



HSBC profit from awareness

Sponsoring the Yahoo! Wimbledon site, HSBC increased awareness of their Tim Henman sponsorship (up 30%) and accredited 19.6% of all loan quotations to the Yahoo! partnership.

Campaign Objectives

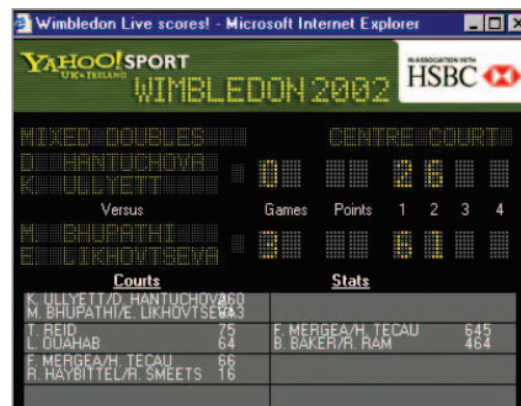
- To make HSBC synonymous with Tim Henman and Wimbledon
- To encourage users to sign up for an HSBC loan and encourage brochure requests

Campaign Solutions

- To exclusively sponsor Yahoo! Wimbledon with integration throughout the site including a live scoreboard and interactive polls
- To augment HSBC's presence with co-branded Yahoo! Homepage promotional activity - providing extended reach and solus positioning
- To create and host an HSBC Personal Loans page promoting HSBC's (Trip to New York) prize draw

Campaign Results

- HSBC accredited 19.6% of all their loan quotations to the Yahoo! sponsorship*
- Awareness that Tim Henman is sponsored by HSBC increased by 30%**



Campaign Summary

- Yahoo! provided HSBC the perfect platform for extending their association with both Wimbledon and Tim Henman
- HSBC's brand association was boosted as a direct consequence of the Yahoo! Wimbledon sponsorship
- HSBC successfully enticed users to sign up for a loan through their (Trip to New York) prize draw

Sources: *HSBC dedicated call line **Yahoo! Internal Research