

SPORT MARKETING

Keep during the training the same group : 4 groups of 3 person

30 min : 1 Présentation :

- So hey everyone , today we will present you our training session about sport marketing
- So let's move on the definition of sport marketing ?
- The Sports marketing uses 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.
- Sports marketing is an element of sports promotion, It involves a wide variety of sectors of the sports industry, including broadcasting, advertising, social media, digital platforms, ticket sales, and community relations.^[3]
- Actually since sports can be watched on a variety of platforms, sports marketing can take many different forms :
Like 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.
Famous athletes also sign contracts to work as celebrity endorsers and lend their images to marketers.
- Sports marketing is divided into three sectors.
The first is the advertising of sport and sports associations such as the Olympics, Spanish Football league and the NFL, as well as sport teams like Real Madrid and the New York Yankees.
The second concerns the use of sporting events, sporting teams and individual athletes to promote various products.
The third category is the promotion of sports to the public in order to increase participation.
- 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 three hour football 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.

EX 1 Article : Now we will do a little exercise, we will be in team maybe of 4 person (you can keep the same team during all the training) , and we will give you one article you will read it and discuss with your team about it.

1: 5 of the biggest sports marketing trends of 2019
<https://www.thedrum.com/news/2019/05/14/5-the-biggest-sports-marketing-trends-2019>

2: 10 Sports Marketing Trends That You Should Know and Use
<https://www.ispo.com/en/trends/10-sports-marketing-trends-you-should-know-and-use>

3: Can sports clubs share their marketing database with sponsors?

<https://www.lawinsport.com/content/articles/item/can-sports-clubs-share-their-marketing-database-with-sponsors>

4: At Large: What could athlete marketing look like in the 2020s?

<http://www.sportspromedia.com/opinion/athlete-marketing-future-nike-fifa-esports>

5: For A Winning Sports Marketing Campaign, Think Of Players As People First

<https://www.forbes.com/sites/onmarketing/2018/02/22/for-a-winning-sports-marketing-campaign-think-of-players-as-people-first/#6a19fc9650ae>

45 min : 2 PRESENTATION : Explain the difference strategies (inside of one strategies is sponsor ship

To understand the importance and the economic power of the sport marketing, the North American sport market rose to over 80 billion dollars Canadian in 2018 according to these **statistics**.

- Sport fans are looking for more **engaging content** and all around experience
- Sport marketing is being developed with the aid of **new platforms** and innovations, such as social networks.
- **Women** are becoming a more significant percentage of **sport fans**, so sport marketing strategies should also be built around them.
- Innovative marketing ideas outsell conventional ideas
- Substantial marketing budgets don't always equate to huge ROI in sport marketing. Being associated with sport was much more likely to yield ROI back then, but isn't so now. So make sure your marketing strategies are creative.
- The 4Ps (price, place, product, and promotion) of marketing are still useful when developing your sport marketing strategies. So don't forget those 4Ps!

Now, i'm going to explain briefly 6 basic strategies on sport marketing:

1. Understand your Target Audience:

If you don't understand your target audience, you will not have a clue on how to reach them. Every product developed seeks to serve a unique audience. Proper market research to segment your target audience would go a long way to impact your ROI.

The demographics of your target audience are all that matters to you. Their age, income, and interests are what you should get to know. Getting all that information gives you a clear description of how to reach them and what products/service they would be interested in purchasing.

2. Create a unique angle

Your product and service will never be the first in the market. It is, therefore, an excellent idea to position your brand from an unusual or unique perspective. What can you do to make your brand stick in the minds of fans that come around to watch basketball games?

3. Create engaging content that suits your target audience

In sport marketing, the right message should guide your public communications. It is best to tailor your message to suit your target audience. Matching the correct message to the right audience can lead to desired results.

4. Identify the best channel to reach them

As technology has evolved, particular concerning the media so has the opportunity for companies to get across to their customers with sports interest quickly. After you have developed the right content, identified the right audience, you can then go ahead to point out the best channel to reach your target audience.

Social media marketing channels like Twitter, Instagram, and Facebook are likely options; or you could opt for content marketing platforms like YouTube, blogs and press releases. Your best option depends on your research and the platform you believe your target audience stays active. Another way to clarify without research to know the best platform for your marketing is by experimenting. The combination of different channels will show you what works and doesn't work.

5. Build up Partnerships

Brands are becoming ever data-driven, hence the need for partnerships to scale up promotions. Sports teams and brands are aligning with one another to reach their objectives and achieve specific marketing goals. Brands are considering partnerships as one of the good sports marketing strategies to reach out to consumers.

6. Sponsorships

Sponsorships are and will remain one of the top sport marketing strategies to generate quality brand awareness.

Think of seeing a brand on a sport jersey or race car; it not only adds credibility to the brand; it can also turn the brand from a small name to a nationwide name. Football, soccer, basketball and hockey have become popular sports, and organizations from all over the world have a presence around the stadium and on the sports jerseys.

EXO 2 :

Advice ; strategies :

<https://sportmanagementhub.com/2019-6-best-sport-marketing-strategies/>

By groups, Find 2 or 3 real strategies of some brands and analyse their results

BREAK 15 min

3 PRESENTATION :20 min :

Now we are going to speak about the different type of sport in sport marketing :

- **There are a differences of sports fans, different types and levels of sports are found across the globe.**

- For example, in many countries cricket and football are extremely popular. In the United States American, football, baseball, and basketball are most favored,^[14] while college sports are also preferred.^[15]
- In addition to the classification of sports by levels, sports have also been classified as either mainstream or non-mainstream, also known as niche.
- There are seven product attributes that differentiate mainstream sports from non-mainstream sports: accessibility, popularity, uniqueness, affordability, star power, player skill, and player similarity.
- Accessibility, affordability, and similarity are strongly related to niche sports while popularity, player skill as well as accessibility are strongly related to mainstream sports.^[16]
- Popular mainstream sports like Major League Baseball (MLB) and the National Basketball Association (NBA) highlight the star power of players, which is why teams go to great effort to promote their best players. This is also seen in media as nationally televised sporting events often promote specific players leading up to games.
- Sports differentiation is also important concerning sponsorship.

Companies who sponsor niche sports place the most importance on attributes including cost effectiveness, spectator demographics, and the company fit with the sports image.^[19]

Niche sports often allow companies who cannot afford to sponsor mainstream sports a channel to market their companies. Also, with niche sports shown to attract a different type of consumer,^[17] these companies desire to increase their public awareness within a specific target market.^[20]

Other attributes important to companies sponsoring niche sports are enhancing both their image and community involvement,^[20] which may be easier to do through niche sports than mainstream sports.

Now I will show you great sport marketing campaign :

VIDEO 1 : Red Bull Stratos

<https://youtube.googleblog.com/2012/10/mission-complete-red-bull-stratos-lands.html>

4: Thank you, mom – Proctor and Gamble

<https://adage.com/article/agency-news/top-15-ad-campaigns-21st-century/2162916#thankyoumom>

2: https://www.youtube.com/watch?time_continue=39&v=VvsE8Mg3yH0

Under Armour – Rule Yourself

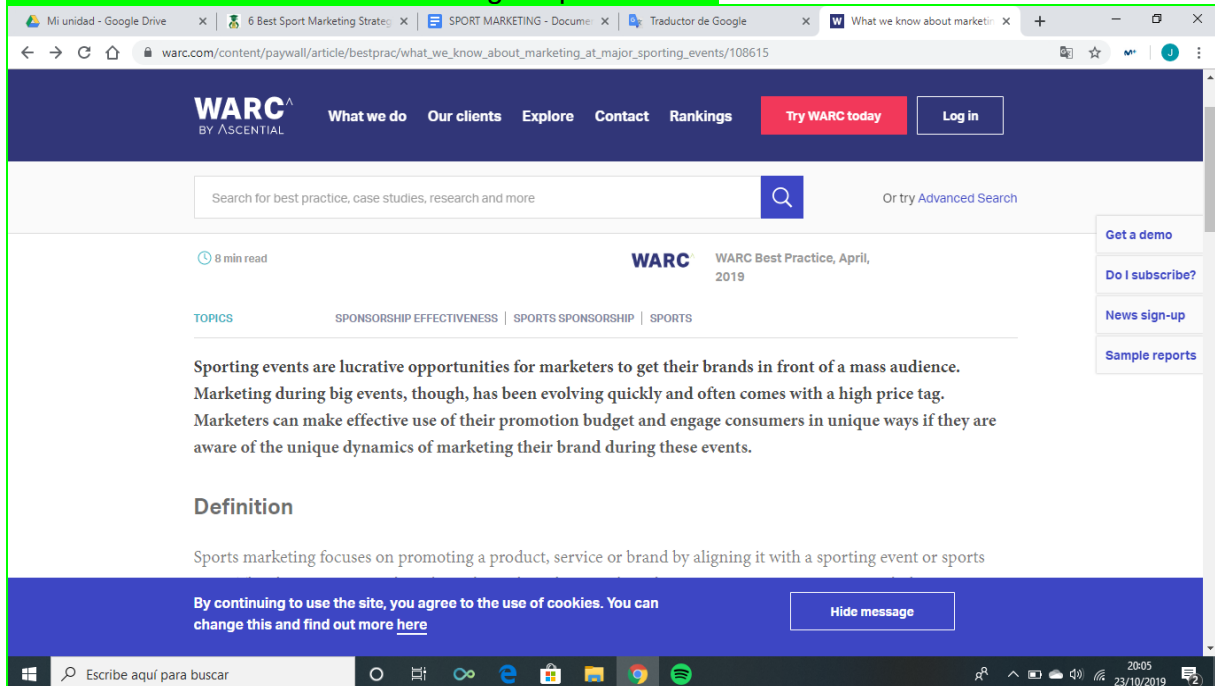
3:

This Girl Can: Fit Got Real

https://www.youtube.com/watch?v=JmR6je_Ke4

- And to finish this part I want to speak about the Benefits of sports marketing.
- Their are wide-ranging.
- Stakeholders involved in sports include leagues, teams, athletes, and fans as well as cities and countries hosting sporting events.
- The media and businesses who promote their products and services through sports also receive benefits. Direct benefits to leagues, teams, and athletes include revenue from tickets, media rights, and sponsorships.
- Cities and countries also receive revenue from taxes, and all of the stakeholders gain from the exposure provided through sports.

50 min Presentation 4 : The marketing of sports events



Mostly this kind of strategy is used as a way to promote, display or exhibit different things, such as a sports team, a sport association among others. There are different events that can clearly exemplify this concept, such as the Super Bowl, the Olympic Games, the UEFA Champions League, the World Marathon Majors, and the FIFA World Cup. Now, I'm going to assign each group one different of the aforementioned events.

EXO 4 : 20 min and 20 min presentation

Give different event : Champions, world cup, NBA, super bowl

analysis the compain, benefit, star, audience (30 min of preparation / 30 min of presentation)

10 min MOTOROLA

2H55

Pre-task for our training about Sport Marketing :

- Do you like sports? What is your favourite?
- Explain with your own words what do you know about sport marketing ? What is your opinion about it ?
- Have you ever work for a campaign of sport marketing, or sport advertising; sport event ? If yes, in which one ?
- Can you tell us 2 or 3 advertising / campaign do you Know ? What do you think about it ?
- Do you like some specific campaign ?