



MERIDIAN COAST LEAGUE · ROUND 14 · FRIDAY NIGHT
FOOTBALL

BRAND PERFORMANCE REPORT

PORT ALDER MARINERS V WESTMARCH ROVERS 2026

INTRODUCTION

How one Friday night converted into measurable brand value

This Brand Performance Report quantifies the value the Round 14 fixture between the Port Alder Mariners and the Westmarch Rovers delivered for its partners. Every frame of the national broadcast was analysed by computer vision — 18 partner brands, eight placements, a little over two and a half hours of vision — and every appearance was scored for size, position, duration and clutter before being priced on the rights holder's own rate card. The result is an evidence-based view of which brands captured attention, where on the ground that attention came from, and what it was worth.

BRAND VISIBILITY

On-screen detections, screen time, size and placement measured frame-by-frame for every partner.

FAN ENGAGEMENT

Social reach, conversation share and short-form video performance across major platforms.

MEDIA VALUE

Estimated equivalent media value of every placement, benchmarked across the sponsorship portfolio.

EVENT SUMMARY

14 AUGUST 2026

A ONE-POINT THRILLER UNDER LIGHTS

Port Alder Mariners v Westmarch Rovers 2026

Alder Park Stadium, Port Alder

FINAL SCORE

27-26

Mariners win after the siren

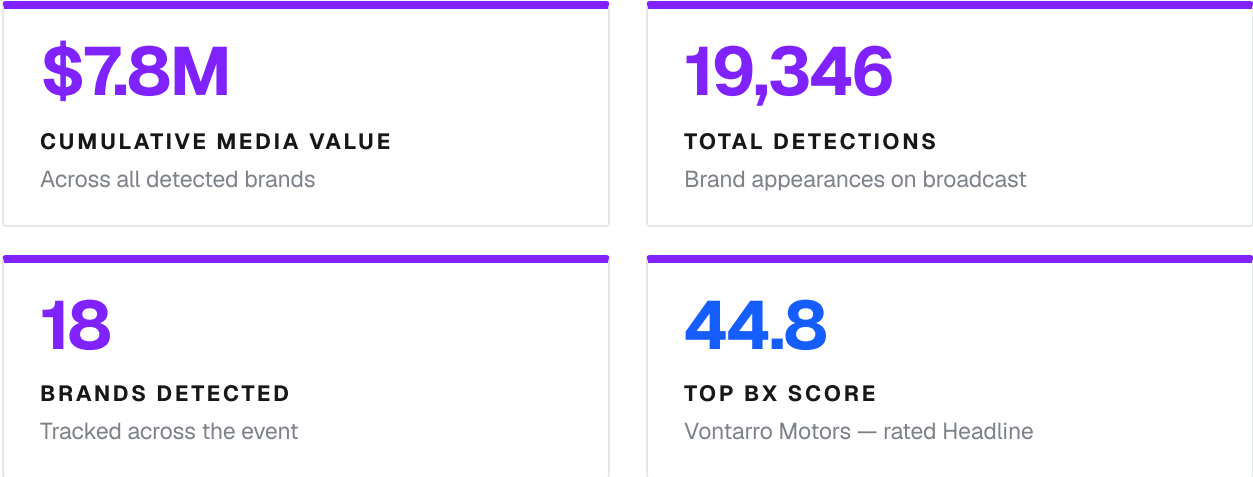
A sell-out crowd at Alder Park saw the Mariners run down a 19-point half-time deficit to win by the narrowest of margins, sealing it with a set shot after the siren. The final quarter produced the longest unbroken passage of play of the season — and, with it, the longest sustained close-up coverage of both sides’ playing strips.

That shape matters commercially. Tight contests keep the broadcast on the players rather than the crowd, which lifts apparel and jersey exposure, and the after-the-siren kick put the northern goal-post pads at centre screen for almost ninety uninterrupted seconds.

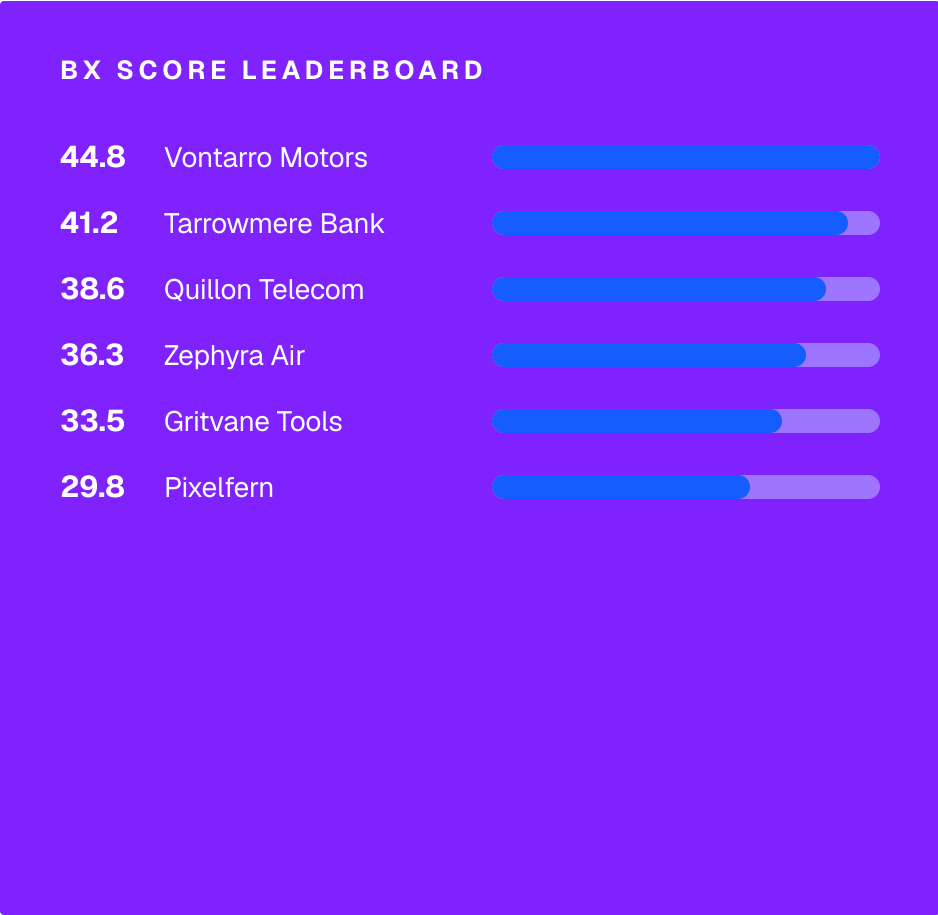
The broadcast peaked in the final ten minutes, which is also when the boundary LED carried its premium rotation — a useful reminder that when a logo appears can matter as much as how often.

SPONSORSHIP IMPACT · SUMMARY

Vontarro Motors led on brand-exposure score, with Tarrowmere Bank, Quillon Telecom, Zephyra Air close behind



TOP 5 BY ESTIMATED MEDIA VALUE



BX Score is Brandalytix's composite brand-exposure index (visibility, duration, prominence, clutter). · Source: Brandalytix computer-vision detection

SPONSORSHIP IMPACT · DETECTION SUMMARY · 1 OF 2

Pellaro Sportswear recorded the most detections, with Vontarro Motors, Tarrowmere Bank and Brightkiln Energy next in line

BRAND	DETECTIONS	JERSEY	LED BOUNDARY	PERIMETER BOARD	OTHER	SCREEN TIME	AVG DISPLAY	AVG SIZE	LARGEST
Pellaro Sportswear	3,420	2,120	0	0	1,300	41 min	2.60s	0.90%	6.80%
Vontarro Motors	2,180	1,548	480	0	152	36 min	4.10s	2.40%	14.20%
Tarrowmere Bank	1,960	1,529	0	314	117	31 min	3.80s	2.10%	12.60%
Brightkiln Energy	1,890	0	1,663	227	0	24 min	3.00s	1.40%	7.90%
Quillon Telecom	1,540	0	832	0	708	27 min	5.20s	3.10%	18.40%
Halvemoor Insurance	1,320	0	224	1,096	0	14 min	2.20s	0.80%	4.40%
Lumacrest Health	1,120	291	0	0	829	12 min	2.40s	0.60%	3.90%
Oakmarrow Foods	980	0	892	0	88	13 min	3.10s	1.50%	8.20%
Orlune Hydration	870	0	0	278	592	9 min	2.90s	0.70%	5.10%
Marrowick Brewing Co	760	0	0	760	0	8 min	2.70s	1.10%	6.00%
Skyharrow Tyres	690	0	545	145	0	10 min	3.30s	1.60%	7.40%
Zephyra Air	610	0	0	256	354	15 min	6.40s	3.60%	16.80%
Emberlyn Homes	530	0	0	0	530	4 min	1.90s	0.40%	2.20%

Detection summary continued

BRAND	DETECTIONS	JERSEY	LED BOUNDARY	PERIMETER BOARD	OTHER	SCREEN TIME	AVG DISPLAY	AVG SIZE	LARGEST
Gritvane Tools	440	0	0	26	414	13 min	7.10s	4.20%	21.50%
Tindrel Logistics	410	0	0	410	0	3 min	2.00s	0.70%	3.10%
Novaquay Finance	290	0	0	0	290	5 min	4.40s	2.00%	9.60%
Coralisk Travel	240	0	240	0	0	2 min	2.80s	1.30%	5.70%
Pixelfern	96	0	0	0	96	6 min	8.00s	5.50%	9.10%

BRAND SPOTLIGHT



Vontarro Motors

HEADLINE

44.8

BX SCORE
Brand-exposure index

\$1.5M

MEDIA VALUE
Estimated equivalent

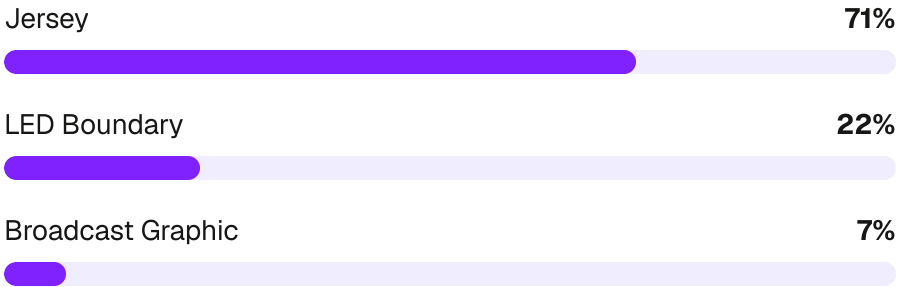
2,180

TOTAL DETECTIONS
Across the broadcast

36 min

SCREEN TIME
Cumulative on-screen

PLACEMENT SPLIT



EXPOSURE DETAIL

DETECTION SHARE	AVG. LOGO SIZE	AVG. DISPLAY TIME
11.3%	2.40%	4.10s
LARGEST SIZE	SCREEN POSITION	RATING
14.20%	Center	Headline

BRAND SPOTLIGHT



Tarrowmere Bank

HEADLINE

41.2

BX SCORE
Brand-exposure index

\$1.2M

MEDIA VALUE
Estimated equivalent

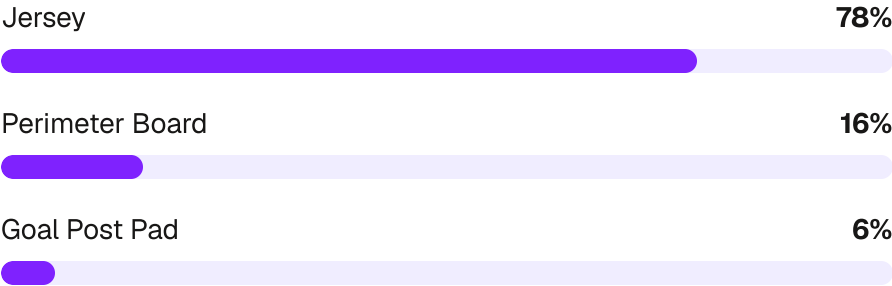
1,960

TOTAL DETECTIONS
Across the broadcast

31 min

SCREEN TIME
Cumulative on-screen

PLACEMENT SPLIT



EXPOSURE DETAIL

DETECTION SHARE	AVG. LOGO SIZE	AVG. DISPLAY TIME
10.1%	2.10%	3.80s
LARGEST SIZE	SCREEN POSITION	RATING
12.60%	Center	Headline

BRAND SPOTLIGHT



PELLARO

Pellaro Sportswear

VISIBLE

27.4

BX SCORE

Brand-exposure index

\$1.0M

MEDIA VALUE

Estimated equivalent

3,420

TOTAL DETECTIONS

Across the broadcast

41 min

SCREEN TIME

Cumulative on-screen

PLACEMENT SPLIT

Jersey

62%

Shorts & Sleeve

30%

Coaches Box

8%

EXPOSURE DETAIL

DETECTION SHARE

17.7%

AVG. LOGO SIZE

0.90%

AVG. DISPLAY TIME

2.60s

LARGEST SIZE

6.80%

SCREEN POSITION

Peripheral

RATING

Visible

Source: Brandalytix computer-vision detection · Port Alder Mariners v Westmarch Rovers 2026, 14 August 2026

BRAND SPOTLIGHT

 **QUILLON**

Quillon Telecom

FEATURED

38.6

BX SCORE
Brand-exposure index

\$969.5K

MEDIA VALUE
Estimated equivalent

1,540

TOTAL DETECTIONS
Across the broadcast

27 min

SCREEN TIME
Cumulative on-screen

PLACEMENT SPLIT

LED Boundary54%

Broadcast Graphic31%

Coaches Box15%

EXPOSURE DETAIL

DETECTION SHARE8.0%

LARGEST SIZE18.40%

AVG. LOGO SIZE3.10%

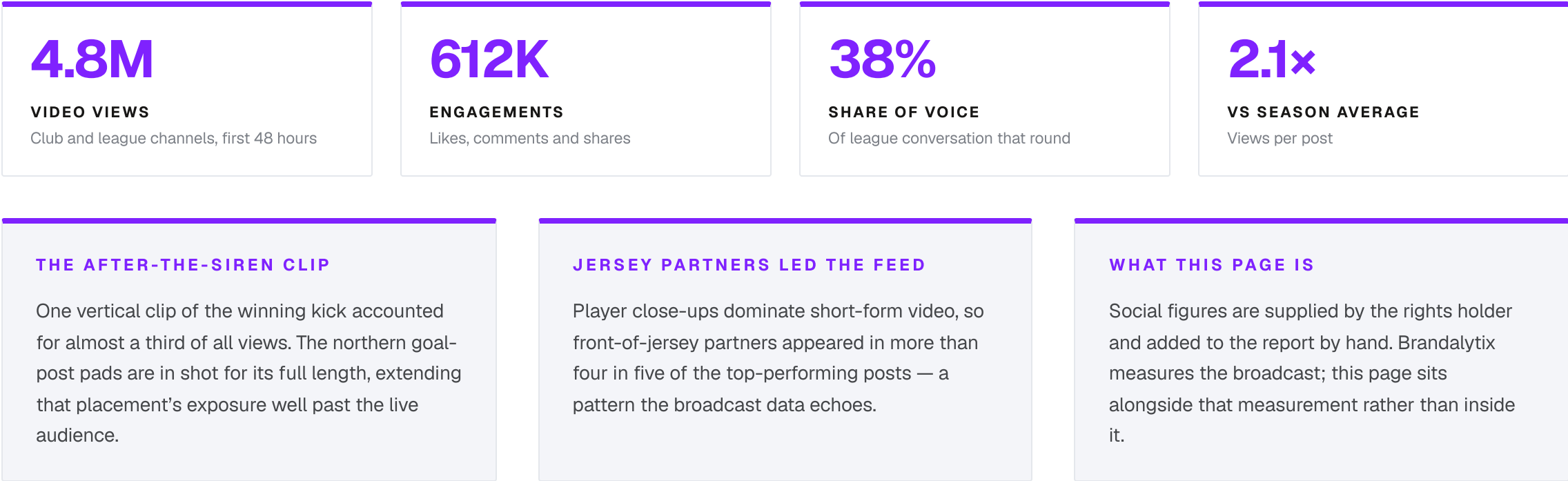
SCREEN POSITIONPeripheral

AVG. DISPLAY TIME5.20s

RATINGFeatured

FAN ENGAGEMENT · SOCIAL MEDIA

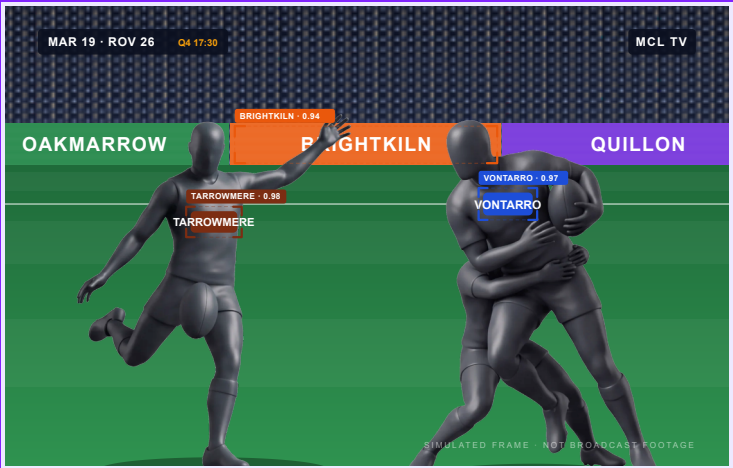
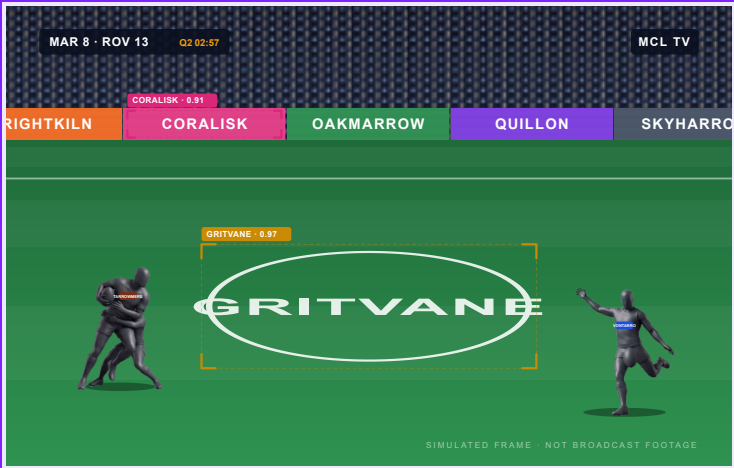
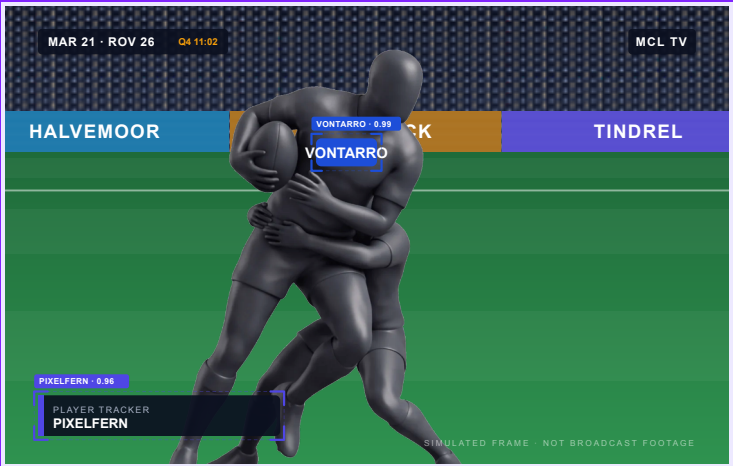
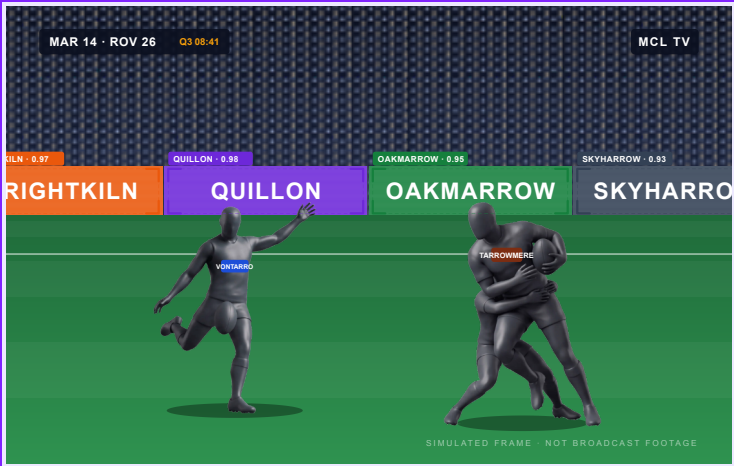
The finish travelled well beyond the broadcast



Fan-engagement and social-media figures in this report are modelled estimates, derived from the fixture's audience profile and competition tier and benchmarked against comparable events — not measured platform analytics. They are indicative only and should be validated against verified data before use. All brand-detection, screen-time and media-value figures are measured by the Brandalytix computer-vision platform.

ASSETS GALLERY

Detection stills from the live broadcast — brand exposure captured in real time



Source: Brandalytix computer-vision detection · Port Alder Mariners v Westmarch Rovers 2026, 14 August 2026



CONTACT

Get in touch

For further insights or tailored reporting across your sponsorship portfolio, please contact:

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DETECT · DECODE · DOMINATE