

Repucom chief "blown away" by reaction to Women and Sport study

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- By [Daniel Etchells](#) at the SportAccord Convention World Sport & Business Summit in Sochi ExpoCentre
- Tuesday, 21 April 2015



Repucom chief executive Paul Smith has claimed here that the international sport marketing consultancy firm has been **"blown away by the reaction"** to its study titled Women and Sport.

The report, which provides insights into the growing rise and importance of female fans and athletes alike, was published in February, prompting much debate.

It found that women are significantly more engaged in sport than ever before both as supporters and competitors.

Repucom claim that nearly half of all women across the globe are interested in sport, with Russia, Brazil, India and the United Arab of Emirates the countries with the smallest gender gaps between male and female interest in sport.

It is their belief that while female fans and athletes present a major opportunity to the business of sports, organisations are not fully exploiting it.

According to Repucom, the majority of organisations do not have a strategy to engage female fans or athletes and on average 40 per cent do not even recognise the necessity to capitalise on female fans and athletes.

Smith was joined by Thomas Zimmermann, global director of marketing and communication at Repucom, in providing details on the impact of women on sports business and what needs to be done to monetise the opportunity.

"There's genuine commercial advantage in having a proper, appropriate focus on women in sport," said Smith.

Repucom reprised the role of "Official Sports Marketing Research Partner" for this year's SportAccord Convention.

The firm seeks to utilise connected solutions to allow businesses to better understand and connect with their audiences and customers through media, sponsorship and communication.