

Battle of the brands

Who are the best promoted
sports sponsors on social?

Social media remains a valuable marketing and communication tool for brands who sponsor sport. Yet the reality is some brands are being promoted by their sports partners more clearly and effectively than others.

To objectively assess the effectiveness of brand promotion on social media, KORE Software and SportsPro teamed up in 2020 to create an annual ranking of the top 50 most marketable brands. We ranked brands by the total value received from deliberate and incidental promotion across social media by athletes, teams, leagues, events, venues, and other sports organisations.

The aim was to offer a deeper understanding of which brands are receiving most bang for their sports marketing buck. As such, the ranking enabled sports sponsorship professionals to see how brands stacked up against the most promoted across sport, benchmark organisations across different categories, and compare engagement performance within the sports sponsorship space.

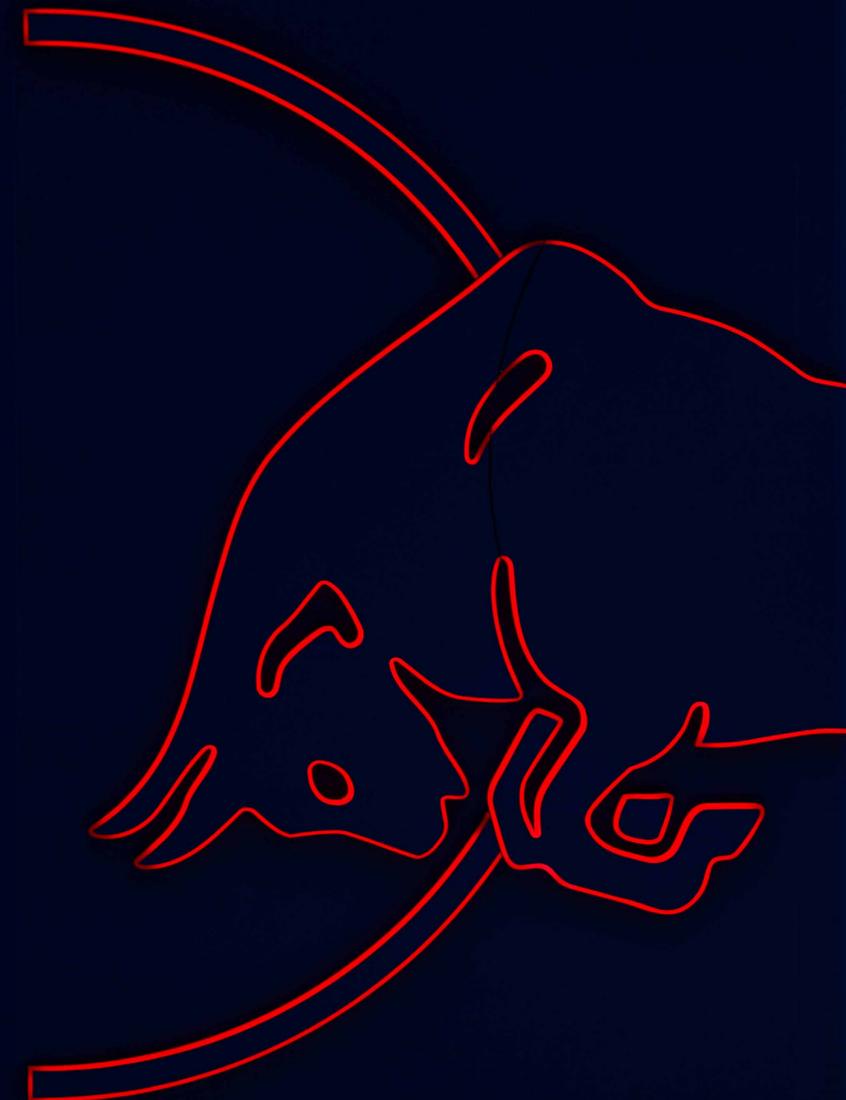
With the leading spontech platform that carries the largest partnership dataset in the sports industry, KORE Software's priority is to uncover the latest trends and insights that shape the future of sponsorship data and evaluation. After seeing the usual suspects continue to appear in the top five of our ranking year after year, we asked ourselves: what deeper insights can we uncover by looking at this data set differently?



Let's talk about what's worth mentioning

This year, in an evolution of our most marketable brands ranking, we've gone one step further to assess the brands seeing the most promotional value across social through specific text mentions. By removing the incidental value created from images and videos that have clear visibility of a brand's logo but no mention of the brand within the text of the post, we're able to accurately identify which brands are deliberately being talked about the most.

Yet we've also retained our original ranking to provide a more definitive view of which sports sponsors are receiving most value through social media activity. In this report, we'll present the top 50 brands that derive value through the combination of deliberate mentions and incidental value, presenting key insights and suggestions to improve social content strategies along the way.



Methodology and terminology

KORE's Evaluate Social tool, powered by Hookit, measures the impact of every aspect of a social post. Advanced tools and formulae feed into KORE's analysis, but first it is important to understand the methodology used to determine the forthcoming data and the terminology used within this report.

Entity: An individual or organisation within the sports sponsorship space, such as an athlete, influencer, entertainer, content producer, team, league, event, venue, media property, or brand.

Promoter: Any entity that promotes or mentions another entity.

Hookit Valuation Model: The model used to drive KORE's AI-Powered Sponsorship Analytics and Valuation Platform (as shown on page five).

Adjusted Ad Value (AAV)

The adjusted ad value (AAV) model determines a US dollar value for social posts based on how prominently logos and/or brand mentions are displayed in images and texts, and how much engagement the post creates.

Whereas text-only social listening tools miss all visual attribution, our Evaluate Social tool can capture a brand's social value through clear, quality logo visibility, audience data, watch-through rates, and built-in authentication.

These features create a robust data story. We can track the AAV of any content created on social media that displays clear logos, deliberate tags, and keyword mentions.

MAX AD VALUE (MAV)



PROMO SCORE



ADJUSTED AD VALUE (AAV)

Engagements X Cost Per Engagement

0-100% score based on quality of promotion

What you would have to pay to get the level of promotion and engagement within the post

Cost for an ad on the platform to get the level of engagement in the post being measured. Assumes 100 per cent creative control.

Cost per engagement values are specific to interaction type (like, comment, share, view) and platform. They are updated daily and derived by averaging auction costs, actual campaign cost and third party supplied cost.

Sourced by Ayzenburg Group



Visuals (logos, products) and **text** (@ mention, # hashtags, keywords, link) are analysed for brand promotion quality. This down weights max ad value.

Quality is scored on the following factors:



Position



Coverage



Clarity



Competition



Crowding



Viewership



\$38.2K MAV

92% Promo Score

\$35.1K AAV

Logo

3.2% Coverage

94% Clarity

Competition: 0

@Mention

Position: Above cutoff

Competition: 0

Crowding: 0

Deliberate Promotion vs. Incidental Promotion

Deliberate promotion refers to an intentional text mention, tag, hashtags or keywords included within social posts crafted by a league, team, athlete or influencer.

Incidental promotion is captured through our AI-driven logo detection software and determined using a quality scoring formula. It refers to posts featuring a brand logo within an image or video - such as a sign in the background, a logo on car livery or on athlete clothing - that may not be intentionally promoted.

For example, the Nike logo appears on every jersey in the National Basketball Association (NBA) and National Football League (NFL), as well as scores of elite soccer teams. Any time the team or a player posts a picture of themselves in their kit, Nike receives sponsorship value due to the Swoosh on the shirt. This value even comes from posts by athletes sponsored by rival apparel brands like Adidas or Puma.

Effective Quality on Deliberate Posts

In this report, we'll share data that includes a brand's average quality on deliberate posts percentage and the effective quality of deliberate post percentage. For each brand's deliberately promoted posts, these percentage scores matter because they offer a way to compare partners and see what percentage of the possible MAV they delivered. The higher the deliberate effective quality, the more value they captured out of the total potential.



What and who was analysed?

All posts from athletes, teams, leagues, events and venues across all sports between 1st September 2021 and 1st September 2022. Social media data comprises followers, posts, engagement and value across platforms including Facebook, Instagram*, TikTok, Twitter, VK, Weibo, and YouTube.

More than 30,000 sports rights holders and athletes posted during this evaluation period, promoting more than 8,000 brands. As well as the annual and seasonal fare, the period incorporated several major events, including the Beijing 2022 Winter Olympics, the Uefa Women's European Championship and the Birmingham 2022 Commonwealth Games.

** Instagram data includes public Business and Creator accounts only. IG Stories data is only from authenticated sources.*



PART ONE:

Which brands receive most value overall?

Combining deliberate and incidental promotion paints a fuller picture of which brands are receiving value through social media activity. In part one, we'll dig into the data to understand where that value is being generated and by whom.

A blurred, semi-transparent Mastercard logo is positioned on the left side of the slide. It features the iconic two overlapping circles in red and gold, with the word 'mastercard' in white lowercase letters below them. The background is a dark gradient with a red-to-black transition.

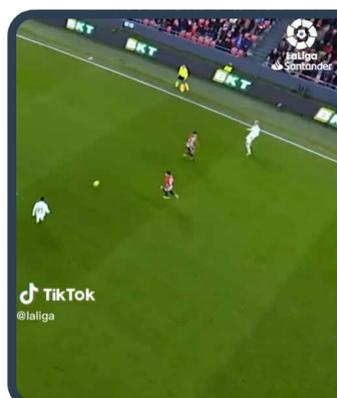
The top 50 most promoted brands of 2022

With US\$8.6 billion in total AAV generated for brands across all sports, 2022 marked a 12 per cent drop from the prior year, totaling US\$1.2 billion. This decrease is likely attributed to global events normalising in the wake of the coronavirus pandemic, with fewer virtual activations taking place versus in-person events.

RANK	YoY RANK CHANGE	BRAND	CATEGORY	PROMOTERS	BRANDED POSTS	VALUE RECEIVED (AAV)
1	◀	Nike	Sporting Goods & Apparel	16,903	566,435	\$527,834,422
2	◀	Adidas	Sporting Goods & Apparel	9,865	274,932	\$331,098,859
3	◀	Emirates	Travel	2,420	87,856	\$290,276,097
4	▲ +1	Red Bull	Beverage	4,566	108,179	\$198,809,073
5	▲ +1	Puma	Sporting Goods & Apparel	5,290	172,979	\$154,716,439
6	▼ -2	Santander	Financial	1,108	86,681	\$152,644,975
7	▲ +3	Heineken	Beverage	1,304	20,780	\$143,300,205
8	▲ +3	PlayStation	Consumer Electronics	1,678	13,963	\$124,144,617
9	▼ -1	Monster Energy	Beverage	2,586	71,089	\$110,024,898
10	▲ +4	Mastercard	Financial	1,101	13,557	\$93,256,537



Number one for the third successive year, Nike was promoted by **667 more promoters** than in 2021, yet the total value it received decreased by more than **US\$88 million YoY**.



11th-ranked **TikTok** now places its own watermark logo on all content on its platform. While the brand has forged prominent deals with the likes of Uefa, this change contributed towards it becoming the **highest of ten new entries** in the top 50.

TeamViewer, another new entry, benefitted from the global exposure delivered by its sponsorship deals with Premier League giants Manchester United and the Mercedes F1 team. The United deal, reportedly worth €55 million (US\$56 million) a year, is due to end earlier than its intended 2026 expiry date despite having driven significant value.



RANK	YOY RANK CHANGE	BRAND	CATEGORY	PROMOTERS	BRANDED POSTS	VALUE RECEIVED (AAV)
11	NEW ENTRY	TikTok	Technology	3,775	28,559	\$86,800,488
12	▲ +4	Mercedes-Benz	Automotive	2,655	35,790	\$79,321,183
13	▲ +6	Pepsi	Beverage	2,003	32,009	\$78,260,678
14	▲ +24	Ferrari	Automotive	1,127	24,791	\$77,170,127
15	NEW ENTRY	TeamViewer	Technology	313	10,074	\$76,922,859
16	▼ -9	State Farm	Financial	929	31,126	\$72,092,222
17	▲ +10	Accor Hotels	Travel	611	12,999	\$68,137,519
18	▲ +4	Gazprom	Energy	543	10,657	\$67,188,276
19	▲ +10	Standard Chartered	Financial	391	19,857	\$65,084,692
20	NEW ENTRY	Tata Group	Other	237	31,791	\$65,077,060

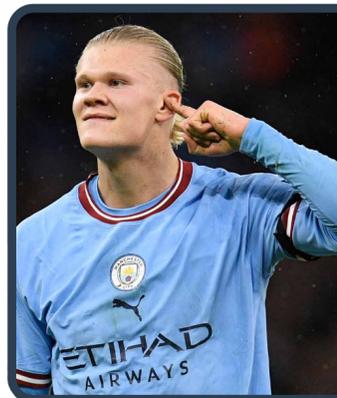
RANK	YOY RANK CHANGE	BRAND	CATEGORY	PROMOTERS	BRANDED POSTS	VALUE RECEIVED (AAV)
21	▼ -3	EA	Entertainment	2,359	36,756	\$65,057,725
22	▲ +4	Qatar Airways	Travel	1,070	20,613	\$63,827,099
23	▲ +7	Petronas	Energy	392	15,263	\$59,923,860
24	NEW ENTRY	Fortnite	Entertainment	457	10,959	\$58,618,348
25	▲ +7	PayTM	Financial	71	8,878	\$58,540,160
26	▼ -11	Rakuten	Technology	578	18,462	\$55,916,659
27	▲ +9	Betway	Gambling	914	25,280	\$53,748,907
28	▼ -11	Beko	Consumer Electronics	345	14,326	\$53,470,661
29	▲ +10	FedEx	Logistics	998	10,691	\$45,053,549
30	▼ -18	Gatorade	Beverage	2,356	29,812	\$44,987,483



New entry **Fortnite** has steadily grown its presence in sport, agreeing licensing deals with clubs and athletes that enable players of the game to access 'skins' featuring their favourite sports stars such as NFL quarterback Patrick Mahomes (left).



PepsiCo-owned beverage brand **Gatorade** fell 18 places despite boasting some 2,356 promoters.



Abu Dhabi-based airline **Etihad Airways** rose 16 places after receiving significant value from its various sports partners, including Premier League champions Manchester City.



Another notable riser, **McLaren**, climbed 12 places in a year in which the British automotive brand expanded its presence across motorsport, entering Extreme E and ramping up its activities in virtual racing.

RANK	YOY RANK CHANGE	BRAND	CATEGORY	PROMOTERS	BRANDED POSTS	VALUE RECEIVED (AAV)
31	▼ -3	T-Mobile	Telecommunications	1,070	29,321	\$44,562,166
32	▲ +5	Ford	Automotive	2,721	41,908	\$43,204,944
33	▲ +16	Etihad Airways	Travel	695	19,241	\$42,447,295
34	NEW ENTRY	Three UK	Telecommunications	405	13,501	\$39,687,975
35	NEW ENTRY	Sony	Consumer Electronics	891	9,328	\$39,596,972
36	▲ +12	McLaren	Automotive	661	14,039	\$39,510,302
37	▼ -3	Honda	Automotive	1,899	38,535	\$39,094,822
38	▼ -15	Nissan	Automotive	1,504	17,236	\$38,151,478
39	▼ -15	Toyota	Automotive	3,599	72,028	\$37,817,064
40	◀	Vivo	Consumer Electronics	408	10,593	\$37,403,539

RANK	YOY RANK CHANGE	BRAND	CATEGORY	PROMOTERS	BRANDED POSTS	VALUE RECEIVED (AAV)
41	▲ +6	DHL	Logistics	1,230	22,457	\$36,498,879
42	▲ +8	Rolex	Fashion & Luxury	1,478	25,473	\$36,019,354
43	NEW ENTRY	Chase	Financial	572	11,438	\$34,971,725
44	▼ -1	Coca-Cola	Beverage	3,409	39,656	\$34,892,624
45	▼ -3	Audi	Automotive	2,725	37,845	\$34,278,715
46	NEW ENTRY	Crypto.com	Financial	500	8,684	\$33,946,613
47	NEW ENTRY	Lay's	Food	960	4,398	\$33,943,804
48	NEW ENTRY	Kappa	Sporting Goods & Apparel	2,120	65,726	\$32,290,725
49	▼ -5	Allianz	Financial	1,348	24,879	\$31,507,438
50	NEW ENTRY	Oracle	Technology	303	5,526	\$31,169,678



Crypto.com, the first and only crypto brand to make the top 50 list, received **almost US\$34 million in social value** thanks to tie-ups with several prominent properties, including Fifa, Formula One, the UFC and Crypto.com Arena.

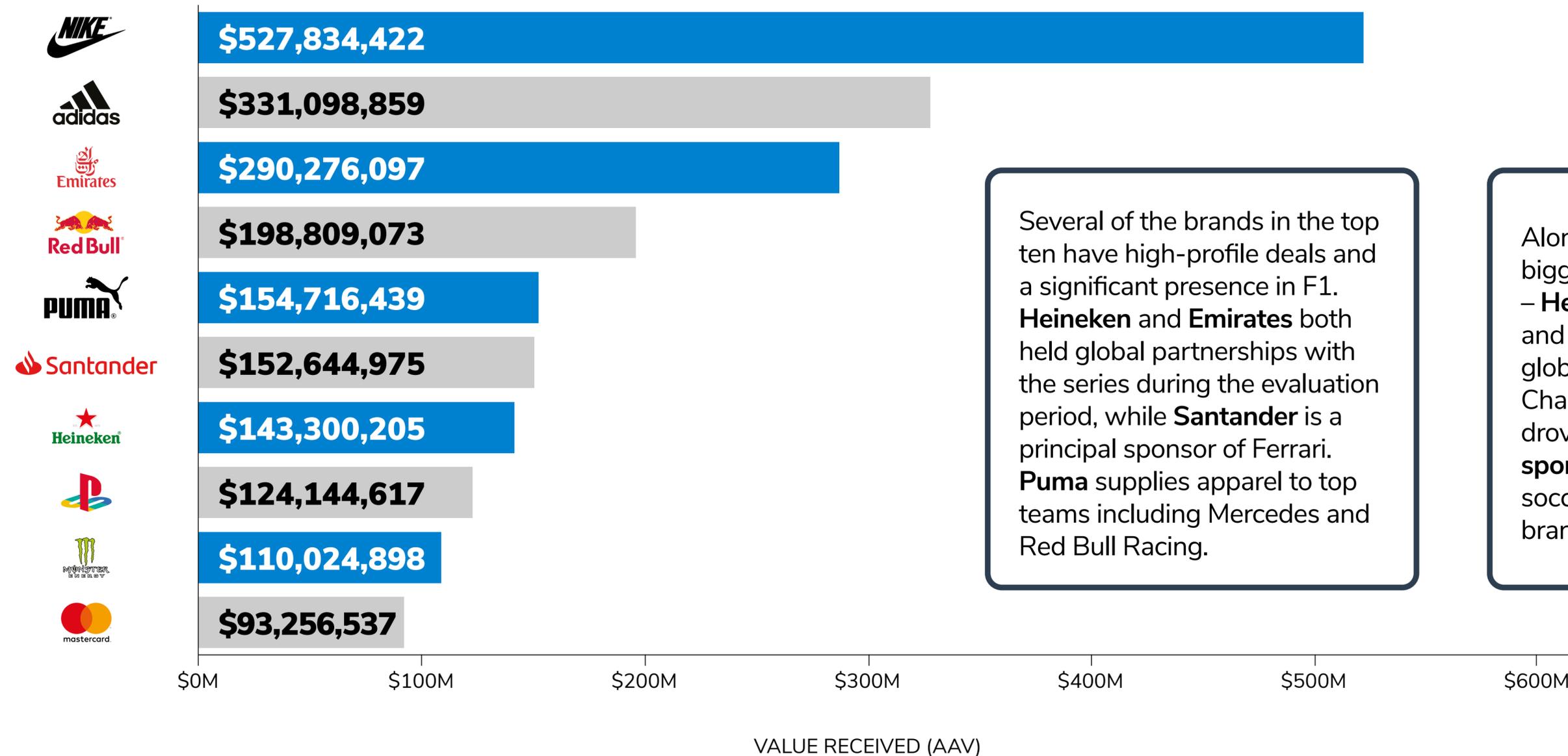
The top ten most promoted brands by AAV: A closer look

Rank	Ranking change from 2021	Brand	Value Received (AAV)	% of total AAV	Total Engagements	Total Views
1	◀	Nike	\$527,834,422	6.1%	8,033,125,950	18,115,392,233
2	◀	Adidas	\$331,098,859	3.8%	3,971,507,766	9,439,210,390
3	◀	Emirates	\$290,276,097	3.4%	2,650,639,649	6,035,589,953
4	▲ +1	Red Bull	\$198,809,073	2.3%	1,498,292,634	5,190,191,610
5	▲ +1	Puma	\$154,716,439	1.8%	2,147,607,457	3,764,208,304
6	▼ -2	Santander	\$152,644,975	1.8%	949,471,578	4,039,999,772
7	▲ +3	Heineken	\$143,300,205	1.7%	573,623,338	4,056,519,668
8	▲ +3	PlayStation	\$124,144,617	1.4%	494,944,865	3,512,265,087
9	▼ -1	Monster Energy	\$110,024,898	1.3%	583,117,642	4,006,761,356
10	▲ +4	Mastercard	\$93,256,537	1.1%	414,991,419	3,140,458,711

Posts promoting Nike registered more than eight billion engagements, while the sportswear giant commanded 6.1 per cent of the total AAV received by the top 50 brands.

Emirates ranks third despite having the lowest number of promoters (2,420) of any brand in the top five, and only a fraction of top-ranked Nike and Adidas. This indicates that having more promoters does not necessarily correlate with more value.

While Red Bull rose two places to fourth, rival energy drink brand Monster Energy dropped a place after seeing its total AAV dip 48 per cent. Monster's fall was attributable to the fact that the total number of entities promoting the brand decreased by 21 per cent and its AAV generated by sports organisations, such as the UFC, dropped 51 per cent.



Several of the brands in the top ten have high-profile deals and a significant presence in F1. **Heineken** and **Emirates** both held global partnerships with the series during the evaluation period, while **Santander** is a principal sponsor of Ferrari. **Puma** supplies apparel to top teams including Mercedes and Red Bull Racing.

Along with **Adidas**, the three biggest risers in the top ten – **Heineken**, **PlayStation** and **Mastercard** – are all global partners of the Uefa Champions League, which drove **12.5 per cent of all sponsorship value** created by soccer entities for the top 50 brands.

Industries represented in the top 50 brands by AAV

Category	Brands Promoted	Promoters	Branded Posts	Total AAV
Sporting Goods & Apparel	4	34,178	1,080,072	\$1BN
Beverage	6	16,224	301,525	\$610.3M
Financial	8	6,020	205,100	\$542.0M
Travel	4	4,796	140,709	\$464.7M
Automotive	8	16,891	282,172	\$388.5M
Consumer Electronics	4	3,322	48,210	\$254.6M
Technology	4	4,969	62,621	\$250.8M
Energy	2	935	25,920	\$127.1M
Entertainment	2	2,816	47,715	\$123.7M
Telecommunications	2	1,475	42,822	\$84.3M
Logistics	2	2,228	33,148	\$81.6M
Other	1	237	31,791	\$65.1M
Gambling	1	914	25,280	\$53.7M
Fashion & Luxury	1	1,478	25,473	\$36.0M
Food	1	960	4,398	\$33.9M

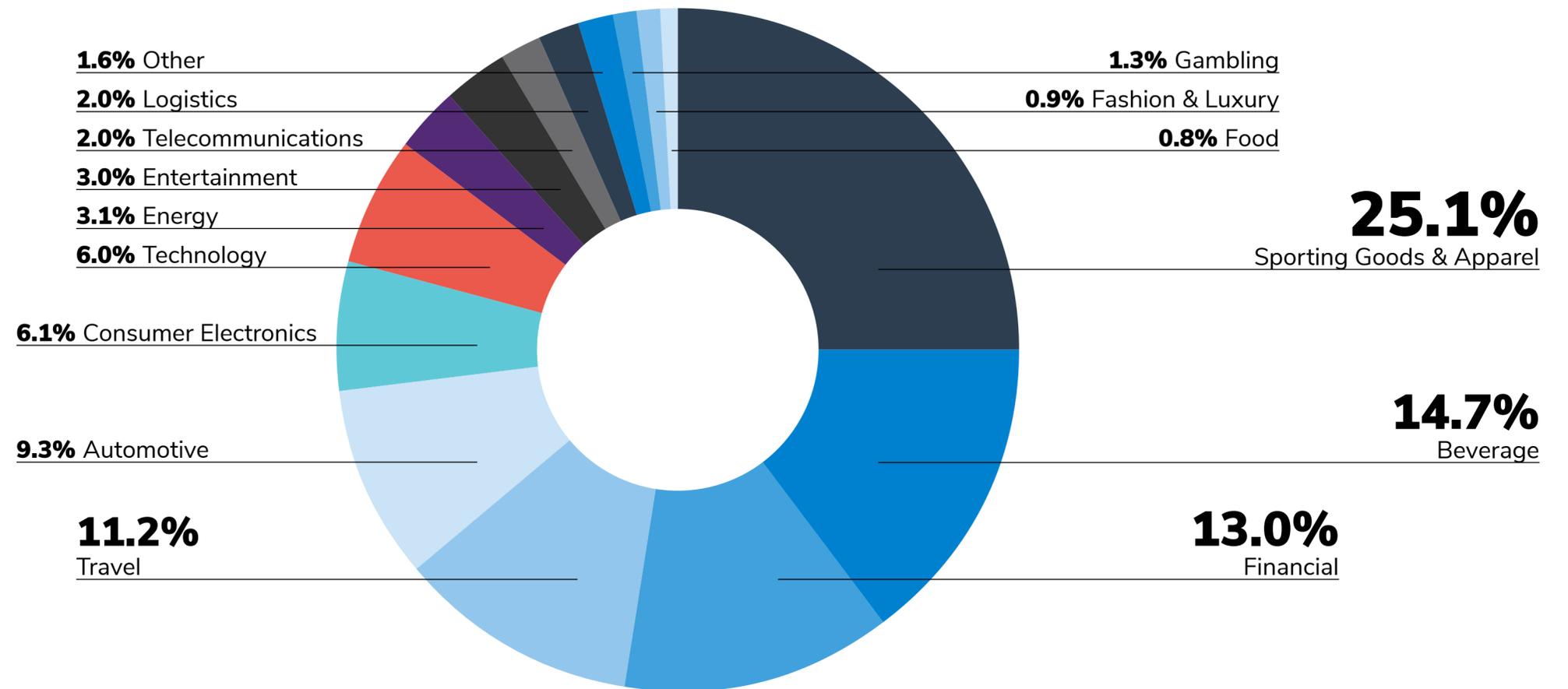
'Other' represents IPL title sponsor **Tata Group**, the Indian conglomerate whose business spans multiple categories.

Only one gambling brand, **Betway**, features in the top 50 despite the recent proliferation of betting deals in the US and their ubiquity across European sport. Betway has a presence across soccer, basketball, esports and cricket, among other sports.

Industries represented in the top 50 brands by % of AAV

The **automotive** and **financial** industries boast the most brands in the top 50 by total AAV. Both sectors are represented by eight brands, but automotive companies derive their value from **significantly more promoters**.

The four **sporting goods and apparel** brands in the top 50 received a combined **US\$1 billion in total AAV**, representing just over a quarter of the overall value. Perhaps unsurprisingly, this endemic sector has **more promoters** and benefited from **more branded posts** than any other industry.



The top promoters of the top 50 brands

In terms of the top promoters delivering the most value (AAV) for the top 50 brands, five sports reign supreme.



SOCCER

\$4.2BN

49% of all value



MOTORSPORT

\$1.0BN

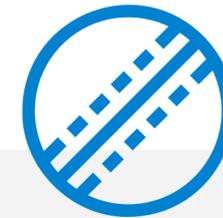
12% of all value



BASKETBALL

\$655M

7.6% of all value



CRICKET

\$469M

5.4% of all value



AMERICAN FOOTBALL

\$288M

3.3% of all value

The top five sports:

A closer look

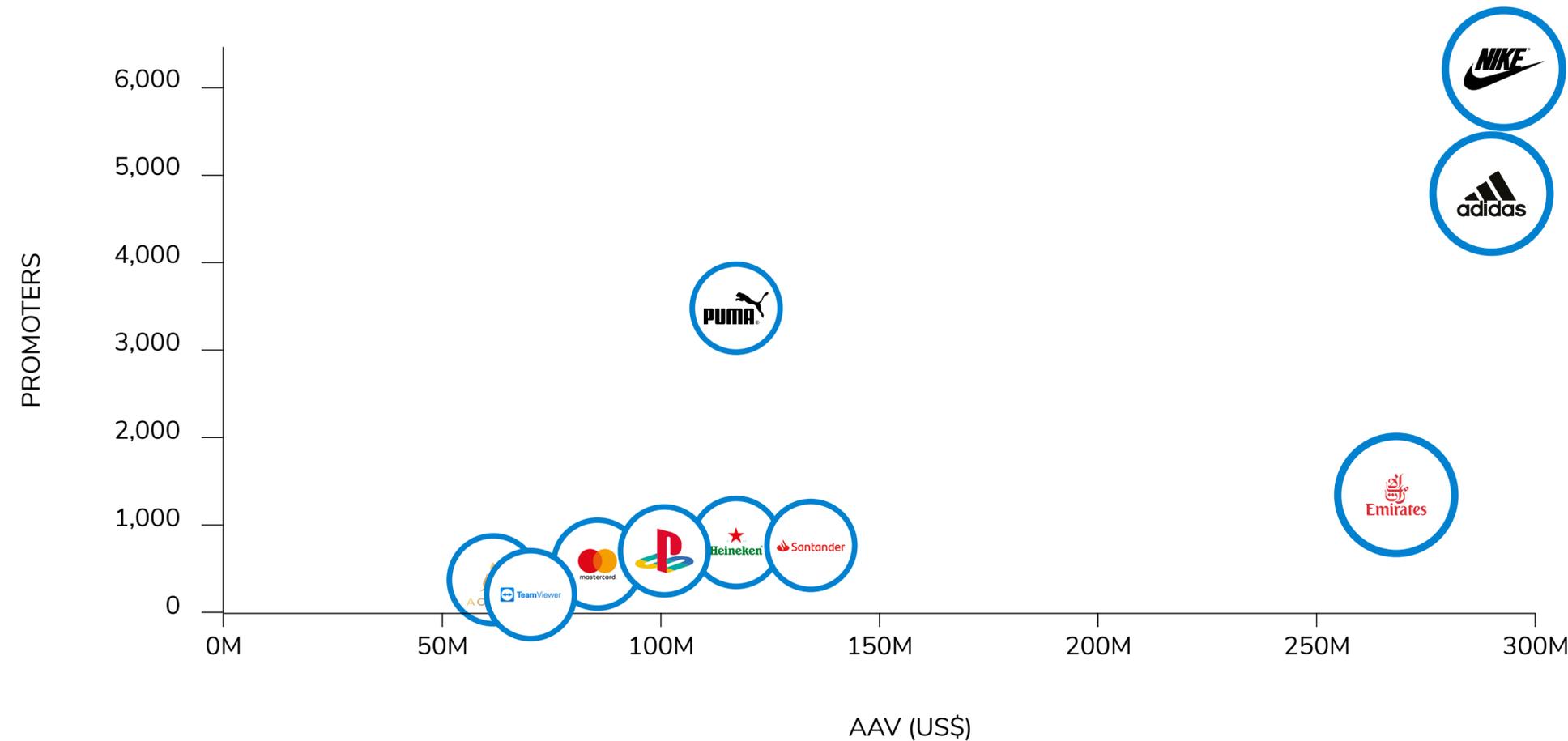
The same five sports generate most value for all brands, not just the top 50. Between them, these sports drove US\$6.6 billion in total AAV, which amounts to 76.6 per cent of the total value generated across all sports.

There are, however, clear differences between these sports. For comparison, we've broken down which brands and industries their properties promote, and which properties within each sport are driving most value to the top 50 most promoted brands.



SOCCER

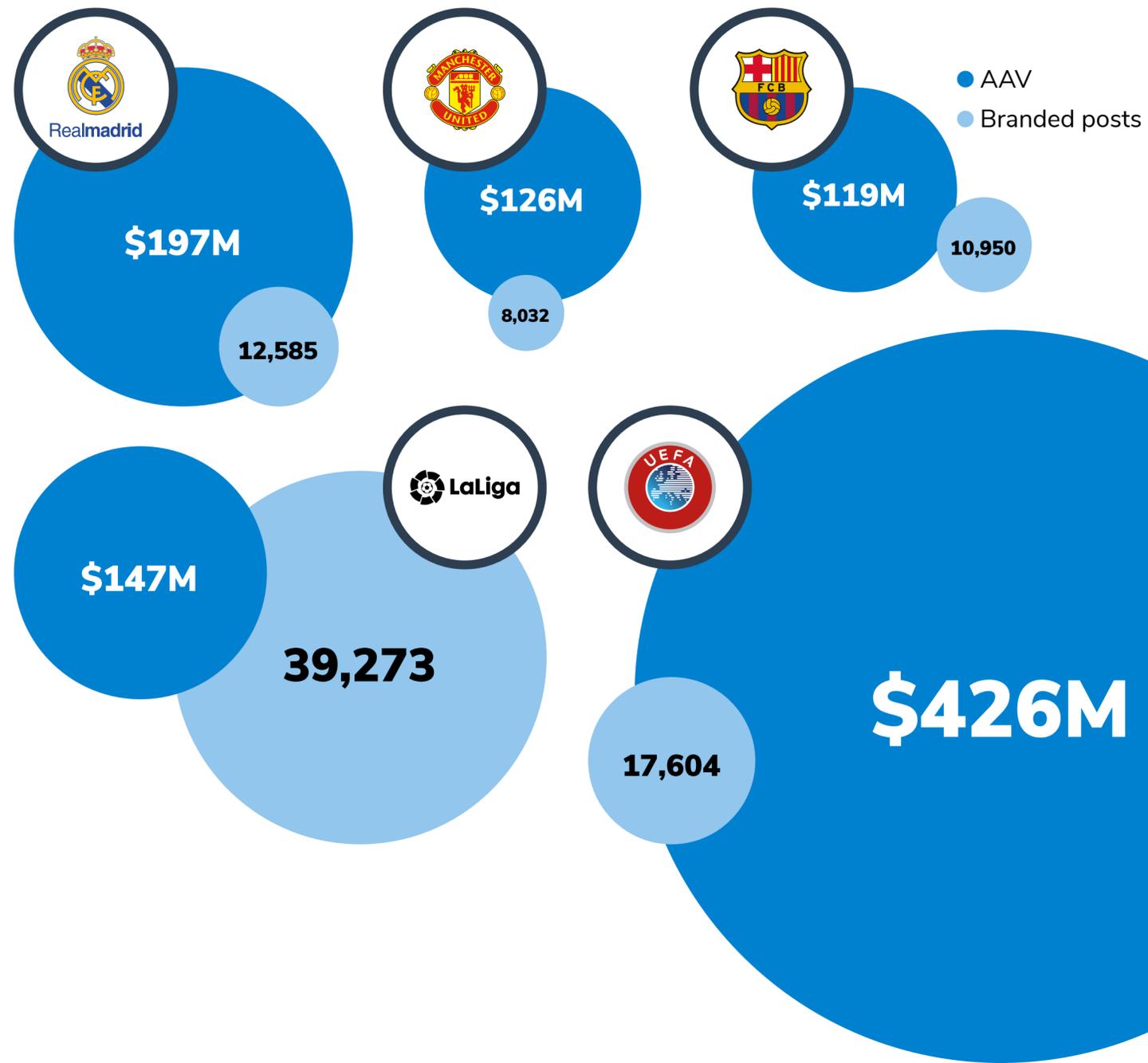
Top ten most promoted brands by all soccer entities



The top ten could look very different next year, with **TeamViewer**, **Santander** and **Accor Hotels** all ending their most prominent sponsorship deals in European soccer.

Brand	Promoters	AAV
Nike	6,118	\$297.9M
Adidas	4,791	\$296.4M
Emirates	1,355	\$268.0M
Santander	761	\$143.1M
Heineken	774	\$121.6M
Puma	3,491	\$121.1M
PlayStation	700	\$101.6M
Mastercard	575	\$88.3M
TeamViewer	226	\$71.8M
Accor Hotels	389	\$67.5M

Top promoters of the top 50 brands



Most promoted industries in soccer

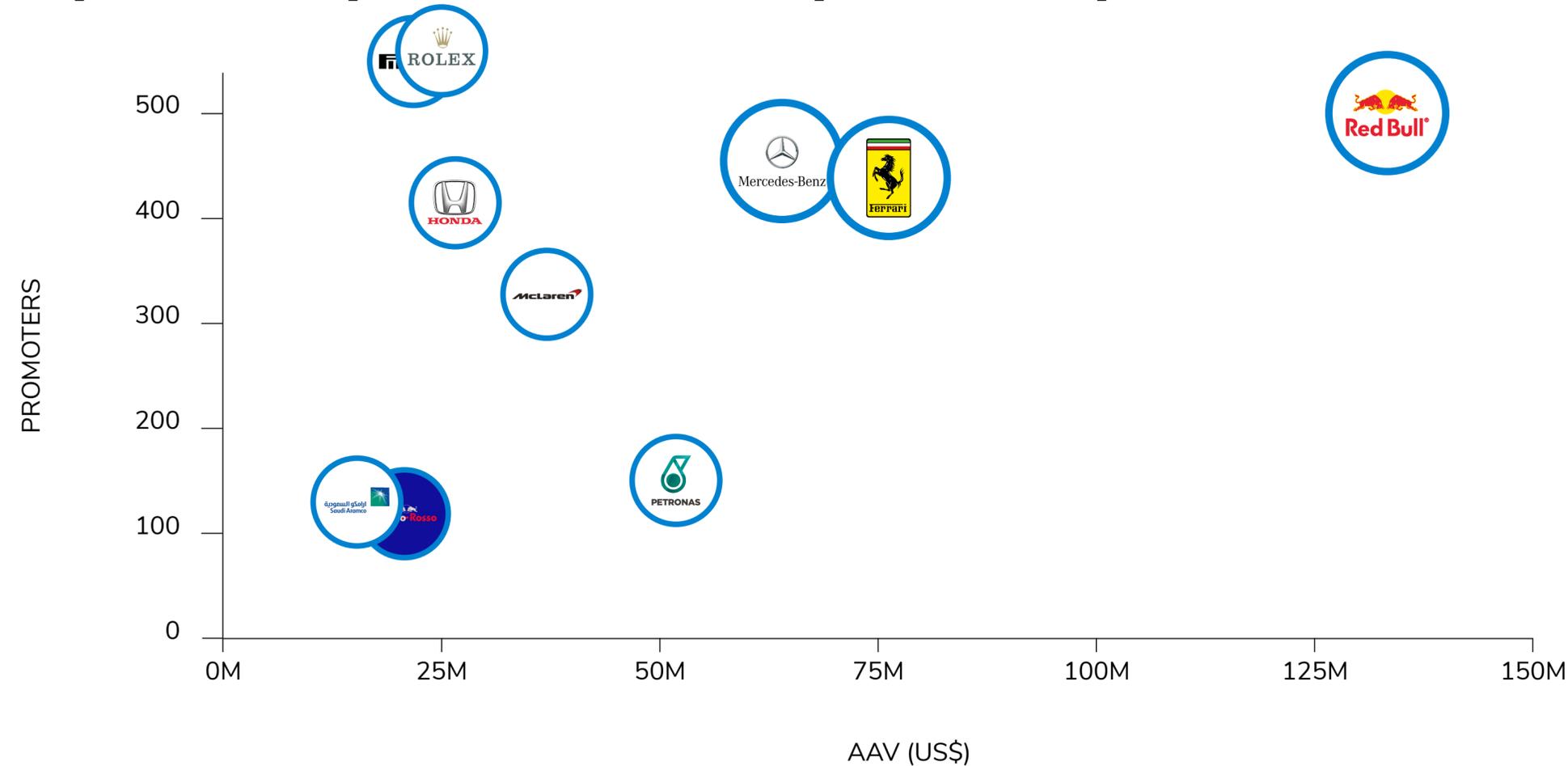
Category	Promoters	Branded Posts	Total AAV	% of AAV
Sporting Goods & Apparel	29,622	899,155	\$870M	20.9%
Travel	8,641	196,043	\$624M	15%
Financial	13,393	357,470	\$614M	14.7%
Beverage	11,409	182,287	\$361M	8.6%
Gambling	7,593	257,208	\$273M	6.6%

Three of the top ten most promoted brands by all soccer entities have partnerships with the sport's top promoters. **Emirates** is the shirt sponsor of Real Madrid, **Santander** has the naming rights to LaLiga and **TeamViewer** is the main partner of Manchester United.

20-time English champions Manchester United still delivered **significant AAV for their partners** despite sharing the **fewest branded posts** of the top five promoters in soccer.

MOTORSPORT

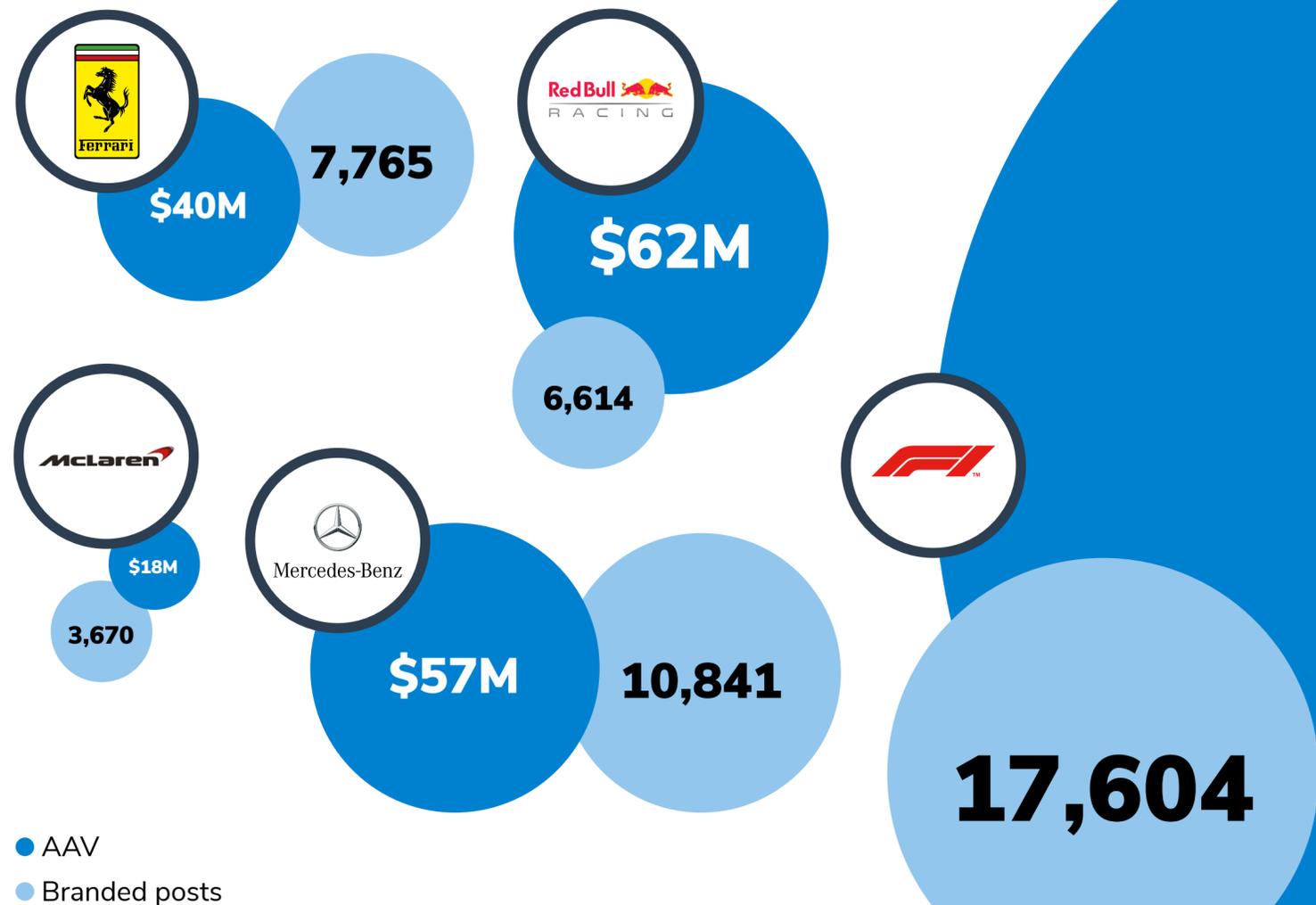
Top ten most promoted brands by all motorsport entities



All of the top ten most promoted brands in motorsport have a presence in Formula One, with seven featuring in team names and the other three being global partners of the series.

Brand	Promoters	AAV
Red Bull	499	\$129.3M
Ferrari	438	\$75.2M
Mercedes-Benz	454	\$66.7M
Petronas	150	\$54.2M
McLaren	321	\$37.7M
Honda	405	\$26.3M
Rolex	584	\$24.9M
Pirelli	544	\$24.0M
AlphaTauri	108	\$21.6M
Aramco	124	\$20.6M

Top promoters of the top 50 brands



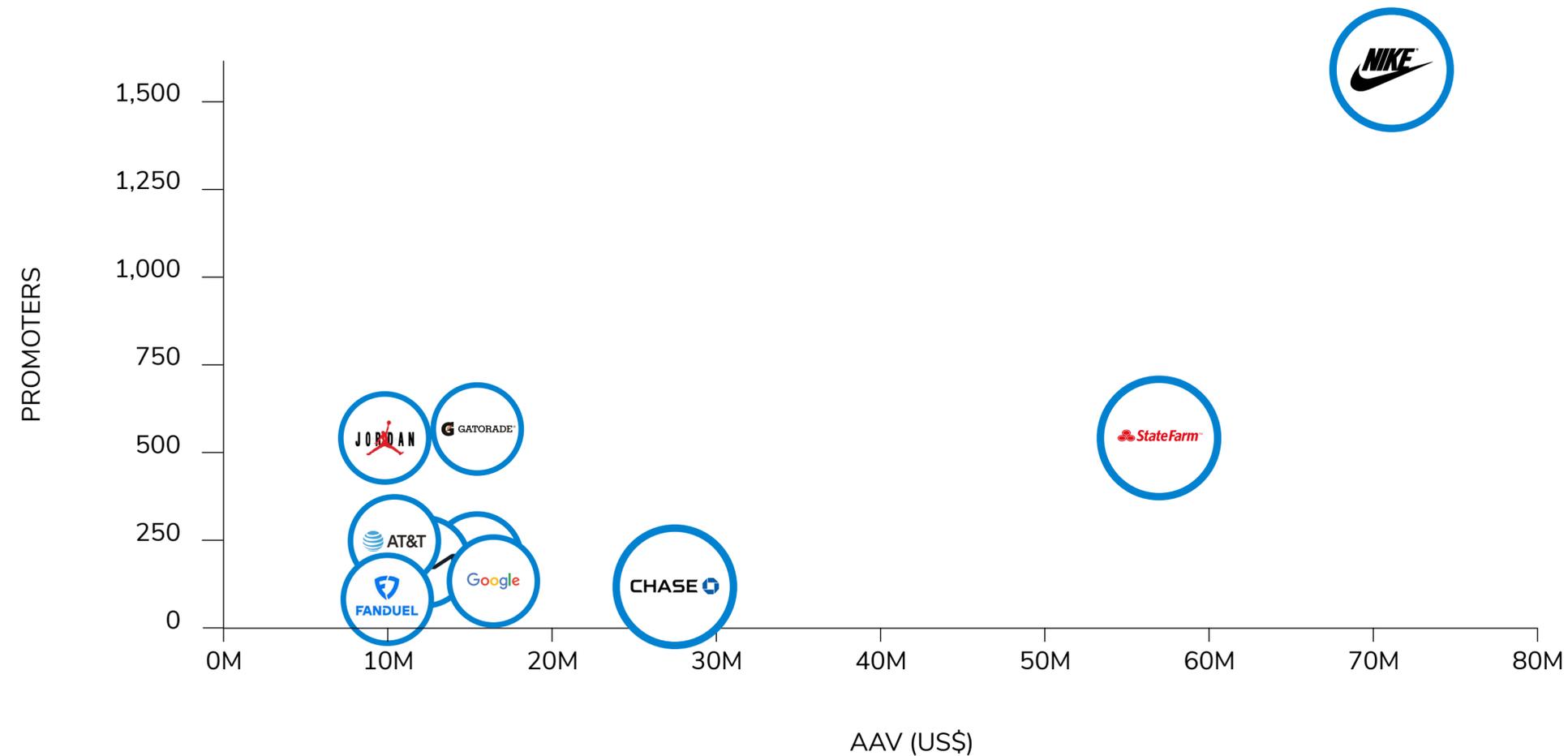
Most promoted industries in motorsport

Category	Promoters	Branded Posts	Total AAV	% of AAV
Automotive	16,095	361,875	\$341M	33.6%
Beverage	2,979	66,358	\$179M	17.7%
Energy	4,008	82,338	\$129M	12.7%
Fashion & Luxury	2,338	31,773	\$70M	6.9%
Technology	2,393	31,193	\$57M	5.6%

Formula One delivered **more AAV for the top 50 brands** than the next four top promoters in motorsport combined, although it's worth noting that the series shared **significantly more branded posts** and was comfortably **promoting the most brands**.

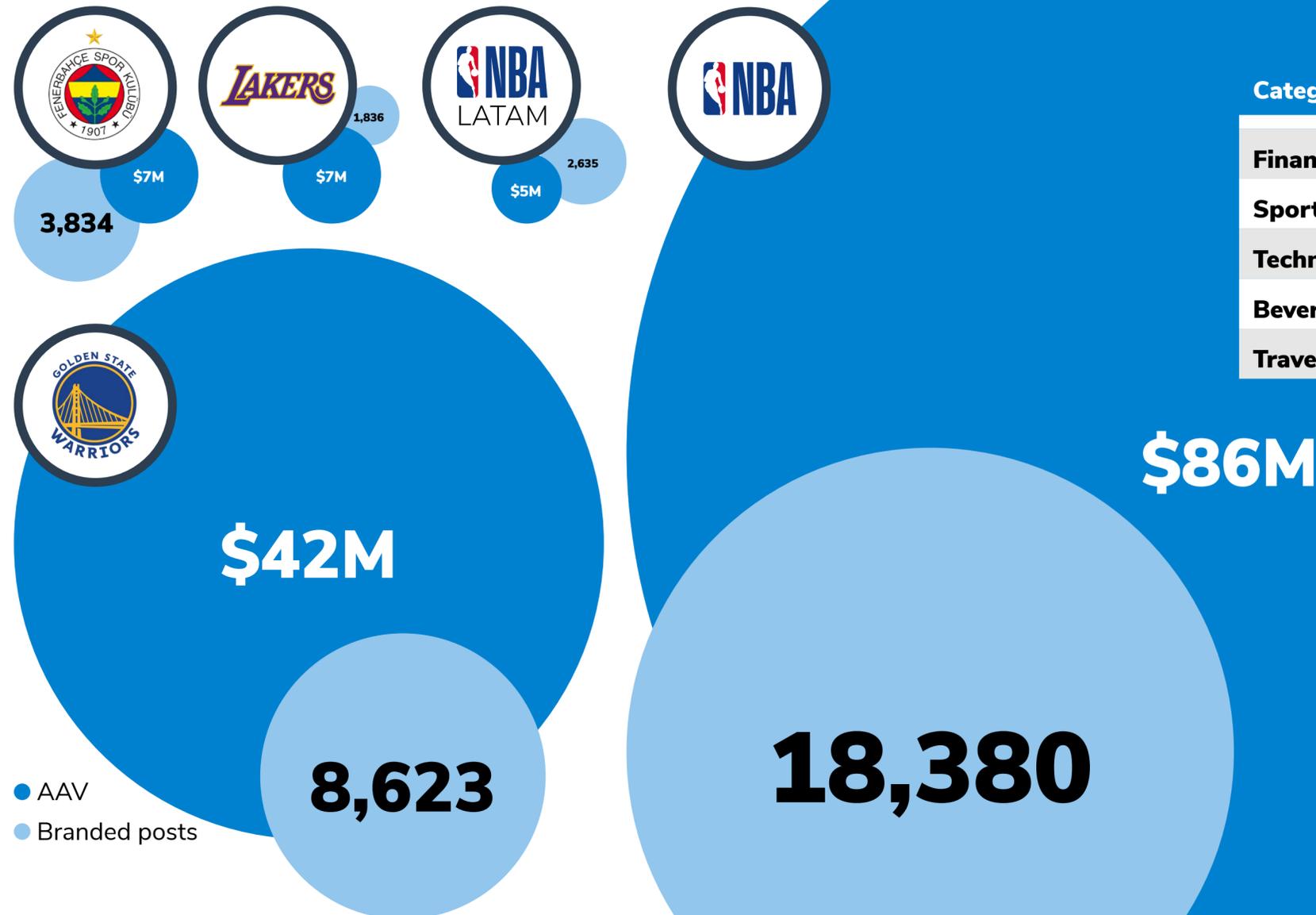
BASKETBALL

Top ten most promoted brands by all basketball entities



Brand	Promoters	AAV
Nike	1,599	\$71.9M
State Farm	553	\$57.3M
Chase	137	\$28.9M
Google	146	\$17.2M
Gatorade	545	\$15.9M
YouTube	181	\$15.5M
KIA Motors	194	\$13.6M
AT&T	236	\$11.6M
Jordan Brand	534	\$10.6M
FanDuel	89	\$10.2M

Top promoters of the top 50 brands



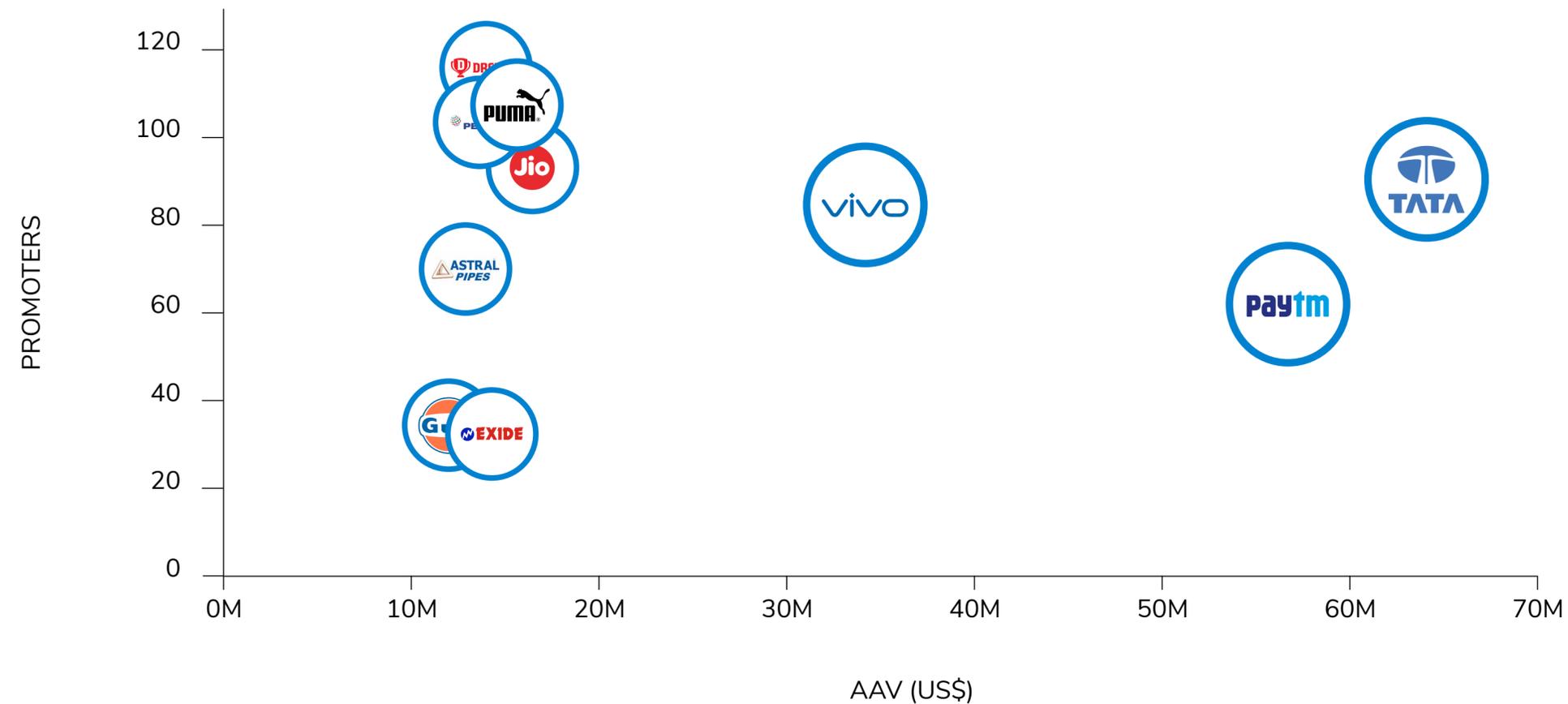
Most promoted industries in basketball

Category	Promoters	Branded Posts	Total AAV	% of AAV
Financial	4,458	92,432	\$165M	25.4%
Sporting Goods & Apparel	6,413	190,019	\$113M	17.5%
Technology	2,672	30,438	\$81M	12.5%
Beverage	3,066	32,640	\$43M	6.6%
Travel	1,642	20,355	\$35M	5.4%

The financial sector is the **best-promoted industry in basketball**, receiving more than a quarter of the overall AAV, despite sporting goods and apparel companies receiving branded posts by more than twice the number of promoters.

CRICKET

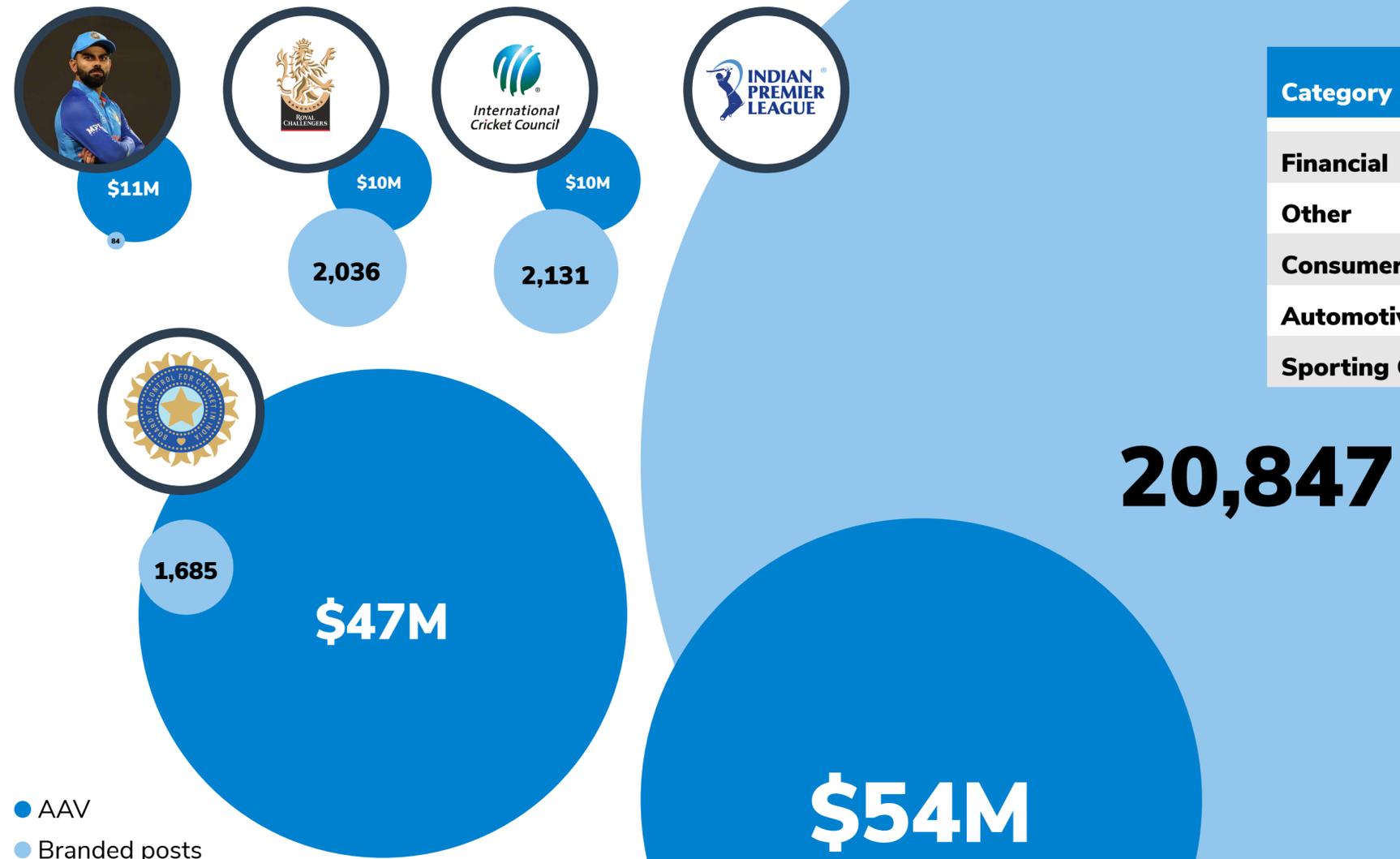
Top ten most promoted brands by all cricket entities




Virat Kohli is the **only athlete** to feature as one of the top five promoters of the top 50 brands among the top five sports.

Brand	Promoters	AAV
Tata Group	88	\$64.1M
PayTM	63	\$57.7M
Vivo	83	\$33.6M
Reliance Jio	94	\$16.1M
Puma	106	\$15.1M
Exide Industries	34	\$14.8M
Dream11	110	\$14.6M
Pepsi	113	\$13.1M
Astral Pipes	67	\$12.5M
Gulf Oil	37	\$11.8M

Top promoters of the top 50 brands



Most promoted industries in cricket

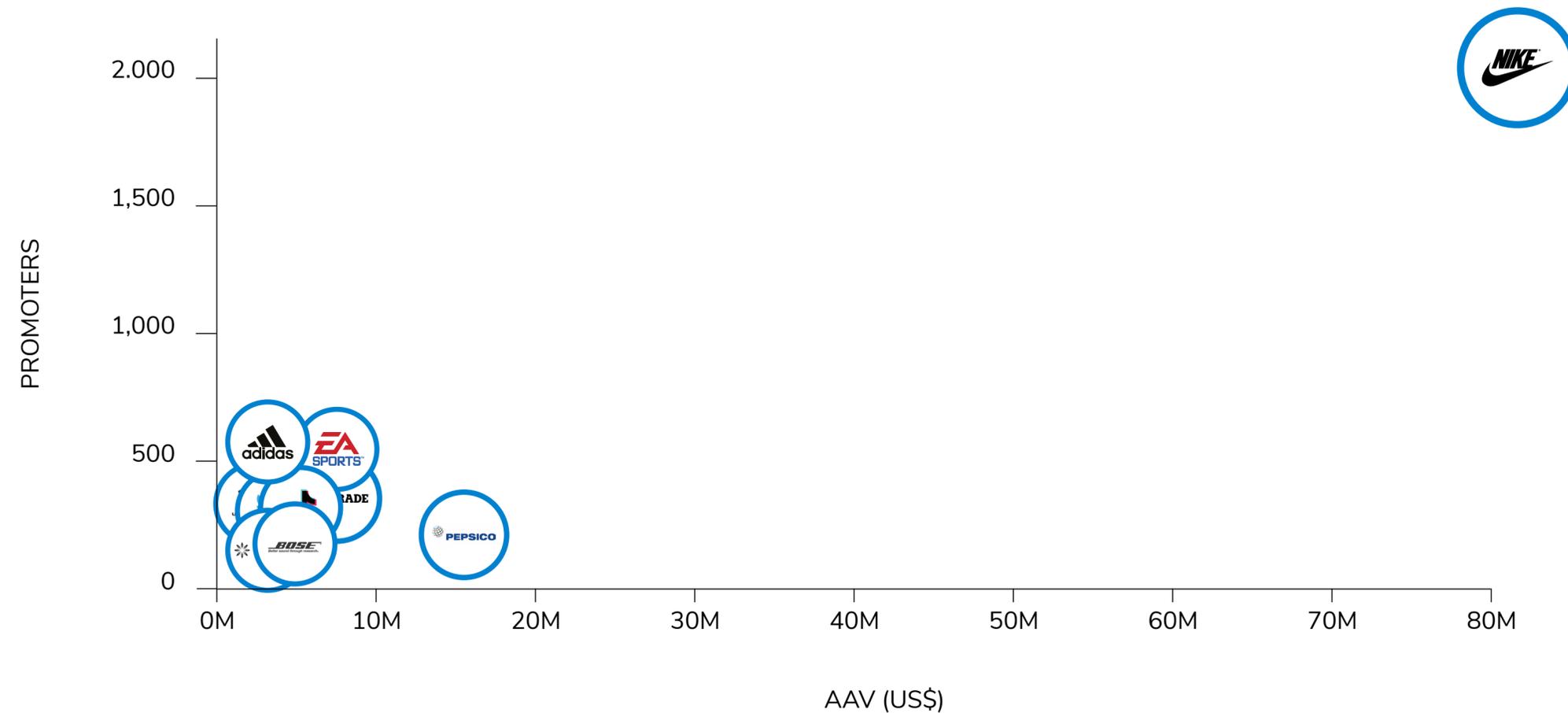
Category	Promoters	Branded Posts	Total AAV	% of AAV
Financial	659	21,212	\$92M	20.1%
Other	124	28,162	\$64M	14.1%
Consumer Electronics	518	14,326	\$53M	11.5%
Automotive	742	17,415	\$45M	9.8%
Sporting Goods & Apparel	1,134	16,289	\$32M	6.9%

Kohli still generated US\$11 million in AAV despite sharing only 84 branded posts. No other entity in the top five cricket promoters shared fewer than 1,600.

● AAV
● Branded posts

AMERICAN FOOTBALL

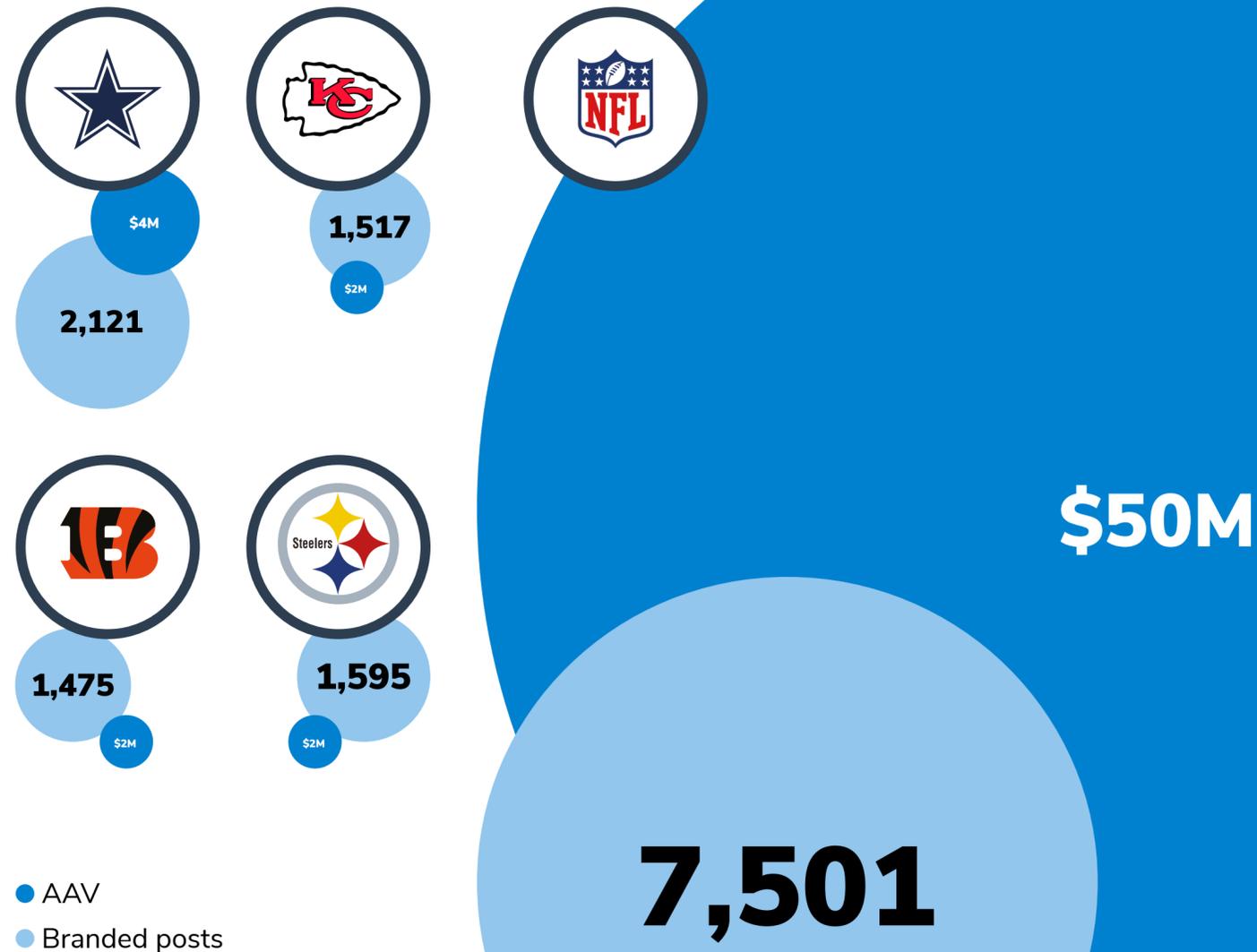
Top ten most promoted brands by all American football entities



Nike was the **top promoted brand** in three of the **top five sports**, illustrating why it once again came out on top in the overall top 50. In American football, the brand received **more AAV** from its **2,090 promoters** than the rest of the top ten combined.

Brand	Promoters	AAV
Nike	2,090	\$83.6M
Pepsi	199	\$15.8M
Gatorade	335	\$8.4M
EA	502	\$8.4M
TikTok	296	\$6.5M
Bose	129	\$6.3M
Twitter	213	\$6.1M
Invisalign	112	\$4.3M
Adidas	538	\$4.3M
Under Armour	364	\$4.1M

Top promoters of the top 50 brands

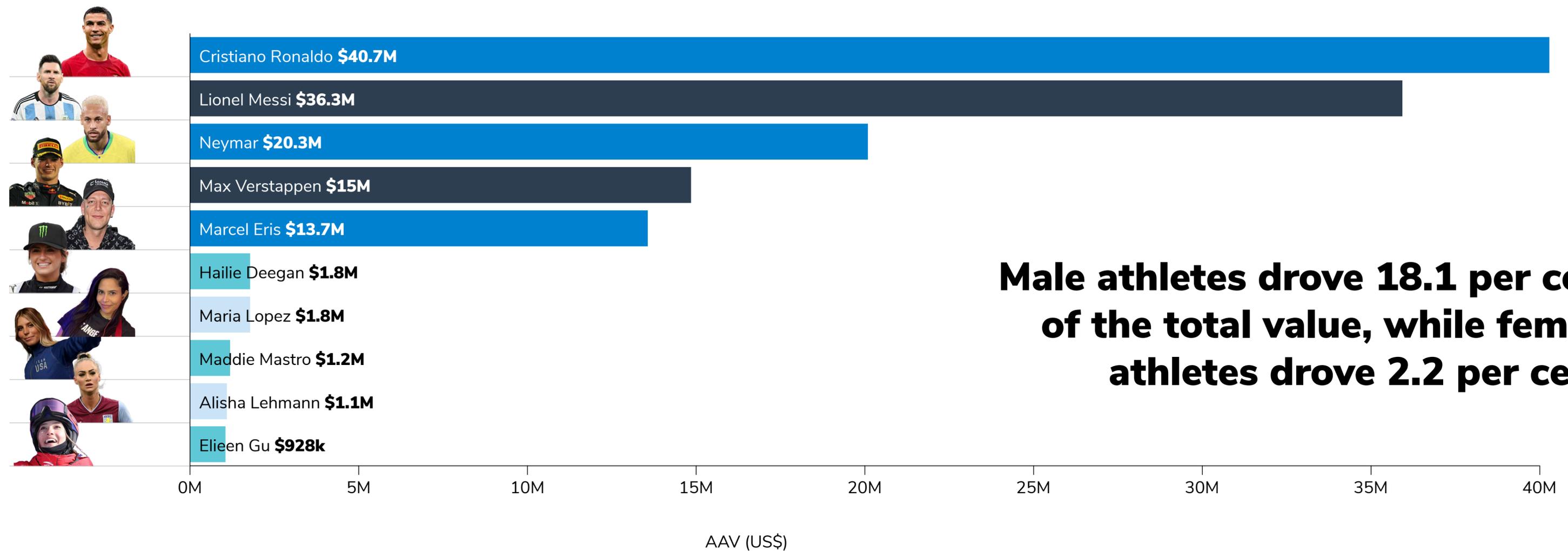


Most promoted industries in American football

Category	Promoters	Branded Posts	Total AAV	% of AAV
Sporting Goods & Apparel	5,086	147,886	\$101M	35.4%
Beverage	2,201	17,638	\$37M	13.1%
Financial	2,158	16,405	\$23M	8.1%
Technology	1,900	12,480	\$22M	7.9%
Health & Fitness	1,092	11,367	\$13M	4.4%



The top male and female athlete promoters



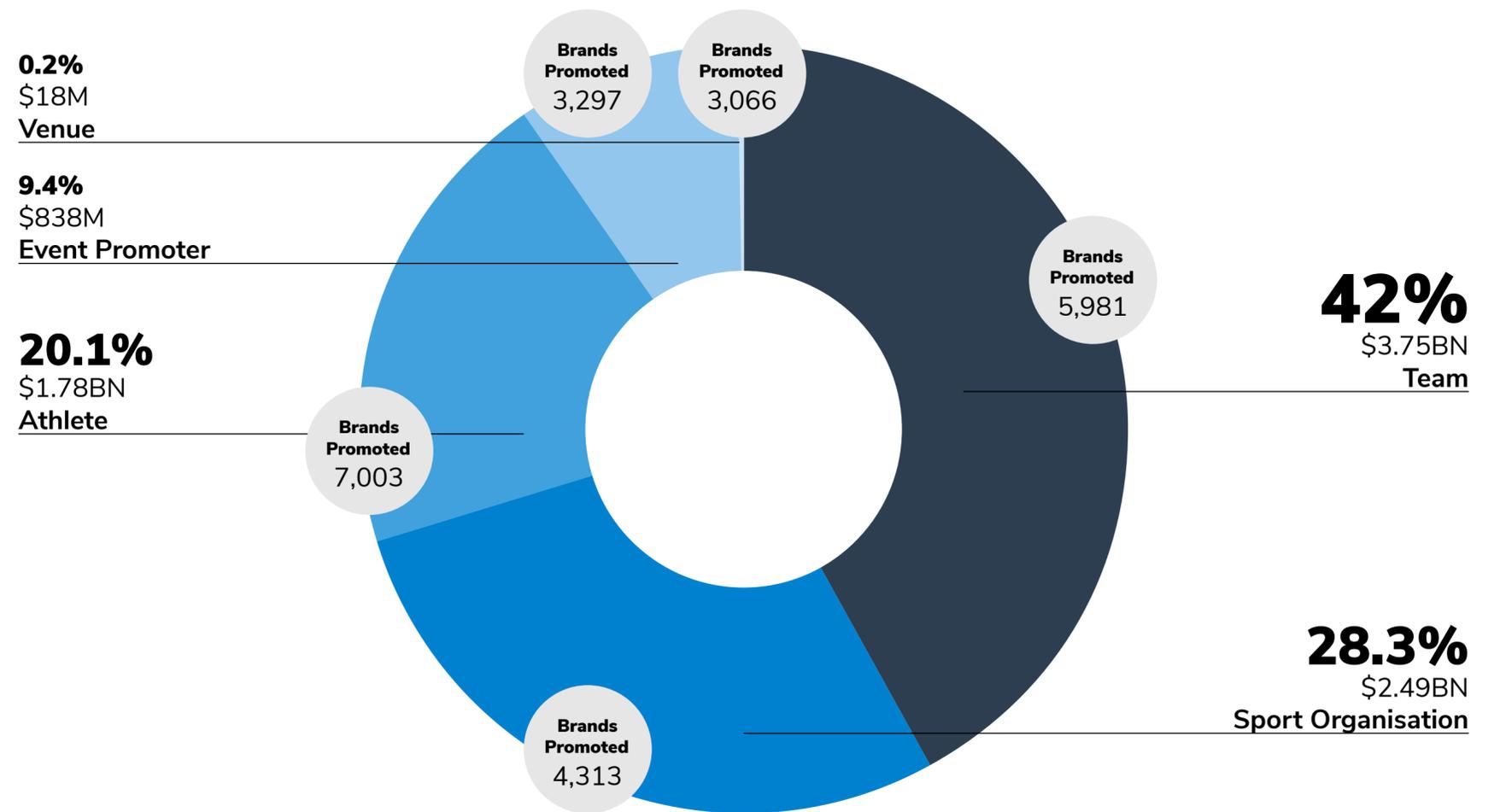
Male athletes drove 18.1 per cent of the total value, while female athletes drove 2.2 per cent.

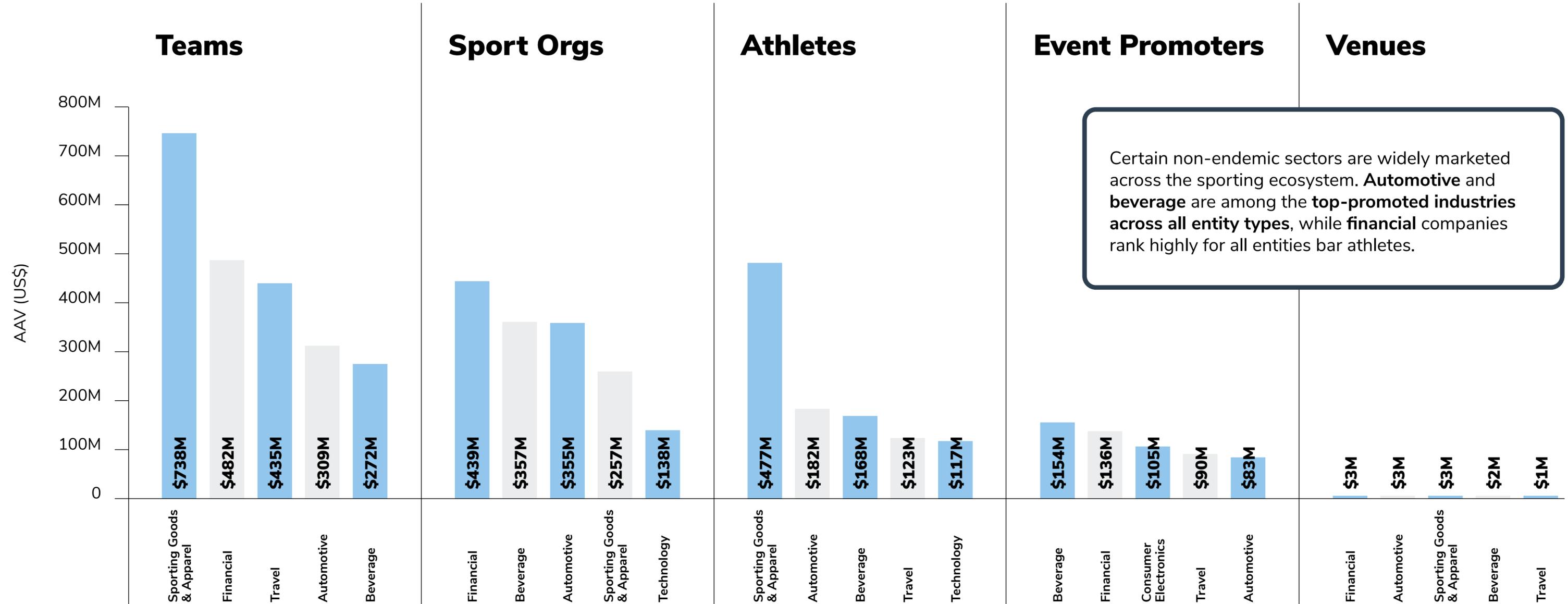
Value by entity

Brands derive their sponsorship value thanks to social promotion from a variety of entities. Just over 70 per cent of the total value generated for brands comes from teams and sports organisations, such as leagues and governing bodies, with athletes, event promoters and venues accounting for the remaining value.

Each entity type differs in terms of the sectors they tend to partner with and promote. KORE's data shows that sporting goods and apparel brands derive most of their value from teams (US\$738 million) and athletes (US\$477 million), with those two entity types publishing a combined total of almost two million branded posts during the evaluation period.

% of AAV

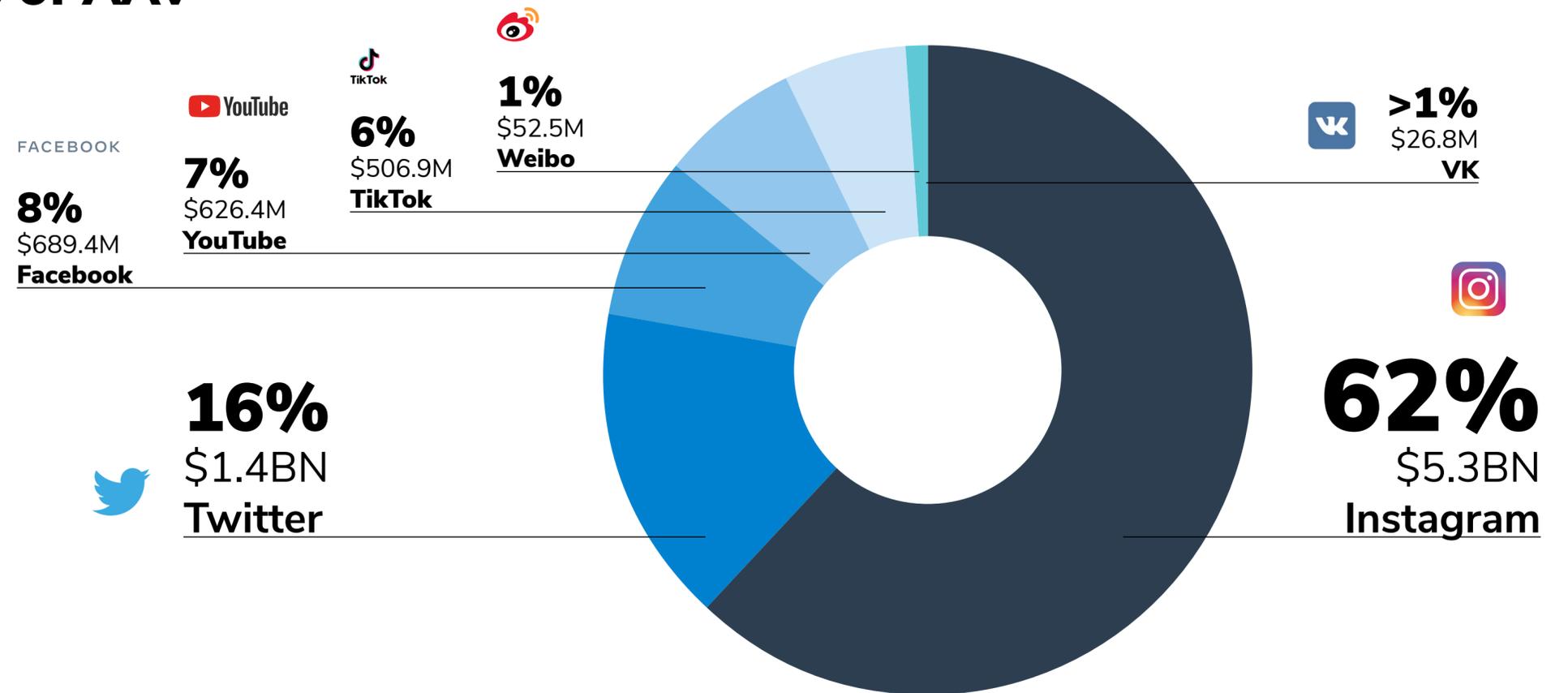




Value by social platform

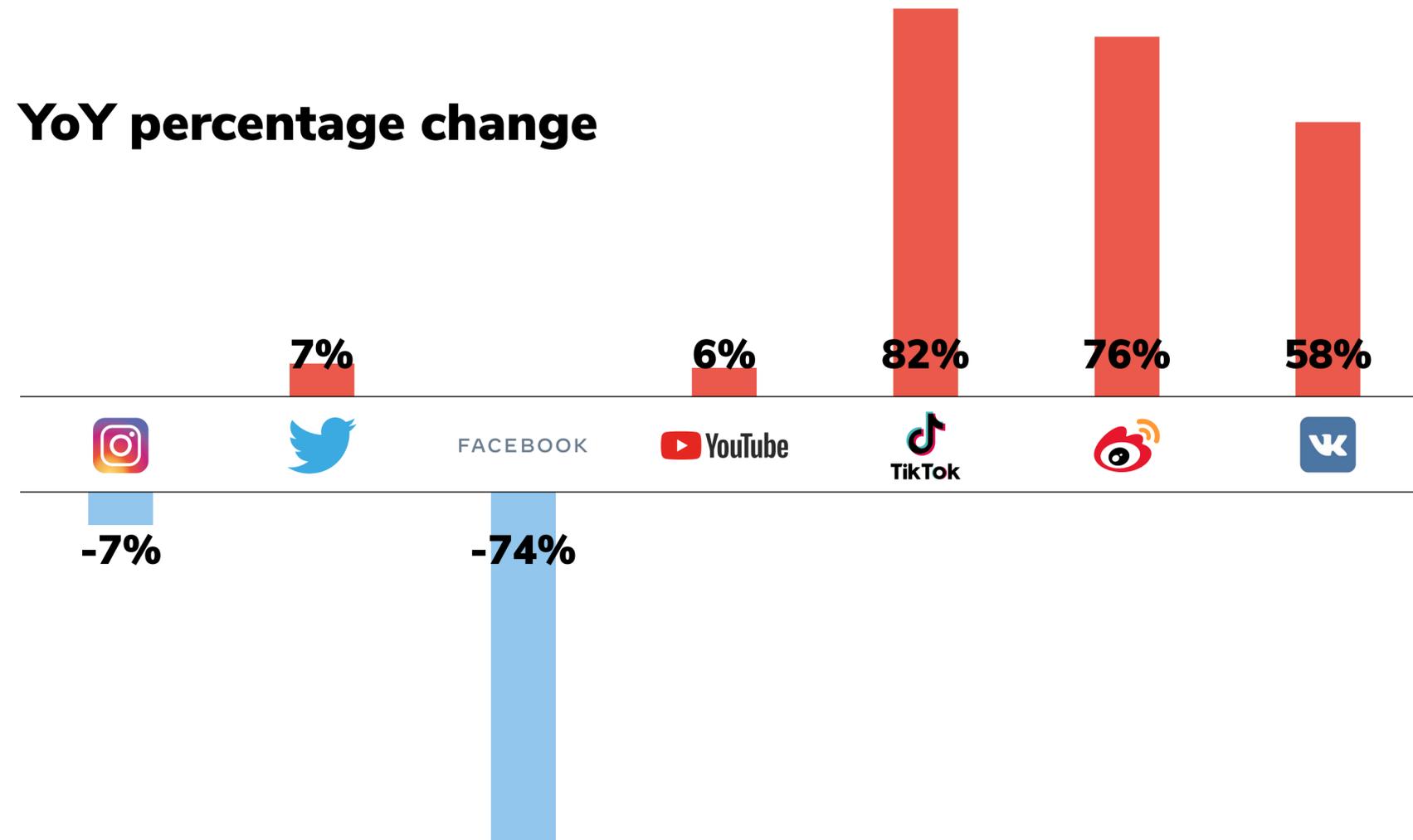
Instagram generates considerably more value for the top 50 brands than any other social platform, delivering US\$5.3 billion during the evaluation period, or 62 per cent of the total AAV. By comparison, Twitter drove US\$1.4 billion and YouTube drove US\$626.4 million, up seven per cent and six per cent on the prior year respectively.

% of AAV



TikTok saw the highest YoY percentage change, with posts on the fast-growing video platform generating 82 per cent more value than the prior year, while the value generated through Facebook dropped a whopping 74 per cent largely due to the drop in video views attributed to video no longer being available for non-authenticated accounts.

YoY percentage change



PART TWO:

Which brands are most talked-about?

Quantifying deliberate promotion is the most effective means of determining which brands are being talked about the most. In part two, we'll focus exclusively on the brands that are being intentionally promoted within social posts by their partners across all sports and who's promoting them.

The top ten best-promoted brands

On average, 63 per cent of the total AAV received by the top ten best-promoted brands is generated purely from deliberate mentions within text, rather than value created visually, such as a logo on a T-shirt in the background of an image. The average deliberate effective quality for the top ten is 49 per cent versus 44 per cent for the rest of the brands within the top 50.



Rank	YoY change	Brand	Deliberate Posts	Deliberate Post Ratio	Deliberate AAV	Deliberate AAV Ratio	Average Deliberate Quality	Deliberate Effective Quality
1	▲ +2	Red Bull	64.5k	58.9%	\$135.0M	67.3%	38.7%	47.0%
2	▼ -1	Santander	65.3k	75.1%	\$114.7M	74.3%	42.1%	47.5%
3	▲ +1	Adidas	33.4k	12.0%	\$81.9M	24.5%	49.9%	61.9%
4	▲ +7	Ferrari	22.9k	92.3%	\$72.8M	94.3%	39.9%	46.1%
5	NEW ENTRY	EA	33.4k	90.7%	\$61.9M	94.9%	52.1%	54.8%

35 per cent of Red Bull’s deliberate value comes from teams, including Formula One outfits Oracle Red Bull Racing and Alpha Tauri F1, and the KTM factory MotoGP team.



While Adidas ranked third, it saw the highest deliberate effective quality score out of the top ten, meaning it received a greater percentage of MAV than every other brand in the list. But with roughly half of the number of deliberate posts as the top two brands, Adidas has a clear opportunity to work with partners on increasing its deliberate promotion.



Average deliberate quality signifies the average promotion quality across a group of posts that include intentional promotion.



Deliberate effective quality represents what percentage of the available value (MAV) a group of posts captured.



Tata Group surged some **1,057 places** up the rankings compared to the prior year, largely thanks to becoming the new title sponsor of cricket's Indian Premier League (IPL) in early 2022. Interestingly its predecessor, Dream11, dropped out of the overall AAV rankings altogether having ranked ninth in 2021.

Rank	YoY change	Brand	Deliberate Posts	Deliberate Post Ratio	Deliberate AAV	Deliberate AAV Ratio	Average Deliberate Quality	Deliberate Effective Quality
6	▲ +1,057	Tata Group	29.0k	91.3%	\$61.1M	93.8%	35.1%	31.9%
7	▼ -1	Emirates	27.8k	31.2%	\$58.0M	19.7%	49.8%	54.7%
8	▼ -1	Nike	26.3k	4.6%	\$52.5M	9.8%	43.0%	57.6%
9	NEW ENTRY	Mercedes-Benz	20.2k	56.2%	\$52.0M	65.3%	37.0%	43.5%
10	NEW ENTRY	PayTM	5.2k	58.8%	\$50.9M	87.6%	46.5%	46.9%

A DELIBERATE OPPORTUNITY #1

A lower deliberate AAV ratio (the percentage of value generated by deliberate posts) suggests greater opportunity to improve the posting strategy. Athletes, teams, leagues and event promoters can create more value for their brand partners by posting with more deliberate mentions within the text.

Who's doing the talking?

The table below shows which sports are driving the most intentional value for brands, with the top sports ranked by deliberate promotion through only text, mention, keyword, hashtag or link.

Rank	Sport	Deliberate Posts	Deliberate Post Ratio	Deliberate AAV	Deliberate AAV Ratio	Average Deliberate Quality	Deliberate Effective Quality
1	Soccer	609.8k	22.4%	\$881.2M	20.6%	45.7%	54.1%
2	Motorsport	539.8k	62.8%	\$478.2M	46.6%	32.6%	44.3%
3	Cricket	56.8k	31.7%	\$211.9M	38.9%	43.3%	43.6%
4	Esports	138.8k	66.2%	\$183.7M	73.6%	31.3%	18.3%
5	Basketball	131.3k	23.8%	\$142.9M	21.2%	52.8%	57.1%



Not surprisingly, soccer – the world's most popular sport – is **streets ahead of every other sport**, generating **US\$881.2 million** in value for brands through deliberate promotion across **609,800 posts**.



Surfing's deliberate AAV places it in the top ten **despite being ranked 16th overall** when deliberate and incidental promotion are combined. A brand is explicitly mentioned in **89 per cent of branded posts** by surfing entities, with endemic brands like Rip Curl, GoPro, Vans, Billabong and Quiksilver among the top promoted.

Rank	Sport	Deliberate Posts	Deliberate Post Ratio	Deliberate AAV	Deliberate AAV Ratio	Average Deliberate Quality	Deliberate Effective Quality
6	American Football	83.1k	28.8%	\$105.3M	36.4%	54.2%	57.3%
7	Motorcycling	86.8k	50.4%	\$51.5M	34.9%	29.1%	24.2%
8	Surfing	81.0k	89.0%	\$48.0M	88.4%	33.6%	32.6%
9	Mixed Martial Arts	14.6k	26.5%	\$42.9M	15.6%	41.6%	46.3%
10	Wrestling	13.4k	69.9%	\$41.9M	80.5%	17.7%	7.8%

A DELIBERATE OPPORTUNITY #2

While athletes deliberately mention brands in 71 per cent of their posts, only 49 per cent of the value they generate comes from branded posts. This means that brands can work with athletes to create higher quality deliberate posts with more mentions like hashtags and links focused on just their brand, so as not to crowd next to other brand mentions within the same post.

Deliberate value by entity

Entity Type	Deliberate Posts	Deliberate Post Ratio	Deliberate AAV	Deliberate AAV Ratio	Average Deliberate Quality	Deliberate Effective Quality
Team	1.17M	29.6%	\$886.2M	23.6%	40.8%	46%
Athlete	1.41M	70.9%	\$875.2M	49.3%	26%	29.2%
Sport Org	621.8K	41.3%	\$822.7M	32.9%	38.3%	35.3%
Event Promoter	192.9K	51.2%	\$156.4M	18.7%	37.6%	52.3%
Venue	102.9K	75.9%	\$12.4M	66.6%	36.2%	30.5%



Athletes deliberately mention brands in **70.9 per cent of their branded posts**. 30 per cent of that AAV goes to **sporting goods and apparel brands**, with Adidas earning 20 per cent and Nike 19 per cent.

Venues have the **highest deliberate AAV ratio** at 66.6 per cent, followed by athletes with 49 per cent.

The top female athletes deliberately promoting brands

The value driven by female tennis players was **ten per cent greater than that of their male counterparts.**

With **US\$5.1 million in deliberate AAV**, esports players drive the most value for brands among female athletes. **All told, 73 per cent of female gamers post deliberately.**

	Athlete	Sport	Deliberate AAV	Deliberate Posts	Deliberate Post Ratio	Deliberate AAV Ratio	Deliberate Promotion Quality
	Hailie Deegan	Motorsport	\$1.7M	353	68.9%	70.5%	51.5%
	Serena Williams	Tennis	\$1.7M	92	83.3%	84.8%	81.5%
	Ashley Chaffin	Snowmobile	\$1.6M	129	92.9%	100.0%	90.7%
	Alica Schmidt	Track and Field	\$1.2M	54	63.9%	65.8%	57.6%
	Angelle Sampey	Motorsport	\$1.2M	821	42.2%	42.2%	39.3%

Female athletes in esports, tennis and motorsport drive **23 per cent of overall deliberate AAV** across all sportswomen.

	Athlete	Sport	Deliberate AAV	Deliberate Posts	Deliberate Post Ratio	Deliberate AAV Ratio	Deliberate Promotion Quality
	Alia Shelesh	Esports	\$1.2M	16	100.0%	100.0%	79.0%
	Hannah Barron	Fishing	\$1.1M	222	78.1%	79.7%	62.8%
	Olivia Dunne	Gymnastics	\$1.0M	30	100.0%	100.0%	74.7%
	Eileen Gu	Freestyle Skiing	\$0.9M	68	64.3%	60.7%	37.5%
	Rayssa Leal	Skateboarding	\$0.9M	54	41.5%	49.8%	50.8%

Three of the top ten sportswomen – **Serena Williams, Olivia Dunne** and **Eileen Gu** – featured on [SportsPro’s list of the world’s most marketable athletes in 2022](#). All of them deliver significant value to their partners through deliberate promotion, with Dunne intentionally promoting brands **100 per cent of the time**.

The top male athletes deliberately promoting brands

	Athlete	Sport	Deliberate AAV	Deliberate Posts	Deliberate Post Ratio	Deliberate AAV Ratio	Deliberate Promotion Quality
	Lionel Messi	Soccer	\$24.6M	67	79.6%	82.6%	89.9%
	Cristiano Ronaldo	Soccer	\$17.7M	43	50.4%	54.3%	85.7%
	FaZe Rug	Esports	\$14.7M	164	70.9%	73.0%	48.3%
	Virat Kohli	Cricket	\$8.9M	60	68.5%	70.0%	82.7%
	Marcel Eris	Esports	\$8.6M	12	60.0%	60.0%	19.0%



Soccer star **Cristiano Ronaldo**, who topped [SportsPro's most marketable athletes list](#) in 2022, delivered some **US\$17.7 million in deliberate AAV**, yet trailed his great rival **Lionel Messi** by US\$6.9 million.

On average, esports players publish **3.4x more deliberate posts than all athletes**. Asier Gonzalez posts deliberately about most of his brand partners, including Asus and JBL.

Athlete	Sport	Deliberate AAV	Deliberate Posts	Deliberate Post Ratio	Deliberate AAV Ratio	Deliberate Promotion Quality
 Logan Paul	Mixed Martial Arts	\$8.0M	82	46.5%	48.1%	55.7%
 Neymar	Soccer	\$7.9M	72	61.2%	66.3%	84.3%
 Max Verstappen	Motorsport	\$6.4M	220	29.8%	41.6%	68.4%
 Carlos Sainz	Motorsport	\$6.2M	457	46.5%	51.5%	62.2%
 Asier Gonzalez	Esports	\$5.6M	3,722	46.8%	51.0%	33.9%

SportsPro

SportsPro is the leading media and events company for the business of sports internationally. Our mission is to provide powerful storytelling and insightful commentary that connects, educates and inspires the industry.

[Sportspromedia.com](https://sportspromedia.com) launched in 2008 to connect and inspire the business world of sport. Our website generates over 5.5m views annually and is relied upon for the latest news, insights, analysis, interviews and diverse features from across the international sports industry.

SportsPro's in-person and virtual events, attract top-level executives, creating communities in key markets around the world. Our flagship events SportsPro Live, OTT Summit and OTT Awards, along with our specialist and regional events, connect more than 6,000 global industry professionals annually. We partner with the leading organisations that are transforming the industry, providing you with unrivalled content and networking opportunities.



KORE Software is the global leader in engagement marketing solutions. Over 900 brands, venues, and sports organizations trust KORE's tools and platform as a source of truth to manage assets and measure partnership impact, with real-time insights, across all channels.

Through Sponsorship Management and Evaluation, Ticketing & Fan Engagement, and Data Management & Analytics, KORE's two-sided network unites corporate sponsors, sponsorship properties, and their fans with solutions that help enhance the fan experience, drive smarter decisions, and enable marketing and operations teams to spend time where it matters. Learn more about KORE Software or follow us on [LinkedIn](#) or [Twitter](#).