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Italiana
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Sponsor ufficiale arbitri italiani di calcio

BRANDMEMO RESEARCH

AIA 2017

**The Italian Football Referees' Brand Preferences
for the Strategic Analysis of Aia Sponsorship.**

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BRANDMEMO RESEARCH | AIA 2017

1. INTRODUCTION AND OBJECTIVES.

This document presents the results of the BrandMemo Research AIA 2017, developed by Innova et Bella to support the strategic analysis of the Aia sponsorship.

The aim of the Research is observing and tracking the brand preferences of the Italian Referees population, composed of 35.000 Referees part of the AIA (Italian Football Referees Association).

BrandMemo platform has been used in order to develop this Research and analyse the big data within BrandMemo University Project.

BrandMemo is a social branding platform connecting people to their favorite brands, as well as Facebook platform connects people to their friends and LinkedIn platform connects people to their business contacts.

BrandMemo University is a non profit project with a Scientific Committee composed of more than 50 professors and researchers from the main universities and business schools around the world.

BrandMemo University project aims to study the brand preferences of every human being and enhance the scientific knowledge of the relations between people and brands.

Within BrandMemo University project, professors, researchers and students can freely access BrandMemo big data analysis platform for studies, researches, theses and business cases.

BrandMemo platform allows the development of brand management researches within a strategic target, such as: clients and prospects of a company or a brand, fans and subscribers of a football club, members of an association or a non profit organization, shareholders, employees and management of a company, distributors and suppliers of a company.

If you have any questions or need further information, feel free to contact the researchers of Innova et Bella, e-mail at: info@i-b.com.

2. RESEARCH METHODOLOGY

BrandMemo social branding platform allows people to connect to their favourite brands in different markets, ranking them from one to ten.

Each Referee member of the AIA who want to participate in the Research may sign up for the social branding platform www.brandmemo.com through their Facebook account and start ranking the favourite brands.

Today, more than 2.000 Referees participate in the Research, a representative sample of the entire population of nearly 35.000 AIA Associates. Data is anonymous.

The size of the sample is > 1,000 individuals for each market.*
The confidence level is 95%, the confidence interval is +/- 3%.

The final classification is made as follows: the preferences expressed by each Referee have been measured by applying the Fibonacci numerical sequence** to the ranks indicated by the participants.

Therefore, the preferences expressed by the Referees from the tenth to the first place are measured by the score: 1, 1, 2, 3, 5, 8, 13, 21, 34, 55.

To summarize: a first place is equal to the sum of a second and a third place, a second place is equal to the sum of a third and a fourth, and so on.

With the aim to define the AIA Toplist for every market, the total of values achieved by each brand has been normalized in proportion to the maximum value that a brand could have reached if voted as first by all the 35,000 members of the Association.

BrandMemo allows a real time data collection.

In this Research issue, the data of Referees' brand preferences have been collected from BrandMemo platform on June 30, 2017. Following collections of big data will allow to monitor the brand preferences dynamics and variations occurred over time.

* Shoes is the only market with a sample size < 1.000 individuals.

** The Fibonacci sequence is characterized by the fact that every number after the first two is the sum of the two preceding ones.

3. THE SAMPLE OF ITALIAN REFEREES

The AIA Associates are 34.765, 33.060 men and 1.705 women.

More than 2.000 Referees participate in the AIA BrandMemo Research.
This is a representative sample of the entire Italian Referees population.

The age groups are:

15 - 19 years old	8.342	24%
20 - 24 years old	7.855	23%
25 - 29 years old	4.505	13%
30 - 34 years old	3.416	10%
35 - 39 years old	2.607	7%
40 - 44 years old	2.273	6%
over 44 years old	5.767	17%

The Association is organized in 210 sections in all Italian regions. The members' geographical distribution by region is as follows:

Abruzzo	1.274
Basilicata	507
Calabria	1.388
Campania	3.295
Emilia Romagna	2.405
Friuli Venezia Giulia	952
Lazio	3.360
Liguria	1.146
Lombardia	4.537
Marche	1.224
Molise	465
Piemonte / Valle d'Aosta	2.230
Puglia	1.711
Sardegna	1.098
Sicilia	2.408
Toscana	2.480
Trentino Alto Adige	614
Umbria	919
Veneto	2.752

Source: FIGC – General Report 2016.

4. RESEARCH SUMMARY

The Research presents the brand preferences of the Italian referees, collected at the end of the ugeqpf quarter of 2017 in the following markets on BrandOemo: Breakfast, Pasta, Bottled Water, Soft Drink, Coffee, Pret-a-Porter, Sportswear, Shoes, Sneakers, Bags & Leather, Glasses, Watches, Gasoline, Motorbike, Car, Pc, Smartphone, TV, Banks.

The most voted brands in each market are the following, in ranking order.

Breakfast: 1. Mulino Bianco, 2. Kellogg's, 3. Nesquik, 4. Ringo, 5. Loacker, 6. Nestlé, 7. Müller, 8. Activia, 9. Buitoni, 10. Danone.

Pasta: 1. Barilla, 2. De Cecco, 3. Garofalo, 4. Voiello, 5. Divella, 6. Buitoni, 7. Rummo, 8. Molisana, 9. Agnesi, 10. Cocco.

Bottled Water: 1. Levissima, 2. S. Benedetto, 3. Ferrarelle, 4. Sant'Anna, 5. Lete, 6. Uliveto, 7. Rocchetta, 8. Panna, 9. San Pellegrino, 10. Vera.

Soft Drink: 1. Coca Cola, 2. Estathé, 3. Fanta, 4. Pepsi, 5. Schweppes, 6. Lipton, 7. Sprite, 8. San Pellegrino, 9. Santal, 10. Nestea.

Coffee: 1. Lavazza, 2. Illy, 3. Nespresso, 4. Kimbo, 5. Vergnano, 6. Segafredo, 7. Starbucks, 8. Nescafé, 9. Pellini, 10. Mauro.

Pret-a-Porter: 1. Giorgio Armani, 2. Calvin Klein, 3. Ralph Lauren, 4. Dolce & Gabbana, 5. Hugo Boss, 6. Burberry, 7. Gucci, 8. Prada, 9. Louis Vuitton, 10. Roberto Cavalli.

Sportswear: 1. Adidas, 2. Nike, 3. Asics, 4. Lacoste, 5. Puma, 6. Fred Perry, 7. Ralph Lauren, 8. Timberland, 9. Moncler, 10. The North Face.

Shoes: 1. Tod's, 2. Geox, 3. Nero Giardini, 4. Prada, 5. Gucci, 6. Church's, 7. Ferragamo, 8. Louboutin, 9. Pollini, 10. Rossetti.

Sneakers: 1. Adidas, 2. Nike, 3. Diadora, 4. Converse, 5. Asics, 6. New Balance, 7. Vans, 8. Puma, 9. Lacoste, 10. Mizuno.

Bags & Leather: 1. Louis Vuitton, 2. Gucci, 3. Chanel, 4. Prada, 5. Fendi, 6. Bottega Veneta, 7. Valentino, 8. Michael Kors, 9. Hermès, 10. Balenciaga.

Glasses: 1. Ray-Ban, 2. Luxottica, 3. Oakley, 4. Persol, 5. Police, 6. Polaroid, 7. Vogue, 8. Safilo, 9. Arnette, 10. Alain Mikli.



Watches: 1. Rolex, 2. Casio, 3. Breitling, 4. Swatch, 5. Cartier, 6. Omega, 7. Hamilton, 8. Baume & Mercier, 9. Longines, 10. Audemars Piguet.

Gasoline: 1. Eni, 2. Q8, 3. IP, 4. Shell, 5. TotalErg, 6. Tamoil, 7. Repsol, 8. Gazprom Neft, 9. ExxonMobil, 10. Bp.

Motorbike: 1. Ducati, 2. Yamaha, 3. Honda, 4. Vespa, 5. Aprilia, 6. Bmw, 7. Harley-Davidson, 8. Kawasaki, 9. Piaggio, 10. MV Agusta.

Cars: 1. Ferrari, 2. Audi, 3. Bmw, 4. Porsche, 5. Mercedes Benz, 6. Fiat, 7. Volkswagen, 8. Ford, 9. Tesla, 10. Toyota.

Pc: 1. Apple, 2. Asus, 3. Hp, 4. Acer, 5. Samsung, 6. Sony, 7. Lenovo, 8. Dell, 9. Toshiba, 10. Alienware.

Smartphone: 1. Apple, 2. Samsung, 3. Huawei, 4. Lg, 5. Google, 6. Htc, 7. Microsoft, 8. Asus, 9. Sony, 10. BlackBerry.

TV: 1. Samsung, 2. Sony, 3. Lg, 4. Philips, 5. Panasonic, 6. Sharp, 7. Asus, 8. Bang & Olufsen, 9. Toshiba, 10. Loewe.

Banks: 1. Unicredit, 2. Intesa Sanpaolo, 3. Bnp Paribas, 4. Deutsche Bank, 5. Ing, 6. Barclays, 7. UBI Banca, 8. Mps, 9. Credem, 10. Credit Suisse.

5. ITALIAN REFEREES BREAKFAST TOP BRANDS**BREAKFAST BRANDS | AIA TOPLIST 2017**

Max 35.000

1.	Mulino Bianco	17.855
2.	Kellogg's	10.282
3.	Nesquik	6.061
4.	Ringo	5.830
5.	Loacker	5.667
6.	Nestlé	4.926
7.	Müller	4.920
8.	Activia	4.066
9.	Buitoni	3.287
10.	Danone	3.069

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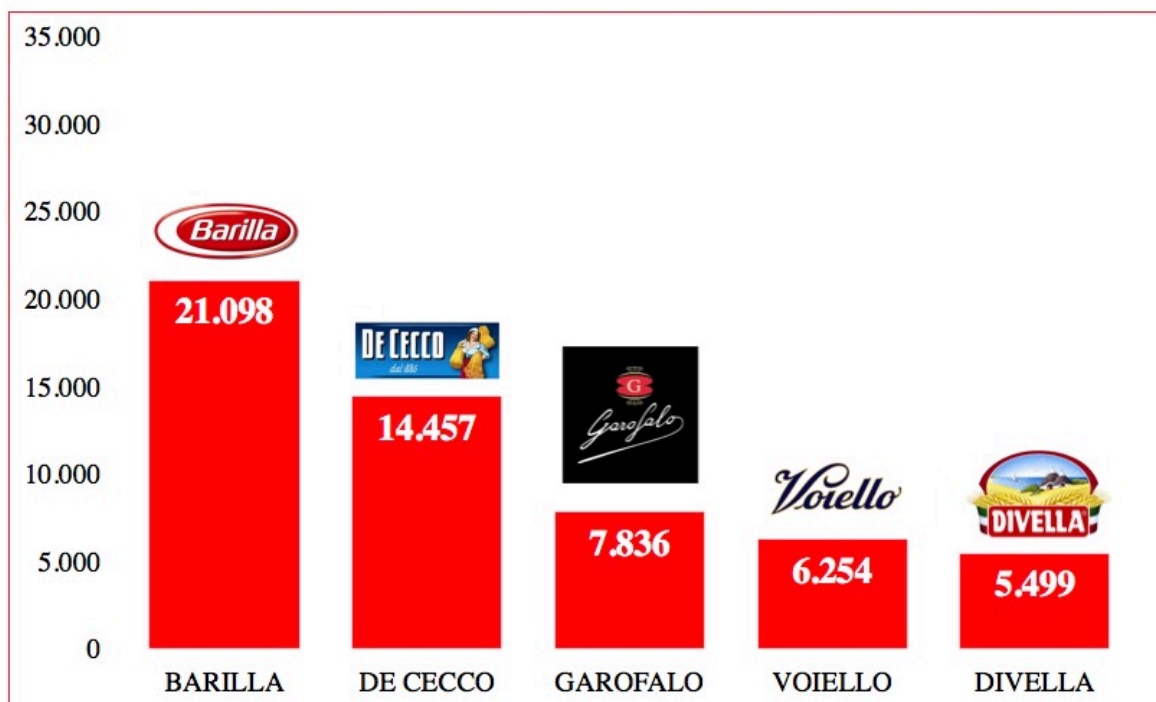
6. ITALIAN REFEREES PASTA TOP BRANDS

PASTA BRANDS | AIA TOPLIST 2017

Max 35.000

1.	Barilla	21.098
2.	De Cecco	14.457
3.	Garofalo	7.836
4.	Voiello	6.254
5.	Divella	5.499
6.	Buitoni	4.886
7.	Rummo	3.768
8.	Molisana	3.453
9.	Agnesi	3.055
10.	Cocco	825

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7. ITALIAN REFEREES BOTTLED WATER TOP BRANDS

BOTTLED WATER BRANDS | AIA TOPLIST 2017

Max 35.000

1.	Levissima	11.306
2.	S. Benedetto	9.575
3.	Ferrarelle	9.182
4.	Sant'Anna	8.424
5.	Lete	7.533
6.	Uliveto	5.591
7.	Rocchetta	3.825
8.	Panna	3.632
9.	San Pellegrino	3.227
10.	Vera	3.121

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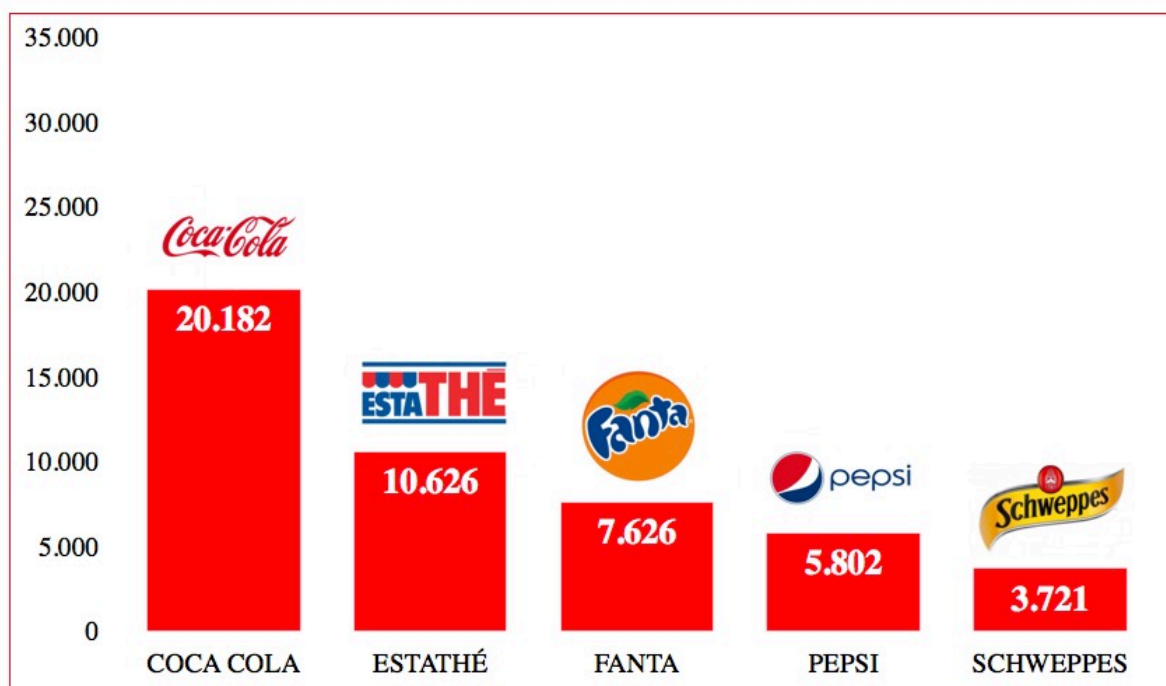
8. ITALIAN REFEREES SOFT DRINKS TOP BRANDS

SOFT DRINKS BRANDS | AIA TOPLIST 2017

Max 35.000

1.	Coca Cola	20.182
2.	Estathé	10.626
3.	Fanta	7.626
4.	Pepsi	5.802
5.	Schweppes	3.721
6.	Lipton	3.683
7.	Sprite	3.382
8.	San Pellegrino	3.339
9.	Santal	3.151
10.	Nestea	2.788

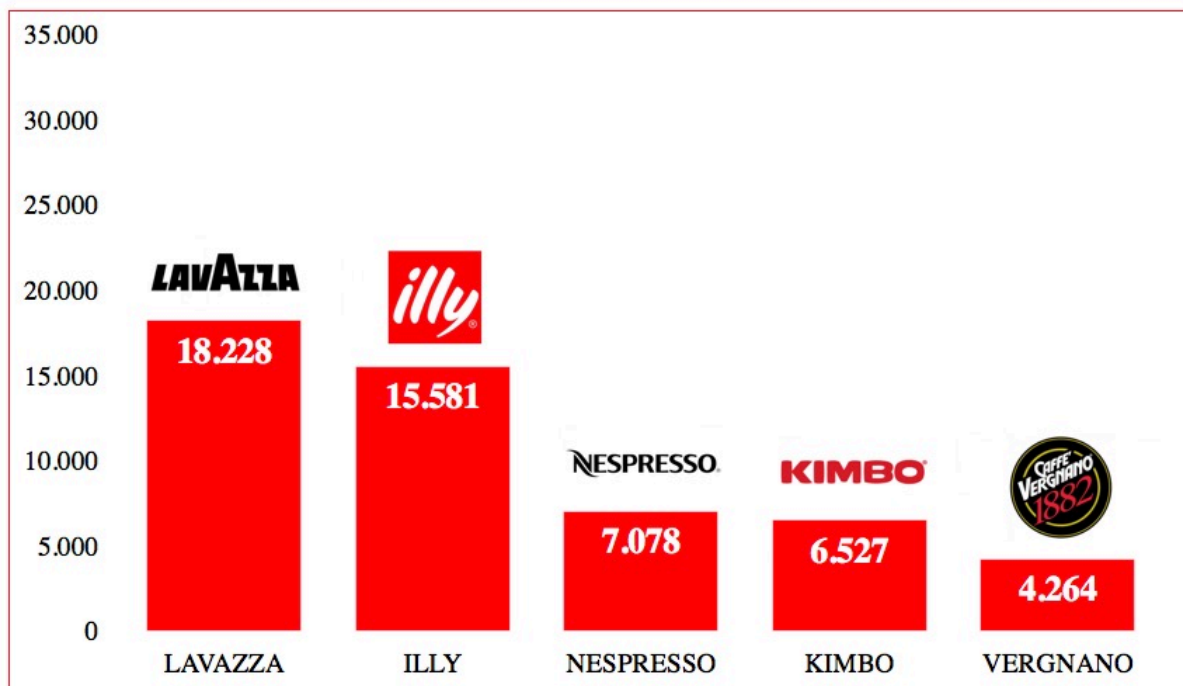
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9. ITALIAN REFEREES COFFEE TOP BRANDS**COFFEE BRANDS | AIA TOPLIST 2017**

Max 35.000

1.	Lavazza	18.228
2.	Illy	15.581
3.	Nespresso	7.078
4.	Kimbo	6.527
5.	Vergnano	4.264
6.	Segafredo	3.925
7.	Starbucks	2.631
8.	Nescafé	2.342
9.	Pellini	2.322
10.	Mauro	2.198

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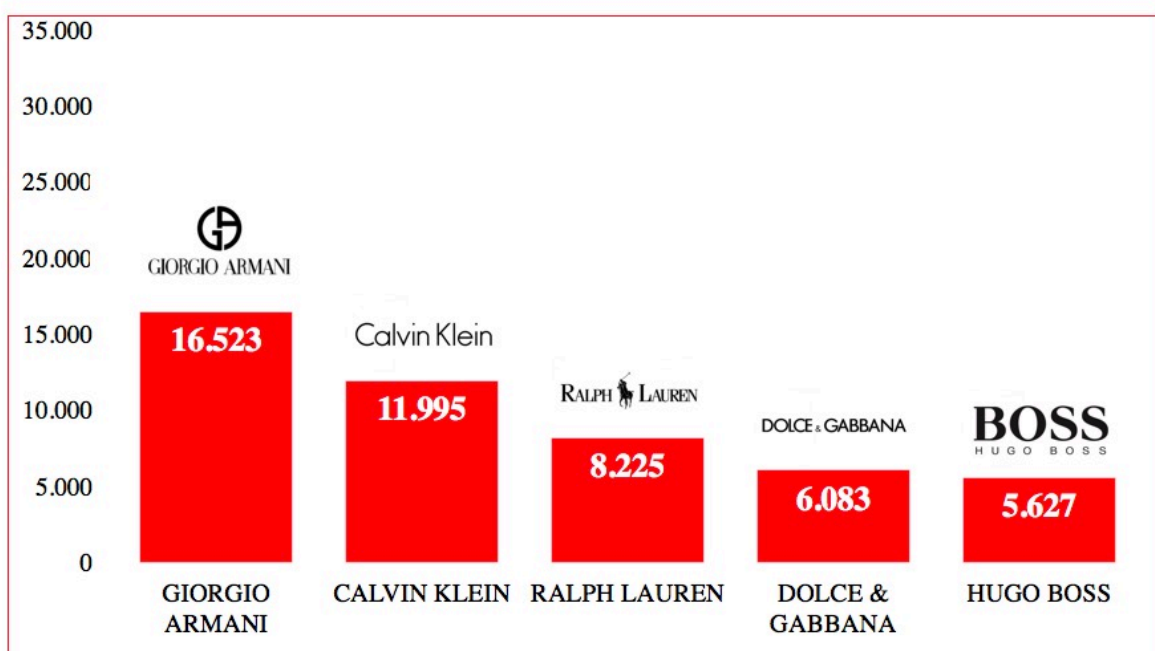
10. ITALIAN REFEREES PRET-A-PORTER TOP BRANDS

PRET-A-PORTER BRANDS | AIA TOPLIST 2017

Max 35.000

1.	Giorgio Armani	16.523
2.	Calvin Klein	11.995
3.	Ralph Lauren	8.225
4.	Dolce & Gabbana	6.083
5.	Hugo Boss	5.627
6.	Burberry	5.455
7.	Gucci	4.999
8.	Prada	3.853
9.	Louis Vuitton	3.396
10.	Roberto Cavalli	2.070

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11. ITALIAN REFEREES SPORTSWEAR TOP BRANDS

SPORTSWEAR BRANDS | AIA TOPLIST 2017

Max 35.000

1.	Adidas	21.411
2.	Nike	17.721
3.	Asics	5.725
4.	Lacoste	5.231
5.	Puma	4.625
6.	Fred Perry	3.543
7.	Ralph Lauren	2.783
8.	Timberland	2.279
9.	Moncler	2.207
10.	The North Face	1.916

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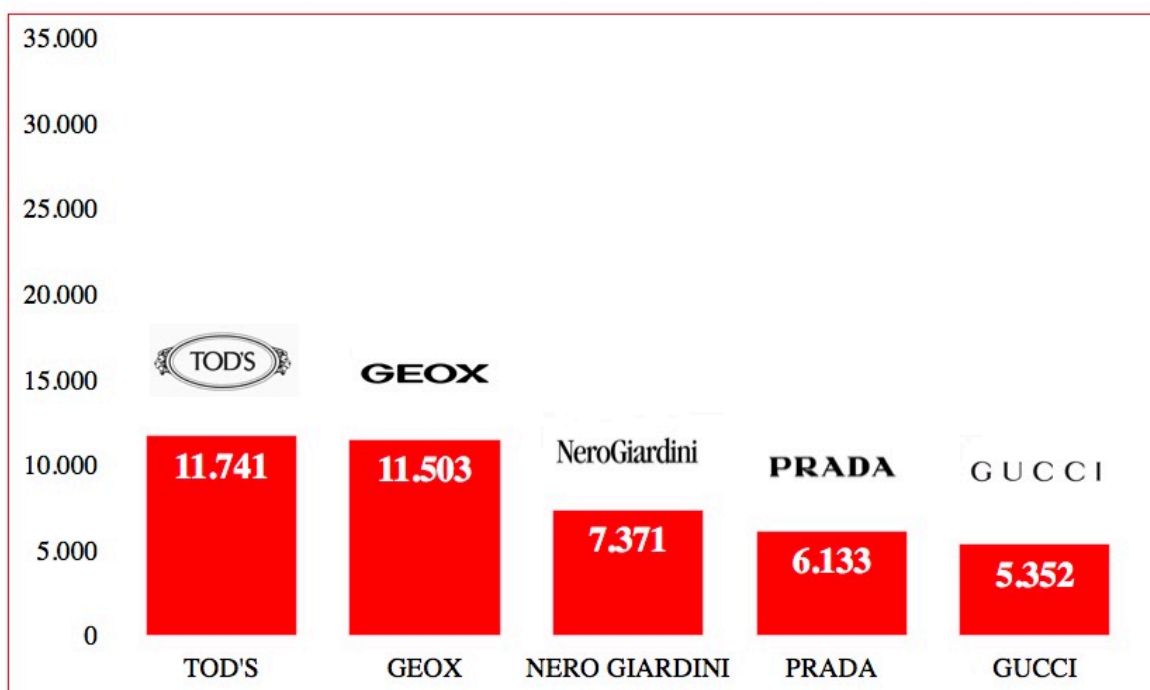
12. ITALIAN REFEREES SHOES TOP BRANDS

SHOES BRANDS | AIA TOPLIST 2017

Max 35.000

1.	Tod's	11.741
2.	Geox	11.503
3.	Nero Giardini	7.371
4.	Prada	6.133
5.	Gucci	5.352
6.	Church's	4.951
7.	Ferragamo	3.678
8.	Louboutin	1.435
9.	Pollini	1.346
10.	Rossetti	1.284

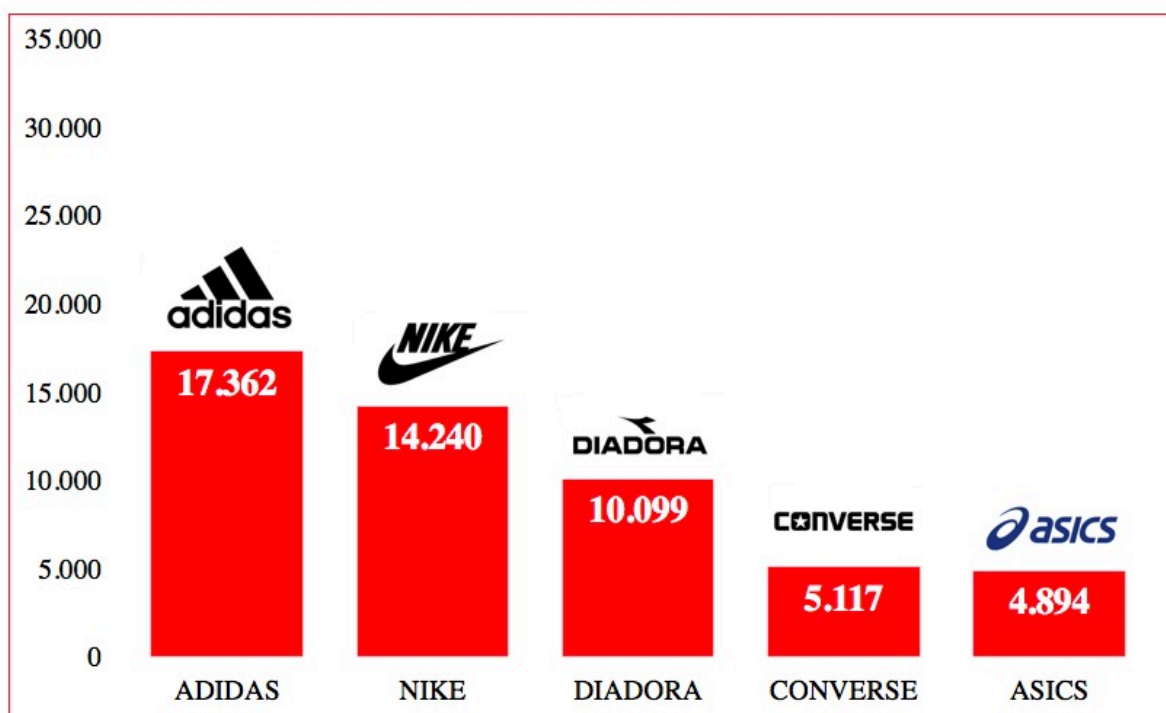
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13. ITALIAN REFEREES SNEAKERS TOP BRANDS**SNEAKERS BRANDS | AIA TOPLIST 2017**

Max 35.000

1.	Adidas	17.362
2.	Nike	14.240
3.	Diadora	10.099
4.	Converse	5.117
5.	Asics	4.894
6.	New Balance	3.375
7.	Vans	3.045
8.	Puma	2.948
9.	Lacoste	2.772
10.	Mizuno	2.562

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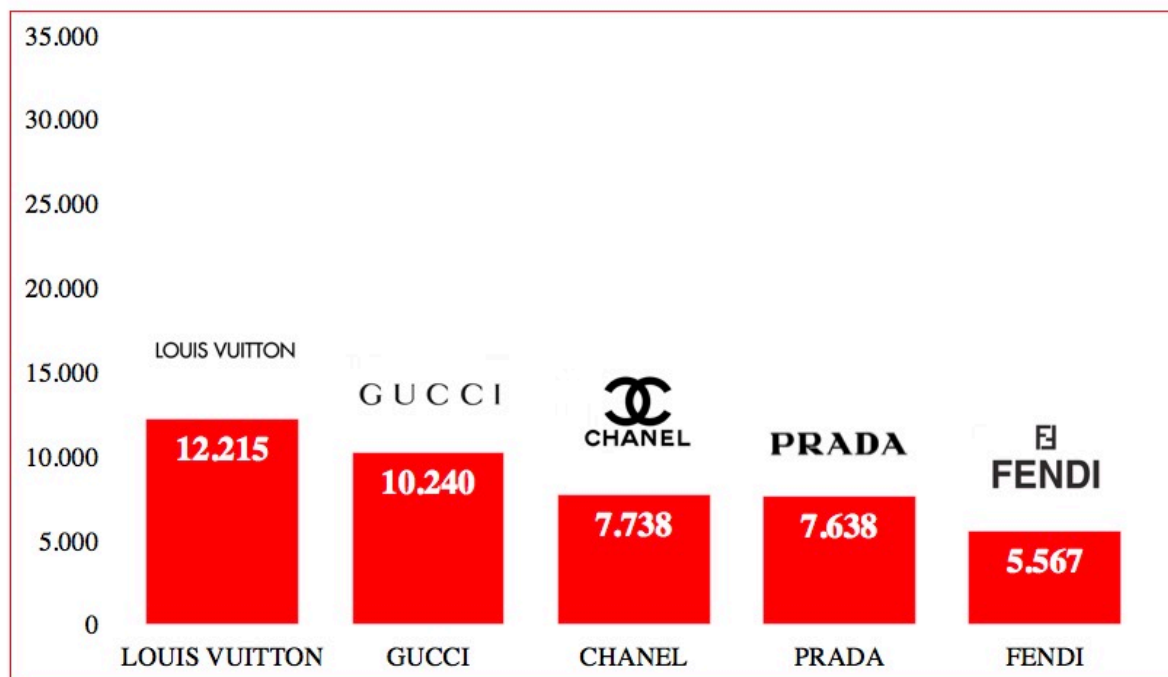
14. ITALIAN REFEREES BAGS & LEATHER TOP BRANDS

BAGS & LEATHER BRANDS | AIA TOPLIST 2017

Max 35.000

1.	Louis Vuitton	12.215
2.	Gucci	10.240
3.	Chanel	7.738
4.	Prada	7.638
5.	Fendi	5.567
6.	Bottega Veneta	4.248
7.	Valentino	3.982
8.	Michael Kors	3.224
9.	Hermès	2.922
10.	Balenciaga	1.574

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15. ITALIAN REFEREES EYEWEAR TOP BRANDS**EYEWEAR BRANDS | AIA TOPLIST 2017**

Max 35.000

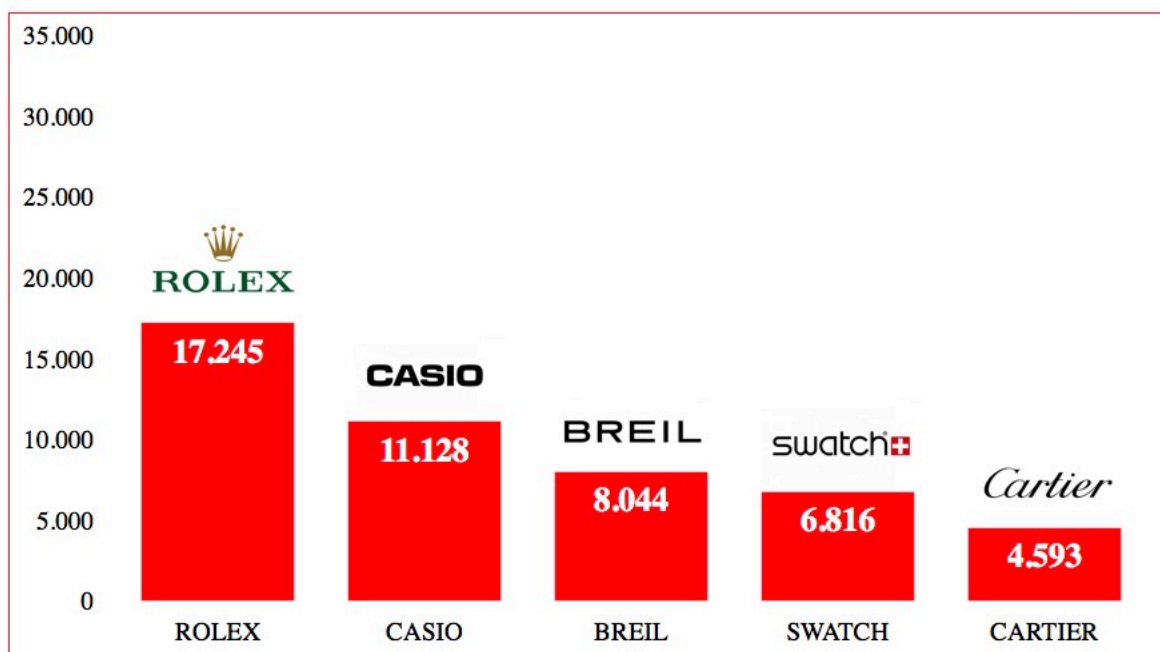
1.	Ray-Ban	23.930
2.	Luxottica	9.475
3.	Oakley	6.389
4.	Persol	5.692
5.	Police	4.417
6.	Polaroid	4.031
7.	Vogue	2.951
8.	Safilo	1.486
9.	Arnette	1.109
10.	Alain Mikli	955

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16. ITALIAN REFEREES WATCHES TOP BRANDS**WATCHES BRANDS | AIA TOPLIST 2017**

Max 35.000

1.	Rolex	17.245
2.	Casio	11.128
3.	Breil	8.044
4.	Swatch	6.816
5.	Cartier	4.593
6.	Omega	3.696
7.	Hamilton	2.289
8.	Baume & Mercier	2.286
9.	Longines	2.066
10.	Audemars Piguet	1.920

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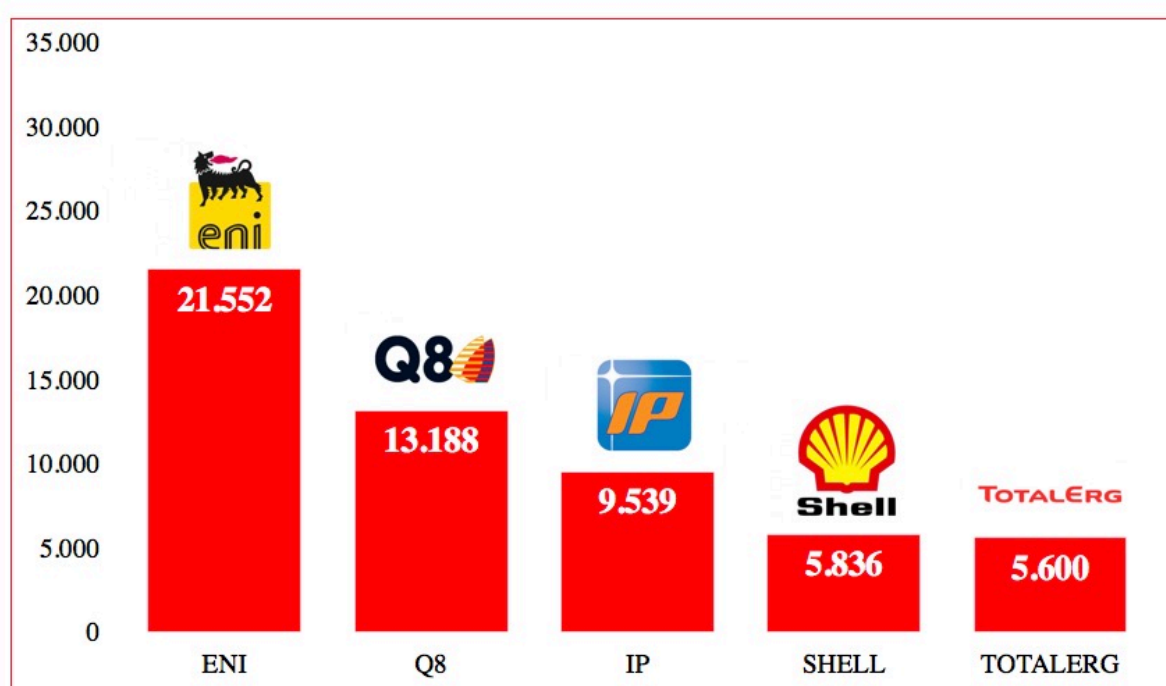
17. ITALIAN REFEREES GASOLINE TOP BRANDS

GASOLINE BRANDS | AIA TOPLIST 2017

Max 35.000

1.	Eni	21.552
2.	Q8	13.188
3.	IP	9.539
4.	Shell	5.836
5.	TotalErg	5.600
6.	Tamoil	4.586
7.	Repsol	2.724
8.	Gazprom Neft	1.446
9.	ExxonMobil	1.251
10.	Bp	991

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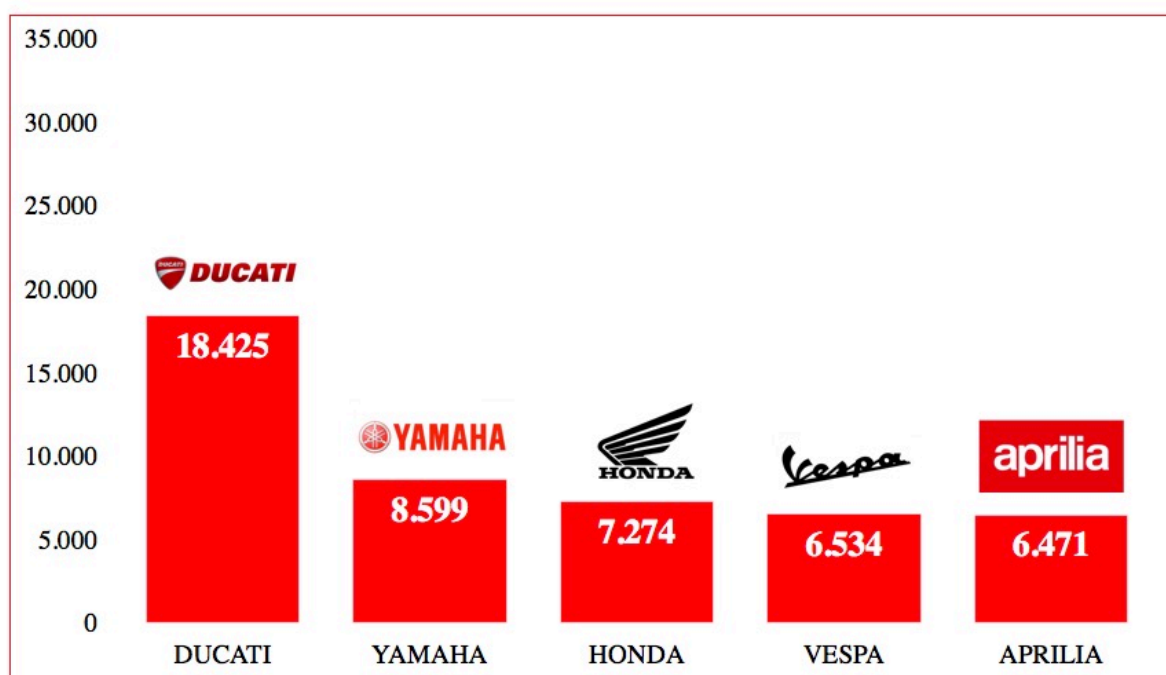
18. ITALIAN REFEREES MOTORBIKE TOP BRANDS

MOTORBIKE BRANDS | AIA TOPLIST 2017

Max 35.000

1.	Ducati	18.425
2.	Yamaha	8.599
3.	Honda	7.274
4.	Vespa	6.534
5.	Aprilia	6.471
6.	Bmw	5.968
7.	Harley-Davidson	5.218
8.	Kawasaki	4.244
9.	Piaggio	3.353
10.	Mv Agusta	2.181

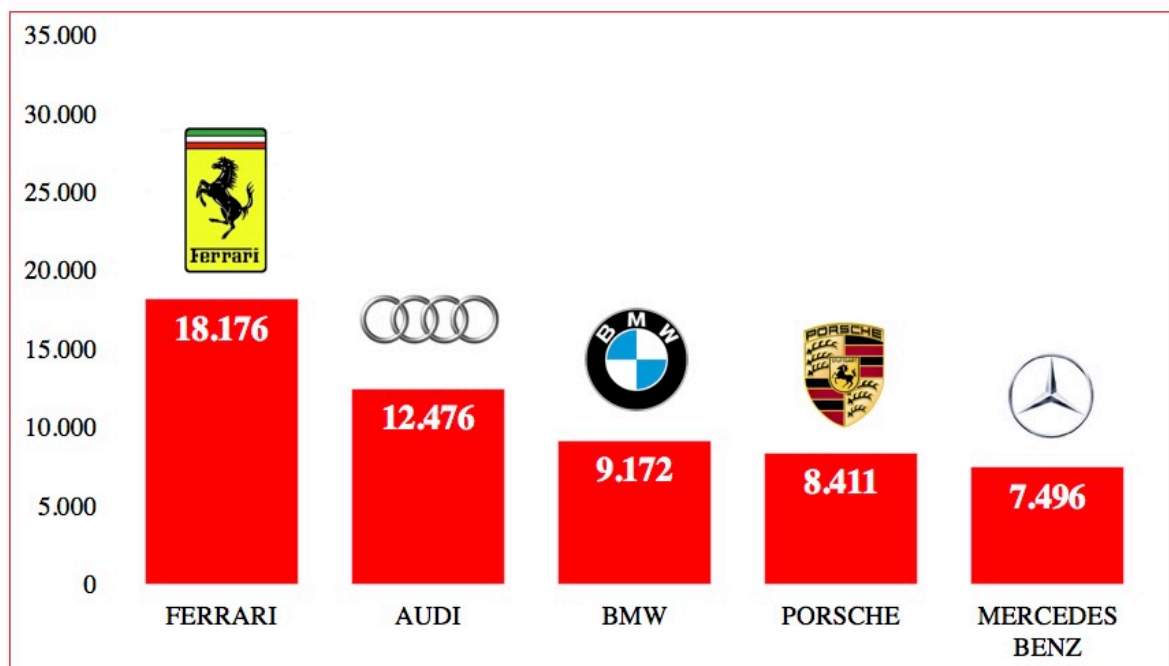
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19. ITALIAN REFEREES CAR TOP BRANDS**CAR BRANDS | AIA TOPLIST 2017**

Max 35.000

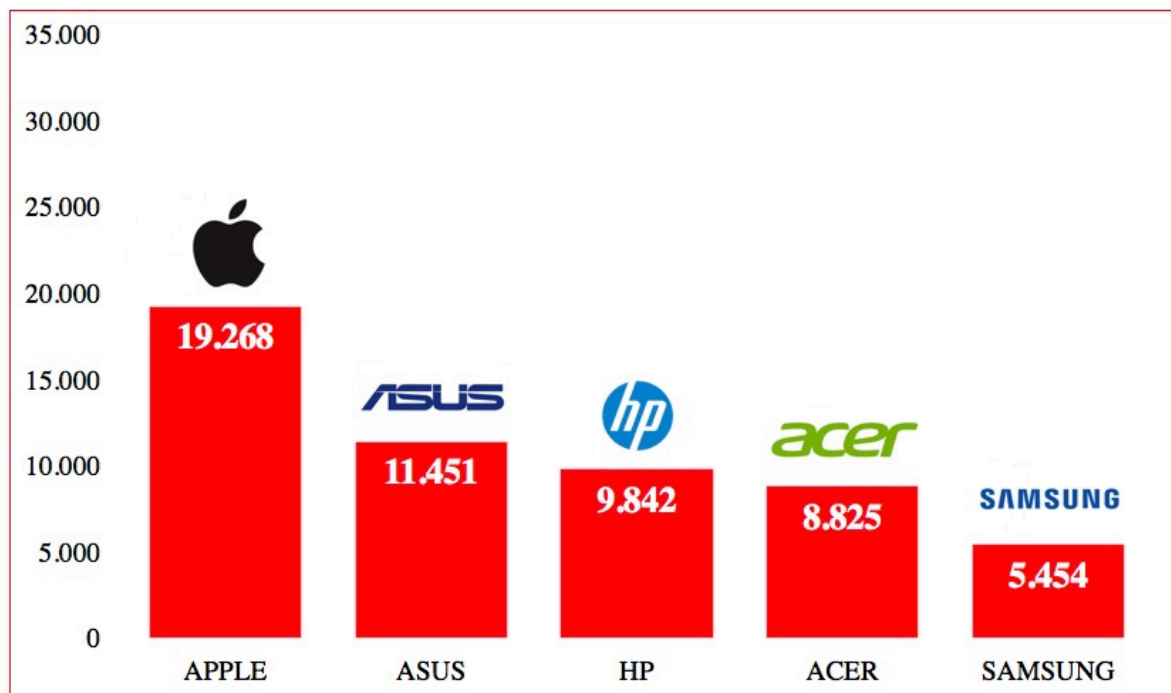
1.	Ferrari	18.176
2.	Audi	12.476
3.	Bmw	9.172
4.	Porsche	8.411
5.	Mercedes Benz	7.496
6.	Fiat	5.796
7.	Volkswagen	4.216
8.	Ford	2.200
9.	Tesla	1.763
10.	Toyota	1.406

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20. ITALIAN REFEREES PC TOP BRANDS**PC BRANDS | AIA TOPLIST 2017**

Max 35.000

1.	Apple	19.268
2.	Asus	11.451
3.	Hp	9.842
4.	Acer	8.825
5.	Samsung	5.454
6.	Sony	3.728
7.	Lenovo	3.442
8.	Dell	3.416
9.	Toshiba	2.548
10.	Alienware	1.444

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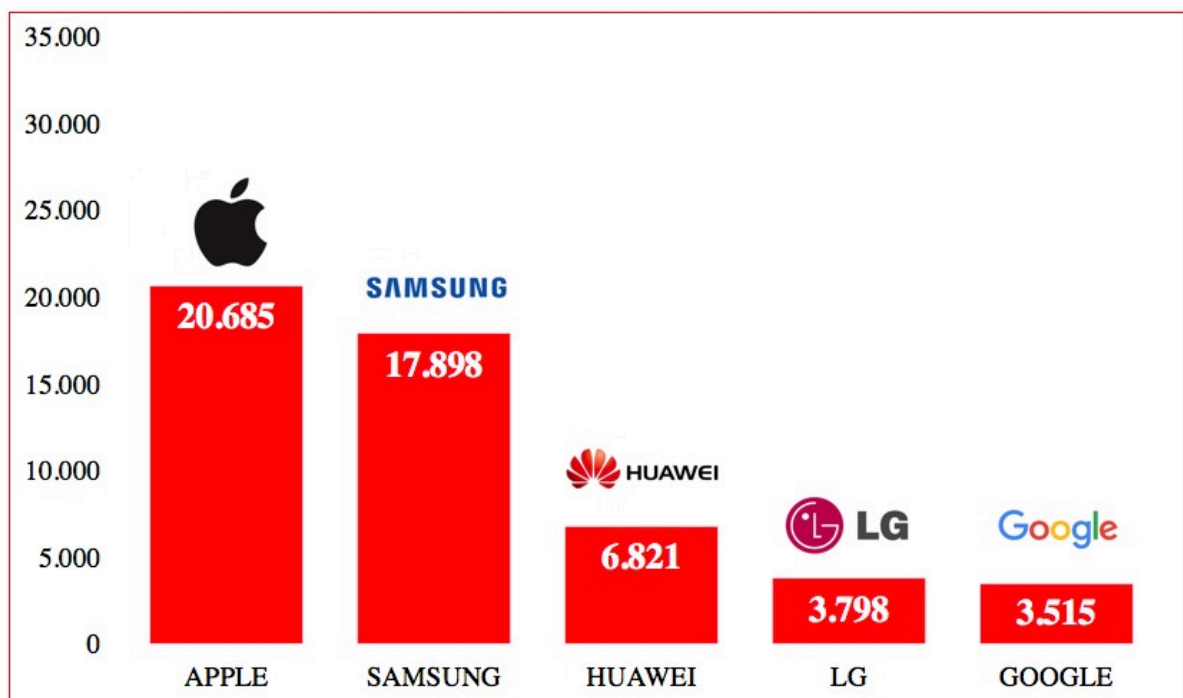
21. ITALIAN REFEREES SMARTPHONE TOP BRANDS

SMARTPHONE BRANDS | AIA TOPLIST 2017

Max 35.000

1.	Apple	20.685
2.	Samsung	17.898
3.	Huawei	6.821
4.	Lg	3.798
5.	Google	3.515
6.	Htc	3.006
7.	Microsoft	2.764
8.	Asus	2.699
9.	Sony	2.434
10.	BlackBerry	2.165

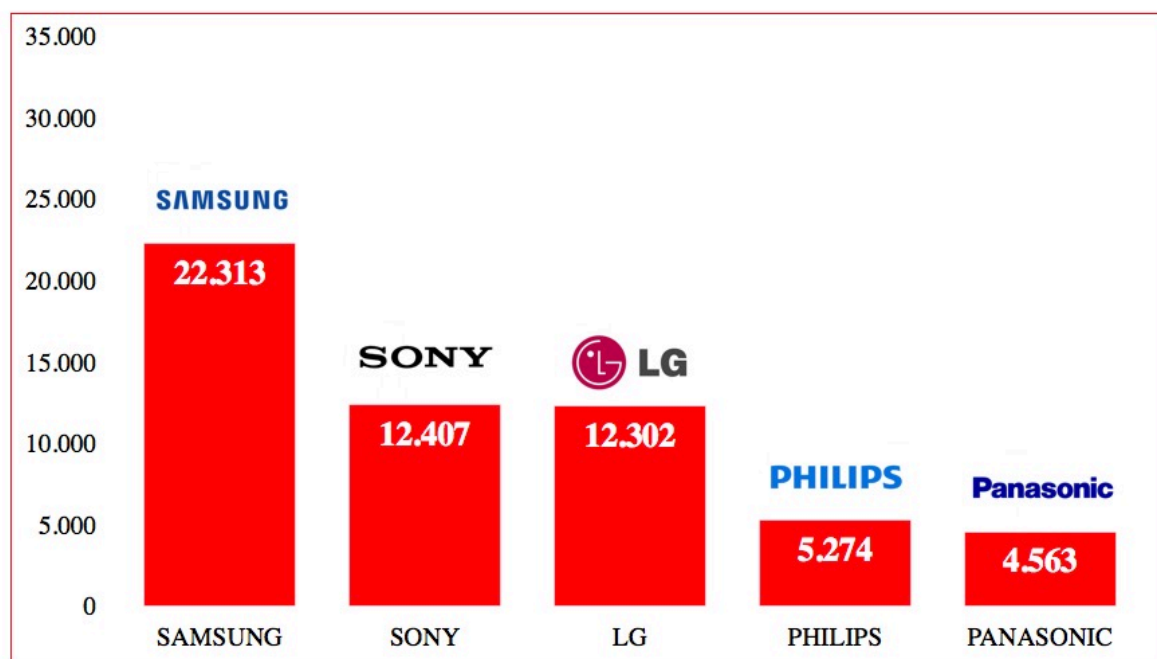
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22. ITALIAN REFEREES TV TOP BRANDS**TV BRANDS | AIA TOPLIST 2017**

Max 35.000

1.	Samsung	22.313
2.	Sony	12.407
3.	Lg	12.302
4.	Philips	5.274
5.	Panasonic	4.563
6.	Sharp	3.725
7.	Asus	2.286
8.	Bang & Olufsen	1.980
9.	Toshiba	1.587
10.	Loewe	1.309

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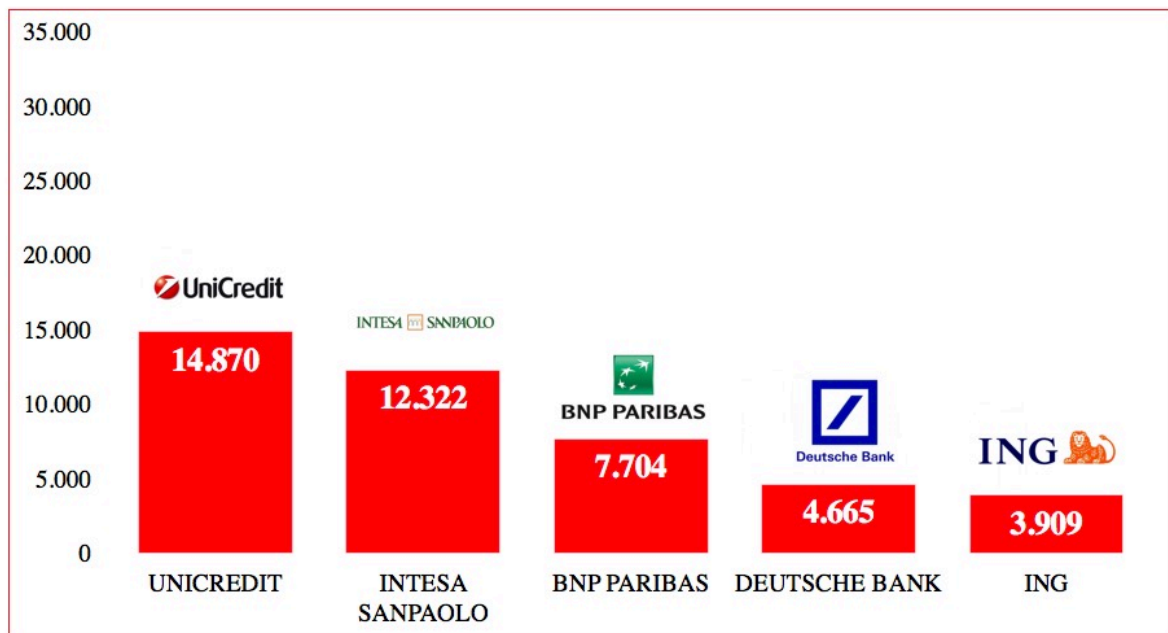
23. ITALIAN REFEREES BANKS TOP BRANDS

BANKS BRANDS | AIA TOPLIST 2017

Max 35.000

1. Unicredit	14.870
2. Intesa Sanpaolo	12.322
3. Bnp Paribas	7.704
4. Deutsche Bank	4.665
5. Ing	3.909
6. Barclays	3.771
7. UBI Banca	3.093
8. Mps	2.159
9. Credem	1.997
10. Credit Suisse	1.211

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24. I&B CODE OF ETHICS

1. **Understanding the Customer.** I&B Associates are aware, take care and understand Customers' rights, needs and reasons.
2. **Respecting human values.** I&B Associates subordinate economic growth objectives to the development of human and civil society values. They value their Customers' interest as well as the full realization of their professional success.
3. **Taking common responsibility.** I&B Associates are aware of their Customers' moral point of view and take responsibility for a common, shared and proper ethical behaviour.
4. **Ensuring fairness.** I&B Associates ensure everybody the same treatment, under the same service conditions. They make sure that each Customer gets a personal and independent assistance.
5. **Inform, not influence.** I&B Associates share every information that is useful for the Customers to evaluate proposals and agreements, refraining from any influence action.
6. **Pursue Customer satisfaction with increasing efficiency and effectiveness.** I&B Associates develop increasing service efficiency and measure their work effectiveness through customer satisfaction, considering concrete, realistic and shared Customer expectations.
7. **Ensuring transparency.** I&B Associates care about Customer affinity and try to establish an open and cooperative relationship by developing a positive, constructive and creative communication.
8. **Promoting common good.** I&B Associates foster the spread and consolidation of a market and common good oriented culture of service. They understand that their services reach not only their final Customer, but also the social community.
9. **Respect the Code of Ethics.** I&B Associates take responsibility for the application of the code of ethics and try to guarantee that this is known by the Stakeholders.
10. **Protect the Code of Ethics.** I&B Associates guarantee the right to report facts or conducts that are inconsistent with the code of ethics to I&B legal representatives. They ensure transparency and fast processes of inquiry and judgment.



BRANDMEMO RESEARCH | AIA 2017

25. CREDITS

This Research is a document created by Innova et Bella.

Innova et Bella is a strategic consulting firm focused on innovation and competition.

Its name is composed of two latin terms. Innova (imperative from the verb innōvāre: to innovate) and Bella (imperative from the verb bellāre: to battle).

Established on 21st June 1985. Today, Innova et Bella counts today among its clients corporations, banks, financial and insurance companies, government institutions, foundations, non-profit associations, public and private organizations from all countries.

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