Sponsor Position Analysis

with J.P. Morgan

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J.P.Morgan x HIVE

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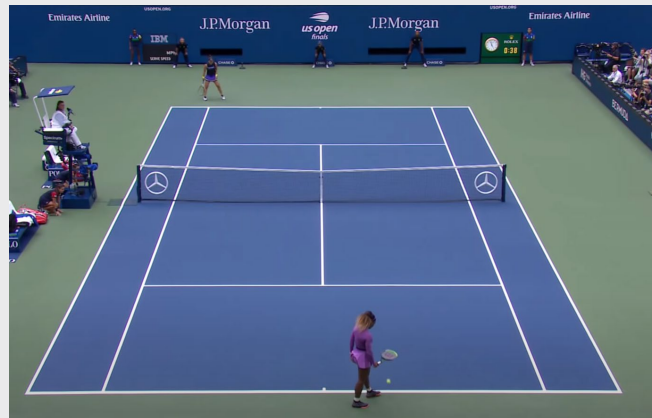
Business cases

JP Morgan is one of the **Partner** of US Open.

Recently, We want to know **whether** they should favor **another sponsorship position** on the **back** of the US Open tennis **court**

Goal

Decide where is the best position for J.P. Morgan

Assumption

- Assume J.P. Morgan and chase is the same Logo

- Audience usually focus on the court and the player

- The video advertisement amid the video is not part of the task

- The size the video is what they show to the audience

- Audience are hard to recognize the logo is they are unclear
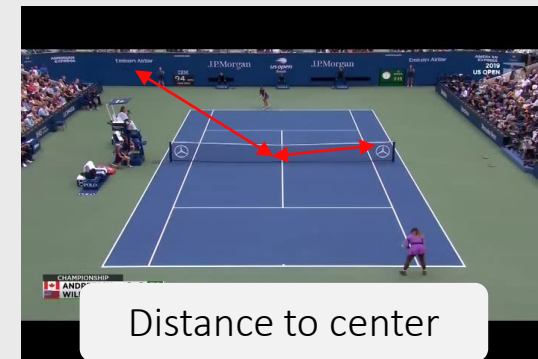
Data cleaning & Feature Engineering

Removed:

- all the advertisement pictures
- Brands that are not on the back of the court

Advertisement
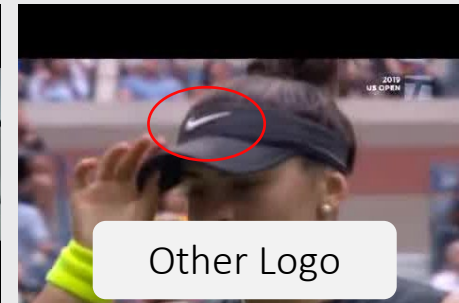
Other Logo

Created:

- Absolute size(size / screen size) & Relative size(size/ all logo's total size)
- Distance to center(logo center to screen center)

Distance to center

Scene analysis – View

- 4 kinds of views

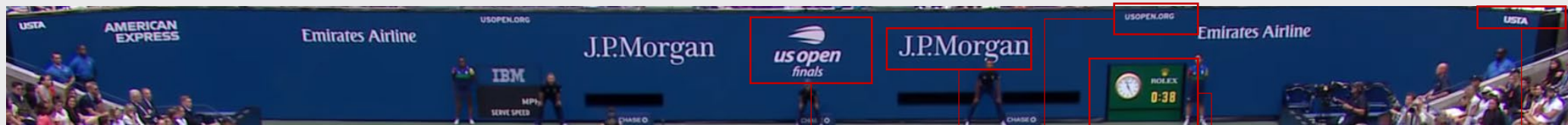Court
(>40%)
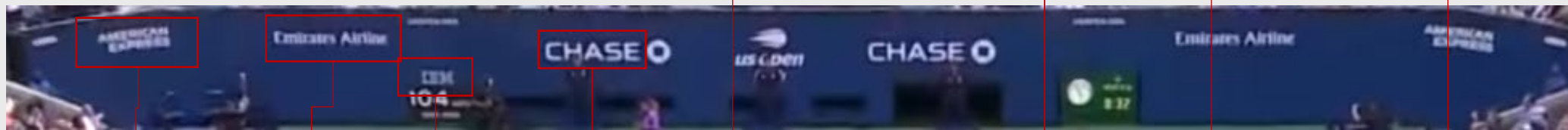
Close up
(~26%)

Auditorium

Others

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Scene analysis - Background

Main side – Show up on the court view (pic. From YouTube)

Opposite side – Show up only on close-up view

American Express   Emirate Airline   IBM   J.P Morgan / Chase   US Open   Rolex   USTA (part of US Open)
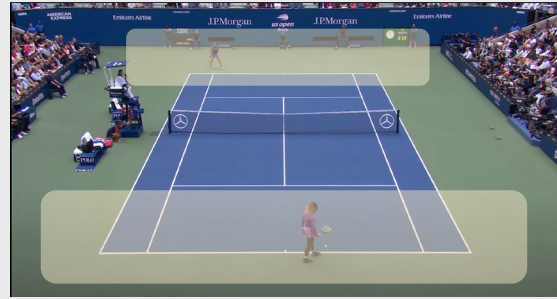
- Six kinds of logo on the wall (AMEX, Emirate, IBM, Rolex, US Open and J.P. Morgan / Chase

- Ignored USTA since it's not recognizable on testcase
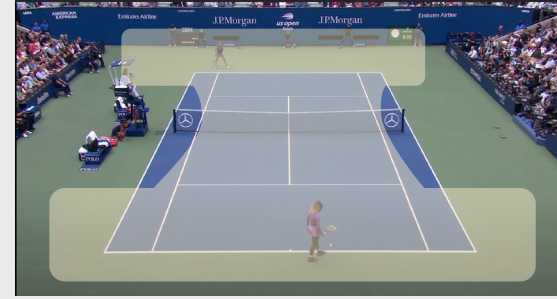
Scene analysis – Focus area

- Most of the audience focused on the ball, the player and the court

Ball's movement

+

Player's movement

=
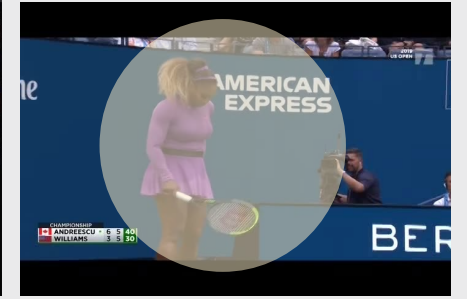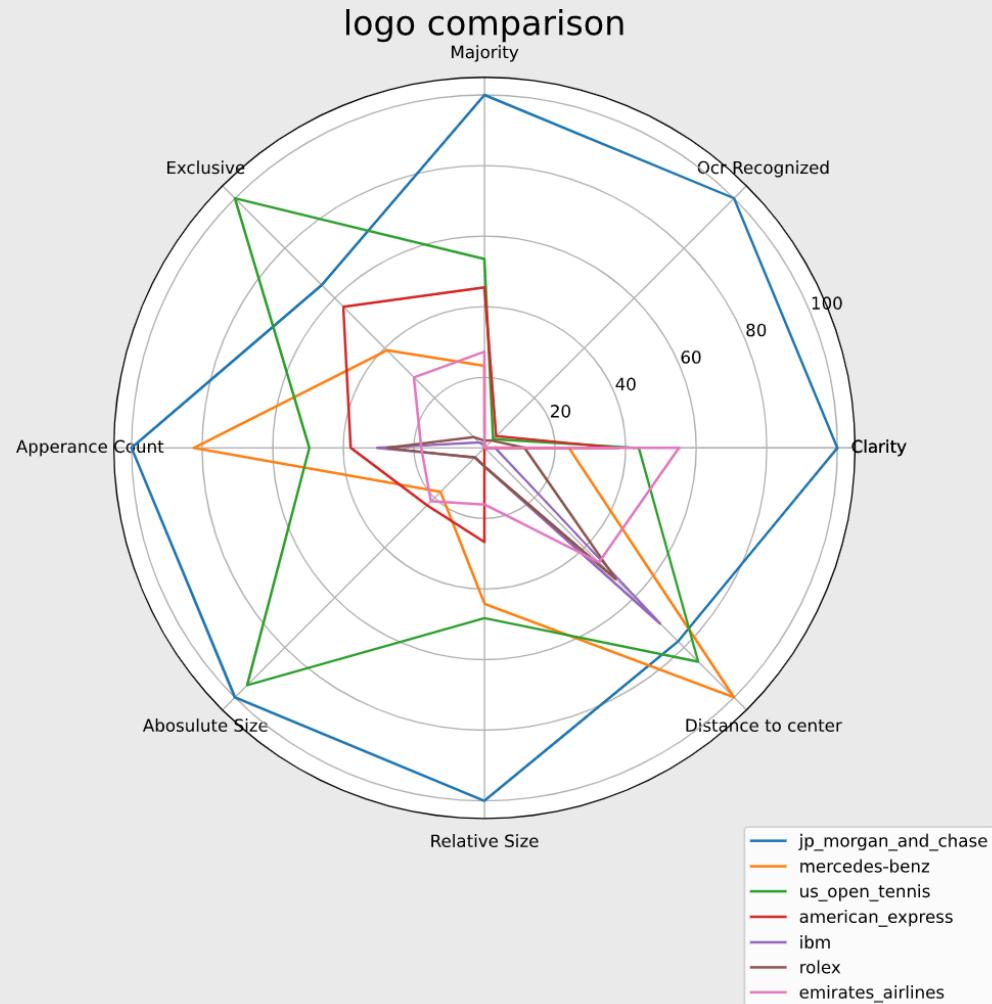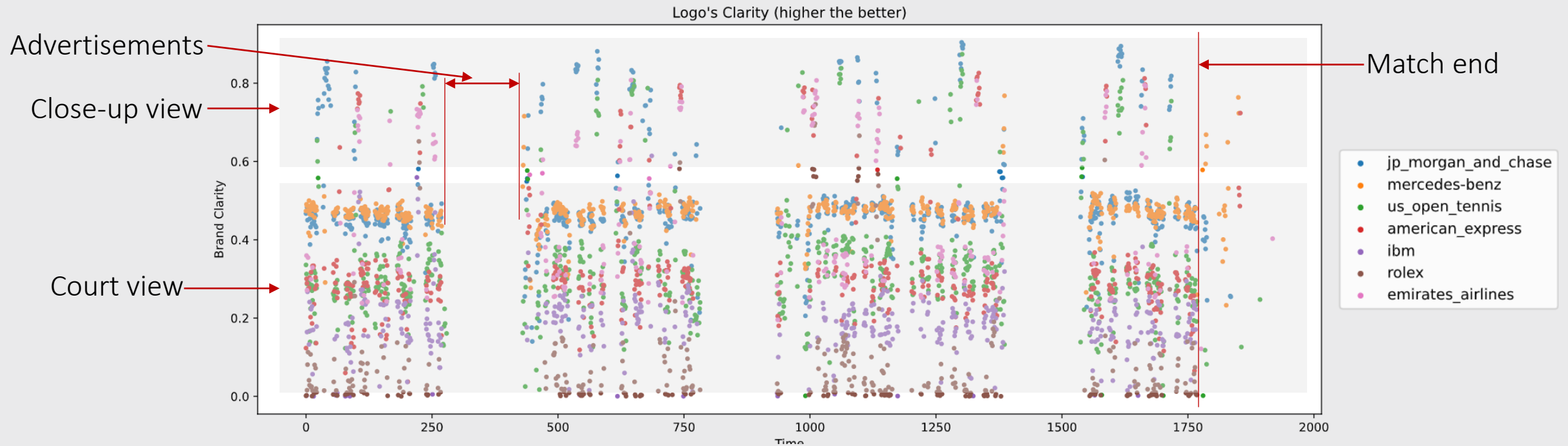
Audiences' Attention Area

Attention Area (Close up)

- The attention area is covering the center area of the picture.

- So, we use "**Distance to center**" to measure how good the logo is in the attention area

Insight - Overall Comparison

logo comparison

Currently, **J.P. Morgan** is the best on the overall score. However, other positions can be favored to gain additional advantage

Insight-Clarity

Logo's Clarity (higher the better)

Advertisements

Close-up view

Court view

Match end

Legend: jp_morgan_and_chase, mercedes-benz, us_open_tennis, american_express, ibm, rolex, emirates_airlines

- **J.P Morgan has the best clarity of the wall**

- Bigger size can increase clarity – Benz is closer than **J.P. Morgan** but they have similar clarity

- Close up view provides the best clarity – good for audiences' recognition

Insight-Clarity & OCR

times logo is clear on the screen(clarity>0.5)

times the logo is recognized by OCR
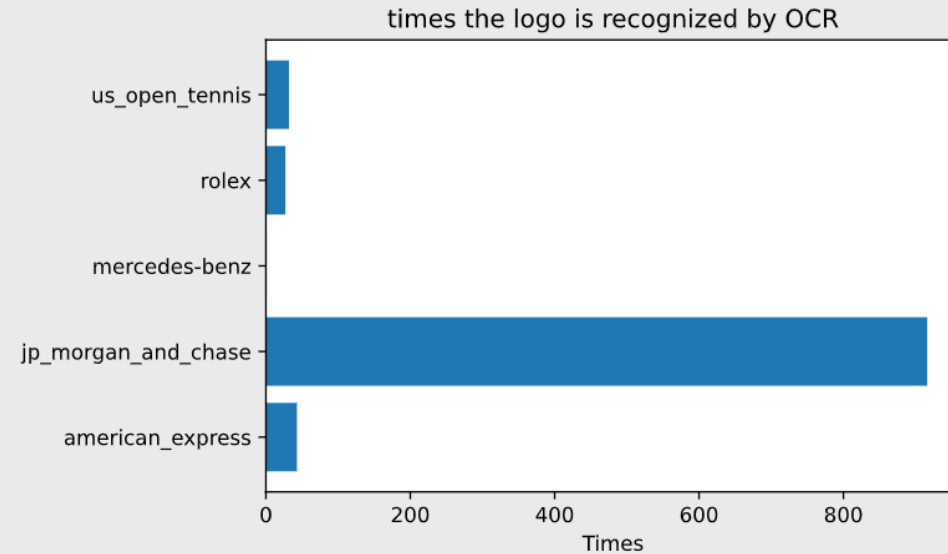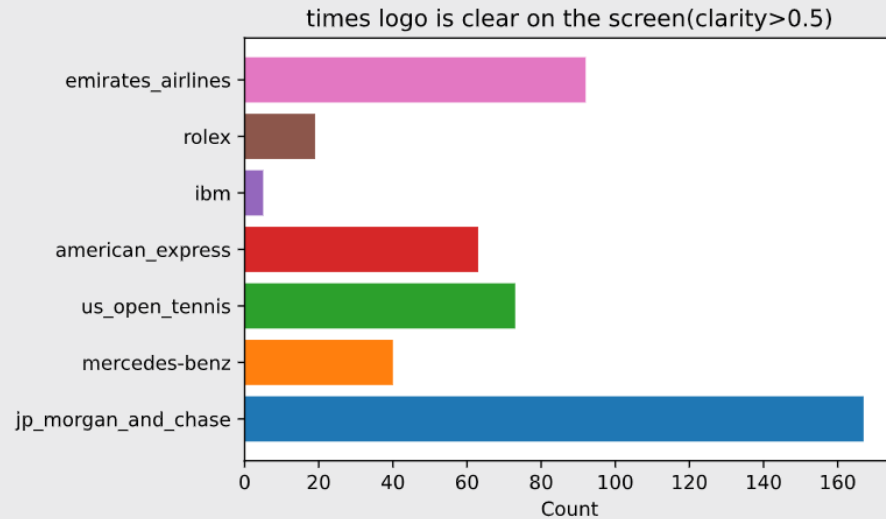
Note:
Total 1470 pics

OCR provides another kinds of clarity

- **JP Morgan is the best on clarity and recognition**

- **J.P. Morgan** have the highest count on presenting clear logo and recognized by OCR
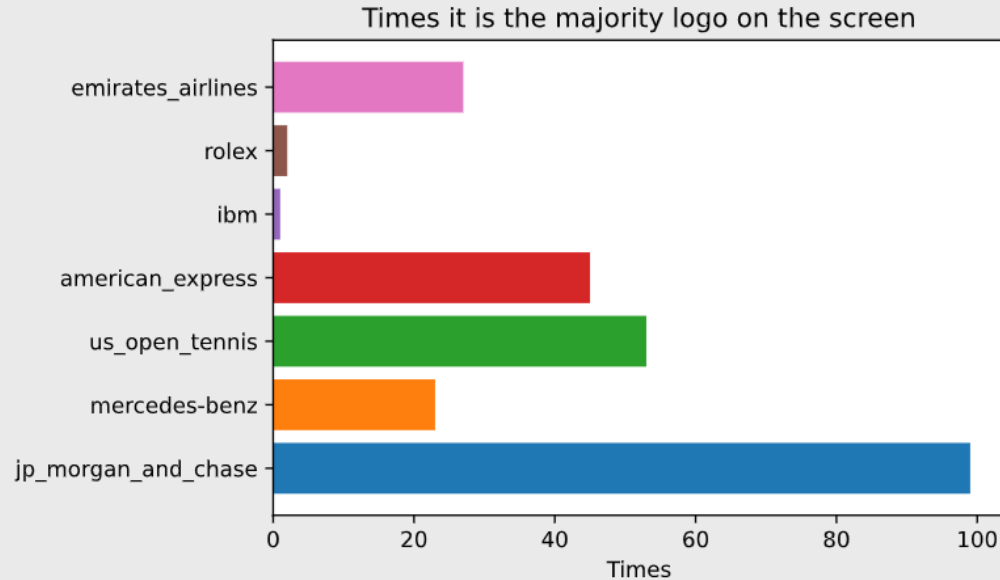
- Emirates, American Express, US open comes second, where the count ranges from 60-80

Insight-Majority

Times it is the majority logo on the screen

Notes:

Majority - The size of the logo is the biggest of all the logo on the screen

- J.P. Morgan's logo size is big enough
- J.P. Morgan wins on taking the majority when competing with other logos
- J.P. Morgan is 50% more visible than the rest. It's the majority logo in about 6.5% of the time(96/1470)
- American Express and US Open wins the second place of the logo size,
- Rolex and IBM are too small to take the majority

Insight-Exclusive

times it is the only logo on the screen
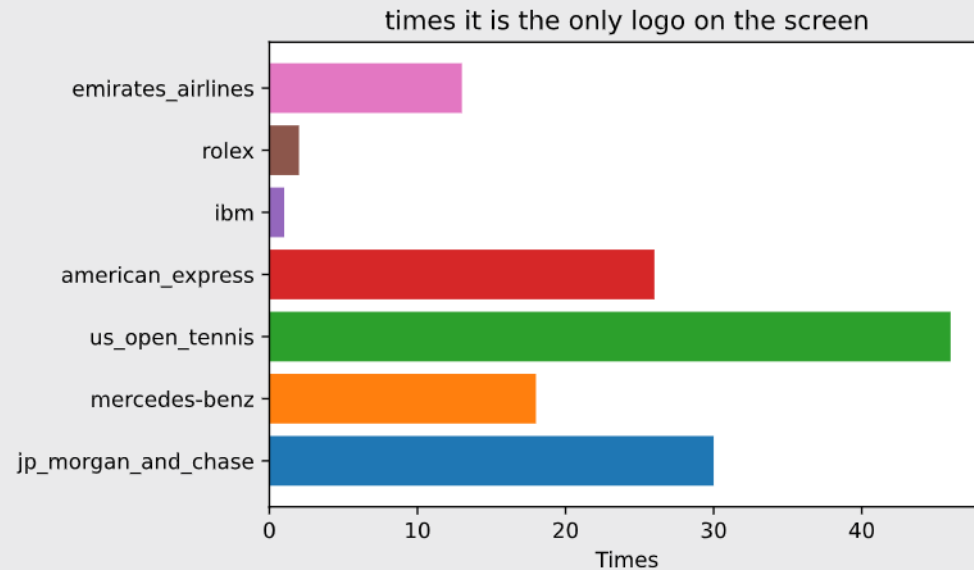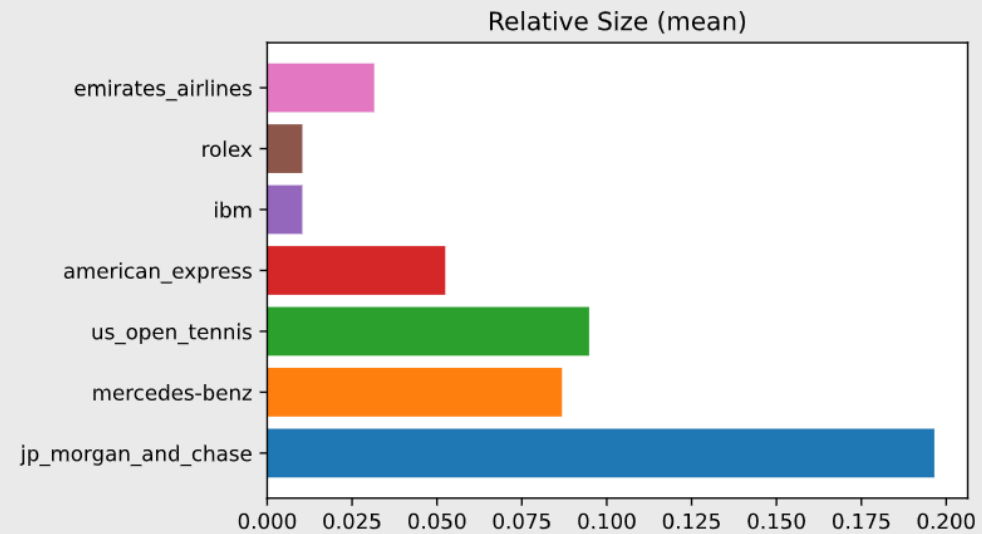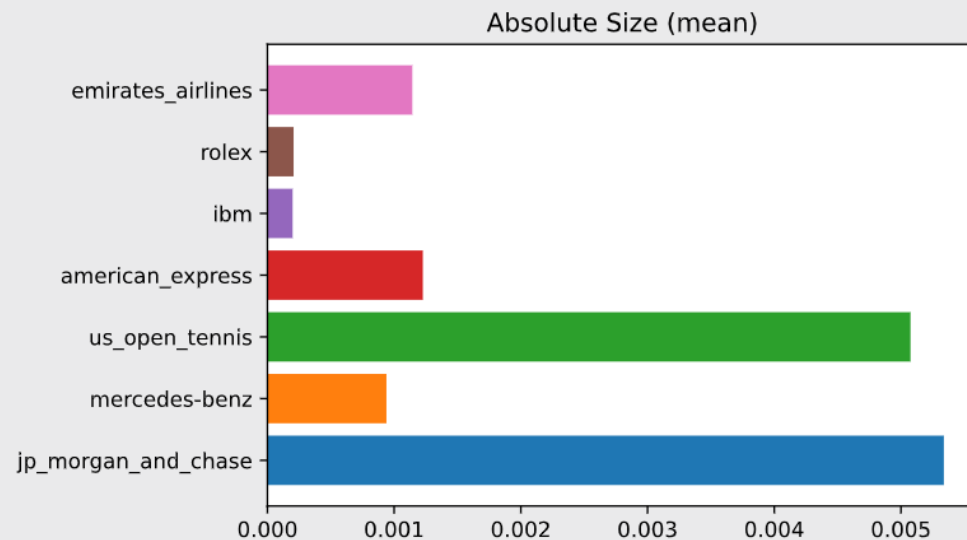
Notes:

Exclusive - Being the only logo on the screen

- **After US Open, J.P. Morgan is better than other on the exclusive time**
  - Though US Open's logo have more time being the only logo, its appearance is not on the back of the court (1 and 2)
  - Though American Express have a smaller logo on the wall compare to **J.P. Morgan**, it becomes the only one when on the close-up view(3)

Insight-Size

Absolute Size (mean) / Relative Size (mean)
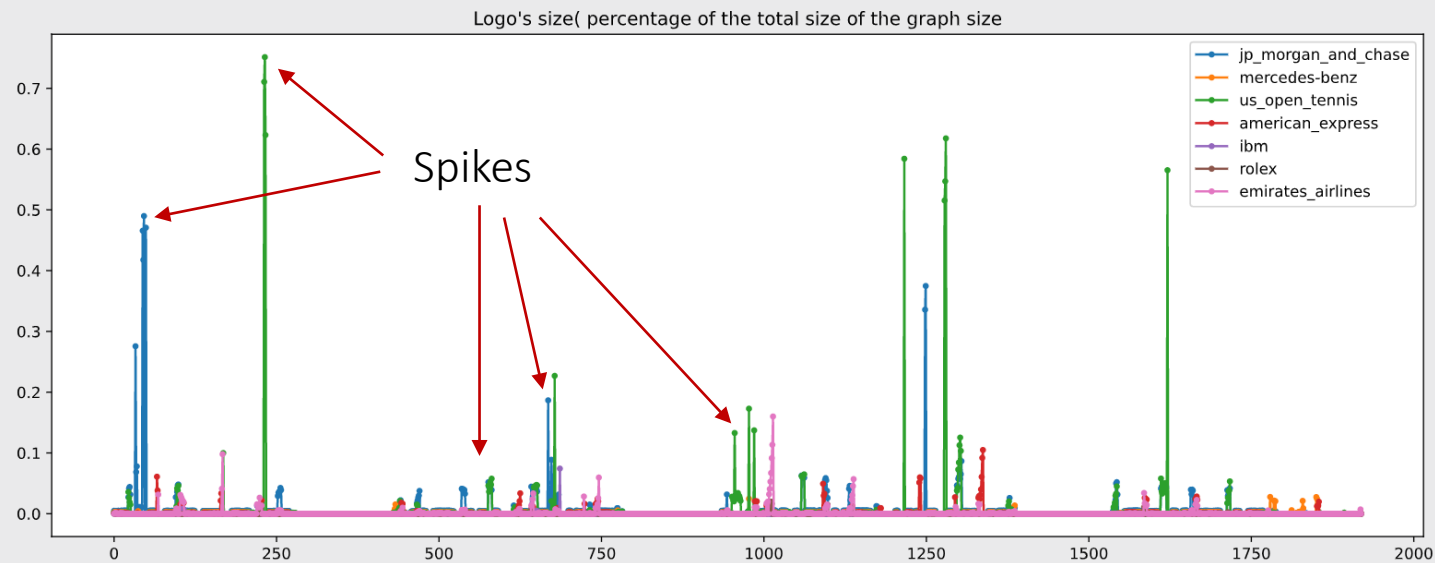
Notes:

X axis is the percentage (0-1) to the graph size / total logo size

- **J.P. Morgan takes up biggest screen size** - 5x bigger on than other logos (except US Open)

- US Open's logo owns the transition and score board, but its logo is relatively smaller than **J.P. Morgan**

- By staying closer to the camera(on the net), Mercedes's logo is larger than the logos on the wall

Insight-Size

Logo's size(percentage of the total size of the graph size

Legend:
- jp_morgan_and_chase
- mercedes-benz
- us_open_tennis
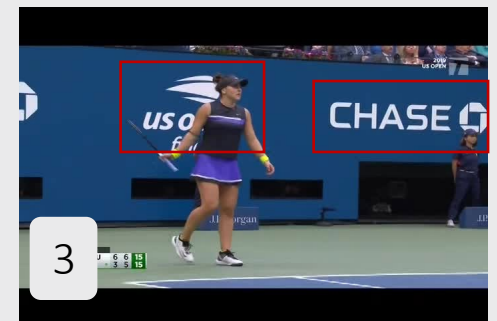- american_express
- ibm
- rolex
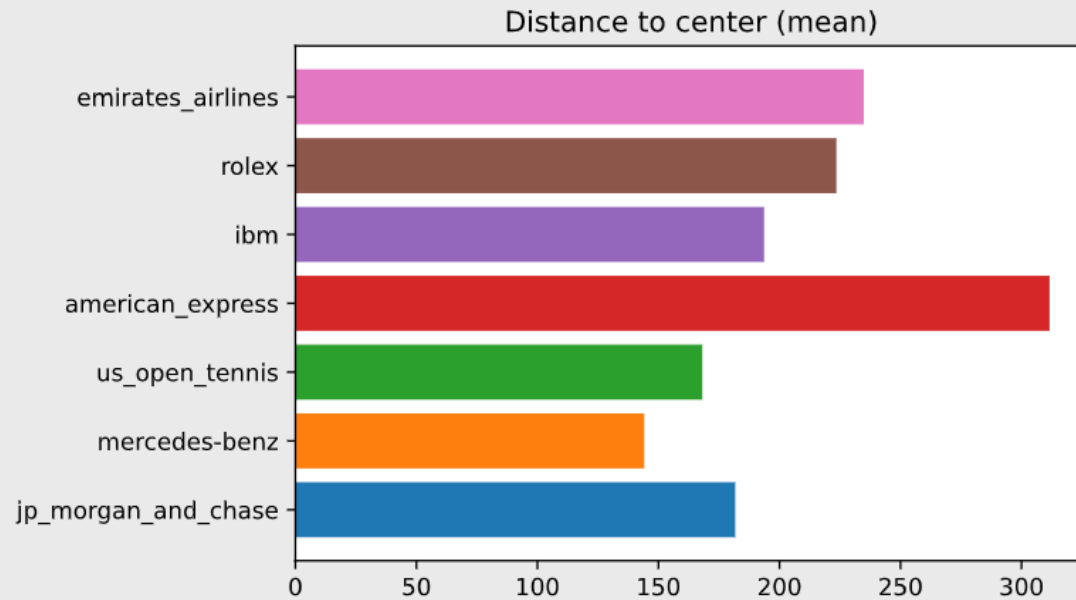- emirates_airlines

Spikes

Notes:

Spikes means the logo taking up big percentage of the screen

- **J.P. Morgan should be careful about the size**

- It could become unrecognizable if logo is too big(1 and 2)

- A Spikes usually happens in close-up view (3)

- J.P. Morgan didn't take up as much space as US Open in the close-up view

Insight-Distance

Distance to center (mean)

Notes:

Smaller the better

Mercedes Benz is not on the wall

- ## J.P. Morgan is the 2nd closest to the screen center after US Open

- American Express is the worst in getting close to the screen center

- US Open and Mercedes is better than **J.P. Morgan** because of their location(middle of the wall ,on the net)

Insight - Appearance


apperance count in whole video
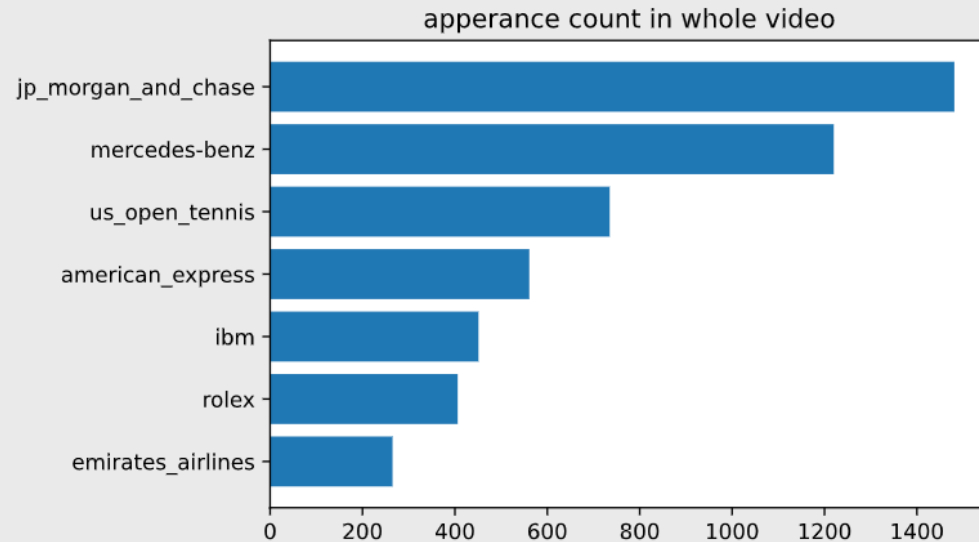
Notes:

Replication is NOT removed if logo appears more than once on the screen

- **J.P. Morgan have a best amount of the time showing up on the screen**

  - **J.P. Morgan** have more counts than US Open because they symmetric on the court view

  - Though Emirate is closer to the center, American express wins the game by showing up in the close up

Insight - Overall Comparison

logo comparison
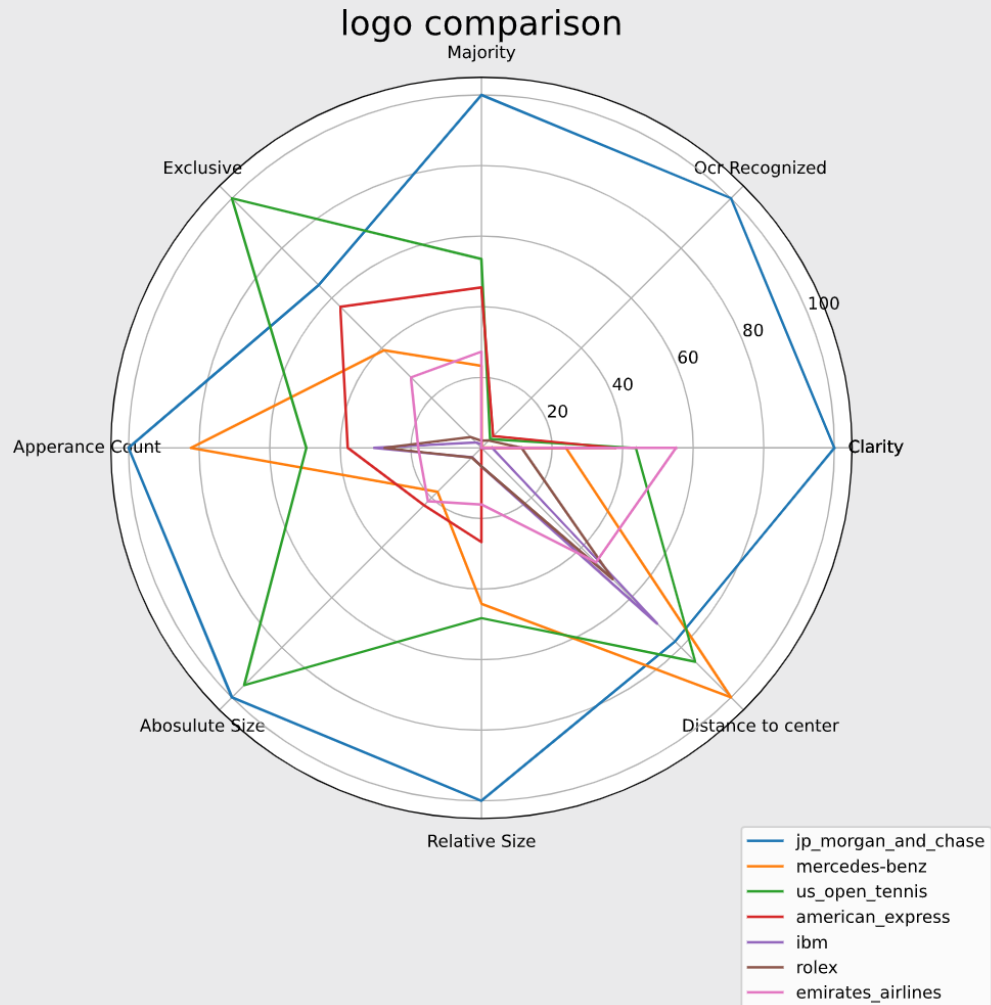
- **J.P. Morgan** is the best on the overall score

- It have appeared on the screen **more times** with **larger size** than others.

- It's also maintained a **good readability** on Clarity and OCR.

- The only shortage is on Exclusive and Distance. However, It is still better than other logos on the wall(American express and Emirate Airline)

Conclusion

The answer of whether they should favor another spot is:

NO

- We already wining other logos on readability, recognition and appearance.

- Favoring another spot cannot provide then huge improvement on the advertising

- US Open's logo is better in Exclusive and Distance, but it's not contributed by the spot on the wall

Suggestions

To extend advertisement effect through the positions on the wall, replace:

- Emirate Airline
  - closest to the center after J.P. Morgan
  - good clarity in the close-up view
  - it appears less often than other American Express

- American Express
  - good size and clarity on close-up view
  - Showed up a lot of times.
  - might be cheaper because it's small and at the corner
  - hard to recognize on common cases (court view)

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Suggestions

- For the overall effects try to acquire:
- US Open's naming Right
  - Show up on score board and Transition
  - Big logo on the wall, good clarity and readability
  - Much expensive than a partner spot
  - Complex cultural integration (bank is not close to sport industry)
- Mercedes Benz
  - Best for focus and relative size
  - Good for Chase's logo
  - The size on the net might not suit J.P. Morgan's logo

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Limitation

- Resolution – 704*480 is low resolution today

- Model accuracy

  - mis recognize logos

  - model recognition is not equal to human recognition

- Match itself – this is the Final match, does not represent all the matches of the US Open

Thanks!