

Module 1. Buy Visibility - Brand awareness and the role of media

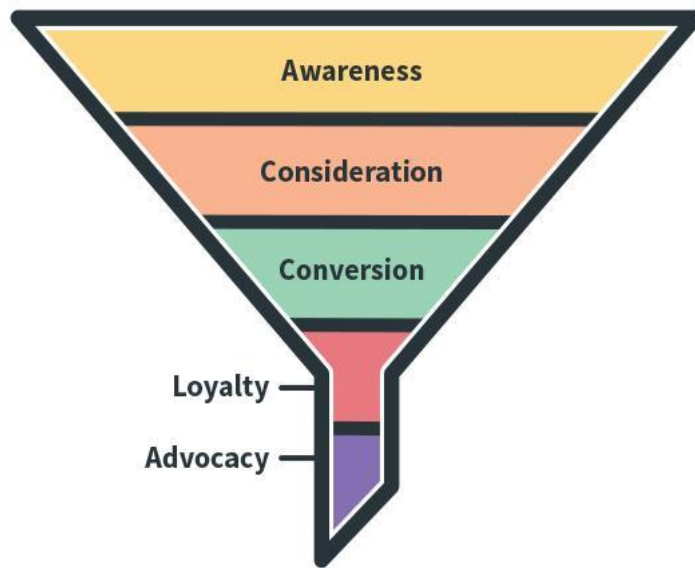
For any business to succeed, it must first be known. This obvious task is one of the main jobs for all entrepreneurs and marketers. No matter the industry or the resources available, they need to understand who the prospective customers and clients are so they can develop plans to make them aware of the existence of their products or services. Only then, can they focus on other more advanced tactics to drive consideration, engagement, consumption and advocacy. But it all starts with building brand awareness.

According to the marketing guru Philip Kotler (cited in Vaghina, 2019, para. figur

- 1) Awareness – attract your target audience, give them information about your business.
- 2) Appeal – at this stage, the potential customers move from the stage of being aware of the product to the stage of wanting to know more about the product.
- 3) Ask – consumers research brands they short listed by collecting more information from media, friends, family, and other brands.
- 4) Act – customers finally buy from you.
- 5) Advocate – loyalty, retention, repurchase and advocacy to others.



Figure 1: Philip Kotler's funnel



From Marketing Funnel [All in One Guide For Beginners + Examples], 2019, XCART. <https://www.x-cart.com/blog/marketing-funnels.html#:~:text=A%20%E2%80%93%20Appeal%20%E2%80%93%20at%20this%20stage,know%20more%20about%20the%20product>

This is no simple job. In a world so cluttered, being remembered is one of the hardest challenges there is. Cutting across all the noise of the thousands of brands trying to reach us is difficult, time-consuming and expensive.

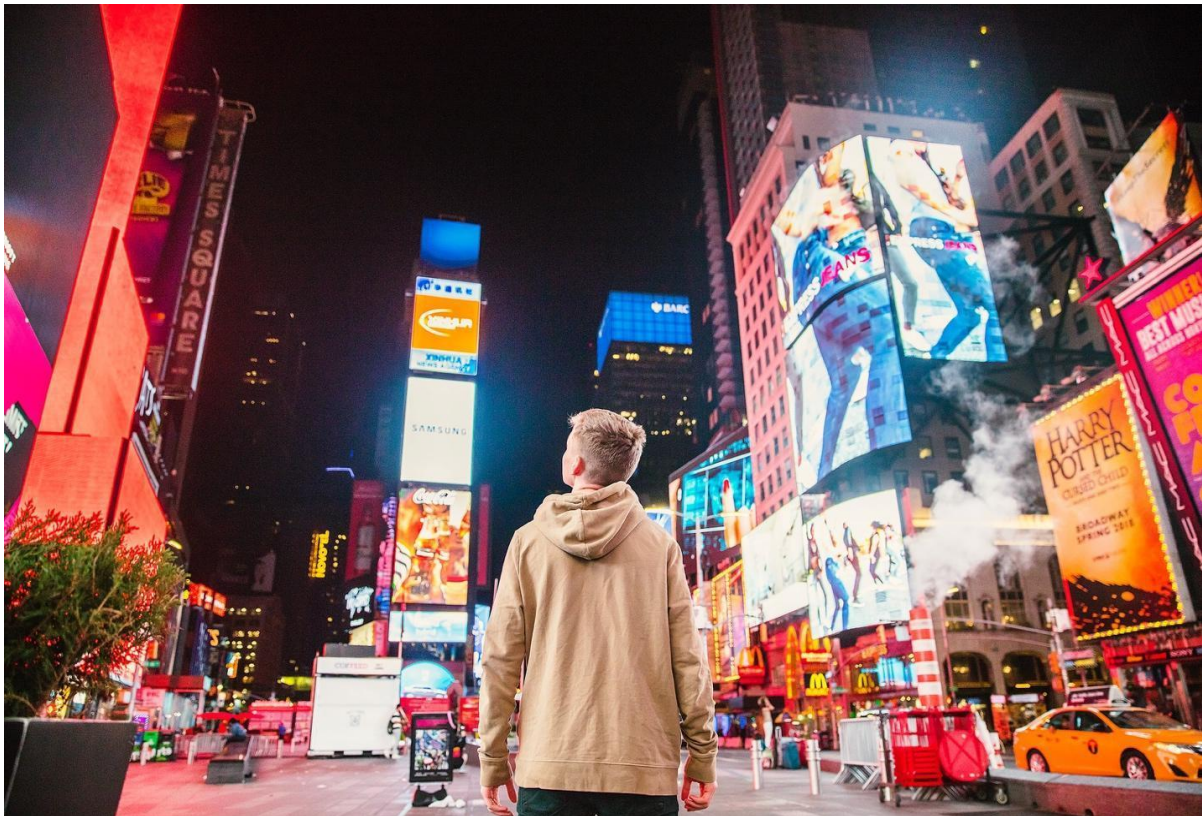
Think about all the branded messages you see on a regular day. There were pouring by the thousands, even before the existence of social media. Now, the number has increased dramatically thanks to the billions of dollars invested annually in advertising by brands on Google (US\$147 billion in 2020), Facebook (US\$84 billion in 2020), Twitter (US\$3 billion in 2020), TikTok, Snapchat, and other social media platform feeds.

These are only the ones that hit you (or try to hit you) on your phone. Now, think about the rest of your day when you are away from your beloved device. There are thousands and thousands of advertisers competing to get your attention on the streets, TV and pretty much everywhere else you look at.

How many of them are you capable of naming now? Very few. Every brand that was placed unsuccessfully in front of you wasted their scarce resources for no good reason. This is like burning money! But don't worry, they will not give up on you. They will be back on your feed tomorrow and after that



Figure 2: Man standing in front of buildings in New York



By J. Earle, 2017. Unsplash. https://unsplash.com/photos/X_roZ7toBJY.

If brand managers thought being noticed was the hardest task ever, wait until they see how challenging it is what comes next. For those very lucky (and very few) brands that made you notice their ads, the real job comes now: be remembered. In order to do it, they will need considerable budgets to pay for advertising repetition over and over again.

Eventually, a handful of brands will pass this funnel, in which thousands enter every day, and be awarded the prize of your brief attention.

The task used to be easier back in the 1970s, when free to air television became widely available. All an advertiser had to do was to invest a lot in one of the few TV channels available to reach millions of people. Those were the “Mad Man” days of the advertising industry, when big brands became bigger and bigger. For those growing up during these years, it was impossible not to recognize the latest jingle of our favorite brand.

But it all started to crumble when cable television was launched. As more and more residences started to access an endless number of channels, audiences for most TV shows shrunk, and it became harder for brands to reach the millions they needed so badly to keep their brands growing.



Later, what was already a vast media landscape was further pulverized to tiny particles thanks to the expansion of digital tools. The good news for marketers was that it became possible to reach very small and niche audiences. On the other side, talking to the entire country at once would never be possible again.

In the world we live today, the media placement options for brands are almost endless. Media (or connections) planning has become one of the most complex jobs in marketing. Finding where you will pay attention is very hard!

But amid this chaos, one kind of programming has survived all the media fragmentation, digital revolution, segmentation and social media: live events (particularly, sports and entertainment live events).

Figure 3: The most-watched television broadcasts

Date(s) ↕	Television broadcast(s) ↕	Estimated audience (billions) ↕
27 July 2012 to 12 August 2012	London 2012 Summer Olympics	3.6
5 August 2016 to 21 August 2016	Rio 2016 Summer Olympics	
14 June 2018 to 15 July 2018	Russia 2018 FIFA World Cup	3.572
8 August 2008 to 24 August 2008	Beijing 2008 Summer Olympics	3.51
19 July 1996 to 4 August 1996	Atlanta 1996 Summer Olympics	3.5
15 September 2000 to 1 October 2000	Sydney 2000 Summer Olympics	
13 August 2004 to 29 August 2004	Athens 2004 Summer Olympics	
10 June 1998 to 12 July 1998	France 1998 FIFA World Cup	3.4
11 June 2010 to 11 July 2010	South Africa 2010 FIFA World Cup	3.2
12 June 2014 to 13 July 2014	Brazil 2014 FIFA World Cup	
31 May 2002 to 30 June 2002	2002 FIFA World Cup (Korea & Japan)	3
9 June 2006 to 9 July 2006	Germany 2006 FIFA World Cup	
30 May 2019 to 14 July 2019	2019 ICC Cricket World Cup (England & Wales)	2.6
8 February 2002 to 24 February 2002	Salt Lake 2002 Winter Olympics	2.1
10 February 2006 to 26 February 2006	Torino 2006 Winter Olympics	
12 February 2010 to 28 February 2010	Vancouver 2010 Winter Olympics	
7 February 2014 to 23 February 2014	Sochi 2014 Winter Olympics	
9 February 2018 to 25 February 2018	PyeongChang 2018 Winter Olympics	2.02
15 September 1978	Muhammad Ali vs. Leon Spinks II	2
19 July 1980 to 3 August 1980	Moscow 1980 Summer Olympics	
2 October 1980	Muhammad Ali vs. Larry Holmes: The Last Hurrah	
28 July 1984 to 12 August 1984	Los Angeles 1984 Summer Olympics	
17 September 1988 to 2 October 1988	Seoul 1988 Summer Olympics	
25 July 1992 to 9 August 1992	Barcelona 1992 Summer Olympics	

From List of the most-watched television broadcasts of all time, n.d. Wikipedia. https://en.wikipedia.org/wiki/List_of_most-watched_television_broadcasts

While most TV show in open TV, cable TV or OTT lost audiences, live sports and entertainment have consistently demonstrated their power to attract crowds like nothing



else. Part of it is because people still desire to be part of something bigger. Something that is happening now. They want to experience events as they unfold, interact with their friends through their social media second screens and be in the know.

All the top 24 spots in the list of the most-watched television broadcasts of all time are sporting events (List of most-watched television broadcasts, n.d.).

As a result, sports and entertainment have become the best way to be visible. For the sake of this textbook, we will focus primarily on the sports side.

Thanks to the passion of fans for their favorite teams, franchises and events, people not only gather in front of their TVs to watch a football game, for example, but they also pay a lot of attention to it. Sports are marketer's wildest dreams come true: a large, captive and attentive audience waiting to be impacted by ads! Is there anything better for a rich brand waiting to be introduced to you?

Figure 4: Man wearing a Brazil jersey shirt while watching a football match on TV, by G.



Ferreira, 2018. Unsplash. <https://unsplash.com/photos/mGMWpkCdTuU>

In this context, brands rushed to be part of sporting events either as advertisers or as sponsors. The result was a continuous and steep growth in the sponsorship investments.

(4)

According to an article published in *Insider*,

the global sports market reached a value of nearly \$489 billion in 2018, having grown at an annual growth rate of more than 4% since 2014, and is expected to grow at an annual growth rate of about 6% to almost \$614 billion by 2022. Increasing sports sponsorships are expected to be a key driver of the sports market in the forecast period. In 2018, the global sports sponsorship market was valued at \$46 billion, and it is expected to reach \$49 billion by 2023, thus driving the overall sports market. (Insider, 2019, para. 1)

Brands realized that there is no better way to become visible and recognizable than investing in sports, and this is exactly what they have done.

Western brands took full advantage of this trend almost exclusively for many years. If we look back a few FIFA World Cups, Olympic Games or European Leagues ago, all we saw were American, European and Japanese brands. Names like Coca-Cola, Kodak, Panasonic, Mastercard, among others, were everywhere in sports.

But as new economies like Russia, some Middle East countries, and China joined the global market, Eastern brands started to become visible and part of our favorite sporting events, even when we didn't know what they were selling.

When the likes of Emirates, Etihad, Gazprom, Alibaba, Wanda, Vivo, etcetera, decided to use sports to become globally recognized and remembered brands, they injected billions of dollars in an already very rich industry. The results were exceptional to many of them and to the entire industry. ⁽⁶⁾

In the next pages of this module, we will describe some of the most common sponsorship tools and strategies brands use to raise their awareness, recognition, and profile. These are all practical examples of things any brand aspiring to grow can use to become part of their consumers' lives. They owe it all to sports.

1. Football Uniform Sponsorship

In the not so distant past, uniforms were clean and brand-free. Some fans still believe these were the good old days, where the only accepted branding was the kit supplier (if any!).

But as football professionalized and a higher demand for financial resources grew quickly, brands became an accepted intrusion in shirts, shorts, socks and boots.



Figure 5: T-shirt hanging from a wall from TSHIRT



By H. Setyadi, 2020. Unsplash. <https://unsplash.com/photos/acn5ERAeSb4>

A text published on the Historical Football Kits website, about the history of football kit design in England and Scotland, reads the following:

Towards the end of the 1970s there was increasing pressure on clubs to feature sponsor's logos on player's shirts, pressure that was resolutely resisted by the football and broadcasting authorities.

The first ever sponsorship deal involved West German team, Eintracht Braunschweig who wore the Jägermeister logo type on their shirts in 1973.

The first shirt sponsorship deal among the UK's senior clubs was brokered by former Wolves striker Derek Dougan, who joined Kettering Town, then in the Southern League, as chief executive after he retired. Within a month he brokered a deal with a local company, Kettering Tyres, whose name appeared on the players' shirts in a match against Bath City on January 24, 1976.

Four days later the Football Association ordered the sponsorship be removed. Dougan removed only the final letters, changing the wording on the shirts to "Kettering T" and claimed this was nothing to do with their sponsors but simply the name of the club. In April 1976 the FA ordered the wording removed under the threat of a £1,000 fine. (Moore, 2009, para. 75).

By the time the English Premier League was created in 1992, all but two of the twenty-two clubs had sponsors printed on their uniforms, some of them from large international brands like Sharp and JVC.

Figure 6: Qatar landscape with different brands logos



Adapted from Had a free day while doing some work in Doha, got to a point where I could see the new city!, by R. Potvin, 2015. Unsplash. https://unsplash.com/photos/ADU_kR0RiBI

Sleeves and the back of the shirts also impacted the wave of changes that the English Premier League led in the early 1990s with the addition of sleeve patches and names of the players' shirts.

Figure 7: Football players wearing new shirts in the 1990s



From Every Home Shirt From the Debut 92/93 Premier League Season, 2019. Soccerbible. <https://www.soccerbible.com/performance/football-apparel/2017/08/every-home-shirt-from-the-debut-9293-premier-league-season/>

In the history of shirt sponsorships, there is a special chapter dedicated to Barcelona. According to an article published in Barça Time website,

There is a pride of owning a Barcelona jersey due to its rich roots and its culture and traditions where Barcelona did not adopt the common practice of having a sponsor's logo for revenue gain until the season of 2006/07 where Barca and the UNICEF, a Non-Profit Organizations of the UN signed a historic deal under the presidency of Joan Laporta.

For the longest time, Barcelona has alleged itself as "Mes Que un club" (more than a club). UNICEF branding was the pinnacle of this ideology. The decision to not have jersey sponsors & instead donating money to UNICEF was a powerful statement of goodwill. The association with UNICEF marked total domination capturing 3 La Liga's, 2 UEFA Champions Leagues and 1 FIFA Club World Cup titles. (The History of Barça Kits, 2020, para. 6)

Yes, you read it well. While English clubs (and most of the clubs around the world) have been selling sponsorships for decades, it was only in 2006 when Barcelona first allowed a different brand on its pristine uniform, and that was a non-profit organization. But that was the exception of all exceptions.

Figure 8: Barcelona and Real Madrid logos on shirts



From Barcelona vs Real Madrid: Two teams marooned in transition and turmoil meet in El Clasico, 2020. Sky Sports.



<https://www.skysports.com/football/news/11827/12111315/barcelona-vs-real-madrid-two-teams-marooned-in-transition-and-turmoil-meet-in-el-clasico>

The global appeal of the sport combined with the worldwide broadcasting distribution made football the perfect channel for brands to quickly build large-scale awareness. Being on TV for many weeks throughout the season allows not only the presence but also the repetition that is so necessary for making brands stick.

Take the Spanish La Liga, for example. According to an article published in SportsPro website, La Liga saw its 2019/20 audience surge to 2.8bn global viewers (Impey, 2020):

The competition's bumper viewership was largely owed to marked audience growth overseas, including a 50 per cent viewership spike in international territories when La Liga resumed post-lockdown in June.

La Liga has confirmed increased interest in Africa (33%) and Central and North America (20.4%), while also showing audience increases in India (72%) and Belgium (130%). (para. 1-3)

With these incredible numbers, La Liga, to name just one of the many international tier 1 leagues in the world, has become a great solution for brands looking for large audiences.

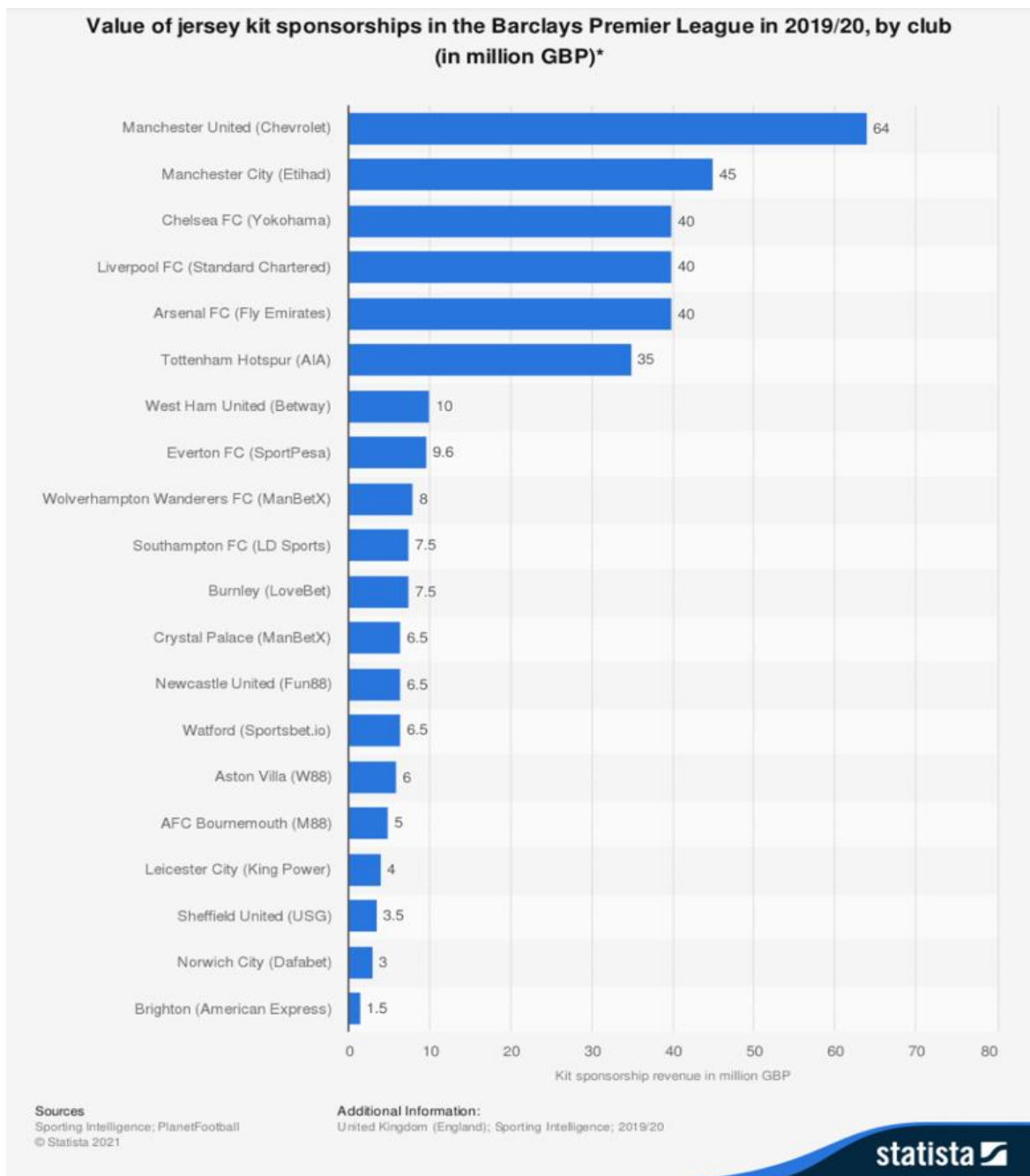
Today, it is inconceivable that any team would survive financially without the contribution of this important revenue stream. According to information provided by the website of Statista, the value of the sponsorships for English Premier League clubs in the 2019-20 season ranged from £1.5 to £64 million (Value of jersey kit sponsorships in the Barclays Premier League in 2019/20, by club, 2021).

These numbers, impressive as they are, reflect only the investments from main (i.e., front of shirt) sponsors and don't include other brands in their uniforms (back, shorts, sleeves, etc.).

When combined, this category of revenues is critical to the survival of clubs. It is not for every brand's budget but certainly an effective tool for those that can afford it.



Figure 9: Value of jersey kit sponsorships in the Barclays Premier League in 2019/20



From Value of jersey kit sponsorships in the Barclays Premier League in 2019/20, by club, 2021. Statista. <https://www.statista.com/statistics/254513/value-of-jersey-kit-sponsorships-in-the-barclays-premier->

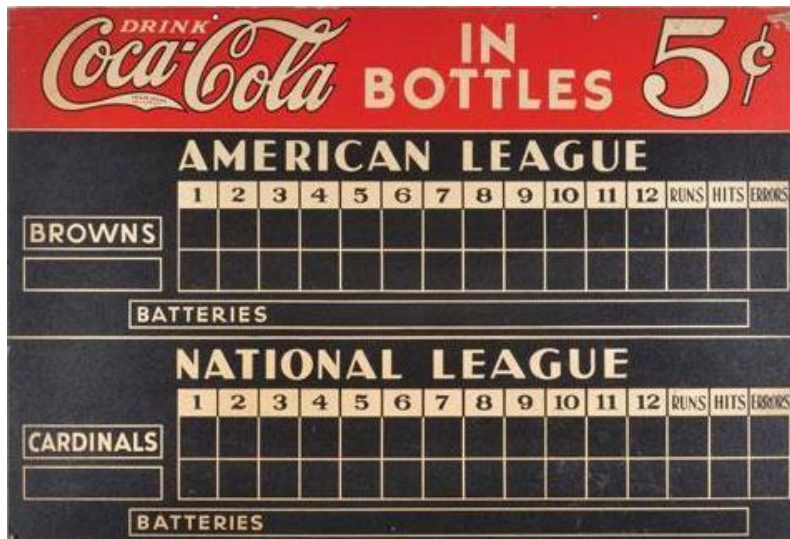
2. Field of play advertising

The static advertising at the field of play is another effective way for brands interested in being close to the action. The two most common formats are the Field Boards (also called perimeter boards) and the Virtual Advertising (digital insertions in the form of boards, signage, or three-dimensional renderings).



Field of play advertising is not new in professional sports. For over a century brands have been branding score boards and venues. If you were to drive throughout the United States in the early 1900s, you would have come across many baseball parks and football stadiums showing the iconic Coca-Cola logo (the first sports sponsorship of the company happened in 1907) (10). Similarly, attending any sporting event, you would have been exposed to many brands displayed around the venues.

Figure 10: Baseball scoreboard displaying Coca-Cola logo



From Coca-Cola, a short history, 2011. The Coca-Cola Company. <https://www.coca-colacompany.com/content/dam/journey/us/en/our-company/history/coca-cola-a-short-history-125-years-booklet.pdf>

The signage of these early days was inconsistent on its execution. Every venue was different, and spaces were branded according to its availability. Because these were the pre-broadcasting days, there wasn't a need for positioning the signage in any particular area.

Reviewing images of the 1928 Summer Olympic Games in Amsterdam, we can find kiosks and signs showing the Coca-Cola logo. That was the first time the company sponsored the Olympics, one of the longest standing partnerships in the world today (The Coca-Cola Company, 2011).



Figure 11: Sellers in a kiosk displaying the Coca-Cola logo



From Coca-Cola, a short history. 2011. The Coca-Cola Company. <https://www.coca-colacompany.com/content/dam/journey/us/en/our-company/history/coca-cola-a-short-history-125-years-booklet.pdf>

The biggest driver for accelerating the development and the discipline around the field of play advertising was the expansion of the broadcasting business. As soon as free to air TV became a reality in different geographies, the ads were promoted from tools to engage the local communities to a powerful way to showcase the brand to a regional or global audience.

Today, field boards are part of every professional football match in many shapes and forms. Some are still static, but many have become digital displays offering incredible resources to advertisers.

Figure 12: Lionel Messi cheering up after a goal



From Lionel Messi Will Not Leave Barcelona, A. Caparros, 2020. Hypebeast. <https://hypebeast.com/2020/8/lionel-messi-staying-barcelona-contract-release-clause>

Thanks to the TV and digital exposure of the boards (similarly to what happens in uniforms sponsorships), rightsholders assign to the boards a considerable share of the value for sponsorships.

For the rightsholders selling the field boards as part of their sponsorships (i.e.: UEFA, FIFA, La Liga, FC Barcelona, Chelsea, etc.), the most common methodology for defining the value of the boards is to “translate” its exposure during the matches to the equivalent advertising cost.

For example, during the ninety minutes of the match, the brand on the field board was clearly exposed during five minutes. If placing a 30-second commercial at that time of the day cost US\$100,000, the total equivalent value of the boards during that match would be US\$1 million (10 x 30 seconds ads = 5 minutes).

If the team is playing 100 matches in one year (assuming the same exposure), the value that the rightsholder will assign to this asset will be US\$100 million/year.

Figure 13: Digital display of brand ads



Retrieved 2021 from https://www.youtube.com/watch?v=_HreDhkq4gk . Screenshot by author.

For a sponsorship that costs (for example), US\$20 million/year, a US\$100 million value delivered sounds like a great benefit and an easy way to buy airtime.

Having said that, the match is not totally accurate, as the visibility of the boards doesn't compare 100% with what a brand advertising can offer (controlled message, focus, music, etc.). Nevertheless, this is still a very common way to value and sell field boards.

Recently, thanks to the development in technology and the possibility to distribute different images by geography, broadcasters started to sell virtual boards, where the brand can be replaced depending on the specific region the images are being sent to. It's called "Virtual Replacement Perimeter Overlay".

Figure 14: “Virtual Replacement Perimeter Overlay”



Lagardère helps Bundesliga tailor stadium perimeter ads on TV using AR. From The Drum. By John McCarthy. March 28, 2018. Lagardère Sports Germany and ADI partner. <https://www.thedrum.com/news/2018/03/28/lagard-re-helps-bundesliga-tailor-stadium-perimeter-ads-tv-using-ar>

That allows broadcasters in the United States, Brazil, Australia and China to show the very same match with boards customized to their own audiences.

In the stadium, fans see only one brand. The augmented reality software looks for the frequency these boards display, and they are also tracked through pre-programmed positions in relevance to the camera and place an augmented reality overlay in the broadcast. The software then sends output, depending on the region, so they can display different ads in different regions. They also synchronize this up with the refresh rate of the panels, for better tracking and advert relevance.

Other more primitive forms of perimeter advertising include the placement of mats behind the goalposts. Most of them are real print outs designed to look 3D on camera, while a few are also digitally inserted in the broadcasting feed.

The example above (from the Brazilian Série A opening weekend Flamengo x Palmeiras match) shows how busy the end of the field can be with advertising if not properly regulated.

3. Sponsored Content

When it comes to broadcasting branding exposure, the only limitation is the creativity of the marketers. While some of the very basic tools, like naming rights of the half-time show



or the master presenter of an event, have happened for decades, we can still find examples of excellence in execution, like ESPN's College GameDay (American College Football) in the United States, sponsored by Home Depot.

College GameDay is a pre-game show that is broadcast by ESPN on Saturday mornings, and it's part of the network's coverage of college football. This program, first aired in 1987, is almost always broadcast from the team campus and hosts a featured game which is played that day and presents analysis and news of the day's upcoming games.

Figure 15: College GameDay



ESPN's College Gameday coming to East Lansing ahead of rivalry game. From "Wilx 10. First alert weather". By Kellan Buddy. Oct. 25, 2021. Copyright 2021 WILX. All rights reserved. <https://www.wilx.com/2021/10/25/espns-college-gameday-coming-east-lansing-ahead-rivalry-game/>

One of the most talked about initiatives in recent times happened through a partnership between the National Football League (NFL) and Nickelodeon. "Nickelodeon's broadcast attempted to familiarize its younger audience with the intricacies of the sport. Before the game, Nickelodeon ran a segment explaining football's basic points system: touchdowns worth six points, field goals worth three, etc." (Pitts, 2021, para. 7).

A report on the Sports Casting website said the result was that

millions of curious adults turned in to see how Nickelodeon would cover the (New Orleans) Saints – (Chicago) Bears NFL wild-card game. The experimental broadcast was a surprising success, raising a fairly uninteresting game to a trending social media event and potentially exposing the world to a future star in sports media. (Pitts, 2021, para. 1)



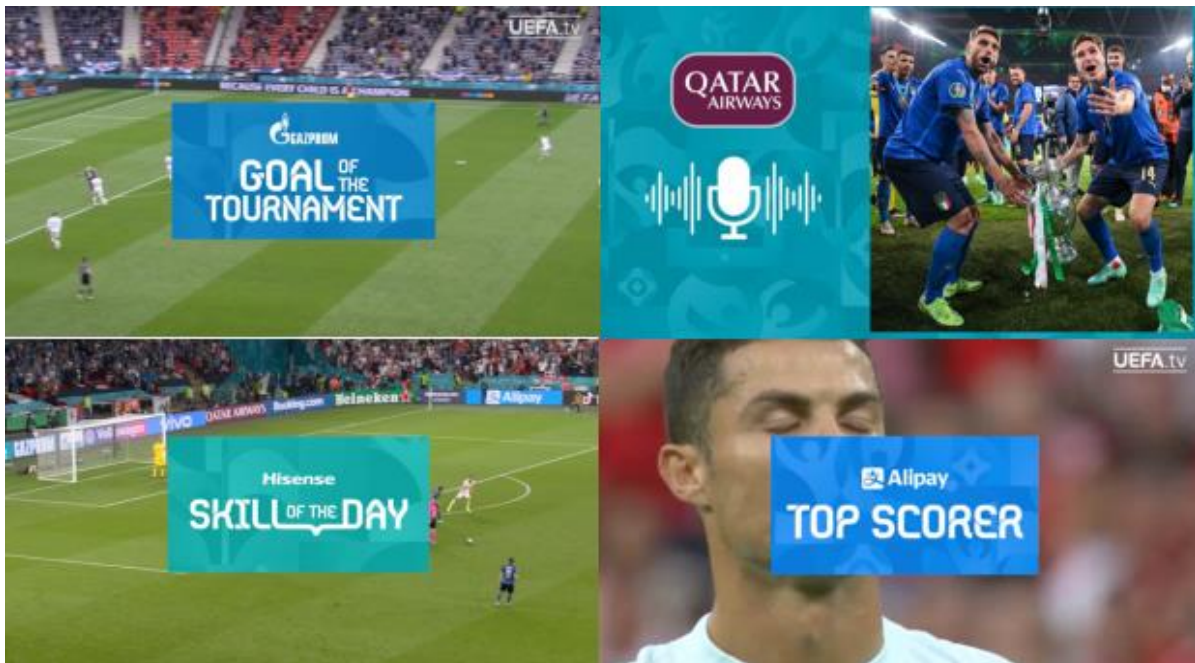
Figure 17: Jennifer Aniston and Shakira posing in a banner for the Super Bowl



From Shakira y Jennifer López estarán en el Super Bowl, 2019. Modofun.
<https://modofun.com/2019/09/30/shakira-y-jennifer-lopez-estaran-en-el-super-bowl/>

Some examples from the 2020 UEFA Euro worth noting include the Hisense “Skill of the Day”, the Qatar Airways “Podcast” and the Gazprom “Goal of the Day/Tournament”.

Figure 18: Examples from the 2020 UEFA Euro



UEFA tv. screenshot. Own Compilation

Other everyday forms of on-screen advertising include branding the scoreboard, highlights and (regular) the halftime show. These are all specific assets sold with the objective to provide visibility for sponsors in need to build awareness for their brands.

These smaller scale assets usually come as part of a broader sponsorship package in which brands get the field boards and other rights like hospitality, tickets, among others. In all of them, the idea is to offer a differentiated and (hopefully) exclusive right only that sponsor can promote in their marketing campaigns.

4. Stadium Naming Rights:

Naming rights isn't new and isn't for everyone, but for brands with long-term plans and the need to establish their presence in a certain market, it can be a very effective tool to build brand awareness. ⁽²⁰⁾



Figure 19: Coca-Cola arena



From <https://www.coca-cola-arena.com/>

Naming Rights has been a very popular tool in North America, where every major venue of a professional sport is named after a sponsor, for decades.

According to Carolina Schueler, a partner at the Daniel Law firm, in Rio de Janeiro,

The naming rights strategy was first introduced in the US in 1926, when the American chewing gum company Wrigley named the Chicago Cubs Stadium as the Wrigley Field – the stadium still carries the name up until now. In 1972, the Rich Products Corporation signed the first naming right formal agreement: a 25-year deal for the Buffalo Bills' new stadium, which then became the Rich Stadium. This was just the beginning of a new advertising practice.

Globally, naming rights contracts have substantially increased in popularity since the 1980s. As many stadiums or arenas now host multi-sport competitions and often serve as a stage for concerts, venue-naming rights can present an excellent opportunity to expose brand names to a diverse customer base. (2021, para. 3-4)

Figure 20: Allianz stadiums worldwide



From Bayern Munich, Juventus & More - Here Are All 8 Allianz Stadiums Worldwide, n.d. Footy Headlines. <https://www.footyheadlines.com/2018/11/bayern-munich-juventus-more-here-are-all-allianz-stadiums.html#:~:text=5%20Comments-,Bayern%20Munich,%20Juventus%20&%20More%20-%20Here%20Are,All%208%20Allianz%20Stadiums%20Worldwide>

In order: Allianz Stadium (Sydney/Australia), Allianz Field, St. Paul (Minnesota/USA), Allianz Arena (Munich/Germany), Allianz Park (London/U.K.), Allianz Stadium (Turin/Italy), Allianz Stadion (Vienna/Austria), Allianz Riviera (Nice/France) and Allianz Parque (São Paulo/Brazil).

The limitations for a naming rights contract are usually the duration of the deal (20+ years), the limited geographic impact of the investment (in general, the city where the venue is based), the required investment (a multi-decade investment of several million dollars a year) and some media limitations in select countries (where broadcaster doesn't call the venue by its commercial name to avoid conflicts with the broadcasting sponsors).

One of the companies that best execute a consistent and wide-ranging strategy of naming rights is the German Insurance company Allianz. With eight venues in prime locations around the world, it is easy to think of Allianz when we think of football, thanks to the naming rights investments.

5. League Naming Rights:

“League Naming Rights” or “Title Sponsor” is when a brand buys the rights to name a tournament. Although this is not broadly used globally, more countries and sports have



leveraged this opportunity to increase their revenues and create a premium exclusive property.

Naming a global event is not common. Think about how fans would react to the Facebook FIFA World Cup, the Axe Deodorant Olympic Games or the Nespresso UEFA Champions League! But for other domestic events, even some with global appeal, a title sponsorship is an accepted form of partnership.

The challenge for most title sponsors is to actually get the fans to refer to the event using their brand. Most competitions have traditional and fans-friendly names when they sign a sponsorship for the very first time. Changing the fans' behavior is a very hard task.

Three of the top five European football leagues have title sponsors today (Serie A x TIM, Ligue 1 x Uber Eats and La Liga x Santander). The English Premier League was associated with Barclays for years (since 2001/02) as a title sponsor. The relationship was changed to a regular sponsorship a few years ago.

6. Other Branding Opportunities:

Another common form of branding is the use of branded backdrops in interviews. At the end of the matches, at the side of the field or in the press conference rooms, players speak with the press in front of a branded wall where small brands of most club or event sponsors are displayed.

In some cases, brands are more visible than others, making this marketing asset a questionable alternative when it comes to brand visibility. Not every rightsholder has the same care for the backdrops as the most professional clubs, like FC Barcelona's facilities.



Figure 21: FC Barcelona Ricard Maxenchs press room



From <https://www.fcbarcelona.com/en/club/press/facilities>.

In recent times, another category of branding that spread rapidly was the product placements in press conferences. These are the products of the sponsors displayed over the desk, in front of the players.

Figure 22: Example of product placement in press conferences



Adapted from "É um dos melhores grupos que já trabalhei". São Paulo FC. By Érico Leonan, 2017. <http://www.saopaulofc.net/noticias/noticias/futebol/2017/5/17/e-um-dos-melhores-grupos-que-ja-trabalhei>

The use of product placement started as a necessity identified by Coca-Cola: sponsor of many clubs around the world, their executives noted that players and team staff would come to the press room still thirsty. Sometimes there were glasses or bottles of water available, sometimes not.

So, they started to place ice-cold open Coca-Cola bottles in all press conferences of their team partners with the hope players would drink the product and to expose the brand as well.

What Coca-Cola didn't imagine was that other brands from the most diverse categories would follow their path and start doing the same. Today we have all sorts of brands and products on press conference tables: from cement to tires, from rice and beans to beer. While the original idea of simply quenching the thirst of players was totally forgotten, Coca-Cola ended up inventing another form of product placement in sporting events.

7. Concessions

The last visibility building tool in our list is from a different category: concessions. Although they are not exposed in broadcasting, the concessions are an important element of food and beverage companies investing in football.

Figure 23: Coca-Cola seller offering Cokes in the Russia 2018 World Cup



Own source.

Contrary to common sense, these are not very profitable investments for the companies. In existing venues, it is easy to breakeven (as there is an established pace of product

delivery, spaces for storage, installed refrigerators in the bars, etc.), but in special events (like the FIFA World Cup, Euro, etc.), the implementation costs are way too high for beer and soft drink companies to get the proper return (as the companies need to install all the equipment, hire the staff, dress the staff for only a few matches, train them, etc.).

Nevertheless, the experience of attending a football (or other sport) game and eating and drinking your product is very special. When fans drink a beer brand at the game, the brand becomes part of that special moment they lived with their club and friends. Eventually, if the brand continues to do a good job in marketing, pricing and distribution, the same fans will also start to consume it in other everyday occasions. In this case, the investments in concessions work as a recruitment tool for future business.

Closing

Building brand awareness is hard, but sports can be an effective tool to make it happen. Despite the apparent high price of entry, the speed with which brands can go from obscurity to stardom can save marketers millions of dollars and accelerate the process of creating global household names in any category of product.

While this is not a good enough reason for many established brands to invest in sponsorships, it is the perfect solution for many more.

As the brands increase their size and become well known among their target users, they will start to mix awareness tools with other marketing assets that allow them to establish a deeper engagement with their consumer and customers.

This is the topic of the next modules of this course.

References

Impey, S. (2020) La Liga sees 2019/20 audience surge to 2.8bn global viewers. *SportsPro*. <https://www.sportspromedia.com/news/la-liga-2019-20-viewership-sponsorship-puma-budweiser-digital-growth/>

Insider. (2019, July, 17). *Increasing Sports Sponsorships Will Drive the Global Sports Market to \$614 Billion by 2022: The Business Research Company*. [Press release]. <https://markets.businessinsider.com/news/stocks/increasing-sports-sponsorships-will-drive-the-global-sports-market-to-614-billion-by-2022-the-business-research-company-1028360019>

List of the most-watched television broadcasts of all time. (n.d.) *Wikipedia*. https://en.wikipedia.org/wiki/List_of_most-watched_television_broadcasts



Moore, D. (2009). A Brief History of Football Kit Design in England and Scotland. *Historical Football Kits*. <http://www.historicalkits.co.uk/Articles/History.htm>

Pitts, W. (2021). The Nickelodeon NFL Playoff Broadcast Was Weird and Wonderful. *Sportscasting*. <https://www.sportscasting.com/the-nickelodeon-nfl-playoff-broadcast-was-weird-and-wonderful/>

The Coca-Cola Company. (2011) *Coca-Cola: A Short History* [Brochure]. <https://www.coca-colacompany.com/content/dam/journey/us/en/our-company/history/coca-cola-a-short-history-125-years-booklet.pdf>

The History of Barça Kits. (2020) *Barça Times*. <https://barcatimes.com/the-history-of-barca-kits/>

Vaghina, V. (2019). Marketing Funnel [All in One Guide For Beginners + Examples]. *XCART*. <https://www.x-cart.com/blog/marketing-funnels.html#:~:text=A%20%E2%80%93%20Appeal%20%E2%80%93%20at%20this%20stage,know%20more%20about%20the%20product>

Value of jersey kit sponsorships in the Barclays Premier League in 2019/20, by club. (2021). *Statista*. <https://www.statista.com/statistics/254513/value-of-jersey-kit-sponsorships-in-the-barclays-premier-league-by-club/>

Schueler, C. (2021). Naming rights: a two-way synergy. *Managing IP*. <https://www.managingip.com/article/b1rdptqzqfsh8s/naming-rights-a-two-way-synergy>

