
Professional Certificate in Innovation and Entrepreneurship Innovation in Sports

Sports Marketing and Branding

****Ambush Marketing****

Related terms: covert marketing, guerrilla marketing, event marketing

Ambush marketing is a strategy used by brands to associate themselves with a major event without paying sponsorship fees. It involves creating marketing campaigns that capitalize on the attention and exposure generated by the event, often in unconventional or unexpected ways. Ambush marketing can be covert, where the brand tries to deceive consumers into thinking they are associated with the event, or overt, where the brand clearly states its intentions. While some argue that ambush marketing is unethical, others see it as a legitimate tactic in a competitive marketplace.

Example: In the 2012 London Olympics, Nike launched an advertising campaign featuring Olympic athletes, even though they were not an official sponsor of the games.

Practical application: Brands can use ambush marketing to gain exposure and build brand awareness without incurring the high costs of official sponsorship. However, they must be careful to avoid legal repercussions and negative publicity.

Challenge: Balancing the fine line between creative marketing and deceptive practices.

****Brand Awareness****

Related terms: brand recognition, brand loyalty, brand identity

Brand awareness refers to the extent to which consumers are familiar with a particular brand and its products or services. High levels of brand awareness can lead to increased sales and market share, as well as a stronger competitive position. Brand awareness can be measured through various methods, such as surveys, focus groups, and social media metrics.

Example: Coca-Cola is a brand with high levels of awareness, as it is known and recognized by consumers worldwide.

Practical application: Brands can increase their brand awareness through various marketing tactics, such as advertising, social media, and event sponsorships.

Challenge: Building and maintaining brand awareness in a crowded and competitive marketplace.

****Cause Marketing****

Related terms: corporate social responsibility, social marketing, philanthropy

Cause marketing is a strategy used by brands to support a particular cause or social issue, often through partnerships with non-profit organizations. The goal is to build a positive brand image, increase customer loyalty, and differentiate the brand from competitors. Cause marketing can take many forms, such as product tie-ins, event sponsorships, and social media campaigns.

Example: Dove's "Real Beauty" campaign, which aims to promote body positivity and self-esteem among women.

Practical application: Brands can use cause marketing to build a positive brand image and connect with consumers on a deeper level.

Challenge: Ensuring that cause marketing efforts are authentic and not perceived as opportunistic or insincere.

****Content Marketing****

Related terms: inbound marketing, digital marketing, social media marketing

Content marketing is a strategy used by brands to create and distribute valuable, relevant, and consistent content to attract and engage a clearly defined audience. The goal is to build brand awareness, generate leads, and convert prospects into customers. Content marketing can take many forms, such as blog posts, videos, infographics, and podcasts.

Example: Red Bull's "Stratos" campaign, which featured a daring skydive from the edge of space, generated massive attention and engagement for the brand.

Practical application: Brands can use content marketing to build a strong online presence and connect with consumers in a meaningful way.

Challenge: Creating high-quality content that stands out in a crowded and noisy digital landscape.

****Crisis Management****

Related terms: reputation management, public relations, crisis communication

Crisis management is the process of planning, preparing, and responding to unexpected events or situations that threaten a brand's reputation or bottom line. The goal is to minimize the negative impact of the crisis and protect the brand's image and relationships with stakeholders. Crisis management can involve various tactics, such as media relations, social media monitoring, and internal communications.

Example: Nike's response to the Colin Kaepernick controversy, where the brand supported the football player's right to protest police brutality.

Practical application: Brands can use crisis management to prepare for and respond to potential threats to their reputation.

Challenge: Balancing the need to address the crisis with the need to maintain a positive brand image.

****Customer Engagement****

Related terms: customer loyalty, customer experience, customer satisfaction

Customer engagement refers to the level of emotional and behavioral connection that customers have with a brand. High levels of engagement can lead to increased customer loyalty, repeat business, and positive word-of-mouth marketing. Customer engagement can be measured through various metrics, such as social media interactions, customer feedback, and purchase behavior.

Example: Apple's loyal customer base, which consistently ranks the brand at the top of customer engagement surveys.

Practical application: Brands can increase customer engagement through various tactics, such as personalized marketing, exclusive offers, and exceptional customer service.

Challenge: Building and maintaining customer engagement in a competitive and constantly changing marketplace.

****Digital Marketing****

Related terms: online marketing, social media marketing, content marketing

Digital marketing is the use of digital channels, such as websites, email, social media, and mobile apps, to promote products or services and engage with customers. The goal is to reach and convert prospects, build brand awareness, and generate leads and sales. Digital marketing can take many forms, such as search engine optimization, display advertising, and influencer marketing.

Example: Nike's digital marketing campaign for the Air Max sneaker, which featured a virtual reality experience and interactive website.

Practical application: Brands can use digital marketing to reach and engage with customers in a cost-effective and measurable way.

Challenge: Keeping up with the constantly changing digital landscape and staying ahead of the competition.

****Event Marketing****

Related terms: sponsorship, experiential marketing, activation

Event marketing is the use of events, such as concerts, festivals, and sports games, to promote products or services and engage with customers. The goal is to build brand awareness, generate leads and sales, and create memorable experiences for customers. Event marketing can take many forms, such as product demonstrations, hospitality suites, and interactive exhibits.

Example: Coca-Cola's sponsorship of the FIFA World Cup, which included a variety of experiential marketing activations, such as a "Coca-Cola House" and a "Happiness Flag."

Practical application: Brands can use event marketing to create a strong emotional connection with customers and build brand loyalty.

Challenge: Measuring the ROI of event marketing and demonstrating its value to stakeholders.

****Experiential Marketing****

Related terms: event marketing, activation, engagement marketing

Experiential marketing is the use of immersive and interactive experiences to promote products or services and engage with customers. The goal is to create memorable and shareable moments that build brand awareness, generate leads and sales, and create emotional connections with customers. Experiential marketing can take many forms, such as pop-up shops, virtual reality experiences, and interactive installations.

Example: Adidas's "Run for the Oceans" campaign, which featured a series of running events and a mobile app that tracked participants' progress and donated money to ocean conservation efforts.

Practical application: Brands can use experiential marketing to differentiate themselves from competitors and create a unique brand experience.

Challenge: Creating experiences that are both memorable and measurable, and demonstrating their value to stakeholders.

****Influencer Marketing****

Related terms: social media marketing, content marketing, word-of-mouth marketing

Influencer marketing is the use of social media influencers, such as bloggers, vloggers, and Instagram stars, to promote products or services and engage with customers. The goal is to reach and influence a targeted audience, build brand awareness, and generate leads and sales. Influencer marketing can take many forms, such as sponsored posts, product reviews, and social media takeovers.

Example: Under Armour's partnership with Misty Copeland, a professional ballerina and social media influencer, to promote its women's activewear line.

Practical application: Brands can use influencer marketing to reach a new audience and build credibility and trust with customers.

Challenge: Identifying and working with authentic and influential influencers, and measuring the ROI of influencer marketing campaigns.

****Licensing****

Related terms: intellectual property, trademark, merchandising

Licensing is the use of a brand's intellectual property, such as logos, characters, or slogans, to create and sell

products or services. The goal is to generate revenue from the brand's assets, build brand awareness, and create new revenue streams. Licensing can take many forms, such as apparel, toys, and collectibles.