

FUNDAMENTALS OF SPORTS MARKETING



CEDRIC MANUEL FLEURY NKOUH
1911535
University of Wales Trinity Saint David

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INTRODUCTION

The term Marketing refers to buying or selling a product or a service. This includes advertising, delivering and selling products or services to a business company or a customer. (Everything Marketing Entails, 2020)

Others sources state that “ Marketing is the activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large. (American Marketing Association, 2013)

Traditional groups believe that Marketing is sales, the abundance of products in the nearest shop, by using television, magazines, and direct mail ads. Contemporary groups view Marketing as the way to satisfy a customer's needs by using imaginatives web sites, mobile phone apps, blogs, online videos and social media to reach customers directly.

Within the Sport Industry, Marketing is the use of sport to sell goods, and services. This type of marketing is not using just one strategy and more about the use of content of sports to help marketing efforts. This is not just for professional sports, it also includes college sport, minors league, and alternative sports. (Sport Marketing, 2020).

As seen the marketing in sport is similar or uses the same concepts of marketing in general. All is to sell, deliver something by advertising etc...

An explanation of the value of marketing for sport organisations and events in the public, private and not-for-profit sector will be given. Also the essay will look at the consideration of how sports marketing can help organisations grow and develop with some case study to illustrate theoretical concepts.

VALUE OF MARKETING FOR SPORT ORGANISATION AND PUBLIC AND PRIVATE EVEN / NOT- FOR- PROFIT SECTOR

Sport has long been related with advertising and is so well-liked that it now has its own marketing subdivision “ Sport Marketing”. (Davies et al., 2020)

The major advantage of Sport Marketing is that it allows marketers to drag the popularity and devotion of many fans fell towards their favorite team and athletes. If a football fan has been a fan of Swansea football club for example since when he was child, any marketer who is associated with swansea football club gains immediate credibility in this swansea football club fan mind. Since the avenue eventually goes to support Swansea football club, the marketer is considered a sponsor and invested in the winning team. (Sport Marketing, 2020)

There are a lot of types of Markets which are Consumer, Business, Product (tangible or intangible) ,Not for profit (e.g charities), Government, (e.g public health, defence), Public sector (same as government but on a more local scale) and Global Markets. Look at the Non-profit sector, the marketing can be non profit organisation has grown, as society becomes more concerned with ethics and sustainability, organisations are adapting.

It is not difficult to notice why brands are quick to go on the sports marketing bandwagon- it is one of the single platforms that keeps the power to spread messages on an extensive scale... Something that is becoming progressively difficult due to new technologies and changing consumer habits. (Davies et al., 2020)

Also most of the biggest football clubs or sports organisations have made a huge money with the marketing. For example between 2000 and 2007 the Real Madrid one of the biggest club in the world has made a fortune by buying Beckham, Zidane, Figo, Roberto Carlos and Ronaldo adding to Raul, Morientes, Casillas, Hiero a team with all lot of greatest players in the world in that period, unfortunately the team did not win a lot of cup but most of the money that the team has had was coming for the ticket sale, the shirt of those players sale the advert and the tv audience the club sale their game everywhere in the world. (Real Madrid CF | Official Website, 2020)

Same as Paris Saint Germain in France three years ago when the club spent 220 millions euro on Neymar most of the people were thinking that it is crazy but in one

week with the sale of shirts worldwide the club has brought the spending money back.

Two years ago, the team sign a contract with Jordan. The first idea that Paris Saint Germain was operating with Air Jordan, the Nike subsidiary created for the legend Michael Jordan, came in May when images arised online of black Air Jordan 5 trainers on which Nike's Jumpman logo had smartly replaced the Eiffel Tower in the club's crest. Eight weeks later, the american singer Justin Timberlake went on stage for a concert at AccorHotels Arena in Paris' Bercy neighbourhood sporting a black jacket with a big PSG x Jumpman logo spreaded across the back. The buzz got even more at the end of August when rapper Travis Scott put on a PSG x Air Jordan basketball kit at the Cabaret Vert Festival in north-eastern France. The cat was finally shown out of the bag at PSG stadium on Thursday when PSG and Air Jordan presented a pioneering three-year tie-up that will have the club's players wear Air Jordan kits in this season's Champions League. The presentation put on to introduce the arrangement spoke volumes about the marketing territory PSG now inhabits.

(Williams, 2020)

The PSG x Air Jordan cooperation makes up 90 products over three ranges: performance, training and lifestyle. It apparently cost around €100 million to PSG, and when the collection went live on Friday, the pre-order function on the club website had to be disabled because of the huge weight of demand. (Williams, 2020)

Besides of that marketing is important for the public and private event because it can helps to :

1/ Increase Foot Traffic and sales; On the day of the event you're sure to see a swarm of foot traffic, as people flock to your business for your sale or promotion or to participate in your event. Be sure you're prepared to handle the volume, with extra staff on hand to keep things running smoothly. You'll not only see greater sales during the event, but if you make a good impression then you stand to gain many more regular customers.

2/ Reach a targeted audience; If your event is centered on a particular product or service, then those who attend will be potential customers that are particularly interested in that product or service. For instance, if you're a salon who specializes in hair extensions and you put on a demonstration where people can see the products and how they're emplaced, ask questions and explore the options, then you'll likely attract anyone within a 30 mile radius who is interested in getting hair extensions. By tailoring your event to the type of customers you hope to attract, you are able to target your desired demographic exclusively. (10 Benefits of Local Event Marketing for Your Business | Signpost Blog for Smart, Connected Commerce, 2020)

HOW CAN SPORT MARKETING HELP ORGANISATIONS GROW AND DEVELOP

First look at the history of sports Marketing. In **1936**, Adidas saw a chance to get in on the sports marketing game, and took advantage of it with both hands. Creator Adolf Gassler considered that Jesse Owens was a shoe-in for the 1936 Berlin Games, so he gifted Owens with free merchandise, making him one of the first sportsmen to receive products for free to be used for promotional purposes. This is something that is generally carried out today, with 'influencers' receiving thousands of pounds worth of free products to try out and validate at their own will. (Davies et al., 2020)

Then in **1954**– Baseball stadium Sportsman's Park had its name to rights sold to brewery Anheuser Busch, becoming known as Busch Park, the earliest in the sports industry and advertising. What is further, in 1954 the very early issue of Sports show hit stands, producing brands with enough possibility to advertise directly to sports fans all over a sports publication. (Davies et al., 2020)

Furthermore, in **1986**– TAG Heuer began to place their brand as the main sports watch and therefore got involved with athletes, using popular sports people as brand

ambassadors. For example, a witty ad featuring Carl Lewis used the tagline 'occasionally, our watches run fast.'(Davies et al., 2020)

On the other hand, **Coca-Cola** are laboriously implicated in sports marketing, collaborating with events like the FIFA World Cup to introduce a powerful marketing campaign this past football season in summer 2018. Their perspective concentrated on keeping fans and those involved in the tournament refreshed, producing magical experiences and covering the way for a 'lasting community legacy', targeting inclusion, continuously and youth football development. The brand realises the big profit such leading partnerships can have, permitting the drinks brand to select a vast diversity of demographics, as people all over the world tune into the World Cup. What Is more, Coca-Cola have just become the seventh official partner of the Premier League, starting in January 2019. (Davies et al., 2020)

Also, Gillette have been old-time fans of sports marketing, using prestigious athletes to boost their shaving products. One of the most well known examples of this was the commercial created for the 2016 Olympics, featuring a star-studded variety of professional athletes including Neymar Jr., Ashton Eaton, Ning Zetao and Andy Tenant. The athletes all came from distinct sporting backgrounds and came jointly to represent Gillette's message of 'Perfect Is not Pretty' in the powerful campaign. Again, this gives an example of a brand that is not traditionally related with sports, to most rewarding markets their non-sports related products through sports association. (Davies et al., 2020)

To conclude this, over the years marketers have perceived the huge chance that there is in catching audiences when their emotions are most purchased, and it seems that more and more brands want to get involved in the action. We are impatient to see where sports marketing progresses from here and the sensational role that out of home advertising has to play, as it can just expand more and more impressive. (Davies et al., 2020)

Another case study was in America with Under armour brand, in fact telegraph state that :

“ Sports sponsorship wields transformative power that is capable of driving exponential growth in brand awareness and affinity. Three recent examples show exactly what is possible.

Under Armour, the sports clothing and accessories brand, was founded in Washington DC in 1996 and received big breaks when Warner Brothers chose it to produce outfits for the American football movies *Any Given Sunday* (1999) and *The Replacements* (2000).

By 2001, it had signed deals with teams in Major League Baseball, the National Hockey League and the National Football League, and provided outfits for the United States archery team This Article is another case study of how sport marketing can help grow and develop some organisations . at the Olympics in Sydney.”(2020).

CONCLUSION

At the end of the essay it has been clearly demonstrated how marketing is beneficial for sport organisation, public and private sector and also the not-for-profit sector. Same as that helped by sport marketing to the growth of some organisations.

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