

10/07/2025

# REPORT

**Rackets & Brands: A Wimbledon Love Match?**



# AUDIENCE

## Demographics

United Kingdom, Age 18 to 45

## Custom Screening

Which of these sports do you watch or follow most often...whether on TV, online or in person?

**Qualified:** Tennis

**Unqualified:** Football / Soccer, Basketball, Cricket, Volleyball

## Custom Screening 2

How do you usually enjoy Wimbledon?

**Qualified:** Watch matches live on TV, Try to get tickets and go in person

**Unqualified:** Follow highlights and social media clips, It's just background - more about food, friends & summer vibes!



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## OBJECTIVE

To analyze consumer perceptions of brand sponsorships at Wimbledon, identifying the factors that drive authenticity versus intrusiveness, and examining the impact of these sponsorships on brand image, emotional resonance, fan loyalty, and engagement with both the event and the sponsoring brands.

## BURNING QUESTION

How do Wimbledon attendees perceive the authenticity of brand sponsorships in relation to the event's heritage?



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## CHAT GUIDE

1. When you hear “Wimbledon”, what’s the first thing that pops into your mind?
2. How do you usually follow Wimbledon - do you watch it live, catch highlights, scroll social feeds or maybe dream of Centre Court tickets?
3. What’s the best Wimbledon moment you’ve ever watched or been part of? What made it so memorable?
4. How do you generally feel about brands getting involved with big sporting events like Wimbledon?
5. Have you ever felt a brand really nailed it at Wimbledon? What made them feel like part of the game?
6. Has a Wimbledon sponsor ever inspired you to do something - buy, try, share, or talk about it? Tell me what nudged you.



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## CHAT GUIDE

7. Please rank these qualities that make a brand feel like it truly belongs at Wimbledon:

Choices: Matches Wimbledon's heritage & tradition, Adds to the fan experience in a classy way, Feels premium & exclusive, Innovative but subtle, Shares values like sustainability or community

8. Wimbledon is known for its heritage and tradition...how does that influence which brands you think should (or shouldn't) be there?

9. Do you think Wimbledon sponsorship is more about awareness or does it actually drive you to try something new?

10. Now imagine you're a Wimbledon player- what 3 qualities must a brand have to belong at Wimbledon?

11. Are there any kinds of products you think just shouldn't sponsor Wimbledon? Why?

12. What's your golden piece of advice for brands who want to get Wimbledon sponsorship right? What would make you think "Wow, they belong here" rather than "Ugh, that's awkward?"

13. When you're watching Wimbledon, do you notice what brands the players are wearing or using?



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## CHAT GUIDE

14. Which player endorsements grab your attention the most?

Answers: Racquets & equipment, Clothing & kit, Watches & jewellery, Shoes

15. Okay, last one...who's your No.1 Wimbledon player you'd love to see lift that trophy this year?



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## AI SUMMARY

Wimbledon attendees perceive brand sponsorship authenticity as being intrinsically linked to the event's prestigious heritage and long-standing traditions. For a sponsorship to feel authentic, consumers believe it must seamlessly align with Wimbledon's core identity of class, quality, and exclusivity. There is a strong preference for premium and luxury brands like Rolex and Ralph Lauren, as well as partners with a historical association like Slazenger and Robinsons, whose presence is seen as a "natural fit" that reinforces the tournament's esteemed atmosphere. These brands are perceived not just as sponsors, but as integral parts of the Wimbledon experience.

Conversely, attendees feel that brands clash with the event's heritage when they are perceived as "cheap" or thematically inappropriate. There is a strong rejection of fast-food chains, betting companies, and discount retailers, as they are seen to dilute Wimbledon's brand and conflict with its values of health, athleticism, and refinement. While the exclusive, "upper class" nature of the event is a key part of its identity, brands that successfully add value through modern initiatives are highly praised. Evian's sustainability campaigns and brands like Adidas supporting grassroots tennis are frequently cited as examples of sponsorships that genuinely enhance the event, demonstrating that the most authentic partners are those who respect Wimbledon's history while thoughtfully contributing to its future and the broader fan experience.



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## KEY INSIGHTS

### The Heritage Litmus Test: Sponsorship Authenticity Hinges on Perceived 'Class' and Tradition

- For this audience, a brand's authenticity at Wimbledon is overwhelmingly judged by its ability to match the tournament's deep-rooted heritage, prestige, and 'classy' reputation. This alignment is the non-negotiable first step for acceptance.
- There is a clear consensus that premium and heritage brands like Rolex, Ralph Lauren, and Slazenger are a natural fit. Conversely, there's a strong rejection of 'cheap' or mass-market retailers (e.g., Lidl, Asda) and incompatible categories (e.g., fast food, betting), as they are perceived to dilute the exclusive and traditional ethos of the event.

### Quotes:

"I think prestige brands such as Rolex and Ralph Lauren should be there because of their hertiage and long standing good name "

Age 20, Female

"I feel like brands that are to cheap and not very classy as they just don't look right around the courts "

Age 26, Male

"I think brands that match Wimbledon's ideas should be there è.g Ralph Lauren. I think brands that are cheap or don't stand for quality should not be there as they don't match"

Age 27, Female

"It isn't a natural fit and doesn't embody what the tournament is. The food at Wimbledon is fresh and British and isn't what McDonalds is. The demographic that attend would be put off by this "

Age 28, Female





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## KEY INSIGHTS

### Beyond the Logo: Authentic Sponsorship is Activated Through Functional and Experiential Value

- True authenticity is achieved when a brand's involvement feels native and adds tangible value to the Wimbledon experience. Functionally integrated brands like Evian (hydration) and Slazenger (tennis balls) are seen as a 'natural fit' because they serve a practical purpose within the tournament.
- Sponsors that enhance the fan experience, either through exclusive access like American Express's lounges or by offering iconic merchandise like Christie's towels, successfully forge a deeper connection. These activations allow attendees to 'feel part of it,' transforming passive viewership into active participation and creating powerful brand loyalty.

### Quotes:

"I like the Evian partnership as it's practical for a sporting event and promotes health, which should be something sporting events focus on"

Age 31, Female

"Slazenger makes the balls for Wimbledon and has always done I think. So Slazenger is synonymous with Wimbledon, which is a heritage event."

Age 31, Female

"American express provides exclusive experiences for cardholders, like a lounge within the grounds. "

Age 35, Male

"I was gifted it after working at the event however I wanted to purchase one anyway as it is an iconic product that you could see the players using and it makes you feel part of it. You also feel that any product associated with Wimbledon is going to be high quality "

Age 28, Female



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## KEY INSIGHTS

### From Awareness to Action: Purpose and Aspiration Are Key Purchase Drivers

- Sponsorships effectively convert viewers into customers when they connect to higher values or aspirations. Purpose-driven initiatives, such as Evian's focus on sustainability or Adidas's support for grassroots tennis, build strong emotional resonance and a more positive brand perception.
- Aspirational brands, particularly Ralph Lauren, demonstrate a clear path from sponsorship to sale. By outfitting officials and being worn by influencers, the brand links itself to the prestigious Wimbledon aesthetic, inspiring consumers to purchase apparel to emulate the 'classy' and 'premium' look.

### Quotes:

"When addidas stared to put money into grassroots tennis it had been something that I had never played before but it gave me inspiration to go to my local leisure centre and try tennis for the first time "

Age 44, Male

"Yes, it moves Evian away from being a one use brand to something more sustainable. It's a new perspective on what matters to Evian that you get when you buy the plastic bottles in the shop!"

Age 31, Female

"Ralph Lauren. I love seeing influencers wearing the brand to attend Wimbledon and want to copy the outfits. The officials dressed in the brand also look impeccable "

Age 28, Female

"Bicester village have Ralph Lauren x Wimbledon displays at the moment with the Wimbledon range as well as outfits but together that are in keeping with something that you would wear at the championships. It's very aspirational and inspiring and makes you want to look in the store. I did actually go in and buy a dress and took pictures of the displays to keep them in mind and buy in due course "

Age 28, Female





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## KEY INSIGHTS

### The Player's Kit is the Prime Real Estate for Brand Impact and Recall

- Across the board, the most noticed and influential form of sponsorship is the players' clothing and kits. Consumers pay close attention to the brands, specific designs, and even the functionality of the apparel worn on court.
- Unique or stylish outfits, such as those designed for specific players by Nike or Ralph Lauren, generate significant discussion and directly shape perceptions of the sponsoring brand. This high-visibility placement is a powerful vehicle for communicating quality, fashion, and innovation, frequently sparking purchase interest.

### Quotes:

"Because when looking at the players they catch my attention. It's the design and functionality of the clothing "  
Age 27, Female

"Yes especially with some players as they were outfits that are a bit more noticeable such as Nike does special outfits for individual players "  
Age 26, Male

"The Maria sharapova 'suit' style Nike outfit was fabulous. It was classic (white, traditional tennis look), but also cool and different "  
Age 31, Female

"I bought a Nike hat after seeing on a tennis player. "  
Age 35, Male



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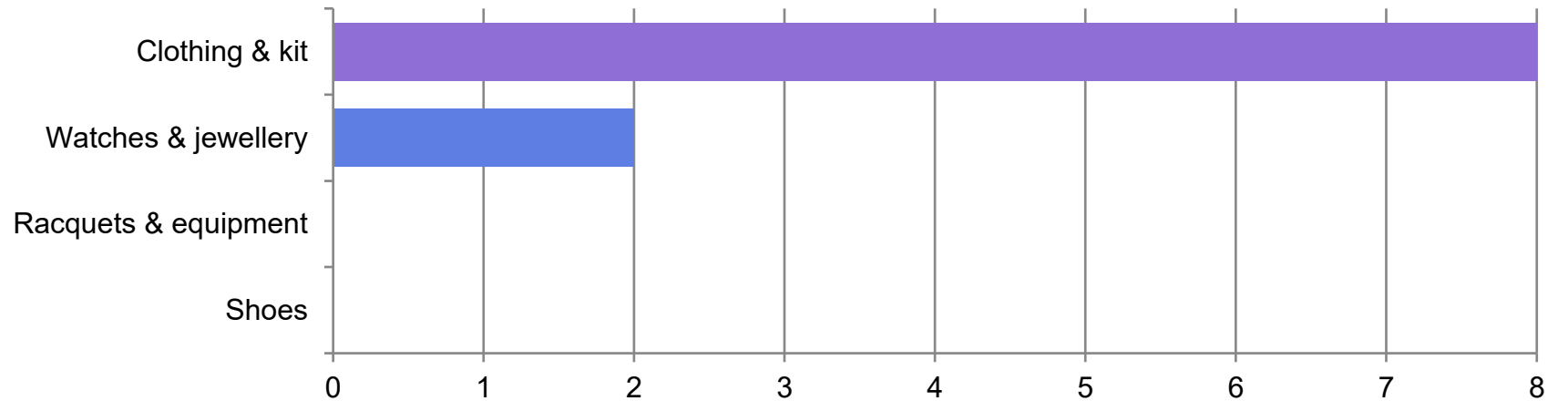
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## METRICS

Which player endorsements grab your attention the most?



AUDIENCE

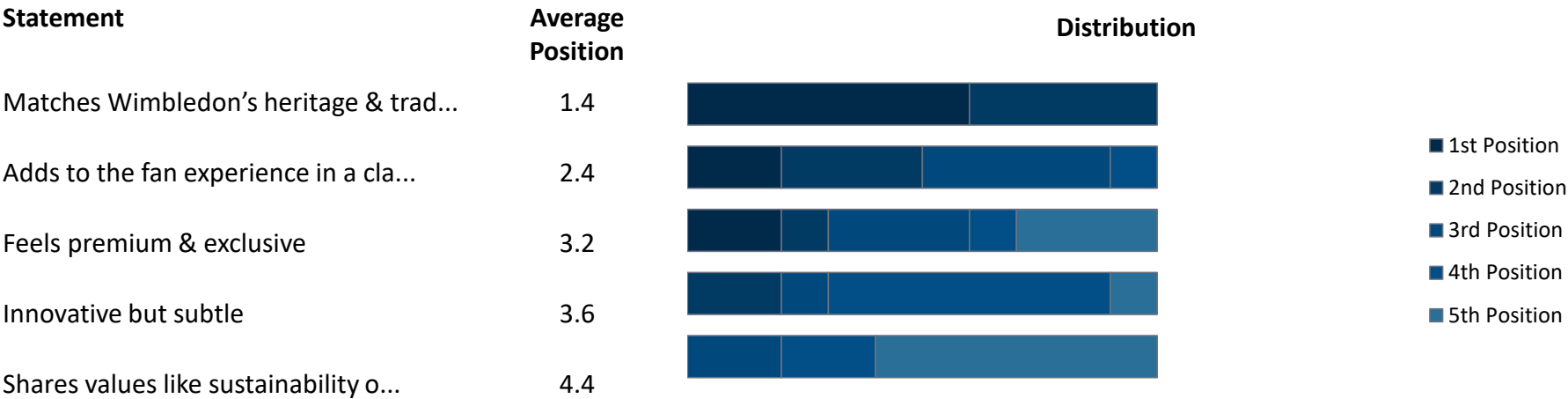
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METRICS

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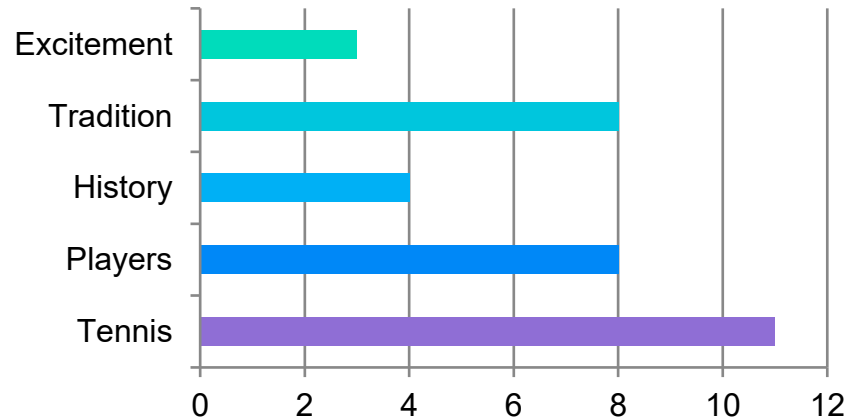
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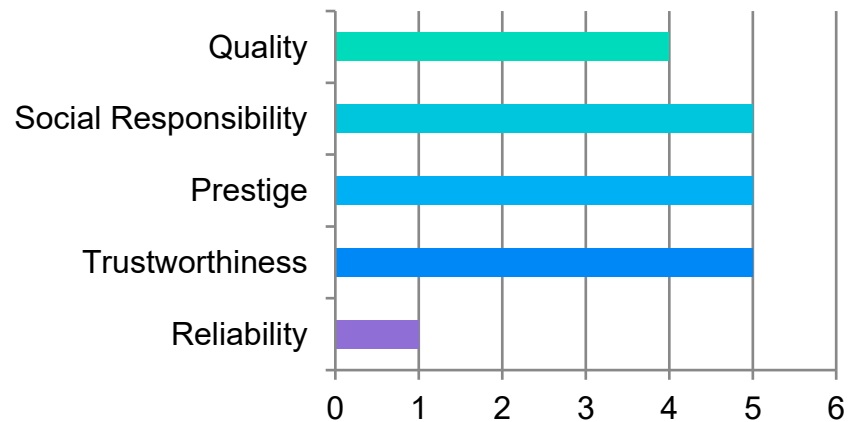
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## TOPICS

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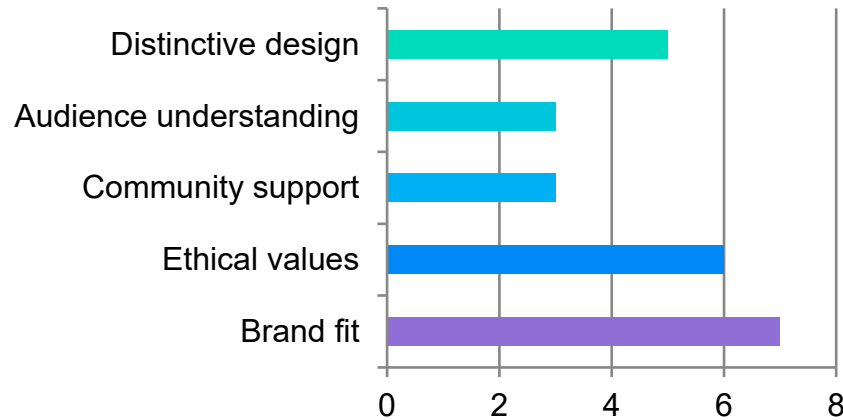
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## The Wimbledon Purist

### Description:

- This persona, typically a male in his late 20s, is a dedicated tennis fan who sees Wimbledon as the pinnacle of sporting prestige. He views the event through a lens of class and tradition, believing its exclusivity is a core part of its identity.
- He perceives a clear distinction between 'premium' brands like Rolex that belong at Wimbledon and 'working class' brands like supermarket chains that do not. This perception is so strong that he feels the event itself is primarily for the 'upper class', keeping the average fan watching from a distance.
- While he acknowledges the financial necessity of sponsorships, he is largely uninfluenced by them on a personal level, considering the featured luxury products to be outside his reach. His primary demand for sponsors is that they uphold the tournament's elite heritage and do not tarnish its prestigious image.

## The Conscientious Loyalist

### Description:

- Typically a male in his late 30s or early 40s, often with a family, this persona's connection to Wimbledon is rooted in emotional moments and shared values. He sees brand sponsorship as an opportunity for corporations to do good.
- He is highly receptive to and impressed by sponsors that demonstrate social and environmental responsibility. He specifically recalls and praises initiatives like Evian's focus on reducing single-use plastic and Adidas's investment in grassroots tennis.
- His brand loyalty is earned through action, not just association. A brand's commitment to sustainability, community involvement, and social issues makes him feel closer to the brand and can directly inspire him to try new things or even take up the sport himself.

## The Aspirational Stylist

### Description:

- This persona, often a female in her 20s or 30s, experiences Wimbledon as a premier social and fashion event. She is highly attuned to the aesthetics of the tournament, from the players' kits to the merchandise and influencer outfits.
- She is directly influenced by the brands showcased at the event, seeing them as aspirational and a way to connect with the Wimbledon lifestyle. Her purchase decisions are often a direct result of seeing a product at the tournament, whether it's an iconic Christie towel, a Ralph Lauren dress, or a Nike hat worn by a player.
- She values sponsorships that enhance the fan experience in a

### Insights:

- This segment feels a sense of alienation from the live Wimbledon experience due to the perceived 'upper-class' nature of the event and its sponsors, which reinforces the idea that attending in person is not for them.
- Authenticity for this persona is directly tied to class and exclusivity. A brand 'belongs' if it is a well-known, prestigious, and high-end name that reinforces the tournament's elite status. Familiar, everyday brands are seen as intrusive and damaging to the Wimbledon image.
- Despite noticing luxury sponsors like Rolex, this persona feels no personal connection or purchase motivation. The sponsorship serves only to confirm the brand's and the event's high status, rather than to create a consumer relationship.

### Insights:

- Sponsorships that demonstrate tangible, positive impact beyond simple advertising build deep emotional resonance and trust with this persona. They are more likely to remember and support brands that align with their own values.
- For this fan, authenticity is not about luxury, but about purpose. Brands that are unsustainable, unhealthy (e.g., fast food), or ethically questionable are seen as a poor fit, clashing directly with the aspirational and athletic nature of the tournament.
- This persona can be directly activated by value-driven campaigns. The knowledge that a brand is investing in grassroots sports was enough to motivate one participant to try tennis for the first time, demonstrating that cause-related marketing can drive behavioral change.

### Insights:

- This segment's path to purchase is highly visual and aspirational; sponsorship acts as a powerful fashion and lifestyle endorsement. Seeing a product in the Wimbledon context instantly elevates its status and desirability.
- Tangible, high-quality merchandise is a key engagement driver. Owning a piece of the event, like a personalized towel, makes this fan feel 'part of it' and reinforces the perception of quality associated with Wimbledon.
- The line between athlete and influencer is blurred for this persona. She follows what players wear as fashion cues and is inspired by the overall 'look' promoted by brands on social



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## SAVED SEARCHES

can you give me a list of all the brands mentioned and also a list of all the players mentioned

This is a summary of the analysis for the provided query.

The analysis identifies and evaluates brands and players mentioned by participants in the context of Wimbledon. The core themes are brand alignment with Wimbledon's prestigious image and players' impact through iconic moments and style.

### Summary of Brand Analysis

Brands are judged primarily on their perceived "fit" with Wimbledon's themes of heritage, class, and prestige. The analysis categorizes them as either a "natural fit" or an "awkward mismatch."

- \* **Natural Fits:** Brands like Ralph Lauren and Rolex are seen as the epitome of a perfect sponsor, embodying the tournament's exclusive and classy image. Sportswear giants Nike and Adidas are considered integral due to their sponsorships of top players. Heritage brands like Slazenger, and traditional food/beverage partners like Evian, Robinsons, and Pimm's are praised for their authentic integration.
- \* **Mismatches & Class Distinction:** The analysis highlights a clear class-based distinction. Discount retailers like Lidl and Aldi are cited as examples of poor fits that clash with the "upper class" demographic, whereas premium supermarkets like Waitrose and M&S are considered appropriate.
- \* **Effective Modern Engagement:** Brands like American Express are praised for successful fan engagement through premium, modern activations like exclusive lounges and TikTok campaigns.





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## SAVED SEARCHES

\*

### List of All Brands Mentioned

#### Apparel & Sportswear:

- \* Nike
- \* Adidas
- \* Ralph Lauren
- \* Lululemon
- \* Uniqlo
- \* Slazenger
- \* ASICS
- \* Boss (Hugo Boss)

#### Luxury Goods:

- \* Rolex
- \* Cartier
- \* Tiffany & Co.

#### Food & Beverage:

- \* Evian
- \* Robinsons
- \* Pimm's
- \* Stella Artois

#### Retailers:

- \* Lidl





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## SAVED SEARCHES

- \* Aldi
- \* Asda
- \* B&Q
- \* Argos
- \* Waitrose
- \* M&S (Marks & Spencer)

### Services & Technology:

- \* American Express (Amex)
- \* Vodafone
- \* Sky Sports
- \* BBC
- \* TikTok

### Other:

- \* Christie
- \* Mitchum
- \*

### Summary of Player Analysis

Players are central to the Wimbledon experience and are remembered for iconic matches, national pride, distinctive on-court fashion, and brand affiliations.

- \* Legends & Iconic Moments: Andy Murray is a figure of immense national pride for his 2013 win. Roger Federer and Rafael Nadal are revered for their legendary rivalry, particularly the 2008 final. Novak Djokovic is recognized for his sheer dominance.





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## SAVED SEARCHES

- \* The New Generation: Carlos Alcaraz is the clear fan favorite among new players. Jannik Sinner and Jack Draper are also mentioned as rising stars.
- \* Fashion & Style: Player style has a lasting impact. Maria Sharapova's unique Nike "suit," Coco Gauff's floral Nike design, and Roger Federer's "iconic" Uniqlo kits are all highlighted as memorable.
- \* British Interest: Beyond Murray, there is significant interest in Emma Raducanu's career and her high-profile endorsements (e.g., Tiffany & Co.).

\*

### List of All Players Mentioned

- \* Andy Murray
- \* Roger Federer
- \* Rafael (Rafa) Nadal
- \* Novak Djokovic
- \* Carlos Alcaraz
- \* Emma (Emily) Raducanu
- \* Coco Gauff
- \* Maria Sharapova
- \* The Williams Sisters (Venus and Serena)
- \* Jannik Sinner
- \* Jack Draper
- \* Matteo Berrettini (mentioned as Bertolini)





**REACH OUT TO US IF YOU HAVE  
FURTHER QUESTIONS ABOUT THIS  
REPORT**

**[chat@boltinsight.com](mailto:chat@boltinsight.com)**

**ESOMAR**  
[member](#)



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