



Research on Marketing Strategy and Brand Building of Sports Events

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Abstract

Sports event marketing is a crucial driving force for the advancement of the modern sports industry and a primary method for establishing sports brands. This paper delves into the essence and features of sports event marketing, thoroughly discussing the creation and execution of sports event marketing strategies, as well as the intrinsic connection between sports event marketing and sports brand establishment. By examining representative cases both domestically and internationally, it synthesizes successful practices in sports event marketing, proposing marketing strategies and brand-building approaches for sports events. These approaches leverage sports events as the platform, brand establishment as the objective, market demand as the compass, integrated marketing as the method, and innovation and progress as the catalyst. The paper argues that sports event marketing should be grounded in the broader context of sports industry development, concentrate on the fundamental aim of sports brand establishment, and employ a diverse range of marketing strategies and techniques to continually boost the brand value and market impact of sports events, thereby fostering the sustainable growth of the sports industry.

Keywords

Sports events; Marketing strategy; Brand building; Integrated marketing

Introduction

Sports events are the core component of sports industry, and also an important link linking sports with economy, culture, society and other fields. With the vigorous development of the global sports industry, the economic value and social influence of sports events are increasingly prominent. According to statistics, the total output value of the global sports industry in 2020 reached 1.96 trillion US dollars, of which sports events accounted for more than 30%. At the same time, sports events have also become an important platform for enterprises to establish a brand image, expand the target market and enhance the brand value. How to effectively build a sports brand through sports event marketing has become an important topic in the field of sports industry.

1. Connotation and characteristics of sports event marketing

1.1 Connotation of sports event marketing

Sports event marketing is a system project covering a wide range and rich content. It takes sports events as the core carrier, to meet the diversified needs of consumers as the fundamental goal, comprehensive use of various marketing strategies and methods, to maximize the mining and realization of the commercial value of sports events. Sports event marketing runs through all aspects of event planning, organization, promotion, execution and management, involving sponsor recruitment, ticket management, broadcast rights sales, derivative development and other fields, requiring

the full cooperation and participation of event organizers, sponsors, media, brokerage companies and other parties (Bo, 2024)

1.2 Characteristics of sports event marketing

Compared with traditional commodity marketing, sports event marketing has distinct characteristics and inherent complexity. First, sports events are inherently unpredictable and contingent. The result of the event is full of suspense and drama, and the process of the game is ups and downs and exciting, which not only brings unique charm and attraction to sports event marketing but also increases the uncertainty and challenge of marketing activities. The marketing strategy must have enough flexibility and adaptability, in order to catch the hot spots of the event in time, and turn the unfavorable factors into favorable opportunities. Secondly, sports events gather a large number of star athletes and loyal fans, with a huge popularity base and emotional appeal. Many participants and followers form a large and active group, creating unique conditions for marketing communication. Marketing strategy should be good at making use of the star effect and fan economy, through emotional marketing and word-of-mouth marketing, mobilize the enthusiasm and participation of fans, and release the huge energy of sports event marketing (Fangzhe, 2023).

1.3 Value of sports event marketing

Sports event marketing has multi-dimensional value and is a process of co-creation and sharing by all participants. For event organizers, marketing can bring them considerable economic benefits, such as sponsorship fees, box office revenue, broadcast rights fees, etc., and enhance the commercial value and brand influence of the event, so as to achieve sound development for the market.

For corporate sponsors, sports marketing provides a unique showcase. Through title sponsorship, venue advertising, jersey advertising, and other forms, brands can take advantage of the attention and reputation of the event, expand brand awareness, enhance brand image, and guide consumers to have a positive brand association, so as to promote the development of the target market and increase product sales.

For the vast number of consumers, sports event marketing also has a unique social value. Excellent marketing activities can not only meet consumers' viewing needs and emotional sustenance for sports events, but also convey the positive values of sports, such as hard work, the courage to compete, fair competition, solidarity, and cooperation, and become an important source of positive social energy. Sports event marketing is closely linked with sports culture dissemination and sports industry development. Through sports events, the carrier can fully mobilize the enthusiasm of society to participate in sports, expand the base of the sports population, and gather great strength for the construction of sports power.

2. Formulation and implementation of marketing strategies for sports events

2.1 Principles for formulating marketing strategies for sports events

The marketing strategy of sports events must be based on consumer demand. In-depth insight and analysis of the target audience's characteristics, preferences, pain points, and appeals are the basis and premise of formulating effective marketing strategies. Only from the perspective of consumers, providing marketing content and services that meet their realistic needs and potential expectations can truly attract the attention of target audiences, stimulate their enthusiasm for participation and consumption desire, and achieve marketing goals.

The marketing strategy of sports events should also adhere to differentiated positioning and characteristic management. In the fierce market competition, the event should be based on its unique resource endowment and comparative advantages, create distinct marketing characteristics and highlights, attract the attention of target consumers with differentiated marketing positioning and personalized marketing content, and win the favor of the market. At the same time, it is also crucial to adhere to integrated marketing and collaborative promotion. Only by making overall use of advertising, public relations, promotion, direct sales, and other marketing means, using various communication channels such as television, Internet, outdoor and social communication, mobilizing resources of sponsors, media, distributors, suppliers, and other parties to form a comprehensive and three-dimensional marketing communication force, can we maximize the marketing effect. In addition, the marketing strategy of sports events must keep up with the pace of the development of The Times, grasp the frontier dynamics and innovative trends of sports marketing, and constantly open up new marketing models and paths in order to maintain the advancement and effectiveness of

marketing strategies.

2.2 Core elements of sports event marketing strategy

Clear marketing target and positioning is the basic premise of formulating a sports event marketing strategy. Event organizers should based on the event's own characteristics and advantages, combined with market demand and competition situation, determine the commercial development direction and brand-building path of the event. Clear marketing objectives and clear market positioning are the cornerstone and soul of marketing strategy formulation (Wu-chong & Jianping, 2024). The products and services of sports events are the core carrier of marketing strategy. Optimizing and innovating the core products of the event, such as the form of the event, the competition rules, the competition lineup, etc., improving the watching experience and interactive participation, enriching the activities and services on and off the field, and meeting the increasingly diversified and personalized needs of consumers are key measures to enhance the marketing appeal and influence of the event.

Brand communication and promotion is an important focus of sports event marketing. With the influence of celebrities and stars, through the production of hot events and topics, the use of concentrated exposure during the event, a multi-pronged, collaborative effort to comprehensively enhance the attention and reputation of the event, and strengthen the brand image of the event. Expanding marketing channels, integrating resources of all parties, strengthening close linkage with sponsors, media, dealers, and other partners, achieving all-round marketing coordination online and offline, inside and outside the arena, and concentrating on creating marketing explosive points are also the core elements that need to be considered when developing and implementing marketing strategies.

2.3 Implementation path of sports event marketing strategy

Event planning and packaging is the first step in the implementation of a marketing strategy. Centering on the theme and highlights of the event, a series of marketing activities will be planned throughout the event before, during, and after the event, packaging the unique selling points and innovative elements of the event, and enhancing the communication power and appeal of the event through unified visual image, slogans and publicity materials. Media publicity and exposure is an important starting point for marketing strategy implementation. With the help of TV broadcast, network broadcast, news report, social media and other channels, the event will be publicized and reported and information released in an all-round and multi-angle manner, so as to maximize the influence and attention of the event. Actively plan and hype hot topics to attract the attention of the media and the public.

Sponsorship investment and equity development are important ways to revitalize the commercial value of the event. Focusing on the influence and appeal of the event, we will develop diversified and systematic sponsorship programs for different industries and fields, provide sponsors with full equity returns such as title, advertising, activities, and market, and achieve business goals such as brand exposure, product promotion, customer maintenance, and market expansion, so as to achieve win-win results. The optimization of ticket marketing and on-site experience is directly related to the popularity base and word-of-mouth effect of the event. It is necessary to adopt a combination of online and offline methods to expand ticket purchase channels, simplify the ticket purchase process, and meet the ticket purchase needs of different consumer groups. At the same time, it is necessary to optimize the on-site watching environment and service quality and make full efforts in the aspects of venue facilities, viewing angles, interactive experience, value-added services, etc., through personalized and humanized on-site services, improve the audience's satisfaction and sense of gain.

Focusing on event IP and consumer demand, developing sports event feature derivatives, expanding licensing operations, and extending event consumption scenarios are also important marketing implementation paths. Design and develop special derivatives that are in line with the theme of the event and have the value of the collection, aiming at different market segments to meet the personalized needs of fans and fans. Through online and offline sales channels, authorized partners, franchise stores, etc., fully spread the promotion and sales of derivatives, which can not only effectively expand the influence of the event, but also create significant economic benefits, and become a new growth point of sports event marketing.

3. Sports event marketing and sports brand building

3.1 The value of sports event marketing to brand building

Sports event marketing provides a unique stage and opportunity for sports brand building. Sports events gather a

large number of target consumer groups who are keen on sports and pursue a healthy lifestyle, providing huge display space and communication opportunities for brands. Through sponsoring sports events, brands can closely combine a brand image with the influence and attention of the event, and enhance brand awareness and reputation with the appeal and appeal of the event, creating a positive and dynamic brand image.

Sports events are not only a simple competitive activity but also contain rich emotional value and cultural connotations. Sports events show the athletes' passion, hard work, unity, enterprising, and other excellent qualities, passing positive energy, and the core appeal of many brands formed a natural fit. Through deep participation in sports marketing, brands can have a close connection with sportsmanship, organically integrate brand values with sports values, enhance the emotional temperature and affinity of the brand, so as to win the recognition and trust of consumers and establish a strong emotional bond.

3.2 Brand sponsorship and sports event marketing

Brand sponsorship is one of the most common and effective ways of sports event marketing, and it is also the key to sports brand building. By sponsoring sports events, brands can gain diversified exposure opportunities and communication channels. From event name naming, venue advertising display, and sports equipment provision, to broadcast media exposure, live audience interaction, and social platform communication, brands can display their own image in an all-round and multi-dimensional way, enhance brand attention and awareness, and expand brand influence.

Sponsoring sports events can not only improve brand awareness, but also deepen brand connotation and strengthen brand association. The brand can cooperate with the event, athletes, teams, etc., to carry out a series of joint promotion activities, such as limited product release, public welfare activities, fan meetings, etc., to skillfully combine the brand concept with the event elements, and create more brand touch points and interaction opportunities. These marketing actions can enrich brand stories, strengthen brand memory, enhance brand loyalty, and stimulate consumers' purchase desire and action.

3.3 Endorsement of sports stars and marketing of sports events

The endorsement of sports stars is another big tool of sports marketing and plays a unique role in sports brand building. Famous sports stars not only have high popularity and huge influence, but also symbolize sportsmanship and competitive style, representing positive personality charm, and easily triggering emotional resonance and value identification of fans. By signing the endorsement of sports stars, brands can attract the attention of target consumers with the help of the star effect. By cleverly integrating the star image with the brand image, they can create distinct brand personality and characteristics, and enhance brand recognition and reputation (Nie Xiaomei, Qu Yongpeng, & Yi Feng, 2022).

The combination of sports star endorsement and sports event marketing can produce a synergy effect of "1+1>2". On the one hand, celebrity spokespersons can participate in the marketing of sports events through various forms, such as event appearance, product co-frame, interactive live broadcast, etc., to introduce a large number of fan traffic for the brand, create hot topics, and detonate social communication. On the other hand, sports events also provide a broad display platform for star endorsements, and the wonderful performance and touching moments of stars in the events will further strengthen their personal charm and brand appeal, forming a virtuous circle.

3.4 Digital marketing and sports event marketing

With the rapid development of the Internet and mobile Internet, digital marketing has become a new trend and new trend of sports event marketing. With the help of big data, artificial intelligence, virtual reality, and other cutting-edge technological means, digital marketing has added wings for sports events marketing to take off. Through digital means, sports event marketing can achieve accurate audience positioning, personalized content push, and interactive consumption experience, and meet the differentiated needs of a new generation of consumers such as Generation Z and millennials. Brands can innovate marketing forms, embrace the digital wave, and open a new chapter in sports event marketing. For example, providing an immersive watching experience through digital live streaming of events; Connect like-minded sports fans through an online spectator community; Create immersive scene interaction through virtual reality technology; Attract the attention of the younger generation through esports. These digital marketing forms can narrow the distance between brands and consumers, establish a deep emotional connection, and enhance the brand's image of youth and fashion.

At the same time, digital marketing also provides more abundant communication channels and carriers for sports event marketing. Brands can make use of digital platforms such as short videos, live broadcasts, and social media to produce high-quality brand content, achieve fission and dissemination of content, and reach a wider audience. Through cooperation with digital platforms, brands can also obtain accurate user data and feedback, optimize marketing strategies, and enhance marketing effects, so as to stand out in the fierce market competition and maximize brand value.

4. Conclusion

Sports event marketing is an important driving force for the development of the modern sports industry and has unique value and strategic significance for sports brand building. This paper proposes a series of sports event marketing strategies and brand-building suggestions by analyzing the connotation and characteristics of sports event marketing, strategic elements, implementation paths, and the internal relationship with sports brand building. In practice, sports event marketing should be based on consumer demand, give full play to its own advantages, integrate marketing resources, innovate communication methods, deeply explore the commercial value and brand value of sports events, and realize the coordinated development of sports industry and brand economy. Looking forward to the future, with the continuous advancement of sports consumption upgrading and industrial transformation, sports event marketing will usher in a broader development space and opportunities, and become an important engine for the construction of sports power and brand power.

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