



2008 Sponsorship Success Award
Submission

Janus Capital Group/New York City Triathlon

1. Sponsorship Program Description

Janus Capital Group is a financial asset management company based in Denver, Colorado. Creative Strategies Group serves as the sponsorship agency for Janus for which their principal role is the management of benefits fulfillment and the developed and implementation of activation programs for Janus' sponsorships of triathlon events across the United States. Janus' principal portfolio of endurance event properties is the Ironman Triathlon series of regional qualifying events and the Ironman Championship in Kona, Hawaii.

In 2007, Janus expanded their triathlon portfolio to include the Nautica New York Triathlon held in Manhattan. New York City was an ideal market for Janus due to the large concentration of clients and financial executives that work on Wall Street.

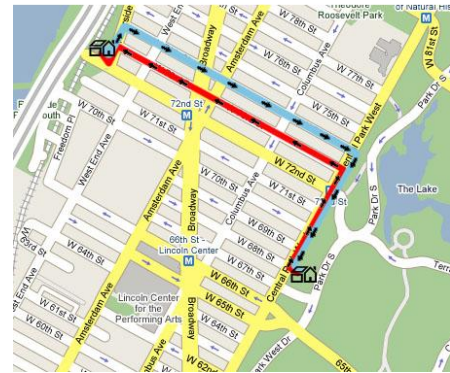
The Challenge: Enterprise an activation activity that had three key communications objectives for Janus.

1. Provide participants with a program that is relevant to and enhances their triathlon experience.
2. Underscore Janus' brand image and connection to endurance sports and manifests their slogan of "Go Farther."
3. Create a program that is totally unique, endemic to New York City and creates opportunities to communicate brand messages.

The Opportunity: The triathlon ends in Central Park, approximately two miles from the transition point where athletes leave their bikes and equipment. After a triathlon, it is a long walk back. Central Park is home to hundreds of pedicabs, a bicycle rickshaw that is used to taxi people through traffic jams and gridlock. Pedicabs are a New York City icon. The peddlers are young, engaging and necessarily in great shape. Pedicabs would have no difficulty avoiding street closures and other obstacles created by the triathlon. It is difficult to hail a pedicab in Central Park. Further, most drivers are independent and working with them is a bit like herding cats.

The Solution: We identified a company called Main Street Pedicabs, ironically based in Denver, which manufactures most the bikes. Main Street was able to use their network of independent operators and coordinate an army of 32 operators to contract exclusively with Janus the day of the triathlon to run a circuit between Central Park and the transition area.

JANUS
Pedicab Route



Two “Transportation Stations” were established, one at Tavern on the Green in Central Park and the other at Eleanor Roosevelt Circle near the Hudson River branded with signage that stated “We’ll Take You The Extra Mile.” From 9 a.m. until 3 p.m. Janus pedicabs ran a circuit between those two locations. This service was heavily promoted to the participants and their families online, via email blasts and through on site signage

Janus staff manned both transportation stations to interact and engage with the athletes and their families while cued up to get on a pedicab.

So that branding could be assured, each pedicab was wrapped in adhesive signage reinforcing Janus’s sponsorship of the triathlon and tying in to endurance sports with the slogan “We Believe in Sweat Equity.” Pedicab operators wore Janus t-shirts and bike caps.



Information on Janus was available at both stations but staff was purposely subtle in presenting information so as not to interfere with the gesture of the experience.



2. Target Identification

Janus knows exactly who their target is. They are focused in reaching financial asset managers and influencers. These people are generally male, between the ages of 30-55, professionals and specifically employed in the field of financial planning.

They are driven both personally and professionally and often engaged in extreme sports and endurance performance activities. That is exactly why Janus has chosen to align with triathlon events.

According to Janus' research, those engaged in fitness and endurance activities comprise the following profile:

| | Weighted | % Comp | Index |
|--|--------------|-------------|------------|
| Audience | 2810 | 100.00 | 100 |
| Use full service broker | 281 | 9.99 | 170 |
| Use on-line broker | * 58 | 2.06 | 139 |
| Services Used | | | |
| Stock rating service | * 131 | 4.65 | 269 |
| Financial planning or money management counsel | 361 | 12.84 | 187 |
| Funds Owned | | | |
| Mutual Funds: Fidelity Investments: Own | 253 | 8.99 | 205 |
| Mutual Funds: Janus: Own | * 104 | 3.69 | 238 |
| Mutual Funds: Vanguard Group: Own | 187 | 6.66 | 213 |
| Mutual Funds: Any: Own | 788 | 28.03 | 156 |
| Mutual Funds: Any: Acquired or added to in last 12 months | 284 | 10.12 | 174 |
| Value of Investments Owned | | | |
| Total - Any stock: \$100,000+ | * 101 | 3.58 | 173 |
| Total - Any other market instrument: \$100,000+ | 289 | 10.29 | 199 |
| Total - Any other market instrument: \$150,000+ | 208 | 7.40 | 238 |
| Total - all above investments: \$150,000+ | 271 | 9.66 | 234 |
| Own Retirement Funds | | | |
| Retirement Or College Savings Plans: IRA | 528 | 18.81 | 144 |
| Retirement Or College Savings Plans: 401K | 753 | 26.81 | 180 |
| Retirement Or College Savings Plans: 529 Plan (College Savings Plan) | 239 | 8.52 | 428 |

3. Results

1. What were the actual program results in terms of sales, image, redemption, etc.?

Due to the nature of the Asset Management industry it is impossible to track results directly to one program. Since the sales cycle can be up to a year and a half long, this question does not easily apply to the industry. However, this program gave Janus tremendous visibility in one of our primary markets in a unique and brand-reinforcing way.

2. How did those results roll back to the targeted goals and audiences identified?

One of Janus' primary goals was to increase visibility for the firm in a unique and brand-reinforcing way. This program directly supports our "Go Farther" strategy both from the nature of the activity and in the brand messaging on the pedicabs themselves. In a market that is extremely difficult to penetrate, doing something that is so uniquely "New York" and so relevant to the event participants has allowed Janus to increase their brand visibility and reputation by showcasing the sincerity of their philosophy to always deliver for their constituents whether it be in Janus' research capabilities, their products and their programs in the community.

3. How were results tracked?

For the first year of the program we primarily looked at audience response. The event organizers told us that this program was the one that the attendees called out as the most improved component of the event in 2007. The best indication is that Janus is repeating this activation in 2008 with few changes.

4. Presentation

How were the final results of the sponsorship program presented to the sponsor (print, electronic, other)?

Janus was provided with a performance binder on the entire Nautica New York Triathlon by the event organizer. CSG provided a report on the three activation programs implemented for this event which in addition to the Pedicab Service were a "cheer sign" activity at the pre-race expo called the Janus "Inspiration Station" and a race-within-a-race called the Janus Financial Executive Challenge. Many of the components of the report have been used in this submission.

5. Sponsorship Reaction

Janus' New York area sales executive commented by 11:00 a.m. on the race day that he had already generated enough leads and contacts to make the entire project worthwhile.

Casey Cortese, Janus' Sponsorship Manager reported, "This program is one component of a comprehensive sponsorship campaign that is driving the model for our sponsorships going forward. Having a grassroots program that gives us the visibility we want in one of our primary markets and that directly links the synergies between Janus' brand and that of the event is ideal."

