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In-arena Signage Registers Brand Names with Sports Fans; Rotating Signage has Higher Sponsor Recall than Still Signs

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In-arena signage, especially rotating signs, makes an impact on sports fans, according to a recent research study conducted by Marquette University.

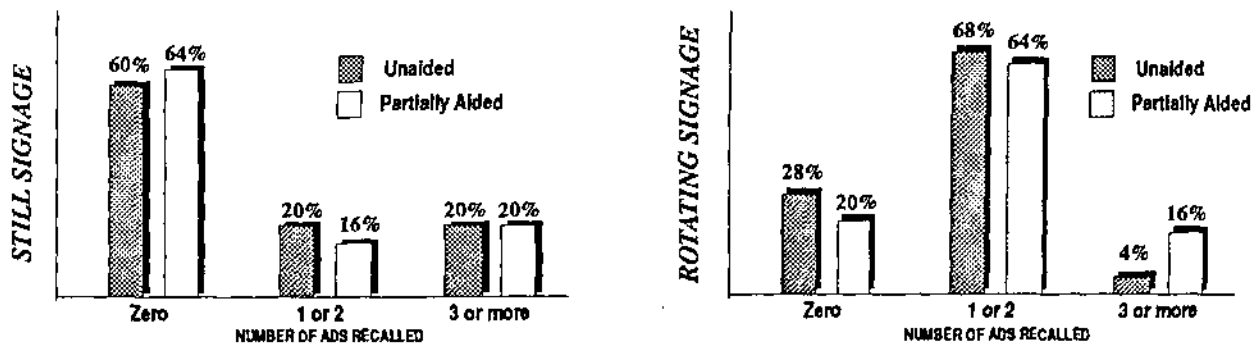
The study showed that overall 57% of respondents could recall at least one of the arena ads they were exposed to during a 15-minute viewing of a videotaped game. Another 24% of the sample recalled between two and five arena ads. Slightly higher results were measured for partially aided recall of the signage.

The report, prepared by Marquette University Assistant Professor Jim Pokrywczynski, also compared the impact of traditional scorer's table banners versus rotating signage like the Adtime system.

According to the report, advertiser recall scores were about 33% higher for rotating signs than for the banners. Further comparisons between still and rotating signs are included in the accompanying graph.

The Marquette study also claimed that courtside signage at basketball and tennis matches received the greatest number of exposures and most exposure time compared to figure skating and auto racing.

Still vs. Rotating Signage: Advertiser Recall



The 138 respondents viewed tape of a game at Madison Square Garden (still signage) and the Chicago Stadium (rotating signage).