



Bonding with brands strategies of common-wealth sports marketing

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Abstract

The sports arena is linked with brands ever since sports has become the global entertainment factor there has been a rising tendency to link sporting events with branded marketing strategy . Common wealth games are one such high profile sports event where numerous brands were linked to it. Social media has given athletes a very public and direct line of communication to their fans, so the brands endorsing these athletes want to tap into that conversation more and more. Sports brands are so vivid that they range from products services & even entire organizations. Several sporting organizations go for brand building right from their inception. They ensure that brand building becomes a part of their strategy towards building a team. They build a team & an organization, they want to uncover a set of values through loyalty fan following. Brands are critical for creating business value, and the sports business is no exception.

Key words: common wealth games, sports brands, sports marketing, sports sponsorships , sports environment.

Introduction

Strong brands command customer loyalty and premium prices, constituting valuable assets that drive company revenue and growth. They are central to many sports business transactions, especially sponsorship deals and product merchandising. At the heart of branding lie trademarks which are globally relevant (Stedman Graham - the ultimate guide to sports marketing 2014). These days , social media has given athletes a very public and direct line of communication to their fans, so the brands endorsing

these athletes want to tap into that conversation more and more. (Stedman Graham - the ultimate guide to sports marketing 2014).

The size of an athlete's social following is incredibly valuable, and their marketing representatives know this, which impacts the interest level from more socially-engaged brands and the value of the endorsement itself. Marketers understand the popularity of sports and have made them a centerpiece of marketing campaigns for decades. The size and popularity of national sports has grown the field of sports marketing



has grown with it. Sports marketing use sports, in any form, to help sell goods and services. This particular style of marketing is less about using a single strategy and more about using the content of sports to assist marketing efforts. This is not limited to professional sports, and may include college athletics, minor leagues, or alternative sports.

1. Since sports can be watched on a variety of platforms, sports marketing can take many different forms.
2. Teams sell advertising space inside their stadiums to marketers who want to purchase billboards and other print ads, while TV networks sell airtime during the events.
3. Renowned athletes also sign contracts to work as celebrity endorsers and lend their images to marketers.
4. The biggest advantage of sports marketing is that it allows marketers to piggyback on the popularity and devotion many fans feel towards their favorite teams and athletes.
5. Since the revenue ultimately goes to support the team, the marketer is considered a sponsor and invested in the team's success.

The only major disadvantage is that the sports marketing industry is so large that it can be hard to stand out in the crowd. A fan who watches a six hour cricket game will be exposed to

dozens of different marketing messages. Marketers must advertise to a wide range of customers, but risk that their ad gets overlooked by fans more interested in the game. Sports marketing use sports, in any form, to help sell goods and services. This particular style of marketing is less about using a single strategy and more about using the content of sports to assist marketing efforts. This is not limited to professional sports, and may include college athletics, minor leagues, or alternative sports.

Opportunities-

Social media has given athletes a very public and direct line of communication to their fans, so the brands endorsing these athletes .Using sports to sell products presents many opportunities that bring both risk and reward.

1. A successful sports marketing campaign can linger in the minds of consumers for years, while an ineffective one can be a significant waste of money.
2. All marketing efforts must be guided by a comprehensive marketing plan if they hope to succeed.
3. The plan will begin with a number of logistical questions, such as budget estimations and resources. Sports marketing can get expensive quickly and the companies will need to use their resources wisely.



4. They will also need to establish a time frame for the campaign. The marketer will need to examine the entire sports marketing landscape and identify the most promising opportunities based on scientifically based market research.
 5. A team of creative professionals will work on developing ads whether they are TV spots, billboards, or radio ads.
 6. Research findings should determine the goals of the advertisements, but ad makers will develop the content that they think.
 7. Using sports to sell products presents many opportunities that bring both risk and reward.
 8. A successful sports marketing campaign can linger in the minds of consumers for years, while an ineffective one can be a significant waste of money.
 9. All marketing efforts must be guided by a comprehensive marketing plan if they hope to succeed.
 10. The plan will begin with a number of logistical questions, such as budget estimations and resources.
 11. Sports marketing can get expensive quickly and the companies will need to use their resources wisely.
 12. They will also need to establish a time frame for the campaign.
 13. The Company then needs to know who their target audience is and how they can best be reached. This involves analyzing the company, their product, and the customer.
 14. The marketer will need to examine the entire sports marketing landscape and identify the most promising opportunities based on scientifically based market research.
 15. High customer loyalty is a significant factor of sports marketing. Sports fans have a tendency to be loyal to their favorite teams and share that loyalty with their families and social networks. (Richard Irwin – The sports promotion & sales management 2010).
- Sometimes parents follow certain sports teams, therefore it is likely their children will follow the same teams and the brand loyalty will grow. Athletes are also inclined to be brand loyal; evidenced by endorsement deals in which they get paid to use or wear certain sports products at each event Marketing sports products is very demanding as it depends on the nature of the game as well. (Richard Irwin – The sports promotion & sales management 2010). For example in field products, the fan experience, benefits gained.



. Sports marketing use sports, in any form, to help sell goods and services. This particular style of marketing is less about using a single strategy and more about using the content of sports to assist marketing efforts. This is not limited to professional sports, and may include college athletics, minor leagues, or alternative sports. Thus it is very important to understand the impact of sports marketing its unique characteristics & challenges . To produce an effective sports marketing campaign it is vital to take into account the distinct challenges. High customer loyalty is a significant factor of sports marketing fans have a tendency to be loyal to their favorite teams & share that loyalty with their families & social networks (Articles in International journal of sports marketing & sponsorship 2010).

Conclusion- thus brands are critical for creating marketing values, and the sports marketing being a global tendency with fan following across the globe brands devise or ruin a team's overall global identity. Strong brands command customer loyalty and premium prices, constituting valuable assets that drive company revenue and growth. They are central to many sports business transactions, especially sponsorship deals and product merchandising. and at the heart of branding lie trademarks as sporting activities draw huge TV viewers sports organization vie for branded sponsorship.

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