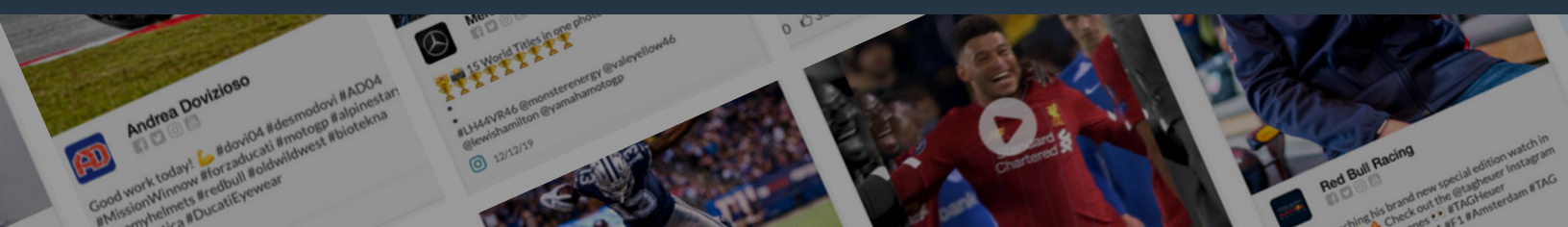# hookit

AI-Powered Sponsorship
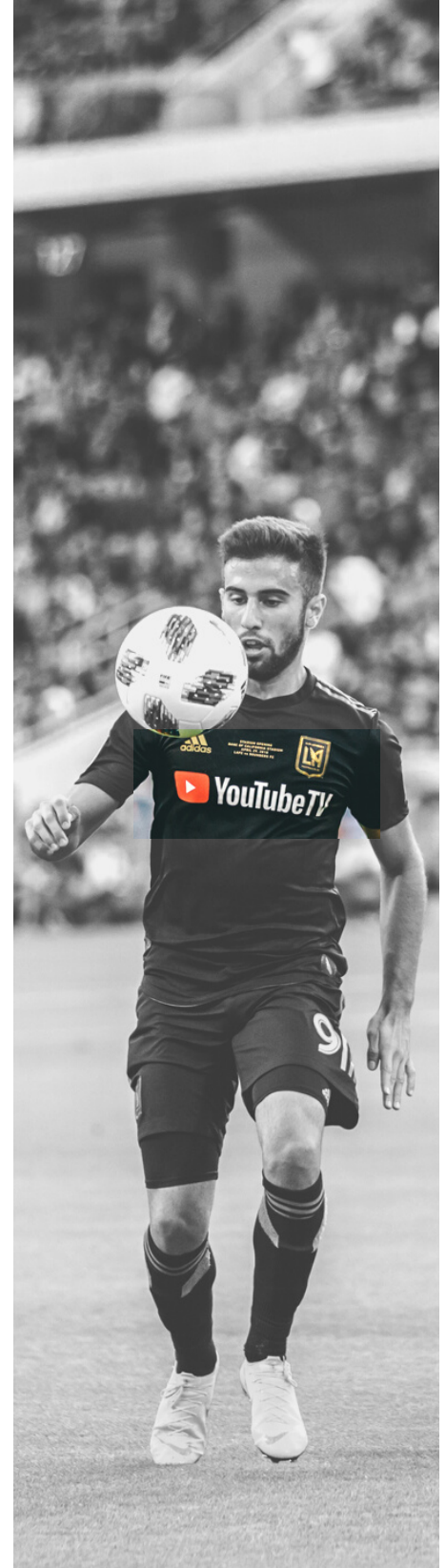
2019 YEAR IN REVIEW

Brand Sponsorships by the Numbers

An in-depth review of brands who saw the most value from their sponsored entities on Social Media in 2019

CONTENTS

KEY FINDINGS

A lot happened in the world of sponsorship in 2019. Technology and big data continue to evolve the way brands think about their sponsorship investments. Artificial intelligence is revolutionizing how brands evaluate their partners, optimize content in near real-time, and coach their ambassadors. 2019 was the year that Bose won the Super Bowl and Hulu beat out global football giant Adidas during the Women's World Cup in terms of Adjusted Ad Value generated. More and more brands adopted and implemented performance-based sponsorships with their athletes and sports properties, creating a new norm heading into the next decade.

In this report, we examined content with deliberate promotion of brands by athletes, teams, leagues, and other sports properties throughout 2019 to highlight the brands which earned the most value in each major industry category across social media. These posts were then fully analyzed for logo exposure and valued. Deliberate promotion is when a social post includes a branded mention, hashtag and/or keyword.

> How well the brand is positioned and promoted by partners is key to driving brand value.

Hookit tracked a total $2.5B USD of potential value (Max Ad Value / MAV) within branded social posts based on the total engagement on posts promoting a brand. A global apparel brand led the way in terms of MAV this year, but perhaps not the one you expect. In addition, a few technology and entertainment brands made the top 10, showing what high quality content can do for sponsorship activation.

Brands are learning that simple social engagement does not always drive brand value. Instead, how well the brand is positioned and promoted by partners is key to driving brand value. This factor, known as Promotion Quality, when optimized, can increase sponsorship value by up to 3X.

This report includes:

- Brands that received the most potential value for their brand from sponsored partners
- Brands that received the highest engagement on deliberate branded posts by sponsored partners
- Brands active in sponsorship with the largest social followings
- Industry breakdowns and comparisons of top brands by major category

THE STATE OF SPONSORSHIP TODAY

With an estimated $160B spent on sports sponsorship and activation in 2019, global brands are investing more than ever before in this area of their marketing budget. When it comes to activation, digital spend continues to outpace traditional marketing (TV, magazines, etc.). Brands favor social and digital marketing over traditional media for multiple reasons, all centering around the availability of real-time data to make more informed decisions.

Better quality data allows brands to:

1) **Target the right consumer**

2) **Measure the effectiveness of each partner and channel in near real-time**

3) **Improve the effectiveness of their messaging to drive more fan engagement and brand value**

Ironically, even as sponsorship spending increases year over year by nearly 5%, most global brands still aren't leveraging this kind of data to measure and optimize their sponsorship marketing. That is our mission at Hookit, to improve the way every sponsorship dollar is spent. We do that by leveraging the power of artificial intelligence (AI) to evaluate billions of data points, giving brands and sponsorship marketers real time metrics on their sponsorship effectiveness as well as insights on how to improve.
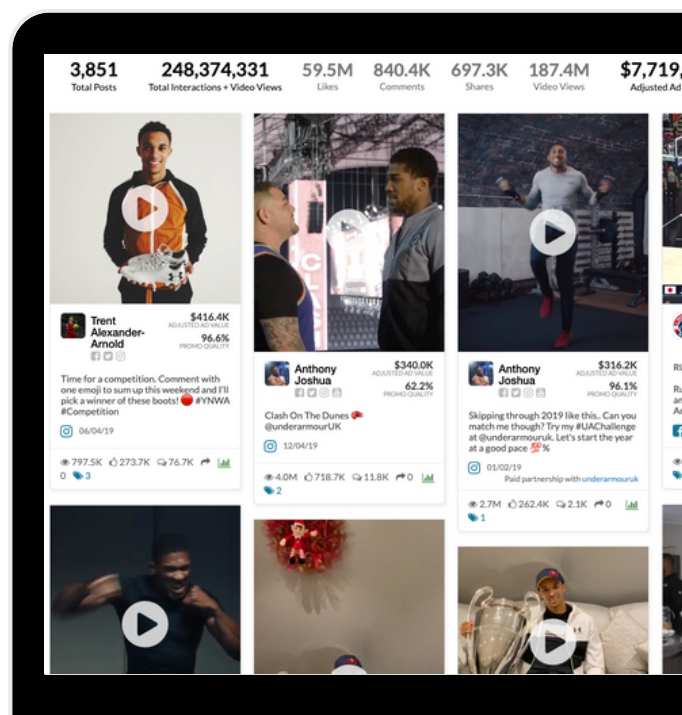
THE STATE OF SPONSORSHIP TODAY

The Study

Hookit's 2019 Brand Sponsorship Year In Review is compiled to allow marketers to benchmark their brand against other brands in their segment who are also investing in sports sponsorship as well as across industry verticals. The data gathered for this report is from social and digital channels, including Facebook, Instagram, and Twitter. This report focused on over 6,000 major brands sponsoring major professional sports leagues, teams, and athletes, over 100,000 entities in all. Through computer vision and advanced machine learning, every post by those sports properties and individuals was analyzed to identify deliberate promotion of any brand by direct mention, hashtag, or keyword in the text of the post. These deliberately branded posts were then analyzed for the presence of any brand logos to evaluate post quality and brand value for the associated brand and summarized to come up with the data included in this report. The date range for this data is 1st January, 2019 - 31st December, 2019.

What is not included in this report is a breakdown of where this value came from in terms of by sport, property type (athletes, teams, or leagues), or platform. For a deeper dive into that data, look out for The Social State of Sports, which will break down all of that and more. This will be available in mid-Q1 2020. Additionally, there is a massive amount of value generated by "incidental" (logo or product only) brand exposure, where no other brand promotion is present, such as in the text. The Hookit platform analyzes incidental exposure in addition to deliberate, but for a more consistent comparison, this study focuses on content with deliberate promotion.

The next page highlights a few key findings from this report about brand sponsorship in 2019.

$2.5B — Total Max Ad Value generated for brands through social media promotions by sponsored properties
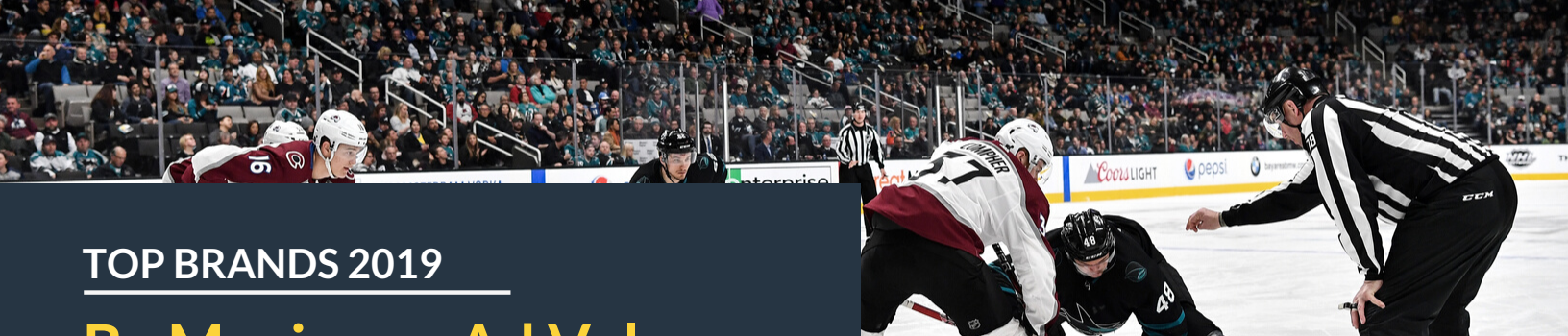
6.7B — Total social media engagement on posts by sponsored properties intentionally promoting brands

10B — Total social media followers of brands across Instagram, Facebook, & Twitter

1.9M — Total posts by sports properties intentionally promoting brands

By Maximum Ad Value

Every sponsorship dollar spent should be measurable and comparable. To do that, sports marketers and sponsorship professionals need a way to track each investment using a standard set of KPIs, especially value. That's where the Hookit Valuation Model™ comes into play.

The Hookit Valuation Model is based purely off engagement, never assumptive metrics like impressions or even follower count. Fans had to have liked, commented on, shared, or watched branded content for value to accrue. Hookit analyzes millions of posts per day and identifies brand promotion within each post based on the use of hashtags, mentions, keywords, and logos within photos and videos. Each post is assigned a Max Ad Value (MAV) based on actual Cost per Engagement (CPE)* executed rates, which is then discounted based on Promotion Quality (a percentage 0-100%) to arrive at an Adjusted Ad Value (AAV) for each brand. It is therefore important to ensure that branded posts are crafted in such a way to have the best promotion quality possible in order to maximize the value. That's a lot of terminology and acronyms, but simply put, MAV represents the value that a brand sponsor could have received from promotions by its sponsored properties on social media if the post were a perfect advertisement. To learn more about the Hookit Valuation Model, contact us at insights@hookit.com.

Once you've got valuation for each of your portfolio investments, you can make decisions on which to keep, which to grow, and which to exit. That's how smarter sponsorship decisions are made.

*All CPE data is provided by Ayzenberg Group, Inc.

By Maximum Ad Value

TOP BRANDS 2019
by Maximum Ad Value

$90M	$85M	$79M	$60M	$46M	$45M	$45M	$39M	$37M	$36M
ADIDAS	RED BULL	NIKE	EA SPORTS	VIVO	NISSAN	GOPRO	MONSTER ENERGY	PEPSI	EMIRATES

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.
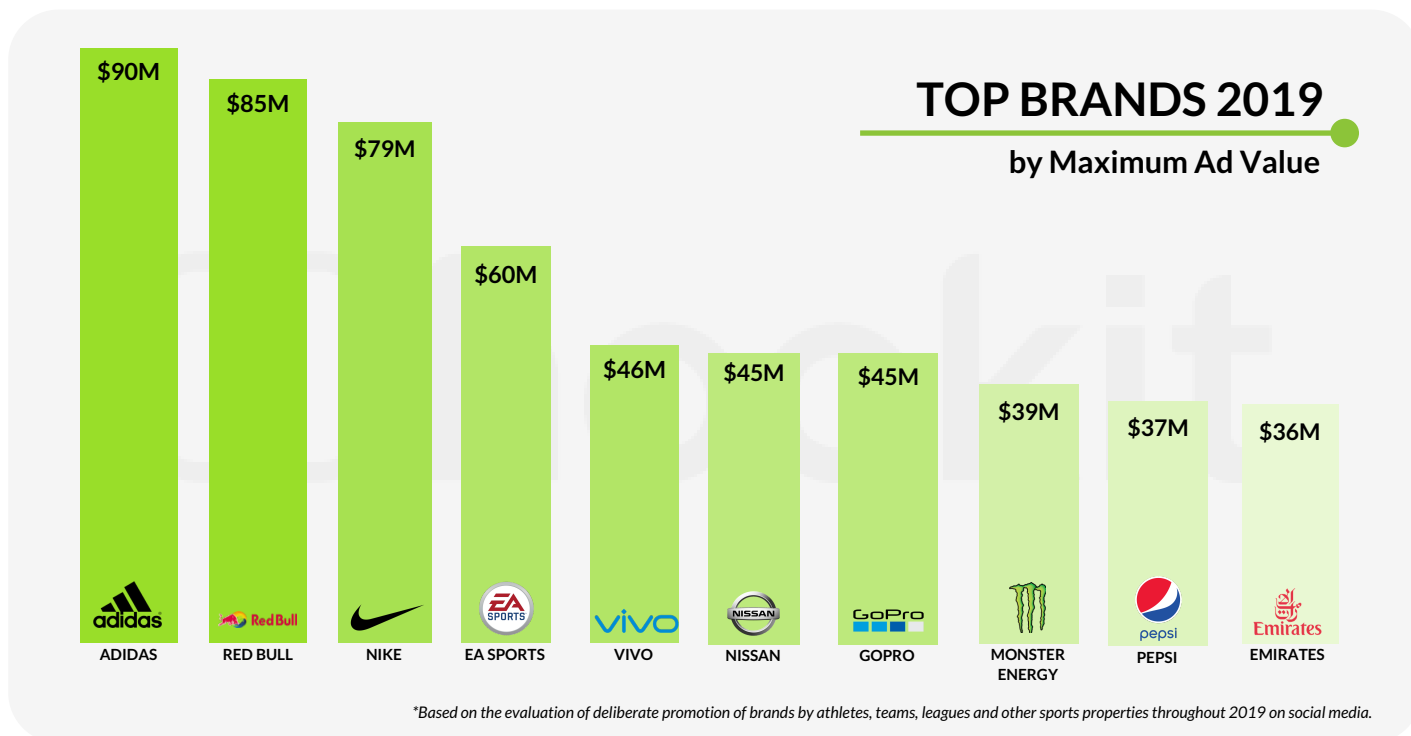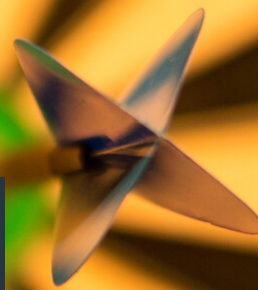
The top 10 brands had a total combined MAV of $526M in 2019 on deliberately branded posts where both text and visual promotion was present. Sportswear giant Adidas led all other brands in potential value earned through sponsor promotions on social media with nearly $90M in Max Ad Value. The combined value of the top 3 brands, Adidas, Red Bull, and Nike, totalled $253M, which made up nearly half (48%) of the total MAV among the top 10 brands and 10% of the total MAV among all brands. With 2 of the top 3 brands by MAV, the Apparel category led all industry segments in terms of total MAV at $518M.

35K

the number of posts deliberately promoting **Red Bull** from athletes, influencers, and sports properties during 2019. This was 43% more than that of second-most brand **Monster Energy** (25k) or **Nike** (24k, 3rd most) and nearly 5x that of **Coca-Cola** (7k). That's about 1 post every 15 minutes about the energy drink brand from someone in the sports ecosystem.

By Maximum Ad Value

84%

Among the top 50 brands by MAV, **Lay's** (Food) had the highest average **promotion quality** of its brand by sponsored properties at 84%. Perhaps non-coincidentally, it had one of the lowest totals for number of individuals and sports properties talking about the brand - only 15 unique brand partners posted 102 times. However, in those posts, they did generate nearly $9M in Max Ad Value for the brand. The next highest were **State Farm** (Insurance) and **Enterprise** (Travel), both tied at a promotion quality of 71%.

11.7x

The MAV gap between **Emirates** and the next closest airline brand, **Gol Airlines** (MAV of $3.1M). Gol has more regional focused sponsorships, including some in global football and volleyball while Emirates sponsors some of the leading global football organizations such as Real Madrid, AC Milan, and Arsenal. The engagement on posts by partners of Emirates gave the brand the highest percentage gap compared to the 2nd place brand within a sector among all major industries examined. Emirates also has a 4.8x gap between the next highest travel sector brand, **Enterprise**.
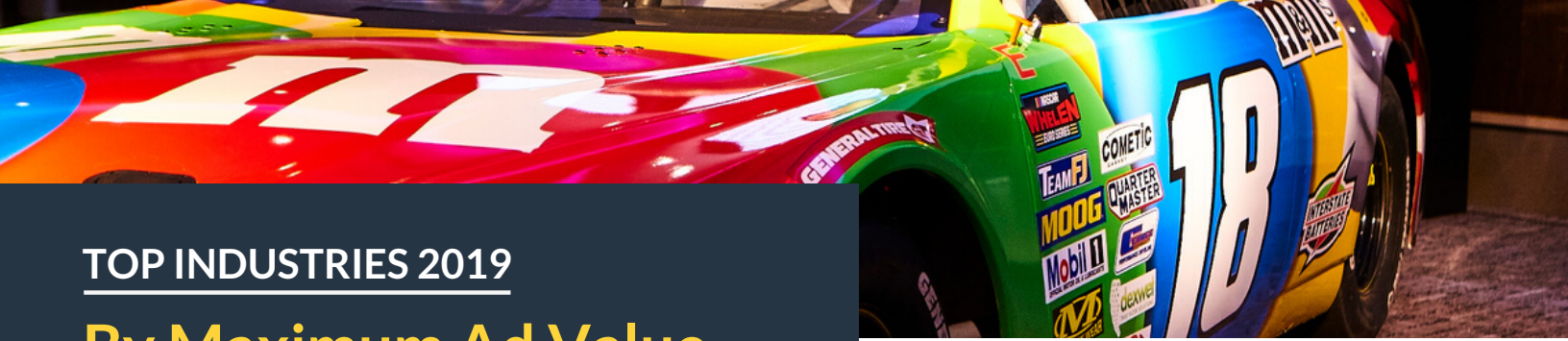
TOP INDUSTRIES 2019
By Maximum Ad Value

Not all industries reap the same reward from sponsorship. Endemic industries such as Apparel & Accessories (jerseys, shoes, etc.) and Automotive brands (motorsports) well outpace non-endemic segments such as Energy, Food, or Healthcare brands. Even so, within each sector, some brands rise to the top, none more so than FedEx in the Logistics category, accumulating 53% of the sector's MAV. Here's a look at how major industry sectors compare as well as the leading brand in each category.

TOP BRANDS IN EACH INDUSTRY BY MAXIMUM AD VALUE

Total MAV: $518M	Total MAV: $405M	Total MAV: $323M	Total MAV: $47M
Apparel & Accessories	**Automotive**	**Beverage**	**Energy**
Segment Leader:	Segment Leader:	Segment Leader:	Segment Leader:
Adidas	**Nissan**	**Red Bull**	**Total**
$90M	**$45M**	**$85M**	**$18M**

Total MAV: $157M	Total MAV: $57M	Total MAV: $14M	Total MAV: $15M
Financial	**Food**	**Gambling**	**Healthcare**
Segment Leader:	Segment Leader:	Segment Leader:	Segment Leader:
Mastercard	**Lay's**	**William Hill**	**Kaiser Permanente Thrive**
$28M	**$9M**	**$2M**	**$5M**

Total MAV: $18M	Total MAV: $140M	Total MAV: $246M	Total MAV: $89M
Logistics	**Retail**	**Technology**	**Travel**
Segment Leader:	Segment Leader:	Segment Leader:	Segment Leader:
FedEx	**Rakuten**	**Vivo**	**Emirates**
$10M	**$10M**	**$46M**	**$36M**

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.

By Maximum Ad Value

TOP INDUSTRY BRANDS 2019
by Maximum Ad Value

Legend: INDUSTRY LEADER (green) | TOTAL INDUSTRY MAV (gray)

Industry	Total Industry MAV	Top Brand MAV	Top Brand
APPAREL & ACCESSORIES	$518M	$90M	ADIDAS
AUTOMOTIVE	$405M	$45M	NISSAN
BEVERAGE	$323M	$85M	RED BULL
ENERGY	$47M	$18M	TOTAL
FINANCIAL	$157M	$28M	MASTERCARD
FOOD	$57M	$9M	LAY'S
GAMBLING	$14M	$2M	WILLIAM HILL
HEALTHCARE	$15M	$5M	KAISER PERMANENTE THRIVE
LOGISTICS	$18M	$10M	FEDEX
RETAIL	$140M	$10M	RAKUTEN
TECHNOLOGY	$246M	$46M	VIVO
TRAVEL	$89M	$36M	EMIRATES

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.
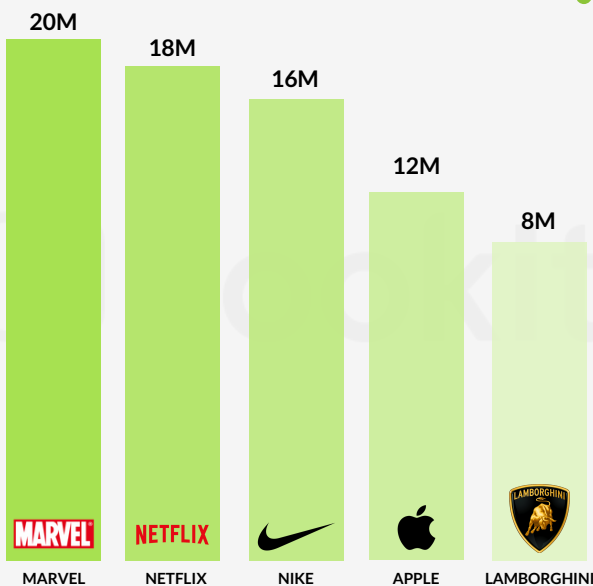
As 2 of the top 3 brands by Max Ad Value were Apparel & Accessories brands, it is no surprise that category is leading all industries with 28% more MAV than the 2nd leading industry, Automotive. While some categories have dominant players whose top few brands make up over 30% of the sector's MAV, such as in Apparel & Accessories, Travel, and Logistics, other sectors are more distributed, like Automotive, Retail, and Technology. A few factors could play into this, including spend, the number of partners promoting certain brands in each industry, or how well a brand collaborates with partners to share their brand story. For example, Nike and Adidas have the majority of partnerships across major sports when it comes to Apparel & Accessories, whereas there is no dominant bank or automaker that stands out as having such a broad scope compared to others in their industry.

By Maximum Ad Value

Getting to Adjusted Ad Value

While these brands top the charts when it comes to Max Ad Value, it is important to remember that this metric is measuring potential value. Actual value to the brand comes from Adjusted Ad Value. This is a discounted value that factors in the quality of brand promotion in each post for brands included. See the Appendix for more definitions for these terms. Max Ad Value is the highest potential value that a brand could have earned from all the posts about it from partners if these posts were all perfect advertisements for the brand. However, a majority of posts are somewhere in the 25-40% range in terms of promotion quality, depending on a variety of factors. So, a company that earns $1M in MAV could actually see an Adjusted Ad Value (AAV) of only $300k if the promotion quality for all of the posts averaged out to 30%.

How Data Is Used

The powerful thing about social media is that you can proactively impact the outcome and test different strategies in near real-time. Promotion quality is one factor that can easily be improved. Once a brand understands how well each of its partners are promoting them, they can use examples from the best promoters to coach the ones with lower promotion quality on how to improve. This is an area that Hookit excels at with our clients, where clients typically see a 3X increase in sponsorship value after the first year by putting best practices in place.
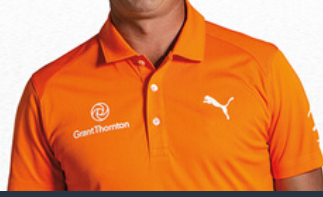
TOP BRANDS 2019

By Branded Engagements on Social Media

Engagement in social is the gold standard for success, but how do you impact it? The total number of engagements a brand receives on social media has become a standard metric for brands to use as a way to evaluate the effectiveness of their marketing campaigns as well as their sponsorships. The industry recognizes that reach and impression metrics show big numbers, but they are not actionable. Brands have moved to more meaningful metrics, such as engagement, value, and sell through metrics. Below, we re-ranked the brands based on social engagement on deliberate branded posts by partners.

*To understand which brands get the most out of their sponsorship, this report only considers social media engagements that a brand received through deliberate social media promotions by sponsored properties in sports, i.e, **branded engagements**.*

In 2019, athletes, influencers, and sports properties drove 6.7B total social media engagements on deliberate branded posts, of which 1.7B, or 25%, of the total engagements were on posts about the top 10 brands.

TOP BRANDS 2019
by Branded Engagements on Social Media

When compared to the top 10 brands by MAV (Max Ad Value), three new brands, Mercedes-Benz (automotive), Puma (apparel), and Petronas (energy) break into the top 10, replacing Nissan, GoPro, and Pepsi. We also see that Nike surpassed Red Bull for the #2 spot, though still short of German competitor Adidas by 19%. With 7 of the top 10 brands by MAV also among the top 10 brands by branded engagements, we explain how these two important metrics are related on the following page.

ADIDAS	NIKE	RED BULL	VIVO	EA SPORTS	MERCEDES-BENZ	EMIRATES	MONSTER ENERGY	PUMA	PETRONAS
396M	332M	254M	143M	125M	118M	114M	90M	87M	86M

TOP BRANDS 2019

Branded Engagements vs Maximum Ad Value

Higher interactions on branded posts will always drive more Max Ad Value for brands promoted in a post. However, the type of engagement is key to determining how much value is being driven. For example, a 'like' on a particular post is not valued as high as a comment or a share of that post. These values are determined by the platforms for advertisements, known as Cost Per Engagement (CPEs). This difference in type of engagement is what allows GoPro, Nissan, and Pepsi to beat out Mercedes-Benz , Petronas, and Puma for MAV, even though the latter group had more total social engagement on partner posts about their brands.

BRANDED ENGAGEMENTS vs MAXIMUM AD VALUE

ENGA: 396M
MAV: $90M

$0.23
per interaction

adidas

ENGA: 254M
MAV: $85M

Red Bull

$0.33
per interaction

ENGA: 332M
MAV: $79M

$0.24
per interaction

MAX AD VALUE

$95M
$90M
$85M
$80M
$75M

250M   300M   350M   400M

BRANDED ENGAGEMENTS

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.

Looking at the top 10 brands by MAV and engagement, Pepsi had the highest MAV per interaction on a branded post ($1.03 / interaction), indicating that the types of engagements that happened on posts about the beverage brand were more valuable (comments and shares) compared to those on posts about Adidas ($0.23 / interaction) or Nike ($0.24 / interaction).

TOP BRANDS 2019

Branded Engagements vs Maximum Ad Value

BRANDED ENGAGEMENTS vs MAXIMUM AD VALUE
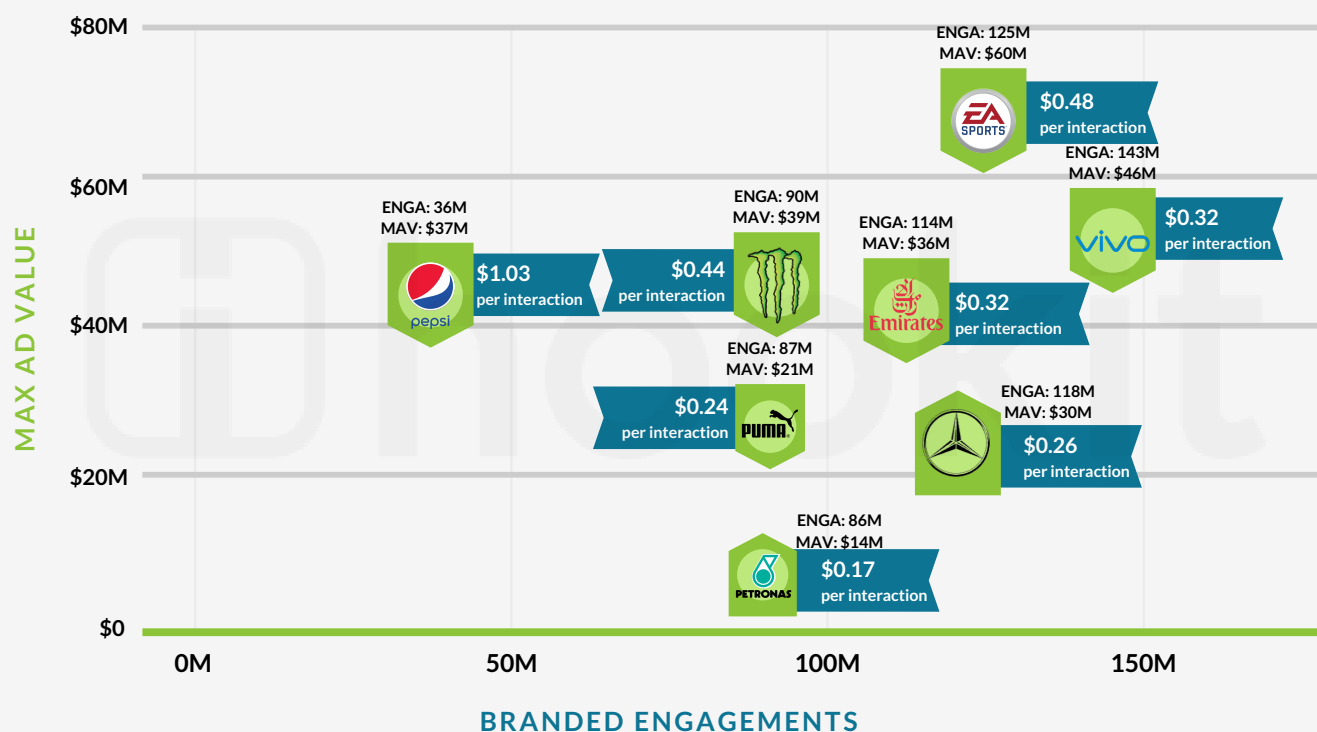
MAX AD VALUE (y-axis: $0, $20M, $40M, $60M, $80M)

BRANDED ENGAGEMENTS (x-axis: 0M, 50M, 100M, 150M)

- ENGA: 125M / MAV: $60M — EA Sports — $0.48 per interaction
- ENGA: 143M / MAV: $46M — vivo — $0.32 per interaction
- ENGA: 36M / MAV: $37M — Pepsi — $1.03 per interaction
- ENGA: 90M / MAV: $39M — Monster — $0.44 per interaction
- ENGA: 114M / MAV: $36M — Emirates — $0.32 per interaction
- ENGA: 87M / MAV: $21M — Puma — $0.24 per interaction
- ENGA: 118M / MAV: $30M — Mercedes-Benz — $0.26 per interaction
- ENGA: 86M / MAV: $14M — Petronas — $0.17 per interaction

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.

While Mercedes-Benz, Puma, and Petronas had more branded engagements than Nissan, GoPro, and Pepsi, the MAV of the first set of brands was much lower because the type of engagements that happened on posts about those brands was different. Viral videos such as the ones that GoPro partners create and feature the brand in produce more video views, comments, and shares, increasing the MAV for the brands in them.

TOP BRANDS 2019

By Social Media Followers

While engagements on branded posts drive sponsorship value for the brand, it is also important for a brand to leverage sponsorships to build a broader following on their owned channels. A brand's social media channels are a great way to reach its loyal consumers and target audiences. Sponsored properties can promote a brand sponsor, but they often have multiple sponsors and promote different sponsors at different intervals. Growing and engaging with audiences on their own social channels along with promotion by sponsored properties will multiply the reach and engagement for brands. In 2018, new Lakers jersey patch sponsor Wish had a breakout year, leading all sponsor brands in new followers gained with 20M. In 2019, household names dominate the follower lists, both in terms of total brand followers and new followers this year.

NEW FOLLOWERS 2019

Brand	New Followers
MARVEL	20M
NETFLIX	18M
NIKE	16M
APPLE	12M
LAMBORGHINI	8M

MOST FOLLOWERS 2019

Brand	Followers
NIKE	140M
COCA-COLA	113M
NETFLIX	89M
MCDONALD'S	87M
MARVEL	87M

By Social Media Followers

Throughout the summer of 2019, Marvel moved to sponsor multiple esports teams, including Team Liquid and the San Francisco Shock (OWL). These partnership announcements were timed with the release of the Avengers: Endgame movie in theaters and on DVD / Blu-ray, giving the brand additional exposure and engagement within the esports audience. The partnership with the SF Shock was a short-term partnership, lasting only a matter of weeks, with a clear focus on promoting the DVD / Blu-ray release of the movie to a specific audience. While common knowledge supports the idea that sponsorships need to be long-term partnerships to pay off, this short-term move shows that, if paired properly, a short-term engagement and activation can be beneficial for a brand with very specific goals.

Three of the brands with the most new followers in 2019 were entertainment brands, speaking to the multitude of new options to take the time and interest of consumers. This could signal a challenge to traditional sports over the coming years as time spent binging shows on streaming services or at movies is time not spent at a ballpark or watching live sports. Keep a careful eye on this trend to see how other brands capitalize on the growth of these new entertainment channels for consumers.

Challenging Tradition

Instead of sticking to long-term partnerships that influence brand awareness and brand preference over long periods, Marvel chose to implement a few short-term partnerships in 2019 with a specific goal of driving esports fans to watch their movie or buy the DVD. This sales-focused partnership strategy was successful on social media, pushing the brand to the most new followers of any brand in sponsorship in 2019 as well as into the top 5 most followed brands in sponsorship overall in 2019. If short-term sales boost is a goal for your brand, consider short-term partnerships like this where there aren't other competitors, but a core audience that matches with your target consumer.

TOP BRANDS 2019

Top 10s Across All Industries

SPORT APPAREL BRANDS

Want to know which brands made the top ten lists within each industry? The following pages contain a deeper look at top brands across several main and sub industry categories for most MAV and interactions on deliberate branded posts in 2019.

TOP 10 SPORT APPAREL BRANDS - 2019

MAXIMUM AD VALUE 2019

Rank	Brand	Value
#1	ADIDAS	$90M
#2	NIKE	$79M
#3	PUMA	$21M
#4	GYMSHARK	$20M
#5	VANS	$19M
#6	JORDAN	$13M
#7	UNDER ARMOUR	$13M
#8	NEW BALANCE	$13M
#9	ALPINESTARS	$12M
#10	UMBRO	$10M

INTERACTIONS ON BRANDED POSTS 2019

Rank	Brand	Value
#1	ADIDAS	396M
#2	NIKE	332M
#3	PUMA	86M
#4	NEW BALANCE	59M
#5	UNDER ARMOUR	53M
#6	JORDAN	52M
#7	UMBRO	52M
#8	ALPINESTARS	48M
#9	VANS	35M
#10	GYMSHARK	33M

Source: www.hookit.com

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.

Which of your partners drove the most MAV and the most interactions for your brand in 2019? Email us at insights@hookit.com to get a peek at what data we have for your brand.

Top 10s Across All Industries

WATCH BRANDS

TOP 10 WATCH BRANDS - 2019

MAXIMUM AD VALUE 2019

		Brand	Value
#1	ROLEX	ROLEX	$21M
#2	TISSOT	TISSOT	$17M
#3	HUBLOT	HUBLOT	$6M
#4	TUDOR	TUDOR WATCH	$5M
#5	LONGINES	LONGINES	$4M
#6	swatch	SWATCH	$4M
#7	TAG HEUER	TAG HEUER	$4M
#8	GaGà	GAGA MILANO	$3M
#9	IWC	IWC WATCHES	$2M
#10	B	BREITLING	$2M

INTERACTIONS ON BRANDED POSTS 2019

		Brand	Value
#1	TISSOT	TISSOT	25M
#2	HUBLOT	HUBLOT	24M
#3	GaGà	GAGA MILANO	20M
#4	ROLEX	ROLEX	18M
#5	LONGINES	LONGINES	13M
#6	TAG HEUER	TAG HEUER	9M
#7	B	BREITLING	7M
#8	OMEGA	OMEGA	4M
#9	IWC	IWC WATCHES	4M
#10	RICHARD MILLE	RICHARD MILLE	3M

Source: www.hookit.com

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.

Which of your partners drove the most MAV and the most interactions for your brand in 2019? Email us at insights@hookit.com to get a peek at what data we have for your brand.

Top 10s Across All Industries

FASHION APPAREL BRANDS

TOP 10 FASHION APPAREL BRANDS - 2019

MAXIMUM AD VALUE 2019

Rank	Brand	Value
#1	GUESS	$2M
#2	DUNHILL	$2M
#3	HUGO BOSS	$2M
#4	CHRISTIAN DIOR	$1M
#5	LOUIS VUITTON	$1M
#6	GIVENCHY	$940k
#7	EDEN PARK	$730k
#8	TOMMY HILFIGER	$720k
#9	MONTBLANC	$620k
#10	GUCCI	$530k

INTERACTIONS ON BRANDED POSTS 2019

Rank	Brand	Value
#1	HUGO BOSS	13M
#2	CHIRSTIAN DIOR	10M
#3	GUESS	9M
#4	LOUIS VUITTON	6M
#5	TOMMY HILFIGER	5M
#6	MONTBLANC	5M
#7	GUCCI	4M
#8	RALPH LAUREN	3M
#9	PULL & BEAR	3M
#10	DUNHILL	3M

Source: www.hookit.com

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.

Which of your partners drove the most MAV and the most interactions for your brand in 2019? Email us at insights@hookit.com to get a peek at what data we have for your brand.

Top 10s Across All Industries

AUTO MANUFACTURER BRANDS

TOP 10 AUTO MANUFACTURER BRANDS - 2019

MAXIMUM AD VALUE 2019

Rank	Brand	Value
#1	NISSAN	$45M
#2	MERCEDES-BENZ	$30M
#3	FERRARI	$28M
#4	AUDI	$22M
#5	TOYOTA	$16M
#6	LEXUS	$13M
#7	FORD	$9M
#8	BMW	$6M
#9	HYUNDAI	$6M
#10	HONDA	$6M

INTERACTIONS ON BRANDED POSTS 2019

Rank	Brand	Value
#1	MERCEDES-BENZ	118M
#2	FERRARI	63M
#3	NISSAN	52M
#4	AUDI	51M
#5	TOYOTA	34M
#6	FORD	24M
#7	HONDA	24M
#8	RENAULT	13M
#9	LEXUS	12M
#10	LAMBORGHINI	10M

Source: www.hookit.com

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.

Which of your partners drove the most MAV and the most interactions for your brand in 2019? Email us at insights@hookit.com to get a peek at what data we have for your brand.

Top 10s Across All Industries

TIRE BRANDS

TOP 10 TIRE BRANDS - 2019

	MAXIMUM AD VALUE 2019	
#1	MICHELIN	$6M
#2	TOYO	$6M
#3	DUNLOP	$5M
#4	BRIDGESTONE	$4M
#5	MAXXIS	$4M
#6	PIRELLI	$3M
#7	BF GOODRICH	$2M
#8	NITTO	$2M
#9	FALKEN	$2M
#10	KUMHO	$2M

	INTERACTIONS ON BRANDED POSTS 2019	
#1	MAXXIS	15M
#2	TOYO	15M
#3	MICHELIN	14M
#4	BRIDGESTONE	13M
#5	PIRELLI	12M
#6	DUNLOP	9M
#7	SCHWALBE	6M
#8	NITTO	6M
#9	FALKEN	5M
#10	BF GOODRICH	5M

Source: www.hookit.com

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.

Which of your partners drove the most MAV and the most interactions for your brand in 2019? Email us at insights@hookit.com to get a peek at what data we have for your brand.

Top 10s Across All Industries

SODA, WATER, JUICE BRANDS

TOP 10 SODA, WATER, JUICE BRANDS - 2019

	MAXIMUM AD VALUE 2019			INTERACTIONS ON BRANDED POSTS 2019	
#1	PEPSI	$37M	#1	PEPSI	36M
#2	MOUNTAIN DEW	$12M	#2	MOUNTAIN DEW	17M
#3	COCA-COLA	$6M	#3	COCA-COLA	11M
#4	SPRITE	$590k	#4	ZEVIA	2M
#5	EVIAN	$560k	#5	SPRITE	1M
#6	ZEVIA	$400k	#6	EVIAN	1M
#7	MELLO YELLO	$390k	#7	DR PEPPER	590k
#8	DR PEPPER	$310k	#8	MELLO YELLO	510k
#9	PERRIER	$240k	#9	SPARKLING ICE	450k
#10	SPARKLING ICE	$140k	#10	SMART WATER	170k

Source: www.hookit.com

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.

Which of your partners drove the most MAV and the most interactions for your brand in 2019? Email us at insights@hookit.com to get a peek at what data we have for your brand.

Top 10s Across All Industries

BEER BRANDS

TOP 10 BEER BRANDS - 2019

MAXIMUM AD VALUE 2019

#	Brand	Value
#1	ANHEUSER-BUSCH INBEV	$23M
#2	BUDWEISER	$16M
#3	BRAHMA	$15M
#4	ESTRELLA GALICIA	$11M
#5	HEINEKEN	$6M
#6	CORONA	$4M
#7	BUD LIGHT	$4M
#8	TECATE	$1M
#9	BIRA 91	$1M
#10	MILLERCOORS	$1M

INTERACTIONS ON BRANDED POSTS 2019

#	Brand	Interactions
#1	BRAHMA	81M
#2	ESTRELLA GALICIA	51M
#3	ANHEUSER-BUSCH INBEV	37M
#4	BUDWEISER	32M
#5	HEINEKEN	10M
#6	CARLSBERG	5M
#7	CORONA	5M
#8	TECATE	3M
#9	BUD LIGHT	3M
#10	CARLING	3M

Source: www.hookit.com

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.

Which of your partners drove the most MAV and the most interactions for your brand in 2019? Email us at insights@hookit.com to get a peek at what data we have for your brand.

TOP BRANDS 2019

Top 10s Across All Industries

WINE & SPIRITS BRANDS

TOP 10 WINE & SPIRITS BRANDS - 2019

MAXIMUM AD VALUE 2019

Rank	Brand	Value
#1	MARTINI	$990k
#2	JAGERMEISTER	$720k
#3	MUMM	$500k
#4	CROWN ROYAL	$310k
#5	BIG MACHINE VODKA	$240k
#6	JOSE CUERVO	$140k
#7	MOET & CHANDON	$140k
#8	PATRON TEQUILA	$90k
#9	GREY GOOSE	$80k
#10	DON JULIO TEQUILA	$50k

INTERACTIONS ON BRANDED POSTS 2019

Rank	Brand	Value
#1	MARTINI	6M
#2	MUMM	1M
#3	JAGERMEISTER	980k
#4	BIG MACHINE VODKA	850k
#5	PATRON TEQUILA	300k
#6	JOSE CUERVO	160k
#7	MOET & CHANDON	150k
#8	DIAGEO	130k
#9	GREY GOOSE	110k
#10	CAPTAIN MORGAN	100k

Which of your partners drove the most MAV and the most interactions for your brand in 2019? Email us at insights@hookit.com to get a peek at what data we have for your brand.

TOP BRANDS 2019

Top 10s Across All Industries

ENERGY & SPORT DRINK BRANDS

TOP 10 ENERGY & SPORT DRINK BRANDS - 2019

MAXIMUM AD VALUE 2019				INTERACTIONS ON BRANDED POSTS 2019		
#1	RED BULL	$85M		#1	RED BULL	254M
#2	MONSTER ENERGY	$39M		#2	MONSTER ENERGY	90M
#3	GATORADE	$9M		#3	G FUEL	19M
#4	ROCKSTAR ENERGY	$7M		#4	ROCKSTAR ENERGY	18M
#5	G FUEL	$4M		#5	GATORADE	16M
#6	NOS ENERGY DRINK	$1M		#6	BODYARMOR	3M
#7	BODYARMOR	$1M		#7	NOS ENERGY DRINK	3M
#8	POWERADE	$590k		#8	OSMO NUTRITION	2M
#9	LUCOZADE SPORT	$550k		#9	NUUN HYDRATION	2M
#10	OSMO NUTRITION	$410k		#10	KILL CLIFF	1M

Source: www.hookit.com

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.

Which of your partners drove the most MAV and the most interactions for your brand in 2019? Email us at insights@hookit.com to get a peek at what data we have for your brand.

BANKING BRANDS

TOP 10 BANKING BRANDS - 2019

MAXIMUM AD VALUE 2019

Rank	Brand	Value
#1	HSBC	$23M
#2	BANCO BMG	$11M
#3	SANTANDER	$7M
#4	BANCO DO BRASIL	$5M
#5	BARCLAYS	$3M
#6	STANDARD CHARTERED	$3M
#7	BNP PARIBAS	$3M
#8	CHASE	$3M
#9	BANK OF AMERICA	$1M
#10	TD BANK	$1M

INTERACTIONS ON BRANDED POSTS 2019

Rank	Brand	Value
#1	BANCO BMG	50M
#2	SANTANDER	26M
#3	BANCO DO BRASIL	20M
#4	STANDARD CHARTERED	16M
#5	HSBC	14M
#6	BARCLAYS	9M
#7	CHASE	7M
#8	BNP PARIBAS	5M
#9	CAIXA BANK	4M
#10	FROST BANK	3M

Source: www.hookit.com

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.

Which of your partners drove the most MAV and the most interactions for your brand in 2019? Email us at insights@hookit.com to get a peek at what data we have for your brand.

FINANCIAL SERVICES BRANDS

TOP 10 FINANCIAL SERVICES BRANDS - 2019

MAXIMUM AD VALUE 2019

Rank	Brand	Value
#1	MASTERCARD	$27M
#2	VISA	$5M
#3	PUTNAM INVESTMENTS	$2M
#4	ROCKET MORTGAGE	$2M
#5	WESTERN UNION	$2M
#6	MONEY LION	$1M
#7	ETORO	$1M
#8	CITI	$570k
#9	AMERICAN EXPRESS	$480k
#10	CAPITAL ONE	$460k

INTERACTIONS ON BRANDED POSTS 2019

Rank	Brand	Interactions
#1	MASTERCARD	29M
#2	VISA	12M
#3	PUTNAM INVESTMENTS	10M
#4	WESTERN UNION	9M
#5	MONEY LION	3M
#6	ETORO	2M
#7	SOCIETE GENERALE	2M
#8	AMERICAN EXPRESS	2M
#9	ROCKET MORTGAGE	1M
#10	CITI	1M

Source: www.hookit.com

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.

Which of your partners drove the most MAV and the most interactions for your brand in 2019? Email us at insights@hookit.com to get a peek at what data we have for your brand.

Top 10s Across All Industries

INSURANCE BRANDS

TOP 10 INSURANCE BRANDS - 2019

MAXIMUM AD VALUE 2019

#1		ALLIANZ	$12M
#2		STATE FARM	$10M
#3		GEICO	$3M
#4		AXA	$3M
#5		NATIONWIDE	$2M
#6		ALLSTATE	$2M
#7		FARMERS INSURANCE	$1M
#8		MASSMUTUAL	$910k
#9		SUN LIFE FINANCIAL	$840k
#10		ARBELLA	$670k

INTERACTIONS ON BRANDED POSTS 2019

#1		STATE FARM	11M
#2		GEICO	7M
#3		AXA	7M
#4		ALLIANZ	6M
#5		ARBELLA	4M
#6		NATIONWIDE	3M
#7		ALLSTATE	2M
#8		SUN LIFE	2M
#9		FARMERS	2M
#10		PRUDENTIAL	1M

Source: www.hookit.com

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.

Which of your partners drove the most MAV and the most interactions for your brand in 2019? Email us at insights@hookit.com to get a peek at what data we have for your brand.

AIRLINE BRANDS

TOP 10 AIRLINE BRANDS - 2019

MAXIMUM AD VALUE 2019

#	Brand	Value
#1	EMIRATES	$36M
#2	GOL	$3M
#3	AMERICAN AIRLINES	$3M
#4	DELTA	$3M
#5	ETIHAD AIRWAYS	$2M
#6	JETBLUE	$2M
#7	TURKISH AIR.	$2M
#8	QATAR AIR.	$1M
#9	UNITED	$1M
#10	ALLEGIANT	$1M

INTERACTIONS ON BRANDED POSTS 2019

#	Brand	Interactions
#1	EMIRATES	114M
#2	GOL	14M
#3	TURKISH AIR.	9M
#4	UNITED	5M
#5	JETBLUE	4M
#6	DELTA	4M
#7	AMERICAN AIRLINES	4M
#8	ETIHAD AIRWAYS	3M
#9	QATAR AIR.	3M
#10	AEROFLOT	1M

Source: www.hookit.com

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.

Which of your partners drove the most MAV and the most interactions for your brand in 2019? Email us at insights@hookit.com to get a peek at what data we have for your brand.

Top 10s Across All Industries

HOTEL BRANDS

TOP 10 HOTEL BRANDS - 2019

MAXIMUM AD VALUE 2019

Rank	Brand	Value
#1	COURTYARD BY MARRIOTT	$1M
#2	HILTON	$620k
#3	ACCOR	$460k
#4	MARRIOTT	$380k
#5	MOTEL 6	$60k
#6	RENAISSANCE	$50k
#7	WYNDHAM	$30k
#8	RITZ-CARLTON	$20k
#9	BEST WESTERN	$20k
#10	ELLICOTT HOTELS	$10k

INTERACTIONS ON BRANDED POSTS 2019

Rank	Brand	Value
#1	COURTYARD BY MARRIOTT	2M
#2	HILTON	2M
#3	ACCOR	1M
#4	MOTEL 6	330k
#5	MARRIOTT	230k
#6	RITZ-CARLTON	120k
#7	HYATT	60k
#8	WYNDHAM	60k
#9	AAVA WHISTLER	40k
#10	CHOICE	40k

Source: www.hookit.com

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.

Which of your partners drove the most MAV and the most interactions for your brand in 2019? Email us at insights@hookit.com to get a peek at what data we have for your brand.

Top 10s Across All Industries

ENERGY BRANDS

TOP 10 ENERGY BRANDS - 2019

MAXIMUM AD VALUE 2019

#	Brand	Value
#1	TOTAL	$18M
#2	PETRONAS	$14M
#3	NRG ENERGY	$5M
#4	REPSOL	$2M
#5	SOCAR	$2M
#6	GAZPROM	$2M
#7	GULF OIL	$870k
#8	ENEL	$570k
#9	SHELL	$520k
#10	PETROBRAS	$470k

INTERACTIONS ON BRANDED POSTS 2019

#	Brand	Value
#1	PETRONAS	86M
#2	TOTAL	40M
#3	REPSOL	12M
#4	GAZPROM	11M
#5	NRG ENERGY	6M
#6	SHELL	2M
#7	PETROBRAS	1M
#8	PKN ORLEN	1M
#9	SOCAR	1M
#10	IBERDROLA	870k

Source: www.hookit.com

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.

Which of your partners drove the most MAV and the most interactions for your brand in 2019? Email us at insights@hookit.com to get a peek at what data we have for your brand.

Top 10s Across All Industries

FAST FOOD BRANDS

TOP 10 FAST FOOD BRANDS - 2019

MAXIMUM AD VALUE 2019

#	Brand	Value
#1	PAPA JOHN'S PIZZA	$5M
#2	KFC	$2M
#3	MCDONALD'S	$2M
#4	WENDY'S	$2M
#5	WIENERSCHNITZEL	$1M
#6	TACO BELL	$1M
#7	PIZZA HUT	$1M
#8	DOMINO'S PIZZA	$1M
#9	RAISING CANE'S	$880k
#10	CHICK-FIL-A	$830k

INTERACTIONS ON BRANDED POSTS 2019

#	Brand	Value
#1	PAPA JOHN'S PIZZA	8M
#2	MCDONALD'S	3M
#3	PIZZA HUT	3M
#4	DOMINO'S PIZZA	3M
#5	WIENERSCHNITZEL	2M
#6	KFC	2M
#7	TACO BELL	1M
#8	CHIPOTLE	890k
#9	KRISPY KREME	820k
#10	WINGSTOP	790k

Source: www.hookit.com

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.

Which of your partners drove the most MAV and the most interactions for your brand in 2019? Email us at insights@hookit.com to get a peek at what data we have for your brand.

Top 10s Across All Industries

SNACK FOOD BRANDS

TOP 10 SNACK FOOD BRANDS - 2019

MAXIMUM AD VALUE 2019

Rank	Brand	Value
#1	LAY'S	$9M
#2	SNICKERS	$4M
#3	SKITTLES	$920k
#4	M&M'S	$610k
#5	REESE'S	$580k
#6	PRINGLES	$490k
#7	RUFFLES	$280k
#8	CHEEZ-IT	$280k
#9	PERKY JERKY	$180k
#10	TWIZZLERS	$170k

INTERACTIONS ON BRANDED POSTS 2019

Rank	Brand	Interactions
#1	LAY'S	13M
#2	SNICKERS	4M
#3	RUFFLES	2M
#4	M&M'S	2M
#5	SKITTLES	860k
#6	PERKY JERKY	590K
#7	TOSTITOS	360k
#8	JACK'S LINKS	300k
#9	PERRY'S ICE CREAM	260k
#10	PRINGLES	250k

Source: www.hookit.com

Based on the evaluation of deliberate promotion of brands by athletes, teams, leagues and other sports properties throughout 2019 on social media.

Which of your partners drove the most MAV and the most interactions for your brand in 2019? Email us at insights@hookit.com to get a peek at what data we have for your brand.

$150B+ is spent on sports sponsorship & activation, which is not measured like any other form of marketing.

We leverage the **power of AI** to revolutionize the way brands invest in and improve sponsorship effectiveness.

WHAT CLIENTS GET

Our sponsorship analytics platform allows brands to

evaluate their current portfolio,

optimize their branded campaigns,

& discover new partners.

Working with leading global brands across all varieties of sport and esports, Hookit is the must-have tool for brands investing in sponsorships.

To get a deeper look at how your brand is doing compared to other brands, reach out to us at **insights@hookit.com** or contact us on our website www.hookit.com/contact/.

37 Glossary of Terms

- Maximum Ad Value
- Adjusted Ad Value
- Promotion Quality
- Engagement
- Deliberate Branded Post
- Sponsored Property

GLOSSARY OF TERMS

Maximum Ad Value or Max Ad Value (MAV) - The potential value of the post to a brand calculated based on total engagement multiplied by CPEs for the specific platform.

Adjusted Ad Value (AAV) - The actual value of the post to the brand calculated based on the MAV * Promotion Quality.

Promotion Quality - 0 – 100% score based on how well the post promotes a specific brand. Factors include clarity, competition, coverage, crowding, position, and video views.

Engagement - Likes, comments, and shares on a specific post.

Deliberate Branded Post - A post by an athlete, influencer, or sports property that is an intentional promotion of a brand. This can include being marked as "In paid partnership with <brand name>", include a branded #hashtag, @mention, or branded keyword. These posts are then evaluated based on both the text promotion and any logos in the image or video to determine Max Ad Value and Adjusted Ad Value for the brand(s) included.

Sponsored Property - An athlete, influencer, sports team, league, event, venue, or federation that is paid by a brand to promote that brand. Can also be referred to as "rights holder".