

SoReach+, profitable synergy for brands

+11
pts

Assisted recollection
of the brand

(Sponsorship OR traditional exposure) vs (Sponsorship AND traditional exposure)

+12
pts

Creation recognition

(Sponsorship OR traditional exposure) vs (Sponsorship AND traditional exposure)

+5
pts

Gains in **assisted awareness**

(Sponsorship OR traditional exposure) vs (Sponsorship AND traditional exposure)

+6
pts

Brand image gains

(Sponsorship OR traditional exposure) vs (Sponsorship AND traditional exposure)