

Brand Awareness & Brand Image

- Brand Awareness: Extent to which a brand is recognized by potential customers, and is correctly associated with a particular product
- Brand Image: is the consumers' beliefs about the company and/or its goods or services.

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Define the Licens

- Licensing
- is the permission to co
logo, or trademark of
sports team, entertain
show, or character for
royalty

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Brand Equity & Brand Loyalty

- **Brand Equity:** The perception of added value a product has as a result of its brand name. A highly recognizable brand has a high level of brand equity. Brand equity is an intangible perception or memory.
- **Brand Loyalty:** The extent of the faithfulness of consumers to a particular brand, expressed through their repeat purchases, irrespective of the marketing pressure generated by the competing brands.

Describe the purposes of branding in sport/event marketing.

- Branding aims to establish a significant and differentiated presence in the market
- Branding attracts and retains customer loyalty
- Branding will encourage customers to pay a higher price for goods and services
- Branding simplifies the ability to distinguish products from a wide range of competing products
- Branding allows transfer of the brand to new products including licensed products.

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Explain the Branding process

- Analysis of your current assets (SWOT analysis)
- What do you wish to brand? – How positioned?
- What is your market, local, regional or national?
- Who are your competitors in the market place?
- How do the consumers perceive your competitors?
- How do consumers perceive your product? This will provide a picture for your brand image required
- Determine your brand awareness with consumers
- Implement a Marketing Mix plan for your product

Discuss factors that influence a sport's/event's brand image.

- Price
- Low, middle or high
- Quality
- Low, middle or high
- Value
- Low, middle or high
- Performance
- Win, lose, tradition

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*Describe categories of factors that contribute impact
brand equity of a sport/event*

- Team related
- Star athletes
- Popular and successful coaches
- Performance – short or long term
- Organization related
- Tradition, reputation & strength of schedule
- Scandals – recent or past
- Public Relations – responsiveness & type
- Market related over time
- Population & economic changes – up or down
- Fan loyalty due to athletes, coaches and/or performance

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Explain how sport/event marketers can use product extensions/merchandise to build brand equity

- Variety of products
- Importance to consumers

Explain the consequences of establishing positive brand equity for a sports/event

- Attendance increases
- Increased sales and consumer loyalty

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Discuss factors that create brand/fan loyalty in sports/event marketing

- Entertainment value
- Authenticity
- Fan bonding
- History
- Tradition
- Performance
- Athletes, coaches, owners

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