



# GENDER PERCEPTIONS IN A SPONSORSHIP CONTEXT

QUALITATIVE INVESTIGATION OF GENDER-INCONGRUENT  
SPONSORSHIPS

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## TABLE OF CONTENT

<b>EXECUTIVE SUMMARY</b>	<b>2</b>
<b>1. INTRODUCTION</b>	
1.1 Problem Definition	3
1.2 Problem Relevance	5
1.3 Examples of sponsorships	9
1.4 Research Delimitation	11
<b>2. LITERATURE REVIEW</b>	
2.1 Gender Perceptions	15
2.2 Selecting a target group	26
2.3 Sponsorships	30
<b>3. METHODOLOGY</b>	
3.1 Choice of Research Type	37
3.2 Choice of Research Methods	48
3.3 Research Execution	43
<b>4. RESULTS</b>	
4.1 Pre-Test	51
4.2 Perceptions of event	54
4.3 Perceptions of brands	56
4.4 Sponsorship fit of gender-incongruent sponsorships	57
4.5 Gender Perceptions in gender-incongruent sponsorships	60
4.6 Influence of sponsor on sponsee and vice versa	67
4.7 Sponsorship activation methods	70
<b>5. DISCUSSION OF FINDINGS</b>	<b>72</b>
<b>6. CONCLUSION &amp; MANAGERIAL IMPLICATIONS</b>	<b>76</b>
<b>7. LIMITATIONS &amp; DIRECTIONS FOR FUTURE RESEARCH</b>	<b>79</b>
<b>8. REFERENCES</b>	<b>81</b>
<b>9. TABLES</b>	<b>85</b>
<b>10. APPENDIX</b>	<b>86</b>

## EXECUTIVE SUMMARY

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People attach symbolic meaning to goods they consume and thereby send symbolic signals to others by the choice of their products. Gender perceptions are part of the symbolic meaning for consumer goods and are challenged by different social developments. First, gender-incongruent shopping behavior takes place and leads to men increasingly engage in the consumption of feminine products and vice versa. Second, a variety of new manifestations of gender has developed and existing gender roles are transformed. In the meantime, people however still unambiguously classify products with regard to their traditional genders. The contradiction of these developments challenges the validity of existing symbolic signals for consumption.

Emerging gender-incongruent sponsorships reveal a case where contradicting gender perceptions come into play and a perceived masculine (feminine) sponsor needs to be linked to a feminine (masculine) sponsee in order to reach sponsorship fit.

A quantitative pre-test shows that people attach gender to events in the same manner than to products and also stick to traditional gender perceptions during the classification. By introducing people to fictive examples of gender-incongruent sponsorships within the qualitative research part it is revealed that perceived sponsorship fit between a perceived masculine (feminine) sponsor and a perceived feminine (masculine) sponsee can exist. The perceived fit is however found to be connected to the ability of a feminine (masculine) sponsor to adjust its brand image to the image of the masculine (feminine) sponsee. In addition, the gender roles marking the environment of brand and product category on one hand and the event on the other hand need to be aligned to create associative links between sponsor and sponsee in the mind of people. Sponsees can positively impact a brand's image and strengthen existing characteristics of the brand image in case of perceived sponsorship fit. Gender perceptions within the context of gender-incongruent sponsorships are frequently evolving around education, profession and the ongoing shift from traditional to modern gender roles. Sponsorship activation is further noted to increase the associative links people find between sponsor and sponsee. In this manner, engagement in gender-incongruent sponsorships can present companies with a valid strategic possibility to extend its existing target and include a gender that has traditionally struggled to use the products of the brand.

## 1. INTRODUCTION

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### 1.1 PROBLEM DEFINITION

*"You are what you buy"* (Todd, 2011) - This sentence puts in a nutshell what the postmodern consumption world is all about: While the functional value of products only makes an appearance as a supporting actor nowadays, the symbolic value has entered the stage. Consumers nowadays engage in symbolic consumption by judging a product's value by its ability to act as a symbolic signal transmitting social meaning to others (Witt, 2010). Hence, by the choice of a product people present who they are and to whom they belong (Todd, 2011). Consumption nowadays is therefore also often described as symbolic consumption, *"the form of consumer behavior least dependent on (...) product characteristics"* (Witt, 2010, p.18). Whether consciously or unconsciously - whether it's a version of a self only for yourself or for others: It nearly seems impossible nowadays to consume without creating a self at the same time (Belk, 1988).

What do we consume? Research has shown that men increasingly spend money on personal care products (Sturrock & Pioch, 1998), that younger men more frequently go shopping for clothing even without a female companion (Portolese Dias, 2003) and that the men jewelry market has doubled between 2007 and 2010 despite the overall recession (Time Magazine, 2010). Personal care products, clothing and jewelry are however still classified as feminine products (Daechun & Sanghoon, 2006; Fugate & Phillips, 2010). Women buy more than half of all new cars in the U.S. market (Forbes, 2010), they engage in higher consumptions of alcohol (Lyons & Willott, 2008) and female participants' rates in sports have reached a peak level (Townson, 1997). Cars, alcoholic drinks and sports are nevertheless categorized to be masculine (Daechun & Sanghoon, 2006; Fugate & Phillips, 2010). The aforementioned examples demonstrate that both men and women have started to consume products that traditionally only were part of the other gender's self. While there is an increase in men buying female products and vice versa, interestingly, when it comes to classifying product categories recently the product categories still have been linked to the gender of their traditional users (Daechun & Sanghoon, 2006; Fugate & Phillips, 2010). With regard to the creation of a self, in this manner, individuals incorporate a product into themselves that does not match their gender identity. Since people aim for cognitive consistency including gender-congruent information and therefore engage in resolving of inconsistent information (Festinger, 1957), men starting the day off with a facial cleanser

and women driving around in a SUV with 500 hp, seem to be a conflict to their gender identity that needs to be understood.

Understanding this conflict should not only be in the interest of social studies, but in the interest of consumer goods companies as it impacts their possible target group (Milner & Fodness, 1996). Gender perceptions describe the tendency that people attach a gender to an item. In a business context this includes products, product categories or brands. The existence of gender perceptions in a business context leads to “products that must be positioned with respect to gender” (Milner & Fodness, 1996, p.40) and thereby influences the establishment of a brand’s target group by making gender a key variable of the target selection process. Taking gender perceptions into account can help companies to approach the right target group with the right communication strategy. For this reason, understanding gender perceptions cannot only be seen as crucial to marketing and communications, but also to the overall performance of a company.

To understand the role of gender perceptions in businesses, this paper will take a look at a situation where gender perceptions are assumed to come intensively into play, namely event-related sponsoring. Event-related sponsoring can be defined as the investment of money or the like in an event or an element of the event (e.g. a team) in order to get access to the “exploitable commercial potential associated with this activity” (De Pelsmacker et al., 2010, p. 369). Within event-related sponsoring, a sponsoring company whose product category has been classified to be masculine (feminine) might engage in the sponsoring of an event that traditionally has been targeting women (men). Assuming that people might not only “genderize” product categories and thereby the sponsor of the event, but also “genderize” the sponsee - the event itself- companies are facing a situation where the target does not only generally deal with gender perceptions, but where conflicting gender perceptions might need to be resolved. The notion that sponsorship fit- the fit between image of the sponsoring brand and the sponsored event- is a key factor in determining the success of a sponsorship engagement (Speed & Thompson, 2000) underlines the importance of a resolution of conflicting gender perceptions for a sponsorship to pay off in the end.

Taking the factors mentioned above into account, this paper will focus on investigating the role of gender perceptions in event-related sponsoring and will point out how companies can profit from these findings.

"Which impact do gender perceptions have on gender-incongruent? And how can companies use these insights to successfully engage in these sponsorships?"

## 1.2 PROBLEM RELEVANCE

With regard to "genderization" of product categories, prior research has investigated the classification of product categories into genders (Fugate & Phillips, 2010; Daechun & Sanghoon, 2006), but little attention has been drawn to the consequences for a brand to be perceived as masculine or feminine. Investigating sponsorships where a perceived masculine (feminine) sponsor engages in the sponsorship of a perceived feminine (masculine) event will reveal how people perceive these brands and how to successfully define a marketing communication strategy for them.

Sponsorships have become a fundamental instrument of marketing communications. The awareness and possibility for a company to engage in an event-related sponsorship is at an all-time high since leisure events have become highly important in today's society (Gwinner, 1997). Investments in promotional sponsoring are rapidly growing. In the year 2013, a sum of \$53.3 billion has been spent on sponsorships by companies (O'Reilly & Lafrance Horning, 2013). This means an increase of 75% compared to spending in 2005. Further, the higher involvement of top management in sponsorships further underlines the notion of growing sponsorship importance (De Pelsmacker et al., 2010).

With the increased importance of sponsorships as a marketing communication tool, it becomes also more crucial for a company to understand the target audience of the sponsorship as well as choosing the right communication strategy and sponsorship activation to achieve sponsorship fit. These components influence the success of the sponsorship engagement for a company, namely the realization of sponsorship goals like brand awareness, brand recognition or brand recall, establishment, changing or strengthening of the brand image and return on the sponsorship investment (Mazodier & Merunka, 2012).

For a sponsorship to become successful and reach higher sponsor recall and recognition accuracy, sponsorship fit must take place (Speed & Thompson, 2000). A great amount of prior research has examined fit-related sponsorships and has investigated a variety of components including (1) sponsor recall (Cornwell et al., 2006; Olson & Thjømsoe, 2011; Simmons & Becker-Olsen, 2006), (2) emotions toward the event (Martensen et al., 2007), (3) attitude towards the sponsorship (Olson, 2010; Simmons & Becker-Olsen, 2006), (4) attitude towards the sponsor (Olson & Thjømsoe, 2011; Simmons & Becker-Olsen, 2006; Speed, & Thompson, 2000), (5) event characteristics (Gwinner, 1997) and (6) basis for fit perceptions (Olson & Thjømsoe, 2011). However, a possible influence of gender perceptions on sponsorship fit and emotional reactions to sponsorships has been neglected by research so far. Not only possible linkages and image transfer between sponsor and sponsee is of great importance for a sponsoring company, but also the impact of the event's image on the brand image (Gwinner, 1997). For a perceived masculine (feminine) company, it is crucial to know whether sponsoring a perceived feminine (masculine) event alters existing brand perceptions. Perceptions that people have towards a brand have an influence on the possible target group and the positioning of the brand. Understanding emotional reactions to event-related sponsorships could not only give insights into the role of gender perceptions with regard to sponsorships, but also in general to reactions to gender-incongruent information. This in turn might help to understand why people buy and use products that seem not to match their gender identity.

Sponsorship implementation or sponsorship leveraging, exploitation or activation has been discussed in various academic papers. Many researchers agree on the notion that sponsorship activation is highly important for the maximization of return on investment for a company (Olson & Thjømsoe, 2009). By engaging in sponsorship activation companies can achieve higher benefits by creating linkages between sponsoring brand and a sponsored event (Gwinner & Eaton, 1999; Meenaghan, 1991) and thereby enhance an image transfer and sponsorship fit. Despite the known importance of sponsorship activation, the concept has barely been investigated in sponsorship examples where linkages between sponsor and sponsee are not obvious, but rather difficult to image as in the case of a perceived masculine (feminine) brand sponsoring a perceived feminine (masculine) event. Coppetti et al. (2009) have however found that an articulation of incongruent sponsorships leads to increase in perceived linkages between the event and

the brand. The general lack of investigation of sponsorship activation for incongruent sponsorships seems however paradox as sponsorship activation can be assumed to be even more critical than in cases where sponsor and sponsee enjoy a natural fit since the unobvious linkage between brand and event must be explained via communication. Furthermore, different sponsorship activation channels should be compared to find out which of them has the highest potential to successfully communicate this linkage. Perceived masculine (feminine) companies engaging in a sponsorship of a perceived feminine (masculine) event can thereby be informed in which channels to invest their sponsoring budget in order to most likely achieve sponsorship fit.

Nowadays, ongoing social developments impact people's perception of masculinity and femininity. The blurring of gender roles - although it has already been reported in the last centuries - can still be regarded as a recent social phenomenon due to its continuous changes and re-definitions (Palan, 2001). New gender identities such as 'Tomboys' and 'metrosexual' men appear that question the "sex=gender"- equation. The term 'Tomboy' has been introduced and describes women engaging in masculine behavior. The term has further become an accepted and even celebrated gender identity in recent years and has achieved recognition in the fashion world as a new gender role model (Skerski, 2011). The more recent emergence of the 'metrosexual' man - replacing the term "sissy" that has been previously used to describe men behaving like women (or boys behaving like girls) made men, showing girlish behavior, more socially accepted and even highly fashionable. Current findings about gender perceptions and gender roles can therefore not be regarded as stable concepts that -once being investigated- can be taken for granted. Rather, they should be understood as a dynamic concept that needs to be steadily revised as new social phenomena come into play and change the prior attitude people have held.

It might also be of further interest to compare reactions to sponsorships where a perceived feminine brand sponsors a perceived masculine event with reactions to sponsorships where a perceived masculine brand sponsors a perceived feminine event. Stuteville's (1971) research revealed that it is easier for masculine products to attract female buyers than the reverse situation, therefore it can be assumed that different reactions among gender take place. This can be explained by the social tendency to label boys who act like girls as 'sissies', but girls who behave like boys as 'tomboys'. However, in the meantime the social phenomenon of the 'metrosexual' man has occurred and might have made boys



behaving like girls more socially acceptable. Nevertheless, the degree to which gender-incongruent behavior is accepted is essential for establishing a target audience and choosing a communication strategy by taking into account whether women (men) still struggle using a product category or whether they already use it.

Next to investments in sponsorships that are at an all-time high, also the importance of the symbolic meaning of products is reported to have reached its peak (Todd, 2011). In the postmodern consumption world our purchases are even described as “a language that creates a sense of who we are” (Todd, 2011, p.1) and thereby our consumption reflects our innermost desires and is caught up with the production of self. Therefore, people pay high attention to the products they buy and carefully choose the appropriate products that match their self-image and represent their actual or ideal self (McCracken, 1986). As people further have a preference for cognitive consistency and gender congruent information (Orth & Holancova, 2004), understanding why people buy or do not buy a certain product might also mean understanding gender perceptions.

As prior research has only revealed that people classify product categories with regard to gender and it is only assumed that people classify brands and events in the same manner, in a first step this paper will focus on generating an answer to the following questions:

- ✓ Do people classify brands with regard to gender?
- ✓ Do people classify events with regard to gender?

If the assumption of people classifying brands and events is proven to be true, this paper will take will aim at answering the following questions:

- ✓ To which extent can a sponsorship fit be achieved if a perceived masculine (feminine) brand sponsors a perceived feminine (masculine) event?
- ✓ Which impact does sponsoring a perceived masculine (feminine) event have on the perceptions of the sponsor's brand image?
- ✓ Which impact does a perceived masculine (feminine) sponsor have on the perceptions of an event's image?

- ✓ To which extent can reactions to sponsorships where a perceived masculine (feminine) brand sponsors a perceived feminine (masculine) event be explained by gender perceptions?
- ✓ To which extent do reactions to a perceived masculine brand sponsoring a perceived feminine event differ from reactions to a perceived feminine brand sponsoring a perceived masculine event?
- ✓ To which extent does sponsorship activation have an impact on perceived sponsorship fit of sponsorships where sponsor and sponsee traditionally are perceived to have opposing genders?

### 1.3 EXAMPLES OF SPONSORSHIPS

The examples mentioned only represent a limited selection of gender-incongruent sponsorships that have been found studying major events covered in the media. The existence of gender-incongruent sponsorships for well-known events however underlines the importance of the research problem.

When looking at brands within a feminine product category sponsoring events for men, it becomes evident that the majority of sponsorships takes place in the area of sports. This is not surprising as 68% of sponsoring budgets is invested in sport events (Mazodier & Merunka, 2011). Masculine brands sponsoring events for women are mainly evolving around fashion events. Moreover, when event-related sponsorships were studied, more feminine brands engaging in sponsorships of events for men were found than vice versa.

#### Feminine brands sponsoring events for men

SPONSORED EVENT	SPONSORING ACTIVITY	SPONSORING COMPANY
FIFA World Cup 2014 (soccer)	Official world cup 2014 sponsor	Johnson & Johnson (personal care/ female hygiene)
Olympic Games 2014 Sochi (sports)	Official sponsor	Procter & Gamble (personal care, cleaning)
Super Bowl (Football)	Official sponsor	Procter & Gamble (personal care, cleaning)
Formula 1 (motorsports)	Official sponsor Red Bull Infiniti	Pepe Jeans (clothing)

	team	
Formula 1 (motorsport)	Official sponsor Nico Rosberg	Thomas Sabo (jewelry)
European Poker Tour (gaming)	Official sponsor	Shamballa Jewels (jewelry)
DHL German Ice Hockey League (ice hockey)	Jersey sponsor and naming partner of Thomas Sabo Ice Tigers Nürnberg	Thomas Sabo (jewelry)
Premier league (soccer)	Jersey sponsor West Ham United	Dr. Martens (shoes)
Bundesliga (soccer)	Jersey sponsor 1.FC Nürnberg	NKD (clothing)
DTM (motorsport)	Team sponsor Mercedes Benz	Thomas Sabo (jewelry)
Shelby American NASCAR Sprint Cup series (motorsport)	Team sponsor TRB	Kim Kardashian Fragrance/ Sephora (perfumes, personal care)
Senior PGA (Golf)	Official sponsor	KitchenAid (home appliance)

(Examples of feminine brands sponsoring events for men)

#### Masculine brands sponsoring events for women

SPONSORED EVENT	SPONSORING ACTIVITY	SPONSORING COMPANY
Fashion Week e.g. New York, Berlin & Tokyo (fashion)	Official sponsor and naming partner	Mercedes Benz (cars)
London Fashion Week (fashion)	Official sponsors	Vodafone (telecommunications), American Express (financial service), Lavazza (coffee), Samsung (consumer electronics)
Vogue Fashion's Night Out (fashion)	Official sponsor	Lavazza (coffee), Mastercard (Financial services)
Fashion Week e.g. Sydney & Tokyo (fashion)	Official sponsor	Peroni (beer)
New York Fashion Week	Official sponsor	Beck's Sapphire (beer)

(Examples of masculine brands sponsoring events for women)

### 1.4 DELIMITATION OF RESEARCH PROBLEM

Before moving to the literature review, within this part of the paper the defined problem will be delimited. In contrast to the limitations of the research, which are shortcomings that cannot be controlled and place restrictions on the methodologies and findings of the

research study, delimitating factors are controllable and describe boundaries for the research study that have been set before-hand (Shipman, 1988). Limitations will be elaborated at the end of the paper. Within this part, it will be explained which boundaries have been chosen and why.

#### 1.4.1 Delimitation of research method

As this paper aims at understanding the socio-cognitive meaning of gender perceptions in a sponsorship context, a qualitative approach is applicable to realize a probing of the research focus. While quantitative research's goal is scientific acceptance and the creation of a truth by verifying observations and hypotheses (positivism), qualitative research's goal is the exploratory understanding of new perspectives (interpretivism). In this paper the exploration of a new phenomenon - gender perceptions in a sponsorship context- is supposed to lead to a better understanding of the problem at hand and to defining the key issues and key variables. A quantitative research might be limited in covering the deepness of emotions observed due to its focus on measuring phenomena in numbers. In addition, quantitative research generates objective findings (Smaling, 1992), but this paper emphasis subjectivity and is interested in revealing people's personal stories about gender perceptions in a gender-incongruent sponsorship context in order to infer the meaning and reasoning behind these stories. This concept is called constructionism and goes hand in hand with the characteristic of interpretivism that there is no objective reality (Williams, 2000). A highly personal concept such as gender perceptions that is central to the core of the self- image is assumed to vary between individuals; thus, people do not hold identical gender perceptions. Subjective perceptions should not be objectivize as they will lose their explanatory character needed to understand consumer behavior in the context of a perceived masculine (feminine) brand sponsoring a perceived feminine (masculine) event. Moreover, since marketers would have a hard time defining the right market segment and creating a marketing campaign without knowing what drives consumers, understanding consumer behavior by qualitative research can be essential for a company's business.

In more detail, the qualitative research in this paper will follow an "in vivo approach". Qualitative research is often described as an inductive process, pointing out that theory is

derived from the meaning of behavior or thoughts being investigated. Induction also includes that a research is designed without using pre-existing theory because this could lead to being predetermined and being “biased” when observing people (Thomas, 2006). However, not including pre-existing theory can lead to a lack of research focus and a repetition of already existing studies. Therefore, it is important to find a balance between taking existing literature into account and investigating people’s behavior and thoughts without being too re-determined. Andersen and Kragh (2010) have introduced two different approaches explaining how pre-existing literature can be used within a qualitative research setting (Table 1).

How \ When	When	
	Single perspective use in early stages and continuous refinement	Multiparadigmatic use from the outset
Theories as inspirational resources for theory refinement	<i>In Vivo approach</i>	
Theories as language games used to produce new understandings		<i>Ex Ante approach</i>

(Table 1 by Andersen & Kragh, 2010)

According to the in vivo approach, in this paper meaning of an overall theoretical framework - a combination of models by McCracken (1986) and Gwinner (1997) - is taken as a point of departure. It will however be continued to “scan, select and discard theoretical perspectives” (Andersen & Kragh, 2010, p.52) when the theoretical framework is confronted with empirical data from the qualitative research. This process will lead to integrating existing theories with observations in order to create new perspectives and theories. Even though qualitative research is normally marked by an exploratory research purpose, following an “in vivo approach” can lead to combining exploratory elements with explanatory elements by taking an existing theoretical framework as a point of departure and aiming at studying the nature of the relationships within this framework. Nevertheless, as the theoretical framework is only a point of departure and key variables might be

discovered and added during the research process, the main purpose of the research remains exploratory.

Despite the focus on qualitative research, the pre-test will be quantitative and will investigate whether people classify brands and events with regard to gender. The pre-test will provide an objective fundament for the main research and will ensure that the research focuses on a problem that has statistical significance (Bowerman, 2009). The findings of the pre-test will be integrated in the theoretical framework that will be used during the research and underlines the notion that an “in vivo approach” is applicable.

#### 1.4.2 Delimitation of research focus

Various academic papers have dealt with gender perceptions or sponsorships. This paper however will focus on the integration of the two concepts with the help of the model of “movement of meaning” by McCracken (1986) and the model of sponsorship fit by Gwinner (1997). Thereby other literature providing valuable views on gender perceptions and the sponsorship context are ignored. However, as there is no existing literature about gender perceptions within a sponsorship context the combination of these two models is assumed to generate a theoretical frame that covers key factors in the relationship between the two concepts. Furthermore, the integrated model is only seen as a starting point for the research and other models or concepts might be added during the process of the research in order to achieve a fuller picture of the elements involved and to enable the researcher to explain the role of gender perceptions in a sponsorship context in more detail.

The delimitation in the research focus is needed to create a theoretical framework as a point of departure in line with the “in vivo approach” and to better organize data that will be generated. Nevertheless, the research focus itself will not be delimited as qualitative research is aiming at discovering research foci and should never be too predetermined in what to study and should rather be led by the observations during the research.

#### 1.4.3 Delimitation of research population

The population of the study will be restricted to young people. This delimitation has been chosen as young men have been proven to be more open-minded towards new social developments as the emergence of the ‘metrosexual’ man than their older counterparts (Pompper, 2010). Older counterparts might be aware of the existence of these new tendencies; however, they do not see their self-image influenced by these tensions. They see their self-image as already complete and do not look for new parts to integrate (Pompper, 2010). Young men find ‘metrosexual’ behavior more acceptable while they still see ‘metrosexuality’ as a challenge to masculinity (Pompper, 2010). This underlines the notion that older and younger men hold different gender perceptions. Focusing on young men is applicable as they are assumed to possess the most up-to-date gender perceptions incorporating new social phenomena and further having a self-image that is most likely impacted by these gender perceptions (Pompper, 2010). It is further assumed that the same is true for young women compared to their older counterparts, so that they will be included in the study population next to young men in order to compare perceptions across genders. Moreover, research has also shown that people show higher tolerances for the lack of product-gender-congruence if they have been exposed to untraditional sex roles at home or modern sex role perceptions in general (Fugate & Phillips, 2010). These characteristics are most likely to be found in young men and women growing up in times of gender roles’ blurring. Therefore, it can be assumed that the younger generation might be more open-minded towards situations where gender perceptions are not congruent and might even have succeeded in integrating non gender-congruent information into their selves and still achieving cognitive consistency.

In addition, the study population will be delimited to Germans. Investigating emotional reaction is assumed to be more representative if all participants share the same cultural background. Germany will be the focus of the study as it represents not only the European country with the highest population and thereby the highest amount of possible consumers, but also the country with the highest investments in sponsorships (De Pelsmacker et al., 2010). Germany can be seen as a key market for companies engaging in sponsorships and understanding German consumers therefore should be regarded as a priority.

## 2. LITERATURE REVIEW

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Within this part of the paper the existing literature about sponsorships and gender perceptions will be reviewed and a theoretical framework will be established that will act as a point of departure for the research. A conceptual, integrated model of gender perceptions' role in the context of gender-incongruent sponsorships will be introduced that integrates parts of different existing models and will point out how meaning of gender perceptions is moved. However, before the model will be presented, a deeper look will be taken at gender perceptions, the central element of the study.

### 2.1 GENDER PERCEPTIONS

While people barely face problems dividing people into men and women based on their sex, defining gender more often gives people a hard time to (Muehlenhard & Peterson, 2011). While sex basically refers to the biological classification into women and men, gender can be regarded as a socio-cognitive construct based on people's belief of what is masculine and what is feminine (Milner & Fodness, 1996). Consequently, gender perceptions describe beliefs or perceptions that people hold towards masculinity and femininity and that lead to attaching a gender to an item. The perceptions are shaped by the culture that surrounds people which in turn builds the context for the development of socio-cognitive meaning (McCracken, 1986). To understand gender perceptions therefore also means understanding the culture where the meanings derived from.

Gender perceptions can change over time due to new social developments that have an influence on cultural meaning (Skerski, 2011) and for this reason need to be seen as a dynamic rather than a stable construct. Furthermore, gender perceptions are highly individual and subjective, and one can assume that no two persons are sharing the same gender perceptions.

Gender perceptions can but do not necessarily need to be in line with biological sex: a man can possess many masculine traits as well as a woman can possess many feminine traits- however they do not have to (Muehlenhard. & Peterson, 2011). While you might always be perceived as a man or woman respectively, you do not necessarily need to be perceived as highly masculine or feminine. Nevertheless, sex and gender are often interlinked and



people tend to connect men with masculine traits and women with feminine traits (Muehlenhard & Peterson, 2011). Further, each gender strives for a perception of their selves that matches gender perceptions to achieve cognitive consistency (Festinger, 1957; Belk, 1988).

### 2.1.1 Masculinity and Femininity

When masculinity is described, it is often linked to dominance, rationality, independence, activity, the absence of emotions and business (Ross-smith & Kronberger, 2004). Further, physical strength and sports are seen as rather masculine elements (Kidd, B., 2013). Table 2 presents the Bem Sex Role Inventory (Bem, 1974; identified as BSRI) which is used to measure gender role perceptions and mentions twenty different character traits to describe masculinity or femininity respectively. Thereby the BSRI connects masculinity among others to leadership, aggressiveness, ambition, analytical skills, assertiveness, competitiveness, individuality, self-reliance, easy decision-making and the willingness to take a stand and to take risks.

Femininity is more often described with regard to compliance, nurturing, emotions and caring for home and children (Connell, R.W., 1987). Physical concern is also a feminine trait since women place higher importance on their physical appearance than men do. Within the BSRI (1974), femininity is expressed among others by sympathy, tenderness, the usage of soft language, loyalty, empathy (sensitive to the need of others), shyness, affection, loving children and easily being flattered.

Even though the BSRI has been established some centuries ago, a more recent investigation of the feminine and masculine traits used reveal that the BSRI is still valid and meaningful (Holt & Ellis, 1998). All masculine and all but two feminine character traits mentioned by Bem (1974) have been rated as being more desirable for men or women respectively and in this manner underline that the BSRI still has significant relevance when classifying masculinity and femininity nowadays.

ITEMS ON THE MASCULINITY, FEMININITY, AND SOCIAL DESIRABILITY SCALES OF THE BSRI		
Masculine items	Feminine items	Neutral items
49. Acts as a leader 46. Aggressive 58. Ambitious 22. Analytical 13. Assertive 10. Athletic 55. Competitive 4. Defends own beliefs 37. Dominant 19. Forceful 25. Has leadership abilities 7. Independent 52. Individualistic 31. Makes decisions easily 40. Masculine 1. Self-reliant 34. Self-sufficient 16. Strong personality 43. Willing to take a stand 28. Willing to take risks	11. Affectionate 5. Cheerful 50. Childlike 32. Compassionate 53. Does not use harsh language 35. Eager to soothe hurt feelings 20. Feminine 14. Flatterable 59. Gentle 47. Gullible 56. Loves children 17. Loyal 26. Sensitive to the needs of others 8. Shy 38. Soft spoken 23. Sympathetic 44. Tender 29. Understanding 41. Warm 2. Yielding	51. Adaptable 36. Conceited 9. Conscientious 60. Conventional 45. Friendly 15. Happy 3. Helpful 48. Inefficient 24. Jealous 39. Likable 6. Moody 21. Reliable 30. Secretive 33. Sincere 42. Solemn 57. Tactful 12. Theatrical 27. Truthful 18. Unpredictable 54. Unsystematic

*Note.* The number preceding each item reflects the position of each adjective as it actually appears on the Inventory.

Table 2: *Items of the Masculinity, Femininity & Social Desirability Scale of the BSRI* by Bem (1974)

The emergence of new gender identities as ‘tomboys’ and ‘metrosexual’ men represent role models where masculinity and femininity are combined, but in line with the reassessed validity of the BSRI these new gender roles do not change the notion that traditional characteristics of masculinity and femininity are still unambiguously a sign for only masculinity or femininity and not for both (Feiereisen et al., 2009). Even men who have already adopted ‘metrosexual’ standards still do not want to be seen as effeminate. People possessing a combination of both masculine and feminine traits are called androgynous (Fugate & Phillips, 2010).

### 2.1.2 Gender perceptions’ movement of meaning

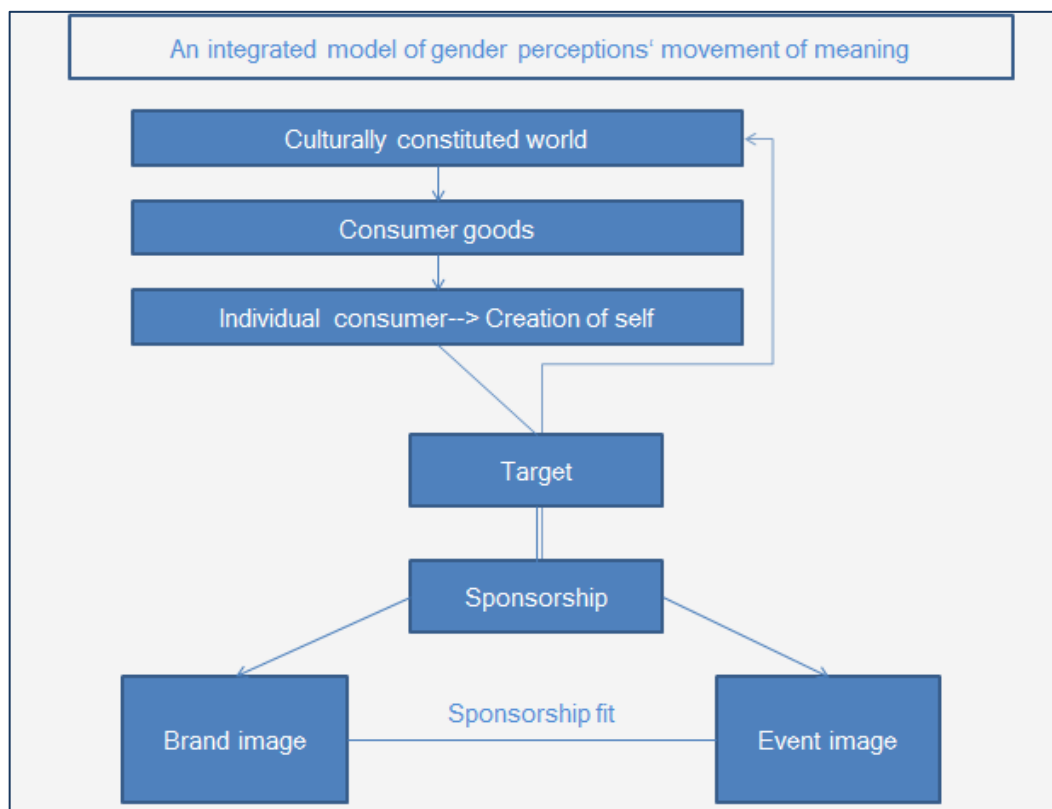
Gender perceptions are part of the symbolic meanings that people attach to products by categorizing products as masculine or feminine. The integration of McCracken’s (1986) model of the movement of symbolic meaning and Gwinner’s (1997) model of sponsorship fit points out how gender perceptions’ are created and moved and how sponsorships are affected by these gender perceptions (Table 3). Different models have been reviewed and

evaluated based on their ability to describe gender perceptions' role in a context of gender-incongruent sponsorships before a combination of McCracken and Gwinner is taken as the most suitable model for explaining the research problem at hand.

First, symbolic meaning resides in the culturally constituted world and needs to be transferred to the individual consumer by consumer goods (McCracken, 1986). In the case of gender perceptions this would mean that perceived masculine or feminine products are brought to the market. The consumer is then integrating the meaning into his self by deciding to buy and use a perceived masculine or feminine product. This decision is however influenced by people's preference for gender congruence and cognitive

consistency

(Festinger, 1957). The consumer at this stage is further not only seen as an individual consumer, but also as part of a possible target group for an event-related



(Table 3 integrating models of McCracken, 1986 & Gwinner, 1997)

sponsorship. The target group of an event-related sponsorship is thereby shaped by the individual gender perceptions that people have derived from the constituted world and which have been transferred via consumer goods to their self-image.

The way a sponsorship is perceived is then also dependent on people's gender perceptions as they judge a possible fit between sponsoring brand and sponsored event based on their existing perceptions. Moreover, a sponsorship can also create new

meaning by bringing together two components - a brand and an event- that have not been linked before and in this manner can adjust the meaning of the brand or the event respectively which could then be integrated into the self of consumers (McCracken, 1986). This possible new meaning creation will be investigated in the research.

The integrated model of McCracken (1986) and Gwinner (1997) shows why understanding gender perceptions is not only important for social studies, but also for marketing and communications, as we need to understand how gender perceptions are created and moved in order to understand how they impact the possible target audience of an event, influence their brand and event image and their resulting intentions to buy, and how these perceptions can even be altered by sponsorship engagements.

The different elements of the model will now be discussed in more detail.

### 2.1.3 Symbolic meaning of goods

One underlying notion of McCracken's model of movement of meaning is the symbolic meaning that people attach to goods. While earlier classifications have described the consumer as an instinct-driven animal or a rationalist computer, nowadays we have arrived at the notion to either define the consumer as an emotional tourist or as a tribe member depending on whether we aim at understanding the consumer as an individual who only follows his own feelings or as a collectivist who acts within a group and is influenced by the symbolic meanings that reside within this setting (Østergaard & Jantzen, 2000).

With regard to these new perspectives on consumer research, in order to understand consumer behavior, one has to understand the meaning attached to products by people. People do not simply possess products; they regard possessions as a part of themselves (Belk, 1988). This phenomenon can occur consciously or unconsciously: some consumer are aware of the relationship between their possessions and their self-image and might intentionally choose a product for its impact on their self-image while others are not aware of the importance of possessions for themselves. Possessions cover different categories of things that we define as part of ourselves and reach from possessions that physically belong to us like body parts over more abstract concepts as our ideas and thoughts to materialistic possession like consumer goods (Belk, 1988).

For the purpose of this paper, the research on how possessions can impact our self-image will be limited to consumer goods (all sponsoring companies investigated are consumer good companies) and to the more abstract concept of experiences generated by events that can also become a part of a self.

When a product choice is taking place, consumers compare their own self-concept with the product-user image of a product they want to buy (Gover & Schoormans, 2005) or the image of the audience of an event that they want to attend or become interested in. Since people are generally motivated by self-consistency, they will prefer products where they can identify with the people that are thought to use the product or thought to attend the event (Festinger, 1957). With regard to gender perceptions this implies that masculine people are looking for products or events with a perceived masculine target audience while feminine persons will be interested in products or events with a perceived feminine target audience.

When looking at the self-image of people that plays an important role in which product to choose, four different types of self are distinguished by McCracken (1986):

- (1) Actual self (defined as how people see themselves).
- (2) Ideal self (defined as how people would like to see themselves).
- (3) Actual-social self (defined as how people believe they are seen by significant others).
- (4) Ideal-social self (defined as how people would like to be seen by significant others)

With regard to gender perceptions this means there are four different types of selves that may vary in their degree of masculinity and femininity, so that e.g. your ideal self is more masculine (feminine) than your actual self or vice versa.

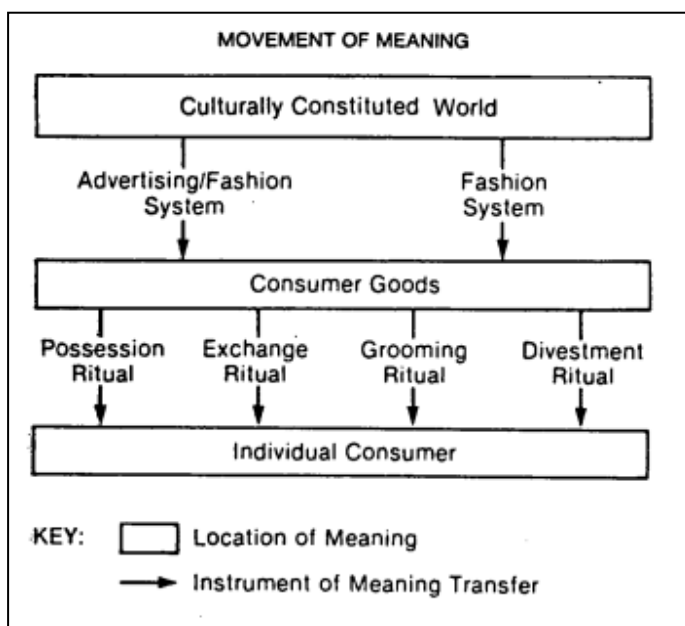
The notion of different types of selves goes hand in hand with Belk's (1988) observation that a person does not only hold one level of self, but multiple levels of self. Everybody carries around different levels of himself based on importance and environment. Importance describes the notion that people classify their levels with regard to centrality for themselves: some levels can be categorized as core levels of self while others might be more distant and less relevant concept to self. Moreover, people do not only exist as

individuals, but also as collectivist and need different levels of self for different group settings and situations (Belk, 1988).

Depending on which product or event people want to buy or attend and in which environment the product or event is “consumed”, it might change which self-image has the highest impact on the decision to buy or attend. In different situations and for different types of products or events people might vary in the degree to which being perceived as masculine (feminine) is important to them. e.g. publicly consumed products or events might call for another self than privately consumed products or events (Bearden. & Etzel, 1982).

According to Belk (1988), possessions can extend our self-image in three different ways: by mastering and controlling them, by creating it either materialistic or abstract and by knowing them. All three processes of self-extension share an intentional and active involvement by people. A perceived masculine (feminine) product or event could in this manner extend ourselves by either having a high knowledge about the product or event, by having created the product or event itself or an experience connected to the product or event, or by having the needed skills to master the product or actively control the product or event.

#### 2.1.4 Movement of meaning



(Table 4 *Movement of meaning* by McCracken, 1986)

Products' significance for consumers moves far beyond utilitarian and commercial motives (McCracken, 1986). Consumers often buy products because of their ability to carry culturally-embedded meaning which moves from the culturally constituted world through consumer goods and rituals to the individual consumer itself. In the following this process will be discussed in more detail by using the table of Mc Cracken (Table 4; 1986).

At first, cultural meaning resides only in the culturally constituted world. For a meaning transfer to be achieved, the meaning must move first from the culturally constituted world to consumer goods (McCracken, 1986). This meaning transfer can either be realized by advertising or by the fashion system. Within an advertisement meaning from a culturally constituted world can be brought together with a specific product and thereby the meaning is passed on to the product. With regard to the fashion system, movement of meaning is reached by creating new styles of products and connecting them with existing cultural categories or principles or by reshaping existing cultural principles via opinion leaders, so that new cultural principles are invented.

In order to move the cultural meaning onwards to the individual consumers, rituals must take place. According to McCracken (1986), one distinguishes four different types of rituals: Exchange rituals where people choose and buy a product for another person and hand it over as a gift, possession rituals dealing with time that is spent on products that people already own and can include very obvious acts as cleaning and presenting the products, but also more hidden acts as reflecting and showing, grooming rituals describing the act of putting effort into products and 'make them live' in order to transfer their meaning to you and divestment rituals realized to get rid of the meaning associated with the previous owner or to erase your own associations when a product shall be passed on (McCracken, 1986).

With regard to gender perceptions, meaning can be moved in both possible ways. New types of gender identities like 'tomboys' or 'metrosexual men' have already moved from the culturally constituted world to consumer goods via the fashion system and have started to reshape cultural principles by blurring the former very strict gender roles via opinion leaders as 'tomboy' Gwen Stefani (Jerski, 2011) or the 'metrosexual' David Beckham (Vincent, J., Hill, J.B., Lee, J.W., 2009 ). The movement of meaning resulted in consumer goods incorporating a new gender identity, e.g. nail polish only for men (ManGlaze) or women having their own Harley Davidson collection.

However movement via advertising - namely the bringing together of a rather feminine (masculine) good with the meaning of gender identities from the culturally constituted world - is possible for moving the meaning of gender perceptions as well (McCracken, 1986). Meaning could also be moved by presenting a rather feminine (masculine) good in a

masculine (feminine) advertising setting and perceptions of people about products change as a result. The same movement of meaning could also apply to a sponsorship engagement and presenting a masculine (feminine) good in the context of an event with a traditional feminine (masculine) target audience. By buying and possessing a good that traditionally belongs to the other gender, people move the meaning, so in the end it is located inside of them (Belk, 1988).

### 2.1.5 Gendered products

Product	Mean	SD	Mean	SD	Classification
Athletic shoes *	1.67	0.70	2.62	1.90	Masculine
Bath soap *	2.27	0.89	1.73	0.85	Feminine
Bottle wine *	2.57	0.74	1.35	73	Feminine
Boxed wine *	1.89	0.94	1.35	0.79	Feminine
Car *	2.04	0.88	2.44	1.86	Masculine
Digital camera *	2.30	0.91	1.55	0.82	Feminine
Beer *	1.17	0.67	2.81	0.56	Masculine
Regular coffee *	1.69	0.86	1.99	0.92	Masculine
Instant coffee *	1.5	0.88	1.74	96	Masculine
Food processor *	1.87	0.97	1.28	0.83	Feminine
Frozen vegetables *	1.90	0.99	1.19	0.78	Feminine
Hair spray *	2.83	0.58	0.86	0.69	Feminine
Facial tissue *	2.46	0.77	1.09	0.64	Feminine
Lawnmower *	.92	0.68	2.76	0.61	Masculine
Microwave	1.83	0.89	1.86	0.94	Androgynous
Potato chips *	1.42	0.83	2.10	0.93	Masculine
Canned soup	1.56	0.87	1.63	0.92	Androgynous
SUV *	1.80	0.84	2.36	0.84	Masculine
Toothpaste	1.81	1.12	1.77	1.10	Androgynous
Wall paint	1.62	0.94	1.80	0.97	Androgynous

(Table 5 *Gender Classifications of products* by Fugate & Phillips, 2010)

Not only persons have a gender, but research has also shown that products have a gender. The gender of a certain product is normally classified with little ambiguity. Gendered products can be seen as the result of culturally-embedded meanings about genders that moved meaning to the individual consumer by consumer goods.

Typical masculine products include automobiles, consumer electronics, alcoholic beverages (especially beer), insurance and financial services as well as games, sports apparel and

equipment (Daechun & Sanghoon, 2007). Wine and digital cameras can be regarded as an exemption since Fugate and Phillips (2010) have classified them as feminine products (Table 4). Wine and cameras in this manner have made the shift from being perceived as masculine earlier to being perceived as feminine nowadays (Milner & Fodness, 1996, Fugate & Phillips, 2010). Athletic shoes and cars are still characterized as clearly masculine products despite current attempts to target both genders.

Typical female products consist of personal care and beauty items, clothing, jewelry, accessories, cleaning items and home appliances (Daechun & Sanghoon, 2007; Fugate &



Phillips, 2010). . The classification of products as feminine or masculine in line with traditional gender roles could be a hint that new gender identities have not yet successfully moved meaning from the culturally constituted world to the individual customer. However, the shift of wine and digital cameras from masculine to feminine is a proof that new meanings can be transferred from the constituted world to the individual consumer.

While Fugate & Phillips (2010) and Milner & Fodness (1996) base their classification on products into masculine and feminine of perceptions of participants of their study, Daechun & Sanghoon (2007) calculate a ratio of female vs. masculine persons appearing in ads to find out which product categories are seen as rather masculine or feminine. For this reason, Fugate & Phillips (2010) in a first step do not reveal why products are perceived as masculine and feminine, but Daechun & Sanghoon (2007) already incorporate a way of movement of meaning in their study by showing that ads shape our perceptions of a product's gender.

In addition, men and women also tend to prefer buying products that match their gender identity. While men buy more instrumental and leisure items expressing independence and activity, women buy more symbolic and self-expressive goods linked to appearance and emotional aspects of self (Dittmar et al., 1995). The tendency of men and women preferring to buy products that match their gender identity underlines the importance of understanding gender perceptions within a marketing and communication context as without understanding consumer behavior consumer might not consume your product.

#### 2.1.6 Gender Congruity Theory

Gender identity congruity describes the extent to which “correspondence is achieved between the configuration of a gender portrayal in an advertisement and the configuration specified by a consumer's schema or beliefs” (Orth & Holancova, 2004). The principle of cognitive consistency further expresses that individuals value harmony among their own feelings, thoughts and behavior and are willing to put effort in maintaining consistency between these elements (Osgood & Tannenbaum, 1955). Despite cross-gender social behavior and a blurring of previous strict gender roles, people still tend to categorize products by gender and tend to buy products that are congruent with their gender (Milner &

Fodness, 1996; Fugate & Phillips, 2010). People even show more extreme preference for cognitive consistency and feel psychologically uncomfortable when using a product that is not made for their gender. However, recent research has also revealed that the need for gender congruent information has decreased if people grow up with parents in untraditional sex roles and when in general people are aware of modern sex roles.

Due to the presence of very clear gender perceptions -personality traits that unambiguously are associated with masculinity and femininity- a perceived masculine (feminine) brand sponsoring a perceived feminine (masculine) event is assumed to present people with conflicting information that will need to be resolved to achieve cognitive consistency.

**R<sub>1</sub>:** To which extent can emotional reactions to sponsorships where a perceived masculine (feminine) brand sponsors a perceived feminine (masculine) event be explained by gender perceptions?

The importance of buying products congruent with your own gender might vary across individuals and differences between men and women might occur due to the higher social acceptance of women buying masculine products than men buying feminine products (Gentry et al., 1978). Within a recent study, men have also shown a higher need for gender congruency than women (Fugate & Philipps, 2010). Furthermore, women are characterized by a lower elaboration threshold and therefore tend to engage in detailed processing more readily than men (Meyers-Levy & Maheswaran, 1991). As women are assumed to think more readily about potential relationships between sponsor and sponsee, they might be also more likely to establish relationships between incongruent sponsors and sponsees.

By sponsoring an event that is perceived to be masculine (feminine), a company perceived to be masculine (feminine) presents its products among others to a gender that formerly did not use its products and might still struggle to use them due to social perceptions about gender identities.

**R<sub>2</sub>:** To which extent do reactions to a perceived masculine brand sponsoring a perceived feminine event differ from reactions to a perceived feminine brand sponsoring a perceived masculine event?

The preference for cognitive consistency also leads to people's preference for advertisements that express a gender identity congruent to their own. Furthermore, gender identity congruity found in advertisements can even elicit positive responses to the advertising efforts of a company and can increase purchase intentions (Hong & Zinkhan, 1995) and liking of the brand (Dolich, 1969). Since gender identity is a crucial dimension of one's self-concept, it is further likely that an increase in the amount of gender-congruent information presented in an advertisement will result in a facilitation of processing this information (Worth et al., 1992).

Companies perceived to be masculine (feminine) and sponsoring a perceived feminine (masculine) event must therefore really carefully choose which information to use within their sponsorship communication and activation in order to not confuse people with information that is not congruent to their gender identity.

## 2.2 SELECTING A TARGET GROUP

After having taken into account what gender perceptions are, how their meaning is moved from the culturally constituted world to the individual consumer and how they impact cognitive consistency, now gender perceptions' role in the process of segmenting-targeting-positioning (STP) is discussed (De Pelsmacker et al., 2010). Consciously or unconsciously, marketers often apply gender as the first segmentation variable when defining the target audience of a brand (Milner & Fodness, 1996). With regard to demographics of a target audience, gender and sex are further often used interchangeably despite their difference in meaning.

As a first step, during market segmentation consumers are divided into homogeneous groups that share the same needs (De Pelsmacker et al., 2010). Market segmentation uses different variables to define these homogenous groups. Variables can be categorized as objective or inferred: objective segmentation variables describe variables that can be measured objectively and in a straightforward manner; inferred variables have to be defined before people can be classified into groups. Gender is regarded as an objective variable that belongs to demographics. Demographics are frequently used as they are relatively easy to measure and further correlate with other variable like consumer needs.

Sex and gender are often used interchangeably as segmentation variables, however the two terms describe two different concepts: while sex only refers to a biological categorization into men and women, gender describes masculine and feminine personality traits (Muehlenhard. & Peterson, 2011). For this reason sex can be classified as an objective variable while “gender” can be regarded as an inferred variable that needs to be clarified before people can be segmented based on it (De Pelsmacker et al., 2010). Once clarified, the variable “gender” might however lead to a generation of more homogenous market segments than the variable “sex” since it takes into account a more detailed differentiation between what is seen as “masculine” and “feminine”. Gender perceptions play an important role for market segmentation because they impact how gender is defined (Milner & Fodness, 1996) and are a dynamic concept that needs to be continuously revised due to ongoing social developments. To create homogenous market segments with regard to gender, one needs to understand gender perceptions’ influence on the definition of “gender” as a segmentation variable. Investigating reactions to sponsorships where a masculine (feminine) brand sponsors an event that is perceived as feminine (masculine) will give insights into how to define the inferred variable of “gender” in order to find the right target segment to focus on.

As a next step, it needs to be decided which and how many market segments to focus on (De Pelsmacker et al., 2010). To select the right target size and growth of segments, structural attractiveness of a segment, objectives and budgets of the company and stability of market segments should be evaluated. As a company that is perceived to be masculine (feminine), sponsoring an event that is perceived as feminine (masculine) can be regarded as a target group expansion because groups of people that might traditionally have struggled to use the company’s product category are now included in the target audience (De Pelsmacker et al., 2010)..With regard to targeting strategy, these sponsoring companies might follow a product specialization strategy and concentrate to sell a product to different markets segments - as men and women. The sponsorship engagement however could also be an attempt to achieve full market coverage as the company might try to target all customer groups by including a gender as a new market segment that traditionally has been ignored.

Gender perceptions also impact the last stage of the Segmenting-Targeting-Positioning process as the perceptions people hold towards gender also apply to perceptions about

product categories and thereby brands as shown by prior research about gendered product (Fugate & Phillips, 2010). Sponsoring an event that traditionally has been only targeting women or men respectively can impact the brand image and make perceptions about the brand more masculine or feminine (Gwinner, 1997). The sponsorship engagement can even be seen as a re-positioning if the brand is trying to enter a new target market by changing the perception about the brand (De Pelsmacker et al., 2010). Gender perceptions can also have an impact on positioning by product attributes and benefits since the importance of these attributes and benefits might vary due to gender perceptions. Furthermore, investing in a sponsorship in order to attract a gender that previously has not been the typical target group of your product can also have an impact on positioning by product user: if a product has been previously associated with only women (men), the sponsorship engagement might change the notion.

How perceptions about a masculine (feminine) brand that sponsors an event that is perceived to be feminine (masculine) change will be investigated during the research of this paper. For a company, it might be crucial to know which impact gender perceptions have on the process of Segmenting-Targeting-Positioning in order to choose the right target group and to avoid confusing positioning, meaning that communication efforts are seen as inconsistent and conflicting information is presented to consumer.

### 2.2.1 Communication target audience

Compared to market segmentation and target groups, the communication target audience is defining a narrower group of people that will react to marketing and communication efforts in the same manner. Even though at the general level the audience might share demographic characteristics like gender or can be classified by lifestyle variables describing their interest in a specific event (Kotler & Keller, 2012), people sharing gender and an interest into an event still might differ fundamentally at the domain- and brand-specific level. Gender perceptions are assumed to have a high impact on these levels of the segmentation process for the target audience (Milner & Fodness, 1996).

At the domain-specific level target audience groups are classified based on characteristics about a certain product or product category (Kotler & Keller, 2012). Gender perceptions

might heavily influence the readiness of people to use and buy a product category and therefore also the stage of the DAGMAR model where people find themselves. The DAGMAR model presents communication objectives in a sequence, and establishing category need is the very first step of the process (De Pelsmacker et al., 2010). When a masculine (feminine) brand sponsors an event with a traditional feminine (masculine) target, the company primarily talks to a new target - to a gender that is traditionally not using the brand and the product category in general. With regard to the DAGMAR model communication goals for men and women are assumed to differ within gender-incongruent sponsorships due to the brand's product category. It can be assumed that one gender might already have a favorable image about the product category since it matches their gender identity while the other gender is more critical towards the product category since it does not traditionally match their gender identity (Percy & Rosenbaum-Elliott, 2012). As a result, for one gender the communication goal might be the establishment of category need (first goal within the DAGMAR model) while the goal for the other gender might be of a higher order, e.g. brand awareness, brand attitude or even brand loyalty.

At the brand-specific level, one gender has traditionally struggled with buying and using the brand while the other gender regards it as gender-matching to use the brand (De Pelsmacker et al., 2010). Perceptions about the brand might therefore be more favorable for the gender that has always used the product category and the brand. The gender that only recently started using the product category and the brand might still face some identity problems when consuming the brand and might therefore have a less favorable image of the brand. Research within this paper will reveal gender perception's impact on attitude towards product category and brand, and will point out which communication goal is the most appropriate to focus on.

The definition of both target group and target audience is assumed to be dependent on the impact of the event image on the brand image (Gwinner, 1997). A favorable change in the brand image due to the sponsee can attract more customers from the event target audience while a negative change in the brand image can dispel both existing and potential customers. A sponsorship can however not only affect a brand image, but also the image of the event itself. The more people have a favorable image of the event and are engaged with event, the broader the possible target group and audience. The engagement of a perceived masculine (feminine) sponsor for a perceived feminine (masculine) event

can however result in a change in the perceived image of the event and might even lead to attract or dispel new targets because of the sponsor. High identified fans of an event in general show higher values for sponsorship recognition, sponsorship satisfaction and sponsor patronage (Gwinner, & Swanson, 2003) as they transfer their positive image of the event to the brand.

**R<sub>3</sub>:** Which impact does sponsoring a perceived masculine (feminine) event have on the perceptions of the brand image of a perceived feminine (masculine) sponsor?

**R<sub>4</sub>:** Which impact does a perceived masculine (feminine) sponsor have on the perceptions of a perceived feminine (masculine) event image?

## 2.3 SPONSORSHIPS

The individuals each holding an individual self-image are grouped together as target groups and target audiences for a specific marketing instrument, sponsorships.

A sponsorship is an important instrument of the communication mix and includes any investment or the like in an activity in order to get access to the “exploitable commercial potential associated with this activity” (De Pelsmacker et al., 2010, p. 369). A sponsorship offers the opportunity of promoting the interests of a company by tying them to a certain activity. In contrast to advertising, companies have less control about the content and the environment of a sponsorship which in turn makes the message presented to the audience more indirect and implicit than within a controlled advertising setting. However, research has shown that consumers have a favorable opinion of sponsorships and regard sponsorship as more humane and caring than advertising. The more indirect messages are also seen as a more subtle form of communication by consumers (O’Reilly & Lafrance Horning, 2013).

Four different types of sponsorships can be distinguished: event-related, broadcast or program, cause-related (charity) and ambush sponsorship (De Pelsmacker et al., 2010). Broadcast sponsoring deals with the sponsoring of a specific TV show or movie. In contrast to the more recent phenomenon of broadcast sponsoring, cause-related sponsoring might be regarded as the oldest form of sponsoring and describes a company’s

support of good causes as part of its communication strategy. The latter is a special form of sponsorship as a company tries to receive the benefits of being an official sponsor of an activity without actually being one and is therefore also called parasitic marketing.

This thesis will be focused on event-related sponsorships and thereby on any form of investment in an event as sports, arts, culture or entertainment. It is important to notice that this type of sponsorship does not only include the direct sponsoring of an event, but also another element of the event itself (De Pelsmacker et al., 2010). As an example, this means a company can not only sponsor a whole tennis tournament or match, but can also just sponsor a tennis player, a team, a shirt or a tennis ball.

Furthermore, next to the official communication rights that are given to a company by signing a sponsorship agreement, companies also engage in sponsorship activation apart from the event.

### 2.3.1 Goals of sponsorships

Since this paper investigates reactions of a target audience to event-related sponsorships, the goals presented are limited to objectives for a general public and ignores other target groups.

Compared to mass media advertising, sponsorship engagement offers the opportunity for companies to escape the communication clutter by isolating the brand from its competition and reaching a specific target audience at relatively low cost (De Pelsmacker et al., 2010). Sponsorships in general have two fundamental objectives: awareness generation about the product or brand and the promotion of a positive message about it and thereby establishing, strengthening or changing the current brand image (Mazodier & Merunka, 2011). Both awareness and image building are often effects that only become visible in the long run and do not immediately affect a sponsor's performance after the sponsored event has taken place. Consumers also categorize sponsorships as a tool of mainly generating long-term image-related benefits (O'Reilly & Lafrance Horning, 2013).

Goals are dependent on the event audience and the degree to which the audience consist of prospective or established users of the company's product. Goals for awareness



building can include increasing awareness with actual customers or with potential customers, confirming market leadership or increasing new product awareness. Brand image goals are mainly focused on altering perceptions of the brand or identifying a brand with a particular market segment (De Pelsmacker et al., 2010).

Although more regarded as a secondary goal for a sponsorship, companies expect to gain an appropriate return on investment of their sponsorship activity by increasing sales for existing products or initiating trial for new products. Furthermore, a sponsorship can increase market share by isolating the brand from its competition and the communication clutter (De Pelsmacker et al., 2010).

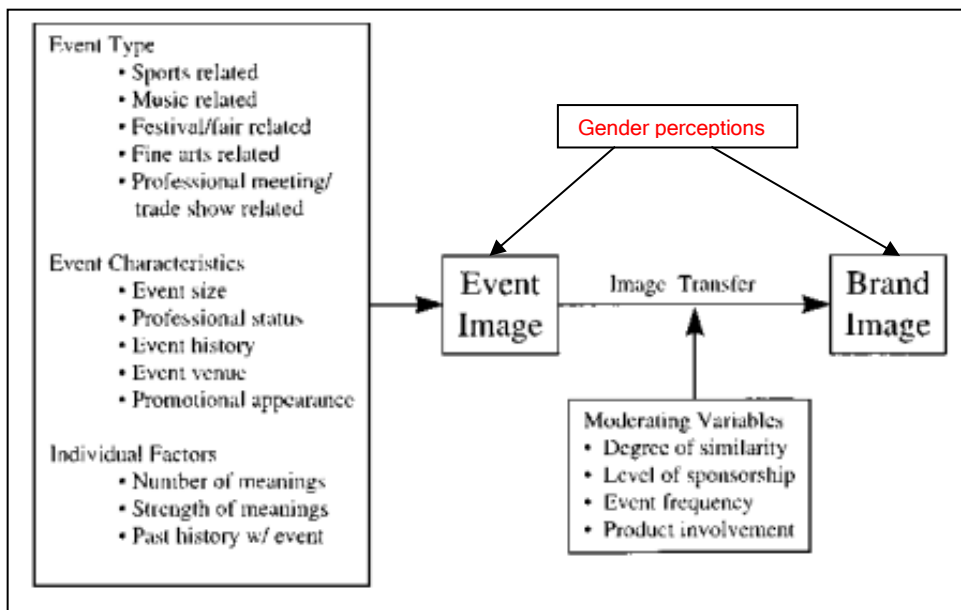
Since the fictive sponsorship investigated within the research part will link a highly masculine (feminine) sponsor with a highly feminine (masculine) sponsee, it can be assumed that the sponsoring brand most likely will be presented with non-users of the brand. Goals for non-users consist of establishing category need and generation brand awareness (De Pelsmacker et al., 2010). However, if gender congruity is playing a less important role and people integrate both feminine and masculine parts into their selves, it can of course happen that a brand is also talking to existing buyers and users. The company would then also communicate with existing users of the product category and brand and thereby pursue goals such as of repeat purchases and brand loyalty (De Pelsmacker et al., 2010).

### 2.3.2 Sponsorship Fit

Sponsorship fit describes the notion to which a sponsoring brand and the sponsored event are matched in people's perception and is a key factor in determining a sponsorships success and the achievement of sponsorship goals. It goes hand in hand *with an image* transfer reached when sponsoring brand and sponsored event are matched, meaning that people create cognitive linkages between the brand and the event. Gwinner (1997) has established a framework for the image creation and image transfer of event-related sponsoring that provides a useful overview about all fundamental aspects being involved in the functionality of an event sponsorship (Table 6). Event type, event characteristics and individual factors thereby impact the image of the event. The image transfer between event and brand is then moderated by degree of similarity, level of sponsorship, event frequency and product involvement.

This paper will introduce a new moderating variable and will investigate the impact of gender perceptions on image transfer between the event image that is closely connected to masculinity (femininity) and the brand image that has been associated with femininity (masculinity). Gender perceptions are entering sponsorships through the target audience holding gender perceptions derived from the culturally constituted world and moved to the individual consumer.

Sponsorship fit is dependent on perceived similarity between sponsoring company and



(Table 6 *Model of sponsorship fit* by Gwinner, 1997)

sponsored event (Gwinner, 1997). When a sponsor's product is used by participants during the event, functional similarity is taking place. However, similarity can also be reached by similarity in perceived image of the brand and the event. Sponsor-event similarity (functional

or image based) will have a positive impact on image transfer by saving the relationship in the consumer's memory (Gwinner, 1997). Moreover, perceived fit between the event and the brand can also lead to increase brand loyalty since it has a positive impact on brand affect- mediated through attitude toward the sponsorship- and on brand trust which in turn result in higher brand loyalty.

The perceived similarity of brand and event image can be explained by schema theory. A schema describes the cognitive structure that people have stored in their memory and that further represents information about specific objects and concepts and the interrelations between attributes of these (Fiske & Linville, 1980; Brewer & Nakamura, 1984). People assess the stored information when being exposed to a sponsorship and compared the schema of the brand with the schema of the event in order to judge the appropriateness or

also the inappropriateness of the presented sponsorship (McDaniel, 1999; Roy & Cornwell, 2003). Discovering a congruency between event and brand schema then might also lead to cognitive satisfaction due to the carry-over effect between brand and event image (Meyers-Levy & Tybout, 1989; Meyers-Levy et al., 1994).

From a traditional point of view, sponsorships where sponsor and sponsee are associated with opposing genders are assumed to have difficulties achieving a sponsorship fit between event and brand since they do not enjoy a natural fit (Gwinner, 1997). However, sponsorship fit has been established as a key factor in determining the success of a sponsorship: it is therefore important for perceived masculine (feminine) brands sponsoring a perceived feminine (masculine) event to know whether linkages between brand and event are created in the mind of consumers, so that an image transfer takes place and the sponsorship can be regarded as a profitable investment.

**R<sub>5</sub>:** To which extent can sponsorship fit be achieved if a perceived masculine (feminine) brand sponsors a perceived feminine (masculine) event?

### 2.3.3 How a sponsorship works

Next to sponsorship fit, the effectiveness of a sponsorship is often dependent merely on the exposure effect, meaning whether or how often people are exposed to the sponsorship message. Increased exposure to a brand leads to higher familiarity with the brand and results in a preference for the brand in the long run (Rindfleisch & Inman, 1998). In this manner, an effective sponsorship places the brand in the evoked set or choice set of the consumer. Exposure is further not only connected to direct exposure during the event, but to exposure to the event via different media channels before, during or after the event (Grohs et al., 2004). Therefore, companies are interested in receiving high media coverage for their sponsorships to increase the likelihood that the target is exposed to the company's message. Furthermore, companies engage in sponsorship activation to increase the probability that people are exposed to the sponsorship and to communicate the message with the help of different media to further reach more people which might have different preferences for media.

The functionality of a sponsorship is moreover impacted by the attitude of the audience. A person that is highly involved with the event being sponsored is expected to show a stronger carry-over effect - a stronger image transfer- between the sponsor and the sponsee. Sponsorships in general are also best remembered if the information given through the sponsorship message is congruent with people's prior expectations (De Pelsmacker et al., 2010). Sponsorships are therefore better recalled if the expectations of the target group are consistent with the sponsorship.

#### 2.3.4 Sponsorship activation

Sponsorship activation describes all investment taking place within a sponsorship that move beyond the fee that a company has to pay for being an official sponsor of an event (O'Reilly & Lafrance Horning, 2013). The activation is further often connected to value-adding, creative efforts that aim at maximizing the effects of the sponsorship engagement. Most researchers agree that benefits of a sponsorship can only be fully reached with sponsorship activation. Hoping that the target might be exposed to the sponsorship message during the event seems risky and might often end in sponsorship messages not being processed and therefore becoming meaningless.

While 'non-activational' efforts within a sponsorship often deal with passive processing of the sponsorship audience e.g. the mentioning of the sponsoring name during the event or an on-site signage, 'activational' efforts often require the audience to become more active, e.g. by participating in a sweepstake or contest (O'Reilly & Lafrance Horning, 2013). The creative design of sponsorship activations helps brands to break through the promotional clutter and stand-out from the competition by communicating with the target audience in a more direct, meaningful way. However, to differentiate from the competition and to achieve a competitive advantage by engaging in a sponsorship, the sponsorship activation must be unique and difficult to be copied by competitors.

According to O'Reilly and Lafrance Horning (2013), the most common forms of sponsorship activation include traditional advertising (77%), public relations (76%), internal communications (72%), as well as online promotions (66%), hospitality (63%), direct marketing (55%), on-site sampling (52%) and sales promotion (51%).

Differences have also been found with regard to high vs. low involvement product categories: While high involvement brands spend more on activation and realize multiple activities in order to achieve awareness, differentiation and long-term consumer relationships, low involvement brands are more focused on generating trials and therefore have a preference for product integration, point-of-sale promotions and distribution (O'Reilly & Lafrance Horning, 2013).

When investigating sponsorships where the sponsor is perceived to be masculine (feminine) while the event itself reveal a rather feminine (masculine) perception, it can be assumed that the sponsorship activation is of high importance as it will be responsible for communicating the link between the sponsor's brand image and the sponsee's event image which most probably will not be obvious at first sight (Gwinner, 1997). Prior research has even shown that an articulation- as it is done within sponsorship activation- leads to "improved evaluations of a sponsorship, more favorable brand attitudes and an increased image transfer" (Coppetti et al., 2009). Moreover, articulation can serve to establish associative links between the event and the brand image if a natural link is not given. Three different activation methods will be investigated throughout the research part.

A TV advertisement is chosen as one of the activation methods to analyze because prior research has shown that the communication effectiveness is twice as high for TV ads as a multi-stimulus channel than for single-stimulus channels like print or radio (Grass & Wallace, 1974) A sponsorship message- especially one with conflicting gender information- is therefore assumed to be more easily transmitted via TV.

Moreover, sponsorship activation will be investigated by licensing or collaborating with a third party. As a sponsorship's success is dependent on sponsorship fit and the perceived similarity between the sponsor's brand image and the sponsored event image (Gwinner, 1997), it can be assumed that including a licensing partner which aligns the perceived masculine (feminine) sponsor with the perceived feminine (masculine) sponsee might help people to link these two.

The third activation method that will be studied is sweepstakes. Sweepstakes are included in the investigation as they present a method of audience participation. Prior research has shown that an improvement in evaluations of incongruent sponsorships can be achieved via audience participation (Coppetti et al., 2009). Positive experiences generated by

interacting with the sponsoring brand can lead to more favorable responses to incongruent sponsorships.

**R<sub>6</sub>:** To which extent does sponsorship activation have an impact on perceived sponsorship fit if a perceived masculine (feminine) brand sponsors a perceived feminine (masculine) event?

**R<sub>6a</sub>:** via TV advertising

**R<sub>6b</sub>:** via licensing

**R<sub>6c</sub>:** via offsite event/sweepstake

### 3. METHODOLOGY

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#### 3.1 CHOICE OF RESEARCH TYPE

Qualitative research will be used as this paper aims at understanding socio-cognitive meaning of gender perceptions in a sponsorship context by collecting deep and rich data that covers the emotions, thoughts and experiences of participants (Denzin & Lincoln Y.S., 2009). The research is led by the interest of putting ourselves in the position of the consumer and learning about his view on gender perceptions when a perceived masculine (feminine) brand engages in a sponsorship of a perceived feminine (masculine) event. The shift in consumer perspective to seeing the consumer as a tourist or tribe member using consumer goods as symbols representing his individuality or belonging to a certain group (Østergaard & Jantzen, 2010) underlines the importance of qualitative research nowadays: quantitative research might reveal that people use products as symbols, but will not explain the reasoning behind consumer behavior. And as the research questions defined are more concerned with asking why and not whether, qualitative research is needed to provide an answer. Recently, O'Neil (2008) has further noted that qualitative research is applicable to gain insights into gender-congruent and gender -incongruent behavior. He points out that quantitative research is not sufficient to cover deeper insights into reasons of why or why not people behave gender-congruent or not. This supports the

decision of using qualitative research to analyze the role of gender perceptions in a sponsorship context.

Qualitative research is often criticized for creating results that are not generalizable to larger populations (Morse, 1999). This statement however does often only refer to statistical generalizability which qualitative research indeed cannot provide due to its focus on meaning behind words and its ignorance of measuring phenomena in numbers. Generalizability can still be realized in two ways by qualitative research: by analytical generalization and by transferability (Polit & Beck, 2010). Analytical generalization describes the notion to generalize from particulars to a broader theory. Within an ideal model of analytical generalization, qualitative researchers are able to develop conceptualizations of thoughts or experiences of participants and then during the analysis distinguish the information that is relevant for all or nearly all participants from the information that is unique for a certain person or group. Filtering the data collected in qualitative research in this manner increases the degree of analytical generalization. Transferability is characterized by the ability of findings generated by an investigation to being applied to a completely different group or setting (Polit & Beck, 2010). It is therefore also called case-to-case translation. The concept of transferability is closely connected to external validity defined by using results from a small group of people to make predictions about the whole population. Transferability and external validity are both impacted by proximal similarity. Proximal similarity means that transferability between cases exists when people, settings, sociopolitical contexts and times share a high degree of similarity with the elements of the focal study (Polit & Beck, 2010). The findings of this paper might therefore also be used later to analyze and understand future researches dealing with gender perceptions and sponsorships.

### **3.2 CHOICE OF RESEARCH METHODS**

As gender-incongruent sponsorships have not yet been studied, focus groups are perceived to be a suitable research method for exploratory research by helping researches to discover a new research area and understanding which concepts and variable are vital to explain an existing problem (Krueger, 2009). Within this research study, focus groups will act as a self-contained method. In contrast to focus groups used in conjunction with

other methods, the findings of these focus groups can stand on their own and do not only serve as a preliminary research (Morgan, 1997).

Furthermore, in contrast to individual interviews, focus groups offer the advantage of group interaction. Agreement and disagreement between participants as well as asking and answering questions are assumed to provide the fullest coverage possible of gender perceptions' role within a sponsorship context (Morgan, 1997). Opinions of participants will be challenged by other focus group members and in this way will reveal how profound and grounded some perceptions are. The design of a focus group might give the research the benefit of not only learning about individual perceptions - the main interest of the study-, but also about perceptions within a group setting. Thereby symbolic meaning residing within the individual and within groups can be taken into account through focus groups and represent two layers of someone's self (Belk, 1988).

Focus groups will be used to not only find out about attitudes and opinions of participants, but also about personal experiences and gender perceptions, the key interest of the study. Gender perceptions are a highly personal construct that represents some of people's inner-most perceptions and are deeply connected with the creation of a self (Belk, 1988). Due to the sensitivity of the topic, a quantitative study would miss on participants' emotions and would struggle with explaining why people react in a certain way to situations where they have to deal with (conflicting) gender perceptions (Krueger, 2009).

Since gender perceptions are a highly personal construct, using focus groups incorporates the risk of "group think". Participants might change or not reveal their personal opinion due to the fears of disagreeing with others (Grant; 2011). The degree of "group think" is dependent on four different types of context in which the focus group operates. These four different types are classified by Hollander (2004) as associational context (circumstances of meeting and participants' characteristics), status context (demographic characteristics), conversational context (topic of discussion and conversation techniques) and relational context (degree of acquaintance or intimacy of the participants). These four types will be applied in more detail to the setting of this study in the research sample part.

A number of three focus groups will be investigated: one only consisting of men, one only consisting of only women and one mixed group. A rule of thumb for the number of focus



groups within a research study is claiming that a research projects should consist of three to five groups (Morgan, 1997). This notion derives from the tendency that more groups seldom provide meaningful new insights, but just a repetition of things that have already been mentioned during another group session and the moderator can already accurately anticipate what will be said within the next group setting.

Furthermore, focus groups are often being criticized for their lack of generalizability as participants are mainly recruited from limited sources. However, data will be only biased if the sample will be interpreted as covering a full spectrum of experiences and perceptions (Morgan, 1997). When using focus groups, one should always bear in mind that the observations might still only represent a person- or group-specific behavior or thought. Groups or participants of a group can hold extreme opinions that heavily differ from others and thereby are not representative for larger populations.

### 3.2.1 Research sample

The composition of the groups will be marked by homogeneity: it is aimed to find people with similar cultural backgrounds that share the same age, nationality and educational background. According to status context, homogeneity leads to a focus group with people having the same status and where participants equally contribute to the conversation and personal stories of every participant are heard (Grant, 2011). In focus groups with people having higher or lower status than other participants, higher status participants tend to dominate the conversation. Research will be further focused on participants between 20-30 years old, thus belonging to Generation Y. Generation Y is characterized by not paying too much attention to marketing, but being fully aware of all kinds of marketing (DePelsmacker et al., 2010). The focus of this part of the population is justified by the notion that younger people are more concerned with new gender identities than older counterparts and are therefore assumed to possess gender perceptions that take into account these recent social developments (Pompper, 2010). Furthermore, homogeneity is assumed to lead to more free-flowing conversations among participants within groups and in addition to a facilitation of analyses that examine differences in perspective between groups, namely between a men only, a women only and a mixed group (Morgan, 1997).

The usage of men-only, a women-only and a mixed group in order to find differences across groups is justified by the tendency of women expressing emotions more than men (Barrett et al., 1998). The difference of males and females in the outward display of their emotions might make it more difficult for men to display their emotions. Increasing the degree of homogeneity by creating men-only and women-only groups is assumed to lead to an increase in free-flowing discussion and honesty of statements (Morgan, 1997). Men and women might find it more comfortable to talk about sensitive topics with only counterparts present.

In contrast, an increase in diversity -as realized by mixing men and women- can also lead to an increase in the degree to which personal stories might be shared (Grant, 2011). Moreover, mixed groups can lead to mutual learning as divergent or even conflicting perceptions are brought together which need to be resolved and understood. With regard to associational context, stories are always told to build bridges and include people or to exclude people from a group (Grant, 2011). Mixed groups are assumed to have a higher potential of group inclusions and exclusions as conflicting perceptions are assumed to be more prevalent. Using different group constellations enables the researcher to investigate the differences between the stories told and gives insights into which constellation to use for future research.

A rule of thumb by Morgan (1997) defines the appropriate size for a focus group to range from six to ten. A focus group with more than ten participants might be difficult to be controlled and might not give every participant enough time to speak. Below six, it is argued that a discussion might be difficult to be sustained. Krueger (2009) has further argued to use four to eight participants to ensure a meaningful discussion. For the purpose of investigating gender perceptions in a sponsorship context six participants per group will be used. This can be explained by the interest of getting a full picture of every participant's gender perceptions and emotional reactions to the sponsorship cases presented within the focus group. This deep insight into the thoughts of each participant is only possible with limiting the number of participants since smaller groups have been characterized by telling more personal stories than larger groups (Grant, 2011). Six participants are moreover also applicable to the mixed group setting because three men and three women participating create equality between genders.

When it comes to recruiting a research sample, it must further be decided whether to recruit strangers or acquaintances. Although some researchers have claimed a preference for using strangers within a focus group setting, more recent academic papers described the preference for strangers as a “myth” (Morgan, 1997). It should however be prevented to create a group constellation with a mix of acquaintances and strangers, as strangers might feel excluded from the group. When choosing participants researchers have to bear in mind that a constellation with only strangers compared to a constellation with only acquaintances will create different group dynamics depending on the topic: there might be topics people feel more comfortable to talk about when people are present that they already know, but there also might be topics where people will highly feel uncomfortable when acquaintances are around. This tendency is described as relational context by Hollander (2004). People might tend to not be honest because of the presence of strangers or of acquaintances- it depends on the self people aim to represent in front of others and how important showing this ideal self over the actual self is (McCracken, 1986). Prior research has nevertheless found that members who know each other well generate more interactive and additive storytelling which leads to higher consensus (Grant, 2011). The purpose of this study is not to find a consensus, but to listen to divergent and highly subjective stories to understand the concept of gender perceptions in a sponsorship context to its fullest. Therefore, it has been decided to use strangers or at the utmost casual acquaintances. This decision is supposed to ensure that personal relationships do not impact the discussion and group dynamics occur that do include all participants.

As the research will be focused on the German market, Hofstede’s (cultural dimensions of Germany have to be taken into account (2014). With a score of 66 Germany is considered a masculine society. This means that more masculine values like achievement, performance, success and competition shape the society. German participants might therefore tend to see rather masculine brands as matching to their identity than participants from more female societies would do.

Another dimension of Hofstede, individualism, might also impact the results of the research. Germany is a highly individualistic country where self-actualization plays a very important role. The symbolic meaning attached to possessions by Germans might therefore be more seen in an individualistic rather than a group context. These notions are critical when analyzing the data revealed within the focus groups as it might help

understand the impact of the German cultural on the formation of gender perceptions and the reactions to sponsorships where a masculine (feminine) brand engages in the sponsoring of an event that has traditionally a female (male) target.

### 3.3 RESEARCH EXECUTION

#### 3.3.1 Pre-Test

The pre-test is initiated in order to find out whether people categorize events with regard to gender. This assumption needs to be tested before the actual research can take place as it investigates whether the actual research itself has any scientific significance.

Fugate & Phillips (2010) and Daechun & Sanghoon (2007) have found evidence that product categories are perceived to have a gender, so they are be classified as masculine and feminine. Although entertainment is classified to be neutral by Daechun & Sanghoon and events are assumed to be part of entertainment, the fact that a vast amount of events is closely connected to other “genderized” product categories leads to the assumption that people categorize events with regard to gender in the same way as product categories (Milner & Fodness, 1996). It is assumed that e.g. a sport event that is closely connected to the perceived masculine product category of sports (apparel) will also be perceived as masculine by participants while a fashion event linked to the feminine product categories of clothing, jewelry and accessories will be perceived as feminine as well.

The alternative hypothesis therefore assumes that a statistically significant difference will exist between the rating of perceived masculinity of an event and the rating of perceived femininity of an event. The null hypothesis that will be tested in the pre-test then assumes that there is no statistically significant difference in the ratings of masculinity and femininity of an event.

$H_0$ : There is no statistically significant difference between the perceived masculinity and femininity of events.

$H_A$ : There is a statistically significant difference between the perceived masculinity and femininity of events.

To test this assumption, a questionnaire was created evaluating the perceived masculinity and femininity of certain events. The events investigated are based on the classification of Fugate & Phillips (2010) and Daechun & Sanghoon (2007) and covers events that are

assumed to be connected to male product categories (cars, sports, internet/computer/technology, toys/games), to female product categories (clothing, personal care & beauty, jewelry, accessories) and also to neutral product categories (entertainment, food). As a first step, in a face-to-face, one-on-one conversation with five women and five men, the researcher is asking the participants to name events that fit the different product categories like sport or fashion. The participating women and men are Germans between 20 and 30 years old that live in Berlin and have studied or are still studying. In this way, the researcher wants to make sure that the participants reveal the same demographics as the people who will later be recruited for the focus groups and therefore will also mention events that are known by the sample.

In a second step, a group of thirty people-15 women and 15 men- filled out a questionnaire. The questionnaire will contain the list of the ten most frequently mentioned events during the one-on-one conversations and instructs the participants to indicate their perceptions of masculinity and femininity of the events presented. Aligned with the research of Fugate & Phillips (2010), masculinity and femininity of each event is measured on two separate scales (0 signifies not at all masculine (feminine) while 3 signifies highly masculine (feminine)). The usage of two separate scales for the rating of masculinity and femininity rather than treating masculinity and femininity as opposite ends of one continuum has been extensively used in studies about product gender perceptions (Fugate & Philipps, 2010) and more general studies about gender identity (Milner & Fodness, 1996). Respondents should in this manner be prevented from getting the feeling that femininity and masculinity are mutually exclusive and should be motivated to think about both dimensions independently.

Next to investigating events, the pre-test is also used to find out whether brands are also classified with regard to gender. As brands belong to certain product categories due to the type of products they are selling, it is assumed that people classify brands in the same manner as products and product categories. Taking into account previous research, it is further assumed that a brand offering products from a perceived feminine product category is also perceived as feminine while a brand offering products from a perceived masculine product category is also perceived as masculine. The alternative hypothesis therefore assumes a statistically significant difference between the perceived masculinity and femininity of brands while the null hypothesis assumes no significant difference.

$H_0$ : There is no statistically significant difference between the perceived masculinity and femininity of brands.

$H_A$ : There is a statistically significant difference between the perceived masculinity and femininity of brands.

In the same manner as for events, one-on-one conversations are used to find out which brands are frequently mentioned for certain industries. The ten most frequently named brands for feminine and masculine product categories were then taken to be investigated with regard to gender perceptions within the questionnaire.

### 3.3.2 Focus Group Design

In general, the focus groups will follow a less structured approach as this approach will lead to finding out what is of greatest interest for the participants and what they stress within the discussion (Morgan, 1997). In this manner, it should be further achieved that people feel free in emotionally reacting and pointing out their personal thoughts about gender perceptions and other elements at stake. The moderator should only intervene when participants are talking off-topic, so people might even forget about the presence of the moderator. A less structured approach will also prevent the moderator of unconsciously biasing participants due to his pre-existing knowledge about the investigated topic (Sim, J., 1998). However, unstructured approaches have the disadvantage of making comparison between groups difficult (Morgan, 1997). This applies also to the research at hand as a comparison between a men-only, a women-only and a mixed group is part of the research scope. A funnel approach is introduced to overcome these shortcomings and to combine a less structured focus group discussion with some consistency between groups to make comparisons possible. Within a funnel approach groups start in a less structured manner by enabling free discussion and then move toward a more structured discussion of specific questions in the end (Bystedt et al., 2003). This focus group design makes sure that it is revealed what is important for participants, but also that it is covered what is important for the researcher.

Moreover, laddering is used as an interviewing technique during the focus groups. Even though often described as an in-depth interview technique, it will be applied to a focus group setting within this study. Essentially, laddering defines a systematic exploration of the links that exist between attributes of a product or service on one hand and emotional

and functional benefits on the other hand (Weiss, 1994). Attributes can range from physical characteristics over direct benefits and higher order benefits to value. When investigating the sponsorships, two separate ladders will need to be explored: one ladder dealing with attributes and benefits of the sponsor's product category and one ladder dealing with attributes and benefits of the sponsee. Laddering in this sense makes it easier to compare participant's beliefs about the masculine (feminine) sponsor and feminine (masculine) sponsee. Furthermore, the role of gender perceptions can be analyzed by listening to the motivation and reasons participants mention when talking about why they use (do not use) a product or why they are interested (not interested) in an event.

Within this study, the soft laddering approach is used, meaning that the natural flow of conversation is being constrained as little as possible and ladders will be constructed afterwards (Jonas & Beckman, 1998). A hard laddering method does not seem applicable as responses become more abstract by forcing people to move from more physical attributes to higher order values. In addition, Jonas & Beckmann (1998) found out that hard laddering often leads to participants being positive about the topic investigated as they often only need to point out whether something is important and not why while soft laddering covers both positive and negative aspects and in this manner is assumed to cover gender perceptions in a sponsorship context in more detail.

Combined with a funnel approach, it might first be investigated whether laddering is taking place in a free discussion, so that participants mention different attributes and the impacting benefits by themselves (Morgan, 1997). If participants do not come with this topic freely, within the more structured part of the focus group the moderator will ask questions to explore links between attributes and benefits.

The focus of the study will not be revealed to participants, they will only know that the discussion will focus on brand and event perception. In this manner, it shall be prevented that people already take a possible connection between the brands and events via a sponsorship into account which could impact their perceptions. Moreover, a fictive sponsorship will be used since existing sponsorships could bias participants because knowledge about existing sponsorships could lead to familiarity with these sponsorships and result in higher likings and a higher amount of linkages between sponsor and sponsee due to the familiarity-liking relationship (Rindfleisch & Inman, 1998).

### 3.3.3 Focus Group Procedure

First, it will be focused on laddering for the event by asking participants to present their chosen pictures about Formula 1 (the most masculine event of the pre-test) and The Fashion Week (the most feminine event of the pre-test) and explaining the chosen pictures to the others. This is followed by shifting the discussion to the sponsoring companies, KitchenAid (the most feminine brand of the pre-test) and Black&Decker (the most masculine brand of the pre-test) and talking about participants' knowledge and prior experiences with the product category and their feelings when buying and using the product category. In a third step, the fictive sponsorship is introduced. It is decided to introduce the sponsorship after talking with participants about their perceptions of product categories and events in a non-sponsorship context. Thereby, it is aimed at learning about the perceptions apart from the sponsorship context before investigating their perceptions within a sponsorship context to be able to make a comparison. To investigate different sponsorship activation channels, the real-life example of a Beck's (a perceived masculine brand) sponsoring The Fashion Week (a perceived feminine event) will be introduced. Different methods of activation will be presented and reactions to the different activation methods will be compared in order to consult companies which methods might be the most suitable in reaching sponsorship fit and thereby success.

*Introduction:* Opening questions are asked to make participants feel connected and get them acquainted (Krueger, 1998). Further, they are used to encourage that everybody is already talking from the beginning and feels included in the discussion. Attitudes and opinions are avoided in this stage since this most probably will lead to people realizing that they are different instead of getting the feeling of being alike. Factual information is often left out from the opening question as they might work against the creation of a community feeling (the goal of an opening question), however in situations where the moderator knows with "great confidence that all respondents give similar answers" (Krueger, R.A., p. 24) it is very useful to include these information in the question to show participants that they have something in common.

As it will be known ahead that all participants will be German, are between 20-30 years old, live in Berlin and work or study there, this information is intentionally included in the opening question. Gender, age, nationality and education (job) are further the only



demographic variables that will be recorded. These demographics are important to assure the homogeneous set-up of the focus group (young Germans with a university education). Further, these demographics are later used to explain and understand the findings of the focus groups as it is assumed that age (younger people with higher acceptance of new gender identities), gender (higher social acceptance for women showing masculine behavior than the other way round) and nationality (Hofstede's cultural dimensions: Germany as highly masculine culture) might impact these findings. Gender is also needed for comparing across groups, setting up a men only, a female only and a mixed group to investigate possible differences based on the focus group design.

*Perceptions about events:* Participants are asked before-hand to hand-in two pictures representing the Formula 1 Championship and The Fashion Week for them. All information given in preparation for the discussion helps develop tacit knowledge of participants. The moderator however needs to pay attention that all advance communication ensures "uniformity, consistency, and sufficient generality regarding the purposes of the discussion" (Krueger, 1998, p. 38). When asking participants to prepare the pictures, all participants need to receive the exact same information. Participants therefore all know about the events and have had time to inform themselves in case they have lacked any information about the events investigated.

Artwork like pictures are a very powerful tool for self-expression, meaning that participants are enable to express their innermost feelings and contextual experiences by picking pictures that represent these (Hays et al., 2009). The presentation of the pictures is chosen as a starting activity for the focus group as it helps overcoming the problem of verbalizing perceptions - especially in the beginning of a group setting when people only start getting to know each other. Due to the fact that gender perceptions are a highly personal topic that is central to the self-image, getting to the core of people's feeling by expressing experiences, attitudes and feelings in pictures is assumed to help the researcher to understand how gender perceptions are presented in the context of an event and whether the pictures chosen already incorporate gender perceptions. Hays et al. (2009) point out that this method leads to expressions of feelings and experiences "with a depth and creativity that may surpass verbal descriptions" (p.297) and in this manner might turn unconsciously held thoughts into conscious statements.

The handing-in of the pictures before the focus groups and the presentation of the chosen pictures to the others are initiated in order to familiarize participants with the topic and already motivate participants to build and speak out their personal opinion about the event without being biased by the opinion of others. The pictures help in this manner to overcome “group think” (Grant, 2011).

Within this part, the research is aiming at understanding what attributes of an event matter for participants and the reasons why these features matter. It is focused on learning which features of the events are emphasized by participants on their own and which features might need to be specifically asked about. Gender perceptions are also integrated in this part by stimulating people to think about a person that likes the events investigated.

*Perceptions about brands:* For the focus groups Kitchen Aid and Black & Decker will be investigated which are assumed to be well-known brands. However, the possibility that a participant does not know about the brands still exists. The moderator therefore needs to make sure that all participants are sufficiently informed about the brands before starting the discussion. The part of the focus group dealing with perceptions about the brands investigated will have a very similar design as the part dealing with perceptions of the event. This makes perceptions about brands and events later more easily comparable.

In the same manner as with the events above, within this part, the research is aiming at understanding what attributes of a brand matter for participants and the reasons why these features matter. Furthermore, it is focused on learning which features of the brand are emphasized by participants on their own and which features might need to be specifically asked about. Gender perceptions are also integrated in this part by stimulating people to think about a person that likes the brands investigated.

*Perceptions about sponsorship:* The moderator introduces the fictive sponsorship at this point in time and also explains the participants that the focus group is actually investigating sponsorship which needed to be kept secret in the beginning to not bias the participants.

The pictures are again used within this part of the focus group because it is assumed that the visualization of events and brands helps people to better see differences and linkages between the fictive sponsor and sponsee and further enables them to articulate these (Hays et al., 2009). In addition, communicating linkages is crucial for sponsorship fit and

learning which possible linkages people see generates insights for the communication of a sponsorship. Companies could thereby profit from the visualizations and the explanations of the participants about possible linkages and differences.

The real-life example is picked to investigate sponsorship activation methods. Due to the low awareness of the sponsorship in Germany, participants are assumed to be presented with the sponsorship for the first time during the focus group. Their reactions are for this reason not biased by prior familiarity with the sponsorship and minimize therefore biases caused by the familiarity-liking-relationship (Rindfleisch & Inman, 1998).

*Wrapping up & Summary:* Ending questions help researchers to understand where to put emphasis on while analyzing the data collected and brings closure to the discussion (Krueger, 1998). An “all-things- considered question” (Krueger, 1998, p. 28) is asked to give participants the chance to reflect on what is the most important to them. What is most important to participants might be also of great importance for the analysis as people might have stated many different things during the focus group discussion, but when answering this question they rate which of the many things said matters the most. A summary question asking for the adequacy of the summary given by the moderator is crucial for the understanding of the discussion and the following analysis as it ensures that the moderator has a right comprehension of what was said by the participants and what matters the most for the participants (Krueger, 1998).

In addition, a final question is asking participants to add any missing elements that the discussion did not touch before-hand. In this manner it is made sure that nothing of importance to the participants remains unsaid. A trial was initiated with two volunteers (sharing the demographics of the focus group participants) in order to test the question guide. Findings (Appendix B) were incorporated in the revised version of the question guide.

### 3.3.5 Analysis of results

Coding is used to analyze qualitative data by helping the researcher to organize transcripts and discover patterns in the transcribed text elements. Findings with regard to the defined research questions will then be derived from these patterns. When analyzing qualitative

data with the help of the coding method, it is important to bear in mind that the way of interpreting text elements within this paper might only be one way of seeing the findings (Auerbach & Silverstein, 2003).

The first step within the coding process is called *relevant text* (Auerbach & Silverstein, 2003). While bearing the research questions in mind, the text is scanned for all passages that are important to answer the questions while the rest was discarded. In a second step *repeating ideas* were taken from the relevant text. Different participants often mention the same ideas, and therefore one can assume that frequently mentioned ideas are in some way central to the topic investigated. Repeating ideas can both exist within a focus group and across focus groups. Repeating ideas that occur across groups underline the importance and prove that repetitions of ideas within a group are not only a result of group dynamics (Auerbach & Silverstein, 2003), but of perceived importance of the idea for participants. Ideas that have been mentioned repeatedly are then grouped together under *themes* as different ideas are often found to have something in common. This process is followed by organizing themes as larger, more abstract ideas and thereby put them in a *theoretical context*. The classified theoretical constructs can then be compared to the theoretical framework that was established earlier in the literature review part of this paper. In a last step, a *theoretical narrative* is created that integrates all theoretical constructs and builds a bridge between researchers' concerns (the research questions) and the participants' subjective stories (Auerbach & Silverstein, 2003).

## 4. RESULTS

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Within the analysis part of the paper, the findings from the pre-test and the succeeding focus groups are presented. These findings will then afterwards be evaluated from a theoretical and managerial perspective within the concluding part.

### 4.1 Pre-Test

Within the one-on-one conversations, events most frequently mentioned by the participants were Formula 1 (cars & sports), FIFA world cup (sports), European Poker Tour (toys/games), CEBIT (internet, computer, technology), Fashion Week (clothing, jewelry, accessories), beauty contest "Miss Germany" (beauty), CHIO (sports, animals), Rock am

Ring (entertainment), The Lion King Musical (entertainment) and Bite Club Berlin (food). The perceived masculinity and femininity of these events have then been investigated within the questionnaire by 30 participants.

To analyze the results, the software package SPSS for statistical analysis was used to run independent sample t-tests between each event's masculinity and femininity ratings and to investigate whether significant statistical differences between masculinity and femininity ratings exist (Appendix A). Levene's test for equal variances shows that all but one event (Bite Club) show equal variances and the resulting two-sided p-values for the t-tests are all  $<0.001$ . This provides very significant evidence against the null hypothesis which can be rejected for all events but Bite Club.

$H_0$ : There is no statistically significant difference between the perceived masculinity and femininity of events. → rejected

$H_A$ : There is a statistically significant difference between the perceived masculinity and femininity of events. → accepted

An event is classified "as masculine when the masculinity mean was statistically higher, and feminine when the femininity score was significantly greater" (Fugate & Philipps, 2010, p. 254). In cases where no statistical difference in the event's masculine and feminine means was identifiable, the means for masculinity and femininity were judged by a cut-off point of 1.5 (the midpoint of the masculinity and femininity ratings scales). If the event had means for both masculinity and femininity below 1.5, the event was classified to be undifferentiated. If both means were greater than 1.5, the event was classified to be androgynous (Fugate & Phillips, 2010),

The results of the independent sample t-tests reveal that people classify events with regard to gender. With exception of the Bite Club, all events show means for masculinity and femininity that significantly statistically differ. This finding goes hand in hand with previous classification of food to be neutral or undifferentiated. The majority of the events has been classified as masculine and feminine in line with previous results for product categories, e.g. the Fashion Week connected to the product category of clothing has been characterized as feminine. However, CHIO has been rated as feminine although it is a sport event. Furthermore, The Lion King and Rock am Ring that can be associated with the

product category of entertainment have been classified with different genders: while “The Lion King” is seen as feminine, “Rock am Ring” is seen as masculine.

EVENT	FEMININITY		MASCULINITY		CLASSIFICATION
	Mean	SD	Mean	SD	
Formula 1*	0,33	0,48	2,70	0,47	masculine
Miss Germany*	2,63	0,56	0,83	0,57	feminine
Poker Tour*	0,53	0,68	2,43	0,62	masculine
FIFA World Cup*	0,57	0,77	2,63	0,61	masculine
Rock am Ring*	0,50	0,63	2,33	0,61	masculine
CHIO*	2,47	0,63	0,73	0,58	feminine
Bite Club	1,13	0,68	0,97	0,76	undifferentiated
The Lion King*	2,57	0,86	0,87	0,78	feminine
Fashion Week*	2,67	0,48	0,60	0,56	feminine
CEBIT*	1,07	0,83	1,87	0,90	masculine

\*Indicates significant t-test at p , 0.001 level

Formula 1 and Fashion Week will be used within the focus groups as the observed mean difference between masculinity and femininity is the highest for these events.

In the same manner as events, brands were investigated. From the one-on-one conversations, the ten most frequently named brands for feminine and masculine product categories were taken to be investigated with regard to gender perceptions, namely ZARA (Clothing), KitchenAid (home appliances), Nivea (personal care & beauty), Meister Proper (cleaning), BMW (cars), Heineken (beer), Black & Decker (tools), VISA (bank service), Lufthansa (travel) and Coca Cola (soda). Again participants were asked to fill out a questionnaire and rate the masculinity and femininity of the brands on two different scales. The results were then analyzed with the help of independent sample t-tests (Appendix C).

Levene’s test for equal variances shows that all but two brands (Coca Cola & Lufthansa) show equal variances and the resulting two-sided p-values for the t-tests are all <0.001 except for Meister Proper having a p-value of exactly 0.001. This provides strong evidence (Meister Proper) or very strong evidence respectively (all other brands except Coca Cola and Lufthansa) against the null hypothesis which can be rejected for all brands but Coca Cola and Lufthansa. These findings are in line with previous research and support the notion that people classify brands with regard to gender.  $H_0$  is for this reason rejected.

H<sub>0</sub>: There is no statistically significant difference between the perceived masculinity and femininity of brands. → rejected

H<sub>A</sub>: There is a statistically significant difference between the perceived masculinity and femininity of brands. → accepted

Furthermore, the brands are all classified to have the same gender as their product category. The classification of Coca Cola to be undifferentiated and Lufthansa to be androgynous goes also hand in hand with the notion that the product categories “food & soda” and “travel” are not marked by a certain gender.

BRAND	FEMININITY		MASCULINITY		CLASSIFICATION
	Mean	SD	Mean	SD	
Zara*	2,50	0,63	1,10	0,61	feminine
Nivea*	2,47	0,63	0,93	0,73	feminine
KitchenAid*	2,60	0,81	0,53	0,51	feminine
BMW*	0,77	0,63	2,43	0,50	masculine
Beck's*	0,73	0,69	2,40	0,56	masculine
Black&Decker*	0,13	0,35	2,40	0,68	masculine
VISA*	0,57	0,50	1,37	0,56	masculine
Meister Proper**	1,93	0,64	1,37	0,56	feminine
Coca Cola	1,43	0,50	1,50	0,51	undifferentiated
Lufthansa	1,87	0,73	1,57	0,50	androgynous

\*Indicates significant t-test at p , 0.001 level \*\*Indicates significant t-test at p , 0.005 level

For the focus group KitchenAid and Black&Decker will be used as the sponsoring companies within a fictive sponsorship as the observed mean differences between masculinity and femininity is the highest for these two brands.

## 4.2 PERCEPTIONS OF EVENTS

As a point of departure for the analysis of the focus groups, perceptions about both events (Formula 1 and Fashion Week) and brands (KitchenAid and Black & Decker) will be presented without a sponsorship context. In this manner, participants' existing perceptions are pointed out and how these existing perceptions are challenged when the fictive

sponsorships are introduced and the investigated brands are becoming sponsors and the events sponsees in the mind of the participants.

The laddering technique has been used for organizing the data from the focus groups and separate ladders have been created for Formula 1, The Fashion Week, KitchenAid and Black & Decker. The ladders include themes that have been generated through the coding technique (Auerbach & Silverstein, 2003) and have shown to be important within and across groups. The themes move from rational attributes over functional benefits to emotional higher order benefits and values. When looking at the ladders it becomes evident that people attach symbolic meaning to goods as described by Østergaard and Jantzen (2000). While the amount of perceptions is normally expected to decrease from rational to highly emotional (Bystedt et al., 2003), the ladders at hand reveal that emotional values are often as frequently mentioned as rational and functional attributes. Especially the ladders for events show a high amount of higher order benefits and values.

In line with the classification of Formula 1 to be masculine, the mentioned themes are frequently connected to masculinity. With regard to the BSRI (Bem, 1974) masculine items as *competitive* (competitiveness, rivalry, winning, champion, fighting), *ambitious* (ambition, determination, passion, success is sexy), *athletic* (sport, profession), *dominant* (determination, men-dominance, strength), *forceful* (strength), *masculine* (masculinity, no women) and *willing to take a risk* (danger, action, risk, crashes, death) are covered within the focus groups. One participant marked that Formula 1 is “*a very manly-macho world*” (Appendix H, p.121). No feminine items are revealed in the themes for Formula 1. Women seem to be limited to be “*something like mascots*” (Appendix J, p.147) which strengthens the image of Formula 1 to be a masculine event.

	Attributes	Direct Benefit	Higher Order Benefits	Values
Women	Fast cars - sports - technology - engineering - profession	Speed - money - fight-racing- crashes- smell-noise - winning	Danger - action- atmosphere - boring-family heritage	Competitiveness - masculinity - success - men dominance
Men	Drivers - mechanics - sports - teams - design- fast cars - engines - petrol - pit stops - Ferrari - Mercedes	Paddock girls - cash flow - crashes - speed - luxury - high society - sponsors - investments - sound of engines - hobby	Fun - party -excitement - childhood memories - danger- adrenaline	National pride - passion - success is sexy - exclusiveness
Mixed	Cars - Michael Schumacher - pit stops- technology - engineering	Fighting - champion- paddock girls - crashes -rivalry - no female drivers	Exclusiveness -danger - rivalry - risk - death - women as sluts- suspension - life dream	Masculinity - ambition- determination - strength - identification

(Perceptions of Formula 1)



While themes for Formula 1 were dominated by masculine items with regard to BSRI, the majority of themes for The Fashion Week can neither be attributed to femininity nor masculinity. Feminine items that occurred are limited to *easily being flattered* (superficial, illusion), *physical concern* (beauty, trends, make-up, models, self-expression, self-image) and to some extent *empathy* (networking, socializing). Participants report that The Fashion Week is about “*see and to be seen*” (Appendix J, p.149) and “*a person is just a sleeve*” (Appendix J, p.150) and not regarded as a personality.

	Attributes	Direct Benefit	Higher Order Benefits	Values
Women	Front row - celebrities - journalists - beauty - fashion - magazines - catwalk - blogs - designers - models - clothes	International - trends - glamour - party - high society - networking - luxury - socializing - money - posing	Posh - rich and famous - popular - exclusive - live ahead - superficial - overdoing	Uniformity - influence - stereotypes - transformation
Men	Body - sponsors - profession - designers - managers	Precision - machinery - art - glamour - luxury	Courage - illusion - acceptance of fashionable men - innovation	Hierarchy - extraversion - group belonging - self-image
Mixed	Make-up - Lagerfeld - models - catwalk - media - design - clothes	Exchange of ideas - trends - style - haute couture - art - stars & starlets - luxury	Illusion - pressure - VIP - exclusive - superficial - no limits - extremes - creativity - big dreams - new level - innovation - perfection	Beauty dictate - definition of beauty - self-expression

(Perceptions of Fashion Week)

#### 4.3 PERCEPTIONS OF BRANDS

KitchenAid's themes are to some part focused on the feminine item *compassionate* and the connected feminine concept of *nurturing* (kitchen, cooking, baking). Nevertheless the majority of the themes are neither feminine nor masculine, but more focused on gender-neutral attributes as quality or design. Participants point out that there is no need for a KitchenAid, but people “*want to represent*” (Appendix I, p.141), they want “*things you don't really need, but that look nice*” (Appendix I, p.141) and want others to say “*oh nice, a KitchenAid, you can afford that*” (Appendix I, p.140). The motivation to buy a KitchenAid is therefore rather emotional and in this manner more connected to the feminine concepts of *emotions* (Bem, 1974) than to the masculine concept of rationality.

	Attributes	Direct Benefit	Higher Order Benefits	Values
Women	Kitchen- kitchen appliance - cooking - baking	Premium price - fancy - design - vintage - time-saving - neat - clean-perfection	Housewives - reputation - show off - change of priorities	Traditional gender roles vs. adaptation to changing gender roles?
Men	All-rounder - industrial design - colors - blending - dough - features	Very expensive - nice design - functionality - high brand recognition - special shape - fancy - decent quality	Buy it for others - representation	Self-image

Mixed	Universal kitchen machine - metallic design	Expensive - high value - good quality - functionality - helping - easy to use - price =quality	Modern man cooking- women have less time- toy - enjoy-	Combination masculinity and femininity
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(Perceptions of KitchenAid)

Furthermore, Black & Decker as the investigated masculine brand shows the fewest overall attributes mentioned. Especially higher order benefits and values are rarely mentioned. From the BSRI the masculine items *masculine* (masculinity - handymen) and *independent* (independence, DIY, do something on your own) are mentioned with regard to the brand. Participants point out that they are “*not emotional about (...) drilling machines*” (Appendix I, p.142) but both women and men are still motivated to buy one as in their opinion a need for drilling machine exists. Black & Decker’s products are described as “*not glamorous, not decorating (...), but it solves a problem*” (Appendix J, p.154). This can be then seen as a more rational buying motivation and therefore is more connected to the masculine concept of *rationality* than to the feminine concept of emotions.

	Attributes	Direct Benefit	Higher Order Benefits	Values
Women	drill	Last forever - good quality - safe - need	DIY	Masculinity - independence
Men	Equipment - profession- drill	Very good quality - need - high price - functionality - problem solving	Fun	Masculinity
Mixed	Drill machine - drills holes in the wall - build furniture	Makes life easier - problem - solving - need - functionality	Ritual - DIY- heritage	Passion - non - traditional gender roles

(Perceptions of Black & Decker)

#### 4.4 SPONSORSHIP FIT OF GENDER-INCONGRUENT SPONSORSHIPS

As the existing perceptions of brands and events are clarified, in the next step of the analysis, based on the themes derived from the coding method, a possible sponsorship fit will be investigated. Themes that have shown to be important within and across groups are only taken into account.

Looking at the themes, it becomes evident that participants mentioned remarkably more themes that support a sponsorship fit between KitchenAid and Formula 1 than they found themes working against it. Participants pointed out that “*technology is a joint interest*” (Appendix J, p.127) of Formula 1 and KitchenAid. Technology as a product category is classified as masculine (Daechun & Sanghoon, 2007) and reveals thereby a masculine feature of KitchenAid. Moreover, high quality, safety, functionality and stylish design are

mentioned as similarities by the participants. Even though quality can be seen as a gender-neutral concept (Bem, 1974), participants point out that *“men want the best”* (Appendix J, p. 127) which shows the importance of high quality to men and thereby another linkage between Formula 1 and the characteristics of KitchenAid.

Design is neither connected to masculinity nor femininity (Bem, 1974), however the many similarities between a KitchenAid appliance and a Formula 1 car that are pointed out in the focus groups show how a gender-neutral concept can be connected to a gender. The car-like design is realized by a metallic and clean look, by bright colors, steel elements, the feature of spinning around (wheels and appliance) and the observed sharpness of both car and appliance (not round and soft). This leads to *“two machines that are combined that you did not see combined before”* (Appendix J, p.156). Furthermore, the notion of KitchenAid’s powerful engine and its speed are connected to the masculine BRSI item *forceful* (Bem, 1974) and shows a masculine feature of KitchenAid. A sponsorship fit is further supported by the observation that modern men actually like to cook and are socially accepted to cook (Appendix J). The social acceptance is pointed out by men being able to cook *“without having the feeling that this is a threat to their masculinity”* (Appendix J, p.156).

Participants less frequently mentioned themes working against a sponsorship fit. They however pointed out that some *“men even feel offended”* (Appendix H, p.127) by a kitchen item sponsoring the masculine Formula 1 event. The clash between the masculine world of Formula 1 and the feminine world of KitchenAid is pointed out by the notion of women that Formula 1 *“is totally out of (...) their universe”* (Appendix H, p.121). Nevertheless, this notion is at least partly overcome by the similarities between brand and event pointed out by the participants. Participants have succeeded in finding masculinity within KitchenAid which creates a link between brand and event and leads to perceived sponsorship fit.

KitchenAid sponsoring Formula 1
+ high quality (men want the best) + high-end technology + masculine design elements (car-like design, steel, metallic, sharp - less soft) + safety + innovation + speed (on the race track and in the kitchen) + functionality (features) + connection of two machines (men like to own machines) + power + exclusiveness (upscale) + modern men cook
- men vs. women world - men feeling offended by KitchenAid as sponsor

Moving to the fictive sponsorship of Black & Decker and The Fashion Week a different picture is created. Participants mainly found themes that reject a sponsorship fit between the brand and event at hand. It is pointed out that Black & Decker is not fashionable, stylish and sexy, and its products are lacking a connection to the glamorous fashion world (Appendix H). The fashion world is portrayed to refuse the connection of the classy fashion world with Black & Decker, and would “*never allow a thing like that*” (Appendix I, p.144) to happen.

Moreover, “*masculinity has disappeared from fashion*” (Appendix H, p.129) in the eyes of some participants. Therefore, masculine attributes represented by Black & Decker are not observable in fashion trends at the moment. Within fashion, it is an emerging trend that men have become skinny instead of strong and soft instead of powerful (Appendix H) - fashion therefore creates an image of a man that does not match the powerful, individualistic handyman that Black & Decker is connected to. On the other hand, women have become stronger and more independent (Appendix H) and in this manner masculine items from the BSRI (Bem, 1974) are used to describe them. They are therefore also assumed to be able to something alone at home as building up furniture (Appendix J). Nevertheless, participants feel that the sponsorship would lead to a wrong portrayal of women. Even though women do not want to be limited to be housewives (Appendix H); they also do not want to be pictured with a drill in their hand suggesting “*drill me*” (Appendix I, p.144) The similarities of high quality, creating something on your own and the emerging do-it-yourself trend are therefore in the opinion of the participants not enough to overcome the many contradictions the sponsorship creates and for this reason a sponsorship fit is not created in the mind of the participants.

Black & Decker sponsoring Fashion Week
+ high quality + create something on your own + disappearance of femininity in fashion (women wear men's clothes) + independent women that care for themselves + DIY trend + fashion connects unconnected things
- B&D is not fashionable - B&D is not sexy - B&D is missing feminine design - Fashion Week does not support manly, powerful image - disappearance of masculinity within fashion (no connection between masculinity and fashion at the moment) - tendency to present sexist stereotypes - wrong portrayal of women - no identification with picture of women - classy vs. cheap - contrast

While the investigated feminine brand, KitchenAid, is likely to achieve sponsorship fit with its masculine sponsoring partner, Formula 1, the masculine brand, Black & Decker struggles profoundly to be connected to its feminine sponsoring partner, The Fashion Week. This observation presents a contrast to the assumption that feminine brands have a harder time in attracting men to use feminine products than vice versa due to the higher social acceptance of women showing masculine behavior than men showing feminine behavior (Gentry et al., 1978).

To understand why or why not a sponsorship fit is assumed to take place for the fictive sponsorships, it is important to understand what is motivating the participants' reactions. The themes mentioned for a possible sponsorship fit have revealed that gender perceptions are frequently taken into account when talking about gender-incongruent sponsorships. Within the next part of the analysis a deeper look at the mentioned gender perceptions is taken in order to understand the meaning of gender perceptions in the context of the investigated incongruent sponsorships.

#### **4.5 GENDER PERCEPTIONS IN GENDER-INCONGRUENT SPONSORSHIPS**

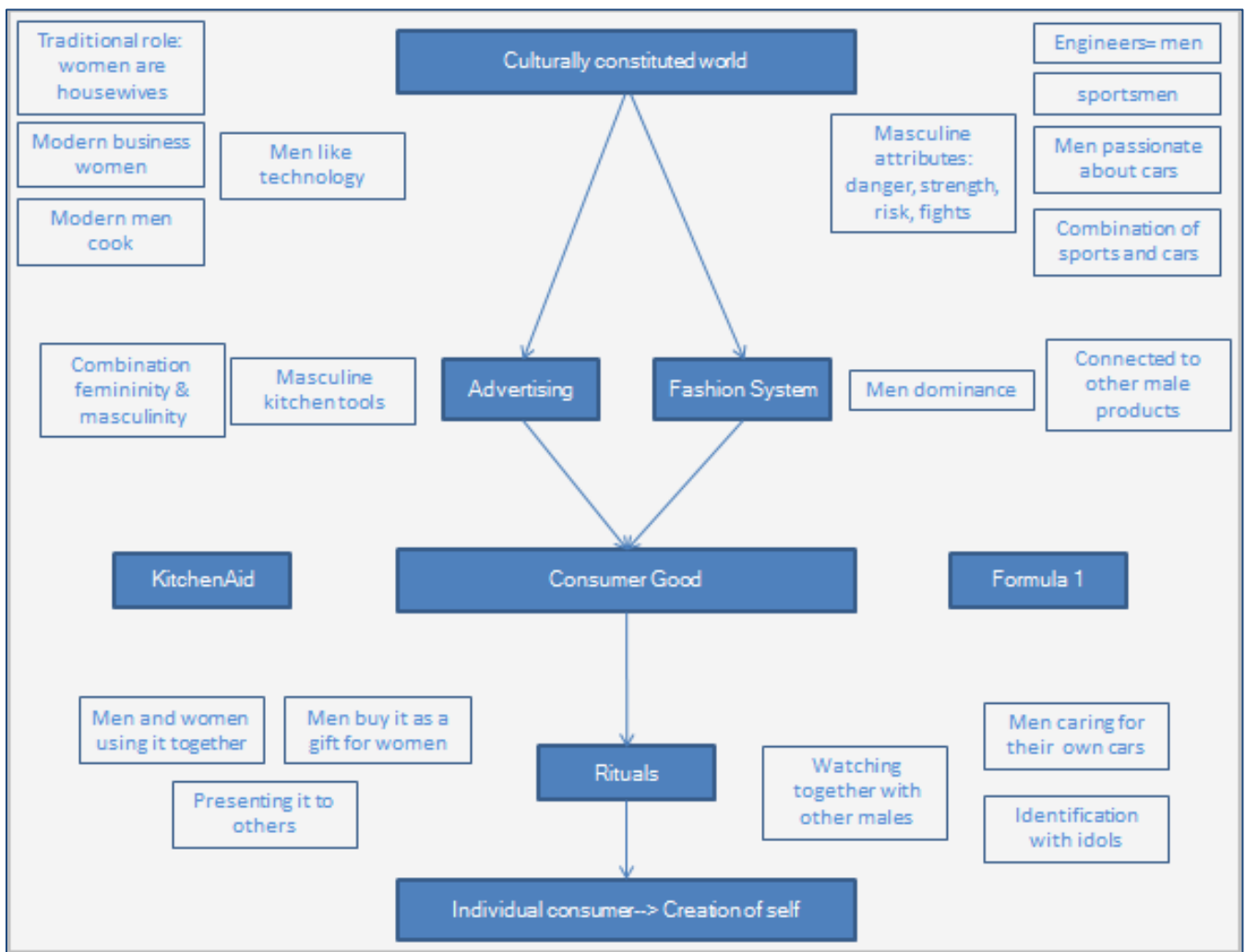
The themes generated via coding reveal that gender perceptions have an impact on reactions to sponsorships where a perceived masculine (feminine) brand sponsors a perceived feminine (masculine) event in two consecutive processes: by impacting the existing meaning and by impacting the creation of new meaning. The visualization presents the creation of already existing meaning, the meaning attached to KitchenAid and Formula 1 without a sponsorship context. The creation of new meaning through the introduction of a fictive sponsorship will be discussed afterwards.

Although kitchen appliances and KitchenAid as a brand have been classified as feminine (Daechun & Sanghoon, 2007), the focus groups have shown that the KitchenAid products are seen as a combination of masculinity and femininity (Appendix H). This notion is a result of meaning that has been moved by integrating masculinity in a good that traditionally is perceived to be feminine.

Connecting masculinity to a rather feminine product is enabled by the development of new gender roles. Women nowadays work and earn their own money and female participants

point out that they *“have other priorities”* (Appendix H, p.126) than spending time in the kitchen. Moreover, it is pointed out that there is *“this modern man who is cooking - that’s a trend”* (Appendix J, p.153) which shows the social acceptance of men that cook. Men are further interested in technology and like to own machines, so that *“maybe more women are cooking, but still men might like the idea of having a machine like this at home”* (Appendix J, p.153).

Meaning is then moved further by rituals. Participants mentioned that they imagine using KitchenAid together with their partners which underlines the tendency to see the products as made for men and women (Appendix I) Furthermore, exchange rituals play an important role as men think about buying a KitchenAid as a gift for their mothers or girlfriends (Appendix H) One participating woman however also mentioned that her boyfriend would highly appreciate a KitchenAid as a gift. People also like to own KitchenAid in order to present it to others (Appendix I). For this reason, possession rituals take place as well.



(Movement of meaning KitchenAid & Formula 1)

Formula 1 has been classified as highly masculine during the pre-test. This notion is fortified within the focus groups. For the participants Formula 1 is *“a totally men-dominated area”* (Appendix H, p.121) due to the dominance of males in the execution of the event: all drivers are men and nearly all engineers and managers as well. Professions in the Formula 1 business seem to be connected to men, and participants report that male friends of them are mechanics, engineers or study technical engineering (Appendix H). In contrast, in a Formula 1 context, women’s role is limited to *“always being the sluts”* (Appendix J, p.147).

The meaning is passed on via advertisements presenting men and masculine products and creating a world where only men are connected to Formula 1. Women and female products are described to be missing at Formula 1 (Appendix I) so that no connection of feminine products and Formula 1 is established.

The meaning is then further moved on via grooming rituals (watching Formula 1 together with other males and admiring masculine sport idols) and possession rituals (caring for cars, knowledge about Formula 1). Grooming rituals are furthermore often highly connected to other very masculine product categories as beer and cigarettes (Fugate & Phillips, 2010).

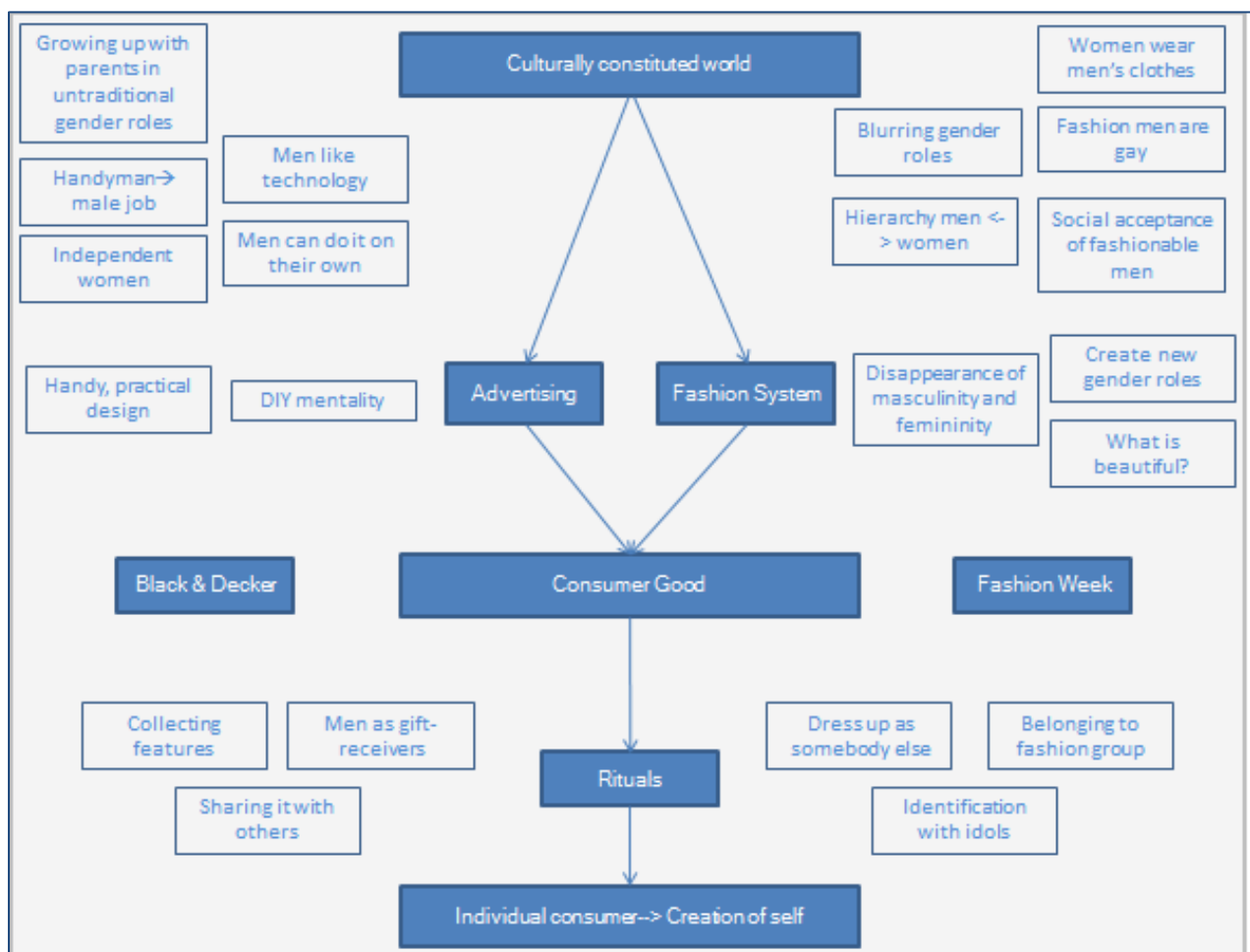
In the same manner as with KitchenAid and Formula 1, the movement of meaning for Black & Decker and The Fashion Week will now be investigated. Perceptions participants hold towards Black & Decker are further impacted by gender perceptions. Not only the brand, but also technology and tools are categorized as masculine (Daechun & Sanghoon, 2007). A drilling machine is further described as equipment for a masculine profession, handymen (Appendix I). Gender perceptions are in this manner again rooted in professions.

In addition, the emerging trend of Do-it-yourself moves meaning via the fashion system and makes tools trendier than before (Appendix H). The products of Black & Decker are however reported to *“not be glamorous, not decorating”* (Appendix J, p.154) and not sexy (Appendix I, p.144).

Additionally, men are described to live by the motto *“we are men, we can do that on our own”* (Appendix H, p.125). Independence as a typical masculine item according to the BRSI (1974) is however also becoming an attribute connected to young women who like to stand on their own feet. Women see a need in owning a drilling machine, however they point out to *“have no clue about drills and would always trust (...) their dads”* when buying one (Appendix H, p.126). Untraditional gender roles in general become more normal, so one participating woman pointed out that her mother is more interested in drilling machines than her father and that her father however likes cooking and kitchen appliances more than her mother (Appendix J).

The meaning is further moved through rituals and most frequently exchange rituals as men often receive tools as gifts and even point out that a drilling machine is on their wish list for Christmas (Appendix I).

The Fashion Week represents the most contradicting themes of all the events and brands investigated. Even though, the event itself is classified as feminine, within the focus group



(Movement of meaning Black&Decker & Fashion Week)



the event has shown the blurring of gender roles more than any other investigated example. It has been revealed that *“masculinity has disappeared from fashion”* (Appendix H, p.129) and to some extent femininity as well (Appendix H, p.129). Men are not seen as very masculine within fashion nowadays and many men that are really into fashion are assumed to be gay (Appendix I). Nevertheless, it is also pointed out that men are accepted to be interested in fashion and that fashion plays a more important role nowadays than some years ago (Appendix J). Femininity has to some part disappeared or changed due to fashion as women nowadays wear men’s clothes as pants or checkered shirts (Appendix H). Professions again reported to shape our gender perceptions as women are typical overtaking the model role within the fashion business, but the model job is marked by the notion that *“a person is just a sleeve”* (Appendix J, p.150). The majority of designers are however men according to the participants (Appendix I).

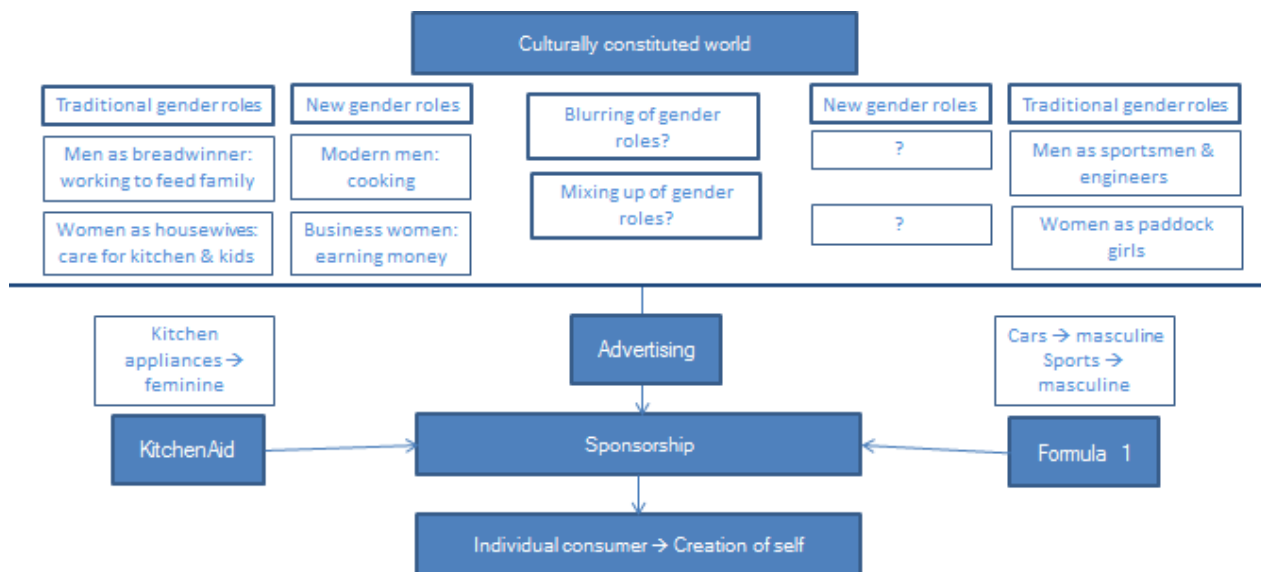
Movement of meaning is realized via the fashion system itself and the Fashion Week is deeply connected to the creation of new gender roles and linking of non-linked elements like the notion that *“masculinity has disappeared”* (Appendix H, p.129) or women wear men’s clothes (Appendix H). Moreover, the fashion system even *“dictate(s) us how we should dress, how we should look like to be beautiful”* (Appendix J, p. 151).

Rituals that move the meaning to the individual self are grooming rituals of dressing up and thereby becoming somebody else (Belk, 1988). Possession rituals of owning and wearing certain fashion items make people feel that they belong to a certain *“group with people that like to able to afford that luxury stuff”* (Appendix I, p.140).

Within a second step, gender perceptions impact reactions to gender-incongruent sponsorships also by influencing the creation of new meaning. A gender-incongruent sponsorship that is introduced creates new meaning through advertisement because it brings together two elements (a brand and event) that have not been connected before. When investigating the themes derived from the fictive sponsorships and their possible sponsorship fits, one actually ends up with themes that reveal the existing conflict of traditional and modern gender roles.

KitchenAid is dealing with the conflict of women that traditionally are seen as housewives while nowadays they have become business women who insist to *“not (be) one of these silly housewives”* (Appendix H, p.129). Men traditionally have been classified as

breadwinners who care for their families by going to work and earning money (Appendix I). Today, a modern man likes to cook (Appendix J) and is accepted to cook.

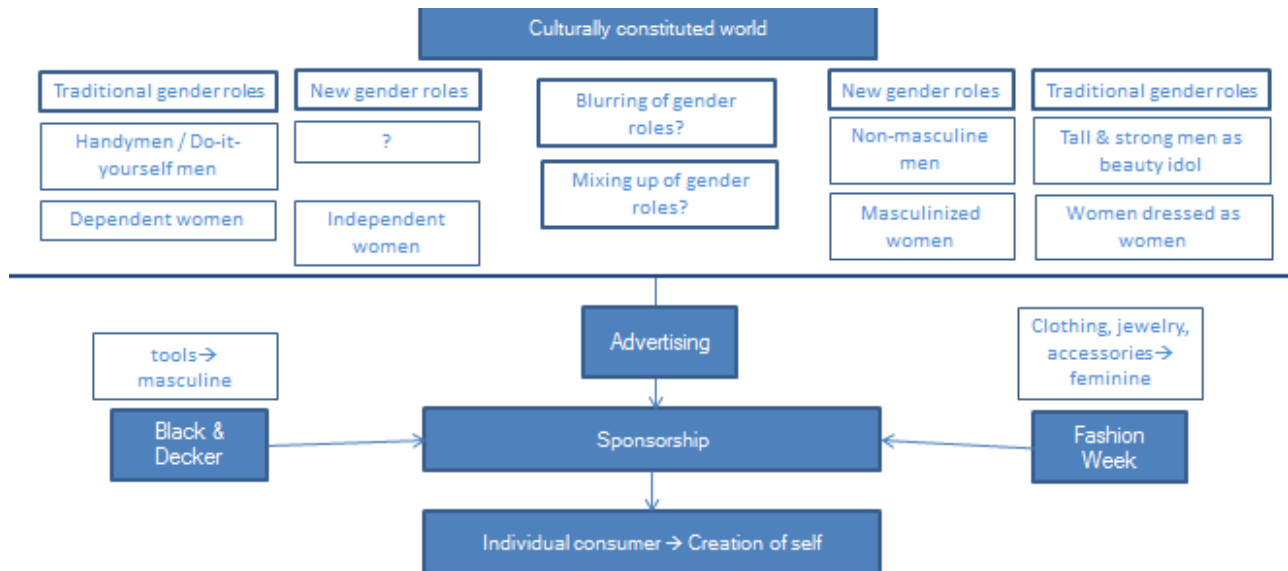


(Gender perceptions' role in the sponsorship of KitchenAid & Formula 1)

Formula 1 is characterized by very traditional gender roles that are kept alive. Men are the main actors in the “*men-dominated area*” (Appendix H, p.121) of Formula 1 as all drivers and the majority of engineers, mechanics and officials are men. Women are limited to make an appearance as paddock girls and are described to be limited to their physics (Appendix J).

Despite the presence of very traditional gender roles at Formula 1 sponsorship fit can be achieved because all conflicts with regard to gender perceptions are solved. KitchenAid itself represents a resolution and adapts its products perfectly to new gender roles: it offers women who have less time a time-saving kitchen tool and men a kitchen tool that is not a ‘*threat to masculinity*’ (Appendix J, p.156) but supports the notion of the modern, cooking men. Furthermore, the sponsorship appears to work in the eyes of the participants because the sponsor, KitchenAid, is able to adjust its products to the event and reflects the existing gender perceptions about Formula 1 within the products: it offers men a masculine product, a high-end technology with functional feature and a car-like design (Appendix H).

Moving to Black & Decker and its fictive sponsorship engagement with The Fashion Week, the contradicting gender perceptions cannot be resolved in the opinion of the participants and a sponsorship fit is not achieved (Appendix I)



(Gender perceptions' role in the sponsorship of Black&Decker & Fashion Week)

Black & Decker is confronted with the movement from women traditionally being dependent on men to women that *“stand for independence and (...) can do something alone at home”* (Appendix H, p.130). Men are however still characterized with the traditional gender perceptions that men are handymen and have a do-it-yourself mentality as a sign of their masculinity (*“We are men, we can do that on our own”*, Appendix H, p.125). So, both men and women are perceived to be independent today and stand on their own feet.

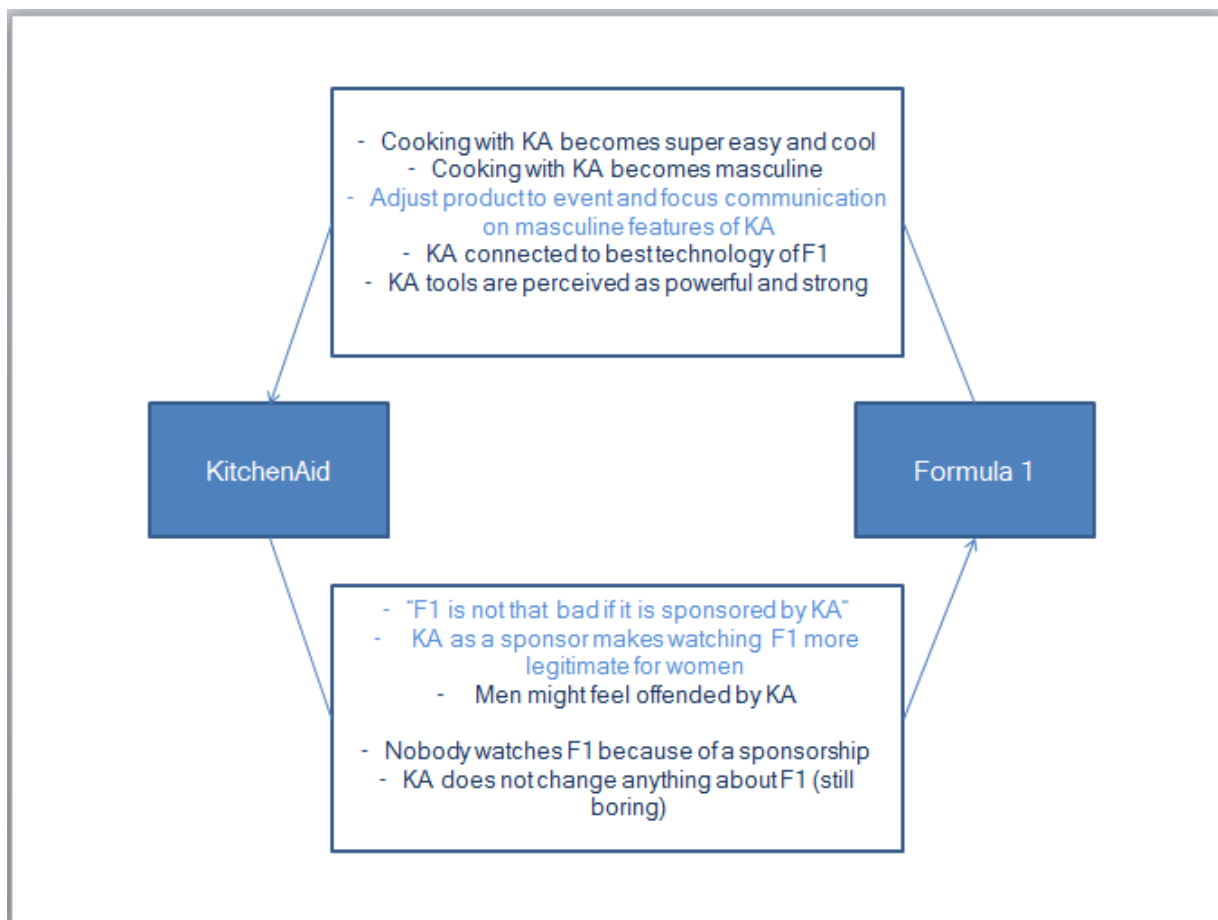
The Fashion Week deals with the transformation of strong, tall men into non-masculine men with physics that do not represent traditional masculinity. Participants mention that *“masculinity has disappeared from fashion”* (Appendix H, p.129). Women have in turn become masculinized and are wearing more and more items that traditionally have been characterized as masculine items (Appendix H).

Conflicting gender perceptions lead to the incompatibility of sponsor and sponsee. The traditional image of a powerful man that is presented by Black & Decker cannot be re-

found in The Fashion Week's portrayal of a modern man that is lacking any masculine physics (Appendix I). The modern image of the independent woman actually could have been aligned with the masculinized portrayal of women in fashion, however this new gender role is not accepted by the participants. Participating women neither want to be limited to being a housewife nor to being a masculinized woman (Appendix H) pictured as a *"half-naked woman having a drilling machine in her hand saying 'drill-me'"* (Appendix I, p.144).

#### 4.6 INFLUENCE OF SPONSOR ON SPONSEE AND VICE VERSA

When investigating a possible influence of a sponsor's image on a sponsee's image and vice versa, themes were build that represent the most frequently mentioned ideas that can help answering the question at hand.



(Perceived Influences between KitchenAid & Formula 1)

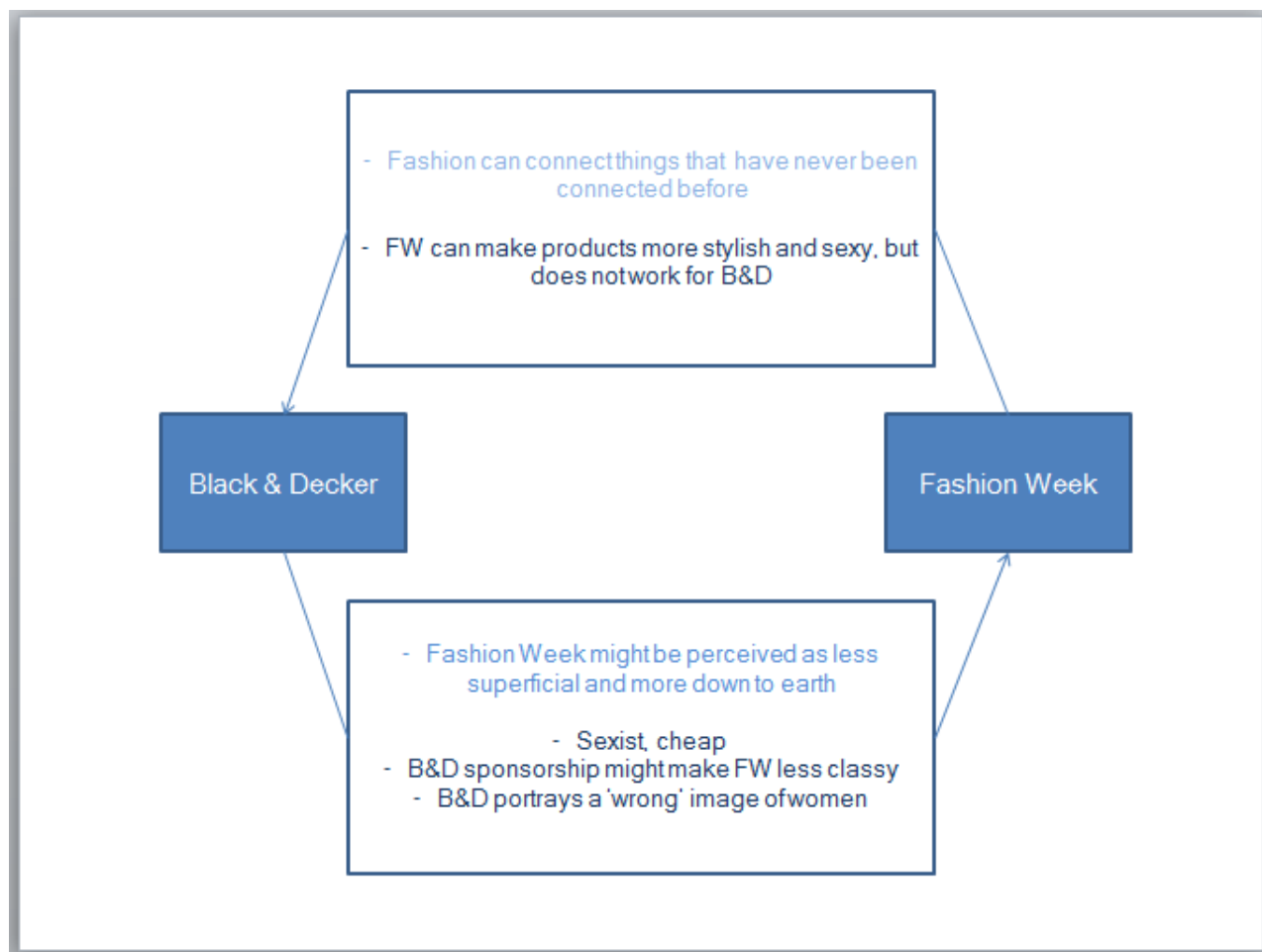
Participants point out that in their opinion there is an influence of Formula 1's image on KitchenAid's image. This notion is incorporated in the observation that KitchenAid *"convince(s) guys that it is super easy and super cool to do something in the kitchen"* (Appendix H, p.127) due to its connection to Formula 1. Moreover, cooking with KitchenAid is perceived as more masculine, as *"cooler, stronger (...), appealing for both genders"* (Appendix J, p.156) in the sponsorship context. Participants also mentioned that the image of Formula 1 connected to high-end technology, engineering, speed and quality is transferred to KitchenAid due to the similarities of the machines, a *"Kitchen Aid (is) like the wheels of the cars"* (Appendix H, p.127). One participant further remarked that KitchenAid is supposed to *"adjust the product to the event and point out the masculine features of the kitchen machine....so that the event even leads to strengthening the image of the product and making it more masculine"* (Appendix J, p.158).

When it comes to the brand's influence on the event, participants point out that *"people don't start watching F1 because they know that a KitchenAid ad is aired in the break"* (Appendix I, p.143). People who find the event boring still think it's boring, even if it's sponsored by KitchenAid (Appendix J). The only possible influence people can imagine is that Formula 1 fans can be offended by the sponsorship of KitchenAid as *"a lot of men watching the F1 would not want kitchen stuff to be connected with it"* (Appendix I, p.143). Ideas that were only mentioned within one group also covered the tendency that women might think that Formula 1 is *"not that bad after all if it's sponsored by KitchenAid"* (Appendix H, p.127) and that the sponsorship makes *"watching (for women) more legitimate as it becomes more female"* (Appendix J, p.144). However, these ideas were not observed across groups and are therefore more individual opinions than a commonly shared view.

After looking at KitchenAid and Formula 1, the possible influence of the sponsor on the sponsee and vice versa is also investigated for the fictive sponsorship of Black & Decker and The Fashion Week. It is interesting to note that the themes are broader and less specific than for the other sponsorship. Generally, in the participants' view fashion can connect unconnected elements and has *"no real limits for (...) creativity"* (Appendix J, p.150). However, even the creative fashion system with no limits of linking extremes and creating something that has never been there before (Appendix H) reaches a limit when aiming at connecting Black & Decker and The Fashion Week. Due to the lack of

sponsorship fit, the participants point out that the perceptions of the brand are not changed by the event as no relationship between the two exists (Appendix I).

However, the image of the event can be harmed due to the lack of sponsorship fit. The missing connection is mainly based on the unacceptance of the perceived role of women within the sponsorship. Participants mention that a wrong image of women is created that appears to be sexist. Participants picture a *“half-naked woman having a drilling machine in her hand saying drill me”* (Appendix I, p.144). This negative connotation can easily be transferred to the event according to the opinion of the participants and in this manner make the event less classy than without the sponsorship (Appendix I). The notion that the sponsorship can present the event in a more down-to-earth way and convince people to *“stop thinking that fashion is only superficial”* (Appendix H, p.128) is only mentioned within one focus group and is not supported further within other groups.



(Perceived Influences between Black&Decker & Fashion Week)

## 4.7 SPONSORSHIP ACTIVATION METHODS

Within the last part of the analysis, investigations will move from the fictive sponsorships to the real-life example of Beck's sponsoring The New York Fashion Week. Different activation methods have been used as stimuli within the different focus groups. Findings therefore can always be a result of group dynamics or characteristics of the groups, e.g. differences between men, women and mixed constellations (Grant, 2011).

No matter which sponsorship activation method is investigated, participants agree on the notion that the sponsorship at least to some degree works and the sponsee, The New York Fashion Week, has a positive impact on the sponsor, Beck's. Participants report that Sapphire "makes beer really classy and socially acceptable" (Appendix I, p.145). "Beer is accepted everywhere, (...) especially for girls (...) and even at the opera" (Appendix I, p.146). Moreover, the beer creates a feeling of exclusiveness due to its connection to The New York Fashion Week.

With regard to licensing/collaboration, participants described that Beck has "build a bridge" (Appendix H, p.130) between product and event by connecting beer and fashion within the watch from Grieb & Benzinger. In their eyes, the beer and the watch are gender-neutral as it shows characteristics of both manly beer and the feminine sapphire (Appendix H). Moreover, the perception of beer is shifted due to the sponsorship and "making something that is not expensive -beer- look expensive" (Appendix H, p.131).

The TV spot presented to the men group results in participants reporting that an emotion is created. While information is not the main focus of the spot, a mood is created that combines fashion and beer. Participants pointed out that until the end they expected the spot to advertise a perfume (Appendix J). The beer however still fits the spot due to its fashionable design. Men see women as the target group for the beer as one participant reported that "I totally see girls ordering a sapphire because of the name and because it fits the black dress they are wearing" (Appendix J, p.146). Men themselves do not want to order the beer. Moreover, they see Sapphire as a contradiction to the existing, rough image of Beck's (Appendix J).

The mixed group was presented with a text about an event that promoted the sponsorship and that included a sweepstake offering the chance to win a trip to The New York Fashion

Week. Participants reveal that in their opinion Beck's is successful building "the bridge between elegance, fashion and beer" (Appendix J, p.161). However, the men within the group pointed out that they do not want to be seen with the bottle as the bottle is perceived as very feminine (Appendix J). Moreover, the drink wants to give people the feeling of exclusiveness and is not accepted by men in this group who see themselves as classical beer drinkers who do not want beer to be effeminate. Drinking Sapphire is in their eyes made for people who want to show off and feel "I am so awesome, I drink Beck's" (Appendix J, p.161) - and the participants do not identify with this group.

Licensing/ Collaboration (women)	Exclusive, unique watch - bridge between product and event - watch for both genders - gender-neutral - connect genders with watch - make something look more expensive - getting attention - premium - fancy - combination manly beer with feminine sapphire - sapphire → fashion - fashionable name - drink with straw - change drinking habits - models do not drink beer
TV spot (men)	Do not need to show a product to advertise it - focus on emotions/mood/atmosphere - beer seems special/fashionable/high class - right packaging → trendy - similarities with perfume fragrance - girls order it because of name and because it fits their dress - sell a lifestyle with a beverage - makes drinking beer acceptable everywhere (even in opera) and especially for girls - makes beer classy - contradicting to rough Beck's image
Event/Sweepstake (mixed)	Beer becomes elegant - beer has become more accepted at high society events - still not luxury/exclusive - focus on sleeve, not content - sexy bottle - build bridge between elegance/fashion/beer - showing off - makes you feel special when you drink it - belonging to a certain group - designer drink - do not want to be seen with the drink - convince people to drink beer - not accepted by classical beer drinkers

From all the sponsorship activation methods the licensing/collaboration is the most accepted as it is described as being fully able to link fashion and beer through the creation of the watch (Appendix H). The event with the sweepstake is the least accepted and especially men criticize the execution of the sponsorship which is not in line with their image of a rough, masculine beer (Appendix J). The TV spots leads to acceptance of the sponsorship, but only women are accepted to drink a Sapphire- men think the beer is too feminine for men to drink it (Appendix I). The low acceptance of sponsorship activation via



an event with a sweepstake might however be explained by the weakness of the stimulus. While the TV spot stimulus can be fully experienced and the licensing/collaboration stimulus can be experienced via visual representations, the event stimulus suffers from the lack of representation.

It is important to note that no matter which stimulus was presented to the focus groups themes supporting the sponsorship fit often resulted from the name and the product packaging/design, even though this was not the focus of the stimulus in all three cases. The fashionable, feminine name Sapphire (*"I actually like the name....like the stone, very expensive"* Appendix J, p.163) and the elegant, dress-like design of the bottle (*"fits the black dress they are wearing"* Appendix I, p.147) build the connection of beer and the Fashion Week in the eyes of the participants (Appendix H).

Results for this research question might be limited in their representativeness because different groups were presented with different sponsorship activation methods. During the focus groups, women in general have found to be more open-minded towards gender-incongruent sponsorships while men show more reservation (Appendix I). This tendency might be rooted in men being socially less accepted to show feminine behavior than vice versa (Gentry et al., 1978). For this reason, differences between reactions to the different sponsorship activation methods can be a result of group dynamics, gender differences and the strength of the stimulus presented.

## 5. DISCUSSION OF FINDINGS

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According to the in vivo approach, the conceptualized model of McCracken (1986) and Gwinner (1997) has been taken as a point of departure. During the research the model has been scanned and reframed with the help of the themes generated through the coding method (Andersen & Kragh, 2010). The integrated model of McCracken and Gwinner was found to be an applicable model for understanding the gender perceptions' role in gender-incongruent sponsorships.

Higher order benefits and values have been frequently mentioned by participants to describe brands and events. This shows that people do not only connect rational and functional attributes to brands and events, but symbolic, more abstract meaning (Weis,

1994). Gender perceptions have revealed to be part of symbolic meaning since the presented ladders express various characteristics of masculinity or femininity with regard to Bem's BSRI (1974). In line with McCracken's (1986) model of movement of meaning, gender perceptions' meaning is further moved from the culturally constituted world to the individual consumer. Movement of meaning took place in two consecutive steps: first, the existing meaning about brands and events and second, the creation of new meaning through the introduction of fictive, gender-incongruent sponsorships. What people regard as masculine and as feminine is rooted in the culturally constituted world. Sources of gender perceptions that have been pointed out frequently include education, profession and the overall shift from traditional to more modern gender roles.

Education is referring to gender perceptions that people grow up with. It varies from statements such as "*My father just bought a kitchen appliance. And my mom has a drill*" (Appendix J, p.155) to describing the man watching TV while the woman is preparing the dinner as the "*hard truth in a lot of families*" (Appendix J, p.150). The degree to which participants have grown up with untraditional gender roles therefore differs. The familiarity with untraditional gender is found to result in more tolerance incongruent gender roles (Fugate & Phillips, 2010) and could explain to a certain degree why some participants might be more open-minded to gender- incongruent sponsorships than others.

Professions further reflect gender perceptions as men are described to typically engage in jobs connected to engineering, mechanics, technology and handcraft while women are found to be models, housewives, blogger and recently also business women (Appendix H). If products or events are connected to a profession that is marked by a high degree of men (women) performing it, it can impact the gender attached to the product or event, so that Formula 1 connected to engineers and Black & Decker to handymen are seen as masculine.

The shift from traditional to modern gender roles is highlighted in a variety of statements. For different areas, the shift has reached different stages: while in Formula 1 very traditional gender roles can be observed (women: paddock girls, men: sportsmen), KitchenAid is described as being aligned with more modern gender roles depicting the woman as both housewife and business woman, and the modern man as socially accepted to cook. To understand why sponsorship fit takes place, one however has to differentiate

between gender roles represented by the category surrounding the brand or by the brand itself. While tools are accepted for women due to the development of the independent women who stands on her own feet, Black & Decker's product do not reflect the possible extension of the target market to women. Black & Decker's products are expected to become "smaller" and "pinkish" (Appendix H, p.130) to match women's gender identity. KitchenAid faces not only a category where cooking and owning kitchen appliances has become accepted for men (Appendix H), but also offers a product that is able to match a man's gender identity due to its innovative technology and car-like design.

With regard to gender-incongruent sponsorships, KitchenAid in this manner succeeds in adapting its products to the masculine Formula 1 event while Black & Decker failed to connect to the perceived feminine Fashion Week event (Appendix H). Adjusting the product of a brand to the sponsee is however noted to be a determinant factor for the achievement of sponsorship fit due to the observed influence of a sponsee's image on the sponsor's image. A sponsee can increase the perceived strength of characteristics of a brand, but only with existing characteristics of the brand that are similar to characteristics of the event. Within gender-incongruent sponsorships this means that a feminine sponsor needs masculine characteristics that can increase their perceived strength through a masculine sponsor and vice versa.

Sponsorship activation is described as able to communicate sponsorship fit at least to some extent. This is in line with the findings of Coppetti et al. (2009) that an articulation of incongruent-sponsorships can lead to an "associative link between an event's schema and a brand's schema when the two do not share a natural link" (p.30).

While KitchenAid and Formula 1 are perceived to achieve sponsorship fit, Black & Decker's struggles to be successfully connected to The Fashion Week. This finding works against the assumption that feminine brands have a harder time attracting men than vice versa due to the lesser societal support of men engaging in feminine behavior (Gentry et al., 1978). Although Black & Decker lacks feminine features that are needed to reach sponsorship fit, the difficulties of connecting brand and event can also be caused by Fashion Week's proximity to the fashion system. The fashion system is part of McCracken's (1986) model and responsible for the creation of new meaning. People might

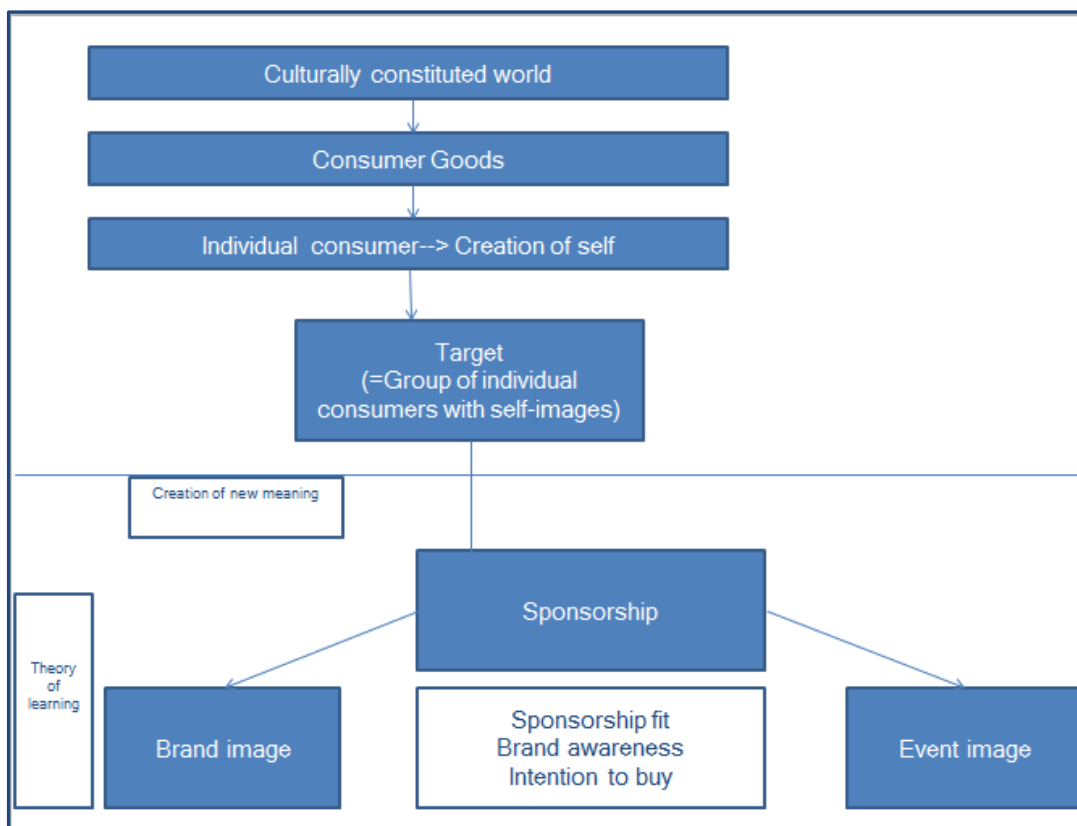
need time to understand and adapt to these emerging new roles. The contradicting and rather extreme notions about the Fashion Week (*"disappearance of masculinity (....) and to some party femininity"* Appendix H, p.129) can further arise from the paradoxes of the modernist consumption that are manifested in fashion and reveal that "changes in fashion styles not only represent reaction against what went before; they may be self-contradictory too" (Wilson, 1985, p.5). For this reason, the difficulties Black & Decker is facing might be rooted in its complete lack of feminine characteristics and the ambiguity of mentioned perceptions about The Fashion Week. No general reason why a masculine brand would have more difficulties attracting females than vice versa is however observed.

By rituals people integrate gendered products into their selves. Exchange rituals are the most frequently mentioned rituals with regard to gender perceptions. As gift are integrated in self-images, people tend to choose gifts that they like to see integrated in the self-image of the gift receiver (McCracken, 1986). KitchenAid is reported as a possible gift for mothers and girlfriends (Appendix J) but also for boyfriends (Appendix H). KitchenAid seems therefore to be accepted as part of the self-image for men and women. Men can imagine putting a Black & Decker drill on their wish list for Christmas and women think about a drill as a gift for their boyfriends. Women are not mentioned as receivers of a drill as a gift. This might mean that even though women are accepted to own one, a drill is not a desired part of a woman's self.

Even though the conceptualized model of McCracken (1986) and Gwinner has been applicable for understanding gender perceptions' role in the context for gender-incongruent sponsorships, evaluation of sponsorships only by sponsorship fit should be revised. Participants mention that they believe that especially a missing sponsorship fit can lead to the generation of high brand awareness because the *"combination of fashion and drills is so absurd, that I will remember it when I am in the store"* (Appendix J, p.158). Additionally, intention to buy is also highlighted as an important theme. Participants point out that they might buy a product of KitchenAid or Black & Decker for themselves or as a gift for others (Appendix H). Even though they might not see the product as matching the sponsoring partner or their self, they see it as matching the self of others.

Moreover, theory of learning should be included in the model. Participants point out the time needed to get familiar with a certain idea and mention that "first people are skeptical,

but they get used to stuff as we got used to women drinking beer and drinking beer at fashion shows” (Appendix I, p.146). Already during the focus groups one can observe a learning process. While the first reactions to gender-incongruent sponsorships is often marked by a certain degree of skepticism (*“I think creative management failed”*, Appendix I, p.142) in the end of the focus groups participants point out that *“it works better this way, Kitchen Aid and F1 and Black & Decker and the Fashion Week than the other way round”* (Appendix H, p.135). For this reason, they actually like the incongruent sponsorships better than the traditional sponsorships that are seen as too obvious and too much reflecting old-fashioned gender roles (Appendix H).



(Revised model of gender perceptions role in gender-incongruent sponsorships)

## 6. CONCLUSION & MANAGERIAL IMPLICATIONS

For companies it is of great importance to understand gender perceptions because gender perceptions impact people's reactions to gender-incongruent sponsorships through their impact on symbolic meaning (McCracken, 1986). In general, the creation of new gender

roles as well as the blurring and mixing up of traditional gender roles presents companies with the possibility of target group extensions.

As people do not watch an event only because of a sponsor and therefore gender-incongruent sponsorships are not perceived to be able to change perceptions of an event to become more positive and to increase the interest of people in the event (Appendix H), the investigated sponsorships' targets will be limited to the existing target group of the event. The target audience is thereby marked at a domain-specific level by gender perceptions: KitchenAid and Black & Decker are primarily talking to a gender who has traditionally struggled to use the product category (Kotler & Keller, 2012). The communication goal therefore should be the establishment of category need and presenting the new target with reasons to start buying the product category (Percy & Rosenbaum-Elliott, 2012).

However, companies should only engage in gender-incongruent sponsorships if they offer a product that possesses product attributes that match the new target group's gender. If a feminine brand wants to be appealing for men, the focus groups revealed that it needs attributes perceived as masculine and vice versa (Appendix J). While KitchenAid has been successfully connected to masculine items within the focus groups, Black & Decker has not revealed any feminine association (Appendix H). Feminine companies that want to expand their targets and reach men should focus on a masculine design (car-like design) and functional features, while masculine companies should offer a feminine design (handy, smaller, female colors, stylish). Design elements are the most frequently mentioned element within the focus groups and with regard to the themes derived from the focus group play an important role in establishing a product's gender. Also in the case of Beck's and The New York Fashion Week product design played a fundamental role in connecting sponsor and sponsee by showing the feminine, fashionable side of beer. Managers should therefore place high emphasis on creating a product design that bridges the gap between the two genders and represents masculinity or femininity respectively to the target. Design which is neither classified as masculine nor feminine (Bem, 1974) in this manner shows how a gender-neutral concept becomes a sign for masculinity or femininity respectively.

Managers should further place high emphasis on sponsorship activation because it is able to communicate sponsorship fit at least to some extent by pointing out associative links

between sponsor and sponsee (Coppetti et al., 2009). Product packing and design as mentioned above seems to have the highest potential in building a bridge between the two elements. Although product design has not been a specific element investigated within the focus groups, the majority of statements supporting a sponsorship fit between Beck's and The New York Fashion Week evolve around visuals. This finding is in line with Percy & Rosenbaum-Elliott's notion that "brand attitude in many cases relies heavily upon visual components" (p.234). Another important factor is the naming of the product. Sapphire appears to be feminine (Appendix J) while Beck's has reported to be masculine (Appendix H). By introducing a new product within a gender-incongruent sponsorship, companies have the possibility to present the new target with features of a product that match their gender even though the overall umbrella brand previously did not. However, existing consumers can be harmed by product extensions and engagements in sponsorships that do not match the gender of the traditional target group (Appendix J). Companies must carefully select who to target to not masculinize or feminize the brand image to an extent where the existing target cannot identify with it anymore.

As gender perceptions are a central concept to someone's self (Appendix H), marketing and communication strategy of a firm should therefore always be aligned with existing gender roles. Whether more traditional or more modern gender roles are relevant depends on a company's product category, the brand image and in case of an engagement in a sponsorship the event image. While in some areas gender roles are marked by very modernist conceptions (e.g. KitchenAid), other areas are still inseparably connected to traditional roles (e.g. Formula 1). Companies are supposed to prevent presenting targets with non-matching genders roles which could result in wrong portrayals of genders no one identifies with (Appendix I). A marketing and communication strategy should always reflect gender roles accepted by the target as the target needs to understand the genderized meaning the good is carrying in order to use it as a signal. A signal of symbolic meaning is only useful if "others (...) understand the signal emanating from consuming something" (Dolfsma, 2007). People then are assured that "they are what they buy".

## 7. LIMITATIONS & DIRECTIONS FOR FURTHER RESEARCH

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Even though the choice of a qualitative research has been a controllable decision of research delimitation, subjectivity cannot be totally diminished. The inclusion of a quantitative pre-test to investigate if any scientific significance for the research focus exists should have minimized subjectivity. However, results from the focus groups should always be seen as one possible view on findings (Rindfleisch & Inman, 1998). Qualitative research is in general characterized by interpretivism and the acceptance different interpretations of reality (Biemans, 2003).

The focus groups have been executed in English which is not the native language for the participating Germans. The tendency that participants are limited in their verbal expressions has however been tried to be eliminated by the choice of Germans which classify themselves as fluent English speakers. Moreover, a translation from German to English by the researcher would have increased the subjectivity of the research and decreased the generalizability (Polit & Beck, 2010). Nevertheless, a future research could use native speakers in order to investigate whether their reported emotions might be more elaborated.

The presence of the female moderator might have impacted the group dynamics, especially the investigated focus group of only men as behavior changes due to status and relational context (Grant, 2011). Men might feel less comfortable expressing emotions when a woman is present and less intimacy might occur. However, it has been decided to not use a male moderator as this would have further decreased the comparability across groups due to the involvement of different moderators (Morgan, 1997).

While this research deliberately has been limited to German people, it will be of further interest whether the findings of this research are applicable to people from other countries. Germany as a rather masculine country is assumed to value masculine values like achievement and ambition (Hofstede, 2014) more than feminine countries. Investigating participants from a highly feminine country like Sweden or Norway could lead to different reactions to gender-incongruent sponsorships due to different gender perceptions.

Countries with highest masculinity score	Countries with highest femininity score
1. Slovakia (100)	1- Sweden (5)
2. Japan (95)	2- Norway (8)
3. Hungary (88)	3- Latvia (9)



4. Albania (80)	4- Sri Lanka (10), Iceland (10)
5. Austria (79)	5- The Netherlands (14)
6. Venezuela (73)	6- Cape Verde(15)
7. Switzerland (70), Italy (70)	7- Denmark (16)
8. Mexico (69)	8- Lithuania (19), Slovenia (19)
9. Ireland (68)	9- Angola (20)
10. United Kingdom (66), Germany (66), China (66)	10- Costa Rica (21)

(Table 7 Feminine vs. Masculine countries: Information taken from Hofstede)

Older people could be another interesting field of study as they hold a different view on gender and are less open-minded towards new gender roles than their younger counterparts (Pompper, 2010). They however represent a high share of a country's population and a growing target market. In 2009, about 20% of the German population have been older than 65 and this share is expected to increase (Federal Statistical Office of Germany, 2011). As gender perceptions are central to someone's self-image and the resulting product choices (Belk, 1988), in order to target older people successfully companies are supposed to understand their gender perceptions.

The research revealed that the buying motivation for KitchenAid is rather positive since social approval ("*oh nice, a KitchenAid*", Appendix I, p.140) and sensory gratification ("*Kitchen Aid is more a toy*", Appendix J, p.155) are mentioned as reasons to buy. Black & Decker's products are more connected to a negative buying motivation of solving a problem (Appendix H). Different motivations need different communication strategies as negatively motivated buying decisions call for information while positively motivated buying motivations are best transmitted via mood creation (Percy & Rosenbaum-Elliott, 2012). Future research could investigate whether different buying motivations can lead to different reactions to gender-incongruent sponsorships. Moreover, degree of involvement can be taken into account as high involvement situations might make people more skeptical towards gender-incongruent sponsorships due to the perceived risk involved (Percy & Rosenbaum-Elliott, 2012).

For the aforementioned reasons, other evaluation factors for sponsorship success should be taken into account. Next to sponsorship fit, brand awareness and intentions to buy should be investigated. A quantitative research might be applicable to investigate cause-and effect relationships between different evaluation methods and the impact of gender-incongruent sponsorships on a firm's performance (Polit & Beck, 2010).

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## 9. TABLES

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**Table 2:** Bem, S.L. (1974). The measurement of psychological androgyny. *Journal of Consulting and Clinical Psychology*. Vol.42(2), pp.155-162

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## 10. APPENDIX

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### APPENDIX A: EXTRACT OF QUESTIONNAIRE FOR PRE-TEST

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1a) How masculine do you perceive the FIFA World Cup? ¶

☐ 0 {not at all masculine} ¶

☐ 1 {slightly masculine} ¶

☐ 2 {masculine} ¶

☐ 3 {highly masculine} ¶

1b) How feminine do you perceive the FIFA World Cup? ¶

☐ 0 {not at all feminine} ¶

☐ 1 {slightly feminine} ¶

☐ 2 {feminine} ¶

☐ 3 {highly feminine} ¶

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### APPENDIX B: QUESTION GUIDE FOCUS GROUPS

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Activity	Time	End-time
<div>1. INTRODUCTION &amp; WARM-UP</div> <div><ul style="list-style-type: none"><li>✓ Moderator introduction</li><li>✓ Purpose of research: Study of brand and event perceptions</li><li>✓ Explain MRS code of conduct, anonymity etc.</li><li>✓ Explanation of audio recording</li><li>✓ Need for honesty (no right or wrong answers)</li><li>✓ Opening question: Tell us who you are, how old you are, where you live, what you do for a living and what you enjoy doing when you're not doing this</li></ul></div>	5	5

2. EVENTS		
✓ Give every participant time to independently create a collage about the Formula 1 Championship and The New York Fashion Week with the pictures handed in before-hand + words	15	20
✓ Introductory Question: Can you explain your collage about the Formula 1 Championship (New York Fashion Week) to the group? What made you choose the selected pictures and words? (R1) (R4)	15	35
✓ Imagine a situation where you visit a Formula 1 Grand Prix / a New York Fashion Week Show, what comes to your mind? (R1)		
✓ How do you feel when imagining visiting the Formula 1 Championship (New York Fashion Week)? What is causing you to feel this way? (R1)		
✓ If you think about your friends, what do you think your friends would say about the Formula 1 Championship (New York Fashion Week)?		
✓ Think about someone (a friend, a relative....) who really likes the Formula 1 Championship (New York Fashion Week), what would he/she like about the event? (ask them to write down the person) Who would that person be (your father/mother/sister/brother/ girlfriend/boyfriend)? And why not you father/mother/ sister/brother/ girlfriend/boyfriend? (R1) (R2)		
✓ Do you think that gender plays a role why people like (don't like) the event? What is motivating you to think so? (R1)		

3. BRANDS		
✓ Moderator asks participants whether they know Kitchen Aid and Black & Decker and clarifies any questions  Introductory Question: When you hear Kitchen Aid (Black & Decker) what comes to your mind? Give every participant a piece of paper and ask them to write down	20	55



<p>three things coming to his mind and to explain these things to the other participants (R4)</p> <ul style="list-style-type: none"> <li>✓ Did you already use/buy Kitchen Aid (Black &amp; Decker)? What is motivating you to use(not use) the brand? (R1) (R4)</li> <li>✓ Can you tell us about a situation when you used Kitchen Aid (Black &amp; Decker)? If you never used Kitchen Aid (Black &amp; Decker), imagine a situation where you use Kitchen Aid (Black &amp; Decker), how do you feel when (imagining) using/buying Kitchen Aid (Black &amp; Decker)? What is causing you to feel this way? (R1)</li> <li>✓ If you think about your friends, what do you think your friends would say about Kitchen Aid (Black &amp; Decker)?</li> <li>✓ Think about someone who really likes the brand, who would that person be? (Ask to write it down) what would he/she like about the brand? And why not your mother/father/brother/ sister.....? (R1) (R2)</li> <li>✓ Do you think that gender plays a role why people like (don't like) the brand? What is motivating you to think so? (R1)</li> </ul>		
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<p><b>4. FICTIVE SPONSORSHIP</b></p> <p>The moderator is introducing the participants to the fictive sponsorship of Kitchen Aid sponsoring the Formula 1 Championship and Black &amp; Decker sponsoring the New York Fashion Week.</p> <p>Participants get the collages of the Formula 1 Championship and The New York Fashion Week from the beginning, as well as an image of the products of Kitchen Aid and Black &amp; Decker.</p> <p>Give each participant time to reflect on the collage and to decide whether to include the pictures in the collage or not. Further, ask them to write down pro's and con's for the sponsorship.</p> <ul style="list-style-type: none"> <li>✓ Please present us your updated collage and explain the others your thoughts about Kitchen Aid sponsoring the</li> </ul>	20	75
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<p>Formula 1 Championship/ about Black &amp; Decker sponsoring The New York Fashion Week? (R1) (R3) (R4)</p> <ul style="list-style-type: none"> <li>✓ How do you feel when integrating the image of products of Kitchen Aid (Black &amp; Decker) into the collage of Formula 1 Championship (The New York Fashion Week)? (R1) (R3)</li> <li>✓ If you imaging integrating the image of products from Kitchen Aid (Black &amp; Decker) into the collage of the Formula 1 Championship (The New York Fashion Week), would the image fit to the collage? What features of the event/brand motivate you to say yes (no)?</li> <li>✓ As you mentioned before, that Kitchen Aid/Black &amp; Decker is liked by_____, looking at the sponsorship, would that still be valid now? (R4)</li> <li>✓ Should Kitchen Aid sponsoring the Formula 1 Championship? What motivates you to say yes (no)? (R1) (R2) (R3)</li> <li>✓ Should Black &amp; Decker sponsoring the New York Fashion Week? What motivates you to say yes (no)? (R1) (R2) (R3)</li> </ul>		
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5. SPONSORSHIP ACTIVATION METHODS		
<p>The moderator is presenting a real-life sponsorship example of Beck's Sapphire sponsoring the New York City Fashion Week to the focus group. Further, the moderator is explaining sponsorship activation to the participants.</p> <ul style="list-style-type: none"> <li>✓ GROUP A: Sponsorship activation via TV spot (advertising) The participants will watch a spot of Beck's Sapphire for The New York Fashion Week.</li> <li>✓ GROUP B: Sponsorship activation via event-based distribution (&amp;sweepstake). Participants will be presented with communication material about a Beck's Sapphire Launch Party.</li> <li>✓ GROUP C: Sponsorship via merchandising/ licensing/ collaborating Participants will be presented with communication material about the collaboration of Beck's Sapphire and Grieb &amp; Benzinger and the creation of an exclusive New York Fashion Week Watch</li> </ul>	15	90

<ul style="list-style-type: none"> <li>✓ What do you think about the activation method A/B/C? (R4) (R2) (R5)</li> <li>✓ How do you feel when looking at the sponsorship activation method A/B/C? (R2)(R1) (R5)</li> <li>✓ How do you perceive Beck's? (R4) (R5)</li> <li>✓ Is the sponsorship activation fitting your image of Beck's? (R4) (R5)</li> <li>✓ Would you buy a product from Beck's? (R4) (R5)</li> <li>✓ Do you think the activation method will be successful? What is motivation you to think so? (R5)</li> <li>✓ Looking at the activation method, who do you think is Beck's aiming to reach? (R3)</li> <li>✓ Do you think men and women will react in the same way to this activation method? What motivates you to think so? (R1) (R3) (R5)</li> </ul>		
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6. WRAP UP & CONCLUSION		
<ul style="list-style-type: none"> <li>✓ Ending Question: Of all the needs we discussed, which one is most important to you? Write down individually the three most important needs (rank them) and ask the participants to explain their choice to the others.</li> </ul> <p>Moderator is giving a short summary of the key points of the focus group.</p> <ul style="list-style-type: none"> <li>✓ Summary Question: Did I correctly summarize what has being said?</li> <li>✓ Final Question: Is there anything you can think of that is missing in our discussion and that you want to add?</li> </ul>	5	95

## APPENDIX C: FINDINGS TRIAL QUESTION GUIDE

To investigate the relevance and the adequacy of the questions chosen, for the first version of a question guide a trial was initiated. Two volunteers, one female and one male, who represent the characteristics of the sample (between 20-30, German, student background) were interviewed and their reactions to the questions at hand were treated as input for the revision of the question guide. Findings included the following notions:

Challenge people: Question participants' answers by asking them to explain what motivates their answer and test whether their answer is the only valid answer in their opinion or whether they also see other answers as valid (e.g. as you have said that your mother likes Kitchen Aid, could also be your father the person that likes Kitchen Aid? Why did you not chose him in the first place?).

Move backward: Within the trial it has been shown that people often forget what they have said before-hand. The moderator therefore needs to pay attention to what has been said, make notes and stimulate people by starting a question by “as you said before that \_\_\_\_\_”.

Break down: Give people time to first think individually about a question and ask them to take notes with their thoughts that they then will explain to the others. Without giving people time to reflect on a question independently, the persons in the trial tended to agree on opinions instead of debating the issue at hand. To generate rich data from a focus group, it is however crucial that people discuss their thoughts and present their stand point.

See different perspectives: Ask people to think about pro’s and con’s (positive and negative aspects) of an issue at hand, so that more arguments are covered in the discussion and participants think about many different aspects of a phenomenon when formulating their opinion. People within the trial tended to either focus on the positive or negative aspects depending on their own opinion, leaving all other arguments unsaid.

Be specific: When the first version of the questionnaire was developed, one of the main focuses has been to not lead the participants with the questions at all. However, when talking with the persons within the trial, it was observed that despite all neutrality the moderator has to be specific sometimes to make sure that knowledge for the research questions will be gained. For this reason, questions dealing with the main focus of the paper -gender perceptions- have been added to the question guide after the trial, e.g. “*Do you think that gender plays a role why people like (don’t like) the brand? What is motivating you to think so?*””. This question is however only asked at the end of the discussion if participants did not touch the gender issue at all.

Change order of question: While testing the question guide, it has further become obvious that sometimes a different order of questions might make it easier for the participants to answer the question and reflect on what to say, e.g. the moderator should ask about participants’ emotions whenever it is applicable and not only towards the end which might be the tendency when asking general questions first and more specific questions later. This is also in line with the soft laddering approach where the researcher arranges the data after the interview to create ladders.

## APPENDIX D: T-TEST EVENTS

### E1. MISS GERMANY

#### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	,8333	,74664	,13632
	Femininity	30	2,6333	,55605	,10152

#### Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df
Gender	Varianzgleichheit angenommen	,444	,508	-10,590	58
	Varianzgleichheit nicht angenommen			-10,590	53,601

#### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit		
		Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdifferenz
Gender	Varianzgleichheit angenommen	,000	-1,80000	,16997
	Varianzgleichheit nicht angenommen	,000	-1,80000	,16997

### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit	
		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	-2,14023	-1,45977
	Varianzgleichheit nicht angenommen	-2,14082	-1,45918

## E2.FASHION WEEK

### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	,6000	,56324	,10283
	Femininity	30	2,6667	,47946	,08754

### Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df
Gender	Varianzgleichheit angenommen	2,716	,105	-15,303	58
	Varianzgleichheit nicht angenommen			-15,303	56,558

### Test bei unabhängigen Stichproben

	T-Test für die Mittelwertgleichheit
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		Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdifferenz
Gender	Varianzgleichheit angenommen	,000	-2,06667	,13505
	Varianzgleichheit nicht angenommen	,000	-2,06667	,13505

#### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit	
		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	-2,33699	-1,79634
	Varianzgleichheit nicht angenommen	-2,33714	-1,79619

### E3. CHIO

#### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	,7333	,58329	,10649
	Femininity	30	2,4667	,62881	,11480

#### Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df

Gender	Varianzgleichheit angenommen	1,250	,268	-11,069	58
	Varianzgleichheit nicht angenommen			-11,069	57,676

#### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit		
		Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdifferenz
Gender	Varianzgleichheit angenommen	,000	-1,73333	,15659
	Varianzgleichheit nicht angenommen	,000	-1,73333	,15659

#### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit	
		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	-2,04679	-1,41988
	Varianzgleichheit nicht angenommen	-2,04682	-1,41984

## E4. CEBIT

#### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	1,8667	,89955	,16424
	Femininity	30	1,0667	,82768	,15111



**Test bei unabhängigen Stichproben**

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df
Gender	Varianzgleichheit angenommen	,379	,541	3,585	58
	Varianzgleichheit nicht angenommen			3,585	57,602

**Test bei unabhängigen Stichproben**

		T-Test für die Mittelwertgleichheit		
		Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdifferenz
Gender	Varianzgleichheit angenommen	,001	,80000	,22318
	Varianzgleichheit nicht angenommen	,001	,80000	,22318

**Test bei unabhängigen Stichproben**

		T-Test für die Mittelwertgleichheit	
		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	,35326	1,24674
	Varianzgleichheit nicht angenommen	,35319	1,24681

## E5. FORMULA 1

### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	2,7000	,46609	,08510
	Femininity	30	,3333	,47946	,08754

### Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df
Gender	Varianzgleichheit angenommen	,297	,588	19,386	58
	Varianzgleichheit nicht angenommen			19,386	57,954

### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit		
		Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdifferenz
Gender	Varianzgleichheit angenommen	,000	2,36667	,12208
	Varianzgleichheit nicht angenommen	,000	2,36667	,12208

### Test bei unabhängigen Stichproben

	T-Test für die Mittelwertgleichheit
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		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	2,12229	2,61104
	Varianzgleichheit nicht angenommen	2,12229	2,61105

## E6. EUROPEAN POKER TOUR

### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	2,4333	,62606	,11430
	Femininity	30	,5333	,68145	,12441

### Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df
Gender	Varianzgleichheit angenommen	,293	,590	11,246	58
	Varianzgleichheit nicht angenommen			11,246	57,588

### Test bei unabhängigen Stichproben

	T-Test für die Mittelwertgleichheit		
	Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdifferenz

Gender	Varianzgleichheit angenommen	,000	1,90000	,16895
	Varianzgleichheit nicht angenommen	,000	1,90000	,16895

#### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit	
		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	1,56181	2,23819
	Varianzgleichheit nicht angenommen	1,56176	2,23824

## E7. FIFA WORLD CUP

#### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	2,6333	,61495	,11227
	Femininity	30	,5667	,77385	,14129

#### Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df
Gender	Varianzgleichheit angenommen	1,794	,186	11,452	58

Varianzgleichheit nicht angenommen			11,452	55,184
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#### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit		
		Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdifferenz
Gender	Varianzgleichheit angenommen	,000	2,06667	,18046
	Varianzgleichheit nicht angenommen	,000	2,06667	,18046

#### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit	
		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	1,70543	2,42790
	Varianzgleichheit nicht angenommen	1,70504	2,42830

## E8. ROCK AM RING

#### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	2,3333	,60648	,11073
	Femininity	30	,5000	,62972	,11497

**Test bei unabhängigen Stichproben**

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df
Gender	Varianzgleichheit angenommen	,242	,625	11,486	58
	Varianzgleichheit nicht angenommen			11,486	57,918

**Test bei unabhängigen Stichproben**

		T-Test für die Mittelwertgleichheit		
		Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdifferenz
Gender	Varianzgleichheit angenommen	,000	1,83333	,15962
	Varianzgleichheit nicht angenommen	,000	1,83333	,15962

**Test bei unabhängigen Stichproben**

		T-Test für die Mittelwertgleichheit	
		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	1,51382	2,15285
	Varianzgleichheit nicht angenommen	1,51381	2,15286

## E9. BITE CLUB

### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	,9667	,76489	,13965
	Femininity	30	1,1333	,68145	,12441

### Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df
Gender	Varianzgleichheit angenommen	,256	,615	-,891	58
	Varianzgleichheit nicht angenommen			-,891	57,243

### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit		
		Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdifferenz
Gender	Varianzgleichheit angenommen	,377	-,16667	,18703
	Varianzgleichheit nicht angenommen	,377	-,16667	,18703

### Test bei unabhängigen Stichproben

	T-Test für die Mittelwertgleichheit
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		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	-,54105	,20772
	Varianzgleichheit nicht angenommen	-,54116	,20782

## E10. THE LION KING

### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	,8667	,77608	,14169
	Femininity	30	2,5667	,85836	,15671

### Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df
Gender	Varianzgleichheit angenommen	,054	,817	-8,046	58
	Varianzgleichheit nicht angenommen			-8,046	57,421

### Test bei unabhängigen Stichproben

	T-Test für die Mittelwertgleichheit		
	Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdiffe



				renz
Gender	Varianzgleichheit angenommen	,000	-1,70000	,21127
	Varianzgleichheit nicht angenommen	,000	-1,70000	,21127

#### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit	
		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	-2,12291	-1,27709
	Varianzgleichheit nicht angenommen	-2,12300	-1,27700

### APPENDIX E: T-TEST BRANDS

#### B1. KITCHENAID

##### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	,5333	,50742	,09264
	Femininity	30	2,6000	,81368	,14856

#### Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df

Gender	Varianzgleichheit angenommen	,772	,383	-11,804
	Varianzgleichheit nicht angenommen			-11,804
				58
				48,592

**Test bei unabhängigen Stichproben**

		T-Test für die Mittelwertgleichheit		
		Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdifferenz
Gender	Varianzgleichheit angenommen	,000	-2,06667	,17508
	Varianzgleichheit nicht angenommen	,000	-2,06667	,17508

**Test bei unabhängigen Stichproben**

		T-Test für die Mittelwertgleichheit	
		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	-2,41712	-1,71622
	Varianzgleichheit nicht angenommen	-2,41857	-1,71477

## B2. BMW

### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	2,4333	,50401	,09202
	Femininity	30	,7667	,62606	,11430

### Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df
Gender	Varianzgleichheit angenommen	,095	,759	11,358	58
	Varianzgleichheit nicht angenommen			11,358	55,471

### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit		
		Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdifferenz
Gender	Varianzgleichheit angenommen	,000	1,66667	,14674
	Varianzgleichheit nicht angenommen	,000	1,66667	,14674

### Test bei unabhängigen Stichproben

	T-Test für die Mittelwertgleichheit
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		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	1,37294	1,96040
	Varianzgleichheit nicht angenommen	1,37265	1,96068

### B3. VISA

#### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	1,3667	,55605	,10152
	Femininity	30	,5667	,50401	,09202

#### Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df
Gender	Varianzgleichheit angenommen	,151	,699	5,839	58
	Varianzgleichheit nicht angenommen			5,839	57,449

#### Test bei unabhängigen Stichproben

	T-Test für die Mittelwertgleichheit		
	Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdifferenz

Gender	Varianzgleichheit angenommen	,000	,80000	,13702
	Varianzgleichheit nicht angenommen	,000	,80000	,13702

#### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit	
		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	,52573	1,07427
	Varianzgleichheit nicht angenommen	,52567	1,07433

## B4. MEISTER PROPER

#### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	1,3667	,55605	,10152
	Femininity	30	1,9333	,63968	,11679

#### Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df
Gender	Varianzgleichheit angenommen	,591	,445	-3,662	58

Varianzgleichheit nicht angenommen			-3,662	56,898
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#### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit		
		Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdifferenz
Gender	Varianzgleichheit angenommen	,001	-,56667	,15475
	Varianzgleichheit nicht angenommen	,001	-,56667	,15475

#### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit	
		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	-,87642	-,25691
	Varianzgleichheit nicht angenommen	-,87655	-,25678

## B5. COCA COLA

#### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	1,5000	,50855	,09285
	Femininity	30	1,4333	,50401	,09202

**Test bei unabhängigen Stichproben**

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df
Gender	Varianzgleichheit angenommen	,525	,472	,510	58
	Varianzgleichheit nicht angenommen			,510	57,995

**Test bei unabhängigen Stichproben**

		T-Test für die Mittelwertgleichheit		
		Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdifferenz
Gender	Varianzgleichheit angenommen	,612	,06667	,13072
	Varianzgleichheit nicht angenommen	,612	,06667	,13072

**Test bei unabhängigen Stichproben**

		T-Test für die Mittelwertgleichheit	
		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	-,19500	,32833
	Varianzgleichheit nicht angenommen	-,19500	,32833

## B6. LUFTHANSA

### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	1,5667	,50401	,09202
	Femininity	30	1,8667	,73030	,13333

### Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df
Gender	Varianzgleichheit angenommen	1,170	,284	-1,852	58
	Varianzgleichheit nicht angenommen			-1,852	51,517

### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit		
		Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdifferenz
Gender	Varianzgleichheit angenommen	,069	-,30000	,16200
	Varianzgleichheit nicht angenommen	,070	-,30000	,16200

### Test bei unabhängigen Stichproben

	T-Test für die Mittelwertgleichheit
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		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	-,62429	,02429
	Varianzgleichheit nicht angenommen	-,62516	,02516

## B7. BLACK&DECKER

### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	2,5333	,57135	,10431
	Femininity	30	,3667	,49013	,08949

### Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df
Gender	Varianzgleichheit angenommen	2,301	,135	15,765	58
	Varianzgleichheit nicht angenommen			15,765	56,688

### Test bei unabhängigen Stichproben

	T-Test für die Mittelwertgleichheit		
	Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdifferenz

Gender	Varianzgleichheit angenommen	,000	2,16667	,13744
	Varianzgleichheit nicht angenommen	,000	2,16667	,13744

#### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit	
		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	1,89156	2,44178
	Varianzgleichheit nicht angenommen	1,89142	2,44191

## B8. HEINEKEN

#### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	2,4000	,56324	,10283
	Femininity	30	,7333	,69149	,12625

#### Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df

Gender	Varianzgleichheit angenommen	,044	,835	10,236	58
	Varianzgleichheit nicht angenommen			10,236	55,719

#### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit		
		Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdifferenz
Gender	Varianzgleichheit angenommen	,000	1,66667	,16283
	Varianzgleichheit nicht angenommen	,000	1,66667	,16283

#### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit	
		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	1,34073	1,99261
	Varianzgleichheit nicht angenommen	1,34044	1,99289

## B9. ZARA

#### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	1,1000	,60743	,11090
	Femininity	30	2,5000	,62972	,11497

**Test bei unabhängigen Stichproben**

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df
Gender	Varianzgleichheit angenommen	2,573	,114	-8,764	58
	Varianzgleichheit nicht angenommen			-8,764	57,925

**Test bei unabhängigen Stichproben**

		T-Test für die Mittelwertgleichheit		
		Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdifferenz
Gender	Varianzgleichheit angenommen	,000	-1,40000	,15974
	Varianzgleichheit nicht angenommen	,000	-1,40000	,15974

**Test bei unabhängigen Stichproben**

		T-Test für die Mittelwertgleichheit	
		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	-1,71976	-1,08024
	Varianzgleichheit nicht angenommen	-1,71977	-1,08023

## B10. NIVEA

### Gruppenstatistik

Group		H	Mittelwert	Standardabweichung	Standardfehler Mittelwert
Gender	Masculinity	30	,9333	,73968	,13505
	Femininity	30	2,4667	,62881	,11480

### Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit	
		F	Sig.	t	df
Gender	Varianzgleichheit angenommen	,432	,514	-8,651	58
	Varianzgleichheit nicht angenommen			-8,651	56,535

### Test bei unabhängigen Stichproben

		T-Test für die Mittelwertgleichheit		
		Sig. (2-seitig)	Mittelwertdifferenz	Standardfehlerdifferenz
Gender	Varianzgleichheit angenommen	,000	-1,53333	,17725
	Varianzgleichheit nicht angenommen	,000	-1,53333	,17725

### Test bei unabhängigen Stichproben

	T-Test für die Mittelwertgleichheit
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		95% Konfidenzintervall der Differenz	
		Unterer	Oberer
Gender	Varianzgleichheit angenommen	-1,88814	-1,17853
	Varianzgleichheit nicht angenommen	-1,88833	-1,17833

## APPENDIX F: MATERIALS USED DURING THE FOCUS GROUPS

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GROUP A: Sponsorship activation via advertising: Beck's sapphire spot ([www.vimeo.com/68650935](http://www.vimeo.com/68650935))

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GROUP B - Sponsorship via event-based distribution Launch Party with sweepstake

### Beck's Sapphire Launch Party

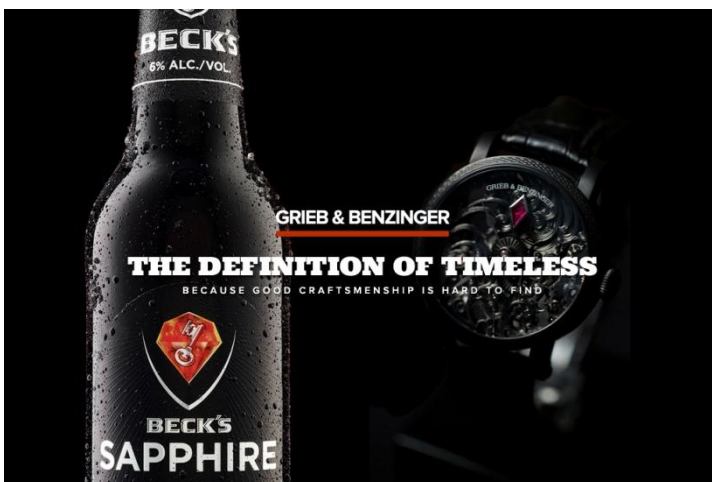
Be among the first to taste Chicago's newest pilsner, **Beck's Sapphire** at the official launch party thrown by Chicago favorite, *Time Out Chicago*. Celebrate Beck's Sapphire on **Wednesday, January 30, 2013** from **6PM-8PM** in a prestigious location on the corner of Michigan Avenue and Chestnut Street (**840 N. Michigan Ave**). You'll be joined by other Chicago socialites amid food, fashion, and the smooth taste of German Sapphire hops. To mimic the sexy, sleek, black bottle, the event planners have transformed the pop-up space fusing art, fashion, and technology into one creating the ultimate party experience. Sip ice cold brews while jamming to the beats of Mister Joshua, whose quest for quality sounds has taken him across genres, scenes, parties and people. Get on the list here: **Beck's Sapphire Launch Party RSVP!** Trust us, you'll want in. Just check out our recap of the exclusive media party held on Wednesday, January 23, 2013 in the same space **here**.

**Oh, and just FYI:** All event guests will have the opportunity to enter to win a trip to New York Fashion Week February 12-15. The trip for two with airfare, hotel accommodations, passes to two fashion shows + after parties, and spending cash! (taken from [nowyouknowevents.com](http://nowyouknowevents.com))



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GROUP C: Sponsorship activation via merchandising/ licensing/ collaboration



[Beck's Sapphire](#), the official beer of Fashion Week, and a brand that is founded on handpicking the best ingredients for their beer, contests that what you drink is as important as what you wear. Dressed in a sleek, black glass bottle, Beck's Sapphire is helping taste makers make a fashion statement with their beverage. They also believe in quality and the notion that handmade goods are the cream of the crop. Which is why they commissioned a bespoke [GRIEB & BENZINGER](#) timepiece made exclusively for Fashion Week. Handcrafted in Germany, the one-of-a-kind watch features the rarest gem in the world—a red sapphire—and will be auctioned off for charity at Fashion Week in February. And if you ever wanted to know what a super-custom watch looks like, just have view below. (Taken from Vouchmag.com)

## APPENDIX G: Example of pictures and descriptions from focus groups

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## APPENDIX H: Transcription Focus Group 1- WOMEN

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Moderator: Hello everybody, thank you all for being here today. It is really great that you found time to join this focus group today. This focus group is part of the research for my master thesis. We will mainly talk about brand and event perceptions today. Before we start, there are some formal things that I need to mention. First, the focus group session will be audibly recorded, so that it can be transcribed afterwards. Second, I would like to use your first names for the transcription- if you are not okay with that- please let me know. Besides that, feel comfy, feel relaxed, just say what's coming to your mind, there are no right and wrong answers- every thought is valuable. If you feel like having a break, just let me know. To start, we will do a little introduction round. Please tell us who you are, how old you are, where you live and what you do for a living. I will just start with introducing: I am Doro, I am 25 years old and I live here in Berlin. I am studying Brand and Communications Management and I am working as a working student in Onsite Marketing at xxxxx. That's all for now, I will pass it on to you.

Laura: Hey, I'm Laura, I am also 25 and I also live here in Berlin. I used to study for five years- cultural studies- and part of it I spent in Québec. Now I am working in an online language school.

Solenn: Okay, I'm Solenn, I'm 22 and I live in Berlin, too. I am working at xxxx and am doing a management master this year. Basically, that's it.



Lucia: Well, I'm Lucia, I'm 26. I am old, really old. I am now working in Berlin in a pinkish, art & design hotel.

Rebekka: I'm Rebekka, I'm 27. So, I guess I'm the oldest here today. But that's not important to me (laughing). I used to study in Berlin and now I work as cultural manager for cultural projects in Berlin.

Isabelle: I'm Isabelle, I'm 26. I now also work in Berlin, but I studied in Copenhagen before. I studied Cultural Analysis and I am finishing now. And now I write my thesis about refugee camps in Jordan.

Alisa: My name is Alisa, I am working as a working student at xxxx. I am 25 years old and I came to Berlin because I had to do my mandatory internship. Then, I decided to stay and now I am also writing my master thesis, but I need to find a topic- I have no idea.

Moderator: Okay, thank you for the introduction. Then, we will start with the topic. We will mainly talk about two events today, one will be Formula 1 and the other one will be the Fashion Week. I would like you to take two sheets with the pictures you hand in. Please now take some time to write down some thoughts about your chosen pictures, so that after you can explain to the others what the two events represent for you. Just some bullet points, nouns, adjectives.

Solenn: It can be random? Everything that comes to our minds?

Moderator: Yes, exactly. Just keep in mind that there are two events, so the thoughts should be focus on these events.

(PARTICIPANTS WORKING ON PICTURES & DESCRIPTION)

Moderator: Okay, are you ready? Then I would like you to first take the sheet for the Formula 1 event. Maybe one of you can start with explaining her thoughts about Formula 1 to the others. And maybe also show your chosen pictures to the others before you start talking.

Laura: If you want to, I can just start. These are my pictures (shows pictures to others). What I wrote down is **speed** and **fast cars**- you can see it on the picture with the taximeter. When I think about Formula 1, I think about **money**- there's a lot of money. Important, it's an important **sports** event and it's very expensive sports. And it's a really **technical** sports, so is it really a sport because of all the technical **engineering**? That's always what I wonder. And then I also wrote down Hamilton and Rosberg, as there are having a **fight** at the moment, I just read an article about it. There is a lot of **competitiveness**, even though they are in the same team. Mercedes, I guess.

Solenn: So, shall I continue? The first picture?

Moderator: Yes, please. Just say what's coming to your mind and what you wrote down for your pictures.

Solenn: I don't really know F1, car **racers**.... It doesn't really mean a lot to me. I just know that there are driving with their cars and there are always some **hot girls** around, wearing not that much. And it's an **international** event, drivers and girls represent different countries, there are different flags everywhere. And it's a lot about **technology**, changing the tires and so on....

Lucia: On one of my pictures you see **Schumacher**. And I wrote down: **men, risk, speed, fast cars, success, money, battles**. I just watched the movie about James Hunt and Niki Lauda, really nice, really inspiring, to be honest, really good. The movie showed a lot about the **rivalry** and the sports. Well, sport...and **technical engineering**. And it was really interesting to be honest. I have never been attached with this race world and Formula 1. It was really interesting to look behind the scenes, to see what also happens next to the race, all the **money** and the fame.

Rebekka: I think I have some same things like you as I am not an expert on the topic. I just wrote down **fast cars**, that the races are shown on TV, on Sundays, that's something that I know. I have the association that it's really **stinky and dirty** there- I have never been there, but I think it's also very **noisy**. And I put sports in quotes, as you said before. I think it's more about **engineering**. For me it's a totally **men dominated area**, the men are the main actors there and people interested in F1 are normally also men, I think. And the races are international. But for me it's just boring, there are just going round and round- and in the end someone wins. That's all.

Isabelle: I have very similar pictures. I also wrote down, **fast cars**, manly- it's a **very manly-macho world** and when I look at the guys I always have to think about **compensation**. That's my association. And I think about **money**, I think it's a very expensive sport because of all the **technology**. For me personally, it's boring and yeah, monotone. I always heard it when my **brother** was watching it... (sounds). Yeah, and then I also wrote down **crash** and **danger**, it's a dangerous sport because of all the accidents. And also **adrenalin** and **action**. I think it can be interesting to watch it because something can always happen, something bad.

Alisa: I wrote down speed as nearly everybody and sports. Saying it's a sport. And I wrote down brands because on the cars you can see a lot of brand, logos. So a lot of companies, **brands are involved**. And then, here, I wrote down celebrating and sparkling wine- well I guess it's champagne in this case (laughing). And there is Lewis Hamilton and Nico Rosberg, and they are happy, they are happy because they just won the race. So, for me it's a lot about **winning**.

Moderator: Thank for presenting your pictures and thought about F1 to the others. Rebekka just said, that she has never been there, but she has an imagination about it. I think it's the same for all of you, you have never been there right? (nodding). So, what comes to your mind when you think about visiting a Formula 1 race?

Laura: Noise. Definitely, that's what you said. I always found that annoying, this sound.

Solenn: Cars, sound of cars. And a lot of people who are there at the event. **Stupid battles**. The event does not bother me. Waste of money. **It's a guys thing, it's totally not in my universe**.

Isabelle: I don't know, but I really think that sport events can be really nice even if you're not into the sport because of the atmosphere. The **atmosphere** can be really great. But the difference with F1 is that you don't see the people, the drivers. That is really difficult for me. I once went to the ski jumping thing, and this was nice, even though I never saw the sport before. You could see the people there and could relate to it, but at F1 you only see the cars passing by- that's difficult for me. If you see the drivers, it maybe would be more interesting to see it, you see them trying to win.

Laura: And maybe, I am not such a big race fan in general, I think I would also not go to a ski jumping event. You also just see them once, at F1 you see them passing by several times, but only for some seconds. I think it's better to watch it on TV, you see more on TV. You see everything there.

Solenn: Yeah, I think so too. When you're there, it's difficult to focus, so many drivers and teams, and all look the same. At TV, you have the overview.

Rebekka: As I said, I think it's really stinky there, it smells like gas. The brake goes weheeweee and then you smell the tires, the wheels. And it's outdoor, you when you're there you also have to stand outside, I think. And that's very **uncomfortable, it's cold**. And it's **loud**, you can't really enjoy it. Then you just have to wait and wait. There is nothing to enjoy- for me.

Laura: I think I would go to **Monaco**. I think it's really different there. It's in the city. And usually I think that many of the rings are kind of outside the cities in the middle of nowhere, I just now it for the Nürburgring, it's really far away, you have to drive far away to see it. This is true for many other places, you have to travel to go there. Nothing around, that's weird.

Lucia: I think I would go there and drink champagne. Somewhere rich, there are a lot of VIP areas there. That must be nice.

Rebekka: And then you don't see the race there (laughing). You just drink.

Lucia: No, I would watch the race on the TV that is placed in the VIP area.

Moderator: Okay, great. Then I would ask you to take the other sheet, the blanket one. And just write under number a person, a relative, a friend, somebody you know, that really likes Formula 1. And think about, who would that be.

(PARTICIPANTS WRITE PERSON DOWN)

Moderator: Okay, maybe Alisa you can start, telling us about the person you wrote down.

Alisa: It's my uncle, my uncle always watches it. Like when we had family celebrations, he always went home to watch it.

Moderator: And what do you think what does he like so much about the event?

Alisa: I actually I don't know. I think it's his favorite sport to watch. I never thought about it. Maybe because it's this men thing with fast cars. He always drank his beer and smoked his cigarette while watching it.

Isabelle: For me, it's my brother. Actually I think at the moment he's not watching every race. But when we were younger, he watched all the races. He really likes fast cars and he always wanted to have a fast car. He was not this super manly guy when he grew up, but I think he tried to be while he watched it. And then I think it became a ritual. It was every Sunday, so he had a good reason to not do anything else, just watch TV for at least 2 hours. Just an excuse to not do other things which would make more sense (laughing).

Rebekka: I wrote down my brother and my dad. My brother because he is a technical engineer, so he's really into all that stuff in a car. I don't know. So it's interesting and he also likes some of the drivers. I also think he stopped watching it, now he's 28. And my father, I think he would like to go there because he likes to experience something new. So if I get him a ticket, I think he would like to go, but just because he likes to see something new.

Lucia: Well, for me it was an ex-boyfriend, watching it quite often, like watching it every Sunday, But to be honest, it was actually not that bad. He told me a lot about the cars and the drivers. I think with a little bit of background information, watching becomes more interesting. And he's really into cars, he really likes fast cars.

Solenn: For me it was the father of the boyfriend of my sister. He was so crazy about it, like every Sunday. Once he invited us for lunch, but he stopped during the meal, went to the couch, smoked a cigarette, drank a beer and stayed to watch Formula 1. And then in the break he was like "go,go,go, prepare the chips, go, go, go! We only have five minutes!" and it was what the fuck?, we came over and you just watch TV, smoking- I don't understand it, I don't have any interest in it, even my brother and my father, they don't watch it. But he was a mechanical engineer before, so maybe it was why he is so interested in it.

Laura: I once had a roommate in Spain, who was a really big fan of Formula 1. I am trying to remember why he was into it, he was not studying engineering, I think he was just a big fan of Alonso, the Spanish driver. I think he really liked him. And it was really bad because we had this typical Spanish Erasmus WG, and we went partying on Saturday and came home late and then he wanted to watch it Formula 1 and sometimes it resulted into fights because nobody else wanted to watch it and hear that sound. And then in the end, we forced him to watch it with headphones. Then it was okay.

Moderator: Okay, great. Then we will switch from Formula 1 to Fashion Week now and exactly we will start with the pictures again. Who wants to start?

Lucia: Me. My pictures show the typical front row with celebrities, journalists, beauty, fashion. And it also shows backstage, Beauty ideals, models, cosmetics, time pressure and beauty magazines. Yes, these are my associations with it.

Rebekka: Okay, these are my pictures, I also have the front row. And then the...you know, the catwalk, runway. And I wrote down that it's very exclusive, you cannot just buy a ticket and go there. And if you're invited, it's mostly fashion designers, fashion people, from fashion magazines and celebrities. And also it's international, Paris, New York, Milan, Berlin. Most of these people are popular and posh and they have this attitude. Yeah, I think the rich and famous are going there. And then of course the models, women, beauty ideals, fashion magazines, it's always about the next season, you always live ahead. And there are some stereotypes, the models are always skinny and tall. A high uniformity.

Isabelle: I wrote down celebrities, as you see on the picture. And shiny, it always looks so shiny. And it's about see and to be seen. The event is about the people who are there. And money, models and business networking. And then I also wrote down creativity, exchange of ideas, present yourself. I think that's what the Fashion Week also stands for.

Alisa: Yeah, what first comes to my mind is models and nice dresses. And my other picture is similar to yours, but more shows journalists in the front row, taking pictures of the new trends. And the catwalk of course. That represents a fashion show for me.

Laura: Yes, these are my pictures. Eeehm, and what I wrote down is very rich people and celebrities, on the picture we see them watching the newest fashion. I also wrote down, trends for the next season, so what they wear will most probably determine what we will wear in the future, maybe in a more day-to-day, more wearable version. Not this high fashion, but it will surely influence us and the way we dress. And for my second picture I also wrote down party and glamour because I think that's also what the Fashion Week is all about and networking. It's not only about showing the fashion, but about people to get to know each other, do their networking. And I also wrote down international high society, like people from the music business or actors who also go there to be seen- well yeah, that's it.

Solenn: These are my pictures, for the first one I wrote down: Vogue, trends, catwalk, fashion, models, supermodels. Vogue because I had to think about these famous after-parties in New York and there are always these celebrities like Kendall Jenner and her sister, Kim Kardashian, the whole family, they are going there and posing a lot. And on my facebook, there were so many pictures of them. And it said, it will be the new models in 2015 like she will be the most expensive model- I saw so many pictures of her. And for my second picture I wrote Karl Lagerfeld, fashion idol, famous designer-the picture is also a bit too much, over the top, overdoing it, that's also typical for the Fashion Week.

Moderator: Nice, thank you. And now if you imagine to go there? What comes to your mind? How do you feel when going there?

Solenn: Like an unknown person. It must be difficult to go there as an unknown person because they all know each other. Oha, how are you lolala. And it's so superficial. Like a bit so VIP, when you go there you think, fuck, it's so VIP.

Laura: waiting. I think you have to wait a lot, wait to get in there, wait when you sit there, I don't know. I think what we see is only this catwalk thing, it's only 15-20 minutes and the rest is waiting, talking, drinking champagne. And ehm, then I also think, that I even though it's a VIP thing, I really appreciate, how do I say? Oh my gosh, I think the whole logistics is really amazing. How people get the dresses from A to B and the

models from here to there, everything has to be super fast and organized, even though the whole thing is super weird for me, I think it's great what they achieved.

Alisa: I would love it, I would just love to go there once and feel like a star and dress up- oh that would be amazing. I think it's a great thing to be there, to smell the celebrities air and then next day, you are normal again.

Isabelle: Well, I would feel a little bit uncomfortable. And not that much into fashion and I have no idea about the event like with Formula 1. And would feel like people are watching me and would care so much more about how I look than I normally do. And then no idea who the important people are there- I would feel quite uncomfortable.

Rebekka: I think I would also like it very much to go there. Just for once in my life and I don't think it will give me a great feeling, but I would be nobody to them and I could just - I mean I would worry about my dress and how my hair would look like, but I think it's cool to be there because nobody cares about you and there are no cameras on you and you can just enjoy it, you don't need to look awesome all the time, you can just sit there and drink champagne. Be there, enjoy the atmosphere and go to a nice party after. And then, as you said, the next day, you go back to the office and you're nobody again. But I think it's a cool experience, I would like to go there once.

Lucia: Yes, definitely the same for me as you said. It's nice to be there and just watch, just watch the others and nobody watches you. And that's the good thing. So as long as you're not in the first, second or third row, it does not matter what you do or how you look like.

Solenn: It's so funny that we all talk about how we would feel when we are there and not about the event itself, about the show. I mean the whole thing is really interesting because you see the new trends, even Zara is copying so much from the shows and you know you can nearly wear the same things as the ones on the catwalks because there will be a copy. And we didn't talk about that, we just talked about feeling uncomfortable when we go there.

Lucia: Yeah, that's the sad thing about fashion shows, they are only 15-20 minutes max and the other time, 2-3 hours is something else. So it's not only about the fashion. People should more appreciate the work of the designers.

Solenn: It's more about the luxury stuff, the money, the socializing.

Rebekka: But maybe that's the whole point. If I want some information about trends, then it would be enough for me to go to one show and take pictures and see something on tape. You need at least to see ten designers to see a trend because it's not always the same. It's the same as with Formula 1, if you're really interested in it, you should watch it on TV and you get all the information. For Fashion you might get all the info in the Vogue magazine. But if you go there, it's more about the atmosphere like to be special, to be different than everyday in the office, to prepare myself to go there and all the surroundings, but it's not about the fashion and taking notes and not missing anything.

Moderator: And do you know somebody who really likes the event?

Lucia: Yes, a friend of mine really likes the event and goes there quite often, every year to the Berlin Fashion Week, she's the marketing manager of Lafayette. So, she's not only there to be there, but to talk to the designers, to collaborate with them and to give them selling space at Lafayette. So, she's doing it with a serious background and she loves it. She knows a lot of people there and I think for her it's a lot of getting together, networking, talking to each other.

Alisa: There is also a guy at my company, he has his own fashion blog. So he goes to fashion shows and reports about it in his blog.

Moderator: Okay, then we will move from events and brands and we will talk about two brands: the first one will be Kitchen Aid. And do you know the brand?

(Some nod, some say no.)

Moderator: The brand produces these kitchen appliances (shows a picture of the products).

Laura: I know it from my mom. My mom thought about buying one but it's **really, really expensive**. She was always thinking that she should get one, but I think I never used one. I also barely see them in stores here in Berlin.

Rebekka: I just know this one machine that does this (gesture), but I didn't know that it's a brand. I know this machine costs about 700€. You can buy it e.g. Kaufhof. I know it because **my boyfriend wants to have it**, but it's 700€, **so I decided NO**. Because it can only make this (gesture), that's all it does, and only this for 700€, that's too much.

Moderator: But what comes to your mind if you think about someone using it? Who would use it?

Solenn: My mother. My mother bought a very expensive kitchen robot, I think it's this one. She uses it a lot, for cakes, for pizza, for everything.... But **she's also working a lot in the kitchen. If you're not baking 24/7, I think it's useless**, then you don't need to buy an expensive thing like this.

Rebekka: Maybe for **people who like to have expensive stuff at home**, they also have coffee machines which only make coffee, but they are about 5000€. This is super expensive and it can't be about the coffee, it's about the brand, they buy it because it says coffee maker somewhere on the machine. So these people who have this super designer kitchen but **probably never use it, but it's equipped with all this fancy stuff**, they also might like to have this expensive, expensive Kitchen Aid tool to show off, to show that they have a lot off money.

Laura: For me Kitchen Aid is this **typical Fifties Housewives brand**. I think the style of the products is also a bit, well, **old-fashioned, vintage style**. This is what I imagine, this **housewife with an apron that is cooking and baking all day and everything looks neat**. If I cook, I only care about how it tastes and not how it looks - and this Kitchen Aid thing is for **these women, who have nothing else to do and can only care about cooking and baking all day**.

Isabelle: I also relate it to older people, not old, but also not that young. People who have already **enough money to not to care too much about it** and invest it in stuff like this, a machine for 700€, then you really want this machine and brand- and you have enough money to not care.

Solenn: But I think these machines are always expensive, I think minimum you have to spend 400€. I think they are really expensive because my sister was looking for one and it's really woooooah.

Moderator: And then we talk about another brand, about Black&Decker. You know the brand? They are mainly doing drills and tools for do-it-yourself work at home. Do you anybody who owns one?

Rebekka: My dad.

Moderator: what is then coming to your mind if you think about somebody using/ liking the brand?

Alisa: It's kind of a hobby, doing all the stuff at home by themselves, we don't need workers for this and this, **we are men, we can do it on our own**.

Solenn: I really remember that in stores for tools, my dad **didn't want a random brand**, he wanted Black & Decker. He always told me, if you buy a shitty brand, it lasts a year, but if you buy a good one it **lasts forever**. It's like with Kacher, it lasts for years, it's **German engineering**, stupid to say, but it's right. You have **good**

quality. And he knows if he invests 300€, he can use it for some years. Therefore I know he always bought something from Black & Decker.

Rebekka: That's the same for me dad. I would always go and buy something cheap, I would e.g. buy a Akkuschauber at Ikea and my dad would freak out about it. He would always go to a handcraft store like OBI and would buy something good like this. He says it must work and it has to be safe, and not explode and good quality. You then have something for your life and he wouldn't care that it is twice or triple the price as another drilling machine. For him it's the quality aspect.

Lucia: it's a product for quality-focused people

Laura: But I actually agree, if I buy one, I would also rather buy an expensive one than one from Ikea because I don't trust Ikea tools. I think in the long-run tools should be shared because you just need it once and then you don't need it for years. I don't want to invest too much money in something that I don't need that often, but on the other hand it is important to have a good tool when you move e.g.

Solenn: But you can rent tools like this already. You can go to shops and only get it for a couple of days when you need it. Some people are really totally into do-it-yourself, but a lot of others do not need these tools that often.

Moderator: And now if you look at these two brands, would you see yourself as the target group of this brand?

Lucia: Not yet, maybe later.

Moderator: so for both brands? Or first let's take Kitchen Aid.

Everybody says no.

Moderator: What do you think, why do you not see yourself as the target group?

Rebekka: Because I don't cook or bake. I would never use it, maybe to do a scrambled egg. But 700€ for an Kitchen Aid to make a scrambled egg, nooooo. And also it's really big and we have a very small kitchen. So even if somebody would give to me, I would sell it on ebay.

Lucia: I think I have other priorities right now. Maybe in two years, my priority is Kitchen Aid. I have everything that I need in the kitchen, and only if I have extra money, extra cash and would maybe buy one.

Solenn: I like to cook and bake, but I don't need it. I think it's only for lazy people. You can do it yourself. I think it's too expensive. They sell it as a revolution, but you can't do anything else with it than with any other tool, with a cheaper tool.

Moderator: And what about Black & Decker?

Lucia: Maybe I would buy one as a gift for my boyfriend...in ten years...maybe

Rebekka: I maybe think I'm more a target group for Black & Decker than for Kitchen Aid, I think I would rather buy a Black & Decker than a Kitchen Aid because I have no clue about drills and I would always trust my dad, and if he says, buy a Black & Decker, I would do that. Because then I know it's quality, I know that my daddy knows what to buy. It's the same with computers and other technical stuff where I don't have a clue. I rely on the advice of people who already have a similar product and who have knowledge about it. If they tell me to buy it, even though it's expensive, it would buy it. So when I don't have a clue, the brand is more important to me.



Isabelle: And the drilling machine is actually something that you really need, and it's only about deciding between good and not-so-good quality. But the Kitchen Aid stuff, you don't really need it, you can also do it without it. That's the difference between the two. I feel belonging to the target group, I just don't have the money now to afford it, but if I have the money, I would buy it. With Kitchen Aid I would not even want to buy it if I have the money.

Laura: I would also rather buy a drilling machine than a Kitchen Aid. I don't totally see myself as the target group for Black & Decker, but still I think it's more useful in the long run.

Moderator: Well, then we will actually talk about sponsorship, so we will imagine that these two brands engage in sponsorships. And now we imagine that Kitchen Aid is sponsoring Formula 1 and Black & Decker is sponsoring the Fashion Week. Maybe you can take the sheets for the notes and there is a number 3, and you can write down positive and negative things about these two sponsorships that come to your mind. Maybe you find points for both sides... or maybe not.

(PARTICIPANTS WRITE THOUGHTS DOWN)

Moderator: Okay, shall we just start? I think you will even find more points when we start talking about it. Maybe you can just start, telling us what came to your mind, first about Kitchen Aid sponsoring the Formula 1.

Alisa: It was really difficult to find positive things. So I will start with the negative things because Kitchen Aid is a typical women's thing and Formula 1 is a typical men's things. So, but I thought it's maybe a good idea to have a Kitchen Aid sticker on the cars, so that if the woman is sitting next to the man when he's watching Formula 1, she will see the advertising. And she will think "Maybe Formula 1 is not bad if it's sponsored by Kitchen Aid". But I don't know how many women are really sitting next to their man while he's watching Formula 1. So, not so many positive things about Kitchen Aid and Formula 1. But, what I can imagine as a connection that both stand for quality and technical advance. So, that was my point, it was hard to find something positive.

Isabelle: I also wrote down technology as a joint interest. So there are cool cars as the newest technology and the Kitchen Aid is kind of the same. And it could be a way to widen the target group and convince guys that it is super easy and super cool to do something in the kitchen. And I actually don't think that women are the only target group. Maybe it's only me, but I actually know more guys that would buy kitchen appliances. Maybe they don't use it that often, but when they use it, they just want the best. Maybe at Formula 1, it's not even the wrong target group. But it could also be that fans do not feel addressed and would ask why? Why do you come with Kitchen Aid? Maybe they don't want that the Formula 1 is sponsored by Kitchen Aid.

Rebekka: I think I have the same stuff for the positive things. I also wrote down the technology, the innovation- and both are round and turn around, the Kitchen Aid like the wheels of the cars. What could be really interesting is that the other sponsorships are totally not in your business. So, you wouldn't have a direct competitor as if you would go to a typical women's event, like a Bild-der-Frau event where there are ten other brands in your business. At Formula 1 you would definitely stand out. And the people at F1 are either rich like in this VIP areas and have the money to buy stuff like this or they are regular people interested in everyday stuff like baking and cooking. And for the negative side, it might be the wrong target group and men even feel offended by Kitchen Aid sponsoring the event because it's a women's thing.... don't know.

Lucia: I have similar things in mind. Like Rebekka said, they don't have much competition at F1 in their business area, and I would also say that the quality plays an important role for both. So they share the interest in high quality. But, the sponsorship could also be a waste of money because they could sponsor something more suitable for their products...there are a lot of events for women, so maybe it would be better to sponsor one of these. And I assume that it is really, really expensive to sponsor the Formula 1.



Solenn: I think I have the same. But, I think there are more and more men that are cooking. And then it's not stupid to invest in the sponsorship. And it does not need to be a big thing, maybe only a small ad in the beginning, a sticker on the car e.g. And I think women are thinking over and over before they would buy something and I think men would just go and buy it if they like it. I think they have a really different way of buying than we do. So they will just go and buy the brand and do not care about the price or anything, but about the quality. And second point is, I am sure that many women are watching it when there is only one TV and the man is really into it- like with us when we went to eat at the father of my sister's boyfriend. There is the TV in the middle of the room and women will watch it and then there will be this advertisement... and you know, it's the right time to show it, it will be one or two on Sunday and this is a time where you normally could bake or cook and I think then women can get easily touched by the advertisement. It would be only a waste of money if no women are watching or the men watching are totally not into cooking.

Laura: I don't have much new stuff, I also had the idea that you try to target the poor wives who are forced to see it with their husbands. And then I also thought about the technical aspects, that you have speed in the race and in the cars and then in the kitchen. There could be a connection. I think it could help to de-gender advertisements. I think there are some opinions kept because of advertisements or because advertisements do not adjust. Because we said that there are more and more men starting to cook and maybe if they see it in a connection with Formula 1, cooking would not be such a no-go for them anymore to buy kitchen stuff.

Moderator: Okay, I think it is a good point what you said. So, do you think if you hear about the sponsorship of Kitchen Aid and the Formula 1, would that change your perception about the brand?

Isabelle: I think a little bit. Because then you see that they also have another target group. I was thinking about Kitchen Aid sponsoring the Fashion Week and I think that would be less convenient than being at Formula 1 because then it really would only be a girly thing and you would repel other target groups. And if you are at Formula 1, you would not repel other target groups, so you have to think about, who to address, but also you not to repel. And I really think that Kitchen Aid actually works better with Formula 1 than with Fashion Week.

Solenn: Yeah, if I see Kitchen Aid at the Fashion Week, I would think what the fuck, I am not one of these silly housewives, come on, women, kitchen & Kitchen Aid, that is too obvious.

Laura: It might also be the wrong ambience because there are models everywhere and you don't connect models with cooking, baking or eating (laughing).

Solenn: You can also make smoothies with it (laughing).

Moderator: And to turn it the other way round, do you think the sponsorship would change your perception about the event, Formula 1?

Everybody is saying no.

Moderator: Okay, then we will move to your thoughts about Black & Decker sponsoring the Fashion Week.

Alisa: Well, it was difficult again. The positive things could again be the quality aspect, luxury products. But it does not really fit to the target group. And maybe if guys see the sponsorship, they will stop thinking that fashion is only superficial. It would give the Fashion Week a little more down-to-earth image maybe. It might be a good brand to sponsor the event because it has nothing to do with all the glamour and that it would maybe change the opinion of the people about the event. But still, it's not really the right target group and it does not really fit the fashion topic.

Isabelle: I wrote down strong & sexy as combination, nobody only wants to be beautiful or only strong, but the combination of it. And maybe breaking the cliché, so that men first see beautiful women and then the manly tool in their hands-maybe that's stupid, but maybe it could work. Hmm, but then it's problematic because the

drilling machines are not fashionable. If I look at my pictures of the event and the pictures of the product....noooo. The products are not really shiny- it's really a contrast. So it might be really difficult to promote it there. And then it's again the issue that people might not feel addressed by it.

Rebekka: I also have the quality point as positive. I think you had these pictures of the designers being creative and drawing sketches. So this could be the connection, so that you show that fashion is actually not only about the glamour and VIPs, but about handcraft ship, about creating something on your own. But I also agree with you that it is totally not the right target group. I think compared to Kitchen Aid and Formula 1, I think this target group is not that open towards Black & Decker than F1 fans towards Kitchen Aid. And I think it would also not help Black & Decker to go there because they have this manly, powerful, woowoo image and I don't think the Fashion Week would support that. I think it's a waste of money for them.

Lucia: That was my first thought as well. But well, then I thought in Berlin e.g. you have the Mercedes Benz Fashion Week, the main sponsor giving the name to the Fashion Week is Mercedes Benz. And Mercedes Benz is more men focused, not only of course, but more than women focused I guess, so maybe it's not too weird to have the Black & Decker Fashion Week (laughing)....in a couple of years maybe. But then Black & Decker needs to be more lifestyle and fashionable, so it's not the same as with Mercedes Benz e.g. That could be difficult. But, what is positive is that women make the decisions in the household, in German you say "haushaltsführende Person". So it could be positive to have all the women there to see the product and to decide to buy it or make their boyfriend buy it. So that could be positive. But still as you said they might better sponsors something else.

Solenn: I wrote the same about women buying something for their friend, I think women like to buy something for their boyfriend for his birthday and if he likes to do something in the house by himself, a drilling machine would be a nice idea. My sister was thinking to buy a Black & Decker for her boyfriend. And I think about some do-it-yourself projects that could exist in fashion too. But I think masculinity has disappeared from fashion. If you look at these guy models, they are so skinny, they have nothing manly about them, they look so sick. And most of the guys working in fashion are gay. So it's difficult to combine masculinity and fashion at the moment. And sponsorships of the Fashion Week are less seen than sponsorships of Formula 1 because it's not that you just turn on the TV on Sundays and you see everything- you must look at magazines or online to really find information about the Fashion Week.

Laura: I don't know, but for me Black & Decker and the Fashion Week has made more sense to me than Kitchen Aid and Formula 1. Because there are some things where I can see that the two can be combined. And I think you're right masculinity might have disappeared from fashion, but femininity as well. I think there have been a lot of trends in the last couple of years where women started to wear male things. So hundred years ago, women did not wear pants, now we can wear pants and suits. And some years ago we had this boyfriend pants trend, do you remember? These baggy pants....or the shirt that you are wearing Alisa, it has been a very manly thing before. And I think there is a development that genders are mixed up in fashion and for me a gay man can also be very masculine. In the gay culture there are also many very masculine and strong guys.

Solenn: I think it also depends on experience, so at the company I am working at, if it comes to fashion and men, the guys are all gay. And they are more feminine than masculine. But it's really about experience. Now, that you mention it, I think it could be really funny to have these women in suits with a Black & Decker.

Laura: And there also have been Latzhosen which were pretty masculine once and now women wear them way more than men. So I could really imagine that women dressed up in manly clothes have a Black & Decker in their hand. For me that would be okay. And a question: is there only female fashion at the Fashion Week? No, right? There is also men's fashion.

Solenn: But now I can really imagine that they could do something with the Black & Decker. You know, you are so often thinking: what are they doing for crazy shit in fashion? And now I can totally see Karl Lagerfeld

giving drilling machines to his models and let them hit the runway with it. So, I think nothing is impossible. You think: can somebody really do that? But yes, in fashion they can.

Alisa: You are so right because in all these blogs online there is so much about do-it-yourself trend, these things that you can just then build by yourself at home. So maybe Black & Decker just has to change to smaller ones, maybe pinkish ones.

Solenn: I think it's a really nice idea, a do-it-yourself box for women with nice tools in a nice box, a bit more girly and with special tool in it e.g. like the screw where you can fix your shoes with. And make it a kit, a women DIY kit.

Laura: And you Isabelle said something about being strong and sexy, and even though the models are skinny, they are still strong and independent. They don't have to marry a rich man because they are rich by themselves. So these models in a way represent a very modern picture of a woman. They stand for independence and they can do something alone at home, putting a screw in the wall- even if it's with a pink Black & Decker.

Isabelle: Maybe this is the chance for both cases, that you challenge gender descriptions. So you really get attention. A drilling machine at F1 and a kitchen tool at the Fashion Week would not get the same attention. And if they do it right, they might get a lot of new people to buy and like the brand because these people have not really been addressed before. And really reach new targets. And as F1 and Fashion Week really often are very gender stereotyped, it would be maybe great to break with these stereotypes in this way.

Moderator: Okay, then move to the last part and we will look at a sponsorship that actually exists. So, we will look at Beck's sponsoring the New York Fashion Week. And I have a text for you, can you just pass it around? Maybe you can quickly read through it.

(PARTICIPANTS READING)

Moderator: So, after reading the text, what do you think? What comes to your mind?

Isabelle: First thought, it is really funny. Then second thought is that they actually tried to use this contrast thing because they use this black design which is opposed to all the shiny stuff. So you see that on one hand they really tried to use the contrast and on the other hand they really also tried to show the connection with the watch and the sapphire used. So they tried to build a bridge between the sapphire from the beer and the New York Fashion Week by creating the watch.

Lucia: I think it's really thoughtful. They really thought about how to connect the event and the brand. But, it's still strange because you don't really drink beer at the Fashion Week. I mean I am not the super expert, but I guess they normally don't drink beer there, but rather champagne. Maybe the Beck's sponsorship can change the drinking habits at the Fashion Week because the beer will be available everywhere at the Fashion Week. I think it's a really nice idea.

Laura: I totally had the same association because I think that beer and Fashion Week is weird, it doesn't go together. Also beer and Formula 1 does not really fit. I think what you connect with the two events is champagne and not so much beer. But, why not. I think it could work.

Alisa: I think the same. But I wouldn't drink beer from a black bottle. It does not fit. I don't connect it to beer. Have you seen a black beer bottle before? No, right? And I think there is a reason why people making beer never did it before. Maybe they decided for black but they wanted to make it more luxurious and black is heavier, seems more expensive.

Solenn: I agree with you, I think I would expect something lighter, maybe white. The catwalk is white, white is so light and more fashion, more fancy. All this white stuff seems so elegant and then with some gold- that's

what I expect. And then maybe drink it with a straw, I mean all these hipster places they have straws for everything, so girls could drink Beck's with a straw. That's more fashionable. But in general I would have preferred something white, more girly- I think black is too manly. For me the Beck's Sapphire and the Fashion Week really does not work.

Lucia: This actually could be one for the Formula 1 because it's heavy, expensive, manly.

Isabelle: But I actually think Fashion Week and Beck's is not that bad. I mean I don't know whether they can make the people drink beer there, but as I said before I think they really used the fact that they don't really are the typical sponsor, so they try to really connect their product with fashion with the black bottle and the watch. So they really want to stand out. I feel that they really made an effort to make something that is normally not expensive- beer- look expensive with the black stuff. So it really feels like you get something expensive when you drink it, but actually it's not. I think that's really interesting that they used this way because maybe more people will drink the beer when it looks more expensive.

Laura: I also think that there is a connection....all this sapphire, diamond stuff is really fashion and I think it's really clever that they gave the beer this name. And second, what is important is this key phrase "what you drink is as important as what you wear" and I think this is interesting and it shows the development within fashion and everywhere else that we care more, e.g with buying organic food and that people think that they should not buy at H&M at C&A anymore because they texture is not so good and that people have to work for it under shitty conditions. People become aware of that and start to buy more local stuff from Berlin designers as so on, so stuff that is really organic, vegan, fair, nice. And that's maybe a connection as food and drinks already move in this direction for a longer time. So you can only be healthy and skinny if you eat the right things with the right origin. So it's quality that counts for both.

Solenn: I heard so much about these diets where people don't drink for days to look skinny. And beer is not really a good idea. For these models, you can't imagine they drink it before a Victoria's Secret show. These girls just want to be skinny and skinnier, so a beer breaks everything and you get a big belly. But you never know, fashion is so much moving forward and doing so many crazy things, so why not drinking beer?

Laura: But it's not only for the models, but for the people that go there.

Solenn: But also the people who go there are famous and skinny.

Lucia: But there are also a lot of men, managers, label bosses....men could drink the beer.

Alisa: I could also really imagine a gay guy with this beer. With a picture like that, I can really see that.

Solenn: Yeah, it could be for guys because for girls it does not fit. But there are many guys at the Fashion Week, so they could drink it.

Laura: I would really drink it. It combines this manly beer with a fashionable bottle and this sapphire diamond thing. For women that like fashion, diamonds - the beer fits and the idea is really special, unique. And I really like beers- especially in this nice bottle.

Moderator: I mean you as Germans you all know Beck's, but maybe some people see Beck's for the first time when they see this sponsorship. So, what do you think, what will be their first impression? What do they get for an impression of Beck's?

Solenn: I don't know...I think Beck's is a very masculine name. Like Beckham....They could think it's David Beckham's beer....

Laura: And then we could take Victoria Beckham.... And we're back to fashion. She's really fashionable.

Solenn: Yes, she's a designer...

Laura: We created a perfect plan for Beck's....

Isabelle: I think Beck's is really one of these beer brands that women drink....so if women drink beer - and here a lot of women drink beer- that it's often Beck's. From the beer brands is maybe one of the more feminine ones....

Solenn: And they make it fancy with the bottle and the flavors...

Lucia: Yes, this girly stuff like dragon fruit, lemon.... But if I only see the bottle, I would not think it's a beer, I would think it's a long drink... or a coke...and I would think it's a premium product, expensive stuff.

Moderator: And what do think about Beck's even creating another product, the watch to active its sponsorship? You call it a sponsorship activation, that means every action a company does to activate a sponsorship that moves further than only paying a formal sponsorship fee. And in this case they activated the sponsorship by creating another product, the Grieb & Benziger watch. What do you think about that?

Laura: Just to get it right, here they say that they will only produce one watch and sell it for charity. So they don't plan to really produce and sell more of them?!

Moderator: Yes, exactly.

Laura: Okay then it's really unique, only a piece available. It's very exclusive.

Solenn: It's a very smart way of getting attention.

Isabelle: I think they really created a bridge between the Fashion Week and the beer with this watch. The product stands for the Sapphire beer and fashion. And I think they really get the audience with it....

Solenn: And then it's for charity, that's always good for the image

Isabelle: Yeah, that's smart even though I don't like the watch.

Laura: Do you think it's made for men or women?

Solenn: Men.

Laura: Really, men? I think for me it's really neutral, it's for both. Black is for men and women.

Solenn: For me the leather bracelet is really masculine.

Lucia: I think a small watch would be for women, a bigger watch would be for men. But the design is for both.

Isabelle: Yes, it depends on the size. But it's clever that it is for men and women, so you don't exclude anybody, but you connect both genders with the watch.

Moderator: Okay, that was great, thanks a lot. So, now we will finish and quickly wrap up the session. So, can you tell me what you think from your point of view what was the most important thing we talked about today.

Alisa: I think it was very important with the Formula 1 and Kitchen Aid... and the Fashion week with the drills, it is important to think about that, I never thought about this before. So, it was really hard to find ideas, but still in the end we really found nice ideas. That was interesting.

Solenn: I think the bridge between the genders was important. And how marketing can reach this bridge. And that we even thought gender-to-gender marketing is not as interesting as cross-gender marketing. With Kitchen Aid we all agreed that it was too obvious with Fashion Week and nicer with Formula 1.

Laura: I think e.g. on TV everything is gender specific. So if you watch Germany's next Topmodel, you see female spots and if you watch F1 you see male spots- so if this would really happen and Kitchen Aid sponsors F1 and Black & Decker the Fashion Week, it would be really daring, because now in the ads they don't really dare, there are very female ads for female events and TV shows and very male ads for male events and shows, but it would be nice to change that. As you said it's very interesting to think about it and there are ways to market products for the other gender and make it attractive for the other gender. It's an interesting thing to think about what really would happen if they do it and break up gender roles.

Lucia: You have to open-minded and I think we saw that we are actually more open-minded than we maybe thought and are not only interested in products in our circle, but when we get more information we are very interested in other products. So if people become informed, their interest might change as well. But there must be a reason why companies still refuse to go this way and break with the gender stereotyped marketing....

Isabelle: I think it was really interesting to think about it because normally you never think about it... For me it was interesting to see that I really think it works better this way, Kitchen Aid and F1 and Black & Decker and the Fashion Week than the other way round....and I also think that you can really do something positive with marketing and soften the gender types and instrumentalize this....not in a bad way, that you manipulate people and put them into stereotypes in the ads and make them buy stuff that they don't want to buy....but you can also change something and change stereotypes in ads....

Solenn: But I think we are really getting more and more there....and in some time, we maybe have arrived there....

Moderator: Thanks a lot for participating today. It was really interesting to talk to you.

## APPENDIX I: Transcription Focus Group 2 - MEN

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Moderator: Hello everybody and welcome to today's focus group. We will talk about different brands and events today and how you perceive these. This is part of the research for my master thesis. Before we start, some formal things I like to mention. I will record the session, so I am able to transcribe it afterwards- I hope you're all okay with that. And further I would like to use your first names for the transcription, if you're not ok with this, please let me know. And besides that, there are no right and wrong answers, so just say what is coming to your mind and don't think too much about it. If you need a break or anything else, let me know, then we will quickly stop. And to start, we will do a little introduction round. I am Doro, I am 25 and I live here in Berlin. And what I am doing at the moment is finishing my master in Brand and Communication Management at Copenhagen Business School- and this is why we are here today. So, maybe one of you can continue.

Niclas: Hey, I am Niclas, I am 27 and I am also living in Berlin. At the moment I am working in a start-up.

Janos: Hey, I am Janos, I am 24 and I live in Berlin. I am doing my master in architecture.

Timo: I'm Timo, I'm 26 and I just finished my masters here in Berlin and I am currently on the job hunt.

Philipp: Also know as being unemployed. Say it for the record. (Laughing) I am Philipp, I am 27 and I think I am the only one besides you with a real job. (Laughing) I am Junior Asset Manager in Berlin.

Jan: Hey, I am Jan, I am 26 and I am doing an internship here in Berlin in the finance area.



David: And I am David, I am 27 and I am having my own start-up here in Berlin.

Moderator: Okay, great. Then now will start talking about events and two events in particular. And therefore I would like to ask you to take the two sheets on the bottom and turn them around. You can see your chosen pictures there and some space to take notes. So please take some time and write down what the two events represent for you, so that you can explain it to the others after.

(PARTICIPANTS WRITING)

Moderator: So, are you ready? Then we will start talking about Formula 1 first. Maybe one of you can start showing his pictures to the others and explaining his view on Formula 1.

Niclas: What are really realized when I was looking for pictures is that there are **only men on the pictures...drivers, mechanics, team bosses...all men**. And it draws a lot of attention, it's a live event, broadcasted on TV, very international and seen all around the world. Takes up a lot of space in media and a lot of the people are known to everybody from small kid to grandpa. And it's a lot **about technology** - it's **very advanced, very futuristic and very clean from the design**.

Janos: What first comes to mind are the race tracks everywhere and the **noise** there. This is caused by the engines. And it really attracts people, at every track there is only one F1 race a year, so it gets a lot of attention and it is very special from everyday happening. But what also comes to my mind are **these paddock girls**, so you can see them on my picture. A penthouse with a pool and girls in it. They look towards on the racing track. I was thinking about **fun, party, luxury and benefits**. I think this part is important, all girls are just wearing a bikini or something else that is short- this is very significant thing. And maybe **cash flow** would also be a good hashtag, there is a lot of money involved.

Timo: My first picture shows a crash, a mass crash I would even say. So I wrote down **crashes, danger, speed, excitement, accidents, adrenalin**. And this still a big issue the danger, as you could have seen last weekend. But on the other hand, there is also **celebrating** and fun involved. So my second picture is really a contrast to the first one, it shows Michael Schumacher celebrating one of his championships with the Ferrari Team. He is also **a hero, an idol for people, a record champion**, somebody outstanding.

Philipp: My first picture shows somebody crossing the finish line at a F1 racing track. But still what first came to my mind is **crash**...since this is in the headlines at the moment because this driver, Bianchi, just had this very bad crash. So, it is still **dangerous** and not that safe as you might think. And I wrote down winning, cash- all parties involved really are connected to money, there are all in this **luxury** category - it's a very prestigious sport. And I think about Monaco because I think this is the only interesting track....and when you look at this car and the red dot on it, you know it's Vodafone even though it does not say so. So there are a lot of **brands and sponsors** involved. And I also think about these new electric engines, I guess the fans are not so happy about it. I know somebody who was really disappointed about it because the **typical sound** is not the same anymore. My second picture shows a pit stop, so I also thought about the hastags **pit stop, petrol**- here you can still see somebody putting petrol in the car, but now I think it's forbidden- and I also associated the pit stop with the paddock and the paddock girls. And I wrote down quick because everything is happening so very fast.

Jan: Yeah, that is so fascinating. On my first picture you also see speed because this is what is about, **being the fastest and the best**. And for me is a very **detailed sport** because it is not only the driver, the sportsman, but also the car with all its technological pieces. So, for me it's **precision** work. It's really about precision. Also the team is more involved than in any other sport- they do the pit stop and they work out your strategy for the race. Maybe F1 is therefore **not a real sport**, it's somewhere between sport and technology. And then for me it's also a lot about the drivers because normally people watch it because they **like cars** and they like one of the drivers. It was Schumacher before for the Germans and now it's maybe Vettel- so people identify with one of drivers and **I think a lot of kids want to be like them**- and maybe some men still want the same.

David: For me it is a lot about technology and a lot about money. I think the one who has the best technology for the car wins and to have this advanced technology you need a lot of money. So, the teams who have more money also have more chances to win. And successful teams have again a better chance to get even more money because companies are more likely to invest in them. Drivers are also more likely to be sponsored when they are winning because they get more media attention, success is sexy so to say. Further, I think it's a prestigious event, high society people like to be seen there...maybe because it's so exclusive and not everybody can afford to go there.

Moderator: Thanks for sharing your thoughts. We will now stick further to Formula 1. I guess none of you has ever been there, right? But if you imagine going there, what do you think how would it be? What would be your impression?

Niclas: I would more go for the people and the event, and not for the sport.

Janos: Well, I had a girlfriend that was working for Formula 1 in Barcelona and she said that the exciting thing about F1 is the noise that it generates. It's special and it makes it really exciting, you can even get addicted to it.

Timo: My dad used to go to the Monaco race quite often. He said it is really fascinating how noisy and fast everything is. You basically feel the danger and excitement and the speed. I don't know, you said something about the electro engines, this does not seem like loud anymore....

Jan: Yeah, I think this was really an issue....people were not happy with the change because they miss this very loud sound...the noise, that made F1 special.

Philipp: I think it really changed a lot with this electro engines and that they are not allowed to put petrol in the car anymore...

Timo: That was always the factor that really made the race interesting...

Philipp: They still do pit stops, but only for the tires I guess. But they still have it....and I think towards the end some of them have to slow down do save petrol.

Timo: Hmm, that was always the main strategic issue....how much petrol they put in the car and how far you can go with it.

Philipp: But they still have the tires as strategy because you need to change them in the race.

Timo: Yeah, but that's the same for all drivers then. It was more exciting that if you were heavier when you raced for your starting position in the qualification, you could stay out longer in the race, but you are probably not that fast in the qualification itself...so this dimension is lost- that does not seem too interesting.

David: But if I think about the event, I think really different people are going there. These high society people for instances...they are not really interested in the race as such, they more want to be seen in the media and enjoy all the perks of being there. And then there are the car freaks who are really interested in the cars, the sport, the drivers.

Philipp: The Bitburger drinkers (laughing).

Niclas: I think I wouldn't spend so much money on going there. It's really expensive. I've been to other races at the Nürburgring, but you could just sit on the fence there.

Janos: Yes, I think it's an event or sport for very privileged people that have enough money to go to crazy events like Singapore.



Niclas: True, but I think there are also a lot of other men going there, like the truckers.

Jan: Yes, it's for both. The elite, this super posh people, millionaires going there by yacht and paying millions to go there- they don't really pay to go there, but for the party, to show off, to meet other people there. And then there are these other people that are into cars, that are really technology-driven that wanna smell the gas.

Moderator: Okay, can you then take the note sheet and write down somebody you know- a friend, a relative, an acquaintance - who is really into F1 and likes the event.

(PARTICIPANTS WRITING)

Moderator: Okay, so who came to your mind?

Philipp: I was thinking about a guy who I met, who is 27 and an engineering student, studying in Karlsruhe, and he was doing this student team racing, this Formula Student. He loved this technological aspects and he loved talking about it and about the racing. He is really into German engineering and likes F1 because of that.

Timo: I wrote down my dad because he used to always watch the races. And still he likes to watch it even though Michael Schumacher is not racing anymore. At least, he watches the start of every race because for him it's the most important part. And he used to go to Monaco for the race and supported Ferrari and Michael Schumacher. He really likes to drive himself and he does not want anybody to take over. So if we drive from Northern Germany to Austria, he would do it all by himself. He also has a motorbike and likes to go on weekend trips with it. He likes being informed about cars in general.... He also goes to retailers and looks at the newest cars- he also changes cars really frequently.

Jan: I am also thinking about my dad. So many Sundays he spent watching F1 and my siblings and I sometimes joined. He is also an engineer, so he has some connection with the technical aspects of F1 and as you already said, my dad also likes to drive and cares about having a nice car.

David: For me it's a good friend of mine, he likes to watch the races. He's pretty into sports in general and loves watching sports on TV. I think he always wants to be informed about sports - that is important to him, so he can talk to other men about it.

Janos: I also have some relatives that are really into cars and into F1....they simply like everything that has anything to do with cars...

Niclas: I took my old roomie, he studied something automotive related....he has all these magazines about cars that he gets all the time...and he also has his own garage where he stores car parts and he goes there every day after work to repair something....works on the cars. He watches all trainings, qualifications, races....and even if it's at 4.00 am, he just doesn't care, there are some guys coming over and they are watching it. I think he is this typical German guy who is really into cars...he is a very simple guy, there is no branding on his clothes and he does not buy brand stuff- but with cars it has to be Mercedes Benz or Audi....

Moderator: and what do you think, what caused you to not write down your mom instead of your dad or a girlfriend instead of a boyfriend?

Janos: Because they not interesting in it....

Moderator: So, do you really think it is only a guy thing?

Janos: It meant to be...the driver are all men and the fans are also often men....this is the stereotype for drivers. You expect a driver to be a man.

Niclas: I know one girl who is really into cars and racing. She goes to the 24h race every year and is crazy about it and even works there. But then I also remember that at Nordschleife you can get into a car with a driver and now there is also a woman doing it. And so many people go there to drive with her because it is still **unique**, unusual.

David: There is also one female test driver at one of the F1 teams....

Philipp: I think also if you look at who sponsors the event and who is involved with it, it is made for men. **Beer advertisements**...you don't see prosecco advertisements there.

Jan: They are women going there, but not for the sport, but for the people they meet there. The paddock sluts....

Philipp: They are not looking at the cars there, but at the men....

Timo: I remember my mom when we used to watch F1, she was just sitting there and thought it was boring.

Niclas: My mom would complain that my dad spends so much time in front of the TV to watch it.

Philipp: Or she what **complain about how dangerous** it is....

Timo: When my dad took my mom and my brother to Monaco, my mom just thought it was too loud and too fast....maybe men just have **higher tolerances**.

Philipp: I think the only women watching it are some spouses of the men in the Eifel. Honestly, some who support Michael Schumacher. I think in general more people were watching it back then...it was more about **national pride**. It's like Germany against other countries.

Niclas: But now that Michael Schumacher had his accident, so many women are talking about.

Moderator: Ok, then we will leave F1 behind and switch to Fashion Week. So, first we will again start with you explaining your thoughts to the others.

Timo: Okay, I can start. My first thought was legs....you see so many legs on pictures...

Philipp: So sexist! (laughing)

Timo: No, but really it is really physical, you basically see bodies, body party on pictures...more than the **focus is on the face, it's on the body**. I think also about designers as they present their fashion there. And I think about black and white, these are colors I connect with it....it's **classy**. And I also found this picture saying Mercedes Benz Fashion Week. I found this interesting....I mean you have it in your mind, therefore I took it, but it's weird, because **I really connect Mercedes with old people, I have to think about the cars transporting the corpus of dead people...it's for doctors, old people**....and I think about Germany because it's German.

Janos: My first picture is a collection of styles and trends. I have also hashtags like **fashion, brands, vanity, designer, design**. And then I also have a backstage picture where a girl gets her make-up...so I wrote down **profession, beauty, show, model, cash....it's very cash-driven probably**. But the most important bullet is profession for me because so many people are involved of the process of giving a make-up and making the girls ready...so it's also about **precision**, all **this machinery** behind the scene.

Niclas: It reminds me of the pit stop pictures, so many people involved with one thing and it needs to be fast. Many people working on it....

Janos: On it, on this piece of flesh...

Niclas: I thought it is only about girls....when I was looking for pictures it was difficult to find men on pictures....so models and audience, front row are mainly women. But for profession, I guess there are also some guys involved. Designers, managers....and it's a lot about show, show-off, see and to be seen. But I would say people know more people involved with F1 than with Fashion. And the Fashion shows are not so clean as the technology of the F1, it's more messy and chaotic...and artsy. So that is maybe the difference: F1 is a lot about perfection and functionality, while the Fashion Week is about art, design and creating. But both create sth that is not for everyday, but for entertainment....both cars and outfits are not used in everyday life.

Philipp: I was also thinking about Karl Lagerfeld. He represents Fashion and the Fashion Week to me. And then you have to think about Chanel, so the brand behind his work. And I have to think about Paris, Chanel no.5, his leather gloves that he is always wearing and his extraversion. That is in general typical for fashion, extroverted people...that have the courage to wear sth outstanding. Of course, Fashion Week is about fashion and the newest trends. And of course you need people from magazines and photographers and fashion bloggers who report about the event. That is the other side- you can see that on my second picture. The press, the media...the Vogue, the most important magazine. And everybody trying to get into the after-party.

Jan: I also think a lot about show-making, showing something in a different, better light- the people, the dresses- everything looks better than in reality. Switching between roles. You only care about how the people look, about their size, whether they fit as a "lebender Kleiderbügel". And it's of course about the party, the glamour, the feeling of being prestigious and exclusive when you go there. Some people feel more valued when they go there and get the feeling that they matter.

David: I really think about the fashion and that the Fashion Week shows at what will be in the stores in some time. That is what makes it interesting for people like us- because we will see it in some way in our everyday life. But it is still an art....it really thinking out of the box, creating something new or re-creating something old. It creates something that has never been there before.... And of course it is a great event around it, where you see the rich and the famous. A lot of people wish to go there I think...especially girls.

Timo: The more we talked about here, the more difficult I find it to see a connection between my second picture, Mercedes Benz and the Fashion Week.

Moderator: Good question. Do you think a connection exists?

Janos: If Netto sponsors Fashion Week, that would be weird. But cars, cars can be really fashionable.

Timo: But it's haute couture and cars....nooo

Philipp: But you have interior design and exterior design for a car....the technology is different. And you said that is really targeting old people and then you see this very young girl in a sexual pose lying somewhere....and fashion is always for the young people, everybody you see there is young.

Timo: But I don't know whether people interested in Mercedes are interested in fashion-do they have exposure to this?!

David: But maybe it's vice versa. That Mercedes wants to attract people who are into fashion to become attracted by Mercedes.

Janos: Maybe you also feel special when you have a Mercedes and you see that they are sponsoring such a huge and exclusive event like the Fashion Week. I got the car, I am fashionable. They want the car to fit younger, trendy people and that younger people fit the car...and maybe you reach that as a Fashion Week sponsor.

Philipp: I think Mercedes is a lot about design and design and fashion really goes well together. A car can be a technological advanced thing or it can be a fashionable item. I think Mercedes is trying to get away from the old people image and attract young people.

Janos: There is strong relation between cars and fashion, e.g. Bugatti, they are making cars and they are making fragrances. Same with Porsche Design. I am very attracted to this.

Philipp: But Mercedes also makes jackets right?

Niclas: I think it's BMW that does that...but Porsche Design is very sophisticated, luxurious. But in general I don't have this old people image for Mercedes... It's rather young people for me. They are very technical advanced- they always have this elegant, good-looking, sleek, silver cars.

Philipp: I don't have it either. I told you I would buy a Mercedes.

Timo: Maybe for me it's this image because my granddad worked for a BMW retailer and my dad just drove BMW and Audi recently- we never had a Mercedes...

Philipp: Yeah, I think 20 years ago Mercedes was only driven by lawyers. Now, it's Audi. Now e.g. I see the rich Hip Hop guys driving Mercedes, not BMW....that is a change in the target...

Moderator: And do you know anybody who is really interested in the Fashion Week?

Philipp: David.

David: Yes, I am. I like to look at trends and see wants coming next season. It makes fun to dress in different ways and try something new- and maybe be one of the first who does that. I think **men in general have become more interested in fashion** and it is **more accepted that guys wear outstanding stuff and not only this regular, classic stuff**.

Timo: Richard, a friend, as well.

Moderator: What do you think: why are they so into fashion and the Fashion Week?

Philipp: For the lifestyle.

Jason: **It's nice to be good-looking**.

Timo: I think my friend likes the prestige that goes with it. He likes Louis Vuitton weekenders and all these luxurious brands. He sees a fake from 100 meters. **He likes to be in a group with people that like to be able to afford that luxury stuff, he likes to be surrounded by them, they bring him to nice clubs and stuff like that**.

Jan: I think it's not only about the fashion, it's about a belonging to a group. It's like a group symbol having these luxurious items.

Moderator: So then you think, both men and women are into fashion and the Fashion Week?

Philipp: Gay guys and women. **There are some guys really into fashion, also heteros, especially here in Berlin. It's like with F1 that's for guys, the Fashion Week is for girls**.

Timo: But with the Fashion Week, guys are more into the models and girls into the clothes. So there is sth in for both of them. But with F1....

Philipp: Girls are into the drivers then (laughing)

Timo: and the guys are into the cars and into the girls like Katie Price.

Niklas: But I think a lot of guys are really into fashion, maybe they wouldn't watch the Fashion Week though...

Philipp: But the interesting thing is that the designers are mostly men....at least 50%, oh no, let's even say 80%.

David: All big designers are men: Karl Lagerfeld, Jean- Paul Gaultier, Marc Jacobs, Tom Ford, Michael Kors...

Philipp: So even though you associate the word fashion more with girls, still a lot of guys found their profession there and are very important in the business, maybe even more important and powerful as the women there. Some exceptions are maybe Donnatella Versace and Donna Karan....

Moderator: Ok, great, thank you. Then we will move from events to brands and talk about two brands. The first one will be KitchenAid. Do you all know the brand? (Participants nod) So, what is coming to your mind when you think about this brand?

Timo; I know the brand and I know that a lot of girls want to have it. And it's super expensive. And I don't really know what it does....

Philipp: It helps....it an aid. KitchenAid. What it really does, when you have guest they be like "oh nice, a KitchenAid- you can afford that".

Janos: It's a really nice item with a very nice design. And it does sth....all that blending stuff.

Timo: That's also a thing that you could never hide....

Jan: But you don't buy it to hide it!

Philipp: You need to have a big kitchen to have a KitchenAid. Otherwise, in a small kitchen the kitchen is blocked. KitchenBlocked it should be called.

Niclas: I think it's a typical example for good product design and functionality.

Timo: But what does it?

Philipp: It makes dough.

Timo: But it doesn't cut my vegetables?

Philipp: It can also cut your vegetables, it's an allrounder. But what is interesting is that you can immediately see that it is a KitchenAid- it has this special form, bright colors, this industrial steel....it's not a normal kitchen tool.

Niclas: Yeah, you don't look at it and think it's a Bosch or Siemens....it's instantly clear that is a Kitchenaid. High brand recognition.

Janos: You also often say that you bought a KitchenAid when you buy a tool like this...the brand name kind of stands for the whole category like a Labello or a Tempo...

Moderator: And what would you think, who would buy a tool like this?

Jan: Housewives. People that like to spend time in the kitchen.

Timo: Chefs.

Philipp: My neighbors. They don't cook that often, but they have money and they want sth nice for the kitchen.

Timo: People that want to represent. But I personally, I don't want to clean it...

David: But honestly when do you do dough? Do you really wake up thinking oooh I could do some dough today?

Timo: My mom would at least do that once a week.

Jan: My brother and me were really thinking of buying a KitchenAid for my mom who is cooking a lot. It's also known for the decent quality. It's a good quality that would last for longer.

David: You would see it at fancy places in Prenzlauer Berg.

Niclas: It's this beginning of thirties family thing.

Timo: It's the same with the Rimowa suitcases. Things you don't really need. But that look nice.

Philipp: But Rimowa you use at least a lot. But a KitchenAid? How often do you use it? I think it's a portrayal of how a perfect kitchen should look like.

Moderator: So, then we move to Black & Decker. What do you think about this brand?

Janos: Nice drills.

Timo: I think they are really successful and have a very good quality, but I hate repairing stuff and that is maybe not stereotypical, but I really hate it and don't have any exposure to this.

Janos: I would rather go for Bosch.

Philipp: I would go for Hilti actually. They are the better Black & Decker.

Jan: I had a Black & Decker, it's pretty decent. Functionality and quality are really remarkable.

Moderator: And what do you think, who would buy this product?

Philipp: Handy men.

Timo: Somebody who would use it.

Janos: It's nothing that you only buy to have it.

Philipp: But in the countryside a lot of people have at least one.

David: I think there are a lot of doing-it-yourself men out there who want to prove the point that men can do it on their own. I don't need to own stuff like this....it's enough to borrow one from time to time.

Philipp: Maybe in the city, you don't have one cause you don't fix stuff by yourself.

Timo: We have one.

Philipp: But you're from the countryside (laughing)- and is recorded.

Timo: First it's equipment for a lot of jobs...like carpenter....so a lot of men use it in their jobs. You need to have one at home to do minor repairs.

Moderator: And in 5-10 years, do you think you would own one of the two products?

Philipp: Definitely a drill. I just got a tool box for my birthday. A good one with decent tools- German quality. Freaking expensive. They cost 400€, but it's something for life. The only thing I need now is a drill, I should go for it, it's Christmas soon.

Timo: I'm sure I will have one, too. But I am not emotional about it. As long as it drills holes, I am fine with it. It's not that I use it every two minutes, it can be any brand.

Janos: I would like to have one. I think it can be a lot of fun. Drilling holes can be a lot of fun. But I wouldn't go for KitchenAid, it would just stand there and not be used. Maybe in the future with a girlfriend together I can imagine having one to invite friends and make pizza dough.

Philipp: You really need a big kitchen for it. But dough you can also do that with a normal thing or with your hands.

Niclas: I would like to have a Black & Decker or another well-known drilling machine brand with good quality. For good quality and functionality I would also pay a higher price. With KitchenAid I don't know, it's not my business, my wife can decide later.

Jan: Yeah, exactly. I personally would never use it. And with a drill I see that you really need it from time to time and that there are things you can't do without one.

David: I think a KitchenAid is nice, nice technology, nice design. It makes cooking and baking a bit more fancy, not so old-school anymore. I don't need to have my own drill though. I can get one from my dad, he has several ones.

Philipp: But with KitchenAid I would always look at it and think about how often I have used it because if you use it 10 times a year for a dough, you paid 40€ for your pizza every time, you can also go and buy a nice pizza somewhere else.

Moderator: Okay, then we will combine brands and events. And KitchenAid would engage in a sponsorship of the F1 and Black & Decker would engage in sponsoring the Fashion Week. Please take your note sheet and try to think about positive and negative things that come to your mind when you think about these two sponsorships.

(Participants writing)

Moderator: Okay, then first we will talk about Formula 1 and KitchenAid. What came to your mind?

Janos: Well, in both cases I think creative management failed. For F1 and KitchenAid, I have some things: First, the brand is not perceived a luxury brand and does not fit the high society image of the F1. But maybe, KitchenAid as a product could have some similarities with a F1 car- both are slick, masterpieces, metallic, stylish. Maybe this sponsorship could also attract different social groups to F1, housewives, chefs, young couples....

Timo: I have the same aspect. For me the only thing that matches is the design aspect- in F1 and the KitchenAid. But I don't see any economic sense in the sponsorship because I don't think any wife or chef would watch F1 more because of this sponsorship. Still the sport is boring for them. The content is not changed by the sponsorship.

Jan: But it could happen the other way round, that men might find the KitchenAid more appealing because they sponsor the event, although I think a lot of men watching the F1 would not want kitchen stuff to be connected with it.

Philipp: And it would give me the effect of “whaaat? What is this women brand doing here at F1?”, so I would remember it. The same with Black & Decker and the Fashion Week. Boyfriends and men could become exposed to it...that could be beneficial for women, they then know the brand and buy it as a gift. The technical and design aspect does go hand in hand for F1 and KitchenAid. But it could happen that people buying KitchenAid at the moment, upscale, high class, educated people- as I picture them- would be shocked to hear that KitchenAid is now sponsoring the F1-that does not fit for them, they don't identify with this. And I also don't see this paddock girls cooking with that (laughing)

David: No, true. I can see that the existing target group might not like it too much to see the product sponsoring the F1, but they won't be exposed to it as they don't watch F1. It could however be the chance to attract more men and show that kitchen stuff does not necessarily need to be girlish.

Niclas: I also thought the stereotypical wife of a trucker or Michael Schumacher fan does not have or want or can afford KitchenAid. So, therefore I don't know whether the sponsorship would work. And when men are watching F1 they are so focused on watching it, they won't pay attention to sponsors and ads.

Jan: But still they get stuck in your mind...you all know Marlboro sponsored Ferrari e.g.

Timo: I think it's less diluted for F1 and KitchenAid than for the other, but still I don't see the objective in it. You don't convince people to watch your sport because of that rather the other way round, that you have your target who likes the sport and then match this group with a brand that fits. Then you place your product there. People don't start watching F1 because they know that a KitchenAid ad is aired in the break.

Philipp: But if you're interested in getting more female viewers, it would make sense to allow a sponsorship like that because it makes watching more legitimate as it becomes more female.

Niclas: But as you said before, it does not change the sport.

Philipp: No, but F1 has already such a masculine image, same as Fashion Week has a very feminine image...

Timo: But would ads change that?

Philipp: No, but in the long-run, it would make it more legitimate for women to follow it.

David: I see what you mean, but honestly would you watch it more if you know a brand you like is sponsoring it? Not really, right?!

Philipp: No, maybe not directly. But I think for women it's hard to follow F1 even though they like it because everything is so focused on men and male products.

Timo: But it's maybe in the nature of the sport that it's not made for female and having Chanel ads there does not change that. That doesn't make it more attractive. Then they go to a Chanel show and not to a F1 race because it's sponsored by it.

Niclas: So the only thing which is also not really correct could be that men buy the KitchenAid for their women and they stop complaining about men watching F1.

Moderator: But now you talked a lot about how the brand sponsoring the event can change the image of the event, but how about the sponsorship changing the perception of the brand?

Philipp: But this is what I tried to say, if you're this upper class family and you suddenly see that this Bitburger family has a KitchenAid too, then you would be shocked.



Jan: In general F1 is this expensive sport....so maybe it's not such a class. And I think the ones that watch F1 and have a KitchenAid are happy and the ones having a KitchenAid and do not watch F1 are happy, too because they will never know.

Philipp: But you still know these things, you know who is sponsoring the F1.

Janos: And there is also the same going on in soccer, Schalke e.g. is sponsored by Gazprom, that doesn't have anything to do with soccer. But it's quite common and you still remember it. And it's part of exploring new targets. Maybe in some years KitchenAid will be a good sponsor for the F1.

Philipp: I don't think so.

Janos: I don't think so either.

Niclas: Yeah, of course there might be some sponsors in soccer that are not directly connected to soccer, but they are **gender-neutral** as Emirates etc. But I don't see a soccer club wearing KitchenAid on their jerseys.

Philipp: But KitchenAid could be the sponsor of golf tournaments or something like that...

Moderator: Okay, then let's switch to the other one, to Black & Decker sponsoring the Fashion Week.

Timo: I think this makes even less sense. I think it would never happen, the Fashion Week people would **never allow a thing like that**. I mean my stereotype of a handy man and a model...that does not really go together...I think the model would feel **uncomfortable** to be seen in the same line with a drilling machine. The image that comes to my mind is a half-naked woman having a drilling machine in her hand saying **"drill me"**.

David: But for me I think it's more realistic that black & Decker would sponsor the Fashion Week because this might be the case to **use absurd as a way of gaining more audience, more attention**. It's another level, everybody would speak about it...it could have this snowball effect. It could bring more attention to Fashion Week and at the same time bring more attention to Black & Decker....

Niclas: For me it doesn't work. Mercedes can be sexy, but Black & Decker...

David: **But it could make Black & Decker sexy**.....

Philipp: Some brands did crazy stuff like this, I can't remember an example though....

Timo: There was this burger ad with Paris Hilton...on a car, half-naked...made burgers sexy....It can work for Black & Decker, maybe with a low key model....

Philipp: **A slut...**

Timo: Somebody like Miley Cyrus on a wrecking ball....

Philipp: Drilling a hole into the wall....

Timo: But not with Naomi Campbell...

Jan: I would think more about a tool store opening, having these "models" there, but not the same models and **not that classy**.

Moderator: Okay, great, thank you. Then we will leave our fictive sponsorships behind and talk about a real life sponsorship. We will talk about Beck sponsoring the New York Fashion Week. They introduced a new beer called Sapphire that sponsors the Fashion Week. It looks like this (showing a picture). We will talk about sponsorship activation now; that means all efforts a company realizes that move beyond paying only a formal

sponsorship fee. We will take a look at a spot promoting the sponsorship. (WATCHING SPOT) So, what would you think about the sponsorship if you see this spot?

Janos: Cool. Time is ready, we are ready for something different. You don't have to show a beer to promote a beer. It's more associated with a specific feeling, a mood, an event. It fits the advertisement pretty well. The beer seems different, fashionable, high class...it's connected to the mood, to the emotions. The beer is really special.

Timo: Until the end you feel it is more an ad for a fragrance or something... then you see it's beer, that is really surprising. But in New York there are a lot of beers from other countries that enter the U.S. market and try to gain a premium image. I think it's a nice way of entering a market...and differentiate. I don't see a big clash here. Beer really has made it into all kind of parties in the last years. These fashion shows are not only about champagne anymore. If you have the right packaging, people like to drink the beer during fashion shows. And Beck's packaging looks really fashionable, trendy...

Jan: I would like to try this beer.

Moderator: And you all know Beck's, do you think it fits the image of the brand that you are having?

Philipp: This beer is clearly targeting women, right? It's not made for men, right?

Niclas: Maybe in the U.S. for both, but in Germany it would only work for women.

Timo: It's the same with Beck's Gold, they try to offer something for women.

Philipp: But it's more neutral with the gold....

Timo: But it's made for women....

Philipp: I had one, too and I am pretty masculine (laughing).

David: Do you think they would bring it to the German market?

Niclas: I don't think so. I can't see German guys drinking it.

David: But German girls.

Philipp: I totally see girls ordering a sapphire because of the name and because it fits the black dress they are wearing.

Jan: And I also think in the U.S. cans are way more popular than here, and girls don't like cans. And you can't take a can to a fancy event, that wouldn't fit. Beverages are easier for sponsorships connecting a brand and an event that do not really go hand in hand because you can always create a lifestyle with a drink....but with a drilling machine or a kitchen tool.....I don't know.

Philipp: I think Sapphire brought everything to a new level. Beer becomes acceptable everywhere and especially for girls. They can now also drink a beer at the opera e.g. and before it was always like, no no, girls have to drink a white wine.

Niclas: It has already changed before.

Philipp: Yes, of course, but this moves further, this makes beer really classy and socially acceptable. It really pushes it to the limit. The name is also really classy and girly.

David: But for me Beck's is this rough, Nordic beer with Joe Cocker singing on a sailing boat. Sail away. Really for men. So really two different brands. More this sailorman image that I have.

Timo: But Beck's is really a brand that tries new things and establishes trends. It was one of the first brands having this flavored beers. It is really trying to move away from this only-men products and has made it for women more acceptable to drink it.

Philipp: I think it can really work. And a lot of girls actually like to drink beer, but it was always a bit mal placé to say "give me a beer" as a girl. Maybe not here in Berlin, but in this more classy circles, e.g. in Paris it's not so accepted. But ordering a Sapphire would be more acceptable.

Niclas: I think guys don't want to try it...it looks too girly, not masculine enough.

Moderator: Okay, then we will wrap up to conclude. Can you tell me what was the most remarkable thing we talked about for you?

Niclas: I think I never draw the connection between these events and brands. And it was really difficult.

Philipp: It's interesting to notice that we all know that KitchenAid does not really do anything and it's a waste of money, but still we all want it. And this is because of the image....you buy a lifestyle.

Janos: For me it was this sponsoring of KitchenAid and the F1, something you would never think of...it's a weird idea, but why not? It's these weird connections that don't work in the beginning that can be really amazing and outstanding if they work.

David: Yes, you only need to be courageous enough to try these new things....first people are skeptical, but they get used to stuff as we got used to women drinking beer and drinking beer at fashion shows....

Timo: For me it was really interesting to ask myself why Mercedes sponsored the Fashion Week. First, it was difficult to associate the brand with the event, but then at some point you see a connection and it works. It can have this surprise effect.

Philipp: For me it definitely works and it changes the perception of a brand like Mercedes. I don't know whether it is only because of this Fashion Week sponsorship, but this sponsorship definitely has played a role in seeing Mercedes as fashionable and sexy....

Jan: Maybe Wulle (a German, masculine) beer can sponsor the Fashion Week, too. You only need to put it in a different bottle, the taste doesn't matter....

David: I'm sure girls would order Wulle beer in a Sapphire bottle and normally nobody would say "Ich will Wulle" in a fancy place.

Philipp: And e.g. Bitburger has this new bottle shape, more masculine....it can change the perception of a beer and a brand.

Moderator: Okay great, thanks a lot for participating today. I was really interesting to talk to you.

## APPENDIX J: Transcription Focus Group 3 - MIXED

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Moderator: So, let's start...Hello everybody, thanks a lot for being here today. We will talk about different events and brands today. This focus group will be part of the research for my master thesis which I am currently writing. Some formal things before we start: I would like to use your first names for the transcription- I hope you are okay with this? (Everybody nodding) And further, the focus group will be recorded, so that I can transcribe it afterwards. Besides that, there is not so much that needs to be said, only that you should feel free to say everything that comes to your mind-there is no right and wrong. Don't think too much, just speak it out. Okay, then let's move to the introduction round. It would be nice if you can tell everybody who

you are, who old you are, where you live and what you do. I will just start, I am Doro, I am 25, I live here in Berlin and I study Brand and Communication Management - and I am finishing at the moment my master- so this is why we are here today and talk about my research topic.

Sophie: Hey, I'm Sophie, I am 23 and I am doing an internship in Berlin. I studied Graphic Design and just graduated.

Max 1: My name is Max, I am 24 and I study medicine. I also live here in Berlin.

Max 2: I am Max, too. I am 24 years old and I just finished my studies. I did a bachelor in Social Work. And now I am looking for a job.

Valerie: Hey, I am Valerie, I am 24 years old. I am here in Berlin for almost two years and I am doing my masters in film studies.

Anna: Hello, my name is Anna, I am 25 years old and I am also living here in Berlin. I am becoming a teacher, but I am still studying.

Sebastian: Hey, my name is Sebastian, I'm 26 and I am working in Berlin in a bank.

Moderator: Thanks for introducing yourself. We will now start talking about events. And mainly we will talk about two events today: one is Formula 1, the other one will be the Fashion Week. I would like to ask you to take the two sheets with your pictures on it. Just take a moment and think about how to explain your chosen pictures to the others, so think about how you can explain what Formula 1 and the Fashion Week mean for you to the others.

(PARTICIPANTS WORK INDEPENDENTLY)

Moderator: Okay, are you ready? We will then start talking about Formula 1. Maybe one of you can start to tell the others what Formula 1 stands for in your opinion.

Max 2: Okay, Max 2 is going to start. When I think about F1, I think about cars, **fast cars**. And there is always a **winner**, so **all drivers are there to win**. And there is **a lot of money involved**, **a lot of money to win and to lose**. And there is also a lot of advertisement; all teams have their **own sponsors** who invest a lot of money. So there are brands involved who sponsor the team or the driver. What comes to my mind is also girls, they are often just everywhere around the race track, they drink **Red Bull** or **champagne**... I think that really marks the picture of women in the F1. **Women are something like mascots in the F1- they represent the fashion and beauty side of the F1**. And what I also think about is this **"being the woman of xy"** e.g. the woman of Schumacher- like **wags** in soccer.

Valerie: I have chosen a picture of **Michael Schumacher**- he represents **winning, fighting and being the champion**. And I think F1 is **very exclusive** because there are only very limited spots for drivers available, there are only maybe 20 drivers. I also think about **teamwork**, so it's not only about the driver, but thousands of people behind the driver. And there is also the **pit stop**, very typical F1 moment for me.... And this is also a **dangerous** part, something can easily happen there. And then I think about **RTL**, the TV channel, which has the rights to show F1 on TV. And like Max I also think about these **paddock girls**, chicks- **I think the role of women there is always to be the sluts**...and then it's also **crashes** that come to my mind and **suspension**. And then last but not least **champagne**.

Anna: I thought about cars and the **technology** involved. So all teams need the best material, the **best engineers** to have the best car and to win the races. It's a very expensive sport. And normally men are more involved to it. So, they like sports and they like cars and therefore they like F1. I don't like it so much, maybe also because I do not know that much about cars and the technology. And I think about **rivalry, fighting, battles - being ambitious and determined and doing everything to win**.

Sebastian: Yes, I think it's a lot about technology- so F1 is a mix of sports and technology. You do not only have to become physically strong, but mentally strong- I think the drivers that are becoming world champion are really smart because they really need to understand all pieces of technology in the car. For me, the F1 is represented by the drivers like Schumacher, Vettel, Hamilton, Rosberg...they are real idols. And it has a long history, so back in the days Lauda, Hunt were driving and it was way more dangerous than today. But, it can still be dangerous, a lot of crashes are happening and you have to be willing to take that risk if you want to win.

Sophie: I just wrote down it's boring, it's not necessary, it's dangerous, it's expensive. I think mostly men about 40 are watching it. I think it's a waste of money and a waste of time. And the cars are ugly, really ugly. And death, you can even die there.

Valerie: Hahaha, totally free of any prejudices.

Sophie: Hahaha, yeah, death and Niki Lauda. And the people driving there are really rich. It's a high society thing. And there is a lot of money, the money often changes its owner there.

Valerie: Yes, it's so boring, only men in a certain age watch it. Like Tour de France, who really wants to watch this?

Max 1: When you were a child, it was this typical Sunday- my dad watching F1.

Valerie: Yes, I was always like " yeah, the TV is turned on", let's join my dad, and then it was "Oh nooo, shit, it's F1".

Max 1: Yes, I also wrote down cars, technology, pit stops, paddock girls...but for me it's also a really boring Sunday afternoon activity to watch it. And the further I think about motors, noise, Monaco...it's a men's thing.

Sebastian: Do you really think it's that boring? I actually like to watch it...I think it's interesting because of all the suspense, the cars, the interaction of driver, cars, technology. You can be the best driver, but you're still so dependent on the technology, so the technology can screw you up within a second- it can be really all or nothing.

Moderator: And if you think about visiting the event, what is coming to your mind?

Max 1: How did I get here?

Valerie: Oh God, I think I need a breast surgery before I can go there....

Max 2: What we think when we get there?

Moderator: Yes, what comes to your mind when thinking about visiting the event? What do you think what would you do there? Which impressions would you get?

Sophie: I think I would feel overwhelmed, I would also feel underdressed. I can't see myself there, it's such a high society thing.

Valerie: Yes, high society, like at polo, or horse races or golf. And I think it's more a TV event because when you're really at the track, you just see or hear them passing by every two minutes or something... that's the whole sport!

Max 2: Yes, I think it's a lot about seen and to be seen.

Max 1: Yes, I think at the event it's not really about the car race, and about seeing the cars...

Sophie: Yeah, for sure, there will also be fans present, not only high society.

Anna: Yes, exactly, I think a lot of men would go there.

Sebastian: Yes, true, if you can afford it to go there, I think a lot of people or at least men would go there. I think many guys would like to go there at least once in a lifetime, I think it's the same as they wanna go to a FIFA worldcup match once....

Valerie: I think it always depends with whom you go.

Sophie: And I think there is free alcohol. Yeah, I would like to get free alcohol. I think you can really feel like a VIP there....if you have the money to go there.

Valerie: Is it expensive to go there? I think it must be expensive, because if it's cheaper, then I think I would more hear one of my friends say "Oh, I was at the Formula 1 this weekend".

Max 1: I think it's more a sport for the generation of our fathers....I don't know so many guys interested in F1 in our age.

Valerie: Yes, maybe since the time of Michael Schumacher is over...

(LAUGHING)

Valerie: Sorry, I only meant his racing times...the golden times of Schumacher.

Sebastian: Really? I know a lot of guys who have at least some interest in F1....because their fathers watch it, and then they watched it. And there are some new idols like Vettel....but maybe you're partly right, Vettel is maybe not the same as a Schumacher, a Lauda, a Hunt...

Moderator: In general, if you think about somebody who has an interest in Formula 1, who would that be?

Sophie: My father watches it from time to time. And he really likes to watch it.

Max 1: My father also watched it for quite a while. I think now he has also realized that it is maybe a bit boring.

Valerie: Yes, as I said before, my father also watched it.

Anna: Yeah, for me it's also my father, my brother, my uncles, also some of my ex-boyfriends- actually a lot of guys around me like to watch it.

Sebastian: I also like to watch it. My father as well. And my sister then sometimes was forced to watch it, too. But I really think that she liked it a bit- secretly....I think she would never admit that.

Moderator: And what do you think, what do these people like about F1?

Max 1: I think some men really like cars that much that they are interested in everything about cars. So, the fascination for cars makes F1 interesting for them.

Sophie: Maybe also this suspension to see a crash... really, I think that some people really like F1 because of that.

Max 2: I think the technology behind the cars can be really interesting for people that like cars.

Valerie: I always like the pit stops. The car just gets in there, and bam, it's out again, so fast. I think I would only watch pit stops.

Sophie: Yes, that's true. The pit stops are fascinating.

Valerie: But I think it's also because of the time when F1 is shown. Men don't really have anything else to do with their lives on a Sunday afternoon, so they check what's on TV and then there's F1. And the woman is preparing the meat for the dinner in the meantime. Really, I think this is the hard truth in a lot of families. I think it's really often like this- in my family it was not. I think F1 is just like a way of keeping yourself busy with something.

Max 2: When I was at my father's place, we often watched it. For me, it was always like an extra hour of sleeping because I was not interested in it.

Sebastian: I mean as I said I sometimes like to watch it. It's not that I can't miss it, but I enjoy to watch it when I have time- especially when I am going home. I think I like it because this mix of sports and technology- and the dependence on this technology. I like that in a moment everything can be over just become some technology is not working. And of course, you have your favorite driver, you're crossing your fingers for...you want him to win.

Anna: I think it can be monotone. Sometimes nothing is happening for the whole race...that is just so boring. But I can see that if there are a lot of battles, crashes, breakdown, it can be interesting to watch it.

Moderator: Okay, great, thank you. Then we will now switch to Fashion Week and will start in the same way as with F1. So, please just explain to the others your pictures and your thoughts about F1.

Max 2: I think it's an exchange of ideas, of fashion, of trends, of style. It kind of shows us what beauty is. And it's a platform for advertisement, a platform for new and old designers. These fashion events dictate us how we should dress, how we should look like to be beautiful. How we can become somebody else by dressing up. And again it's also seen and to be seen. And for a lot of people this event really means a lot.

Valerie: I think of haute couture, beauty, make-up, Karl Lagerfeld, models, catwalk, media, more illusion than reality, the pressure to be skinny, supermodels, appearances, but also art- it's not about who wears the shortest skirt, but about design, art, creativity. And it's not really wearable in everyday life, it's really more about art and this very extreme creations. And there are stars and starlets, VIPs, high society, rich, exclusive, noble, red carpets. And a person is just a sleeve, it does not count which personality you have, but what you can make of your sleeves- that's very shallow and superficial. And I connect dreams with the event, many people dream of being there and making it there. And what you wear, is who you are.

Anna: I think about fame, about creativity and self-expression, about dreaming big and having no real limits for your creativity. A lot of success stories of designers are connected to the Fashion Week. And the Fashion Week kind of really has an influence on our lives, as we will wear the trends shown there- maybe in a bit more wearable version, but still it inspires other designer, labels....so what we see on the catwalk today, we will see it tomorrow at the stores.

Sebastian: I think it's a very exclusive event, you cannot just decide to go there, you have to make it kind of to be invited there. And I think the Fashion Week is really an extreme, it brings everything to a new level. And often it's very crazy.... It seems like nothing is impossible there. Even if it's disturbing or too loud, too bright...it's accepted because it's fashion. And there is also a lot of money involved. A lot of companies sponsor the event and put a lot of money into it. And some brands are really connected to the event, e.g. Mercedes Benz which is giving the name for the event.

Sophie: Young designer, newcomers and promotions- that's what I am thinking about. I think young talents get a chance to get attention there and present themselves. It's a very international and important event. And it represent fame, success- if you're in, you made it on an international level. And publicity, you will get attention in the media if you are able to present your work there. But still it's also about being skinny, about fitting into a role- it's a very superficial world.



Max 2: Hmm, in my opinion it's a lot about trends, the trends of tomorrow, and presenting these trends. No matter what designer show there, it will be presented in the fashion magazines and people will see it and might it accept it as a trend, as beautiful. And it's exclusive, made for a certain circle of people. And design is still art, so designers create something new, maybe something that has never been there before.

Moderator: Great, thanks. And Max already said, the Fashion Week is kind of dictating us what we should wear and what we accept as beautiful. So, what do you think, what is the fashion world dictating at the moment?

Sophie: For a long time, models have to be skinny- even androgynous. And yes....

Valerie: And this non-perfect look. There are a lot of models with optical mistakes, no pigments, characteristic faces- not this smooth, perfect anymore, or also models with only one leg.

Sophie: But there are still skinny....

Valerie: Yeah, true. But there was also this fat singer, Beth Ditto, she also acted as a model....

Sophie: I really think it often only goes in one direction.... Skinny, tall, nice hair...and models wear always heel....I hate it. Many people only don't like that they are skinny, but I really don't like that they always wear heels because I can't wear heels. So, women feel they have to wear heels to have a nice outfit.

Valerie: Models are also often white, in Europe there is not really space for Asians and Africans...there is only a very limited market for them. So, we get the feeling that the tall, white woman is the beauty idol.

Sophie: Yes, I think it reflects the country and the culture. I know black German models....

Valerie: But how many Muslim models do you know?

Sophie: None, but that's something else. I think being a Muslim and being a model does not really work because they don't like to show their body that openly. It's against the religion.

Max 2: Today people in general have more access to the reports about these shows...because media is everywhere. And they bring the special stuff into our everyday life. And you see more often people on the street that could also be on the catwalk because the fashion has become so much more special, more abstract, more arty. At least in Berlin you see it.

Anna: Yes, I think in general we care more and more about fashion and trends are more easily spread. One hand we see this very extreme models at the fashion shows, but on the other hand we maybe become more and more uniform. And I think, even if you might think that using non-perfect models in fashion shows might be a positive development, I think it's the same as with very skinny, tall models- it's not us. These people should tell us how we should look like, but they are so far away from us, we will never look like them....

Sophie: But I think it's really true that more and more people care about fashion. Especially women, but also more and more men. Earlier, it was nice when a man just wore this out-of-bed look, relaxed clothes. And now men do something with their eyebrows, most men shave a lot. A while ago, it was even ok when women do not shave their arm pits and now everybody does it-including me. Some things can't be taken back once they are established. And I think it's really extreme how much we spent on beauty products

Moderator: And if you think about going to the Fashion Week, what comes to your mind?

Valerie: I would really like to go there, first row at a very nice designer.



Sophie: Yes, it would be nice to go there and dress up. And you will see so many very, very beautiful people—that's a bit frightening. And you see all these new trends and get inspired. Sometimes it can be really too much because the designers try so hard to create something new, and sometimes it's a bit too much.

Max 2: I think it's so much about that you can say, yeah, I was at the Fashion Week.... And everybody is self-promoting himself. In general it's so much about promoting something....

Sebastian: I think I can be nice to go there because you feel like you are able to see something that not everybody is able to see. And that you see it as one of the first ones and you can tell everybody about it. I guess, even if people do not like to go there, they might like to hear the stories about it because they are curious about what we are going to wear next season and could be the first one to wear that trend....

Anna: Yeah, true, I think a lot of people care about trends. And about representing and showing themselves to others. And with fashion you can do this.

Moderator: Do you know anybody who really is interested in the Fashion Week? How is it?

Valerie: Many of my girls from home. One of them has been at the Fashion Week in New York and she likes to wear this extreme outfits. Normally it's very obvious who's interested in Fashion Week because you see it in the way people dress. People who like the fashion stuff, normally also like to wear these fashion stuff. They want to show it to the others.

Moderator: And what do you think, what do these people like about the event?

Valerie: Oh, I think many people just like this bling bling stuff, this showing it to the outside. But some really understand fashion, the art behind it. And that's what I would be interested in as well. Some really just wanna see the show and some are more interested in the event around it.

Anna: And there are often some underground events next to Fashion Weeks where less known designers present their collections and you get the chance as a normal person to get a glance...and maybe buy it for a cheaper price. I think a lot of people like to take a little bit of the Fashion Week home and have this one designer piece in their closet.

Sebastian: Yes, and even if we often think that the fashion is too extreme, we still find it interesting to snuggle in and just feel like a star or starlet for some seconds....

Max 2: Yeah, some people really like all this fashion stuff. I have also a friend, she's a make-up artist and she knows how to dress and make an appearance....she also has an own blog and promotes her pictures on instagram. And you see when you meet her that she has this dream of this magic world and wants to dive into this luxurious world of fame.

Valerie: Some people might even run the risk to get lost in there and to forget what is really important. I think they just then care about how they look and how to dress.

Max 2: And I think it's crazy that you work for nothing there....I mean, yes, you can say I did make-up for a Fashion Week, but come on, you have a completed education and then you work for free, just to have the small chance to have your dream fulfilled.

Sophie: Some models just get 50-60€ for a day and that's nothing in the business. But they really want to promote themselves there.

Moderator: Okay, great, thanks for sharing your thoughts. Then we will leave the events behind for some time and talk about two brands. First brand will be Kitchen Aid, do you know the brand? (Participants nod) So, what comes to your mind when you think about it?

Max 2: Practical. Yeah, a universal kitchen appliance- that's nice.

Valerie: Really high value, it already looks like value.

Max 1: Really, really expensive. I know some people having these and it's really a lot of money.

Sebastian: Yes, it might be expensive. But, I think it has good quality and then I would also spend more money on it. I would rather buy this one than a cheaper one and then I need to replace it within a year.

Valerie: Yeah, it depends on what it is able to do. Thermomix e.g. can do everything, but I think Kitchen Aid doesn't, so you pay for the design I guess. But I think it has a good value, I would trust the product to function for a lifetime.

Anna: I actually would buy a Kitchen Aid if I earn money... I think it is functional and it has a nice design. And I care about the design.... I would be willing to pay a bit more for the design.

Sophie: I think I would always trust WOM when I would buy a kitchen appliance because I am not that skilled with this stuff.

Valerie: But I think it looks really appealing. I think it would suit my kitchen.

Moderator: And what do you think, who is buying or using this product?

Sophie: People who have discovered cooking as a hobby for them. Maybe a bit older than we are.

Valerie: Yes, also design freaks.

Max 2: I can imagine that the company often portrays women in their advertisements.

Sophie: Really?? I would actually think more about men, that are into machines....and there is this modern man who is cooking - that's a trend. This metallic machine stuff- that's nice for men.

Max 2: For me it's more women.

Max 1: I would also not limited to women. Maybe more women are cooking, but still men might like the idea of having a machine like this at home.

Anna: Difficult to say...for sure, I wouldn't find it unattractive if a man has a Kitchen Aid at home, that would be totally fine. I think business woman could still be a target as we work so much and have our own money and we have less time- so Kitchen Aid can help to save some time that we do not want to spend in the kitchen. When you have limited free time, I think less women are into spending the whole weekend in the kitchen.

Moderator: Do you see yourself as the target group?

Max 1: No. I really don't need it. Maybe it's functional.....but I can't do anything with it that I can't do without. It's a luxurious product in the kitchen.

Valerie: Yes, why not? I like to spend time in the kitchen and I like if the stuff in the kitchen looks nice. If I win something like this, I would be super happy. The price also suggests that it is of good quality.

Sophie: I don't really need it, so I think I wouldn't buy it. It's too complicated for me, having hundreds of machines at home that you need to do this and that.

Anna: As I said, I would buy one...maybe not now, but in a couple of years with a nice salary....

Sebastian: I would also feel as target...it kind of combines something masculine and feminine, cooking and technology....not too bad, maybe it can convince more men that cooking is not that bad after all.

Moderator: So, the next brand: Black & Decker. So we will talk about drilling machines. What comes to your mind if you hear this brand?

Max 1: Black & Decker, Black & Decker, Black & Decker, Black & Decker, Black & Decker..... that was their slogan right?

Sophie: It's one of these tools that everybody has at home, but actually it would make more sense to share it with others

Max 1: No, I don't think that many people have it....I also need one, but nobody has one.

Valerie: Do you need it that often? Actually I have the feeling I never used it before.

Max 1: But you need it for a lot of stuff and it makes many things easier....

Anna: I think it's a very functional brand, it solves the problem of making a hole in the wall and that's it....nothing glamorous, nothing decorating...just the tools. But that's maybe a sign for their quality, it speaks for itself. I would wanna spend much money on it because you barely use it and it would hurt to spend a lot of money on it. But, on the other hand, I don't have a clue about and if I ask my dad, he would always tell me to buy an expensive one that lasts.

Sebastian: I agree. You just get in trouble with a cheap one....you're getting pissed that it does not work that well.

Valerie: That's maybe something you buy with 40 when you build your own house.

Sophie: No, I think you buy it earlier, when you have your first own flat. I have one.

Max 1: Some things you can just do with a drill, then you really need it.

Valerie: Hmmmm, maybe I would always ask somebody to do it for me....

Max 2: I have a drill. When you move, it is really paying off. But then, you maybe don't need it for years. So, it would make sense to share it.

Valerie: I have this picture in my mind of drill lovers, people that have six machines at home, each of them does something else....

Max 1: My father is really passionate about it....he has his drill with thousands pieces next to it...

Valerie: I can picture that people can become passionate about it and love to own all that stuff....

Anna: Yes, and then you do a store and talk to the staff forever about which drill to buy... my dad really likes to know everything about it and just buy the best of the best...

Sophie: But drills are not that complex....

Valerie: But for me it's a mysterious thing, I just don't get it and I never tried. Somebody might explain how it works to me and me as a girl I am going to be like "whaaaaat? I don't get that..."

Sophie: But I think drills are really easy tools....

Max 2: I don't think it is easy....you need to know when you can use a drill and where....

Valerie: I have some respect for using it..

Sophie: I always used it. My mother showed it to me.

Max 2: A kitchen tool is easier to handle.

Sophie: I don't think so. For me a kitchen tool is more difficult.....

Max 2: But maybe it's more the recipe that is difficult and not the tool....

Anna: I would always be afraid to destroy something with the drill.

Sebastian: I mean in general I think if you don't know a tool, it's more difficult to handle. My dad and me we always constructed the furniture of my sister, but I am sure she would be able to do it on her own if she wanted to.

Anna: Hahaha, but why should she? If somebody else takes care of it? It's not that I am so interested in it, that I am motivated to proof to myself that I can build a closet on my own.

Moderator: And in some years, what do you think, which tool would you own?

Valerie: I think the drill, that is more functional. The Kitchen Aid is more a toy.

Sophie: I think I will own both of them.

Anna: I would love to own the Kitchen Aid, but maybe I also need to own a Black & Decker.

Max 1: a drill. I don't need the Kitchen Aid.

Max 2: a drill. I already have one.

Moderator: And what do you think? In which case is the brand more important?

Max 2: For quality, the brand always matters. For a kitchen tool, the design is important, with a drill, I don't care at all for the design.

Sophie: My father just bought a kitchen appliance. And my mom has a drill.....funny. My father is buying so much stuff for the kitchen appliance. Now, he can make ice cream with it. He always wants stuff for it for his birthday or Christmas.

Valerie: Yes, with both tools, you can bring it to an extreme. Some people want additional stuff.

Sophie: For me recommendations would be more important than the brands.

Moderator: So, then we will now combine events and brand we have talked about and imagine that Kitchen Aid will sponsor the Formula 1 and Black & Decker the Fashion Week. You can just take the blank sheet and write down some positive and negative things that come to your mind when you think about these two sponsorships.

(PARTICIPANTS WRITE DOWN THINGS)

Moderator; Then first we will take Formula 1 and Kitchen Aid. Just start talking about what you think about this sponsorship.

Sophie: I think the sponsorship could really fit well to the modern man that actually likes to cook. The Kitchen Aid is more metallic, more functional, it has more features and it's not so round and soft as the tools some

years ago- so it's cooler, stronger, more exclusive- it can be appealing for both genders. I think the sponsorship could work in attracting new customers.... Also for men around 30, looking for a new hobby and already having the income to afford a machine like this- it could be perfect.

Valerie: Yes, this high-end technology is present in F1 and Kitchen Aid, so that's a similarity that is shared and could be communicated. You have further a target group watching the F1 that might have the income to afford the tool. But, I don't really know whether it fits the interest of people that are into the event, these paddock girls and the rich high society people there, girlfriend of...this picture of women does not really fit kitchen appliances. Hmm, and the men that are really into cars, I don't know whether they are so much into kitchen stuff. Then, they better sponsor an organic trade fair or something, where you know you have people present with these interests. At F1, I imagine that the people barely cook or always go out for dinner.

Anna: But I think the sponsorship is not supposed to talk to the high society people that are present at the event, but the fans at home. And yes, maybe the older generation of our fathers and older, I can't really picture them with a Kitchen Aid, but I have some male friends that like cooking and that might be open-minded to buy a tool like this without feeling that this is a threat to their masculinity. And as we also saw with the soccer world cup this year, more and more women are into events like this, so why shouldn't there be female F1 fans?

Max 2: I believe that it is really dependent on the way the companies promote this sponsorship. Of course, it can be seen as a joke if you don't do it in a good way, but there is potential that you do it right and you find a nice way of communication. Then it could lead to guys saying "oh yeah, such a kitchen tool, I want that".

Sebastian: Yes, of course, it must be really well organized the communication. However, I think with this technology component, the two things share something that could be communicated to potential customers.

Max 1: I think it's also a nice try to talk to female fans of F1. I guess normally female fans of F1 do not really feel addressed by the ads of F1. The products advertised there are not really made for women. And I think it's interesting that two machines are combined that you did not see combined before, the car and the kitchen tool, both high-end technology with the highest expectations for quality, safety and functionality. This luxurious kitchen machine must then be something awesome if it is presented with the outstanding technology of the F1 cars. But, I don't think that people that are F1 fans are really interested in it. I think it's not so easy to advertise a kitchen tool there... F1 is full of action, suspension, adrenalin and then there is this kitchen machine....it's rather boring.

Sophie: But a kitchen machine can be exciting, too. I just see the advertisement in front of me. Everything is black and then there is this kitchen machine doing a lot of different stuff like creating ice cream....

Max 1: Very interesting, Sophie (ironic)

Max 2: Eggs fly into the machine and a cake comes off.

Max 1: But a kitchen machine is not exciting at all. If they say, we're back in 30secs and then there's the spot of a kitchen machine-no, that's not appealing.

Valerie: But a deodorant is also not a very exciting product and still the show it in context with the F1. You have all these men stuff there, shavers, sports apparel....

Max 1: I don't combine an action event with a kitchen machine-that does not work for me.

Valerie: But if you want to tell the people, that the kitchen machine is actually more than a kitchen machine, this might make sense.

Sebastian: Yes, and I think often you just need to **get the attention** because often people watch ads without thinking so much about it. And then it is just **outstanding** and men might **remember the Kitchen Aid spot** or placement somewhere.

Max 2: Yes, and maybe think about, oh it's my girlfriend's birthday soon, let's get her a machine.

Max 1: But I still think these men are interested in soccer, in cars....rather lower class in the society and not so much into cooking.... And kitchen tools.

Anna: Do you really think so? Low class?

Max 1: Yes, soccer, motors, cars...that all goes hand in hand with a **lower class**.

Sebastian: I don't think so at all. I like soccer, cars, motors and still I studied and do not see myself as belonging to a lower class. And I like to cook from time to time.

Max 1: But maybe you are underrepresented in the F1 target group....

Moderator: If you imagine being a hard-core F1 fan and you hear about this sponsorship, what comes to your mind then?

Max 2: Kitchen whaaat?

Sophie: I depends on how you hear about it...if you see it in a good spot and the turning wheel then turns into a kitchen machine, the dirt and all ingredients are flying in....there is a lot of similarities that you could stress ...I don't think it's low class, I think a lot of people watch it. And the kitchen machine does not need to address all people, I think it's supposed to be more exclusive, so only some people might feel addressed and buy the machine.

Max 1: But sponsoring the F1 is so expensive, so you need to reach a certain amount of people, so that it pays off in the end.

Sophie: But I think many of the people watching it, would buy it.

Max 1: I don't think so.

Max 2: I think it depends on the way they communicate the sponsorship.

Valerie: But I have the feeling you can create the most masculine whatever spot, but if you are not into buying a kitchen machine, you won't do it just because of the spot. It's the same as women watching spots of men deodorants, you can like it a lot, but you will still never buy it.

Sophie: But I think it can still have an effect, e.g. the AXE ads there are so great, women know them and remember it and talk to men about it....

Max 1: But I don't think men and women will talk in the same way about kitchen machines.

Sophie: No, but maybe in the way, they think about, ohhhh it's her birthday soon, let's buy it for her.

Sebastian: And a lot of women buy stuff for their men.

Moderator: Okay great. And do you think, if you hear about this sponsorship, would that change your perception about the event?

(EVERBODY NO)

Sophie: No, if you want to have successful sponsorship you need to adjust the product to the event and point out the masculine features of the kitchen machine....so that the event even leads to strengthening the image of the product and making it more masculine.

Moderator: Okay, then we move to the sponsorship of Black & Decker and the Fashion Week.

Max 2: I think this is way more difficult than the F1 and Kitchen Aid.

Anna: Oh yeah, I believe the same.

Sophie & Valerie: Me, too.

Valerie: Yes, there is not really a connection. Drilling machines are so rough, and the outfits are so subtle, so delicate. That's such a contrast, I don't see how this should work.

Max 1: The only positive thing I could find is that e.g. if I go to a store to buy a drilling and there are twenty machines I can choose from and I don't have a clue which one to buy, then I find the combination of fashion and drills so absurd, that I will remember it when I am in the store...because I would ask myself "why did they sponsor this event?" and therefore I would think about it....then I would automatically think more about it than when it would be a nice match.

Valerie: Yes, you're so right, that is so much more outstanding than L'oréal or some other beauty brands....

Sebastian: But I don't really know whether women really are interested in drilling machines at an event like this....

Anna: But she just has to remember the brand....if you don't know any drilling machines brands like me, than you will remember this one as you saw it at an event you like. And fashion can be so crazy and connect things you never have seen connected before, it can maybe also connect drills and fashion.

Sophie: But still the target of the event does not really match the brand, I mean, there are very rich, high society people or young people that love fashion, but have no money- I think both are maybe not interested in drills. If they advertise the sponsorship, for sure they would do it with a very, very beautiful woman that will use the drill and work on something. I am really sure they are taking a woman because they want to show this emancipated woman and this then maybe can be ridiculous and a fall back. Maybe some women would think I can be this strong sexy woman with a drill and build my own house...but I think most of them do not want to be seen like this...

Valerie: I think they might need to add something aesthetic to the machines....something that connects fashion and drills. So that you don't only see drills as pure machines, but as something more fashionable. But, I don't know whether this helps you to sell that machine.

Sophie: Yeah, I think that would help.

Max 2: I have to think about yesterday, we watched face off, a make-up show from America where different make-up artists fight against each other. And this show was sponsored by Toyota....and the winner got a Toyota Hybrid....so it was fashion connected with cars- but it was so bad, the winner was forced to jump into this stupid car in the end of the show, that was so bad. Really not suitable at all, no connection to the show at all....so the brand did not make a good impression....this was really a wrong placement. But, if you do it right, then it can still work for me.

Sophie: I think it's working better in the U.S. than here....this very exaggerating, over-doing style. Macho men that have to eat their cheese crackers and women with a drill- that's more fitting to the American style. But, we have more alternative styles....

Max 1: No, I think that's not true.

Max 2: I think that's only the image you get in the media about America...

Sophie: But I lived in Canada for two years....so I can say that the people are more superficial than here....

Valerie: Yeah, I heard the same....

Sophie: And you really have this stereotype groups there: the beauties with the football players and then the nerds....

Moderator: And if you imagine that these sponsorships did not take place today, but 10-20 years before, do you think this would make a difference?

Anna: The kitchen machine would not work at all....there was not this modern, cooking man... there were stricter gender roles and not so many women were working all day....

Sophie: The drill could have maybe work....

Valerie: But maybe the kitchen machine would have worked better because men more often bought something for their women....

Max 1: But the tools in general have changed....this kitchen machine would not have existed like this a while ago....maybe it has this design and technology to be more appealing for men.

Max 2: The picture of women has changed so much, the pictures of men and women are nearly blurring....

Sophie: I think the picture of men has changed much more...this man in the kitchen, that was not doable before...

Max 1 and Max 2: No, Sophie, the picture of women has changed much more.

Valerie: What do I really ask myself, why are there no women at F1. That's a scandal, that's something we should talk about...

Max 1: Only these paddock sluts....

Valerie: There are fashion shows for men, but no F1 for women....

Sebastian: I think in general a lot of sports are limited to men or at least only the men version is shown on TV or something....the money still goes into guys sports....that's what we want to see.

Valerie: I think there was a woman entering the F1 some time ago....

Sophie: Yeah, I really do not get it...because this is a sport where women do not have a physical disadvantage....

Max 1: I once saw a documentation about the Schumacher brothers and all these drivers, they drove go-karts and cars since their fathers put them into cars when they were super small. They grew up with it. So, they are really trained. A girl with 6 is not expected to do the same. And there are only few sports available as drivers in the F1, so it's tough to get in there.

Sophie: I think the money maybe goes to guys...so guys maybe can more easily be sponsored. So brands are interested to sponsor teams that have interesting drivers....and drivers are more promoted if people like them, and we want male sport heroes that we can identify with.



Max 1: But I think it's more about skills you have than about your promotion potential.

Anna: No, I really think money makes the world go round. So, if you have **an interesting story and you are an attractive, strong man**- it is easier to find sponsors.

Sophie: I think women can still show the same results as men if they have the same opportunities as men and get trained when they were children.

Moderator: Okay, thank you. Then we will move to the last part and talk about a real-life sponsorship, about Beck's sponsoring the Fashion Week. And as we already talked about it, the success often depends on the communication of the sponsorship. You call it sponsorship activation and it describes all activities a company is realizing that move further than only paying the formal sponsorship fee. In this case, Beck's is initiating a party and a sweepstake.

(PARTICIPANTS READING THE TEXT)

Moderator: So, what do you think about this sponsorship activation?

Max 2: I think it's really interesting how they combine the party with the sweepstake for the Fashion Week. So, you are already turning to a specific group of people that is interested in fashion. I think this is good because **beer is rather seen as rough, not sexy, not elegant and with this connection to the fashion world it becomes more elegant**.

Max 1: But you drink beer in all classes of the society....

Valerie: But it's not noble, not high society....

Max 1: I think you can even drink beer in high societies....

Sebastian: But still, it might give you a different feeling than drinking champagne....beer is not exclusive....it's relaxed, easy, down-to-earth....

Max 1: it is really rooted in our society....**it's not a luxury product**...

Valerie: It's really not a luxury product, so it's weird at a luxury event like the Fashion Week....So sparkling wine, champagne, cocktails are more suitable...

Sebastian: But **it's still accepted to drink beer there especially for men**....

Sophie: But I think this changed over time....because we have been to a very expensive restaurant and they had a **special beer menu**- I couldn't imagine this some while ago...

Max 2: But I still think that the majority is still having the opinion that beer is rough and masculine and **does not fit to an elegant fashion event**....

Valerie: I think **Beck's really tried to present the beer in a fashionable way, in an elegant bottle**...not simply in a beer glass.

Max 1: and it's not a simple Beck's, it's Beck's Sapphire wohoooo

Sophie: But I have to say, I always liked to drink beer and Beck's has always been a company that paid a lot of attention to the design. So, a cool design was always important...and Beck's a lighter beer, not that rough.

Valerie: I think for us it was always the looser beer because it was the cheapest in the supermarket...

Sebastian: No, it's not that cheap....

Sophie: and maybe it only has this image for us because we have our real beer here, but in America they might like it....

Valerie: But they really try to turn everything around, with this sexy, sleek bottle - they focus really on the sleeve of the product, so the design and not the ingredients. And the same goes for the party in black and red. All other beer ads talk about flavors and hops and barley, but this is all about design.

Sophie: The bottle is like a little black dress, right? And if you get the beer in a glass, you have foam everywhere, I mean I like that, but it's not really elegant.

Max 2: It's a bit disgusting to imagine how much money they spend on this bottle....but still I really think it can work because they build the bridge between elegance, fashion and beer. I can imagine the people drinking Beck's from this bottle and think "I am so awesome, I drink Beck's".

Valerie: It's like these perfumes where only the flacon counts...

Max 1: It's making me a bit aggressive. I always have to think about stupid kids with too much money from their parents...these are the people I see drinking this Beck's...

Max 2: It's so exclusive....

Valerie: But I don't like the word exclusive, I don't need to be exclusive.

Max 1: And this stupid name....Sapphire, they really think that it adds value....

Max 2: But it does in the eyes of the customers.....

Sophie: For me, the brand also makes a bad impression launching this product....but we are not the target because we already drink beer, they want to convince these fashion high society people....and I think it could work.

Anna: it's like putting gold in all kind of products like sparkling wine, chocolate, even currywurst- so people feel exclusive and the product seems to then suddenly be high class.

Sophie: Yeah, and they also serve beer in more elegant glasses nowadays. It was always served in big glasses and now you get these smaller, stylish ones. It looks more like a wine glass, more up-scale.

Moderator: I mean you all know Beck's, but if this sponsorship is the first thing you learn about Beck's, what would you think what would you have for an impression of the brand?

Valerie: hipster drink....

Max 2: Together with this black, sleek bottle... I would think designer drink.

Max 1: I don't like it at all. I would think it's high priced and I do really not want to be connected to the focus group...don't want to be seen with the beer. And the name...Sapphire... a beer should not be called Sapphire.

Sophie: I actually like the name....like the stone, very expensive.

Moderator: okay great, thanks a lot. Can you tell me as a wrap up what you think was the most important thing for you that we talked about?

Valerie: I think it was really interesting to talk about sponsors and sponsees that did not really match and see that even for the craziest stuff there might be a connection.

Sophie: And yes, it could really lead to new target groups.

Max 1: It was really interesting to think about it, I never did it before. But maybe you have to think more about it to see that maybe some things that are not connected now could become connected.

Max 2: Yes, and you see how we are shaped by ads. We really think about products in the way the ads have told us.

Anna: Yes, exactly. It was interesting how much already changed and still we are sometimes bound in traditional views....

Sebastian: I think it is interesting that still companies can nearly sell everything if they do it right....

Moderator: okay, thank you all for being here. It was really interesting to talk to you today.