

THE VALUE OF A PLATFORM

We often talk about 'value association' in conversations about Sponsorship/Content, where a brand can borrow positive values from a platform to enhance its image or drive a different perception of its brand among the platform's audiences.

But what are the typical 'values' that a platform can offer? ASN has combed several studies in this space - and added in some values that its management have used over the years of managing brand investment in the space - to provide a helpful list here.

Adrenaline / Energetic
Vibrant / Exciting
Youthful
Intense / Passionate
Speed
Power
Stamina
Aggressive / Competitive
Determined
Adventurous
Technical
Precise / Skillful
Delivery
Discipline
Confident
Dedication / Perseverance
Progress
Cerebral / Wise
Smart / Clever
Insight / Intellect
Life improving
Connector/ Enabler
Optimism
Success
Celebration
Heritage
Patriotic
Authoritative / Grey Hair
Traditional / Serious
Tough / Gritty
Safety / Protection
Health / Wellness
Dependable / Trustworthy
Likeable / Friendly

Considerate / Respectful
Helpful / Selfless
Transparent / Honest
Causal
Ethical
Eco / Green
Beauty / Style
Feminine
Romantic
Grace / Charm
Refinement / Elegance
Relax / Pamper
Zen / Spiritual
Euphoria
Premium / Exclusive
Gourmet / Delicious
Rebellious
Unorthodox
Mystery
Underground / Cult
Masculine
Challenger
Visionary
Futurist / Progressive
Innovation
Discovery
Magical / Brilliant
Creative / Artistic
Cool
Teamwork
Inclusive / For the people
Talent finder
Mentor
Happy / Cheerful
Flamboyant / Exaggerated
Fun / Light-hearted
Slapstick
Flirtatious
Gossip
Retro / Classic
Nostalgia

Phew! Please feel free to suggest more that you have come across or have used in place of some of the above. Email us at info@asiasponsorshipnews.com