



Bonding with brands strategies of common-wealth sports marketing

Hanumantharayappa .A , Physical Education Director, Government First
Grade College, Santhe Bennur
Davanagere District, Channagiri Taluk, Karnataka state

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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Physical activity research & inventions with older adults – perspectives & issues

Girija. S , Physical Education Director , Government First Grade College , Chickballapur District, Karnataka state

Abstract : India is country of young population but there are problems with remaining aged adult population who are consistently suffering from several infirmities linked disadvantages. There is an increasing attention towards researches in physical activity. It is important because it affects public health welfare. It is a known fact that most of the illness adults are facing is due to inactivity, idleness, & lifestyle disorders causing less physical activity. India Ranks second in the proportion of individuals with diabetic ,which is expected to increase 4 fold by 2030 . India ranks 5th in Blood pressure, India counts high on obesity counts as well. The lifestyle disorders have resulted in these disorders. Even though people know these disorders, there is a steeping increase in the number of people succumbing to it. But there are methodical challenges of creating awareness & creating an understanding for older adults health related issues. There is a need for appropriate modification tailoring sampling intervention development strategy.

Key words: physical activity research, health issues, adults challenges, innovative policy

Introduction

Indian adult population comprising nearly 45 % , is not very consistent about health because aging is linked with several severe health problems. As in western countries India adult population is suffering from several vital health problems.(Conn & Minor -Integrative review of physical activity intervention research with aging adults US National Library of Medicine National Institute of Health 2010).

There is a need for research in physical activity , needs for reviewing policy making creating awareness

about best practices , there is a need for creating new innovative knowledge on physical activity (Ranjit & others : Physical activity & inactivity patterns in India 2014 International journal of behavioral nutrition & physical activity). WHO developed the "Global Recommendations on Physical Activity for Health" with the overall aim of providing national and regional level policy makers with guidance on the dose-response relationship between the frequency, duration, intensity, type and total amount of physical activity needed for the prevention of NCDs. (Methodical



challenges in physical activity research in older adults 2013).

1. The continued increase is a major achievement but the greatest challenge is keeping them active & healthy . The rapid increase in the prevalence of chronic illness resulting from life styles has increased the demand of the health care services Nearly 55% of the adults suffer from such chronic diseases. (Conn & Minor -Integrative review of physical activity intervention research with aging adults US National Library of Medicine National Institute of Health 2010)

2. the proportion of individuals of aged 60 years will grow 24 % & the proportion of individuals of aged 80 years will grow 4 fold

3. India Ranks second in the proportion of individuals with diabetic ,which is expected to increase 4 fold by 2030 (Ranjit & others : Physical activity & inactivity patterns in India 2014 International journal of behavioral nutrition & physical activity).

1. Aging Eye (including cataracts, glaucoma)

2. Allergy

3. Alzheimer's and Other Dementias

4. Anemia

5. Anxiety Disorders (including Panic Attacks and Phobias)

6. Arthritis, (including Osteoarthritis and Rheumatoid Arthritis)

7. Asthma

8. Blood Pressure (Hypertension)

9. Breast Health and Disease (including Breast Cancer)

10. Bursitis and Tendonitis

11. Cholesterol

12. Colds and Flu

13. Colon Health and Disease (including Colon Cancer)

14. Depression

15. Diabetes

16. Digestive Disorders

17. Fatigue and Low Energy

18. Foot Problems and Foot Care

19. Grief and Loss

20. Headache

21. Hearing Loss

22. Kidney Disease

23. Lung Diseases (including COPD)

24. Memory Loss

25. Menopause

26. Osteoporosis

27. Pain, Back

28. Pain, Generalized

29. Pain, Hand, Hip , Knee ,Neck ,

30. Parkinson's Disease



31. Pregnancy related issues
 32. Prostate Health and Disease (including Prostate Cancer)
 33. Skin Hair and Nails
 34. Sleep Disorders
 35. Stress
 36. Stroke
 37. Thyroid Disorders
 38. Urine and Bladder Problems
5. Older adults should do at least 150 minutes of moderate-intensity aerobic physical activity throughout the week or do at least 75 minutes of vigorous-intensity aerobic physical activity throughout the week or an equivalent combination of moderate- and vigorous-intensity activity.
 6. Older adults can engage in Aerobic activity of at least 10 minutes duration.

There is a need for physical activity for all individual especial adults need physical activity besides sporting Physical activity for adults should include

1. Older adults can engage in leisure time physical activity (for example: walking, dancing, gardening, hiking, swimming),
 2. Older adults can engage in Transportation (e.g. walking or cycling), occupational (if the individual is still engaged in work),
 3. Older adults can engage in Household chores, play, games, sports or planned exercise, in the context of daily, family, and community activities.
 4. In order to improve cardio respiratory and muscular fitness, bone and functional health, reduce the risk of NCDs, depression and cognitive decline Older adults should engage in some physical activity
7. For additional health benefits, older adults should increase their moderate-intensity aerobic physical activity to 300 minutes per week, or engage in 150 minutes of vigorous-intensity aerobic physical activity per week, or an equivalent combination of moderate-and vigorous-intensity activity.
 8. Older adults, with poor mobility, should perform physical activity to enhance balance and prevent falls on 3 or more days per week.
 9. Older adults can engage in Muscle-strengthening activities, involving major muscle groups, should be done on 2 or more days a week.

When older adults cannot do the recommended amounts of physical activity due to health conditions, they should be as physically active as their abilities and conditions allow. This will depend on their immunity patterns as well. (Ranjit & others : Physical activity & inactivity patterns



in India 2014 International journal of behavioral nutrition & physical activity).Strong evidence demonstrates that compared to less active men and women, older adults who are physically active:

1. have lower rates of all-cause mortality, coronary heart disease, high blood pressure, stroke, type 2 diabetes, colon cancer and breast cancer, a higher level of cardio respiratory and muscular fitness, healthier body mass and composition;
2. have a biomarker profile that is more favorable for the prevention of cardiovascular disease, type 2 diabetes and the enhancement of bone health; and
3. exhibit higher levels of functional health, a lower risk of falling, and better cognitive function; have reduced risk of moderate and severe functional limitations and role limitations. (Ranjit & others : Physical activity & inactivity patterns in India 2014 International journal of behavioral nutrition & physical activity).

Challenges

But there are methodical challenges creating awareness & creating an understanding. There is a need for appropriate modification tailoring sampling intervention development data collection & data synthesis . (

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4. The continued increase is a major achievement but the greatest challenge is keeping them active & healthy . The rapid increase in the prevalence of chronic illness resulting from life styles has increased the demand of the health care services Nearly 55% of the adults suffer from such chronic diseases.
5. the proportion of individuals of aged 60 years will grow 24 % & the proportion of individuals of aged 80 years will grow 4 fold
6. India Ranks second in the proportion of individuals with diabetic ,which is expected to increase 4 fold by 2030 (Ranjit & others : Physical activity & inactivity patterns in India 2014 International journal of behavioral nutrition & physical activity).

Conclusion- thus reviewing policy making & creating awareness about best practices among adults, there is a need for creating new innovative knowledge on physical activity among adults. India spends money on public health measures but if the policy makers think of creating new & innovative methodology is creating awareness among adults, the funding could be diverted to other welfare measures. Physical activity can be promoted through Adult welfare



measures including slighter physical education & sporting activities.

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