



C|TALK

C|SIGHT's Q&A



# C|TALK

## C|SIGHT's Q&A (OR: 7 REASONS FOR OUR CREATION)

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Q

### WHAT WE'VE BEEN HEARING FOR YEARS

I know we should devote much more time and attention to the future and the relevant developments in our business, but unfortunately, strategic issues are the first to suffer when things get busy operationally.

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A

### OUR ANSWER NOW

Complex future challenges can only be managed with a **clear strategy**. So strategy has to be a top management focal point! We help top management in the sports business with the **development and implementation of individual strategies**. We make sure that your strategic issues are never neglected but always remain in focus - **consistently pursued, implemented, and lived**.

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Q

### WHAT WE'VE BEEN HEARING FOR YEARS

Time is often too short for the necessary look outside the box - on trends, innovative technologies, business models or relevant developments in adjacent sectors. Also a different, outside-in view is missing if we discuss new developments only internally.

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A

### OUR ANSWER NOW

Thinking outside the box is our daily business! We focus on all the strategic issues that you don't have time for. Because we are **100% independent**, we have the necessary critical distance to your daily business to add the missing outside-in perspective to your future planning. At the same time, we have many years of **practical experience in the sports business** to understand the particularities of our industry and develop strategies based on real insights.

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Q

### WHAT WE'VE BEEN HEARING FOR YEARS

A prophet has no honor in his own country... The courage or final follow-through is often lacking when implementing "unpleasant truths" and radical measures. We certainly have ideas at the ready.

A

### OUR ANSWER NOW

We aren't just telling our clients what they want to hear. We see our added value in developing **individual solutions** together with our customers based on our expertise and practical experience. We are 100% loyal to our client's strategic purpose. In that sense, it's our duty to use our outside-in perspective to initiate discussions that have not yet been held and - if necessary - to identify and address unpleasant situations. As a result, our **individual creative design and implementation** ensure that projects are always being followed up and never slip into the background.

Q

### WHAT WE'VE BEEN HEARING FOR YEARS

The era of media buyers, panel sponsors and patrons is over. We need real strategic partnerships in sports sponsorship.



A

### WHAT WE ARE ANSWERING NOW

In theory, we fully agree with this! However, a true strategic partnership is based on both parties - rights holders and advertisers - having a clear sponsorship strategy. Today, unfortunately, this is rarely the case in practice. To change this is our motivation and our aspiration. **Without strategy, there can be no strategic fit and no strategic partnership.** Otherwise, even the best and most creative campaign can't fully offset the strategic shortcomings of a sponsorship.



Q

### WHAT WE'VE BEEN HEARING FOR YEARS

The marketing concept of the sponsorship pyramid, with its rigid hierarchical arrangement of sponsors based on exclusivity and the package price of the sponsorship, has come a long way. We know it needs adapting, but as long as it still works, we aren't changing it.

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A

### OUR ANSWER NOW

Many rights holders are stuck in the "good old days" of the seller's market in sports sponsorship with little knowledge and high market demand. This, however, has been continuously changing and now it's turning into a buyer's market. This means now is the time to set the strategic course and take concrete measures. We see it as a clear strategic mistake to cling to the traditional, non-differentiating sponsoring pyramid. Together with our customers, our goal is to develop **individual marketing concepts** that meet today's requirements and **create long-term business potential**.

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Q

### WHAT WE'VE BEEN HEARING FOR YEARS

I don't need a theoretical consultant to first explain the sports business to me, so he can tell me how to develop my business.



A

### OUR ANSWER NOW

We believe that competent consultancy for the sports business can only originate from within the sports business itself. The sports industry's particularities and tightly woven networks mean that classical consulting models don't meet its needs. Combining competence in strategic consulting with many years of practical experience, we offer **strategic top management consulting from the sports business for the sports business.**



Q

### WHAT WE'VE BEEN HEARING FOR YEARS

These days the requirements in our business are so fragmented and complex that it's hardly possible for us to keep a permanent overview of the diversity, individual qualities and relevant developments of all the specialist agencies and service providers.

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### OUR ANSWER NOW

The sports business is facing the greatest change in its history, and it cannot be countered with small-scale, operational actionism. What is needed is a **holistic strategy** that provides consistent orientation in these turbulent times and reduces complexity for decision-makers by putting parentheses around the many fragmented individual topics they deal with.

As part of our consulting service, we also systematically monitor and evaluate market developments and service providers. That means we can provide you with **100% independent** information about relevant developments and establish contacts to key players while you focus on strategic leadership and successfully running your day-to-day business.

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