

Brand Intelligence

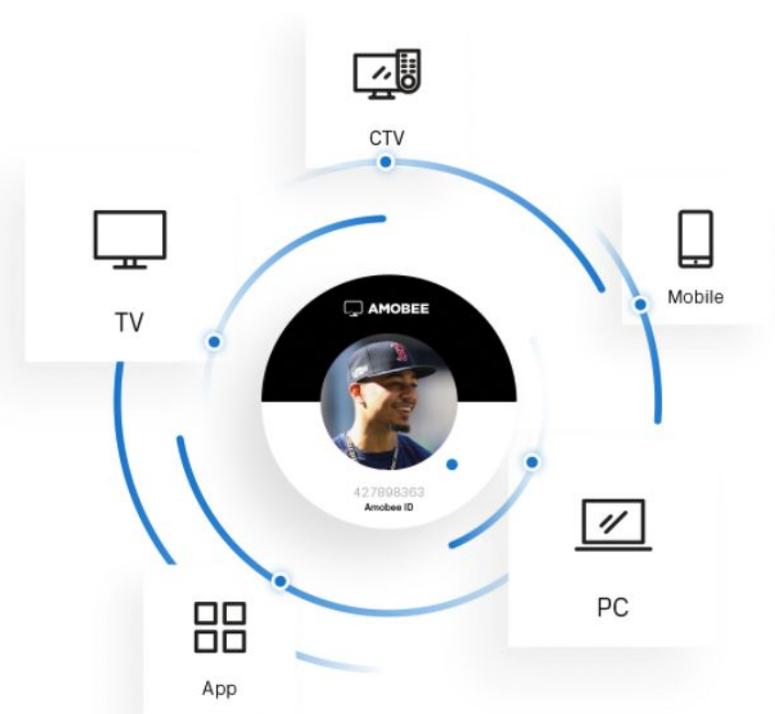
What's Trending Around Wimbledon?



Brand Intelligence

A real-time research and insights platform powering cookieless activation strategies

- **Global scalability** with proprietary panel coverage of 8 million global users from the world's leading markets
- **Unified data** from cross channel sources with additional availability to leverage 1st party data
- **Real-time analysis** of 3.4 billion content engagements and consumption trends daily
- **Seamless integration** that enables Brand Intelligence insights for instant activation in Amobee's DSP



Engagement Spiked By News On Who Isn't Playing



Consumption spiked in advance of the tournament due to **Wimbledon banning all Russian & Belarusian players from participating** this year due to their governments' roles in the invasion of Ukraine.

Former Competitors Dominating Headlines

Outside of the war-based ban, Wimbledon has been circulating due to former Wimbledon champ & women's #1 [Ashleigh Barty retiring at age 25](#) & former champion [Boris Becker's breaking insolvency laws](#)

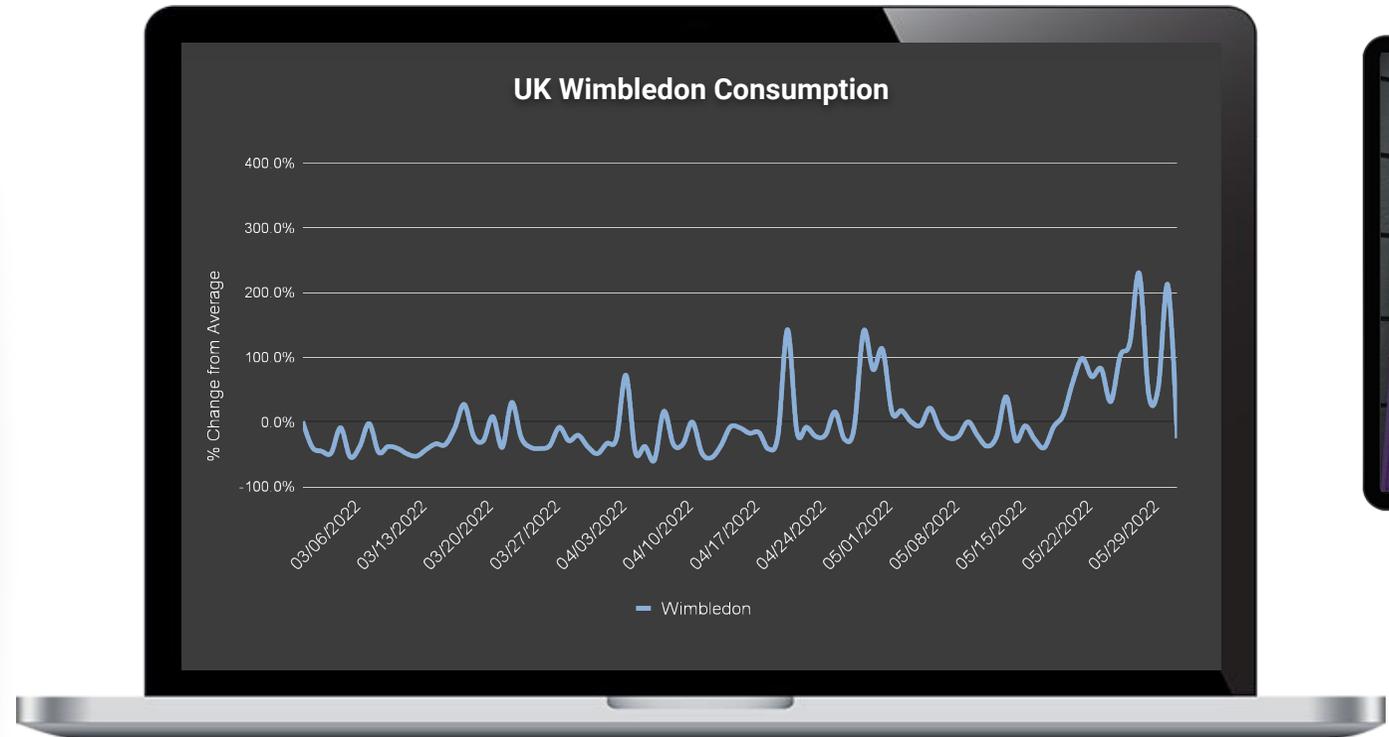
Disdain For the Ban

Players & sports writers have [condemned the ban](#), stating that it oversteps as the players are not the cause of the global turmoil. The [ATP & WTA called it an 'act of discrimination'](#)

What Does This Mean For My Brand?

Surround news from the back & forth between players & The All England Club (Wimbledon), as well as other tennis adjacent stories as those are currently driving engagement as much as the actual participants.

Understand the precedent could lead to bans like this in other world sports this summer, so monitor news around war-related player bans to ensure your brand is aligning with content that is being consumed but won't beget a negative association.



Consumption Driven By Younger & More Widely Diverse Players



Tennis majors content is driven by consumption of the sports current stars. Players without major championships who are outside of the Top 10 current world rankings don't capture much audience attention.

Hometown Heroes & Upstarts Shine Through

Emma Raducanu & Andy Murray produced high levels of engagement, as UK natives, even with poor recent performance. [Young phenoms Iga Swiatek & Carlos Alcaraz](#) drive engagement due to wins against the game's best.

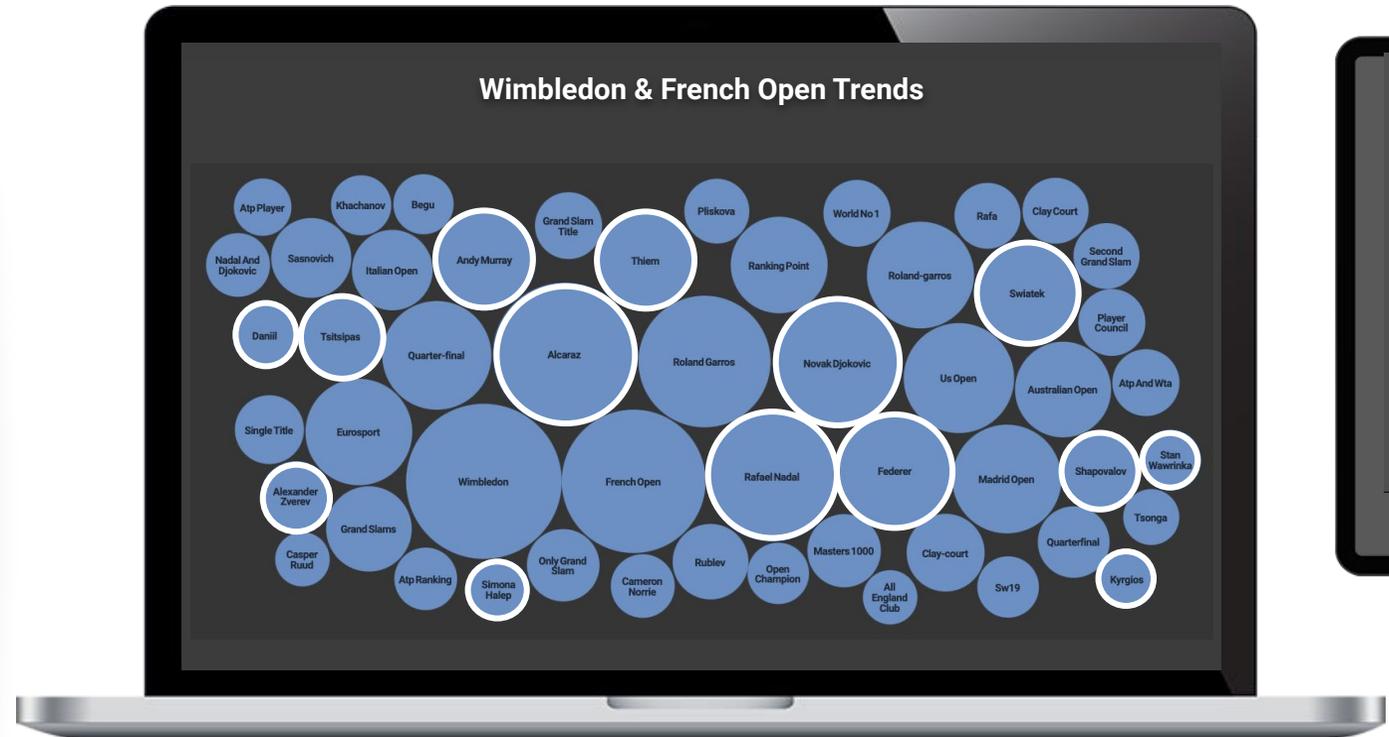
Legends Continue to Garner Headlines

Still active legends of the sport still grab headlines as [Djokovic vs. Nadal Spanish Open matchup](#) produced high interest. Struggling former major winners, Stan Wawrinka & Dominic Thiem, still generate engagement on name value alone.

What Does This Mean For My Brand?

Evolve with the already-in-progress shift from news dominated by only Federer, Djokovic, Nadal, Serena, & Murray to a younger & more widely diverse field of stars.

Consider creative messaging that surrounds the new wave of young stars: Iga Swiatek, Carlos Alcaraz, Emma Raducanu, Coco Gauff, Alexander Zverev, Stefanos Tsitsipas, Lorenzo Musetti, & Layla Fernandez.



Loss Of Ranking Points Leading To Unclear Future For Wimbledon



The ban on Russian & Ukrainian players lead to the ATP & WTA [revoking ranking points](#) for this year's tournament, which has put the participation of key players at risk

Osaka Questionable

One of the game's [most popular young players](#), is Naomi Osaka, who recently [cast doubt over her participation at Wimbledon](#) without rankings points. Claiming it might affect her mentality & ability to play at 100%.

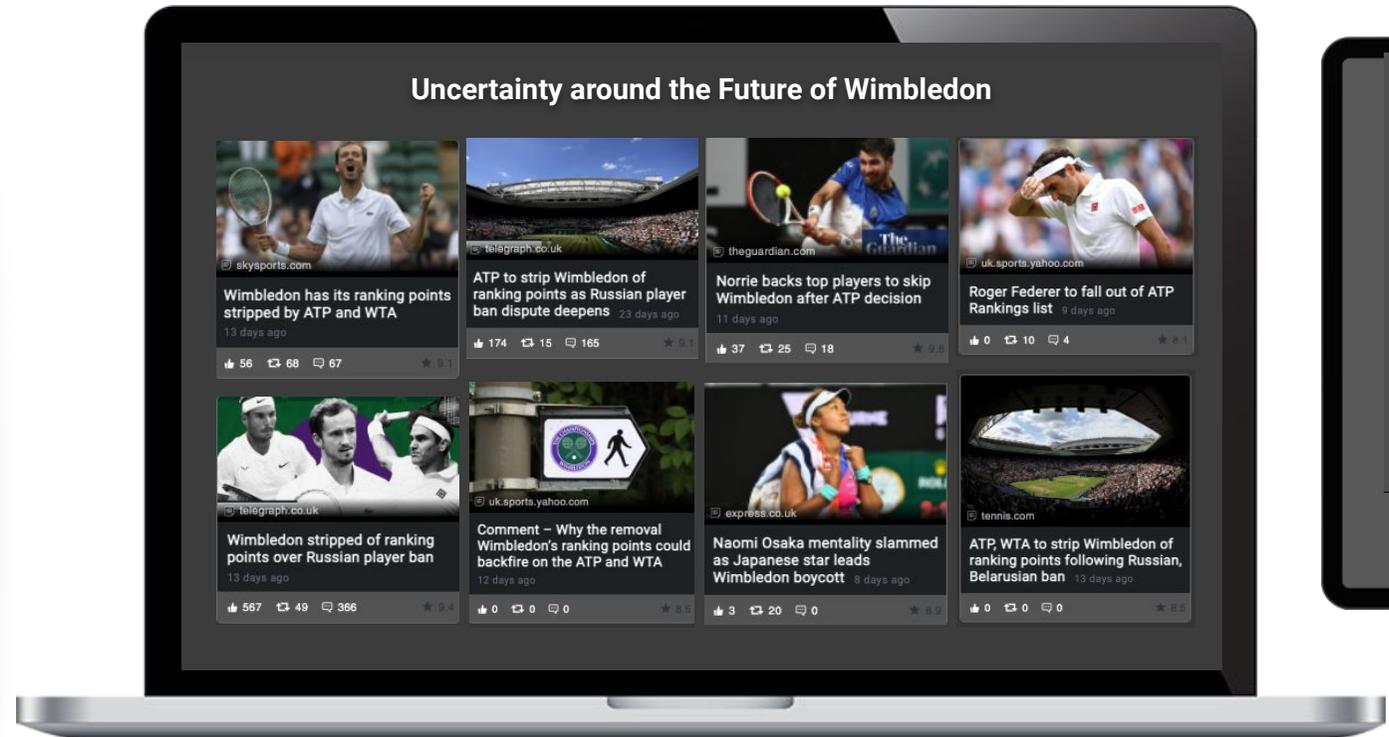
Conscious of Environmental Impact

Legends Serena Williams & Roger Federer, for the first time in their careers, [will lose their world rankings](#) due to Wimbledon being stripped of ranking points. Both are recovering from injuries and had expressed a desire to play, but that may change without an achievable rank boost.

What Does This Mean For My Brand?

Closely monitor who ends up participating in the tournament this year, because there's a chance several key players opt out due to it's 'exhibition' nature this year.

Maximize exposure around those who do compete, as many young players without titles could take advantage of the tournament if many of the usual suspects opt out.



Thank you

[Questions? Let's Chat](#)

Amobee is ready to help.

Only Amobee provides agencies and advertisers with innovative, intelligence driven data solutions that enhance consumer engagement and increase campaign performance, both for the present and cookieless future. Partner with Amobee today and begin accessing a unique tech stack that offers the capabilities to:

Unify • On-and-offline line data. Leverage web engagement, TV viewership, social listening, and bidstream data from the programmatic ecosystem within our data visualization solution called Brand Intelligence. • Discover new insights about your customers and consumers like them. • Unify data from disparate sources, including 1st party, offline, and CRM data to increase understanding and uncover valuable insights to inform strategy and hone target accuracy.

Optimize • Turn those insights into actionable strategies within our DSP, which is then all captured within a data warehouse where you can build measurement instruments to understand exactly what's happening in your advertising practice that matters. • Optimize tactics and campaigns with efficient and effective audience and media activation that maximizes budget allocation and drives performance.

Grow • Utilize Amobee's DataMine and other reporting solutions to understand your audience and campaign growth, and map back to important metrics such as online/offline sales.