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SIGNIFICANCE OF MARKETING CAMPAIGNS FOR PROFESSIONAL SPORTS TEAMS

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ABSTRACT:

There are some variations in the understanding of the key categories and meanings with regard to the current popularity of the concept of sport marketing as a research, instructional and applicable discipline. Researchers and professionals, in fact, frequently distinguish between "sport marketing" and "sport marketing." The substance of the present differences resides in the reality that the concept of sport marketing and sport marketing is not merely a permutation of terms, yet is a basic matter according to a variety of specialists. There are numerous definitions that must be specifically described. "Sport marketing" implies the application of the marketing techniques already established and created in other fields. Professionals accept that conventional marketing strategies have incredibly low efficacy in the implementation of the sport field, and so this path is not today a priority and promising one. Sports promotion may be regarded as an independent area in the world of promotion. It has several variations in marketing in some fields with regard to traditional marketing standards and laws. Sport promotion is a constant quest for answers to both direct and indirect concerns of sport customers, sport firms and sport-related individuals and organizations, in a dynamic and uncertain setting, which is typical of the concept of the word 'sport.'

1. INTRODUCTION:

In other terms, sport promotion and commercialization in sports vary mainly in marketers' ingenuity, their capacity to move productive innovations from one area to another. As both definitions deal with a person, constants of psychological, mental, economic and other factors stay unchanged. How interest, curiosity, emotion, how to build a picture, atmosphere, contact, a

prestigious consumption and the ability to buy a commodity are tasks in one plan irrespective of the name of the discipline.

Marketing focuses on the customer and the objective is to attract and meet their satisfaction. The marketing purpose and goal is then to provide consumers with satisfaction, to recognise what they want, to check out and to offer it to them with benefit. In other terms, at the correct moment, at the right price the tangible or immaterial goods are to be sold and the expertise used to carry out the high value services expected by the consumer. The initial method of seeing the Sport Team, Games and Players modified in sport (2011), as a vision of consumer wants wants is taken into consideration. In athletics, advertisement is believed to change the exchange mechanism and interactions between sport and spectators. The sports marketer must specifically define what needs and what desires are fulfilled through sharing details with fans. The method is in this instance the trade act of the fan receiving from a club something — passage, energy, passion, excitement and money — a desired object — matches, case, events, goods. Therefore the first challenge is to understand supporters as customers and to identify their needs in different segments of supporters is also a challenge in the early phase of the marketing process. The obtaining of these details and data would allow good- or service benefits of sport to be drawn up and shared in a way which decides the role of a particular sport club in compliance with Collignon & Sultan (2014) and KPMG Study (2014). The sport marketer is taking the (third) phase in this exchange process, having identified the set in product and service characteristics in relation to requirements and wants. Appropriate campaign mixes can be developed by the sports club to influence clients to obtain their advantages by involvement or involvement. However, in regards to the marketing combination, it is evident that when a commodity is really a service the only typical four P are inspectional; so nine Ps would be more fitting.

Sport and advertisement are therefore already accustomed to each other on a variety of occasions. Most sport managers have not understood since the 1970s that marketing roles were important (Rattan, 2016). However, with the athletic view point being more competitive, sport managers began to suit. Several sports clubs have now established marketing sectors, and several smaller sports clubs are open for use

Marketing ability in order to handle marketing benefits in the design phase (The Sporting Future, 2015). This article seeks to introduce a sport marketing plan to plan, execute and implement marketing strategies for the development of a sport club customer-fan-orientation philosophy. This system was developed to provide three levels: situation diagnosis, priorities and fan base and marketing blend. These writers proposed this method to support sports advertisers develop their current campaign campaigns, taking into consideration not only a mere spectator, but a client. Since customers enjoy and respect their sports club and squad, the sports club must build conditions to ensure their customers purchase goods and services and continue to be a fan participant, by way of partnerships that allow for all exclusive benefits. This paper is therefore intended to add to the marketing art of a sports club in order to foster further awareness, discussions and discussions around the topic.

2. LITERATURE REVIEW:

The term “Sports Marketing” was first used in the United States by Advertising Age in 1978. Sport promotion is an integral part of global sport creativity since it is integral for both company development and sustainability. It mentions that numerous sporting teams support brand advertisers worldwide with their global publicity efforts (Shilbury, 2009). Chadwick & Thwaites

(2005) recognise that sports marketing is the mechanism by which an occurrence with a questionable outcome is orchestrated to open up the ability to achieve the goals concomitantly between sports clients, sports companies, competitors and other relevant individuals, bunches and organisations. On a foreign point of view, sports promotion is further prescribed as an ability to advertise its offerings to a business or entity through a sports-based sense. This could provide the opportunity to call a sporting stadium, and supporters sell clothes and sports equipment.

It states that sports marketing has been created both to support sports competitions and teams as well as to support other sports goods and services. The position of sport products and customer supporters has been addressed by Mason (1999). From a commercial point of view, the goal is to give businesses strategies for the promotion of sports or to sell goods and services through sporting events. The key sports commodity may also be both visible and subjective in nature. Although this might be real, businesses utilise sports as an alternative to meet their clients and market their goods or services. Bernstein (2015) states that management in sports promotion must be able to sell goods from both sides, i.e. an exchange mechanism. A further difficulty is that people also have both favourable and negative personal opinions – or experiences – of sport product components. The producer is generally called the authority of a commodity in a commercial setting. In sport, though, the consumer assumes that he is the authority.

Sport promotion is typically a social and administrative mechanism through which sport administrators are trying to accomplish what sports firms need and wish through the production and sharing of goods and advantages with individuals and other firms (Shilbury, 2009). Fullerton & Merz (2008) expresses an additional viewpoint that sports marketing is an endeavour to prepare and conduct procedures for manufacturing, pricing, advertising, and delivery of sports goods in order to fulfil consumers' expectations or wishes to accomplish the results of the enterprise. In Smith & Westerbeek (2003), sport promotion must concentrate on sports goods promotion as a framework for producing revenue for sports organisations, creating marketing plans that will contribute to the increase of revenue from a sports organisation; and sports marketing by sports clubs such as players, teams and services in the company. In this sense, the general definition of sports marketing includes two separate streams: sports marketing and sport-based marketing.

Sports promotion covers athletic activities and facilities for supporters and players. Such sport promotion is an important part of new activities like combat sports and creative sports goods (Fullerton & Merz, 2008). Sport marketing is known as communications media or as an alternative sponsoring for companies that advertise clients and, to a lesser degree, business goods. Ski Marketing involves the advertising of non-sporting items and / or services at sporting competitions and players' usage to promote non-sport products and / or services (Fullerton). Whereas sport marketing is an approach to marketing practises and processes for goods and services to fans and spectators;

Rundh & Gottfridsson, 2015, Shilbury, 2009). Merz, 2008; Ratten & Ratten, 2011. Sports promotion consists of all operations intended to satisfy consumers' expectations and specifications across exchange systems. Two main thrusts have been devised by sports marketers: the first is the marketers of sports goods and/or facilities for sport enthusiasts. Secondly, selling

of the goods or services of other clients and businesses through sporting advertisements (Mason, 1999)

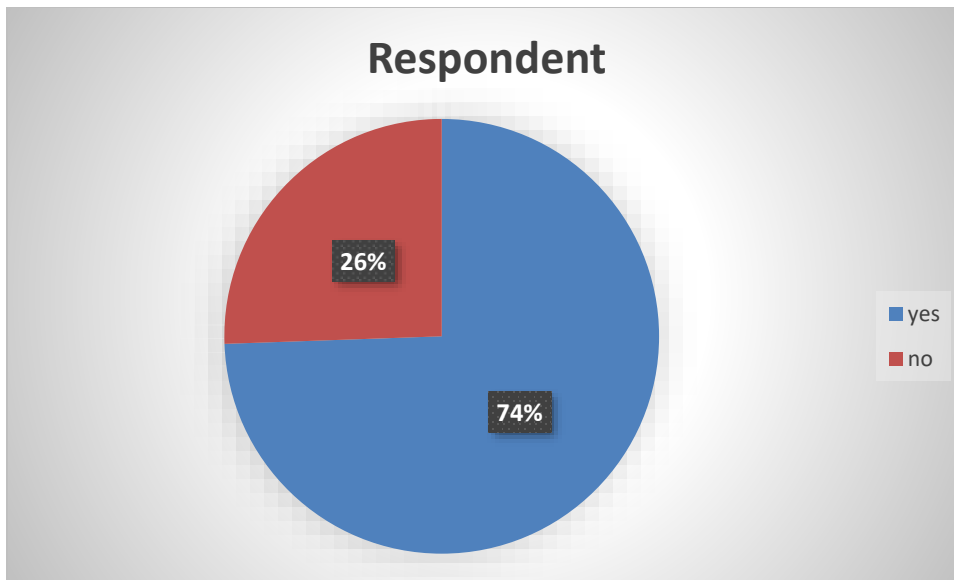
Professionals need to be well conscious of three distinct aspects of sport marketing: (i) athletics and sports organisations such as the Olympics, the Sports League, the British Premier League and so forth; which can be classified as "sport marketing;" (ii) exposure of sport to the general public, in order to maximise their involvement in sporting activities or other structures, p Several means are being used, such as club sponsorships or players, TV and radio ads, sporting festival ads and celebrations (Shilbury&Rentschler, 2007). Fullerton & Merz (2008) provides some ways of endorsing goods relevant to athletic activities like "Marketing by athletics" and street billboards and advertisements and ads around big sporting events. An significant role is performed in this sponsorship. Sponsorship of athletic activities is often a field of concern since a sponsorship is a effective device to connect with audience at sporting events and spectators who watch TV at home. Thus, the marketing of sports goods can offer a positive impression by taking account of a suitable communications strategy by involving the supporting of a wonderful sports property (Collignon & Sultan, 2014; Rundh&Gottfridsson, 2015).

Sports Promotion capitalises on sports success. Sport advertisers are studying the demographics and the buying patterns of customers to gain more money from merchandise that consumer customers receive or consume goods and services linked to sporting events. The price fans are able to offer tickets due to the growth of the market, the national (or international) value of the event, the skill of the players participating and the rivalry relative to the league or tournament. Fans typically purchase apparel or supplies defined by the team for food and transport from and to a game. The aim of Sports Marketing is to implement a suitable marketing blend to satisfy their needs and produce sales (Shilbury&Rentschler, 2007). In brief, marketing campaigns help the sport to further address the demands of spectators and consumers and to reach still more spectators. Sport has been a significant factor of sport as entertainment and economic success. The sports sector is now increasingly consumer focused.

DATA ANALYSIS:

Do you feel more connected to the brand on an emotional level after interaction with it on social media?

Responses	Respondenr
Yes	74
No	26

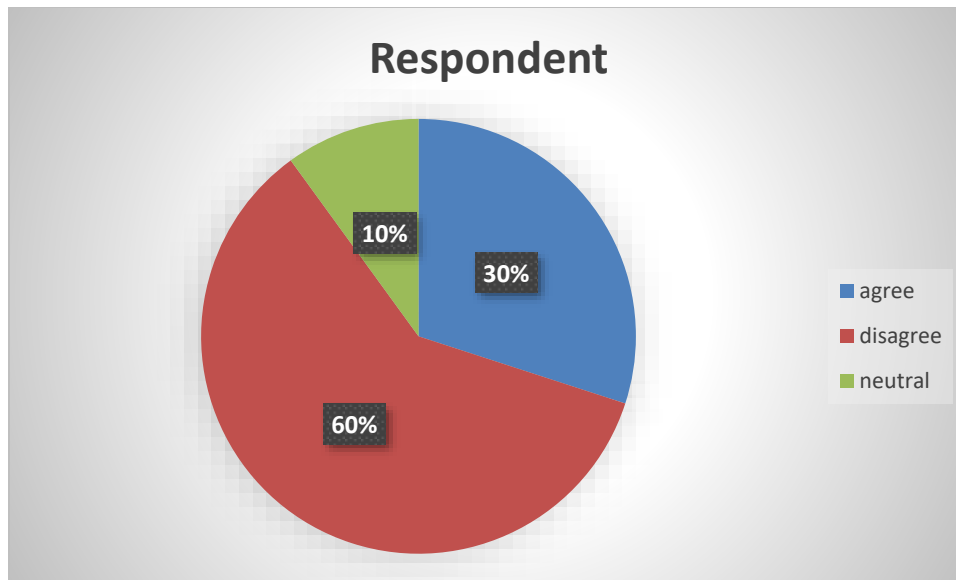


Interpretation- As seen in the table above and figure below, 26 of the sample do not feel emotionally connected to a brand after interacting with it on social media. 74 of people are emotionally connected.

Do you think that social media marketing is important in sports marketing

Responses	Respondent
agree	30
disagree	60
neutral	10

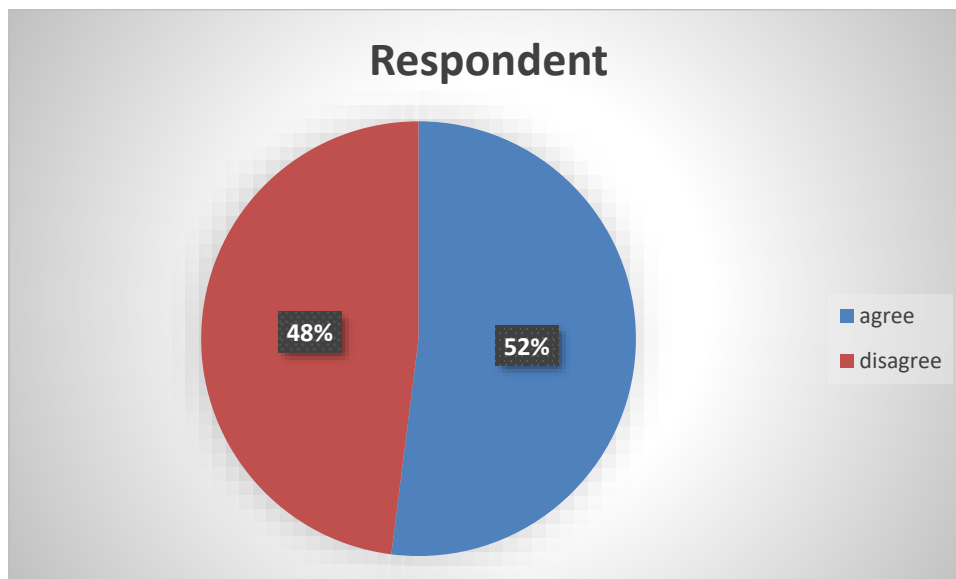
Interpretation – this table examine that how many respondent think that social media marketing is important in sports marketing out of 100 respondent , 30 are agree with the above statement , 60 are disagree and 10 are neutral



Interpretation – This table examine that how many respondent think that social media marketing is important in sports marketing out of 100 respondent , 30 are agree with the above statement , 60 are disagree and 10 are neutral

Do you think that sports marketing helps to get promoter in games

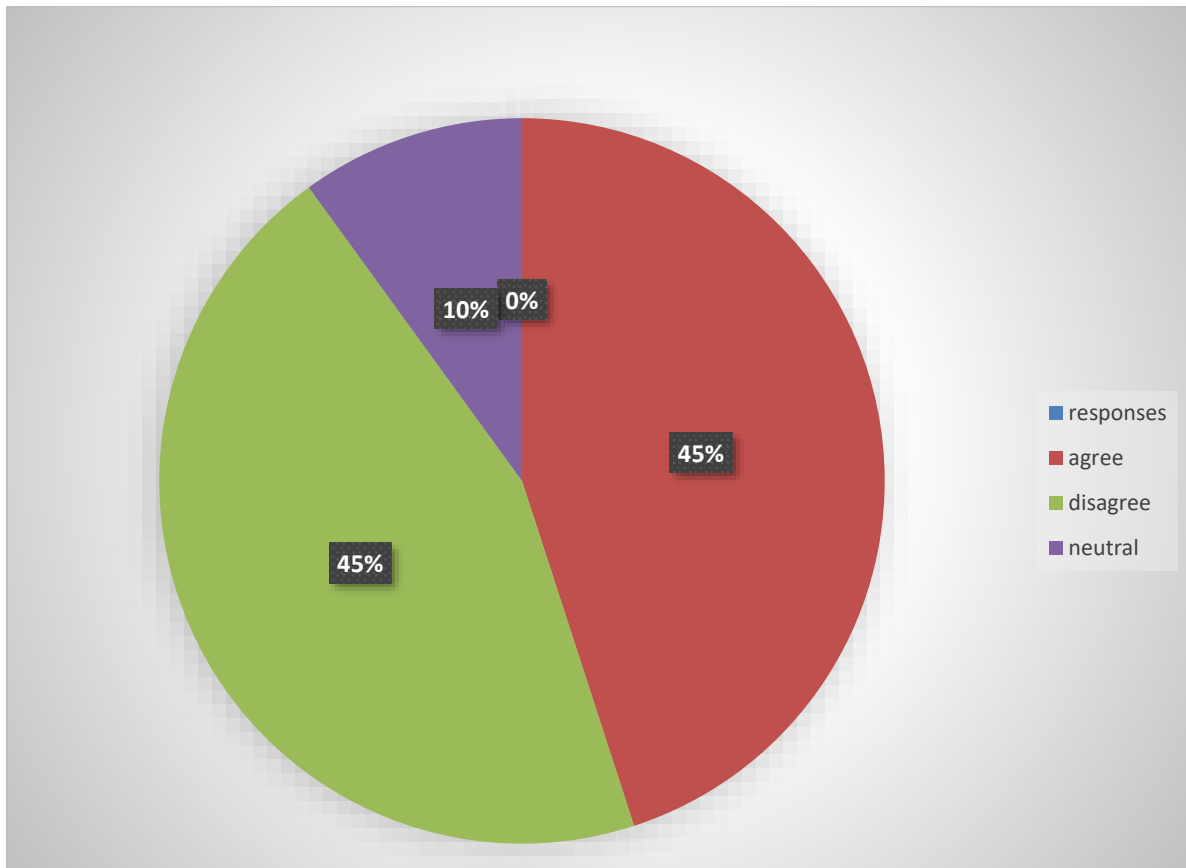
responses	Respondent
agree	52
disagree	48



Interpretation- This table examine that how many respondent think that sports marketing helps to get promoters ingames out of 100 respondent 52 respondent agree with the above statement

Do you think that social media is the best place to promote sports marketing ?

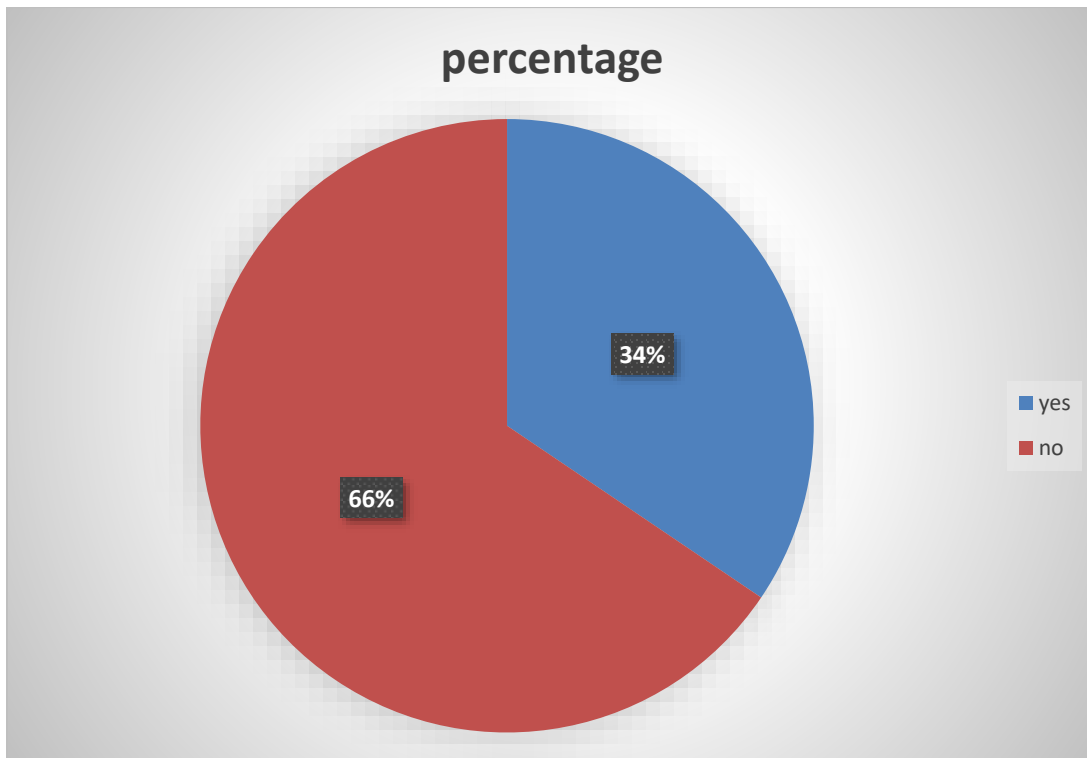
responses	Respondent
agree	45
disagree	45
neutral	10



Interpretation – This shows that 45 percent of the respondents think that social media is the best place to promote sports marketing.

Do you follow your favourite athletes on social media?

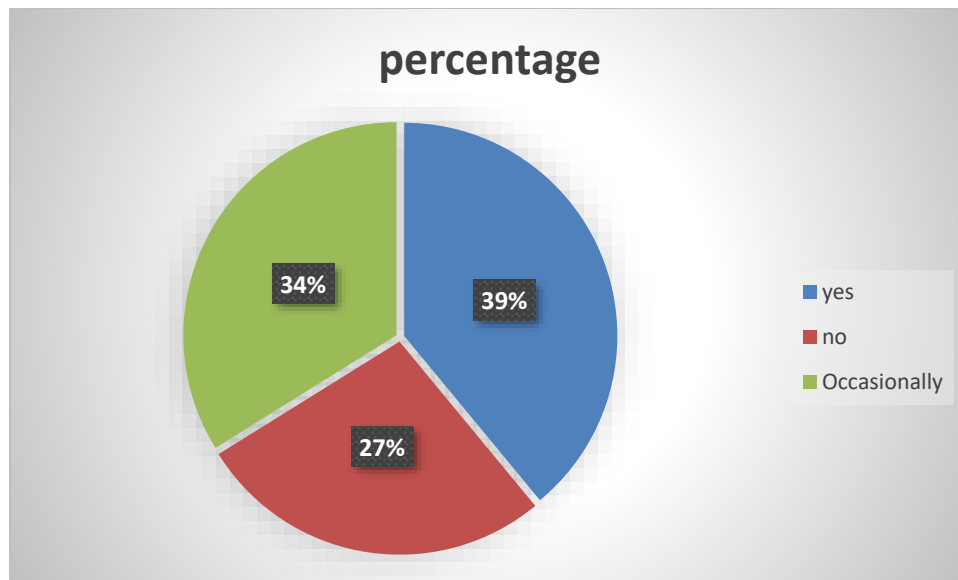
option	percentage
yes	34.46
no	65.54



Interpretation- Analyzing the table above and figure below, 65.54% of the sample population follow their favorite sports athletes on social media while 34.46% chose not to. This is almost an equal divide between the two and it shows that not everyone is interested to follow sports athletes on social media.

Do you often use the respective hashtags that brands promote on Facebook, Twitter, Instagram and other social networking sites when talking about a product or service?

responses	percentage
yes	39.01
no	27.13
Occasionally	33.86



Interpretation-Through observation of the table above and the figure below, it is evident that the majority of people do not use hashtags of brands when talking about its product or service; representing 39.01% of the sample. 27.13% use hashtags and 33.86% do occasionally. From this, we can incur that only most fans of the brand are not interested enough to use hashtags on social media and the rest of them use it partially.

SUCCESSFUL CAMPAIGN:

Nike Women's World Cup

In their ad push, Nike honoured women's performers days before the Women's World Cup. This advertisement depicts young Makena Cook who lives her dream and is led by popular men and woman athletes across the stadium.

Video will be played in the legendary tune of Poor Image and jumps from seeing Makena playing in football matches and behind the scenes at different times, including interviews, photo shoots and locker celebrations. As such, it's a perfect opportunity to encourage both men and women in the next decade.

Adidas Dare to Create:

This Adidas advertising video for the latest line of sneakers. The video reminds of the unrealistic Mission movies, and it shows you the boots can be yours, even in certain situations.

Popular athletes then inform us about your potential, embrace wins and defeats, push the boundaries and limitations, discover the unseen, and be imaginative.

Nike Dream Crazier:

This is just another sign of Nike and their campaign Dream Crazier, which is the extension of their famous campaign Just Do It. Serena Williams shares an intense tale of how to be a feminist in the world of athletics.

Williams focuses in myths and offensive comments regarding women in athletics, and makes them a message that empowers young women competitors all around the planet. In the whole video you will see times in the past of athletics, where woman competitors challenged limits, accepted and owned their "love."

Wimbledon The Story Continue:

A fresh ad strategy arrives with new positioning. Wimbledon honours the legacy in this video and tells us of such wonderful moments in its past. As their image was refreshing, they continued to suffer from contradictions in structured writing and social networking. This advertising strategy aims at returning continuity and cohesion to the company whilst establishing itself as an open company for all.

Lionesses BudWeiser:

In this initiative, BudWeiser partners up with Lionesses to train for the Women's World Cup and produces an empowering video that promotes not only women's athletes, but also encourages younger generations and helps the country.

The promo is a reconsideration of the voice of Queen Elizabeth I, the king's heart and stomach. Although the language has been adapted to fit current moment and occasion, one will clearly see that the video would still counter the discrimination towards women's athletes.

CONCLUSION:

The use of sports for the sale of products offers many opportunities, both risks and rewards. For years a successful sport marketing campaign may remain in the minds of consumers, while an ineffective one can be a considerable waste of money. If they are to succeed, all marketing efforts must be guided by a comprehensive marketing plan.

The plan will start with a number of logistical issues, including budget estimates and resources. Sport marketing can quickly be expensive, and companies must make wise use of their resources. They also need to set a time frame for the campaign. Will it take a week or a whole season or involve a multi-year marketing effort such as the purchase of names for a stadium? Different marketing goals will involve various plans.

The company must then know who its target audience is and how best it can be achieved. This involves the analysis of the company, its product and its customer. If a marketer wishes to reach men below 35, they can concentrate on extreme sports. If you would like to reach a casual fan, you could concentrate your efforts on the Olympics. The marketer wants to analyze the entire

sport marketing environment and recognize the most attractive prospects based on studies into the science market.

A creative team will develop ads, whether they're TV spots, billboards, or radio ads. Research results should determine the objectives of the advertisements, but advertisers are able to develop the content they consider best for the target audience. They use squad colours, logos and sports imaging to associate the commodity with the sport.

When the ad campaign launches, the organization must decide how successful it is. Metrics such as higher sales, Twitter followers and brand awareness indicate how well a campaign is received. The calculations should represent the priorities set out in the marketing strategy. If the objectives are met, the campaign can be continued and implemented. If the amount is short, the marketing plan must be updated.

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