

# ESPN Deportes

Defining usage, attitude changes for a cross-media campaign targeting young Latino sports fans

## CHALLENGE

ESPN's Spanish-language brand, ESPN Deportes, is continuing to grow its cross-platform advertising business, following in the footsteps of the ESPN brand. To boost this growth, ESPN Deportes needed to gain a fuller understanding of the impact its cross-platform campaigns have on the Hispanic audience – specifically its core demo, Spanish-speaking male sports fans, ages 18 to 54. The measurement – of both usage and changes in attitude – would focus on a television series created for, and solely sponsored by, a men's personal care brand.

## SOLUTION

Several factors made Knowledge Networks the ideal choice for the project: its longstanding relationship with ESPN, its experience in the measurement of cross-media use (a key element of ESPN's research program), and its depth of experience in Hispanic research. By using sample from both KN's KnowledgePanel Latino and Cada Cabeza, ESPN was able to

- Get a truly representative sample of the entire US Latino population



- Reach non-Internet Latino HHs, a critical factor in Latino research
- Have access to a panel that is constantly engaged and maintained

Knowledge Networks measured the performance of the brand campaign across ESPN Deportes using a pre/post-wave methodology. By doing so, KN measured cross-media usage of the content along with the effect on attitudes towards the brand. Thus, KN was able to deliver pre/post lift results in the men's personal care brand, and tie them to usage of different ESPN Deportes media properties. KN showed which campaign elements worked well, which could perform better, and which media platforms worked best together.

## OUTCOME

ESPN Deportes was able to prove that its campaigns drove product awareness and recommendation, supporting its claim that cross-platform campaigns targeting ESPN Deportes' Spanish-language audience are as potentially valuable to marketers as they are for English-language ESPN media. In the year following the study, ESPN Deportes used these insights to help sell five additional ESPN Deportes cross-platform campaigns to a variety of consumer brands.

**For more information on cross-media brand lift measurement, contact:**  
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