

Disney Advertising

The ESPYS 2026 Sponsor Effectiveness GMC

September 2026

GMC

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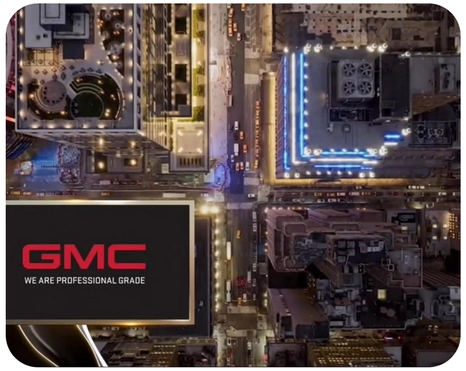
2026 ESPYS Sponsor Overview

GMC



ESPYS Billboard



GMC Standard Ad



Best Record-Breaking Performance award



On-Site Activations

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86%

Benchmark: 85%



thought The 2026 ESPYS on ABC was **a great/good partner** to help promote GMC

Benchmarks include SUV automaker studies from 2021 – 2026
D12_Latd. Overall, how would you rate The 2026 ESPYS on ABC as a partner to help promote GMC? (5pt scale, top 2 box)

(n = 300)

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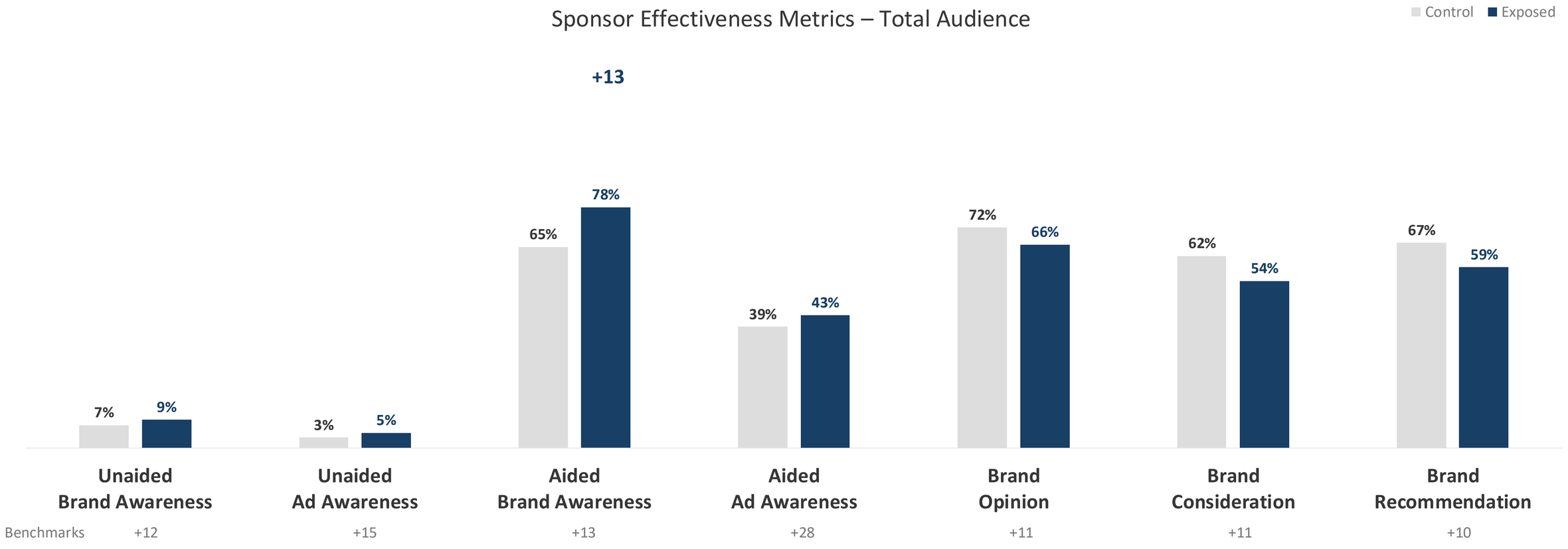
The 2026 ESPYS successfully boosted GMC's brand awareness among viewers



Lifts shown if significant against the control group at 90% confidence level
Benchmarks include SUV automaker studies from 2021 – 2026
B1_Latd. When you think about automotive brands, which brands come to mind? (Open end)
B2_Latd. What automotive brands have you seen advertising for recently? (Open end)
B3_Latd. Which of the following automotive brands have you heard of? (Check all)
B4_Latd. Which, if any, of these automotive brands do you recall seeing advertising for recently? (Check all)

B6_Latd. What is your overall opinion of each of the following automotive brands? (5pt scale, top 2 box)
B8_Latd. The next time you are looking to shop for an automobile, how likely are you to consider each of the following brands? (5pt scale, top 2 box)
B10_Latd. How likely are you to recommend each of the following automotive brands to a family member, friend, or colleague? (5pt scale, top 2 box)

(n = 299, 300)

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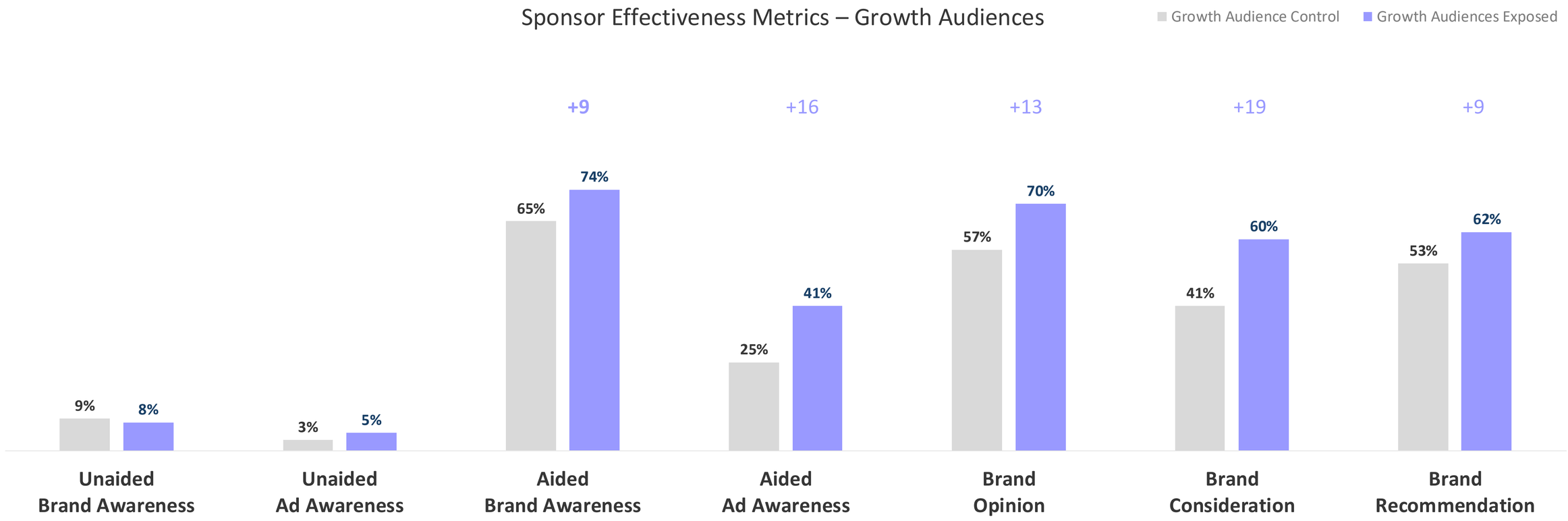
Growth audiences proved to enjoy GMC's 2026 ESPYS activations and were convinced to try the brand



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(n = 299, 300)

Growth Audiences = Multicultural *Lifts = stat sig. at 90% confidence vs. respective control groups*

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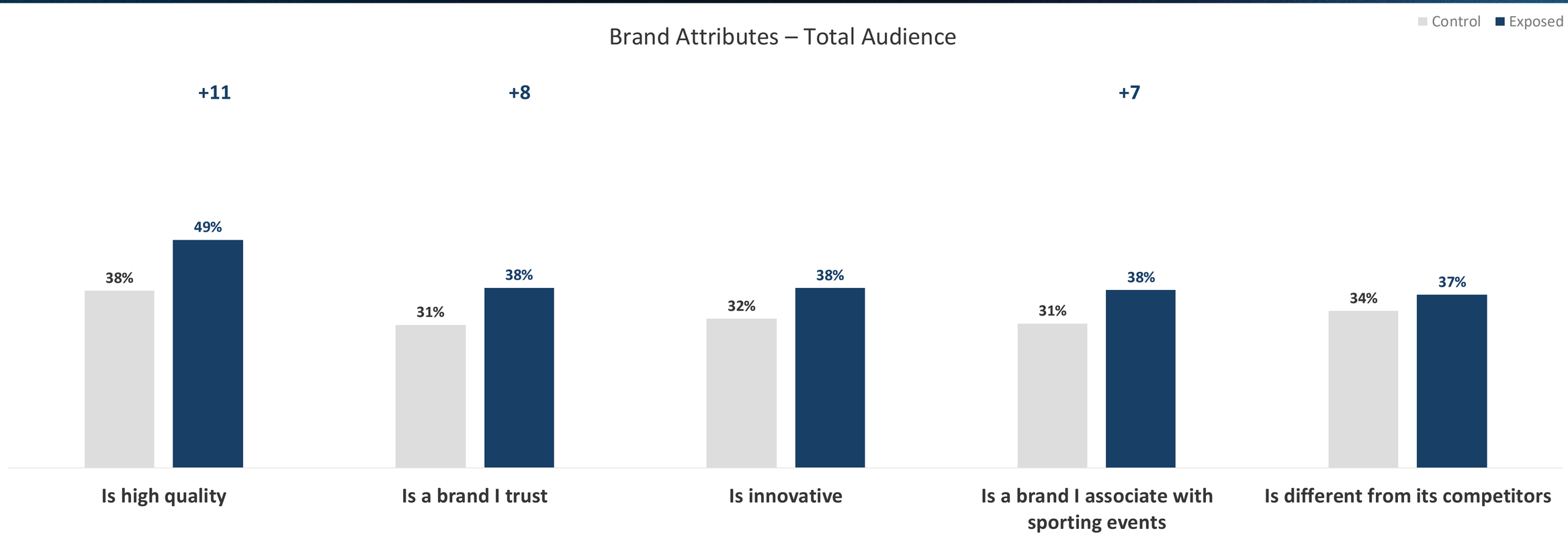
The ESPYS strengthened viewers perception of GMC as a brand that's high quality, trustworthy, and aligned with sports



Lifts shown if significant against the control group at 90% confidence level
B7_Latd. Which of these words or phrases do you associate with the following automotive brands? (Check all)

(n = 299, 300)

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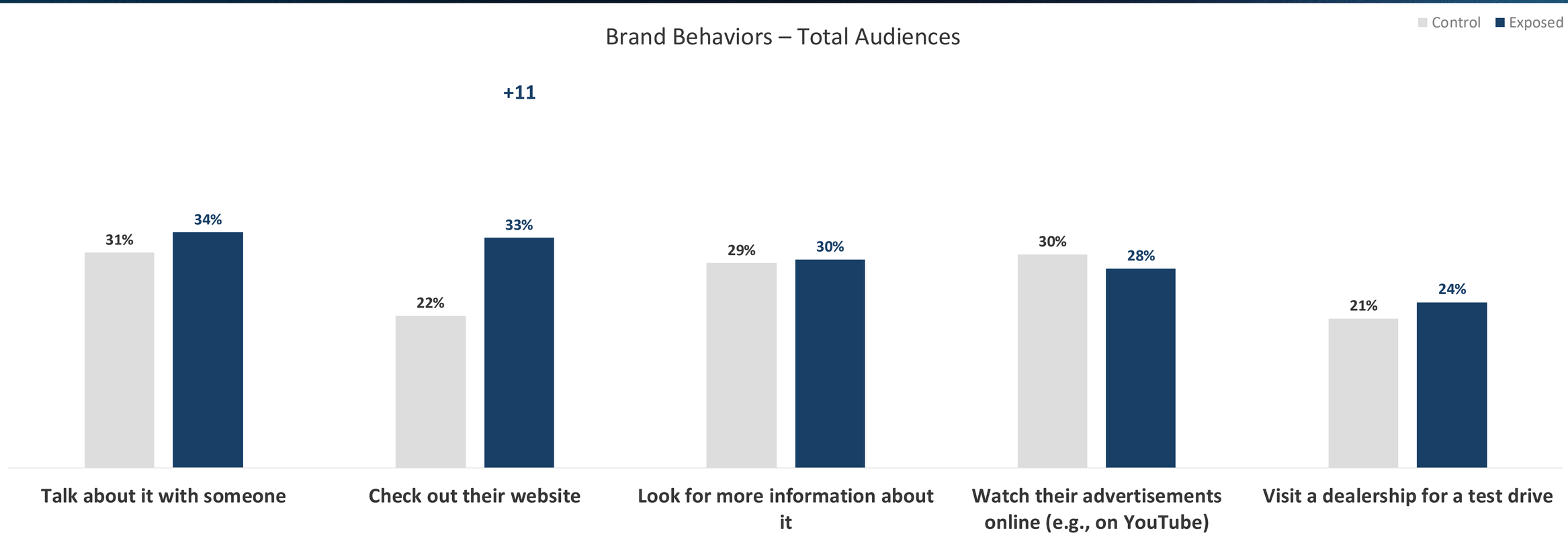
The ESPYS convinced viewers to check out the brands website



Lifts shown if significant against the control group at 90% confidence level

B9_Latd. Which of these things have you done recently or are you considering doing soon regarding each of these automotive brands? (Check all)

(n = 299, 300)

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The partnership appeared as credible to viewers, reinforcing GMC as a natural fit for the ESPYS



"It connects GMC with a major sports event, making the brand feel more exciting and reaching a large audience."

-Male, 36

77%

Benchmark: 80%

had a **favorable opinion of this partnership** between The 2026 ESPYS on ABC and GMC

75%

Benchmark: 76%

had a **more favorable opinion of GMC** due to this partnership

Benchmarks include SUV automaker studies from 2021 – 2026
D8_Latd. What is your overall opinion of GMC's partnership with The 2026 ESPYS on ABC? (5pt scale, top 2 box)
D10_Latd. What is the best thing about this partnership idea? (Open end)
D2_Latd. How does knowing that GMC partners with The 2026 ESPYS on ABC impact your opinion of GMC? (5pt scale, top 2 box)

(n = 300)

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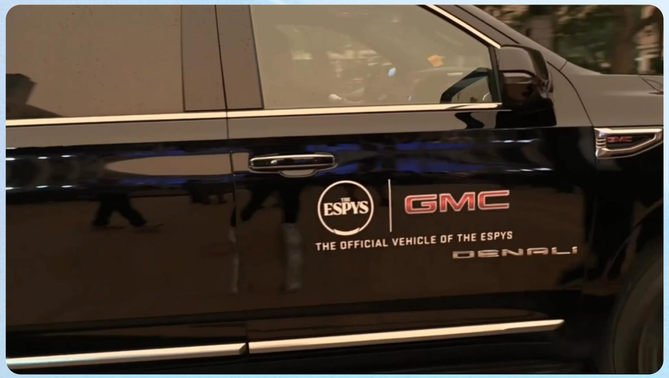
Viewers credited GMC for showing up for sports and fitting naturally into the ESPYS celebration of athletic culture

		Category Benchmark
GMC HUMMER **sponsors cool and interesting shows, artists, and events**	**79%**	*78%*
I appreciate GMC HUMMER for **sponsoring content that helps celebrate sports**	**78%**	*n/a*
GMC HUMMER's sponsorship of The ESPYS shows me their **passion for sports**	**78%**	*n/a*
GMC HUMMER's sponsorship of The ESPYS **made me more aware of GMC HUMMER**	**76%**	*80%*
This partnership **seems particularly relevant** for The ESPYS	**76%**	*75%*





Benchmarks include SUV automaker studies from 2021 – 2026
D15_Latd. How much do you agree with the following statements? (5pt scale, top 2 box)

(n = 300)

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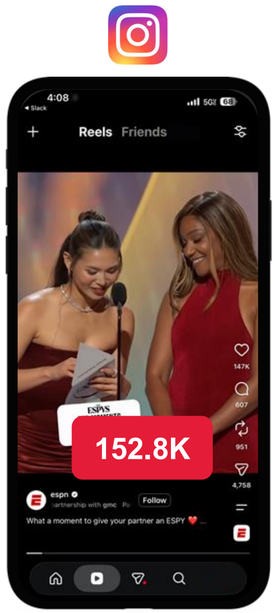
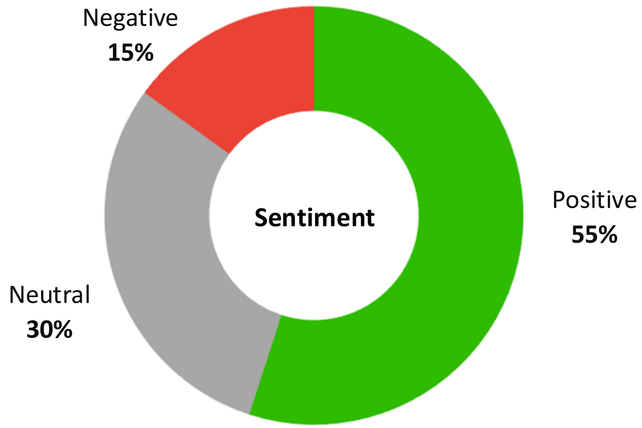
GMC's social campaign during the 2026 ESPYS was received positively online and increasing the brands engagements on social

TOP POST
by Engagements



COMMENT SENTIMENT
Across all social platforms



KEY BRAND LIFT INSIGHTS
Compared to GMC
daily avg. past 12 months

- GMC exceeded their daily average in commentary (264) with their comments increasing 7x compared to the last 12 months of social posts for the brand.
- **Engagements (10.4k) and new followers (3k) with the brand during their 2026 ESPYS social posts also saw an increase of 6x compared to their daily average from the past 12 months.**

Campaign Date(s): 7/8/26 - 7/15/26

**Brand Lift is the change in GMC's content performance during their ESPYS partnership compared to GMC's daily average over the prior 12 months.*

Advertising

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Creative Reactions

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GMC let its reputation for quality and reliability speak for itself, with a light touch that let viewers pick up on those cues without feeling sold to.



"I love the GMC brand as a sponsor … I have always associated them with quality.

The fact that they chose to sponsor such a great event [makes GMC feel especially high-quality]."

-Viewer Comment



"I like that it says GMC is [presenting] the best record performance, to me that means that GMC is a reliable vehicle to have.

I believe that it is comparing on how GMC runs great."

-Viewer Comment



"I like the subtle way GMC is advertised here.

It's less distracting while still catching my eye. The athletes exit out of GMC vehicles making the sponsorship feel natural."

-Viewer Comment

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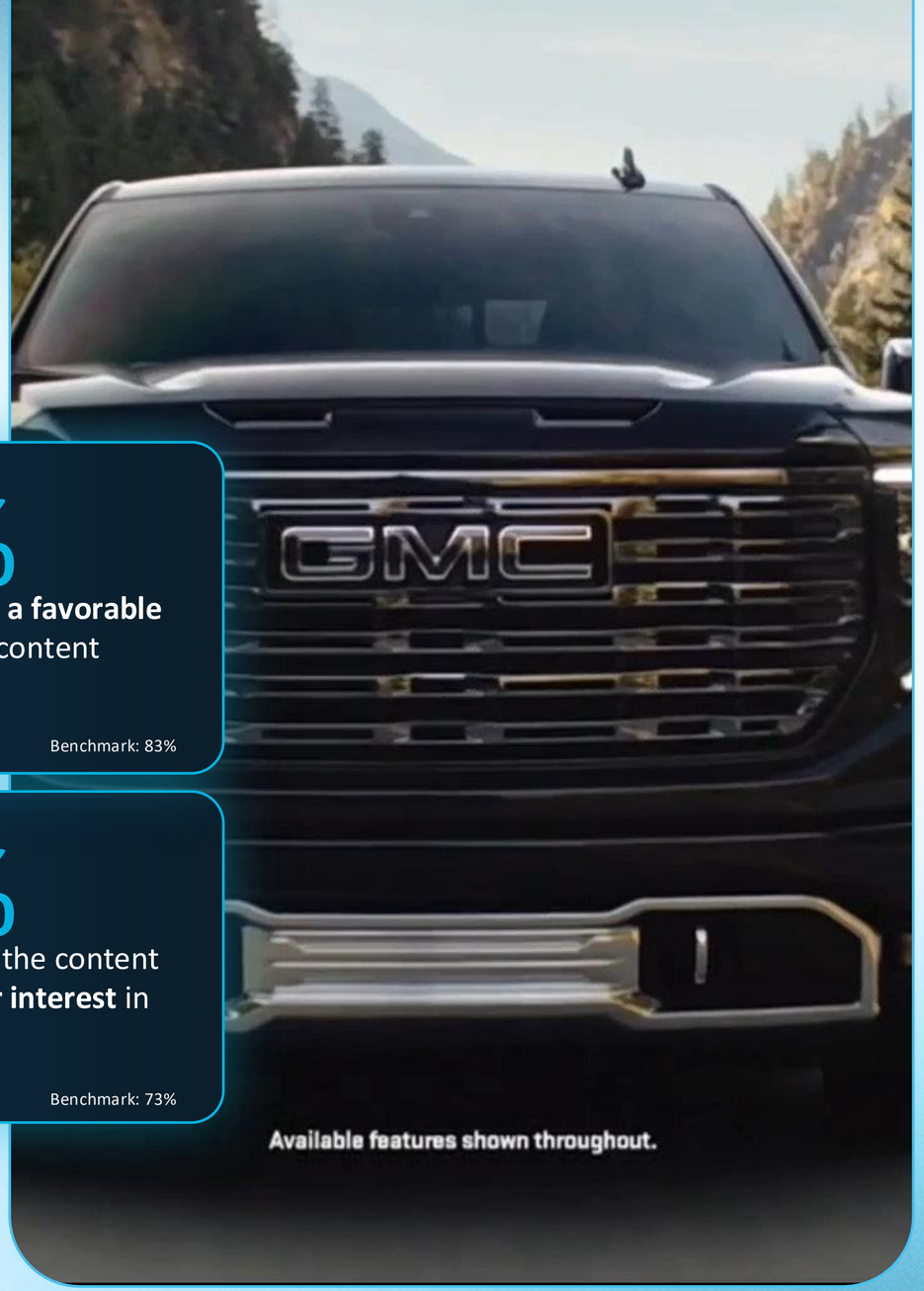

GMC's content resonated with viewers.

Viewers responded well to GMC's creative, finding the content engaging and worth their attention.

77%
of viewers held **a favorable opinion** of the content

Benchmark: 83%

66%
of viewers said the content **enhanced their interest** in GMC

Benchmark: 73%

> “Always want to pay employee prices. [It makes the ad] feel more relevant and interesting to me [because it is a] good deal and potentially an excellent value.”
>
> -Viewer Comment

Benchmarks include SUV automaker studies from 2021 – 2026
C3_Latd. What is your opinion of each piece of content we just showed you? (5pt scale, top 2 box)
C4_Latd. How does each piece of content affect your interest in GMC? (5pt scale, top 2 box)

(n = 300)

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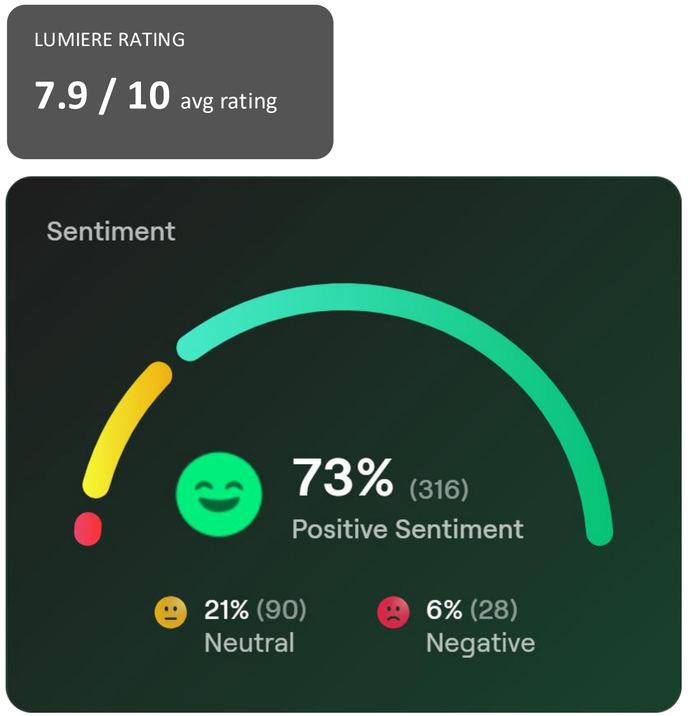
GMC's rugged design language found a natural home in the ESPYS spotlight.

GMC benefited from strong visual appeal and seamless sponsorship integration, with viewers praising the Sierra and Hummer’s bold, rugged-yet-refined design and the polished outdoor imagery.

The sponsorship felt natural and non-disruptive within the ESPYS broadcast, while the vehicles’ powerful, capable positioning resonated well with viewers and helped create a premium, aspirational impression of the GMC brand.





“I like to see GMC sponsoring sports content.

The graphic was a nice plug. It focused my attention on the brand.”

-Viewer Comment

“Advertising for sports as a truck company is smart … You can tell that GMC knows their audience.”

-Viewer Conversation

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GMC's product-forward storytelling resonated.

Across GMC's creative, the Sierra ad's focus on the vehicle itself resonated most with viewers, reinforcing that product-forward storytelling.

	 The 2026 ESPYS Presented in Part by GMC	 GMC Sierra Ad	 Best Record-Breaking Performance Presented by GMC	 Hummer on the Red Carpet	GMC Average	Category Benchmark
Enjoyment Score	**8.2**	8.0	7.8	7.9*	*8.0*	*7.9*
Content Opinion	80%	**81%**	78%	69%	*77%*	*83%*
Impact on Brand Interest	63%	**72%**	68%	63%	*67%*	*73%*

**Low comment volume (n = <30); interpret directionally*
Benchmarks include SUV automaker studies from 2021 – 2026
Strongest performing element for each metric bolded
C3_Latd. What is your opinion of each piece of content we just showed you? (5pt scale, top 2 box)
C4_Latd. How does each piece of content affect your interest in GMC? (5pt scale, top 2 box)

(n = 300)

What We Learned

ESPYS viewers showed greater awareness for GMC, especially growth audiences

There was a +13pt lift shown by EPSYS viewers vs non-viewers in awareness for GMC at the total audience. For growth audiences, significant lifts were shown across the funnel, indicating the media resonated with this group.

The audience walked away with greater perceptions for the brand

Exposure to the sponsorship strengthened GMC's credentials for quality, trust, and sports affinity among viewers. There was also a notable increase in the likelihood for the audience to check out the brands website following the show.

The partnership was well received by the majority of viewers

86% of viewers found the ESPYS to be a great platform for GMC to sponsor with three-quarters of the audience having a favorable opinion of the partnership overall

GMC’s sponsor moments were enjoyed by the majority of viewers

Overall, the “presented in part by” activations were the most enjoyed elements for GMC while the Sierra Ad was the highest rated on brand interest

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Appendix

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Sample Details

	Control	Exposed
n=	**301**	**300**
Gender		
Male	50%	50%
Female	50%	50%
Age		
21-34	50%	50%
35-64	50%	50%
Ethnicity		
White + Non-Hispanic	60%	60%
Hispanic or Latino	20%	20%
Black or African-American	15%	15%
Other Ethnicity	5%	5%

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Uncovering the Drivers of Partnership Impact

We measured brand impact, captured content diagnostics and tracked sponsorship value by having viewers answer a series of brand, creative, and partnership impact questions and watch and engage with content in **Lumiere**.



Recruit-to-View Brand Lift

1. We recruited people to watch and engage with content before we had them answer **brand KPIs**.
2. People watched key moments in Lumiere, left on-video reactions, and **talked with the video.**
3. After watching, people answered creative **diagnostics**, and sponsorship questions.
4. A non-viewer group who did not watch served as a **control** for brand KPIs.

Total Sample (n=599)
- n=300 exposed
- n=299 control

Screening Criteria:
- Age: 50% 18-34; 50% 35-64
- Even gender split
- Race / Ethnicity matched to gen pop
- Must be at least a little interested in sports
- Exposed group must have watched the ESPYS

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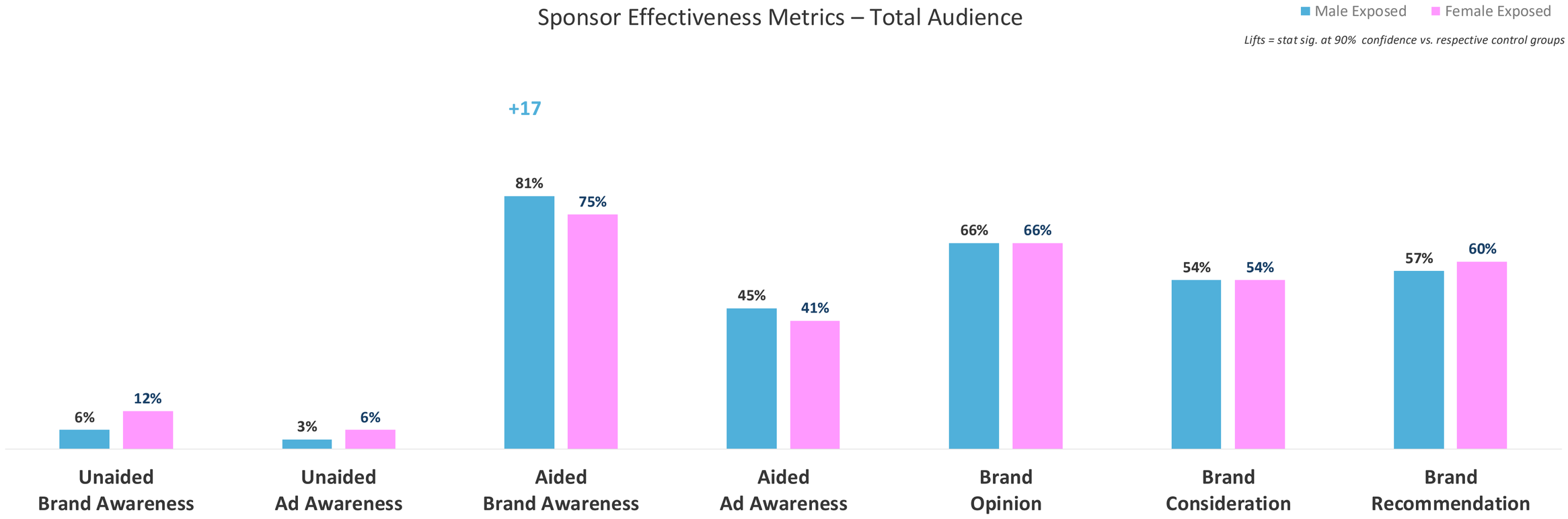
Men found GMC's ESPYS sponsorship highly memorable, driving a double digit lift in brand awareness



Lifts shown if significant against the control group at 90% confidence level
Benchmarks include beer studies from 2021 – 2026
B1_Latd. When you think about beer brands, which brands come to mind? (Open end)
B2_Latd. What beer brands have you seen advertising for recently? (Open end)
B3_Latd. Which of the following beer brands have you heard of? (Check all)
B4_Latd. Which, if any, of these beer brands do you recall seeing advertising for recently? (Check all)

B6_Latd. What is your overall opinion of each of the following beer brands? (5pt scale, top 2 box)
B8_Latd. How likely are you to consider each of the following brands the next time you are in the market for a beer? (5pt scale, top 2 box)
B10_Latd. How likely are you to recommend each of the following beer brands to a family member, friend, or colleague? (5pt scale, top 2 box)

(n = 301, 300)

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