

IN-GAME MEDIA

KANTAR

BRAND STUDY

“Audiences segments responded well to the content and including Males, ages 18-34, and Telemundo viewers”.

Kantar, a leading research and measurement company, conducted a study with Interticket and a retail client to measure the impact of creative in Liga MX.

Audience Insights- Brand Metrics & Attributes*:

- Telemundo Audiences:
 - Brand Favorability +13.4%
 - Purchase Intent +13.8%
 - Affinity +20.4%
- Male Audiences:
 - Liga MX Sponsorship Association +12.2%
 - Affinity +26%
- 18-34 year old audiences:
 - Understands my culture +19.6%
 - Brand I can trust +21%



Results from TV Network watchers: In- Market 18–54-year-old Hispanics
Survey based approach and control/exposed research design to measure the difference in attitudes between two groups of consumers to determine the attitudinal effects of creative exposure.

* Statistically significant increases