

SPORTS & ENTERTAINMENT MARKETING





LEARNING GOALS

I CAN DEFINE/IDENTIFY/ UNDERSTAND/
EXPLAIN:

- The concept of Sports Marketing
- The Marketing Mix
- The Functions of Marketing
- The Promotional Mix
- Positioning a product
- Sports marketing strategies



WHAT IS MARKETING?

- The process of developing, distributing, promoting, and selling products to satisfy a customer's needs and wants.



THE MARKETING MIX

- **PRODUCT:** What is being sold
- **PRICE:** The cost of the product
- **PLACE (DISTRIBUTION):** Location & methods to deliver products.
- **PROMOTION:** Informing, persuading, or reminding people about products.

Product

provides

**Customer
Solution**

Price

represents

**Customer
Cost**

Place

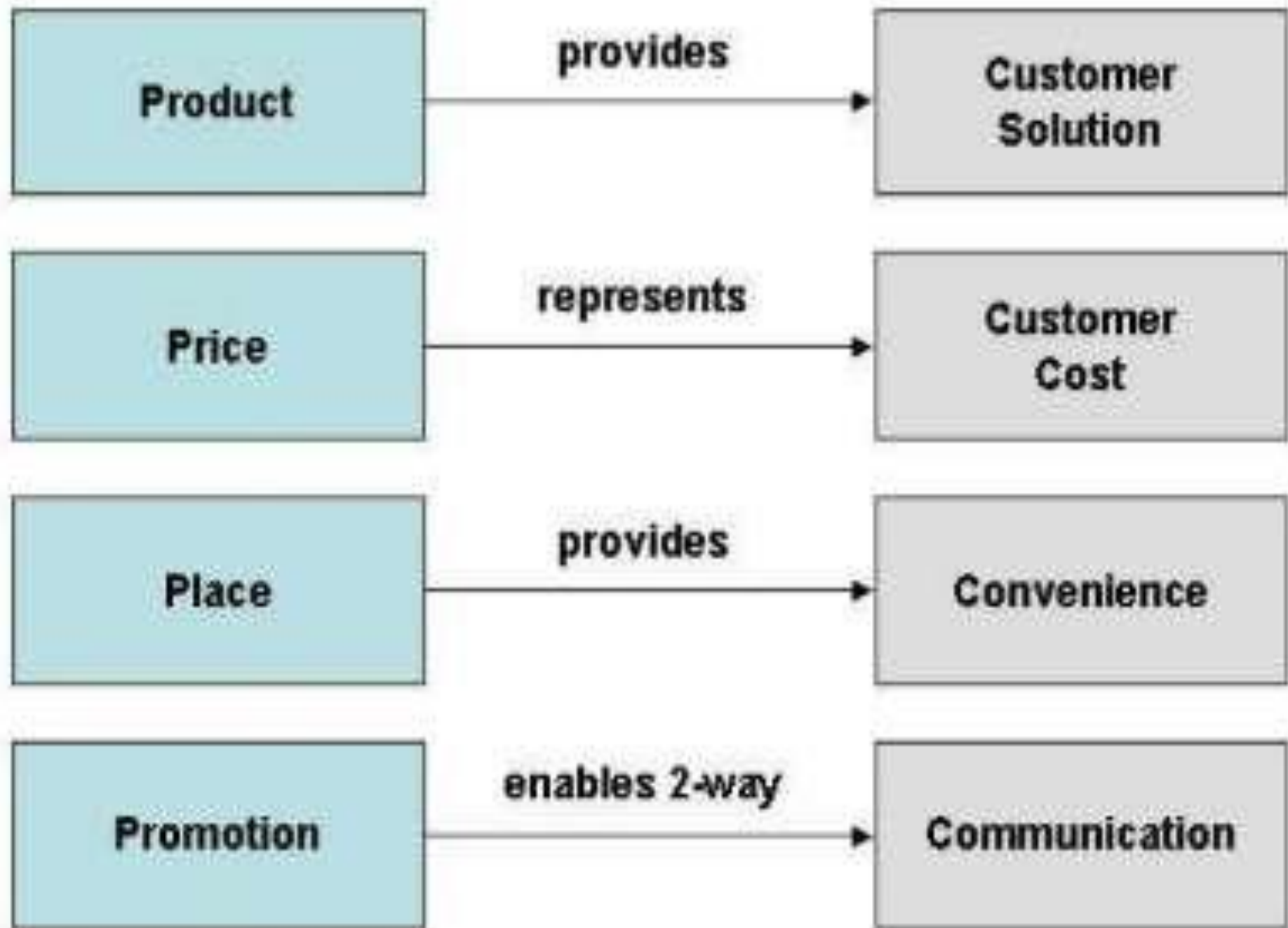
provides

Convenience

Promotion

enables 2-way

Communication





KEY FUNCTIONS OF MARKETING

- PRODUCT MANAGEMENT
- DISTRIBUTION
- SELLING
- INFORMATION MANAGEMENT
- FINANCING
- PRICING
- PROMOTION



PROMOTIONAL MIX

- **ADVERTISING:** promotion of a product that is paid for by an identified sponsor.
- **SALES PROMOTION:** activities designed to create consumer spending (trade & consumer).
- **PUBLICITY:** third party promotion of a product that is not paid for.
- **SELLING:** person to person promotion of a product to help customers make buying decisions.

**PROMOTIONAL
ELEMENT****MASS VERSUS
CUSTOMIZED****PAYMENT****STRENGTHS****WEAKNESSES**

Advertising

Mass

Fees paid for
space or time

- Efficient means for reaching large numbers of people

- High absolute costs
- Difficult to receive good feedback

Personal
selling

Customized

Fees paid to
salespeople as
either salaries or
commissions

- Immediate feedback
- Very persuasive
- Can select audience
- Can give complex information

- Extremely expensive per exposure
- Messages may differ between salespeople

Public
relations

Mass

No direct payment
to media

- Often most credible source in the consumer's mind

- Difficult to get media cooperation

Sales
promotion

Mass

Wide range of fees
paid, depending on
promotion selected

- Effective at changing behavior in short run
- Very flexible

- Easily abused
- Can lead to promotion wars
- Easily duplicated

Direct
marketing

Customized

Cost of communication
through mail,
telephone, or computer

- Messages can be prepared quickly
- Facilitates relationship with customer

- Declining customer response
- Database management is expensive

WHAT IS SPORTS MARKETING?



- The process of using sports to market products.

- 
-
- Think of an example of sports marketing.

WE ARE ALL WITNESSES.



WE ARE ALL WITNESSES.

NIKE GOLF 

V



CRAFTED FOR
VICTORY



TIGER'S NEW DRIVER

SQ
Dymo

Available Today!



IN THE BAG

TIGER'S NEW WEAPON FOR
THE ACCENTURE MATCH
PLAY CHAMPIONSHIP

NIKE GOLF 



SHOW CLIP



DETERMINE THE TARGET MARKET

- A target market is a specific group of people you want to focus on.
- Establishing a target market is determined by looking at the geographic, demographic, and psychographic information of people.
- Disposable income and spending habits of fans are also critical components of sports marketing.

SPORTS MARKETING STRATEGIES



- Sports logos on clothing
- Development of new sports markets
- Timing of sports figures & teams
- Maximizing on gross impressions
(The number of times per advertisement a product is associated with an athlete, team, or entertainer)



ENTERTAINMENT MARKETING

- How people choose to use their time and money for enjoyment.
- Examples: sports, movies, shows, music, leisure, X-games, pro wrestling, etc.
- Television's increasing influence on entertainment.



GAMES



Mobil 1





FRIDAY NIGHT

SMACKDOWN



YOUR NEW WORLD HEAVYWEIGHT CHAMPION...

EDGE

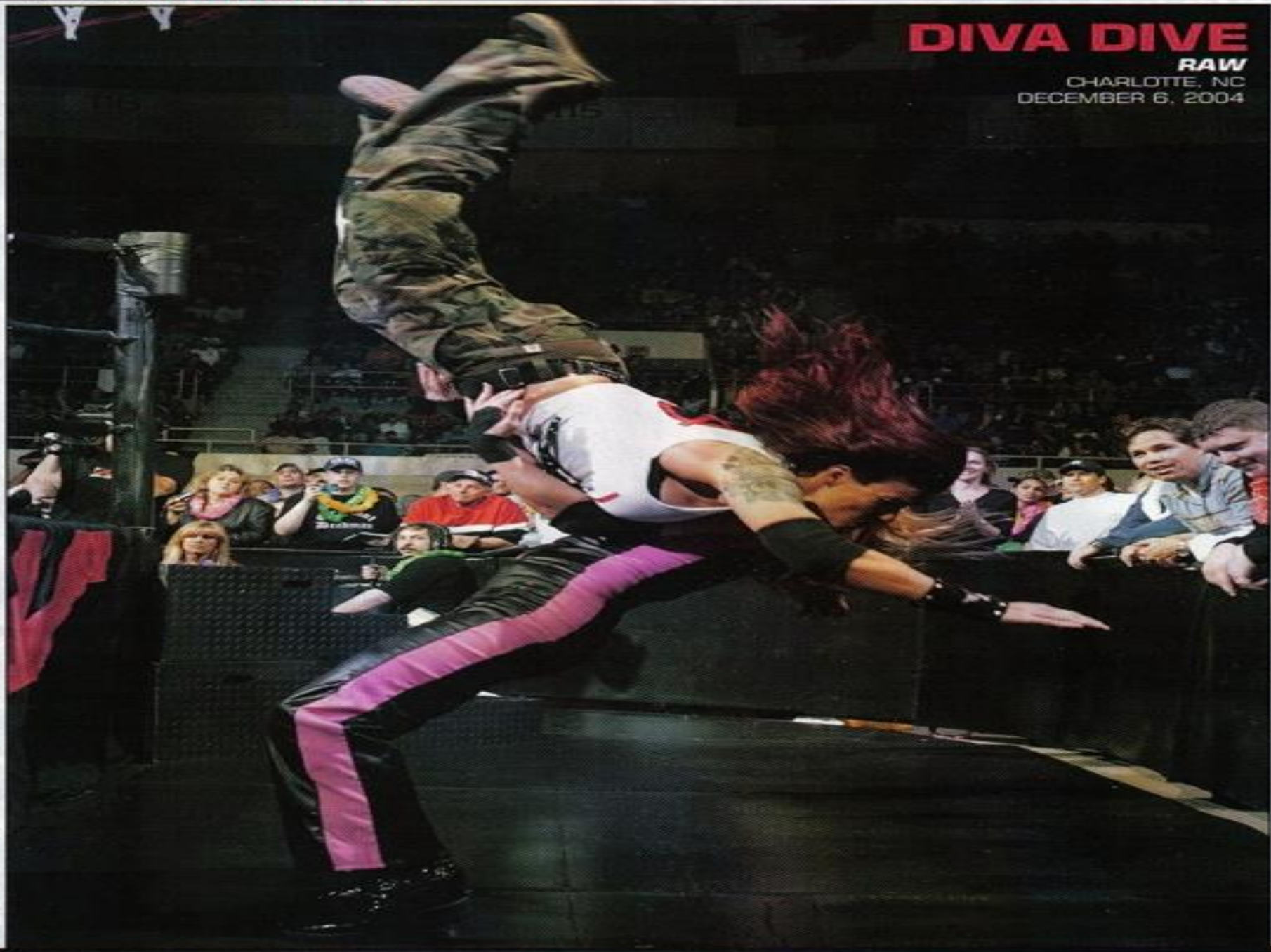


THE FINISHER

DIVA DIVE

RAW

CHARLOTTE, NC
DECEMBER 6, 2004



RECREATION MARKETING

- Focusing on recreational sports (bowling, hiking, skiing, golf, tennis) and recreational activities (travel, tourism)



IN A NUTSHELL



Market Goals

MARKETING MIX

Product

Price

Promotion

*Sales
Channels*

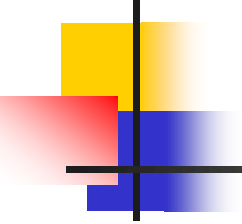
PROMOTION MIX

Adverising

*Public
Relations*

*Personal
Sales*

*Sales
Promotion*

- 
-
- Marketers use a variety of strategies to target the areas of sports, entertainment, and recreational markets.



■ DAILY JEOPARDY