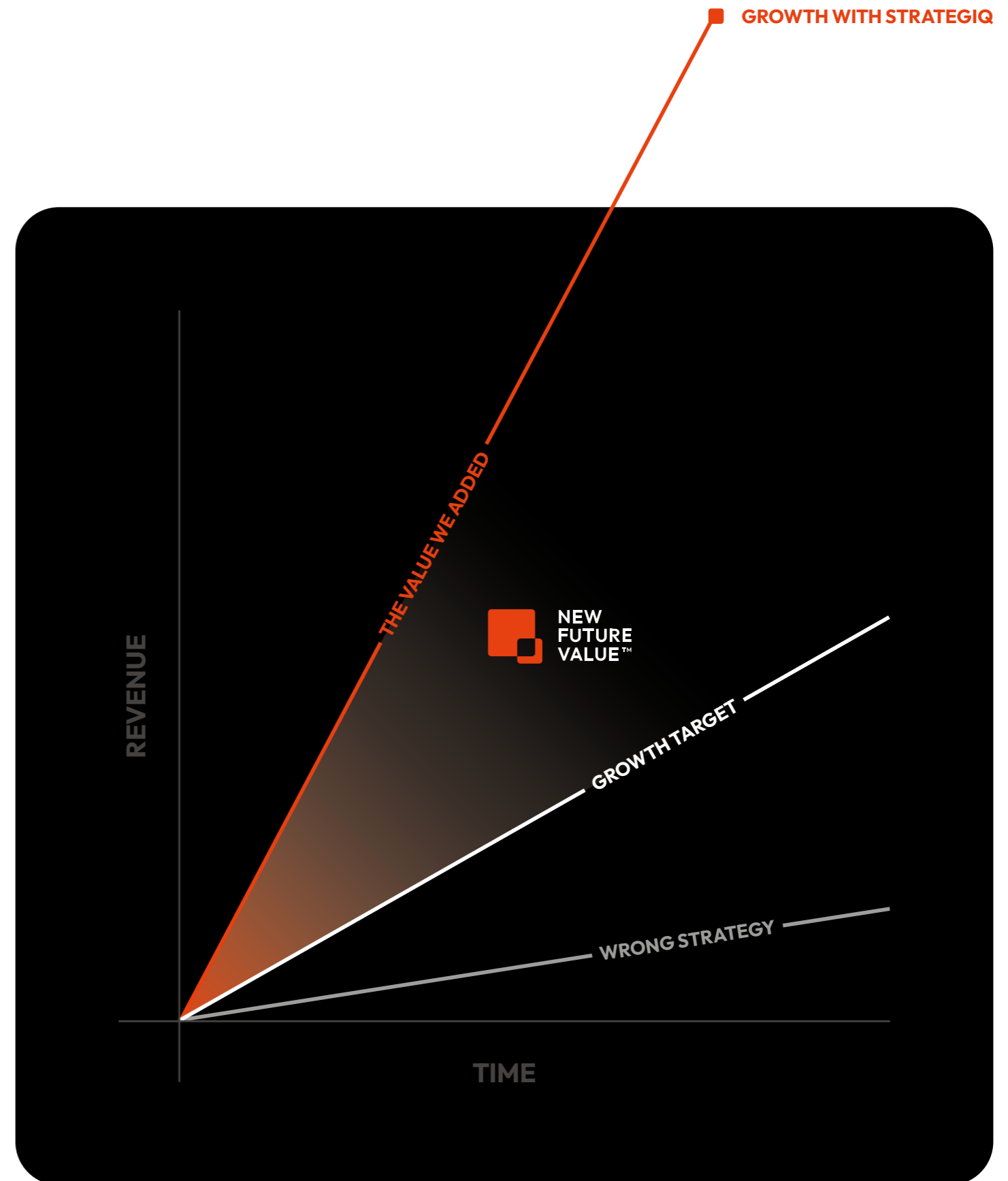
HIGHLIGHTS

- 01 The Roblox digital environment received **more than 12 million visits** in its first year, **80 per cent of which were aged under 24**, making it one of the most visited official sports experiences on Roblox.
- 02 "Our mission is to ensure that **the fans of tomorrow grow up loving Wimbledon** just as much as the fans of today."
Alexandra Willis, Former Communications and Marketing Director, AELTC
- 03 "...with **more than 200 million players each...** the enjoyment these players experience... will help Wimbledon reach new audiences in even more immersive ways than ever before."
Usama Al-Qassab, AELTC Marketing and Commercial Director

CREATING NEW FUTURE VALUE

How do consumer electronics brands that are pursuing growth and future value optimise, accelerate and innovate their marketing efforts?

WE'VE PUT A FEW IDEAS TOGETHER THAT WE'D LOVE TO REFINE WITH BRANDS THAT ARE PURSUING GROWTH AND FUTURE VALUE.



SECURING YOUR SHARE OF SPORTING SALES

YOU HAVE TO BE IN IT TO WIN IT.

Keep your audience engaged on social media. Where your brand can accommodate the agility of adapting and evolving messaging in-line with unfolding events, sharing in the real-time elation and desperation as fixtures unfold can help make that all important emotional connection. But don't forget, you need to stay on your toes in this fast-paced field, keeping a watchful eye on your social feeds is key to protecting your brand from negativity and hashtag hijacking.

Where your brand has a high street presence, you can bring a sense of authenticity to your campaign through **in-store promotion**. From showing the event on your biggest screen (potentially creating a home-from-home experience with sofas etc) to related props, games, giveaways, competitions and prizes, engagement can take many forms.

Make sure that you don't get tunnel vision over your **product**. Whilst TV's are a mature market, younger consumers may opt to engage via portable devices (including projectors). There's also the

emergence of competing platforms such as headsets to consider as TV's dominance is further challenged into the future.

Get your **messaging** right by knowing what matters to your audience and what represents value to them. June '24 research shows that to be a sense of making a 'future-proof' investment, highlighting features like build quality, technology, warranty coverage and the adaptability of the product in fulfilling various user needs are all likely to resonate.

Tapping into the **emotional connection** to your product is key. Articulating or implying the ability of a product to enhance consumer lifestyles and align with their aspirations is a key strategy.

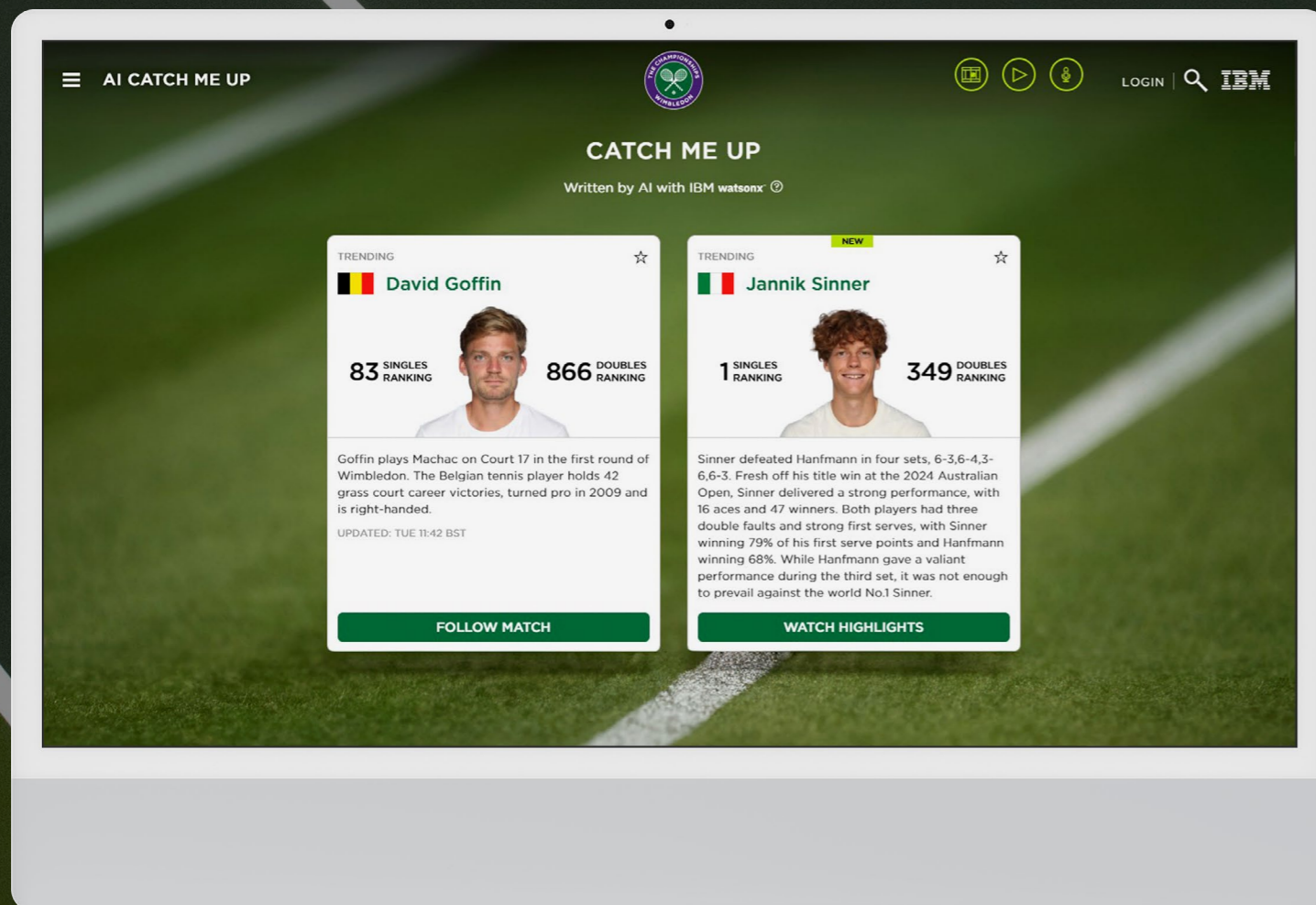


NOSTALGIA

You could choose to construct a campaign based on **nostalgia** and sharing moments of joy. The old boxy Sony you watched the world cup on with your Dad in 1982 and the new 4K UFH LG you'll be watching this year on with your daughter (let's seize opportunities to **be representational** too!). As well as making the emotional connection, campaigns like this can serve to highlight the advancements in technology and encourage consumers to think it's probably about time to upgrade the current relic.



INNOVATION — AI BEYOND VISUAL



THE USE OF AI HAS OPENED UP LOADS OF OPPORTUNITY FOR HARNESSING POWERFUL **SPORTS DATA** AND GENERATING **PERSONALISED CONTENT** AT SCALE.

This presents marketers with scope to utilise it for content generation on behalf of a brand or to piggyback off extended sponsorship opportunities.

IBM and Wimbledon partnered to launch 'Catch Me Up' content using the watsonx and IBM Granite model. The content took the form of pre and post-match short-form stories on favourite players in the Gentlemen's, Ladies and Wheelchair singles draws. It also generated an end of day summary of the tournament each day.

There are many applications for AI's predictive analytics capability, one of which is calculating sporting odds / outcomes. This is used extensively in iGaming / the sports betting industry (many of whose main players now feature as key sponsors on team kits and in stadiums). It's also informing the world of fantasy sports where players can engage with fictional fixtures in a similar way.

OPTIMISE ⁷⁰

ACCELERATE

INNOVATE

OPTIMISATION IDEAS:

- 01** Promotional pairing can optimise transactional values. Don't forget visuals perfect partner of audio, with the upsell of soundbars and headphones.
- 02** Samsung, Sony and LG continue to dominate TV sales, capitalise on consumer brand affinity through focused campaigns.
- 03** Looks count. With 23% of consumers motivated to purchase by an appealing aesthetic, a further 10% value the ability to 'hide' the TV when not in use. Marketing product based on aesthetic drivers should optimise sales of these product lines.

OPTIMISE

ACCELERATE 20

INNOVATE

ACCELERATION

IDEAS:

- 01** Pursue gaining social media reviews, as 56% of 16-34 year olds trust them more than other online reviews.
- 02** Medium term growth in the sector is likely to come from extending the penetration of 4K/UHD technology pushing the viewing experience.
- 03** The potential for Sky Glass has not yet been realised due to the dominance of 'the big three'. Launched in 2021 the product has been able to prove itself in the market and earn all important trust. One of the biggest likely motivators is the aesthetic benefits of built-in Sky (no need to clutter your lounge with a set top box or dish).

OPTIMISE

ACCELERATE

INNOVATE ¹⁰

INNOVATION

IDEAS:

- ⁰¹ Create more unique customer experiences at scale through harnessing the power of AI data sources.
- ⁰² 56% of 25-34s expect more portable and versatile screens, projectors and holograms to replace traditional screens in the coming decade. BenQ are already pursuing this audience by introducing 4K projectors with 240Hz refresh rates aimed at gamers, Samsung provide multiple HDMI ports for multi-console connection and Sony have of course introduced PS5 compatible 4K TVs. Watch innovation in the category carefully and get on board.
- ⁰³ Multi functionality is key to the survival of the TV market as is its ability to interface with other tech. 36% of consumers would love their TV to enable control of other smart home devices. Brands like LG and Sony are already doing it with Google Home and the ability to see connected devices.

ABOUT STRATEGIQ

StrategiQ partner with consumer electronic retail brands to realise New Future Value.

We do this through our **70.20.10** program to **Optimise, Accelerate** and **Innovate** strategic omni-channel marketing campaigns that deliver increased sales at an accelerated pace.

We focus 70% of our attention to **Optimise** what you do, 20% to **Accelerate** growth through insight and 10% to identify areas for **innovation** that will elevate your business.

If you'd like to explore what we could do for your business please email sales@strategiq.co or call Tyler on [+44 1473 947983](tel:+441473947983).

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