

Sponsorship As a Marketing Tool to Increase the Brand Awareness of the Russian Motorsport Team

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1. Provide the theoretical background of the impact of sponsorship as a marketing communications tool on brand awareness.
2. Define the main goal, state research questions, and choose adequate research methods.
3. Characterize the Russian Motorsport team KAMAZ MASTER and conduct primary research according to the goal of the work.
4. Evaluate and interpret the research results, and answer the research questions.
5. Based on the research findings, suggest a new sponsor and a sponsorship strategy to increase the brand awareness of the Russian Motorsport team KAMAZ MASTER.

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ABSTRAKT

V dnešní době se sponzoring stává významným nástrojem pro marketingovou komunikaci. Specifické typy sponzoringu, kterým je například sponzoring motoristického sportu, mají mezi společnostmi obrovský nárůst. Hlavním cílem diplomové práce je na základě výsledků výzkumu o povědomí o značce navrhnout společnost a sponzorský balíček pro budoucí sponzorskou spolupráci. První část této práce je zaměřena na identifikaci problému na základě literární rešerše, zatímco druhá část pomocí kvantitativních a kvalitních výzkumných metod analyzuje data a přináší výstup pro projektovou část. Poslední kapitola nabízí sponzorskou strategii s Yandex za účelem zvýšení povědomí o značce Kamaz Master Team.

Klíčová slova: povědomí o značce, sportovní sponzoring, motoristický sport, marketingová komunikace

ABSTRACT

Nowadays, sponsorship is becoming a significant tool for marketing communications. Specific types of sponsorship, such as motorsport sponsorship, has tremendous growth among the companies. The main goal of the thesis is to suggest a company and a sponsorship package for future sponsorship cooperation based on the research results on brand awareness.

The first part of this work is focused to identify the problem based on the literature review, while the second one uses quantitative and qualitative research methods analyzes the data, and brings an output for a project part. The last chapter offers the sponsorship strategy with Yandex with the purpose to increase the brand awareness of the Kamaz Master Team.

Keywords: brand awareness, sport sponsorship, motorsport, marketing communications

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I hereby declare that the print version of my Bachelor's/Master's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

CONTENTS

INTRODUCTION.....	9
I. THEORY.....	10
1 THEORETICAL BACKGROUND.....	11
1.1 MARKETING COMMUNICATIONS AS AN ELEMENT OF MARKETING.....	11
1.1.1 Types of marketing communications	13
1.1.2 Marketing mix	14
1.2 SPONSORSHIP AS THE MARKETING PROMOTIONAL TOOL.....	17
1.2.1 Sponsorship’s history and modern approach	17
1.2.2 Sponsorship as an element of the communication mix.....	21
1.3 MOTORSPORT	21
1.3.1 Motorsport in the world	22
1.3.2 Motorsport in Russia.....	23
1.3.3 Motorsport sponsorship.....	24
1.3.4 Motorsport sponsorship in Russia.....	24
1.4 BRAND	26
1.4.1 Brand awareness	27
1.4.2 Brand awareness in motorsport.....	31
2 METHODOLOGY	30
2.1 THE MAIN GOAL AND SUB-GOALS	30
2.2 RESEARCH QUESTIONS.....	30
2.3 RESEARCH METHODS	30
II. ANALYSIS.....	32
3 INTRODUCTION OF THE RUSSIAN MOTORSPORT TEAM KAMAZ MASTER ..	33
3.1 RUSSIAN MOTORSPORT TEAM KAMAZ MASTER.....	33
3.2 KAMAZ MASTER SPONSORS AND PARTNERS	34
3.3 EXTERNAL ANALYSIS OF THE CURRENT SPONSORSHIP PLAN	35
4 CHARACTERISTICS OF THE PRIMARY QUANTITATIVE RESEARCH	39
4.1 DEMOGRAPHIC DATA.....	39
4.2 THE LEVEL OF INVOLVEMENT	41
4.3 THE KNOWLEDGE OF SPONSORS.....	45
4.4 POSSIBLE SPONSORS SUGGESTIONS.....	49
4.5 SUMMARY OF THE QUANTITATIVE RESEARCH.....	54
5 PRIMARY QUALITATIVE RESEARCH EVALUATION	55

5.1	PRIMARY QUALITATIVE RESEARCH EVALUATION	55
5.2	SUMMARY OF THE PRIMARY QUALITATIVE RESEARCH.....	60
5.3	SUMMARY OF THE RESEARCH AND THE MAIN OUTCOMES FOR THE PROJECT PART	61
III.	PROJECT	62
6	RECOMMENDATIONS FOR INCREASING THE BRAND AWARENESS	63
6.1	POSSIBLE SPONSORSHIP OPTIONS	63
6.2	ANALYZE OF YANDEX AS A FUTURE SPONSOR.....	64
6.3	SPONSORSHIP OFFER FOR YANDEX	68
6.3.1	Marketing Mix	68
6.3.2	Sponsorship package.....	68
6.3.3	Measuring the project’s success.....	75
6.4	FORECASTING SPONSORSHIP EFFECT ON BRAND AWARENESS OF KAMAZ MASTER	77
6.5	SUMMARY OF THE PROJECT	78
	CONCLUSION.....	80
	BIBLIOGRAPHY	81
	LIST OF FIGURES	89
	LIST OF TABLES	90
	LIST OF PICTURES.....	91
	APPENDICES.....	92
	APPENDIX P I: QUESTIONS FOR QUANTITATIVE RESEARCH EVALUATION	93
	APPENDIX P II: INTERVIEW GUIDE	95
	APPENDIX P III: CROSS TABULATION FOR THE SPECIFIC LEVEL: THE INFLUENCE OF INVOLVEMENT IN DAKAR ON BRAND AWARENESS	96
	APPENDIX P IV: CROSS TABULATION FOR THE GENERIC LEVEL: THE INFLUENCE OF INVOLVEMENT IN MOTORSPORT ON BRAND AWARENESS.	98
	APPENDIX P IV: ILLUSTRATIONS FOR THE SPONSORSHIP PACKAGE	100

INTRODUCTION

Brand awareness is one of the most important criteria for a company's success. While there are many different marketing communications tools in use, not every one of them gets to work to promote a particular product. For this reason, it is necessary to consider carefully the marketing strategy in order to identify the most appropriate communication channel with the consumer. In this case, sponsorship is an effective tool for building a stable brand recognition. Any kind of sponsorship aims to raise public awareness of the sponsor or sponsored one, while people are focused on the event (sporting event, concert, festival, etc.) and the brand image is automatically formed in the mind. Although the positive impact of sponsorship as a marketing communications tool has been reviewed and explored by several authors, a gap remains in the study as to how sponsorship affects the popularity of a brand that participates in motorsport, in particular rallies.

The relevance of this work lies in the lack of knowledge of sponsorship in the motorsport industry, despite the fact that every year this method of promotion becomes more and more in demand. Companies spend millions each year to display their logo on cars, while the phenomenon of sponsorship for motorsports brand awareness remains largely unexplored. The problem of this work is: how to increase the brand awareness of the particular motorsport team through the sponsorship as the marketing tool? To achieve the solution for this question, the analyzing of the sponsorship effect on increasing the brand awareness of the Russian motorsport brand Kamaz Master Team will be made.

The main goal is to suggest a collaboration strategy with a new sponsor of Kamaz Master Team for increasing their brand awareness based on the research findings. To reach the goal, this thesis work contains three parts: theoretical background, explaining the role of sponsorship in marketing communications for brand awareness; qualitative and quantitative research, involving collection and analyzing of data; a project, including recommended sponsorship connections and an implementation of a proposed sponsorship strategy.

I. THEORY

1 THEORETICAL BACKGROUND

In this part of the thesis we are going to do the literature analysis of the research problem.

1.1 Marketing communications as an element of marketing

To explore marketing communications as a phenomenon, it is necessary to give the definition to the marketing itself first. One of the most famous marketing figures, Philip Kotler (2016) defines marketing as “a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others”. The other authors name the aim of marketing such as: “to know and understand the customer so well that the product or service fits him and sells itself” (Calder & Iacobucci, 2003).

There are different approaches to define marketing communications. Kotler & Keller (2012) see them as a specific combination of advertising media, personal selling, sales promotion and public relations, Doyle & Stern (2006) - as a process of transferring messages from the manufacturer to consumers in order to present the company's product or services in an attractive light for the target audience. Ulianovsky, (2008) understands marketing communications as a systematic relationship between business and the market in order to convey ideas, modify behaviour and stimulate a specific perception of products and services by individuals who are aggregated in the target market. A broader interpretation of marketing communications is given by Yurevna et al., (2017) “a set of signals emanating from enterprises to different audiences, the complex impact of a firm on the external marketing environment to create favorable conditions necessary for successful and profitable activities in the market.” Summarizing all of the approaches above, the following formulation is derived: Marketing communications are ways and forms of transferring information about goods and services to the target audience, i.e. a certain group of people who have the ability to respond to this information (Mun et al., 2022).

Marketing communications are designed to convey information about the company's products and the terms of their sale to potential consumers, as well as to convince consumers to buy this particular product or purchase it in certain stores. In addition, marketing communications allow to manage the attention of buyers, making them interested in a specific product, and encourage the consumer to spend their money on the offered goods.

Modern market conditions require significant company's investments in marketing communications. Therefore, the quality indicator of marketing work is the characteristic of the ability to provide a high level of key parameters of the effectiveness of marketing communications. Through informational influence on consumers, the business can influence their behavior, change their attitude to their

market offers and lead to a purchase and thus achieve the goal. The complexity of interacting with consumers in an environment where there is many distracting, attention-shifting factors makes us talk not about the use of individual tools, but about the marketing communications system.

To reach the most effective marketing channel, a company must have a strong understanding of their target audience. Kotler & Keller, (2016) describe the target audience as a «potential buyers of the company's products, current users, deciders, or influencers, and individuals, groups, particular publics, or the general public». Only after defining the target audience of a particular product it is possible to reach the goals of marketing strategy.

Some authors mention the aims of marketing communications, such as: raising awareness, building consumer's motivation to buy, maintaining long-term relationships with customers, creating a brand image and regular reminding of the company (Whan Park et al., 2010). The strategic goals of marketing communications of the enterprise are divided into two main areas - demand generation and sales promotion. Achievement of these goals in practice occurs through information, persuasion and reminder.

The establishment of demand for a product includes: the development of a favorable attitude towards the company and a stable attitude towards the brand, maintaining good relations with the public, creating an enabling atmosphere around the company, promoting positive experience and traditions, forming new purchasing habits and needs (Pandiyan, n.d.).

Sales promotion includes: stimulating the act of buying, building a belief in the need to purchase the products of a given company and preference for a brand, encouraging repeated purchases, maintaining a constant distribution channel. Kitchen & Burgmann, (2010) Examining marketing communications in more detail, their main elements need to be included:

1. Information. The creation of a complete picture of the brand for potential buyers, the formation of a positive image of the manufacturer, trade mark.
2. Participants. Most often it is the producer who transmits the information and the target audience that receives it. This is the minimum number of people that can be increased by attracting a contractor who promotes on the Internet or creates advertising creative, media that will help organize the placement of content.
3. Places of contact of the audience with the message. It can be a house, street, public transport, supermarket, Internet. Many modern marketing communications are moving online, so digital marketing for business is a significant area today (Hollebeek et al., 2014).

In marketing activities such as promotions, advertising, sponsorship, and business, the AIDA model has been widely adopted (Pashootanzadeh & Khalilian, 2018). The term AIDA in marketing refers

to both a model of user behavior on the way to purchase and a sales technique based on this behavior. This abbreviation is made up of four English words: A – attention, I- interest, D- desire, A- action. (Figure 3). Each word denotes a certain stage that a person goes through from getting to know the product to the decision to buy it. The AIDA model is based on patterns (a set of stereotyped behaviors or sequences of actions) and human psychology. AIDA illustrates common occurrences that may occur while a client is active in a marketing campaign (Wang et al., 2012). The acronym was coined by the American advertising specialist Elias St. Elmo Lewis in 1898 and describes as a sales funnel (Müller et al., 2018)

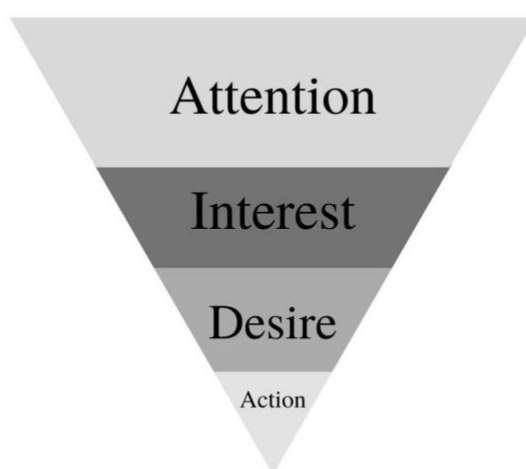


Figure 1. AIDA Model. Source: own research.

The main addressees of a marketing communications are consumers, contact audiences and suppliers. At the same time, the communication process is of a two-way interconnected nature: on the one hand, it is supposed to influence target and other audiences, on the other hand, to receive counter information about the reaction of these audiences to the influence carried out by the firm. Both of these components are equally important and their unity gives reason to speak of marketing communication as a system (Kitchen & Tourky, 2022).

1.1.1 Types of marketing communications

There are different ways to deliver the message in marketing communications. To convey the right message to the target audience and evoke the necessary emotions, brands use different types of marketing communications in conjunction. The combination of approaches and tools can improve work efficiency. There are the following types of marketing communications:

Advertising. A paid type of marketing communications, which involves attracting the attention of the audience and delivering a message through different communication channels. It is possible to use radio, television, social networks, billboards and other ATL, TTL or BTL advertising tools.

Direct marketing. This type of marketing communications is aimed at transferring information personally to the client. To do this, companies use tools such as a chat bot in instant messengers, email campaigns, SMS, web push notifications, SMM, and telemarketing.

Public relations. An integral form of marketing communications for building a positive brand image, increasing awareness and nurturing brand advocates. For public relations, they use media, social networks, event marketing and other tools. PR is divided into: white, gray, black, yellow and green.

Sponsorship. Provides an excellent opportunity to increase your target audience, increase awareness and launch word of mouth. To achieve their marketing goals, companies often sponsor workshops, conferences, contests, and other events (Yoo et al., 2000).

Branding. This is a type of marketing communications that aims to build the correct associative array, strengthen an emotional connection with customers and convey brand values. Branding is an integral part of positioning and helps customers recognize a brand from hundreds of others through corporate colors, logo or product packaging designs.

Publicity. It involves promoting a brand and popularizing its products through advertising, social networks, media, social projects, and so on. Publicity is a direction of PR marketing and helps to develop close relationships with the audience, increase loyalty and build trust.

Loyalty programs. This type of marketing communications is aimed at increasing customer LTV and increasing retention rates. Loyalty programs involve accumulative bonuses and gifts for attracting new customers, purchasing goods (Mun et al., 2022).

Sales promotion. To increase demand for goods and services, companies use promotions, sales, contests, point-of-sale tastings, handing out flyers, and more. Such techniques help build brand awareness, attract new customers, and increase profits.

1.1.2 Marketing mix

The marketing mix refers to the company's utilization of a variety of marketing decision variables to advertise its goods and services. Following the identification of the market and the collecting of fundamental information about it, the next stage is to determine the market programming direction, which includes deciding on the tools and strategy to satisfy the demands of customers as well as the challenge posed by rivals (Lim, 2021). It provides the best mix of all marketing components to help businesses achieve their objectives, such as profit, sales volume, market share, and return on investment. Product, Price, Place, and Promotion are the four factors that make up the marketing mix.

The majority of marketing mix varies when marketing circumstances and environmental elements alter, which is a lucrative marketing formula (M. Singh, 2012).

The list of marketing mix elements can be lengthy or short, depending on how detailed one wants to go in categorizing the marketing processes and rules that marketing managers must consider while developing marketing programs (Powers & Loyka, 2010). When creating a marketing program to meet his company's goals, the marketing manager must consider behavioral dynamics and then juggle marketing pieces in his mix while keeping a close watch on the resources available (Borden, n.d.).

Originally, the marketing mix consisted of four elements (Figure 1), later became more complex marketing mix. Examining each element of marketing mix, it is possible to define them: the «Product» element answers the question «What does the market or target audience need? », and the element «Promotion» answers the question «How will information about the company's product be disseminated on the market? », the "Price" element helps to determine the selling price of a product and assess the level of profitability of sales, the «Place» element helps to build the correct distribution model (or the way of goods' delivery to the final consumer). As competition intensified in all markets, the 4P mix marketing model also changed and evolved first into the 5P model and then into the 7P model. (Figure 2). The main components of the 4P marketing mix: Product, Price, Place, Promotional and 5P model with the category People can be used by any company. The new 2P's included in the 7P model: Process and Physical Evidence are more relevant to the B2B (business-to-business) market and are suitable for the marketing mix in the service market (Constantinides, 2010).

The term «People» originated in relation to the development of relationship marketing and service marketing. This element is significant due to a meaningful impact on how the product is perceived by the target consumer. «Process» is the term referring to the B2B market and the service market. The term describes the process of interaction between a consumer and a company (Bruner, 1988). Particular attention is paid to this interaction, since it is this interaction that serves as the basis for making a purchase in the market and building customer loyalty. The goal is to make the purchase and use of the service as comfortable as possible for the consumer. «Physical evidence» describes what surrounds the consumer at the time of purchasing a service (Andreini, 2005). The physical environment allows you to form the correct image of the company, highlight the distinctive characteristics of the product. An example of the importance of the physical environment is the importance of the furnishings of a five-star hotel room.



Figure 2. Definition of 4P Marketing Mix. Source: own research.



Figure 3. Definition of 5P and 7P Marketing Mix. Source: own research.

1.2 Sponsorship as the marketing promotional tool

The purpose of this thesis is to look more closely at marketing communication methods whose objective is to raise brand recognition, particularly marketing instruments like sponsorship.

1.2.1 Sponsorship's history and modern approach

History. Sandler and Shani (1993) developed the notion of sponsorship as an essential component of the marketing mix. They offer the following definition: "Sponsorship is the provision of resources (money, people, or equipment) by an organization directly to an event or activity in exchange for a direct association to the event or activity" (Sandler & Shani, 1993).

The notion of sponsorship first existed in the Roman and Greek eras, and from Greek language it means "guarantor." After that, for over a hundred years, this notion left a lasting influence, and despite its relatively short existence, the sponsorship sector has achieved significant gains. Nowadays, it is unusual to find a public event that is not sponsored in some form (Dolphin, 2003).

Appraisal of brand image implements preventive sponsorship was limited until the dawn of the twenty-century due to the complexities associated with measuring image change, a lack of knowledge and experience with suitable and standardized practices and techniques, and an overall shortage of funds assigned to the examination of sponsorship efficacy. Sponsors' interest in monitoring the success of their sponsorship investment has grown in recent years as a result of tough competition for sponsorship dollars and a tightening economy (Papadimitriou & Apostolopoulou, 2008). The technical advancements associated with athletic events, as well as the increased media attention in such actions, explain to some part the continual growth in sport-related sponsorship spending (Cornwell et al., 2005). Every year more and more money is spent on corporate sponsorship. In 1994 it reached \$13 billion, while this number in 2014 was \$57 billion and in 2020 it accounted for more than \$67 billion (IEG 2020, 2020). Sports sponsorship accounts for the largest share of sponsorship spending, with approximately two-thirds of overall sponsorship investments (Grohs, 2015).

Sponsorship has emerged as part of a larger trend known as 'indirect marketing.' In contrast to conventional marketing, which is done at a distance, corporations with strong brands are increasingly looking for methods to get near to their customers and engage in their daily lives (Bettina Cornwell & Kwak, 2019). When compared to brand promotion via the media, sponsorship is a more cost-effective choice with fewer laws and standards. It enables marketers to be more imaginative in terms of how targets might be fulfilled and whether those objectives are flexible. Sponsorship has a considerable (if not enormous) impact on generating sales, brand awareness, increasing staff morale, and improving company reputation (Dolphin, 2003).

Advertising and sponsorship are increasingly viewed as complementary components of a comprehensive communication strategy. They have some of the same goals (for example, awareness and image), but they communicate their messages in different methods. Advertising messages are often more clear, unambiguous, and controllable. Sponsorship, on the other hand, provides virtually endless target selection possibilities and can bypass some communication hurdles (Walliser, 2003). According to Gwinner & Swanson (2003), nowadays, sponsorship is regarded as one of the most powerful marketing communication methods, allowing businesses to build strong ties with their consumers. Furthermore, sponsorship advertising is frequently referred to as the easiest method of marketing by knowledgeable teams of experts in global businesses. This may be driven by the fact that a firm must pay a certain amount of money to another organization while profiting from the activity of that organization.

Modern approach and objectives. People are urging for a sense of belonging to some group as the globe gets larger and more impersonal. Various hobbies and interests, such as sports, may frequently provide a sense of belonging. Those activities become an important part of people's lives because they make them feel as though they are a part of what is going on. The current phenomenon of people's emotions is a big benefit for marketers. At this stage, sponsorship is becoming a more powerful marketing tool. Positive comments from highly involved sports customers are more likely under specific circumstances. In general, sport consumers are more directly invested in events, teams, or individual athletes, and will respond better to sponsors of these types of sports properties than to sponsors of contests or athletic broadcasts (Bettina Cornwell & Kwak, 2019).

To fully grasp the benefits of sponsorship, it is helpful to analyze how it differs from advertising. Consumers often perceive advertising as a self-serving activity; they assume that the firm or brand being marketed is only interested in promoting their interests. Consumers may even assume that the corporation is attempting to compel them into purchasing the goods. Customers may become skeptical and distrustful of ads as a result, and they may choose to resist by ignoring or hating the promoted goods. Consumers, on the other hand, are more inclined to believe that sponsorship offers benefits other than those for the sponsor (Smith, 2008).

Sponsors and sports properties will have various goals in mind as a consequence of a successful partnership. The two most typical goals for sponsors are to improve brand image and raise brand awareness. The most frequent purpose for the sports property is to seek financial assistance, which in turn allows accomplishing other administrative and developmental goals. While these are the most prevalent, sponsoring goals can vary widely based on the size of the partners, the nature of the sponsorship agreement, and the sort of sporting property being sponsored. As a result, both the owner of the sporting asset and the sponsor must understand the goals of a sponsorship deal (Walliser, 2003).

Although some non-marketing goals will be mentioned shortly, for a sponsor, the objectives of a sports sponsorship program are general marketing goals. Table 1 describes objectives and to which market segment it is related:

Table 1. Sport Sponsorship objectives for Sponsors Source: own research, Inspired by (Smith, 2008)

Market segment	Objective
General public	To promote the public image of the organization
	To form a general brand perception
	To increase general public awareness of the organization and/or product
Target market	To increase consumer awareness of a product/ service/brand
	To develop brand equity
	To promote brand loyalty
Distribution channels members	To increase sales to channel members
	To promote discounts and deals from channel members
Internal stakeholders	To improve staff morale and relations
	To increase staff satisfaction
	To promote the satisfaction of shareholders

1.2.2 Sponsorship as an element of the communication mix

From an organizational and legal point of view, sponsorship can be seen as a system of mutually beneficial contractual relations between the sponsor and the subsidized party (the recipient), whose overall objective is to achieve the sponsor's communication and marketing objectives.

The nature of this relationship is clearly regulated and based on the principle of fulfilling the obligations undertaken by each party. In most cases, these obligations are set out in the contracts that

are signed. For example, the sponsor undertakes to make money and/or other entrepreneurial resources (e.g. goods, services, raw materials, etc.) available to the sponsored party. Specific individuals, groups, organizations or events, various campaigns in various fields of human activity may be sponsored. On the other hand, the recipient commits to undertake actions that shall directly or indirectly contribute to the achievement of the sponsor's marketing objectives. The set of benefits received by the sponsor is usually referred to as the sponsorship package (Smith et al., 2008).

As a synthetic means of marketing communications, sponsorship is a complex set of techniques and measures that include elements of such means as public relations, advertising, and sales promotion. Depending on the type of primary target audience, all the communication activities of a sponsoring firm can have three main directions:

1. The formation of marketing communications of the sponsoring firm with its target client markets.
2. Establishing a favorable general public opinion (or working "for the general public").
3. Communications aimed at the firm's own personnel.

This division is purely tentative: building a positive image of the sponsor in the wider public opinion in one way or another affects the target client market and has a positive effect on the motivation of the firm's own personnel. At the same time, it is necessary to define a communication goal in order to achieve the best results from the sponsorship cooperation. Table 2 outlines the major communications objectives of sports organizations as owners of sports properties.

Table 2. Sport Sponsorship communications objectives for Sport properties. Source: own research, Inspired by (Smith et al., 2008)

Activity Area	Objective
Corporate objectives	To promote the public image of the sports property through a credible association and brand match up
	To increase mass media exposure and public relations
	To increase general public awareness of the property and/or product
Operational objectives	To obtain funding, resources, and/or services to support operation and development
	To increase staff satisfaction
	To promote credibility with stakeholders

Marketing objectives	To increase consumer awareness
	To increase credibility among consumers
	To establish a brand association between the sports organization and sponsor to create an 'image transfer' from the sport product
	To position or re-position the sports brand in the minds of consumers
	To promote discounts and deals from the channel members

The most promising and frequently subsidized areas of activities in which sponsors invest are: sports, cultural sphere and social sphere.

Western researchers' perceptions on this issue differs. For example, Toscani & Prendergast (2019) noted the commercial orientation of sponsorship and George K. Amoako, (2012) has pointed out that the mechanism of sponsorship is about the transferring the values to another subject. Al-Nsour (2020) implied that the main effect of sponsorship should be to increase consumer awareness of the brand and at the same time Cornwell et al., (2005) identified risk as a feature of sponsorship, which is associated with the uncertainty of the outcome, uniting this phenomenon with advertising. Tufail et al., (2014), a popular international specialist in strategic marketing and management, has argued that «sponsorship is a commercial activity, it implies two-way rights and responsibilities - material or financial support for the sponsored action, and the methodical exploitation of the action by the company. Thus, sponsorship is different from patronage, which is dominated by generosity and a disinterest in profit. » Smith et al., (2008), an author of books on marketing from Germany, cites sponsorship as one of the priorities of entrepreneurial communication.

1.3 Motorsport

Motorsport is a significant component of the social and commercial fabric of modern countries. It holds a significant role in popular and athletic culture all across the world. From the Silverstone, Nürburgring, and Monaco Formula One racetracks in Europe to Canada's Circuit Gilles-Villeneuve in North America to Brazil's Interlagos in South America to the Shanghai International Circuit in China and the desert plains of Africa for the Paris-Dakar Rally to the long straights of Australia's Mount Panorama, Bathurst, and Phillip Island, motorsport is of historic and global significance in its various forms (Dingle, 2019).

Surprisingly, the Fédération Internationale de l'Automobile (FIA), the world's regulatory organization for motorsport, does not define motorsport in its 'Statutes,' 'Regulations,' or the International Sporting Code. The FIA, on the other hand, defines the term "automobile" as a machine with four wheels that must always be in contact with the ground; steering must be provided by at least two of the wheels (Grant-Braham & Britton, 2012).

1.3.1 Motorsport in the world

As a sport, it is also highly diverse: the phrase "motorsport" refers to a variety of important racing categories. Formula One, Indy Car, Stock Car, Rally, Drag Racing, Go-Karts, Dune Buggies, and trucks are just a few examples of four-wheeled vehicles. Superbikes, Motocross, Quad Bikes, and the spinoff Snocross contests are all forms of motorcycle racing. While motorsport is mostly a land-based sport, it also includes onshore and offshore speedboat racing. Many motorsport categories are further subdivided into onroad or track racing and offroad racing. Within each main category, racing is further subdivided into a variety of competitions based on body shape, engine capacity, and vehicle manufacturer, each having its own quirks and technical criteria (Papadimitriou & Apostolopoulou, 2008).

However, there are two essential similarities across all types of racing. The first is that participants place a high priority on competitiveness - winning competitions and how they do so. As a result, documenting, quantifying, and measuring progress toward victory is a common feature, and speed, engine size, engine power, and aerodynamic efficiency are frequently addressed by players, pundits, and spectators. The second point in common is that all forms of racing rely on the physical resources of the earth, with the majority relying heavily on crude oil as an energy source for propulsion (Cornwell et al., 2001).

The development of the environment in general, and global climate change in particular, as global social, political, and economic challenges in recent years has prompted a re-examination of several aspects of human activity. How we utilize power and the sources from which we obtain it are currently hotly disputed in the realms of government, trade, and among individuals. While racing is widely covered in electronic and print media across the world, there has been minimal scholarly research into the sport's environmental sustainability. The purpose of this study is to evaluate a selection of literature on motorsport and sustainability in order to contribute to knowing whether racing, in general, is an ecologically sustainable practice (E. S. Potkanowicz & Mendel, 2013).

1.3.2 Motorsport in Russia

Automobile sports appeared in Russia at the end of the 19th century, and tsarist Russia at that time was an advanced power. The first race was held on Russian territory in 1898. In the spring of 1904, several automobile clubs in Russia united in the RAO (Russian Automobile Society) and suggested that the clubs of other countries create the AIAA (the progenitor of the current IAF - the International Automobile Federation), which was done (Ilyin, 2019).

After the Second World War, Vasily Stalin became seriously interested in the idea of putting the "red falcons" into the races of the Formula 1 championship and winning it. However, the developed racing car did not have any influence on the development of Soviet motor sports and domestic racing technology. In addition, in those years the USSR was not represented in the FIA, and officially international records set by Soviet racers were not registered (Ilyin, 2019).

The last linear race took place in 1960, after which the competition was transferred to special ring tracks - albeit not perfect, but permanent, which began their work in Leningrad, Tallinn, Minsk, Riga. They annually held 12-15 races ("Sci. Mot.," 2018). By the mid 80s. circuit racing reached its peak, having received the support of automobile factories and great public attention. Before the collapse of the USSR, road racing developed systematically, and in the late 80s. The following racing tracks functioned in the Soviet Union: "The Seagull (Kyiv); "Rustavi" (Tbilisi); "Bikernieki" (Riga); Borovaya (Minsk); "Pirita" (Tallinn); temporary track around the Luzhniki stadium (Moscow); temporary track "Nevsky Ring" around the stadium. Kirov (Leningrad). The bulk of the athletes concentrated in Moscow, Leningrad, Minsk, Riga, Tbilisi, Donetsk, Krasnodar, Tallinn, Vilnius, Gorky, Togliatti (E. Potkanowicz et al., n.d.) By this time, circuit and hippodrome races, rallies, cross-country races, all-around events (the national championships were played), hill climbing, and record races were being cultivated in the country.

Later, in the early 90s, motor sports in Russia literally ceased to exist overnight. After the collapse of the USSR, it turned out that in Russia there is not a single stationary race track: all the racetracks remained in the union republics. At first, the races were held in Moscow on a temporary track on Sparrow Hills (Dingle, 2009).

The Nizhny Novgorod Ring, Russia's first professional racing track, was inaugurated in 2010. The same year, a contract was signed for the building of the Sochi Autodrom in Krasnodar Territory, which will host the Formula One Grand Prix beginning in 2014. Vitaly Petrov, a Russian racer, debuts in the "motorsport queens" series. Daniil Kvyat enters the inaugural "formula" in 2014, Sergey Sirotkin in 2018, and Daniil Kvyat again in 2019. However, due to a variety of factors and situations, motor sports in Russia have not developed into a unified economic structure (Dingle, 2009).

1.3.3 Motorsport sponsorship

Bennett (1995) illustrates the importance of sponsorship in motorsport by saying, "If television coverage gives the oxygen for F1, sponsorship is its life-blood, and this is common to all kinds of racing, which is an expensive business. When discussing Midland's F1 sponsorship, Hynes (2006) took a different approach. He questioned the significance of advertising itself rather than its brands for the "faceless firm" that owns "a hodgepodge of unglamorous, non-consumer items."

Because the FIA F1 World Championship is the most broadcast global sport, second only to the Summer Olympics and the FIFA World Cup in terms of worldwide popularity and appeal, (Næss, 2020) sponsors have the opportunity to access the world's richest markets concurrently through a single channel of communication (Grant-Braham & Britton, 2012). Danka, for example, used F1 sponsorship as an integral part of their marketing strategy, with the overall goal of establishing Danka as a "world-class and instantly recognizable brand" through three core objectives: establish and raise brand awareness, explain what Danka is and does (via international advertising, PR, and other support activities), and continue to expand the business (via direct marketing / sales campaigns) (Cornwell et al., 2001).

According to Edwards (1987), motor racing sponsorship offers two major sponsorship benefits over other sports. For starters, racing vehicles and drivers provide the opportunity to use moving and live promotional elements. Second, racing offers an extremely diverse sponsorship package, as well as a platform to reach a clearly defined audience and television exposure (Grant-Braham, n.d.) It promotes flexibility and a wide range of brand marketing opportunities, such as sponsorship of events, series, drivers, or teams. Market-by-market targeting is available, allowing for more effective marketing budget allocation, and there is a long season, often lasting eight or nine months, offering exposure across the majority of the year (Weinreich et al., 2010).

Sponsors not only force and push for changes and development, but are ready to share their own expertise in the field of sports marketing. This applies to both Russian and international brands. First of all, the sponsorship is in the provision of resources, since sports teams always have a need for certain car parts; also, they are engaged in the implementation and maintenance of new joint projects.

1.3.4 Motorsport sponsorship in Russia

A number of sports organizations have managed to build a commercial model in which funding comes exclusively from commercial projects. For example, the Russian Football Premier League has no government subsidies. She seeks to earn independently by attracting commercial projects. In particular, now the title sponsor of the league is the private insurance company Rossgosstrakh. The

return of Rossgostrakh, which, after a short pause, resumed cooperation with the Premier League, happened precisely because the company has a positive effect from such cooperation.

Many sponsoring models are built on commercial relationships with brands and building long-term partnerships aimed at synergizing such projects and reinforcing the values of each brand. So, quite recently, the global producer of soft drinks and foodstuffs - PepsiCo - became a partner of the Lokomotiv football club.

One of the most successful Russian projects is the activation of the Silk Road 2016 together with Red Bull and Total, as well as a media event with the Peugeot Sport team on the eve of the Silk Road start and the KAMAZ-master museum with a show car on Red Square on the first day of that rally.

Brands are interested in the commercial value of their investments. They will come into the industry and become sponsors if sports return better than investments in other channels of communication with consumers. According to Andrey Schepkin (2018) marketing director of the KAMAZ-master team, Russian motorsports marketing is in its infancy in comparison with global trends and trends: "Today, sports marketing performs rather a service function than acts as a driver, and, as a rule, one or another sponsorship is first «assigned», and without specific market goals and KPIs, and then an attempt is made to activate it." That is, the goals and objectives of sports marketing are secondary, and there is no clear understanding of how and what to do, and most importantly, why? The position of the rightsholders is often not conducive to changing the situation (*Sport-marketing industry in Russia*, n.d.).

The key stakeholders for the motorsport sponsorship in Russia:

Team Sponsors, racetrack sponsors, racing driver sponsors, broadcast sponsors (Ilyn, 2019).

Commercial brands have a strong interest in sponsoring motorsport teams and this is directly related to the number of sporting events watched. For example, the Dakar rally shows that the interest in watching is quite high, even considering the fact that due to the specifics of this sport it is difficult to see live broadcasts of the rally on TV. The maximum is online broadcasts and highlights based on the results of each stage of the race and news stories. As opposed to this, there is Formula-1, where the entire race is one commercial. Teams are counting on the digital component, the development of new technologies and a move away from TV dependence in terms of the income of the sports team. There are few main top races which are popular among Russian fans (Figure 4).

The brands' interest in sponsoring motorsports is based not only on the team's athletic performance but also on the versatility of marketing tools for solving specific problems of a particular brand, both of the B2B, B2G and B2C markets. Due to the absence of many competitors in the domestic market, Russian motorsport teams have the opportunity to attract international brands into partnerships.

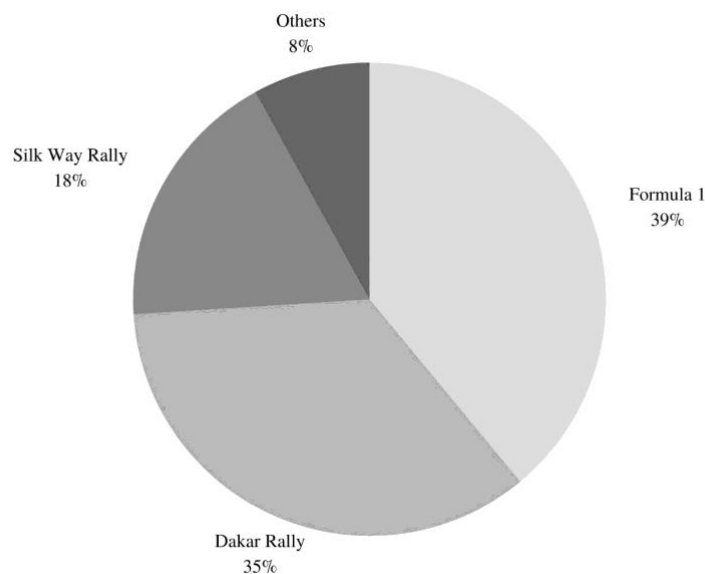


Figure 4. Top race series among Russian fans (%). Source: Nielsen Sports (2016)

1.4 Brand

A brand is intangible images, values, associations that arise in the mind of the consumer. The expectations and hopes that people place on the product offered by the company. Change in value orientations and desires after contact with the brand or a reminder of it. The difference is in mood and emotions, something new, inspiring and motivating that is born after a purchase.

People perceive strong brands as a ticket to a special world, the presence in which is sometimes more important than the consumption process itself. This happens because the energy of the brand is projected onto the buyer, conveys a sense of strength, belonging to something beautiful and meaningful. In the same way that a brand helps a company to stand out against the background of numerous competitors, it gives the buyer the opportunity to stand out, to demonstrate a special view of the world or status. The brand concept drives consumer thinking (see Calder, 2000).

Businesses utilize branding to set themselves out from their competitors' products and services (Martin & Sunley, 2003). The brand comprises a collection of product or service attributes connected with that specific brand name and serves to identify the product/service in the market (Escalas & Bettman, 2003).

The brand's distinctiveness is an important characteristic, and the brand itself plays an important part in anchoring marketing activities (Whan Park et al., 2010). Brands must be articulated and positioned in the marketplace once they have been formed (Keller & Lehmann, 2006). In doing so, it is critical to verify that the brand's features correspond to customer expectations. For example, if customers are

dissatisfied with the quality of a high-priced clothing brand, they may respond badly and may refuse to purchase the brand again in the future (Keller & Lehmann, 2006).

Employees' attitudes toward the firm and brand (e.g., pride or enthusiasm) are important factors in branding organization for both services and physical items. The manner in which the brand is communicated and explained inside the organization is critical (Hollebeek & Macky, 2019).

1.4.1 Brand awareness

Most businesses' ultimate objective is to grow sales and profits. Ideally, you want to attract new clients while encouraging customer retention (Escalas & Bettman, 2003). Brand awareness is the level to which consumers and potential buyers are aware of your company and its goods (Yoo et al., 2000). Within a week of its release, polls revealed that more than 90% of US consumers had heard of the iPhone from advertising and news stories (Hollebeek et al., 2014). This is an extremely high level of brand awareness.

Brand recognition is an important issue that is sometimes disregarded in discussions of advertising strategy. It is defined as a buyer's capacity to recognize a brand within a category in enough detail to make a purchase (Hollebeek et al., 2014). It is vital to note that sufficient information does not necessarily necessitate brand recognition. Often, a visual representation of the box is all that is required to elicit a response to the brand (Rojas-Lamorena et al., 2022). Furthermore, recall of the name is not always essential because brand awareness may be achieved through brand recognition. Brand awareness does not necessitate brand recall when a brand is recognized at the moment of purchase (Karpinski & Steinman, 2006). This is an important issue when considering brand recognition as a communication goal (Jensen & Whitfield, 2022).

In reality, marketing and advertising executives frequently misunderstand this distinction. The challenge stems from the crucial distinction between recognition and recall, which is critical in advertising strategy (Ali et al., 2022). Brand recall and brand recognition are two forms of brand awareness.

Table 3. Forms of Brand Awareness. Source (Ali et al., 2022)

Brand Awareness	
Brand recognition (at point of purchase)	Brand Recall (prior to purchase)

In many buying circumstances, the brand is actually offered to the buyer first, prompting the consumer to examine the relevance of category need: Do I truly need or desire this? The buyer's mental chain is as follows: Recognizing the brand reminds me of a category need. It is critical to note that a brand may fail a recall test yet be recognized and purchased in the shop at the moment of the purchase decision (Karpinski & Steinman, 2006).

The brand is not present in other decision-making circumstances. A category requirement is first encountered, and the consumer then depends on memory to develop probable answers (K. P. Gwinner & Eaton, 1999). In this instance, the consumer must remember a brand, or numerous brands, in order to select. For example, if a family decides to eat at a fast-food restaurant for lunch, they are unlikely to drive about until they find one they prefer. Instead, they will recollect various choices from memory, choose one, and then go there for lunch. In most cases, the first recalled brand (given a good attitude) will get the contract (Hoeffler & Keller, 2002).

Kotler and Keller, (2012) define brand awareness as a "personal meaning about a brand retained in consumer memory, that is, all descriptive and evaluative brand-related knowledge" (p.596), which corresponds to a brand's cognitive portrayal. It is concerned with the likelihood and ease with which a brand will come to mind. Brand awareness is made up of two components: brand familiarity and brand recognizability (Kotler & Keller, 2016a). Consumer awareness of the company or brand may be identified as a stepping stone in the consumer purchase process.

A higher level of knowledge can increase the likelihood of a consumer purchasing a product or service. It has the potential to give the organization with a long-term, sustainable competitive edge. Social marketers focus on raising public awareness in order to influence attitudes, associations, and opinions about a certain organization or brand (Hollebeek et al., 2014). Foroudi (2019) discovered that people like to buy things they recognize since products that are recognizable are frequently preferred. They concluded that raising awareness is crucial for influencing behavior in buying situations. Higher levels of customer brand awareness elevate the brand, increasing the possibility that the brand will be remembered in buying scenarios (Melewar et al., 2017).

In general, brand awareness is a broad and nebulous concept that is intuitively recognized by individuals in most businesses. It is a tactic that focuses on identifying and increasing the familiarity and recognizability of a target audience to a certain brand (Mun et al., 2022). Customer awareness is a tool used by businesses to influence consumer attitudes about a brand or company by developing associations and beliefs among a target audience about a specific organization or product (Keller & Lehmann, 2006). To determine the success of a consumer's attitude toward a brand or company, it is necessary to develop favorable brand association and brand belief (Escalas & Bettman, 2005).

1.4.2 Brand awareness in motorsport

Motorsport offers unique marketing opportunities for brand awareness and development. The uniqueness of these opportunities is in the fact that all motorsport is entirely dependent on sponsors due to the high cost of competition, and therefore the marketing component of motorsport is the most integrated part of the sports competition process (Bäckman & Mella, 2020).

The main objective of any brand communication is to establish a stable positive association in the consumer's mind, in other words to create a positive brand awareness. To this end, many companies try to associate their brands with events that are perceived as positive by the target audience. Equally important is the associative or logical connection between the brand and the communication channel, i.e. their congruence. According to the concept of congruence, the less obvious the connection between the brand and the communication channel, the lower the effectiveness of the communication. Conversely, the obviousness of the connection is less important than the coherence of the rationale for the connection. Successful justification can make the connection understandable and memorable. It is the high degree of integration in marketing that allows motorsport to offer the most effective brand communication solutions. In addition, the technology of brand communication in motorsport itself is being used a lot compared to other sports, as it has been practiced and refined over decades. These days, the impact of motorsport on brands can hardly be overestimated and many international multi-brands are inextricably linked to motor racing (Jalleh et al., 2016).

There is the key factor why it is easier to achieve brand awareness through motorsport: the perception of traditional advertising is mostly negative (people do not watch TV and read newspapers for the purpose of advertising, but to get information, and advertising is forced on them). In motorsport, the situation is the opposite – the audience is interested in all the promotional stickers on the car of their favorite racing driver or team, and they are happy to pay money for souvenir products with racing symbols (of which advertising messages are an integral part), i.e. for the opportunity to advertise the brand themselves (Tufail et al., 2014).

2 METHODOLOGY

2.1 The main goal and sub-goals

The main goal of the thesis is to suggest a company and a sponsorship package for the future sponsorship cooperation based on the research results on brand awareness.

In order to achieve it the following subgoals were set:

1. To ascertain how the team chooses the sponsors and communicates with them.
2. To determine if brand awareness depends on the level of involvement in the motorsport
3. To evaluate the result of the current sponsorship strategy
4. To suggest the most effective company for the future sponsorship cooperation that will increase the brand awareness of Kamaz Master Team

2.2 Research questions

In the frames of this thesis work the following research questions aimed to be answered:

Question 1: How does current sponsorship strategy affect the brand awareness of the team through the general audience?

Question 2: What improvements of the sponsorship strategy can be developed in terms of increasing brand awareness?

Question 3: What is the most effective company for the future sponsorship cooperation that will increase the brand awareness of Kamaz Master Team?

2.3 Research methods

Primary and secondary data are required for this study. The primary data was collected through a survey, which has been chosen as the research method for this study. The questionnaire contains constructs from the goals and sub-goals and each of them were measured with statements. The quantitative research allowed us to conduct the survey among the different categories of people. According to Kumar & Thirumoorthi (2019) sampling is the process of selecting a few people (a sample) from a bigger group (the sampling population) to become the basis for estimating or predicting the prevalence of an unknown piece of information, situation or outcome regarding the bigger group. In other words, a sample is a subgroup of the population you are interested in. The 'rule of thumb' for calculating sample size was provided by Roscoe (1975), who stated that a sample size of 30 to 500 is the most acceptable for research investigations. As the measurement tool of the level of agreement with the statements will be used a Likert scale from one to five and opened questions.

Initially, the questionnaire was designed in English, afterwards translated into the local language of the country and then distributed. Before questionnaire distribution, a pilot study was carried out. The disadvantages of this method are: the sample number of responders is difficult to regulate or count; the honesty and credibility of the answers is questionable; low motivation of the respondents to participate – in both of the disadvantages the issue is that because the questionnaire was delivered through the internet. The advantages of this method are: the possibility of obtaining information from a large number of respondents - the survey as a research method does not limit the number of participants, as well as ensuring a high level of mass surveying. Questionnaires are cost effective and operative - there are other advantages allowing to use this method effectively.

Qualitative research is a type of study that focuses on the individual. Within the context of a conducted research, qualitative research provides an opportunity to explore the event with its detailed description, the interaction between people, and the things related to the investigated phenomena, as well as to obtain in-depth information about "contextual understanding" of values, behavior, beliefs, and many more (Bryman and Bell, 2011). The use of qualitative research methodologies allows for the combination of context awareness and thorough explanations of 'how' (Azungah, 2018). It also opens up the option of broadening the scope of future results through interpretations and meanings. The disadvantages of this method are: interviews involve quite a lot of work in interaction with other people, if a large number of people need to be interviewed at once, the interview method is not suitable because it will take too much time; the time-consuming process of creating an interview design, because the research must be complete if it is to look at the problem from all sides and understand what questions are likely to clarify the respondent's real perceptions, if there are not enough questions, the topic will not be covered enough and if there are too many questions, the respondent will soon tire, and they will not be able to talk fully and extensively enough. Qualitative research was based on the method of interview, which was conducted in the local language, interpreted and translated to English afterwards.

II. ANALYSIS

3 INTRODUCTION OF THE RUSSIAN MOTORSPORT TEAM KAMAZ MASTER

To conduct the qualitative and quantitative research in order to figure out the impact of the sponsorship on brand awareness in the Russian motorsport industry we are going to base our research on the real motorsport team KAMAZ MASTER. Using the practical example will help us to understand the real situation in the field of sponsorship as a part of marketing communications.

3.1 Russian motorsport team Kamaz Master

The team Kamaz Master was founded in 1988. This is the only Russian motorsport team, which is based on a factory which is producing cars and successfully represents the country in the world motorsport. Kamaz Master occupies a leading place in the world ranking of automotive teams and is a multiple winner and eighteen-time gold medal winner of the Dakar super marathon, which is a rally in a very difficult desert condition (*Team Kamaz*, n.d.).

Today, the Kamaz Master team, completely formed from KAMAZ athletes, includes 5 World Cup winners, 16 international masters of sports, 12 Honored Masters of Sports of Russia, 16 masters of sports. The uniqueness of the team is that it is the only one of the top worldwide rally teams that creates, designs, and assembles racing trucks. by themselves and compete with them. For this work, the organizational structure of the team includes the necessary functional links: a design bureau, a bureau for organizing production processes, a marketing department, a chief engineer service, an accounting department and a production workshop (*Team Kamaz Master - History, Stats, Latest News, Results, Photos and Videos*, n.d.).

Since its beginning, the team has been performing only on domestic cars, popularizing Russian motorsport and promoting domestic technology at the world level. The main principle of the team is that in the design and construction of a sports truck, components, components and assemblies of manufacturers who are suppliers for the conveyor of the parent enterprise are used. In turn, rallies are a testing ground for KAMAZ trucks and engines manufacturers, in the purpose of trying technical innovations and design developments, which then go into the trucks production. The main rivals of the team at international competitions are IVECO, MAN, TATRA, RENAULT, GINAF (*KAMAZ-master Team*, n.d.).

The team has participated in the Dakar rally since 1990. In 1996, the team won this prestigious race for the first time. Since then, the team has taken part in the race 30 times and won it 18 times (including Dakar-2021) (*Team Kamaz Master - History, Stats, Latest News, Results, Photos and Videos*, n.d.). In addition, KAMAZ-master is a nine-time winner of the Silk Way international rally,

the permanent leader of the Russian rally-raid championships. Almost the entire team of Kamaz Master racers has been repeatedly awarded high government awards.

3.2 Kamaz Master sponsors and partners

The sponsors of the team are divided in three different categories:

Financial sponsors (the companies financially sponsoring the team in exchange for the promotion of their activity and printing their logotypes on the official team's merchandise) – KAMAZ, Rostec, VTB (Kamaz Master Sponsors, n.d.).

In-Kind sponsors (is a sort of sponsorship in which the sponsor commits to offer products or services instead of monetary compensation, mostly: oil, gas, fuel, renewables, spare car details) – TATNEFT, IC, Total Energies, Palfinger, ESAB, VARTA, ATM Group, GOODYEAR, WABCO, STAHLWILLE, BorgWarner, Tirsan Kardan, WEBASTO, HENKEL, GMGen Power Systems, Traumatology& Orthopedics Recovery Center, Clinic of Academician Ilizarov, Omnikomm, LEONI, TOTAL fuel (Kamaz Master Sponsors, n.d.).

Media sponsors (these sponsors provide publicity and media coverage in exchange of the sponsorship benefits) - Avtoradio, Championat, R-Sport, Vkontakte (Kamaz Master Sponsors, n.d.).

Projects (once-at-a-time cooperation for the mutual promotion) - KAMAZ MASTER has many successful activation projects with Red Bull, including the release of a special series of Red Bull products with the KAMAZ MASTER design. Also, the TV-show was made as a part of the cooperation with the production company «Art Pictures Vision» with the name: «KAMAZ. Extreme racing» in purpose to increase the company's and team's rating before the DAKAR Rally 2022.

Today, the financial model of sports clubs and organizations includes both income from commercial projects with sponsors and government subsidies. Thus, the Russian car racing team KAMAZ MASTER combines revenues from government subsidies and commercial projects in a 50/50 ratio. However, there is a limit to earnings from sponsorship and therefore the team is not yet ready to completely abandon the subsidized funding model. For a very long time, the team existed almost entirely at the expense of financial sponsors and it will take time for commercial principles and products to prevail in the structure of the team's income and, over time, fully ensure the self-sufficiency of the team. There are prerequisites for this, and in the long term the team can and should fully pay for itself (KAMAZ SUMS UP FINANCIAL RESULTS FOR 2021 ACCORDING TO RAS, n.d.).

More recently, the team's funding structure has been heavily skewed towards government support. Over the past year, the situation has changed a lot: the share of the team's commercial income amounted to about 50% of the total budget, and this trend is strengthening and growing. The sponsors

want to receive a return on their investments and to solve completely market and specific marketing, business tasks of their brands. Thus, they are pushing for changes, both structural and in the approach to working with partners. Inertia becomes less, as is the case with financial sponsors (KAMAZ (KMAZ) Financial Ratios, n.d.).

In the current situation, with a huge number of problems and challenges, sports organizations are learning to effectively interact with commercial brands. According to Media Direction Sport, KAMAZ MASTER seeks to obtain from the partner not only financing, but also expertise in its market sector, as well as gain access to much-needed technologies. The main task is to bring cooperation to a qualitatively different level than just sponsorship, which takes time.

3.3 External analysis of the current sponsorship plan

For the understanding of the current sponsorship plan and proposing new suggestions, the PEST analysis of Kamaz Master Team will be made. PEST is the marketing instrument, showing the Political, Economic, Social and Technological external aspects, influencing the company (in our case, the team).

PEST Analysis

1. Political. The current political situation around the Russian motorsport industry is controversial. From the one side, the government is supporting the industry enough from the political point of view, the political structures responsible for the motorsport development from the young age (local educational structures) do not provide enough budget for the equipment of the cars and stadiums. The motorsport budget from the Russian government from 2014 to 2020 amounted to 280 million dollars, which gives around 40 million dollars yearly. It was established that with all the equipment and contributions the approximate budget for the Kamaz Master team to participate in DAKAR Rally should be at least 13 million dollars (*Team Kamaz Master - History, Stats, Latest News, Results, Photos and Videos*, n.d.).

From the other side, based on the sponsorship strategy, if the government provides only 50% of the expenses, the other 50% (which is approximately 6,5 million dollars yearly) should be provided by the sponsors and with the economic situation nowadays this amount of money is not always possible to provide for the team.

Secondly, the level of corruption in Russia is very high. According to the data (FPRI, 2019) Russia is on the 135th place out of the 180 in the corruption perception index in the year 2017. Which makes the political sphere very vulnerable in terms of budget as well, due to there is high chance of the government-subsidized money not to reach the main goal and be stolen.

Overall, the political environment of the Kamaz Master is not very stable and the team needs more governmental support to achieve the bigger goals.

2. Economic. Analyzing the environment from the economic point of view, it is necessary to point out the main factors which could influence the team. Starting with the level of inflation, we can see the negative effect on the Kamaz Master, due to the amount of money the team receives for its activity is less valuable each year. To analyze the inflation rate, the graphic will be shown:

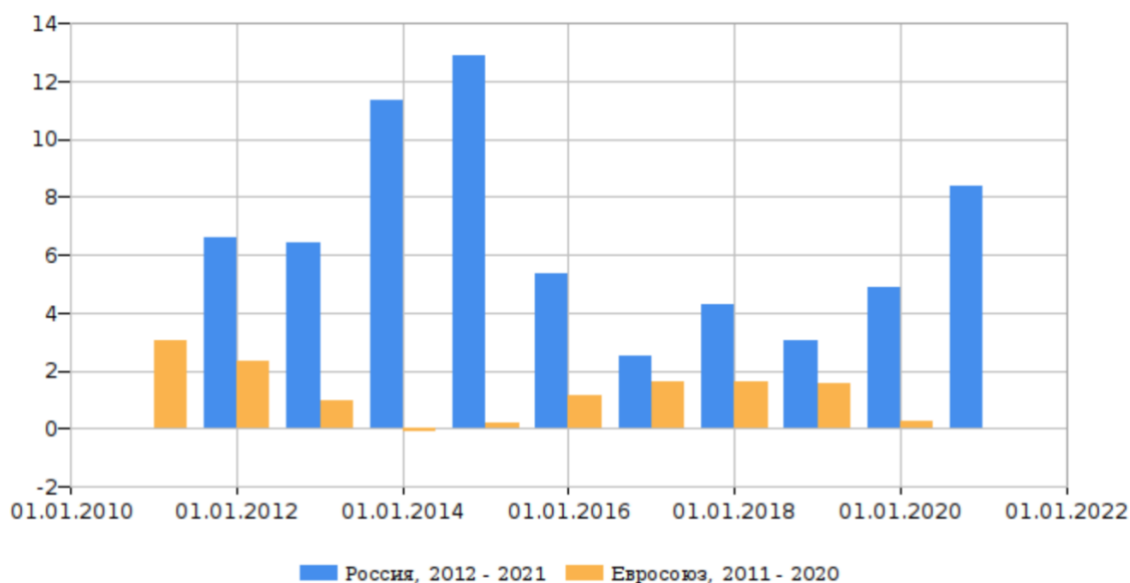


Figure 5. Inflation rate in Russia (blue) and European Union (Yellow) in 2011-2021 in percentage.
Source: (Inflation's rates in Russian Federation yearly, n.d.).

Based on this data, we can follow the tendency of the inflation rate in Russia to rise significantly over the past few years. Even though the economic situation changed for the better after 2014 (the raise is connected to the annexation of Crimea).

Another factor influencing the economic situation around the brand is the unstable position of the Russian ruble for the last few years. According to Fig. 6, the drop of the value of the RUB to USD and EUR is obvious, which gives the fragile position of this currency in the market.

Most of the competitions of Kamaz Master are International, which makes it difficult to plan the budget for the rallies in the long-term future.

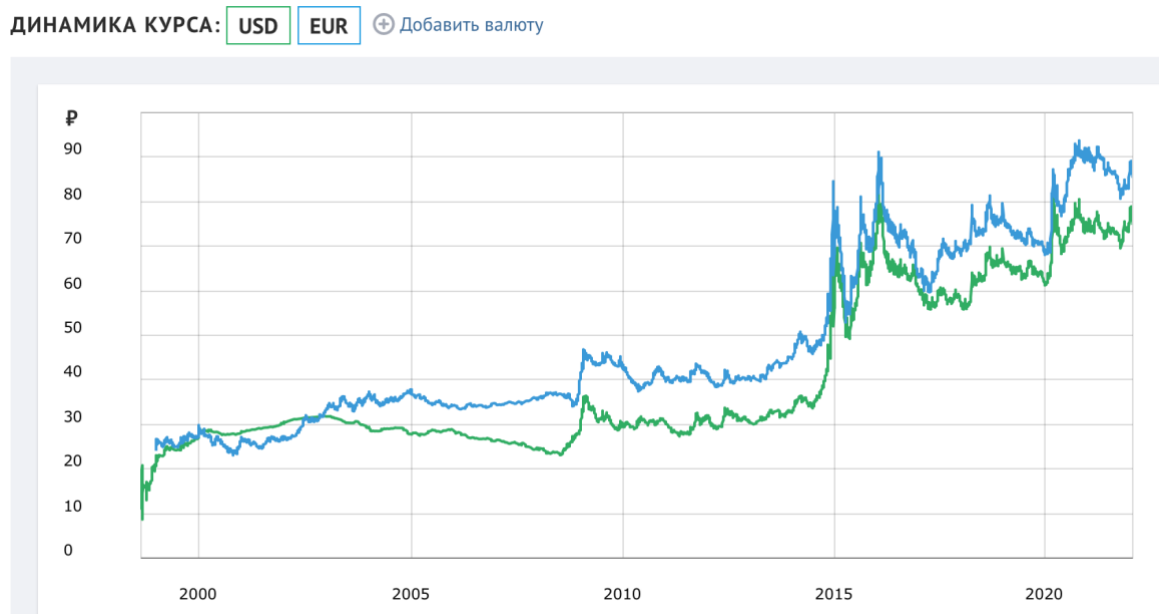


Figure 6. Cost of the Russian Ruble in USD (green) and EUR (blue)

3. Social. Social factors which may influence the activity of the team might be indicated as follows: the level of involvement in the motorsport industry based on statistical numbers of the audience and demography. The level of participation can show how people are interested in the motorsport industry in general and gives valuable information about the external social environment. Motorsport audience coverage in 2019 was: 26 000 people on the rallies, 120 000 website visits, 900 000 social media visitors, 7 149 media mentions, 731 347 online race views, 1.5 million online ad views, 9 300 radio commercials, 1 750 TV commercials. Demographics of fans of Russian rallies: 64% - men, 36% - women; 59% of respondents with an average income level; 62% - employees, 17% - students / students, 9% - businessmen; 67% of visitors have a car; 36% of the surveyed visitors came to the race for the first time, 24% go periodically, 19% go all the time, 21% go to the race very rarely; 44% of the respondents constantly follow rallies, 3% follow periodically, but 53% do not follow at all (*Inflation rates in Russian Federation yearly, n.d.*). The figure below shows the communication channels with the audience.

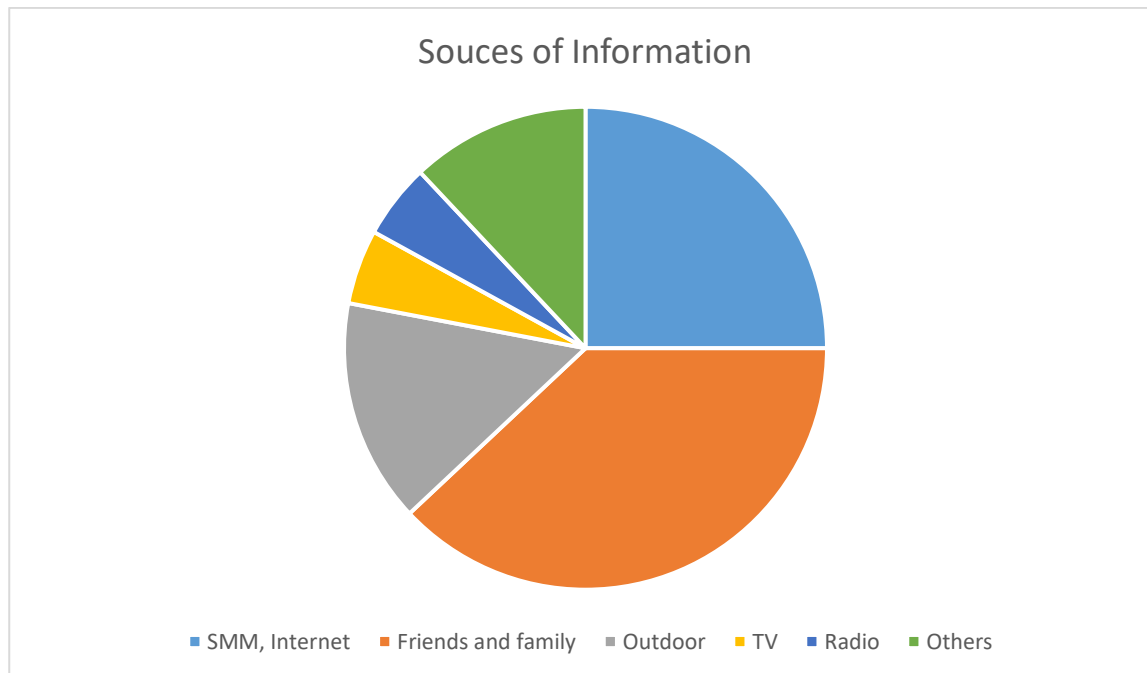


Figure 7. Channels of communication with the audience for the motorsport industry. Source: Russian Motorsport Forum-2017

4. Technological. In the modern fast developing world technological environment is one of the most crucial factors impacting any brand. Technological environment could be defined through the main technological factors for motorsport in 2022:

- Shifting focus to aerodynamics. Instead of air flow over the body of the car, the focus will shift to the ground effect, that is, the suction effect that lowers the race car towards the road. In addition, the cars have curved rear fenders, which will allow participants to influence the aerodynamics of rivals in a different way.

- Environmentally friendly fuel. Starting in 2022, Formula 1 cars will run on E10 fuel. This fuel is 10 percent plant-derived ethanol. A similar mixture of biofuels and gasoline is likely to continue until 2025. In the future, championship teams will have to switch to another option, perhaps hydrogen energy (*Inflation rates in the Russian Federation yearly, n.d.*)

- The use of vegetable components in the production of machines. Since 2021, according to the Formula 1 rules, hemp, linen, bamboo, and cotton can be used to create car components.

- Strengthening car safety. In 2022, race cars can withstand 50 percent more frontal energy impact and about twice as much side impact than in 2021. The fuel tank of cars has also become safer.

4 CHARACTERISTICS OF THE PRIMARY QUANTITATIVE RESEARCH

The unit of analysis for this research are individuals who have some contact or involvement in motorsport, also individuals connected to the team or sponsors itself. Therefore, the selection of the sample is a non-random sampling, which is not a probability sampling technique where each element in the population has an equal chance of being selected. This type of sampling was selected because it indicates if a particular characteristic exists in a population. Part of the study can be everyone above 20 till 65 years old, regardless gender and region. As already stated above this research is based on the survey strategy, specifically online questionnaires were used. According to Saunders (2009, p.360) a questionnaire can be defined as a general term to include all techniques of data collection in which each person is asked to respond to the same set of questions in a predetermined order.

The questionnaire was built using the special way to determine the general questions (such as age, gender and nationality), specific questions about motorsport (evaluation of the participants' knowledge of the subject and their interest in it) and additional questions which will allow to identify the most effective sponsor for the future partnership, according to the general audience's opinion. A total of 230 filled questionnaires were obtained from the audience. The questionnaire was filled anonymously and consisted of 15 questions (Appendix 1).

This section aims to analyze and interpret data obtained after conducting the primary research. The findings are expressed in terms of quantitative data and as mentioned before these data were obtained through online interviews. The online interview generated 230 responses from males and females of 20 to 65 years old. The findings and observations concerning each of the research objectives, as well as demographics, are summarized and presented in the next sections by the use of graphs and statistical analysis.

4.1 Demographic data

Firstly, to observe the demographics of this research, we divided it into three categories: Gender, Age and Occupation.

In the 1st question the respondents were asked to state their age from these categories: 20-29, 30-39, 40-49, 50-59, 60-65. The figure below shows the exact distribution of the respondents according to their age.

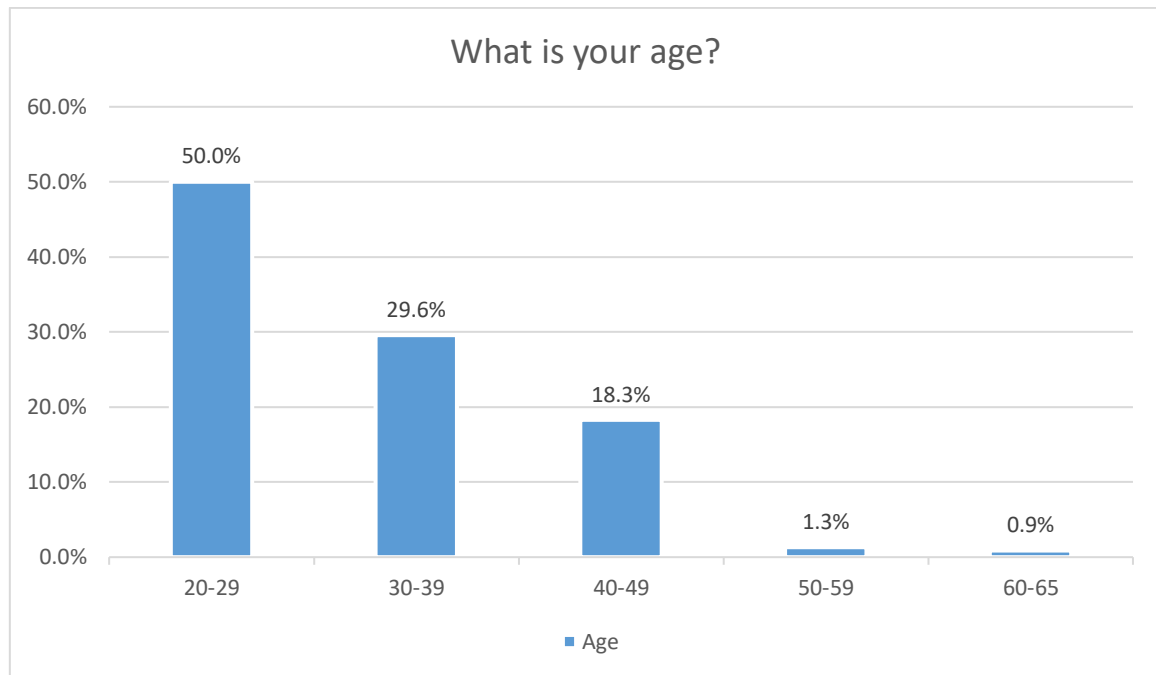


Figure 8. Question 1: What is your age?

Based on the obtained research, it is possible to conclude that most of the participant fell in age of 20-29 (50%), on the second place in the age of 30-39 (29,6%), the smaller number of participants were in the age of 50-59(1,3%) and 60-65(0,9%) was the category with the smallest number of participants.

The 2nd question was aimed to know the gender of the respondents.

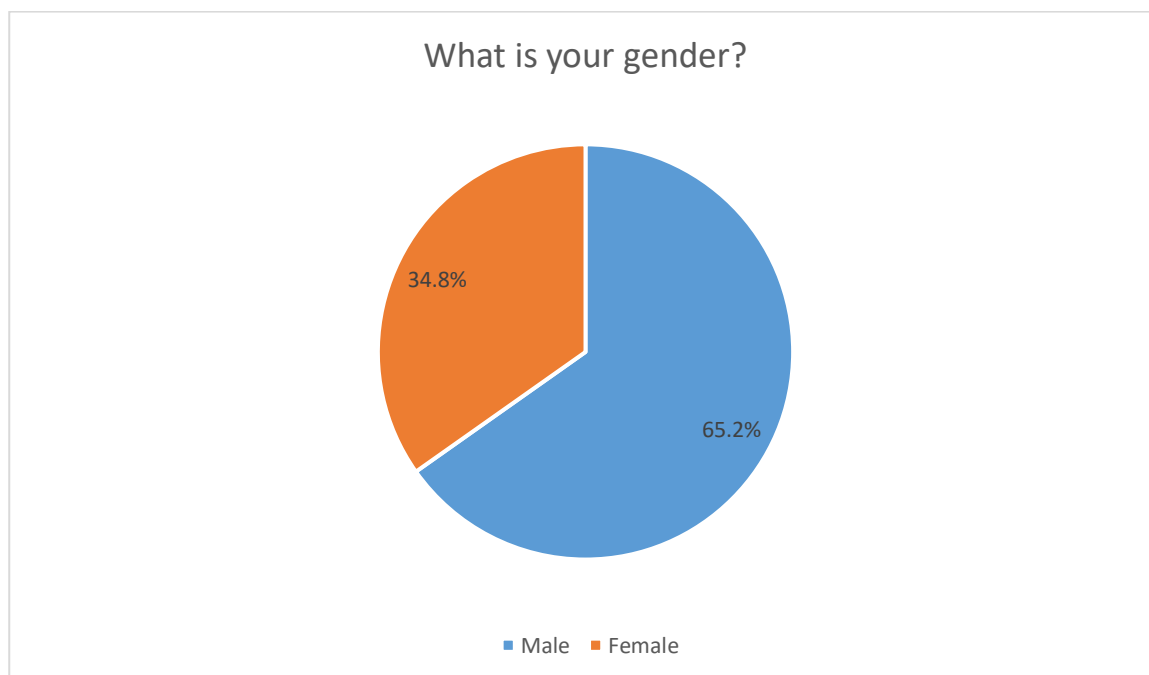


Figure 9. Question 2: what is your gender?

The offered options were «male» and «female» and it is clear from the results that more respondents chose the «male» option rather than «female». The numbers show that 65.2% were male and 34.8% were female.

In the next step **in the 3rd question** we divided the occupation into four categories and asked our respondents to choose one from the following: student, employed, unemployed and other. The results are shown in the figures below.

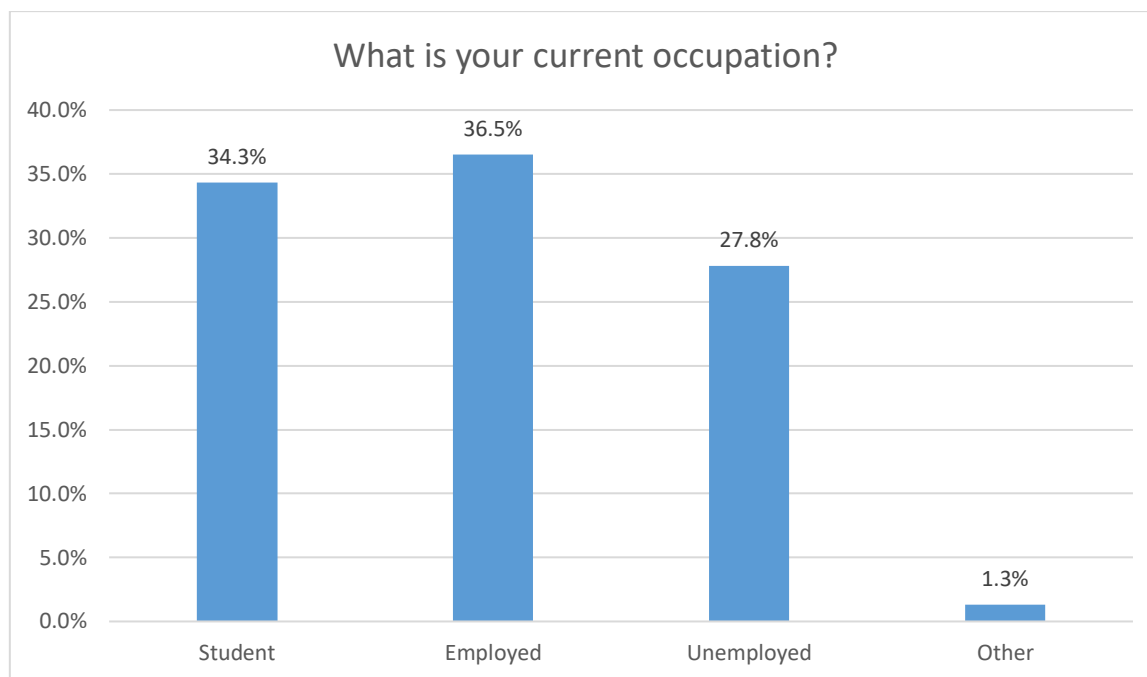


Figure 10. Question 3: What is your current occupation?

As we see from the results 36.5% of respondents were employed, 27.8% were unemployed and 34.3% were students. The option “other” was chosen by 1,30% of respondents.

Based on the results, we can conclude that the majority of respondents are male, 20-29 years old and employed.

4.2 The level of involvement

The 4th question was made in the form of a statement: I am interested in motorsport. We asked our respondents if they were interested in motorsport and the results are in figure.

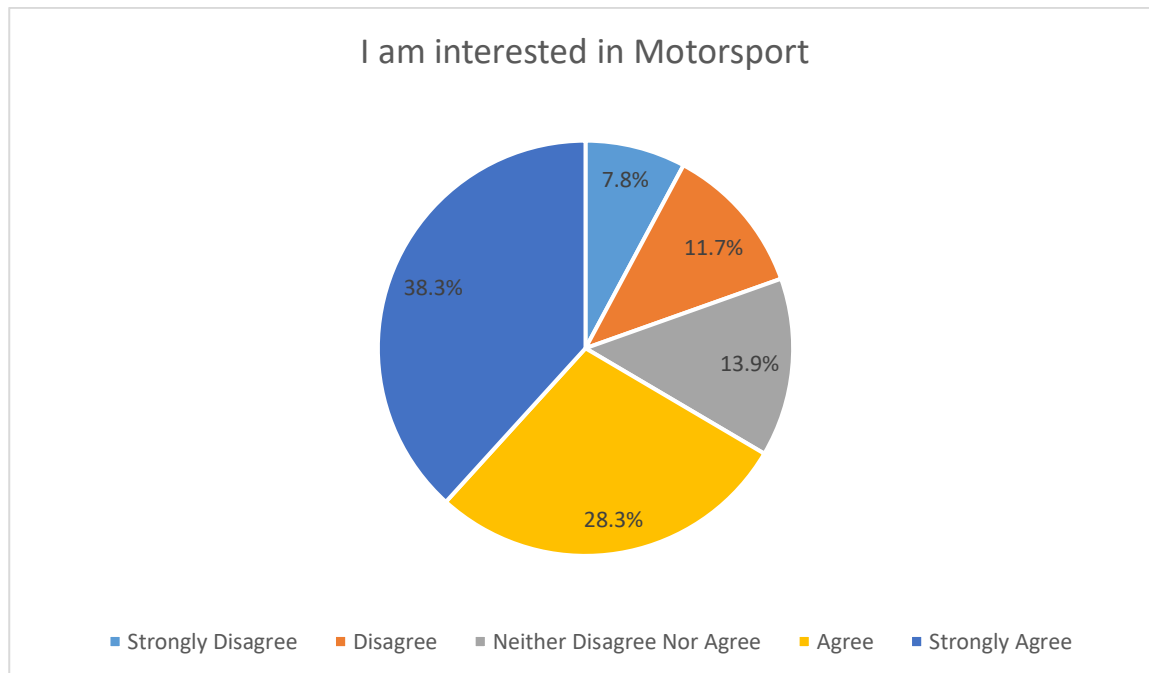


Figure 11. Question 4: I am interested in motorsport

As we see the majority, 38.3%, of the respondents strongly agreed that they are interested in Motorsport, also 28.3% replied they agree they are interested and only 11,7 % disagreed or strongly disagreed (7,8%) with this statement. Neutral option was chosen by 13,9%. The obtained information helps us to understand that most of the participants are interested in Motorsport.

In Question 5 respondents were offered to choose the level of their familiarity with Dakar – «I am familiar with Dakar». We analyzed the results of the involvement on a specific level of consumers (in our case event Dakar).

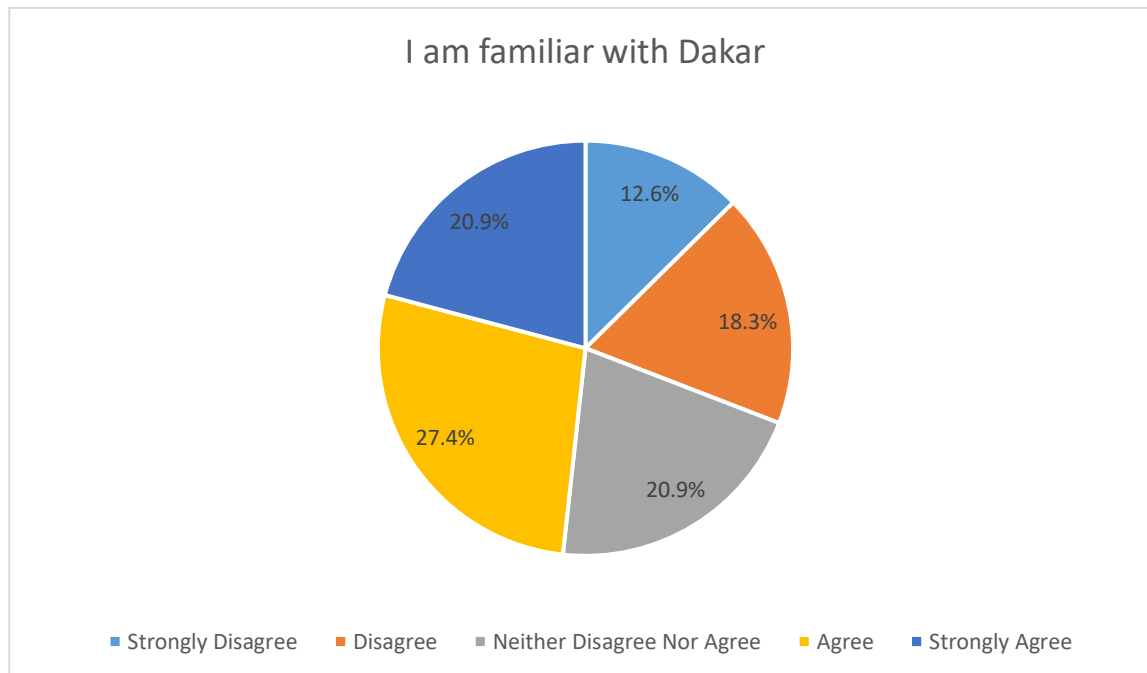


Figure 12. Question 5: I am familiar with Dakar

According to the gained data, 27,4% of the participants agreed that they are familiar with Dakar. The same number of respondents - 20,9% replied “Neither Disagree nor Agree” and “Strongly Agree”. At the same time, 18,3% disagreed with the statement and 12,6% strongly disagreed. These results lead us to the conclusion that most of the respondents are familiar with Dakar or being neutral about it and the minority doesn’t know about this rally.

We evaluated how brand awareness increases depending on the involvement in certain sports events. We identified two levels: generic (motorsport) level and specific (Dakar) level. Therefore, statistical analysis was used, specifically cross-tabulation, in order to analyze whether there is a relation between the variable's level of involvement and brand awareness. According to Bryman and Cramer (2011, p. 196), cross-tabulation is one of the simplest ways of demonstrating the presence or absence of a relationship between two variables.

From the cross-tabulation (Appendix 3), we see that respondents who agreed or strongly agreed are familiar with the Dakar event; their majority was also familiar with the Kamaz Master Team. 27.4% agreed they are familiar with Dakar and more than half of these respondents were also familiar with the Kamaz Master Team. 20.9% strongly agreed they are familiar with Dakar and more than 1/3 within them were familiar or very familiar with the Kamaz Master Team. Regarding this, we can say that consumers’ involvement at the specific level (Dakar) has a positive effect on the brand awareness of the Kamaz Master team.

The 6th question we asked our respondents was: I am familiar with the Kamaz Master Team.

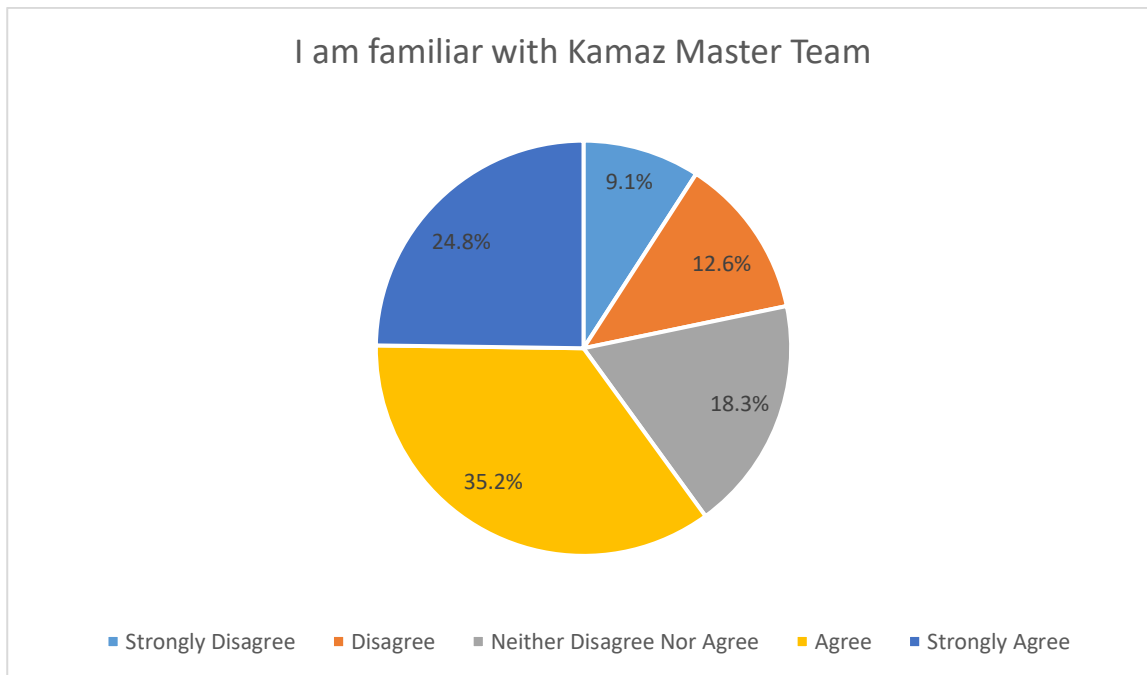


Figure 13. Question 6: I am familiar with Kamaz Master Team

As we see, 60% of respondents were familiar with the team, while 18.3 % stayed neutral, and only 21,7% were not familiar with the team. All these gave us the possibility to build cross-tabulation for the generic level (Appendix 4). We studied the influence of involvement in motorsport on brand awareness. As we can see from the table, respondents who mentioned that they are involved in motorsport are also familiar with the Kamaz Master Team. 38,3% of respondents replied that they agree they are interested in motorsport; they answered the same about familiarity with the Kamaz Master team. 44,7 % of respondents who are strongly interested in motorsport are also familiar with the Kamaz Master team. Answers that strongly agree regarding involvement in motorsport, more than half of them were familiar or strongly familiar with the team. From the mentioned above, we can conclude that consumers’ involvement at the generic level (motorsport) has a positive effect on brand awareness.

Next, we looked at the channels that the Kamaz Master Team uses for communication. In **the 7th question** we asked the respondents to write the source from which they learnt about the team - If you’re familiar with the team, where did you hear about it for the first time

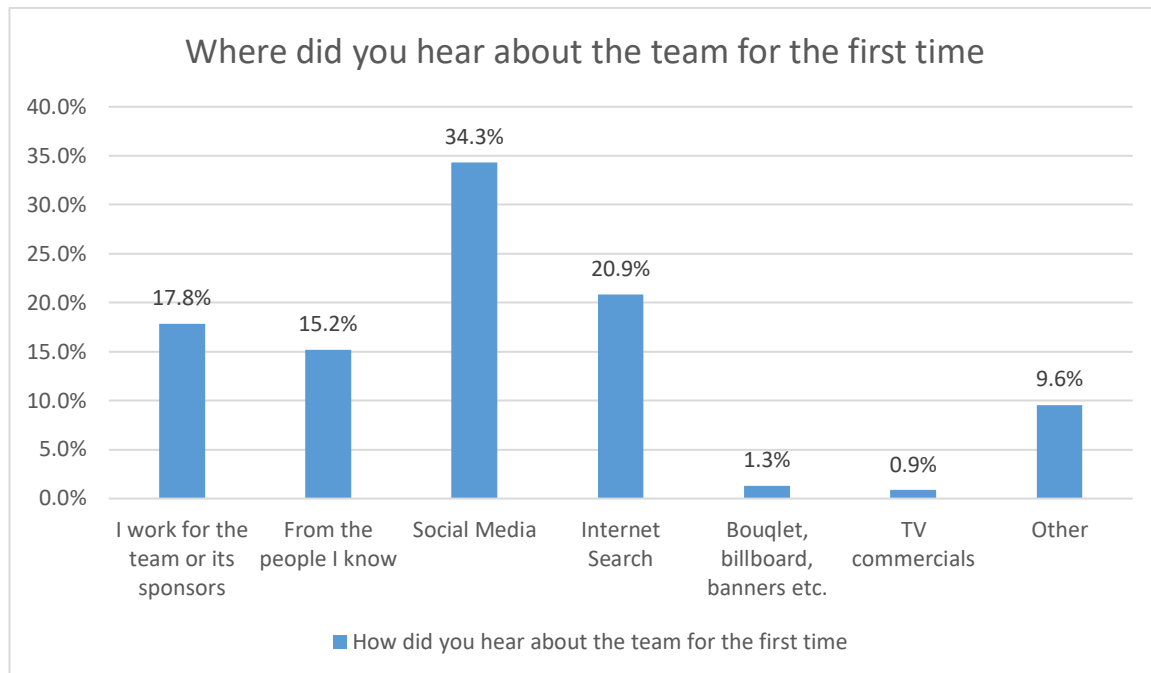


Figure 14. Question 7: How did you hear about the team for the first time?

Analyzing the chart, 34.3% replied Social Media, the second place was taken by Internet Search, 17.8% replied that they work for the team or the sponsors and 15,2% heard about the team from the people they know. The option “other” was chosen by 9,6%, the minority saw the banners (1,3%) and TV commercials (0,9%). According to that data, we concluded that the most successful channel for communication is Social Media.

4.3 The knowledge of sponsors

In the next **question 8** - Please write the sponsors of the team you've heard of, we wanted to know what sponsors of the team our respondents were aware of. We asked them to choose the company names they heard before. With this analysis, we would evaluate which sponsors are increasing the brand awareness of the team the most.

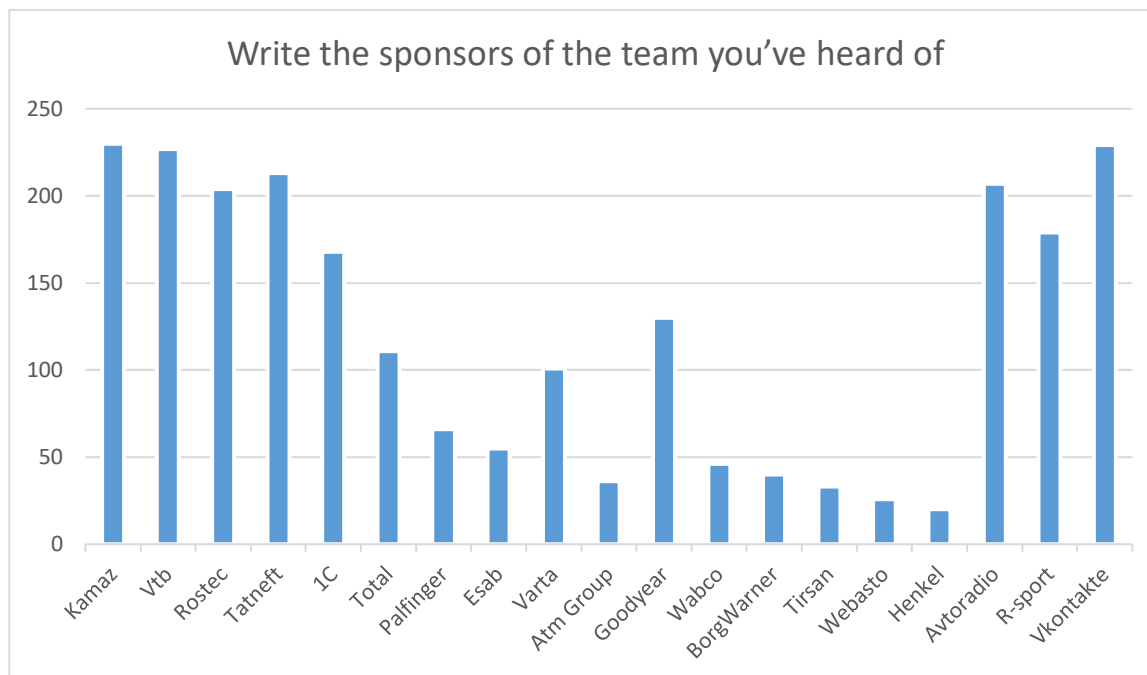


Figure 15. Question 8: Write the sponsors you have heard of

From the analysis, we identified a few sponsors that more than 70% of our respondents were familiar with. Those companies are general sponsors of the team: Kamaz, VTB, Rostec, as well as information sponsors: Avtoradio, R-sport, and Vkontakte. We also see that from team sponsors only 2 companies Tatneft and 1C were familiar to 93% and 73% of respondents, the rest of them scored less than 70%. From all the mentioned above, we can conclude that General sponsors increase the brand awareness of the Kamaz Master team and the current marketing strategy is successful.

Next, we wanted to know if the respondents were aware of the Kamaz Master team because of its sponsors. We asked them if they are familiar with the team because they are familiar with the sponsor companies. **Question 9.** I am familiar with the Kamaz Master Team because of its sponsors.

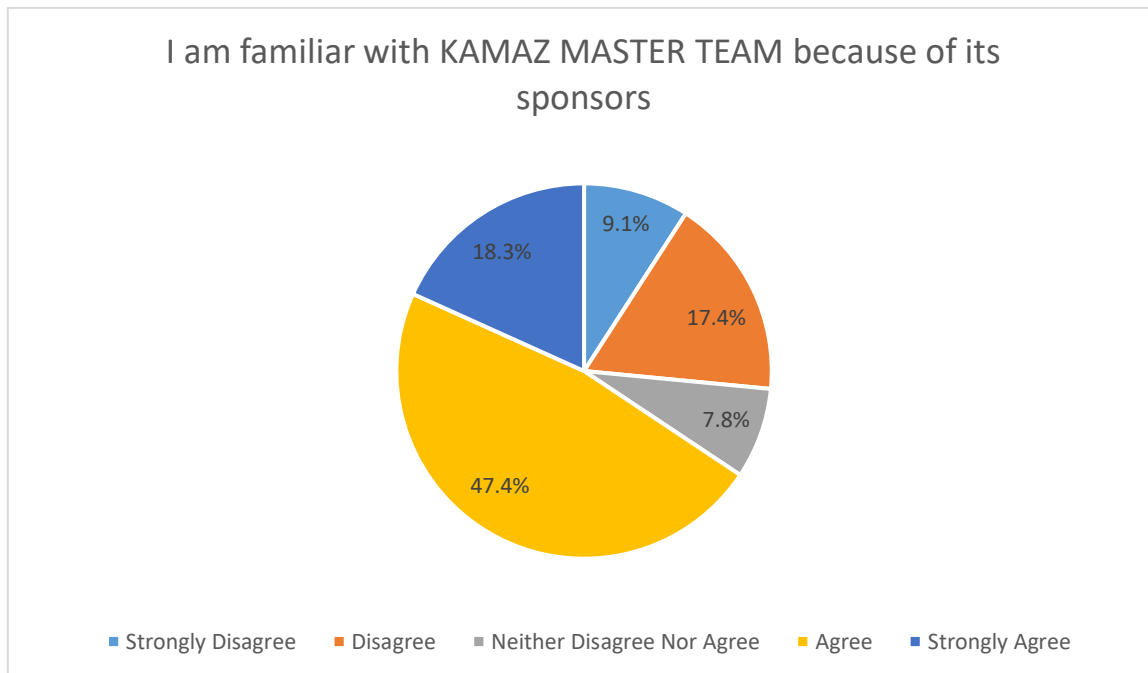


Figure 16. Question 9: I am familiar with Kamaz Master Team because of its sponsors

Results show that the majority of respondents are familiar with the team because of its sponsors. 47.4% agree and 18.3% strongly agree that they heard of the teams because they knew their sponsor companies. The minority - 7,8% were neutral, disagreed with the question 17,4% and strongly disagreed 9,1%. According to these results, we can conclude that sponsorship increases the brand awareness of the team.

In **question 10**. I believe Kamaz Master is a strong team as it is sponsored by companies like Kamaz, VTB, Varta, Vkontakte, Goodyear, Total and etc.+, we evaluated how people perceive the relationship between Kamaz Master and its sponsors. We asked them if they believed that Kamaz Master was a famous, strong, and successful team because of sponsors.

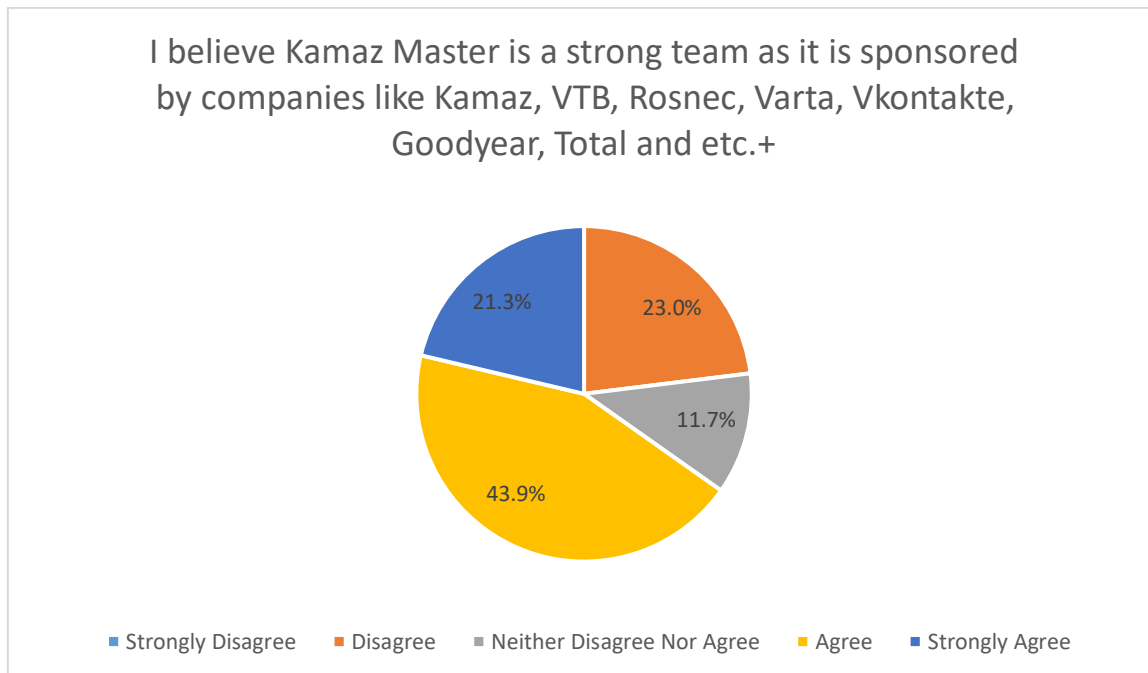


Figure 17. Question 10: I believe Kamaz Master is a strong team as it is sponsored by companies like Kamaz, VTB, Rosnec, Varta, Vkontakte, Goodyear, Total and etc.+

Results show that 43.9% agree that Kamaz is strong and successful because of their sponsors and 21.3% strongly agree. None of the respondents strongly disagreed with the statement, 23% disagreed and 11,7% were neutral. We can conclude that respondents think the key to the team's success lies along with its sponsors.

Based on analyzes and our conclusions for each of that states that:

1. The relationship between the number of sponsors and the number of people being aware of the Kamaz Master Team is direct, through the time different companies started to cooperate with Kamaz Master that increased the brand awareness of the team;
2. More than 70% of respondents were familiar with general and informational sponsors of Kamaz Master Team, this means that they increase the brand awareness of the team;
3. More than 65% of respondents agreed or strongly agreed with the statement that they heard of Kamaz Master Team because of their sponsors, this also proves that they increase teams' brand awareness;
4. More than 65% of respondents also think that Kamaz master is strong and successful as it is sponsored by famous companies. From here we can also state that sponsorship increased the brand awareness of the Kamaz Master Team

4.4 Possible sponsors suggestions

Next questions are aimed to learn about respondents' opinion about the new sponsorship connections for Kamaz Master Team. We asked about the opinion of a new possible sponsor, suggested a few options and included the open question as well, so the participants will share their suggestions.

In the **11th question** the respondents were offered to choose how much they agree with the statement that the Kamaz Master Team needs to find new sponsors.

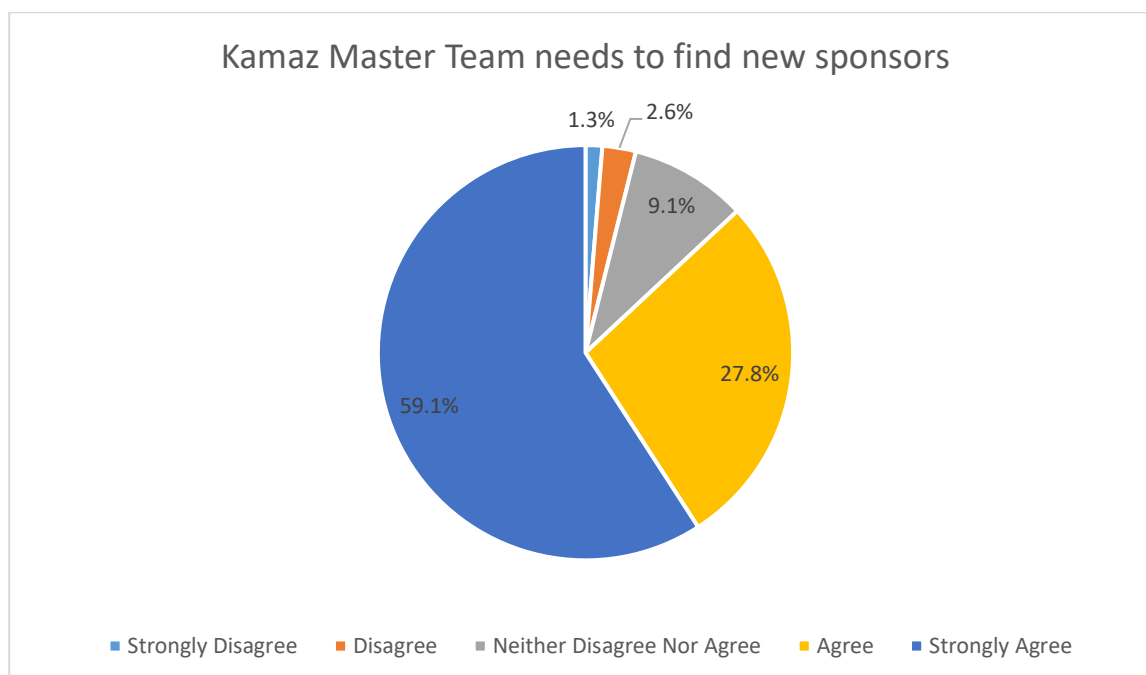


Figure 18. Question 11: Kamaz Master Team needs to find new sponsors

Based on the results, we can make a conclusion that most of the respondents prefer the team to find new sponsorship connections and they strongly agree with the statement – 59,1%. Less of the participants chose the option «agree» - 27,8%, the option «neither agree nor disagree» was chosen by 9,1% of the respondents, who disagreed with the statement where 2,6% of the participants and 1,3% of all respondents strongly disagreed with the question.

It leads us to the conclusion that most of the respondents support the statement that Kamaz Master Team needs to find new sponsors and the minority doesn't think that it is necessary.

Question 12 offered an option for the future sponsorship of Kamaz Master Team by the company Yandex - If Yandex sponsored Kamaz Master Team I would express more interest in the team.

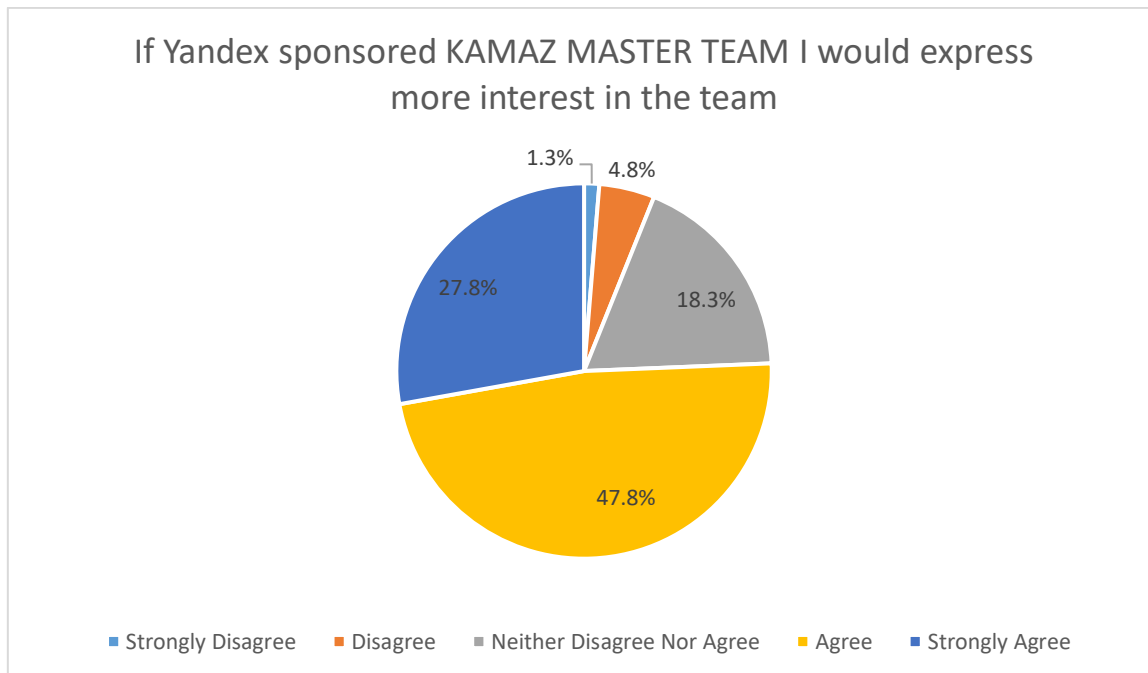


Figure 19. Question 12: If Yandex sponsored KAMAZ MASTER TEAM I would express more interest in the team

According to the results, 47,8% of all the respondents agreed with the statement, 27,8% replied that they strongly agree. Neither Disagree nor Agree option was chosen by 18,3% of participants, and at the same time 4,8% disagreed with the question. Only 1,3% of the respondents strongly disagree. These results lead us to the conclusion that most of the participants expressed their interest in Yandex sponsoring the team, and they stated about the higher interest in the team if Yandex will be one of its sponsors.

Next **question 13th** offered to the respondents another possible company for being a future sponsor of Kamaz Master Team - If Ozon sponsored KAMAZ MASTER TEAM I would express more interest in the team.

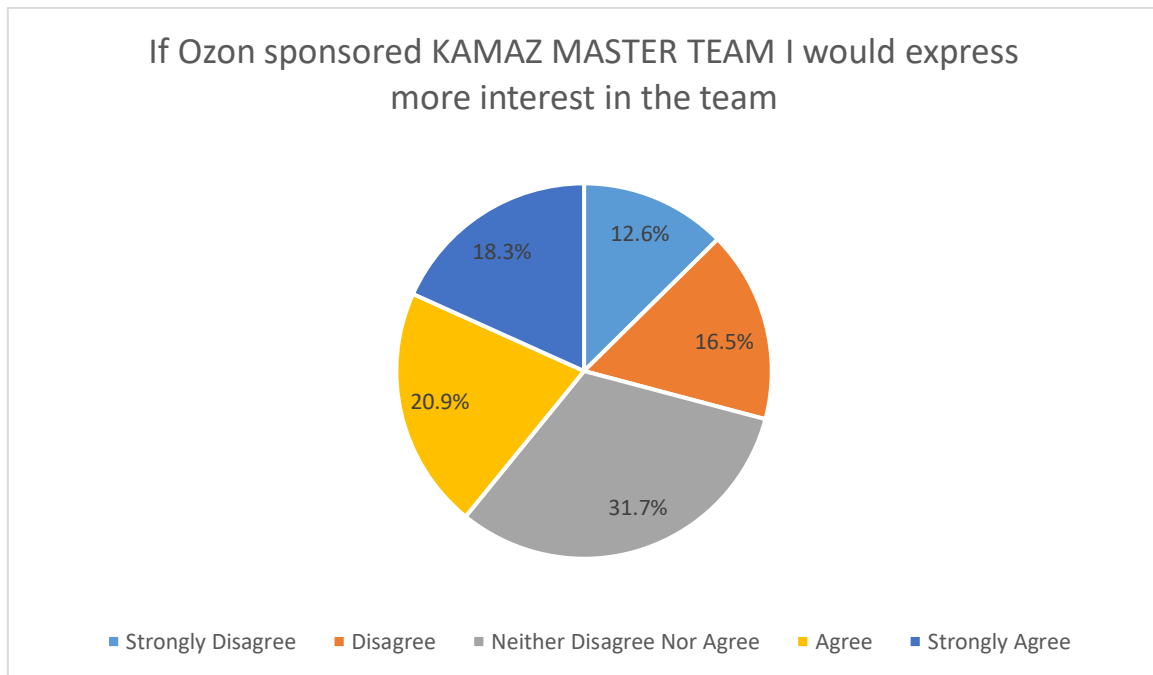


Figure 20. Question 13: If Ozon sponsored Kamaz Master Team I would express more interest in the team

Received answers showed that 31,7% of the respondents were neutral, choosing the option «Neither Disagree Nor Agree», 20,9% agreed with the statement, 16,5% disagreed and 12,6% strongly disagreed. At the same time, 18,3% of the respondents strongly agreed with the question. It leads us to the conclusion that less than a half of the participants would express more interest in the team if it would be sponsored by OZON.

In **question 14** we asked If Tinkoff sponsored the Kamaz Master Team I would express more interest in the team.

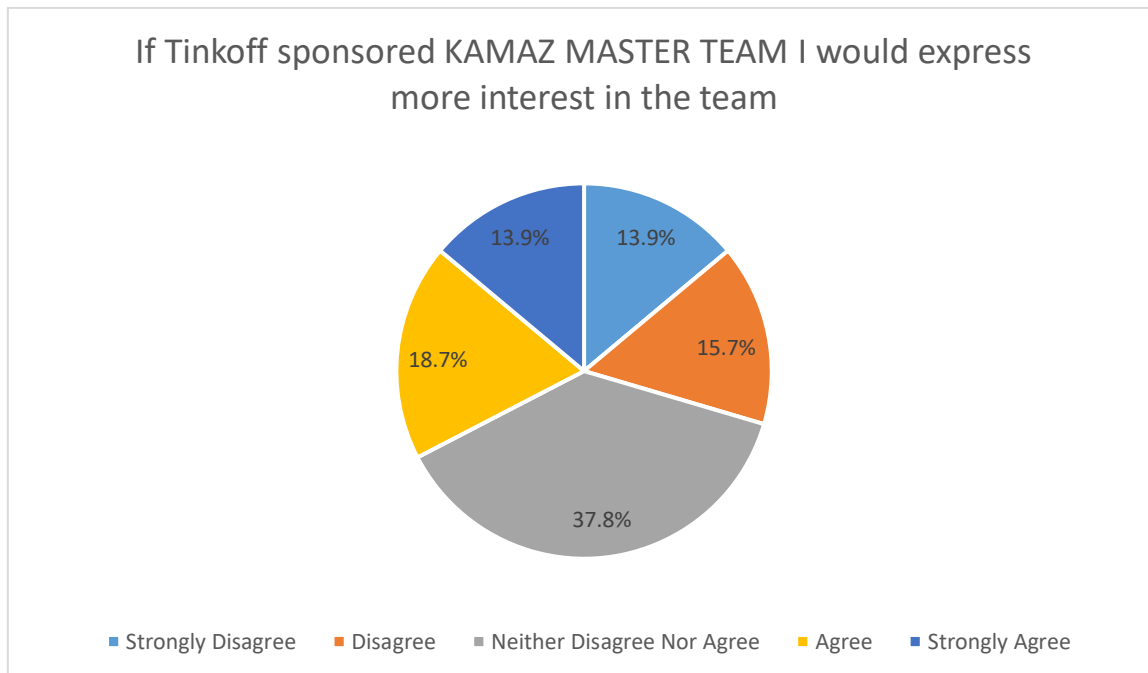


Figure 21. Question 14: If Tinkoff sponsored Kamaz Master Team I would express more interest in the team

As we can see from the results, 37,8% neither disagree nor agree with the question, 18,7% agreed and 13,9% strongly agreed. Also, 15,7% of the participants disagreed with the statement, and 13,9% strongly disagreed. We can conclude that most of the participants didn't support the idea of Tinkoff sponsoring the Kamaz Master Team.

In this chapter, we identified the company that would increase the brand awareness of the Kamaz Master in case of their cooperation. At the first stage, we selected a few different companies that we think would increase the brand awareness of the team. All of these companies are well known in the population in Russia. We selected 3 major companies: Yandex, Ozon, and Tinkoff. We asked the questions to our respondents if their interest would be increased if one of these companies sponsored the Kamaz Master Team. The results are in the figures below.

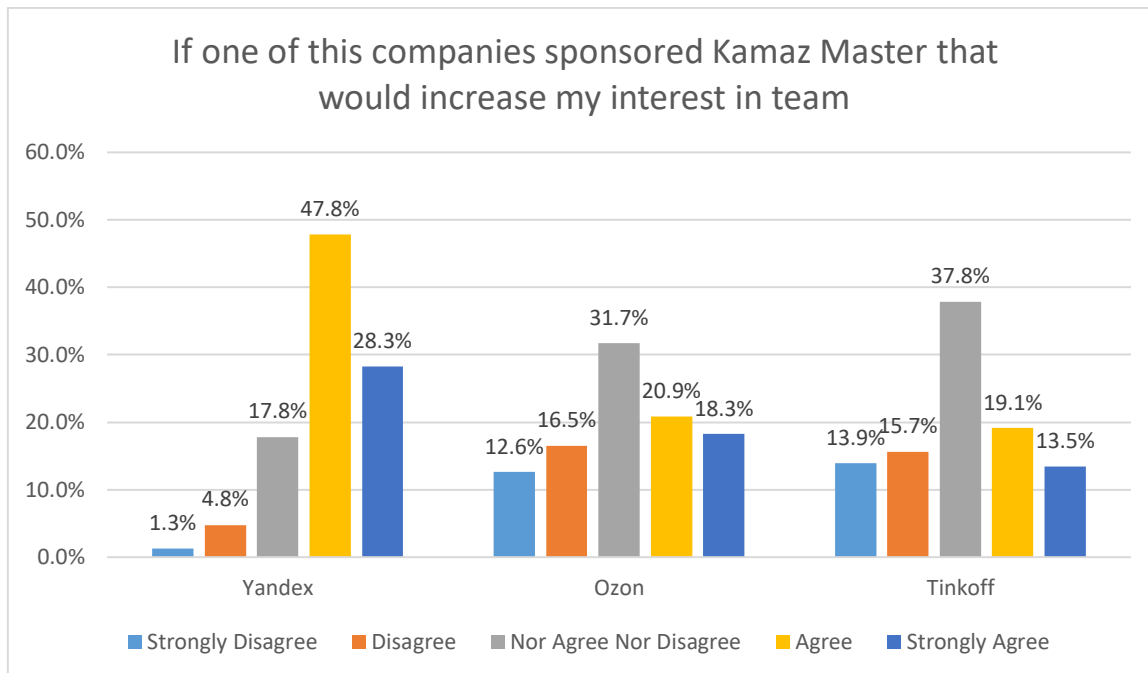


Figure 22. Question: If one of this companies sponsored Kamaz Master that would increase my interest in team

From the results, we see that Yandex scored the most in the “Agree” and “Strongly Agree” sections compared to other companies. In the case of Ozon and Tinkoff, most of the respondents replied: “non-agree nor-disagree” that means they have a neutral position and most likely they will not increase the brand awareness of the Kamaz Master team.

In the last **question 15**, we asked the respondents an open question: Which company do you believe would increase the brand awareness of the Kamaz Master team?

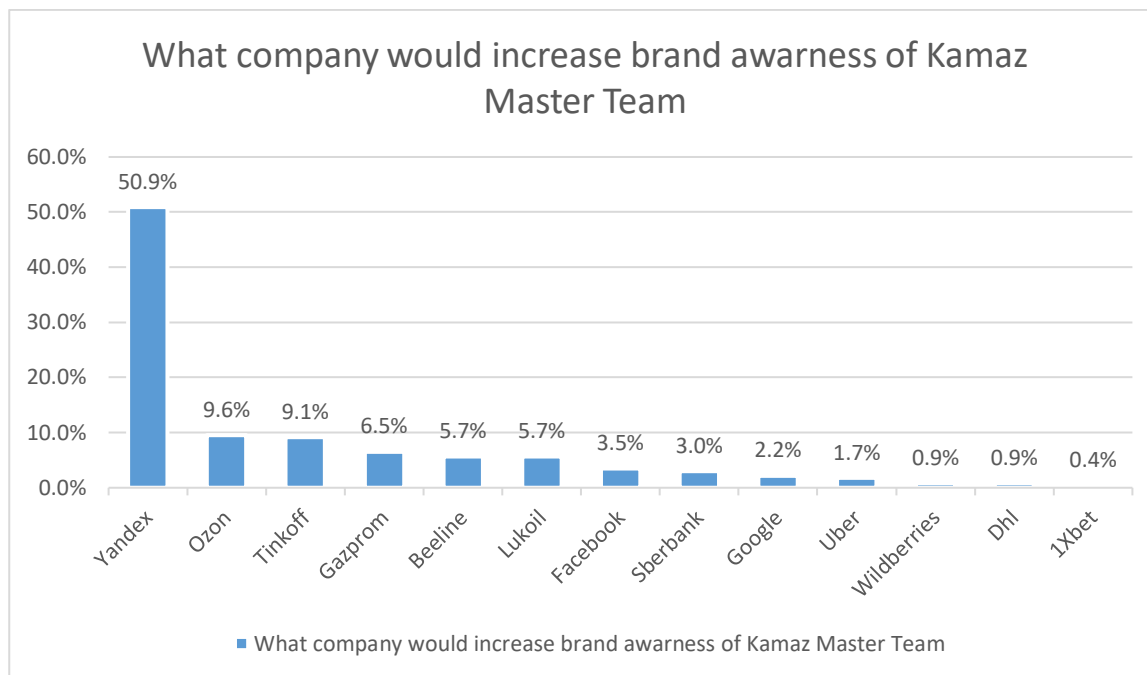


Figure 23. Question 15: What company would increase brand awareness of Kamaz Master Team

After evaluating all the results mentioned above we can conclude that the company that will increase the brand awareness of Kamaz Master is Yandex in case of their cooperation. We can state that sponsorship cooperation with Yandex will increase the brand awareness of the Kamaz Master team.

4.5 Summary of the quantitative research

This section aimed to analyze and interpret data obtained after conducting the primary research. The findings are expressed in terms of quantitative data and as mentioned before these data were obtained through online questionnaire. Based on the results we state that sponsorship increases the brand awareness of the Kamaz Master team and we reach the main goal of this study. Additionally, we analyzed the influence of involvement on generic and specific levels on brand awareness and in both scenarios, involvement increased brand awareness, however, we saw differences between involvement level impact, which means people who were involved in specific level were more familiar to the brand compared to the generic level involved people. One of the goals of this study also was to identify the company that would increase the brand awareness of the team. Based on literature review we identified 3 possible options of the companies and after running analyzes we suggested the company Yandex for improvement of brand awareness. Through the quantitative analysis we confirmed that we managed to answer the main questions of the research and reached the main goal of the study.

5 PRIMARY QUALITATIVE RESEARCH EVALUATION

In order to meet the goal of the research (to develop a collaboration strategy with a new sponsor of Kamaz Master Team for increasing the brand awareness of the team), the most relevant data about the sponsorship impact on the team's brand awareness needs to be received. The most effective way is to conduct an interview with the team members responsible for making decisions in this field for the team.

5.1 Primary qualitative research evaluation

Research suggests that the Kamaz Master team needs to re-evaluate the current sponsorship strategy, for this purpose a few members of the team will be questioned: the first one is the team leader – Vladimir Chagin, who will be mentioned later as Respondent 1 (R1). The others preferred to stay anonymous, they will be called R2, R3 and R4. To test this phenomenon, a researcher creates and asks each member of the team 11 open questions. The list of questions for these interviews can be found in Appendix 2. The researcher interprets the data and uses it for a qualitative research evaluation of the sponsorship strategy of Kamaz Master Team.

The introduction from researcher: My name is Vlada Plotnikova and I'm working on the MA Thesis at Tomas Bata University in Zlin in Marketing communications. The topic of me Thesis is «Sponsorship as a marketing tool to increase the brand awareness of the Russian motorsport team» and the project part is based on information about the Autosport team Kamaz Master. In order to meet the goal of the research (to develop a collaboration strategy with a new sponsor of Kamaz Master Team for increasing the brand awareness of the team), I need to receive the most relevant data about the sponsorship effect on the team's brand awareness. The most effective way is to conduct an interview with the team members responsible for making decisions in this field for the team. I appreciate your knowledge and experience and I am grateful that you agreed to take part in this research.

All the questions were made by me and they will not appear in newspapers/media or other sources of media. All the materials are going to be used for scientific and informative purposes. Your answers will not be modified to be the better fit for the structure of this research, however, I will not change your words or add any additional information. If you agree with these terms, please, let's start.

Q1: What is your sponsorship strategy in general and how do you communicate with your sponsors?

R: R1 says that there is no possibility for the big sport to exist without sponsor's support. Especially motorsport, because it is very expensive and costly. Automotive sport uses different

technologies which are developing very fast, it causes more expenses yearly. Which is the reason for the necessity of developing more sponsor connections, keeping fine relations with them and being ready to cooperate. R2 mentions the long process of preparing the team for the competitions and racers individually, the whole process requires a lot of support from sponsors as well. The team members try to cooperate with their sponsors in the most effective ways possible, participating in different marketing campaigns and using their symbol on the uniform. R3 speaks about the meaning of sponsors' participation for getting valuable results of their rallies and the success of the world's motorsport in general. The team members want to live up to their sponsors' expectations, and use every possibility to improve the tactics or talk about the products provided by sponsors. R4 answered saying that the most significant part of their communication with sponsors is to make the cooperation mutually beneficial. While Kamaz Master does everything to achieve the best results, sponsors would see the efficiency of promoting their companies through the team, the advertising on their brands. Sponsors expect that the money they invested in the team's development are resolute.

Q2: How are the sponsors involved in the team's activity?

R: R1 highlights diverse types of contracts which exist for cooperation with sponsors: for 1 year with the maximum investment and many responsibilities from both sides; for 2 years with more flexible terms and for 3 years, oriented on long-term cooperation. All the contracts can be prolonged and the conditions can be changed, it depends on the negotiation's success. Consequently, the details of participation in the team's activity differs according to the type of contract. R2 mentions that interest in Kamaz Master from other companies in order to offer sponsoring is constantly growing. The status of worldwide champion gives a possibility to choose the sponsors, some brands with whom this team really wants to cooperate. They do not want to be dependent on sponsors whose activity they will not like but will be forced to accept. R3 says about each sponsor request to put the brand name and logo on the car and team's uniform, they also want to be mentioned in the official promotion materials: leaflets, flyers and magazines. Another part of the sponsorship contract requires the team to participate in various marketing and promotional activities, exhibitions, sponsor's corporate events etc. R3 says it can be very time consuming and energy-wise, due to the busy schedule of Kamaz Master, however, they understand the importance of these events and almost always become a part of them. Additionally, it can lead to new acquaintances which could be beneficial for future cooperation and widening the sponsor's circle. R4 discusses the sponsors' growing desire to see the team's members or the whole Kamaz Master team to be a part of big events. Currently, a greater number of sponsors wants to build good PR for their brands using the brand awareness of the team.

Q3: What do you expect to get from your sponsors the most?

R1 says that the team expects the most to get reliability from their sponsors. Kamaz Master doesn't want financial issues of the sponsors to influence communication with the team. Additionally, the respondent is talking about how glad they are that all of the sponsors have credibility and they are sure about long-term cooperation. R2 talks about the years 2020-2021, when coronavirus had a lot of bad influence on business and economics in general. Nevertheless, not even one sponsor quitted to finance the team, all the contracts were kept and there was no doubt in stable support from our partners. It says a lot about the value and reputation of Kamaz Master, sponsors understand the importance of this team for Russian and Global motorsport and this is what they expect to get from the sponsors the most. R3 and R4 mention that during the last year many sponsors saw the financial struggle of the team and budget deficit, due to the rising expenses, and were able to increase the sponsorship support, extending their contract financially. They expect to have trustworthiness in all the partners and sponsors relations, precise implementation of every contract, realization of each arranged payment and their possible raise. Sometimes sponsors feel that connection with the team brings them more benefits than they expected, in these cases they are willing to increase the contract payments.

Q4: Which problems do you usually experience with the sponsors?

R: R1 describes the growing desire from the sponsors' side to get the team involved in many diverse events, even to the ones which are inconvenient for Kamaz Master. Sponsors expect team members to be a part of many activities at the same time: participate in one and in another one straight away, meet the partners in Europe instantly after that, do some marketing collaborations. As it was mentioned above, the team doesn't have enough possibility to be involved in so many activities at the same time, that's why they have to refuse some of the offers. R2 says that the most common problem they experience with sponsors is the lack of communication channels, due to sponsors often in different countries and Kamaz Master travels a lot, in these kinds of conditions it is very hard to get a strong and precise marketing message, which will describe the task correctly. However, they are working on it, developing the best forms of communication between each other. R3 and tells about all the 26 sponsors of the team, each of them requires different tools and overall it takes a lot of time to cooperate with all of them, this is a problem when the team is preparing for rallies. If the team will participate in every request, there will be no time to be ready for the competitions, that's why they always try to find some kind of compromise in communication to satisfy the needs and desires of sponsors and not to damage their own schedule. R4 highlights that the team and their sponsors always try to find a common language, despite any differences. For this cooperation many tools are used and, in the end, the loyal attitude to the team is kept.

Q5: What is the biggest difference between the main sponsors and the other ones?

R: R1 counts their types of sponsors: financial, in-kind and media. Talking about financial ones, they are: Kamaz, VTB and Rosteh- their sponsorship payments consist of the biggest part of the team's budget, its activity, and building a history. This is the reason why they are called «General sponsors» and the main difference is in the amount of money which is spent to support the team. R2 talks about in-kind sponsors, whose sponsorship help is being provided by giving some materials for the team (oil, electronics, spare parts and others). There are a few sponsors, such as Total, Varta – they support the team financially and technically as well. R3 describes the third type of sponsors, whose aim is to provide informational support – media sponsors. Kamaz Master collaborates with this type of sponsor more than with others, due to the contract are made for a shorter period. As an example, the Respondent names: Russia 24, MATCH TV, VK, different internet sources. Media sponsors are really needed, especially the ones who can agree on the long-term perspective, not to define the contract and responsibilities every month. Media sponsors work with the team during the time of the contract, highlighting the rallies and other events with Kamaz Master, writing on their resources and making big news out of it. These kinds of sponsors promote the team through the media environment, reaching the views, making the team and their other sponsors more popular and people more aware of them. R4 concludes that there is a peculiar triangle, without each not even one motorsport team can't achieve success: Sponsors – Team – Media. Each element of this triangle is connected to the other and it works only when every side does their responsibilities well. Marketing department of the team also includes the media connections department, due to them having to work together side by side.

Q6: What is the approximate budget receiving from sponsors yearly?

R: R1, R2, R3 and R4 have a common answer to this question. The budget of Kamaz Master Team is approximately 10 million euro yearly. This number varies according to the situation in the world and in Russia. The Respondents mention that for the last few years it was around 10.5 - 9.5, which is more or less stable and can give them a possibility to plan the budget ahead, expecting next year to have a similar amount. The biggest part of these money they get from the financial, «general» sponsors.

Q7: How does the government help in terms of sponsoring?

R: R1 says of commercial structures, mostly supporting the team. Kamaz Master doesn't get any money from the budget of Tatarstan Republic or neither from the Russian Federation. R2 is talking about the administrative support of the government: for the training in different parts of the country the heads of republics are always happy to host the team on their territories and wait for them. Also, they provide any support Kamaz Master asks about. R3 and R4 mention that the government doesn't sponsor the team financially, however, there is a possibility to fill out several certain

documents and leaning on them the team always receives administrative support in any activity. This helps in terms of media as well, due to it brings attention to regional or governmental media.

Q8: Who is responsible for the cooperation with sponsors in the team and how is it structured?

R2 and R3 say that the department responsible for communication with sponsors is the department of marketing and media. The head of the department is the one meeting with sponsors face-to-face, he is the right-hand of the team's captain and his assistant as well. R1 mentions that the whole department has around 150 people and they have different responsibilities, starting with marketing and finishing with sponsors. R4 highlighted that the part of the marketing and media department which includes sponsor's relations as well consists of 10 people, they deal with sponsorship contracts, budgeting, all the collaborations with sponsors and communication with them.

Q9: How would you evaluate the effectiveness of the current sponsorship strategy?

R: «Despite the fact that our sponsors give us everything they can, the budget is still not enough to keep the team at the certain conditions», - saying R1. The team needs a budget extension, which means attracting new sponsors and there are few reasons for that: all the materials are getting more and more expensive, the metal itself and the car are getting costly yearly. R2 says that, to his mind, the team is doing a great job in terms of sponsoring, however, there is a need to buy more electronics than they used to, that's why he hopes for increasing the budget. The car itself became more complicated due to the technologies which are getting very hard to get due to the lack of money. R3 and R4 evaluate the whole strategy as «satisfactory», because the results overall are great, but there is a lot of work to do every year to agree with the sponsors on extending the contract payment. The team is constantly looking for sponsors who will be able to provide more budget possibilities, this is the priority in choosing the sponsors at the moment. Additionally, the communication channels between the team and their sponsors should be better organized to meet all the expectations from both sides. Despite that, the sponsorship strategy of Kamaz Master is fine.

Q10: Which sponsor would increase Kamaz Master team's brand awareness?

R: R1 hopes to attract the most financially profitable segments of the Russian economy: gas business/bank business/IT business, due to a bigger budgeting there is a higher chance to increase the brand awareness of the team. Kamaz Master has some partners like that: VTB, who is the oldest sponsor of the team, since 2005 – 17 years, TATNEFT who has been cooperating with the team for a few years already, French company Total. R2 says that the team wants to see more sponsors from the business segments such as: mobile networking, where they still don't have partners, even though it is a profitable part of the market. It will help in terms of brand awareness as well, due to these companies are very popular among the citizens, obviously. R3 talks about any logistic company to be

the team's partner will be great, the reason for this is that Kamaz Master can be considered as a part of a logistic company too, most of their time they spend traveling from one point to another according to the timing. Additionally, the Respondent thinks that the cooperation with IT companies, such as Yandex or Internet platforms – WildBerries, OZON can bring a huge success for a brand awareness of this team, due to it will be posted online, where most of the information of any brand can be found nowadays. R4 highlights that Kamaz Master is ready to cooperate with any sponsor but not with the ones whose product has a low quality. Even if the sponsor will offer a lot of money for the contract, the team is going to check the quality of its materials (mechanics test every product by themselves) and the reputation on the market, due to the team not wanting to be presented in a bad light. Kamaz Master works only with reliable partners and values their name with a high reputation.

Q11: Would you like to see Yandex as one of your main sponsors?

Each of the Respondents expressed interest in this suggestion. R1 mentioned that a big company as Yandex is going to help them to increase the budget of the team. R2 and R3 agreed and said they're ready to promote Yandex, to talk about them and to use their logotype on the team's products. Also, they mentioned a few more companies, such as: OZON, Wildberries, saying that the giant online platforms like them would do great in terms of the brand awareness of the team, due to around millions of people using each of these platforms every day. R4 spoke about the great reputation of Yandex, different types of businesses they have and the possibility to be linked to that company the respondent evaluates as very attractive.

5.2 Summary of the primary qualitative research

According to the opinion of selected respondents, it is possible to evaluate the current sponsorship strategy as satisfactory. Despite good relations with all the sponsors of Kamaz Master, the team still experiences some issues from time to time. Firstly, lack of budget doesn't let the team build the communication with sponsors as they see it, this is the reason why they need to take the compromises, even when marketing activities interfere with the main activity. It leads to the need of new sponsor contracts, raise of budgets and new forms of communication. Secondly, it is necessary to reconsider participation of Kamaz Master in each activity which is offered by the sponsors, due to there being physically no time for the team to be a part of it. This should be highlighted in sponsorship contracts. Thirdly, the team mentioned a few possible companies with whom they would like to cooperate: Yandex, WildBerries, OZON, some mobile network operators' companies or logistics companies. According to that, we state that the current sponsorship strategy is successful for the brand awareness of Kamaz Master team

The budget of 10 million euro gives Kamaz Master a possibility to be a part of an International competition, to be involved in rallies and diverse activities, however, with the rising costs of technologies, oil and spare car parts this budget is not enough. Kamaz Master needs a new sponsorship contract, which would create a slightly different path of their sponsorship strategy.

5.3 Summary of the research and the main outcomes for the project part

In conclusion to the research part of the thesis, it is necessary to mention that all the research questions were answered and the hypotheses proved. Because of the quantitative research, we could hear the audience's opinion about motorsport and identify the possible company to cooperate with the Kamaz Master Team in order to increase the brand awareness of the team. Due to the qualitative research we got a chance to communicate with the team's members and collect more facts about the current strategy and their expectation out of it.

The gained data helps us to answer research questions. According to the obtained information on Question 1 (How does current sponsorship strategy affect the brand awareness of the team through the general audience?), we can conclude that the current sponsorship strategy has a good impact on the brand awareness of Kamaz Master Team through the general audience due to the quantitative research that showed the high level of the audience's knowledge of the team and its activity. Answering the Question 2 (What improvements of the sponsorship strategy can be developed in terms of increasing brand awareness?), we can be based on qualitative research, where the team's members described the issues with the current sponsorship strategy and led us to the conclusions how to improve it. This helps us to answer Question 3: What is the most effective company for the future sponsorship cooperation that will increase the brand awareness of Kamaz Master Team: cooperation with Yandex is going to bring the most valuable results, according to the questionnaire's results and team members' opinion.

There are possible recommendations that could be made based on the research results. Firstly, thanks to the research part we can see a few companies which are going to be a good fit for being a sponsor of the Kamaz Master Team and help to increase the motorsport team's brand awareness and from all of them Yandex is the best option. Also, the research showed the advantages and disadvantages in current strategy working with the sponsors, it will help to improve the marketing communication and sponsorship strategy - decrease the level of team's involvement in the events and do the communication mostly online. Thirdly, the budget of the future sponsorship contract should be higher than usual to fulfill the team's requirements in terms of new technique and truck's details.

In the project part we will suggest a new sponsor with an improved sponsorship cooperation based on the research findings and observations.

III. PROJECT

6 RECOMMENDATIONS FOR INCREASING THE BRAND AWARENESS

Based on the research findings, we suggest a new sponsor and a sponsorship strategy with this sponsor to increase the brand awareness of the Russian Motorsport team KAMAZ MASTER.

6.1 Possible sponsorship options

In the quantitative and qualitative research, some companies were suggested by the respondents and interviewer for future cooperation with the team. After a closer look at the possible brands that could offer sponsorship to the motorsport team and bring the interest to the audience, a few were chosen: OZON, Tinkoff, and Yandex. In this part of the thesis, a short analysis will be made in order to choose the most suitable option which is going to fit these criteria: a possibility to make a sponsorship contract for at least 1 million euro yearly, due to the team requires a financial support the most; willingness to be connected with the motorsport team; online cooperation in order to reduce the amount of physical presence of the team in marketing activities; popularity of the brand which will help to increase the brand awareness of Kamaz Master.

1. OZON. OZON is the oldest marketplace in Russia. This platform allows the customers to buy more than 9 million diverse products, which makes it a universal place to sell goods. The capital of this company is more than 100 million euro (according to the data on February 2022) and its revenue is growing monthly (*ozon.ru revenue | ecommerceDB.com*, n.d.). Currently, OZON is not involved in any sponsoring activities, all of their efforts are aimed to grow the market value. Online cooperation will be possible, due to the company performing activity on the Internet. According to the brand's popularity, OZON is famous among Russian customers, however, it is limited in functioning abroad. Based on these arguments, the decision to offer the sponsorship contract to this company is not relevant and doesn't meet the needs of the team.

2. Tinkoff. The capital of this company is around 300 million euro, which gives Tinkoff a possibility to invest into sponsoring Kamaz Master. The company has been sponsoring a few concerts, however, never been involved with the motorsport industry (*Tinkoff Announces Record Year in 2020*, n.d.). Tinkoff is the market leader in financial technology and a technology company with a banking license. Approximately 70% of its headquarters' employees are IT specialists, who create the best digital products in Russia every day. The popularity of this brand has a guarantee of increasing the brand awareness of other companies, being sponsored by them. However, Tinkoff had a few conflicts with other companies because of their activities (*Our Services | Tinkoff Marketing Group*, n.d.) and Kamaz Master team members mentioned they never cooperate with the brands whose reputation is not great and unstable.

3. Yandex. Yandex is a giant Russian brand which includes different types of products and services. The capital of Yandex is around 3 billion euro, which makes it the most suitable option for the sponsorship contract. Yandex is very famous not only in Russia, but also in many other countries due to it's a browser to search for information, a taxi, metrics and different types of businesses. Online cooperation with Kamaz Master will be possible as well, due to this being an IT company and most of their activities are being perfumed via the Internet. Additionally, this company has enough budget to perform a sponsor activity, which they successfully do during the past year.

According to the survey's results, the customers will have more interest in Kamaz Master and their activities if the team is sponsored by Yandex. Our analysis also shows that this company will be the most successful partner for the team, due to Yandex doesn't have problems with budgeting and their revenue is growing, they are willing to be involved into the sponsorship activity, it's possible to perform online activities and this brand is very famous, what can bring all the necessary brand awareness for Kamaz Master.

6.2 Analyze of Yandex as a future sponsor

Yandex is a Russian IT multinational company registered in the Netherlands. In Russia Yandex N.V. is represented by a subsidiary of Yandex LLC, headquartered in Moscow. The company occupies the most prominent position in the markets of Russia, Turkey, Belarus and Kazakhstan. For a better understanding of the company's size, we attach a figure which shows the Yandex share price in the range of three months.



Picture 1. The growth of Yandex for the past three months (according to the data on 23.02.22).

Source: <https://quote.rbc.ru/rafik>

The company is one of the most popular in the whole Russian market: its shares can grow even with low or negative net income. Therefore, the strategy of this company in different market segments will be presented.

One of the main questions for the sponsorship strategy is whether this growth will continue on the horizon of 3-5 years. In other words, is it worth cooperating with Yandex in the long term, due to we have a request for the long-term sponsorship strategy from the research above.

Yandex used to be a simple search engine, however, it is no longer just that. The company is developing in almost all directions: from media resources to the marketplace and cars (and these are only offers designed for a wide range of consumers). The Yandex media services sector is formed by applications such as Kinopoisk and Yandex.Music. In the domestic market, these are the largest proposals in terms of capitalization. Also, Kinopoisk and Yandex.Music have a significant price advantage over others: a monthly subscription to both media applications and a number of other Yandex services will cost \$2.

The dramatical influence of Yandex in the media segment started to grow because of the Yandex stations with the voice assistant Alice. For a reasonable price, the owner of the speaker will be able to fill the house with music, find a movie for a cozy evening, or just talk with artificial intelligence. It is expected that by 2022 the segment of smart speakers will show a record growth in sales in the history of any device connected to the Internet. The fact is that now the largest manufacturers have not yet entered the Russian market, and its customer base is limited to the enthusiasts. Sales of such devices, including those from Apple and Yandex, are only counted in thousands for now, and the formation of the market will take another two to three years.

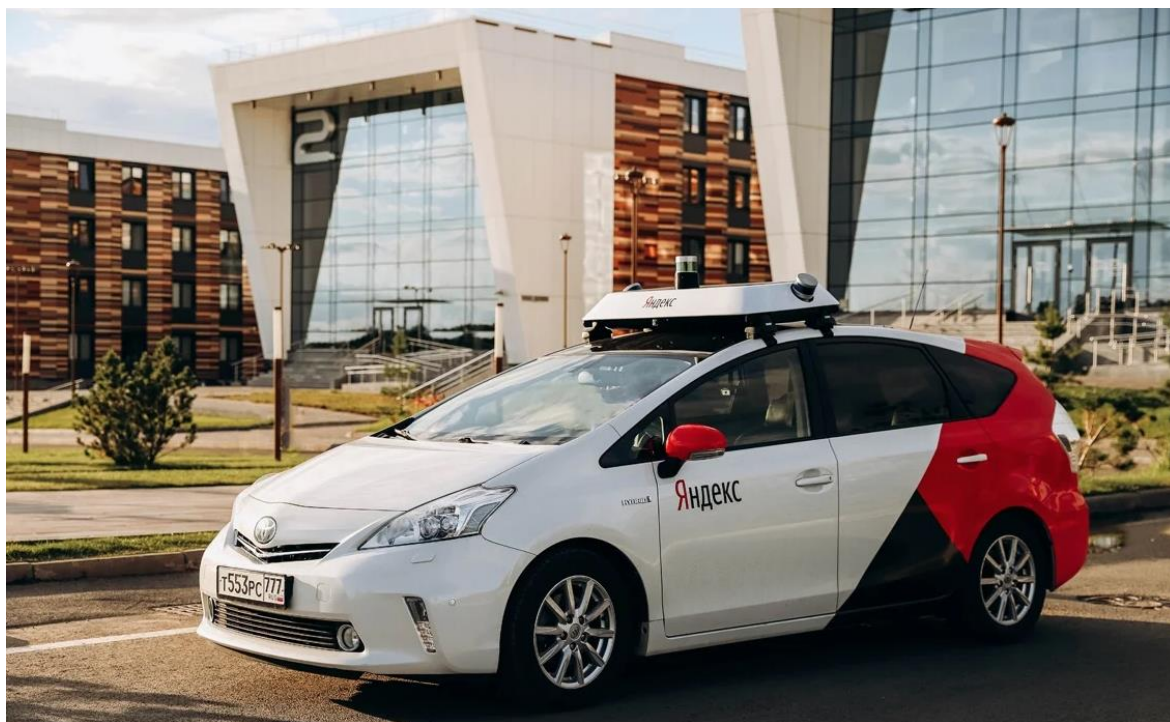


Picture 2. Yandex's speaker and voice assistant – Alice. Source: (Alice – voice assistant from Yandex, n.d.)

In the field of the marketplace, Yandex is involved as well: in 2018, the service I take! was launched, the basis for which was the pre-existing Yandex. Market. For 2 years, the turnover from sales has grown to 50 billion rubles a year (*Russia's Yandex eyes \$6.5 billion revenue in 2022, sharp e-commerce growth* / Reuters, n.d.) By the number of goods and sellers "I take!" already reaches a

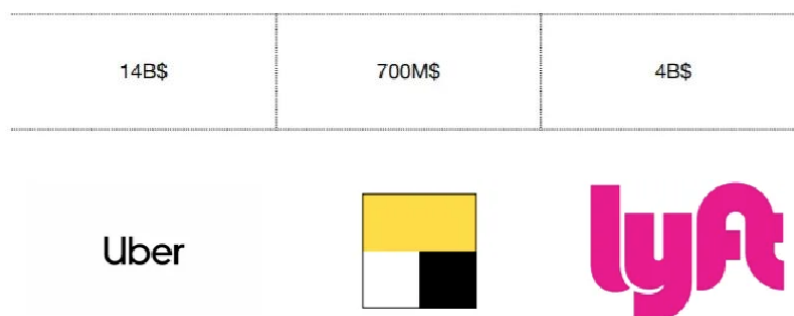
quarter of the same Ozone indicators, and in terms of capitalization it is only two times less than the same marketplace. It is also worth remembering unmanned technologies, which we will discuss below. Yandex has already developed and is testing the Yandex.Rover courier robot. When such technologies are put into operation, the costs of delivering goods from the marketplace will be significantly reduced, which will lead to lower prices and an increase in the audience and capitalization of the service. However, I take it! and Yandex.Market are not the only Yandex marketplaces. In 2014, the company bought out the domestic auto.ru service. And although the domestic product has not yet reached the volume of foreign analogues in terms of revenue, the cost of services on the Yandex marketplace is much lower with a comparable audience.

By the end of 2022, Yandex is planning to put 100 drones on the roads; mass implementation - in 2023. Within a year and a half to two years, the head of the Yandex unmanned vehicles division, Dmitry Polishchuk, expects to increase the number of self-driving cars to a thousand (*Yandex Self-Driving Cars*, n.d.). Currently, the price of each copy of the robotic car is 6.5 million rubles (around 60 thousand euro), at the same time, the first self-driving prototypes of the company cost about 9.5 million rubles (around 90 thousand euro).



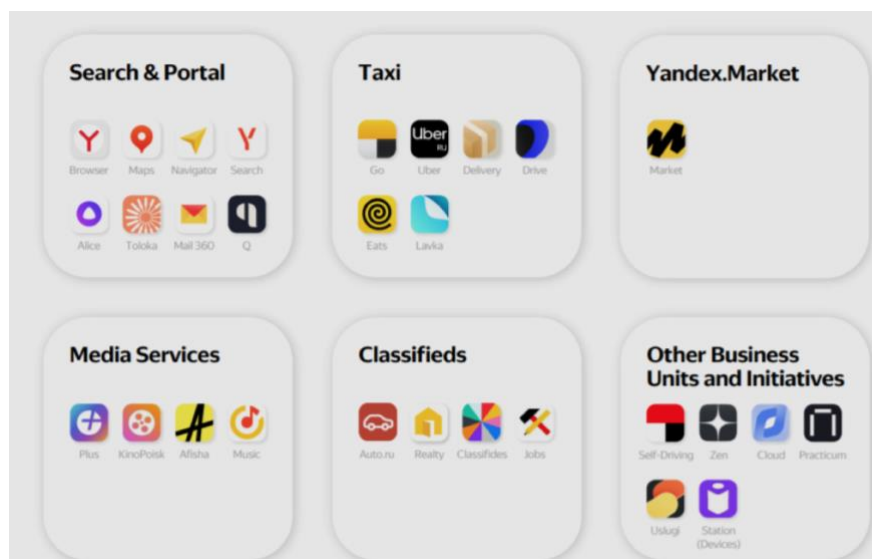
Picture 3. Unmanned vehicle made by Yandex. Source: (*Yandex Self-Driving Cars*, n.d.)

The development of unmanned vehicles affects the Yandex.Taxi service, in which Yandex itself has a 60% stake. With a reduction in operating costs for drivers (who simply will not be in a taxi), the price of the service can also be reduced, which will also lead to an increase in revenue.



Picture 4. Revenue of the popular Taxi services - Yandex Taxi, Uber, Lyft. Source: Internet search.

And we have analyzed only a small share of Yandex services. Yandex.Cloud (platform for digital services), Yandex.Drive (car sharing), Yandex.Zen (blog platform), the launching YaBank and many others remained untouched.



Picture 5. Yandex services. Source: <https://longterminvestments.ru/yandex-analysis/>

Summing up, we will draw the following conclusions for the company: the company is developing promising technologies that will determine the markets in which Yandex operates in the future. This company meets all the goals Kamaz Master team wants to achieve from their sponsorship strategy: due to the growing revenue, they will be able to provide the team at least 1 million euro, the development of Yandex's unmanned car can bring many benefits for the cooperation to the both sides, with this company Kamaz Master can cooperate either online, either offline without any troubles. Yandex is on the peak of its popularity right now, this will bring brand awareness for the team in different fields, due to the diverse types of businesses. It makes Yandex very suitable and one of the best possible sponsors to work with.

6.3 Sponsorship offer for Yandex

6.3.1 Marketing Mix

Before creating the sponsorship offer and suggesting the right strategy for the team to communicate with Yandex brand, the Marketing Mix for this company is needed. We are going to use the 7P model which was mentioned above, to see the opportunities for that communication.



Figure 24. 7P Marketing Mix of Yandex

Conclusion: According to 7P Marketing Mix of the Yandex company it is possible to see the main brand's characteristics which could have been used in the marketing campaign. The sponsorship with Kamaz Master is significant, due to the motorsport team audience's attention is necessary and it will be possible to achieve using Marketing Mix.

6.3.2 Sponsorship package

The main idea is to prepare a sponsorship package for Yandex in order to support the activity of Kamaz Master's team, help them financially and increase the team's awareness due to this

collaboration. The project is based on SMART method, which allows to set goals and objectives, using specific criteria for the highest effectiveness of the goals:

- S (Specific) - To create a sponsorship package for Yandex using the tools which would help to increase the brand awareness for the Kamaz Master team within 1 year.
- M (Measurable) - Media monitoring will show the mentions of the team and show its popularity, we would be able to measure the result after 1 year.
- A (Attainable) - We can accomplish the goal by promoting the team via diverse online (Social Media, websites, apps) and offline (billboards, car wrapping) tools.
- R (Relevant) - We need 6 months to track the progress of this campaign, to prove or decline the effectiveness of the sponsorship package.
- Time-bound - We need 1 month to prepare different types of promotion, 6 months to test it and 1 year to achieve our goal.

In the result, we've established that based on SMART project criteria, to achieve the goal of increasing the brand awareness of the Kamaz Master team it is necessary to create a sponsorship package for Yandex, which will be aimed to advertise Kamaz Master. To measure the outcome, media monitoring will be used, following all mentions of the team online during 1 year. In 1 month different online and offline tools should be prepared to promote the collaboration of Kamaz Master and Yandex, and after 6 months the campaign should be re-evaluated for efficiency. After 1 year on a sponsorship contract it will be possible to see the impact of this project on the brand awareness of the Kamaz Master team.

It is significant for a sponsoring specialist to focus on his target audience while working with a potential sponsor. To do this, it will be possible to use research data on the target audience of the sponsored project, event and compare it with the target audience of a potential sponsor and provide it in a sponsorship package. It is desirable to do this in order to additionally motivate the future sponsor. The expected target audience of this partnership according to their interests:

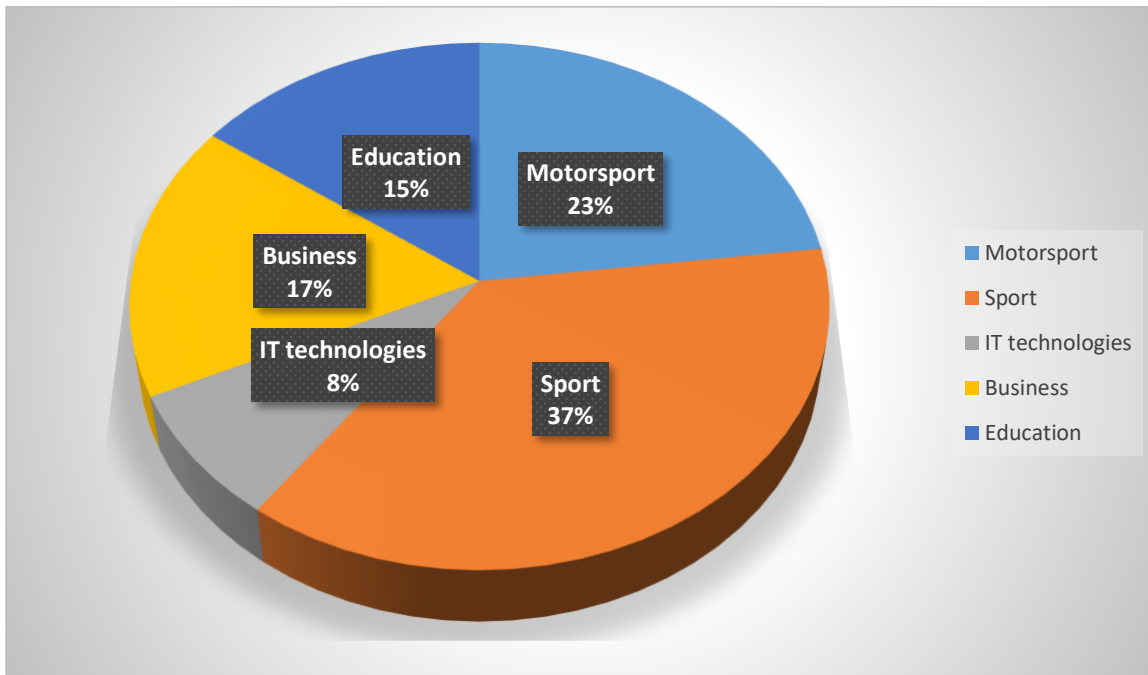


Figure 25. Target audience for Kamaz Master Team/Yandex cooperation according to their interests

This chart was made based on the target audience of Kamaz Master (Figure 26) and Yandex (Figure 27):

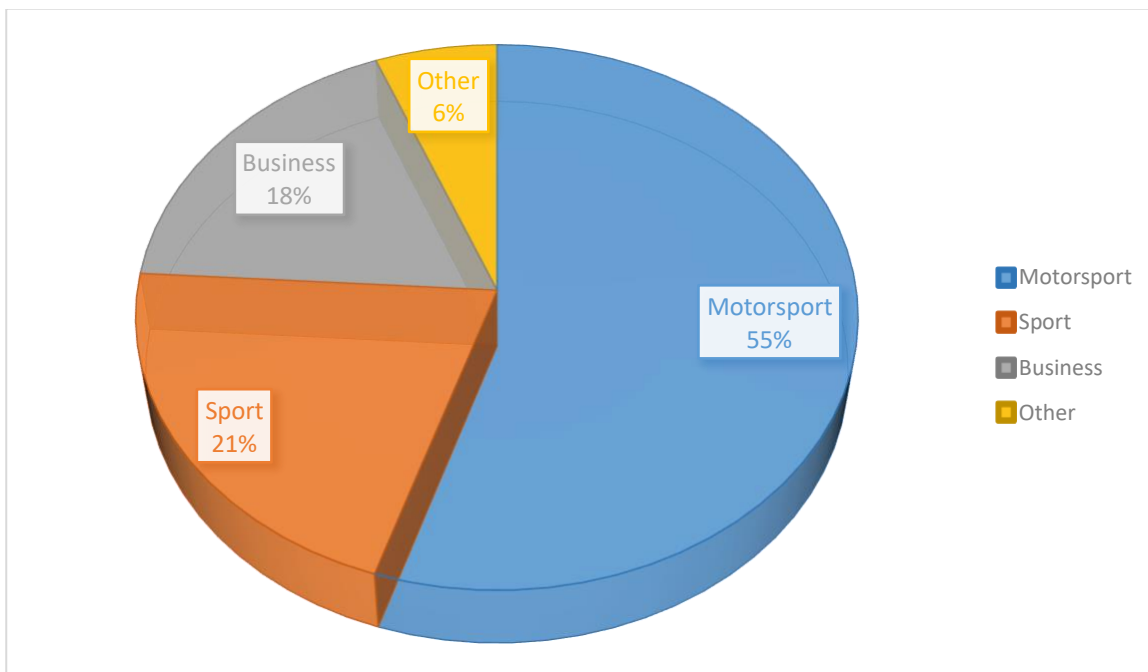


Figure 26. Target audience of Kamaz Master Team according to their interests

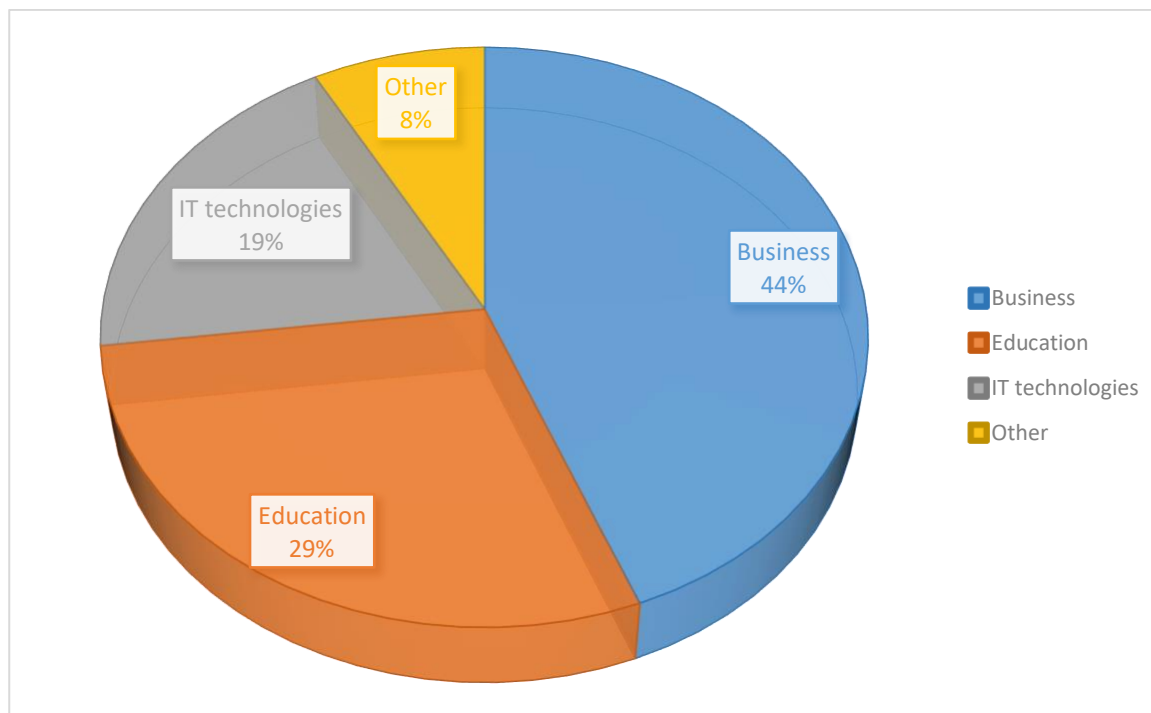


Figure 27. Target audience of Yandex according to their interests

The target audience for the project (Kamaz Master Team and Yandex collaboration) was defined and the portrait of potential followers allows us to offer the tools for marketing communication with this audience, using the ones which could be effective for the specific interests highlighted above (Sport, Motorsport, Education, Business, IT technologies). The sponsorship package suggestion for Yandex in order to increase the brand awareness for Kamaz Master Team might look like that:

Table 4. Sponsorship package suggestion

Activity	Yandex	Kamaz Master Team
Type of sponsorship	Financial and media sponsorship	Financial and media sponsorship
Goals	Investment, brand reputation worldwide	Getting more budgeting, brand awareness
Target audience	Users of Yandex services (browser, taxi, marketplace, food)	People, involved in motorsport industry (motorsport audience, teams, everyone who's working in that field)

Ways to achieve	Placing logo on all merch, participating in press-conferences worldwide	1 million euro and full awareness of the users of Yandex services
Communication campaign	<ul style="list-style-type: none"> -updates about the Kamaz Master activity on the newsfeed in the browser; -collaboration with Yandex food using Kamaz Master's symbolic and encouraging the audience to support the team; -articles on the blog platform Yandex. Zen about the team's history and current success; -promoted souvenirs on Yandex. Marketplace which can be bought with a very small price; -Billboards around Moscow showing the trucks and giving the discount on Yandex Taxi with the promocode «Kamaz Master». 	<ul style="list-style-type: none"> -placement of the Yandex logo on the sides of the truck; -placement of the Yandex logo on the merchandize of the team (T-Shirts, caps, backpacks, notebooks etc.); -placement of the Yandex logo on the site for the press conference; -showing the Yandex logo on TV during the broadcast of the rally; -placement of the Yandex logo and brief information about the sponsor on the website of the organizers; -Yandex logo on souvenirs dedicated to this event or distribution of souvenirs provided by the sponsor; -participation of the Yandex's representative in the press conference.

According to this sponsorship package, more detailed plan can was developed and suggested, describing the types of promotional and advertising tools, their placement, description, amount and timing:

Table 5. Detailed plan for a sponsorship cooperation

Position	Type	Placement, description	Amount	Time
Outdoor advertising	Billboards	Moscow, offering users of Yandex Taxi a discount with a promo code «KAMAZMASTER»	15	1 month
Merchandise	T-Shirts, pens, notebooks, caps, cups, clocks, car figures	With the symbolic of the team + Yandex logo as a sponsor	1000 each	1 month
Press-conference participation	Stand with the logo	Company's description and logo	1 logotype	1 year
TV	Mentioning during the rally online	Yandex's name and description	-	1 year
Internet	Mentioning on their websites about the partnership	Brand and description		1 year
Social Media	Partnership content	Sharing content about common events and ideas	1/week	1 year
Events	Shows and conferences	Car shows with Yandex and Yandex IT events with Kamaz Master (VR, conferences)	1 in 2 months	1 year

Collaboration with Yandex cars and drones	Using common technologies to promote their brands	Creating a car with two symbolic, Yandex drone on rallies	100 overalls	1 year
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In order to achieve the main goal of the project and increase the brand awareness of Kamaz Master Team, we developed the project management plan, indicating all the steps for 1 year.

Table 6. Project management plan

Phase	Activity	Description	Delivery date
Project Planning	Develop Quality Plan	Produce a document which reviews activities to be undertaken.	1.05.2022
Project planning	Develop materials for marketing activities	Prepare ready-to-use designs for the merchandise products, social media content, drones and cars designs, list of planned shows and conferences, press-conference stands, billboards and others.	1.06.2022
Project execution	Implementing developed products into the marketing communication	Posting the news, start selling and giving the merchandize, participate in events, demonstrating the logotype	1.06.2022 – 1.11.2022
Project evaluation	Evaluating achieved results	Evaluation of the project's success by media monitoring	1.11.2022
Project evaluation	Evaluating the process	Evaluation of the project's process monthly	Every 1st of every month
Project closure	The end of the sponsorship package	In 1 year, the sponsorship package will be over and it will be possible to see the increased brand awareness of Kamaz Master Team	1.05.2023

The Project Management plan suggests a concrete timeline and tasks explanation in order to achieve the most effective results from this campaign. Nevertheless, the project **has risks and limits**, such as:

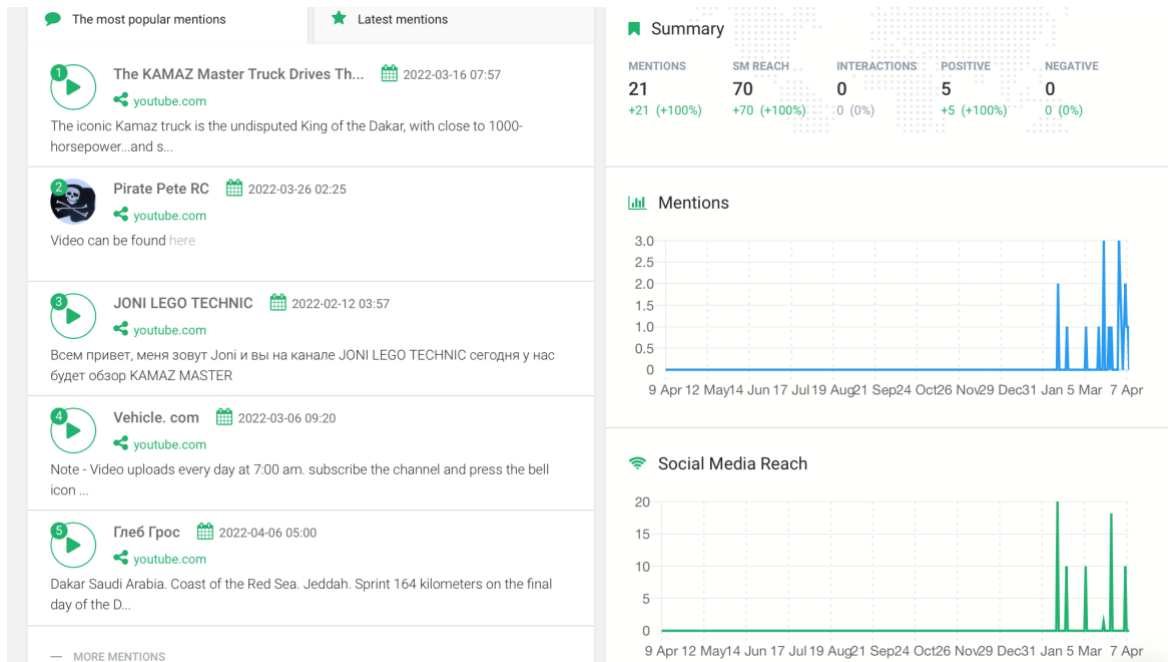
- Orientation on the Russian market. Due to both of the companies based in Russia, the target audience is restricted by one country which could affect the increase of brand awareness. Despite the popularity of the Yandex brand, if the area is limited it might not bring the expected results.
- Limitations of Yandex for the sponsorship. Yandex is a brand, which has different services and many corporate rules affecting all their marketing activities. It can make the process of sponsorship package implementation more difficult and decrease its success.
- Fast-changing environment. Both of the companies are the parts of fast-changing fields (IT and motorsport), where the changes and innovations happen very fast. Unpredictable events might affect the result of this collaboration and bring unwanted risks.

To conclude, the suggested sponsorship package is supposed to meet the target audience's expectations and bring valuable results in 1 year, due to its aim to inform, entertain and involve people into the activity of both companies. Despite all the risks and limitations, a diverse package of common activities should bring valuable attention for the Kamaz Master team. To illustrate these suggestions, a few prototypes were made (Appendix V).

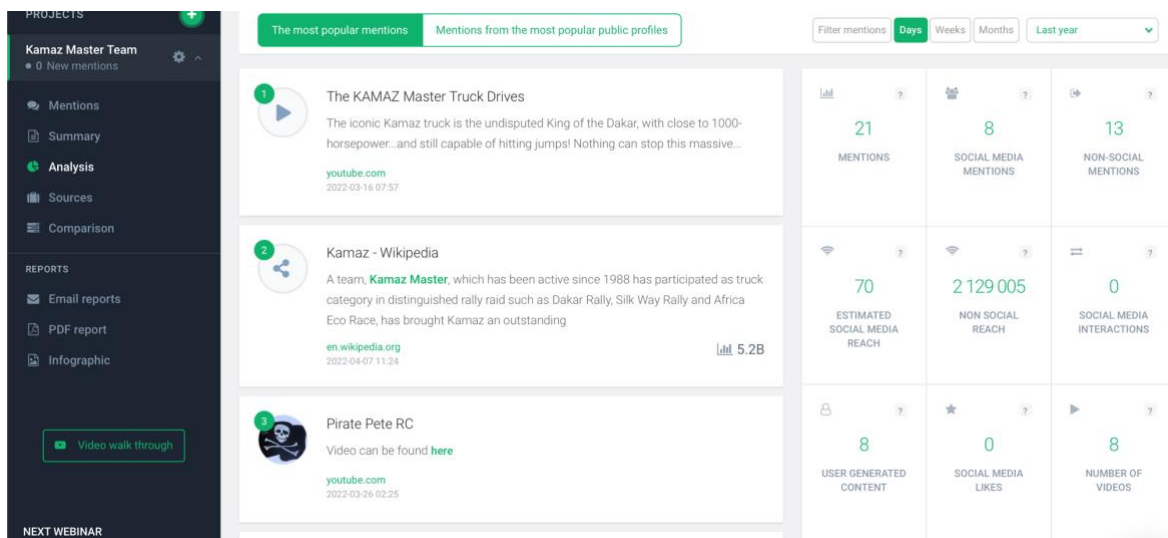
6.3.3 Measuring the project's success

To measure the results of this collaboration, we are going to use the tool for media monitoring – BRAND24. It is going to show all the media's mentioning (News, Social Media, Videos, Podcasts) of the Kamaz Master Team in the selected period of time. As it was mentioned in the theoretical part, the brand awareness depends on the popularity of the brand around the media and chosen target audience, and the media monitoring tool will help to understand the change between the current position of the brand and the predicted position in 1 year by showing the results of mentioning of Kamaz Master Team in the media.

Based on that, we can look at the current state of the brand on April 2022:



Picture 6. Media monitoring of Kamaz Master Team. Source: <https://app.brand24.com/panel/analysis/>



Picture 7. Media monitoring of Kamaz Master Team. Source: <https://app.brand24.com/panel/analysis/>

Based on these metrics, we can evaluate brand’s popularity in the media as very low, due to the most significant indicators in these metrics: it has only 21 relevant mentions on Social Media for the last year. The non-social reach number is 2 129 005 and it represents the estimated number of impressions with the mentions containing the monitored keywords (Kamaz Master Team) beyond the social media.

According to the gained data, we can suggest a plan for a future results evaluation:

Social media mentions: 200, Non-Social Reach: 5 000 000.

Moreover, the project's performance should be evaluated weekly and monthly to prove the growth of media mentions and tool effectiveness.

If after the sponsorship implementation in 1 year the numbers of media mentions will reach these heights, the project can be measured as successful and the brand awareness of Kamaz Master Team will be increased.

6.4 Forecasting sponsorship effect on brand awareness of Kamaz Master

All of the above sponsorship proposals form the basis of the sports sponsorship communication platform, form in the consumer's mind a strong connection between the sporting event/organization and the brand/product of the sponsoring company, which, in turn, generates a high level of fan audience loyalty. When determining the cost of a sponsorship package, the combination of these factors is the basis for applying a multiplying factor to the estimated cost of all other sponsorship opportunities, including the media presence of the sponsor brand, which is achieved through the branding of a sports facility, athletes' uniforms, equipment, equipment; estimated cost of promotional events, work with fans of the copyright holder, etc. It is possible to measure the sponsorship effect on brand awareness of Kamaz Master Team based on following criteria:

- Getting into the TOP-3 brands in terms of popularity in this sport adds to the final effect an increase in brand awareness. The level of fame is determined on the basis of individual quantitative studies, which may come from the League, the copyright holder, a potential sponsor, or is in the public domain. We evaluate it as most likely to happen, due to the giant audience of Yandex which can be involved in Kamaz Master activity.
- Number of fans (including active ones, i.e. attending competitions). When the team gets into the TOP-3 in the total number of fans at one event on a competition day, it adds a high value to brand awareness. The number of fans is determined based on the official statistics of the competition organizer. The possibility of this for Kamaz Master Team is high because of the strong involvement of Yandex in providing the media support.
- Relevance of the audience of the team to the target audience of the sponsor brand. The relevance of the audience of the sponsor brand to the audience of the copyright holder of more than 60% increases brand awareness. The relevance level is assessed on the basis of independent research commissioned by the copyright holder or a potential sponsor. In this case, the audience relevance will be expected to be more than 60%, because the whole campaign was targeted to people with specific interests.

- Popularity of the sport. When it hits the TOP-3 sports in Russia, it guarantees brand awareness. The popularity level is determined for Russia based on Media monitoring data, the indicator of the popularity of a sport in general. We can expect this sport to gain its popularity because of the popularity of the Yandex audience.

6.5 Summary of the project

Based on the quantitative and qualitative research we could define the main strengths and weaknesses of the current sponsorship communication of Kamaz Master Team. According to that data, it was possible to choose one company (Yandex) which will be the perfect fit for being a sponsor of Kamaz Master and help to increase the brand awareness of the team. After a detailed analysis of Yandex, the benefits of the partnership for Kamaz Master was clear: this company has a high revenue and it will be enough to sponsor the motorsport team, also because of the diverse offers within one company (market, taxi, food etc.) it will be possible to reach more people which will bring more awareness for the team.

The planned events, activities and project plan were developed according to the needs, which team members mentioned during the interviews. This is the reason why this strategy could be used for the most effective partnership not only with Yandex, but also with other companies – it defines the team's abilities to be involved in the process of marketing communications. We expect high results from this communication and increasing the brand awareness of Kamaz Master Team because of that due to a few reasons: all the events and activities planned to aim the specific target audience; because of Marketing Mix the strongest parts of Yandex as a part of these marketing communications were defined and we were able to build our suggestions based on them; Kamaz Master Team is ready to cooperate and share its part in order to give the biggest result for Yandex as well. In summary, all of these factors can influence the target audience, which will bring more followers who will be able to spread the word across many others.

We were able to identify the major strengths and limitations of Kamaz Master Team's present sponsorship communication based on quantitative and qualitative research. Based on this information, it was feasible to select one firm (Yandex) as the ideal sponsor for Kamaz Master and assist in increasing the team's brand recognition. The benefits of the partnership for Kamaz Master were clear after a detailed analysis of Yandex: this company has a high revenue and will be enough to sponsor the motorsport team; additionally, because of the diverse offerings within one company (market, taxi, food, etc.) it will be possible to reach more people, resulting in increased awareness for the team. The scheduled events and activities were created in response to the demands expressed by team members during the interviews. This is why this strategy may be utilized to form the most

successful collaboration not only with Yandex, but also with other businesses - it defines the team's ability to participate in the marketing communications process. Because of a few factors, we predict great outcomes from this communication and increased brand recognition of Kamaz Master Team: Because of Marketing Mix, the strongest portions of Yandex as a part of these marketing communications were determined, and we were able to construct our ideas based on them; Kamaz Master Team is willing to collaborate and share its resources in order to provide the best possible results for Yandex. In conclusion, despite the possible risks, the suggested sponsorship package has the potential to affect the target audience, resulting in more followers who will be able to spread the word to a larger number of people and increase awareness of Kamaz Master Team.

CONCLUSION

The purpose of this thesis was to suggest a new sponsor and the way to communicate with this sponsor to increase the brand awareness of the Kamaz Master Team. In order to do that, theoretical and analytical research was made. During the theoretical research, the main topics of this thesis were discussed, based on the scientific sources. It showed the importance of sponsorship for brand awareness in marketing communications.

Because of the analytical part, we could evaluate and interpret the data gathered during the main study. The findings are described in quantitative terms, and these data were gathered through online interviews, as previously stated. We accepted the assumptions that were set following the literature review in this chapter. Based on the findings, we can conclude that sponsorship raises brand recognition for the Kamaz Master team, achieving the study's major purpose. In addition, we looked at the impact of involvement on brand awareness at the generic and specific levels, and found that involvement increased brand awareness in both scenarios.

One of the objectives of this research was to find a company that would help the team's brand recognition. We selected three feasible firm alternatives based on the literature analysis, and after conducting analyses, we recommended Yandex for brand awareness development. We were able to confirm four hypotheses and answer the research's primary questions, as well as achieve the study's main aim, based on the quantitative analysis. We identified the key strengths and limitations of Kamaz Master Team's present sponsorship communication based on quantitative and qualitative research. Based on this information, it was feasible to select one firm (Yandex) as the ideal sponsor for Kamaz Master and to assist in raising the team's brand awareness.

The detailed project management plan was created in response to the demands expressed by team members during the interviews. This is why this strategy may be utilized to form the most successful collaboration not only with Yandex, but also with other businesses - it defines the team's ability to participate in the marketing communications process. Because of a few mentioned factors, we predict great outcomes from this communication and increase the brand awareness of the Kamaz Master Team, which will be possible to measure by media monitoring.

We anticipate positive outcomes and enhanced brand awareness for Kamaz Master Team as a result of collaboration with Yandex due to Kamaz Master Team is eager to collaborate and share its resources in order to offer the best potential outcomes for Yandex. The main goal of the thesis was met, and the research questions were answered.

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LIST OF FIGURES

Figure 1. AIDA Model. Source: own research.	13
Figure 2. Definition of 4P Marketing Mix. Source: own research.	16
Figure 3. Definition of 5P and 7P Marketing Mix. Source: own research.	16
Figure 4. Top race series among Russian fans (%). Source: Nielsen Sports (2016)	26
Figure 5. Inflation rate in Russia (blue) and European Union (Yellow) in 2011-2021 in percentage. Source: (Inflation's rates in Russian Federation yearly, n.d.).....	36
Figure 6. Cost of the Russian Ruble in USD (green) and EUR (blue)	37
Figure 7. Channels of communication with the audience for the motorsport industry. Source: Russian Motorsport Forum-2017.....	38
Figure 8. Question 1: What is your age?.....	40
Figure 9. Question 2: what is your gender?	40
Figure 10. Question 3: What is your current occupation?	41
Figure 11. Question 4: I am interested in motorsport	42
Figure 12. Question 5: I am familiar with Dakar	43
Figure 13. Question 6: I am familiar with Kamaz Master Team	44
Figure 14. Question 7: How did you hear about the team for the first time?	45
Figure 15. Question 8: Write the sponsors you have heard of.....	46
Figure 16. Question 9: I am familiar with Kamaz Master Team because of its sponsors	47
Figure 17. Question 10: I believe Kamaz Master is a strong team as it is sponsored by companies like Kamaz, VTB, Rosnec, Varta, V Kontakte, Goodyear, Total and etc.+	48
Figure 18. Question 11: Kamaz Master Team needs to find new sponsors.....	49
Figure 19. Question 12: If Yandex sponsored KAMAZ MASTER TEAM I would express more interest in the team	50
Figure 20. Question 13: If Ozon sponsored Kamaz Master Team I would express more interest in the team.....	51
Figure 21. Question 14: If Tinkoff sponsored Kamaz Master Team I would express more interest in the team.....	52
Figure 22. Question: If one of this companies sponsored Kamaz Master that would increase my interest in team	53
Figure 23. Question 15: What company would increase brand awareness of Kamaz Master Team .	54
Figure 24. 7P Marketing Mix of Yandex	68
Figure 25. Target audience for Kamaz Master Team/Yandex cooperation according to their interests	70
Figure 26. Target audience of Kamaz Master Team according to their interests	70
Figure 27. Target audience of Yandex according to their interests	71

LIST OF TABLES

Table 1. Sport Sponsorship objectives for Sponsors Source: own research, Inspired by (Smith, 2008)	19
Table 2. Sport Sponsorship communications objectives for Sport properties. Source: own research, Inspired by (Smith et al., 2008).....	20
Table 3. Forms of Brand Awareness. Source (Ali et al., 2022)	27
Table 4. Sponsorship package suggestion.....	71
Table 5. Detailed plan for a sponsorship cooperation.....	73
Table 6. Project management plan	74
Table 7. Cross tabulation for the specific level: The influence of involvement in Dakar on brand awareness. Source: own research.....	96
Table 8. Cross tabulation for the generic level: The influence of involvement in motorsport on brand awareness. Source: own research.....	98

LIST OF PICTURES

Picture 1. The growth of Yandex for the past three months (according to the data on 23.02.22). Source: https://quote.rbc.ru/rafik	64
Picture 2. Yandex's speaker and voice assistant – Alice. Source: (Alice – voice assistant from Yandex, n.d.)	65
Picture 3. Unmanned vehicle made by Yandex. Source: (Yandex Self-Driving Cars, n.d.)	66
Picture 4. Revenue of the popular Taxi services - Yandex Taxi, Uber, Lyft. Source: Internet search.	67
Picture 5. Yandex services. Source: https://longterminvestments.ru/yandex-analysis/	67
Picture 6. Media monitoring of Kamaz Master Team. Source: https://app.brand24.com/panel/analysis/	76
Picture 7. Media monitoring of Kamaz Master Team. Source: https://app.brand24.com/panel/analysis/	76

APPENDICES

Appendix P I: Questionnaire for quantitative research evaluation

Appendix P II: Interview guide

Appendix P III: Cross tabulation for the specific level: The influence of involvement in Dakar on brand awareness

Appendix P IV: Cross tabulation for the generic level: The influence of involvement in motorsport on brand awareness.

Appendix P V: Appendix Illustrations for the sponsorship package

APPENDIX P I: QUESTIONS FOR QUANTITATIVE RESEARCH EVALUATION

Questionnaire

Dear Sir/Madam, this questionnaire is made for educational purposes and aimed to identify the brand awareness of Kamaz Master Team. The survey is conducted at the Faculty of Multimedia Communications of Tomas Bata University in Zlin, the Czech Republic. It is anonymous and will be used only for research purposes.

Please complete the following above enquiry, by placing a CROSS in the appropriate box/writing your answer above the line

<p>Statistical data:</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>1. Age</p> <p>20-29. <input type="checkbox"/></p> <p>30-39. <input type="checkbox"/></p> <p>40-49. <input type="checkbox"/></p> <p>50-59. <input type="checkbox"/></p> <p>60-65. <input type="checkbox"/></p> </div> <div style="width: 30%;"> <p>2. Gender</p> <p>Male <input type="checkbox"/></p> <p>Female <input type="checkbox"/></p> </div> <div style="width: 30%;"> <p>3. Occupation</p> <p>Student <input type="checkbox"/></p> <p>Employed <input type="checkbox"/></p> <p>Unemployed <input type="checkbox"/></p> </div> </div>	Strongly agree	Agree	nor agree nor disagree	Disagree	Strongly disagree
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4. I am interested in motorsport					
5. I am familiar with Dakar					
6. I am familiar with Kamaz Master Team					
7. If you're familiar with the team, where did you hear about it for the first time (the source of information)	(Please write a full answer)				
8. Please write the sponsors of the team you've heard of	(Please write a full answer)				
9. I am familiar with Kamaz Master Team because of its sponsors					
10. I believe Kamaz Master is a strong team as it is sponsored by companies like Kamaz, VTB, Varta, Vkontakte, Goodyear, Total and etc.+					

11. Kamaz Master Team needs to find a new sponsor					
12. If Yandex sponsored the Kamaz Master Team I would express more interest in the team.					
13. If Ozon sponsored the KAMAZ MASTER TEAM I would express more interest in the team.					
14. If Tinkoff sponsored the KAMAZ MASTER TEAM I would express more interest in the team.					
15. Which company do you believe would increase the brand awareness of the Kamaz Master team?	(Please write a full answer)				

Thank you for your participation and have a nice day.

APPENDIX P II: INTERVIEW GUIDE

Introduction:

My name is Vlada Plotnikova and I'm working on the MA Thesis at Tomas Bata University in Zlin in Marketing communications. The topic of my Thesis is «Sponsorship as a marketing tool to increase the brand awareness of the Russian motorsport team» and the project part is based on information about the Autosport team Kamaz Master. In order to meet the goal of the research (to develop a collaboration strategy with a new sponsor of Kamaz Master Team for increasing the brand awareness of the team), I need to receive the most relevant data about the sponsorship effect on the team's brand awareness. The most effective way is to conduct an interview with the team members responsible for making decisions in this field for the team. I appreciate your knowledge and experience and I am grateful that you agreed to take part in this research.

All the questions were made by me and they will not appear in newspapers/media or other sources of media. All the materials are going to be used for scientific and informative purposes. Your answers will not be modified to be the better fit for the structure of this research, however, I will not change your words or add any additional information. If you agree with these terms, please, let's start.

Interview questions:

Q1: What is your sponsorship strategy in general and how do you communicate with your sponsors?

Q2: How do your sponsors participate in the team's activity?

Q3: What do you expect to get from your sponsors the most?

Q4: Which problems do you usually experience with the sponsors?

Q5: What is the biggest difference between the main sponsors and the other ones?

Q6: What is the approximate budget receiving from sponsors yearly?

Q7: How does the government help in terms of sponsoring?

Q8: Who is responsible for the cooperation with sponsors in the team and how is it structured?

Q9: How would you evaluate the effectiveness of the current sponsorship strategy?

Q10: Which sponsor would increase Kamaz Master team's brand awareness?

Q11: Would you like to see Yandex as one of your main sponsors?

Thank you for your time and participation. The final version will be sent to you via e-mail.

APPENDIX P III: CROSS TABULATION FOR THE SPECIFIC LEVEL: THE INFLUENCE OF INVOLVEMENT IN DAKAR ON BRAND AWARENESS

Table 7. Cross tabulation for the specific level: The influence of involvement in Dakar on brand awareness. Source: own research

			Please answer what best defines your position: I am familiar with the Kamaz Master Team					Total
			Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	
Please answer what best defines your position: I am interested in Dakar	Strongly Disagree	count	11	9	6	1	2	29
		% within to me, I am interested	37.9%	31.0%	20.7%	3.4%	6.9%	100.0%
		% within to me, I am familiar with Kamaz Master Team	52.4%	31.0%	14.3%	1.2%	3.5%	12.6%
	Disagree	count	7	14	7	8	6	42
		% within to me, I am interested	16.7%	33.3%	16.7%	19.0%	16.7%	100.0%
		% within to me, I am familiar with Kamaz Master Team	33.3%	48.3%	16.7%	9.9%	33.3%	18.3%
	Neither agree, nor disagree	count	3	6	24	12	3	48
		% within to me, I am interested	6.3%	12.5%	50.0%	25.0%	6.3%	100.0%
		% within to me, I am familiar with Kamaz Master Team	14.3%	20.7%	57.1%	14.8%	5.3%	20.9%
	Agree	count	0	0	2	33	28	63
		% within to me, I am interested	0.0%	0.0%	3.2%	52.4%	44.4%	100.0%
		% within to me, I am familiar with Kamaz Master Team	0.0%	0.0%	4.8%	40.7%	49.1%	27.4%

	Strongly agree	count	0	0	3	27	18	48
		% within to me, I am interested	0.0%	0.0%	6.3%	56.3%	37.5%	100.0%
		% within to me, I am familiar with Kamaz Master Team	0.0%	0.0%	7.1%	33.3%	31.6%	20.9%
Total		Count	21	29	42	81	57	230
		%	9.1%	12.4%	18.3%	35.3%	24.8%	100%

APPENDIX P IV: CROSS TABULATION FOR THE GENERIC LEVEL: THE INFLUENCE OF INVOLVEMENT IN MOTORSPORT ON BRAND AWARENESS.

Table 8. Cross tabulation for the generic level: The influence of involvement in motorsport on brand awareness. Source: own research

			Please answer what best defines your position: I am familiar with the Kamaz Master Team					Total
			Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	
Please answer what best defines your position: I am interested in Motorsport	Strongly Disagree	count	11	4	1	2	0	18
		% within to me, I am interested	61.1%	22.2%	5.6%	11.1%	0.0%	100.0%
		% within to me, I am familiar with Kamaz Master Team	52.4%	13.8%	2.4%	2.5%	47.6%	7.8%
	Disagree	count	7	13	5	1	1	27
		% within to me, I am interested	25.9%	48.1%	18.5%	3.7%	3.7%	100.0%
		% within to me, I am familiar with Kamaz Master Team	33.3%	44.8%	11.9%	1.2%	1.8%	11.7%
	Neither agree, nor disagree	count	3	6	23	0	0	32
		% within to me, I am interested	9.4%	18.8%	71.9%	0.0%	0.0%	100.0%
		% within to me, I am familiar with Kamaz Master Team	14.3%	20.7%	54.8%	0.0%	0.0%	13.9%
	Agree	count	0	5	4	30	25	64
	% within to me, I am interested	0.0%	7.8%	6.3%	46.9%	39.1%	100.0%	

		% within to me, I am familiar with Kamaz Master Team	0.0%	17.2%	9.5%	37.0%	43.9%	27.8%
	Strongly agree	count	0	1	9	48	31	89
		% within To me, I am interested	0.0%	1.1%	10.1%	53.9%	34.8%	100.0%
		% within to me, I am familiar with Kamaz Master Team	0.0%	3.4%	21.4%	59.3%	54.4%	38.7%
Total		Count	21	29	42	81	57	230
		%	9.1%	12.6%	18.3%	35.2%	24.8%	100%

APPENDIX P IV: ILLUSTRATIONS FOR THE SPONSORSHIP PACKAGE



Yandex Self-Driving Car with Kamaz Master Team logotype



Kamaz Master car with Yandex logotype



T-Shirt with Yandex and Kamaz Master Team collaboration