

# Marketing



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"SPONSORSHIP EXPOSED"

## PROTECTING EXCLUSIVITY

Kym Illman, managing director of Messages On Hold, unashamedly admits to pulling some ambush marketing stunts, though he has never specifically targeted sponsored events. "When you're starting up you just want to get your logo out there. So I'd look for any opportunity where a TV camera was rolling, such as at the airport when stars were arriving or news reports on the street."

Starting as a one-man band in 1988, his company now has 80 staff and turns over \$12 million a year, with clients in 18 countries. His 'big hands' have appeared on television screens in lounge rooms throughout the world, usually in the background, but noticeable all the same. Even today, people recall seeing the 'big hands' on TV.

Despite crediting ambush marketing with getting him some brand exposure, Illman can't really see this type of advertising taking off. As he puts it: "Ambush marketing is just so hard to do, with a lot of planning involved."

Even though it occasionally makes the news, Jann Kohlman says that these stunts need not threaten a sponsor who has leveraged their sponsorship well. As Kohlman surmises: "Ambush marketing will generally create an advertising and PR opportunity. Long-term sponsors, by comparison, can create an enduring and relevant direct relationship with the target audience. This is the power of sponsorship."