

Module 3. Create Brand Love - Conquering the hearts of fans through creative advertising and social change

What is love?

When a brand succeeds at the first steps of the marketing funnel, becoming known and engaging their consumers, they face the greatest challenge of all: creating the advocates, the fans that really love them.

According to the American Marketing Association (AMA), “brand love is a marketing strategy that looks to adopt brand-loyal customers and turn them into advocates or influencers for your brand. In an effort to achieve this culture, brands must foster customer satisfaction, customer value and relationship marketing” (Schreane, 2020, para. 2).

When they reach this point, they are no longer only products and services. They are an integral part of people’s lives. They are brands consumers can’t live without. As few as our closest friends, everyone has only a handful of these brands in their lives. It can be a car, a beverage, a shampoo, an application on your phone, etcetera. Everyone has their own shortlist, but they all have one thing in common: the list is very short.

Marketers have many reasons to build loved brands. Building a loved brand is a growth strategy and an insurance policy at the same time.

When a brand is loved, the product is usually more consumed, their consumers are proud to talk about and recommend it to others, the price sensitivity is lower than regular brands (i.e., consumption is not as much impacted by price increases), consumers are more understanding of your mistakes, among other facts.

How marketers measure loved brands?

Unlike our personal relationships, there are ways to measure how much consumers love a certain brand.

In a Harvard Business Review article, Tim Halloran shares three of the most effective statements he’s found to measure a consumer’s passion for a brand:



1. X is a brand for me.

These are very powerful words. They immediately personalize the brand-consumer relationship. It becomes all about the brand understanding that the consumer is special, and the consumer feeling like the brand really has been designed for them. This creates a strong bond; in my experience, no one measure correlates more to future purchase intent than “is a brand for me.”

2. X is a brand I can trust.

If a brand scores high on this measure, it has proven to the consumer that it has his or her best interests in mind. In our cynical society, it is becoming more difficult to achieve high scores for this measure. Brands that do have earned a special place in the consumer’s heart—the consumer genuinely believes that this brand will take care of them.

3. X is a brand I enjoy introducing other people to.

In your own relationship history, do you remember when you first met “the one?” Did you want to keep it to yourself? Of course not! You wanted to tell the world! The same thing is true for consumers and brands. If a consumer is truly in love with a brand, they want to share that with those most important to them – their friends and families. Not only is it a great measure of brand passion, but marketers can also track the influence of consumers whose referrals are most influential. (2015, para. 4)

How do marketers build loved brands?

Because most products are easily replaceable, brands need to find ways beyond simply advertising their features to create real love. Similar to what was detailed in previous modules of this course, marketers will resource other tools to make it happen. The use of sports and entertainment is the best of all. In more recent times, promoting the brand purpose and getting involved in social issues have also shown to be effective ways to develop a deeper connection with consumers.

There are many tactics to build brand love: advertising, events, consumer promotions, etcetera. In this module, we will focus on the use of communications, particularly films, to build great brands that consumers love. We will explore examples of how some of the best brands in the world have told stories using their sponsorship rights in the form of advertising with creativity, consistency and authenticity.

Brands using sports to be loved



The Beer category is one of the most actives in sponsorships globally. Few companies have been involved with it for longer or have more relationships than AB-InBev, the owner of Budweiser, Bud Light, Brahma and Quilmes, to name a few.

On a smaller scale, Heineken, Carlsberg, Kirin, and many more regional brands are also very active in sports with their own sponsorships (some as global as the UEFA Champions League by Heineken).

Unlike apparel brands, beer is not endemic to sports and can't claim any real benefit to game. The creative resource they have used for decades is to focus on the fans. The result comes in the form of some of the most creative advertising works we can see.

Figure 1: Brand logos displayed on football shirts



Retrieved 2021 from <https://www.instagram.com/p/CSPC-JSqcX9/>. Screenshot by author.

But the life of beer brand managers isn't always easy. Despite their contribution to the fan watching experience, there is a lot of criticism towards the involvement of beer with sports. Many don't believe they shouldn't be authorized to advertise or sponsor any sporting organization. But rightsholders, always looking for more and better commercial opportunities, continue to welcome them all with open arms.

The only exception to the rule continues to be in the Olympic Games, where beer is nowhere to be seen near athletes and events.

Other than that, they are everywhere in football, American football, rugby, cricket, etcetera; from the global events to regional and local tournaments, to national and local teams and players. It is hard to find sporting rights that haven't been sold to a brewer.



As the largest brewer in the world, it is expected that Budweiser would check all the boxes, particularly in football.

According to their own website, “Budweiser has a strong commitment to football globally, having served as official beer sponsor of the FIFA World Cup for over 25 years, and with an ongoing commitment through the 2018 and 2022 tournaments” (Budweiser Kicks Off “Light Up the FIFA World Cup” Global Campaign, 2018, para. 10).

They have also been the sponsors of numerous national teams, which they use brilliantly to complement their football global portfolio.

Thanks to their great creative work, Ab-InBev brands are among the most admired and loved in the world. They rank 2nd in Forbes most admired beverages companies, the first brewery on the list (World's Most Admired Companies, n.d.). Here is a sample of their football work:

2018 FIFA World Cup “Light Up the World Cup” campaign:

“The commercial spotlights the journey of thousands of drones as they carry Budweiser from the St. Louis brewery and head for Moscow with the ultimate goal of delivering a stadium full of fans with their very own Budweiser” (Pearce, 2018, para. 6)

Here you can access the ad:

Viralfootball (2018). Budweiser - Light up the FIFA World Cup [Video]. <https://www.youtube.com/watch?v=wD1CsPJD1Ig>

The true star of the “Light Up the FIFA World Cup campaign is the Budweiser Red Light Cup which responds to the energy of fans watching the tournament. Unlike any other FIFA World Cup cups that have come before, the Budweiser Red Light Cups will be noise-activated, lighting up to visibly display fans' excitement and energy with increased frequency as their cheering and clapping gets louder to match the action on the pitch.

More than eight million cups will light up in 50+ countries throughout the tournament. For fans in Russia, every beer purchased at official 2018 FIFA World Cup stadiums will be served in a Red Light Cup, and for fans around the world, the Red Light Cups will be featured at each of Budweiser's global viewing parties and events and available with purchase of special Budweiser packs. There will be more than 70 variations of the cup, including cups for every match throughout the tournament and in a variety of languages. (Brewband, 2018, para. 8-9)



One of the particularities of AB-InBev's work in football is the decentralized approach to the activation. Despite the global nature of the contract and the event itself, they choose to promote the FIFA World Cup with different brands in every country. That reinforces their connection with the local consumers, a key element for building brand love. This is how they position their program:

While Budweiser will serve as the official beer of the 2018 FIFA World Cup Russia, Anheuser-Busch InBev will leverage its high-quality portfolio of beers around the world by once again extending local sponsorship rights to its leading brands in select football markets, including, but not limited to, Brahma (Brazil), Harbin (China), Corona (Mexico), Jupiler (Belgium and The Netherlands), Klinskoe (Russia), Hasseröder (Germany) and Beck's (Italy), among others. (Budweiser Kicks Off "Light Up the FIFA World Cup" Global Campaign, 2018, para. 11)

In Brazil, for their leading brand Brahma, the communication was completely different. Instead of the global campaign, AB-InBev adopted a hyper-local approach using pop artists and creating an anthem for the national team (which they also sponsor).

In the clip, they tap into their heritage and the campaign developed in the first FIFA World Cup they sponsored the national team (in 1984) making references to number 1.

Figure 2: AB-InBev Brahma video clip



Brahma // Africa // Kill the buddha. From <https://vimeo.com/275709455> Screenshot by author.

But nowhere in the AB-InBev world develops advertising capable of capturing fans and making them love their brands like Argentina. Their local beer brand Quilmes has been a sponsor of the Argentinean National Team since before the acquisition by AB-InBev. For decades, they have talked about the glory of victories and the pain in the losses. The result is an incredible body of work that is part of Argentinean culture that ranges from FIFA World Cups to Copa Americas, among many other scenarios.

Figure 3: Oscar Ruggeri, a very famous former Argentine football player, at the Quilmes ad



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

Here you can access the ad:

CervezaQuilmes (s. f.). Quilmes Mundial 2018 – Contrato [Video]. <https://www.youtube.com/watch?v=2UG6uM2L63M>

According to an article published in System1, “The Ad Effectiveness Agency”, this ad was among the top 5 at the FIFA World Cup 2018. This is how they describe it:

National football is about huge expectations and almost-inevitable disappointment. This powerful ad for Argentine beer Quilmes (which shares its name with the oldest football club in the country) captures both sides of the

equation. Simple, bold and patriotic, it struck a big chord with Argentine viewers. (The 5 Best World Cup Ads 2018, 2018, para. 4)

By speaking as a fan, as one of them, Quilmes was capable of creating a bond with football fans that resisted the test of times. Today, it is impossible to think about football in Argentina without thinking about Quilmes.

Figure 4: People supporting Argentina's football team



From *Cerveza Quilmes será sponsor del Club Quilmes de por vida*, 2019. Brands & Marketing. https://stevoglutu.com/b03_VQ0RP.2ShT0-YVXWRXiYP_TaEbmccdn-JfpgZhDi0_zkZlWmUnw-MpDqlrjsN_zudvkwNxj-BzkAMB2CU_OENFzGEHw-ZJDKBLkMY_mOYP4QYRj-hTjUYVmWR_mYYZiaZby-cd3eJfjgP_Wihjpkcl3-Rnvocpnql_isYtWuNvr-JxnyNzJAZ_DC0D0EMFT-QHxIOJDKY_2MJNnOpPv-bRmSVTJUJZ_DW0X0YMZT-QbxcOdDeY_2g

But 2018 was just one of many remarkable ads developed by AB-InBev in Argentina. If we go back in time to previous FIFA World Cups, the quality of the work is equally impressive. Here is a sample from past events.

Ad 1:

Piensamarketing (s. f.). Publicidad Quilmes mundial 2010 Dios Propaganda Argentina [Video]. https://www.youtube.com/watch?v=h5c_6LYde1w

In this ad, in which “God speaks” to the Argentineans, he describes how much he has helped their National Team in the past, but most of what they have achieved was because of their own efforts.

In similar fashion, the brand pays homage to their players as gladiators going to Brazil for the 2014 FIFA World Cup:

Ad 2

CervezaQuilmes (s. f.). Comercial Quilmes Mundial 2014 - Con que se van a encontrar. [Video]. https://www.youtube.com/watch?v=0_YggtRwWbo

In the United States, Budweiser is well known not for their soccer advertising but for their football (or American football) one, particularly at the Superbowl, where they have been a constant presence for four decades (except in 2021, when they pulled their resources to “support COVID-19 relief efforts”).

Over the years, they used funny frogs, adorable puppies, their iconic Clydesdale horses and much more. Budweiser and Bud Light have been part of American culture like very few brands and created a special place for them in consumers’ hearts thanks to their Superbowl creativity.

But while Budweiser and some of their international brands have been doing great and consistent work over the years using sports, it is another one the brand that has stolen the spot and the hearts of international football fans in the last decade: Heineken.

Unlike AB-InBev, whose tailored approach fits perfectly to their vast portfolio of brands, the Dutch brewer has a very global take on sponsorships (fewer and bigger partnerships) and communication (one core idea executed mostly globally).

“We don't just sell beer, we sell fun”, says their website (Ice-cold Heineken and friends., n.d.). That is a great briefing if you are trying to build brand love. It is an invitation to creativity and experimentation.

Heineken is a long-standing sponsor of the Champions League: starting with its Amstel brand from 1994 to 2005, passing to the promotion of the Heineken brand across multiple three-year extensions, and getting to the latest covering, the 2021-22 to 2023-24 cycle. They also sponsor the Europa League and the UEFA Euro.

On the UEFA Champions League, there are so many outstanding ads that it is hard to shortlist just a few for this module, but here is a selection for reference:

1. In 2013, a classic Heineken video was launched and immediately went viral. This is the beginning of a series of great ads that followed in subsequent years.



Figure 5: Heineken commercial, "The candidate"



From *Case study: Heineken – The Candidate*, 2013. Marketing Week.
<https://www.marketingweek.com/case-study-heineken-the-candidate/>

Here you have access to the add

StarcomNL (s. f.). Heineken The Candidate. [Video].
<https://www.youtube.com/watch?v=fs4SE5dILFw>

2. What would you do to attend the UEFA Champions League Final? These are two executions of the same campaign in Europe and in Latin America (2014):

Europe:

Heineken (s. f.). Heineken | UEFA Champions League 2014. [Video].
<https://www.youtube.com/watch?v=-GBltOHBMj0>

Latin America:

Heineken (s. f.). Heineken | 3 minutes to the final. [Video].
<https://www.youtube.com/watch?v=JbYXJd3pRdY>

Figure 6: Heineken ad “What would you do to...”



From *Heineken: Cómo conseguir una entrada para final de la Champions (cameo de Iván Zamorano)*, 2014. El blog de marketing online de carlos saldaña. <https://blog-de-marketing-online.com/heineken-como-conseguir-una-entrada-para-final-de-la-champions-cameo-de-ivan-zamorano/>

Figure 7: Heineken ad “What would you do to...”



From *La prueba de Heineken para poder ver la final de la Champions League*, 2014. El blog del marketing. <https://www.elblogdelmarketing.com/2014/04/la-prueba-de-heineken-para-poder-ver-la.html>

3. The Cliché: What if you had the perfect excuse to watch the UEFA Champions League without your girlfriend? That was the core idea of Heineken’s 2016 campaign.

Figure 8: Heineken ad “The Cliché”



Retrieved 2021 from <https://www.youtube.com/watch?v=dT8jDygJzZA>. Screenshot by author

Here you can access to the ad:

Publicis Brasil (s. f.). HEINEKEN - THE CLICHÉ (ENG). [Video]. <https://www.youtube.com/watch?v=dT8jDygJzZA>

The same approach has been applied for several years now making Heineken a favorite among all the reach and creative brands associated with the UEFA Champions League. In the race to win fans' hearts and build brand love, few brands have been more effective than the Dutch brand.

It is hard to imagine achieving the same results without sports and quality brand love advertising as the ones they have developed.

Another category that has successfully used sponsorships to build brand love, for even longer than the beer brands, is Soft drinks. Coca-Cola, Pepsi and many other local brands developed and grew their business and brands thanks to their connection with sports and entertainment partnerships.

If AB-InBev ranks 2nd in Forbes most admired beverages companies, the number one spot goes to The Coca-Cola Company. Their work, over the decades, in typical brand-building campaigns, has sold a lot more than a simple beverage. It sells an idea and a feeling that will stay with their consumers for a long time. This is the essence of brand love. Here is a sample of their football work:

1. “The Soul’s Embrace”: developed as part of the FIFA World Cup 2014 in Brazil, it describes the touchy story of a very special Argentinian fan.

Figure 9: Coca-Cola ad “The Soul’s Embrace”



Retrieved in 2021. <https://www.youtube.com/watch?v=zT9fIBWP3FQ> Screenshot by author.

Here you have access to the ad:

Bruce Jacobson (s. f.). Coca Cola...The Soul Embrace. [Video]. <https://www.youtube.com/watch?v=zT9fIBWP3FQ>

2. “Blind Fan”: This is a multi-award-winning spot about a blind fan of West Ham that goes to the game with his brother and his mate, and both keep up a running commentary.

Here you have access to the ad:

Maguiretim (s. f.). Coca Cola Blind Fan. [Video]. <https://www.youtube.com/watch?v=7qdIy7mlths>

3. “Rivals”: As part of the FIFA World Cup 2006, Coca-Cola developed an animated film to tell the story of unlikely rivals that unite when their national team scores at the World Cup. The commercial was adapted in dozens of countries and became the central piece of advertising for their campaign.

Here you have access to the ad:

Jwhlee (s. f.). Coca-Cola 2006 FIFA World Cup 45s complete TVC [Video]. https://www.youtube.com/watch?v=2mZTHOce_KE

4. “Eat, Sleep, Drink”:

Sean Butterworth (s. f.). Coca Cola "Eat, sleep, drink". [Video]. <https://www.youtube.com/watch?v=LgxVv9sYjRE>

5. In 2010, the brand partnered with a Somali Canadian poet, rapper, singer, songwriter and instrumentalist named Keinan Abdi Warsame, better known by his stage name K'naan, to create the unofficial theme song for the South Africa FIFA World Cup. "Wavin' Flag" catapulted the artist to the top of the charts in a global campaign like no other.

Figure 10: K'naan playing "Waving Flag"



[Online video]. Retrieved in 2021. <https://www.youtube.com/watch?v=WTJSt4wP2ME>
Screenshot by author.

Here you have access to the ad

K'naan Warsame (s. f.). K'NAAN - Wavin' Flag (Coca-Cola Celebration Mix). [Video]. <https://www.youtube.com/watch?v=WTJSt4wP2ME>

6. "The Multi-Talented Icelandic Goalkeeper": as Iceland prepared to play at the 2018 FIFA World Cup in Russia, Coca-Cola Iceland commissioned a commercial that would capture their fans' souls. The ad director happened (not by accident) to be their National Team's goalkeeper, Hannes Þór Halldórsson, a lovely story full of meaning.

Figure 11: Russian people supporting the national football team (scene from the Coca-Cola ad)



Retrieved in 2021. <https://www.youtube.com/watch?v=fdS6lVtzZdw> Screenshot by author.

Here you have access to the ad:

Coca-Cola (s. f.). SAMAN međ Coca-Cola. [Video]. <https://www.youtube.com/watch?v=fdS6lVtzZdw>

But Coca-Cola has not been the only soft drink brand to use football to build love. Their main competitor, Pepsi has done the same, but with a very different take.

Everyone following the UEFA Champions League today may think the many Pepsi ads featuring some of the world's super stars are their first foray into the sport dominated by their red competitor.

Using players like former Barcelona star Lionel Messi, Real Madrid's Marcelo, Manchester United's Paul Pogba, among many others, their ads are everywhere during the broadcasting.

Figure 12: Famous football players on Pepsi cans



From *The Best Pepsi Football Commercials*, 2019. Bannerad design. <https://bannerad-design.com/the-best-pepsi-football-commercials/>

But the reality is that Pepsi has been involved with football for much longer. Copying the formula successfully developed by Nike in the late 1990s with their endorsed athletes and movie-like productions, Pepsi engaged many of their fans around the FIFA World Cup time (despite not being a sponsor).

The 2002 Beckham & All-Stars football team vs. Sumos featured other prominent players such as Raul, Roberto Carlos, Juan Sebastian Veron, Gigi Buffon, Emmanuel Petit, Rui Costa and Edgar Davids. In the ad, the football stars square up against Japanese sumo wrestlers, opponents twice their size, in a game of street football. The Sumos win and claim the ultimate prize, an icebox full of Pepsi.

In another 2004 epic ad, *The Football Warriors*, David Beckham is featured alongside football greats football great Totti, Roberto Carlos, Raul, Torres, Ronaldinho, and Fabregas. They act like cowboys and medieval warriors who stand up to defend the town's Pepsi treasures from invaders in an action-packed football match. (The Most Popular Football Players Who Advertised for Pepsi, 2005, para. 15-16)

Figure 13: David Beckham facing a sumo in a Pepsi ad



From *The 'Sumo' Pepsi Advert Starring David Beckham Is An Absolute Classic*, 2018. Sportsible. <https://www.sportbible.com/football/news-take-a-bow-funny-the-sumo-pepsi-advert-starring-david-beckham-is-the-greatest-ever-20180829>

The likes of Frank Lampard and Thierry Henry were also featured alongside the dominant stars (Beckham, Roberto Carlos, and Ronaldinho) in Bavaria and Surf's up ads (click to watch).

Figure 14: Famous football players posing as surfers in a Pepsi ad



From Airlines.net. <https://www.airliners.net/forum/viewtopic.php?t=1110293>.

But not only beverages use sports to build brand love. There are many other categories that have subscribed to the same playbook. Financial services, particularly payments'



companies, have done an excellent job associating themselves with major sporting events.

Visa x Football (using film):

The largest payments company in the world has been a FIFA sponsor since 2008. Their most iconic campaign to date was deployed in the months leading to the FIFA Confederations Cup (2013) and FIFA World Cup (2014) in Brazil.

One of the most important factors for adoption of credit cards is acceptance. Being able to travel and having the certainty that we will be able to use our cards is top of the list. That was the insight that led AlmapBBDO (São Paulo) to develop Visa's campaign. The core idea of their campaign was that everyone coming to Brazil would be accepted and welcomed as part of the event, as much as their Visa card would be accepted and welcomed when they shopped locally.

To illustrate this idea, AlmapBBDO tapped into one of Brazilians worst defeats in history, the loss to Italy at the 1982 FIFA World Cup in Spain. Italy's great Paolo Rossi scored three goals at the decisive match, sending one of Brazil's greatest squads back home. Who would be less welcomed in Brazil than Paolo Rossi himself (tip: Zinedine Zidane, who has a cameo at the end of the film).

Figure 15: Paolo Rossi at Visa advertising



Retrieved 2021 from <https://www.youtube.com/watch?v=6WnKfwYzL8g> Screenshot by author.

Here you have access to the ad:

BeST of SporTs (s. f.). ZidaNe and P.Rossi official Ad for World Cup 2014 by VISA. Everyone is welcome in Brazil. [Video]. <https://www.youtube.com/watch?v=6WnKfwYzL8g>

In the following film of the campaign, Zidane returned as their main actor in partnership with Italy's 2006 FIFA World Cup champion and captain Fabio Cannavaro.

Figure 16: Zinadine Zidane at Visa advertising



Retrieved 2021 from <https://www.youtube.com/watch?v=rK9yIleifuo> Screenshot by author.

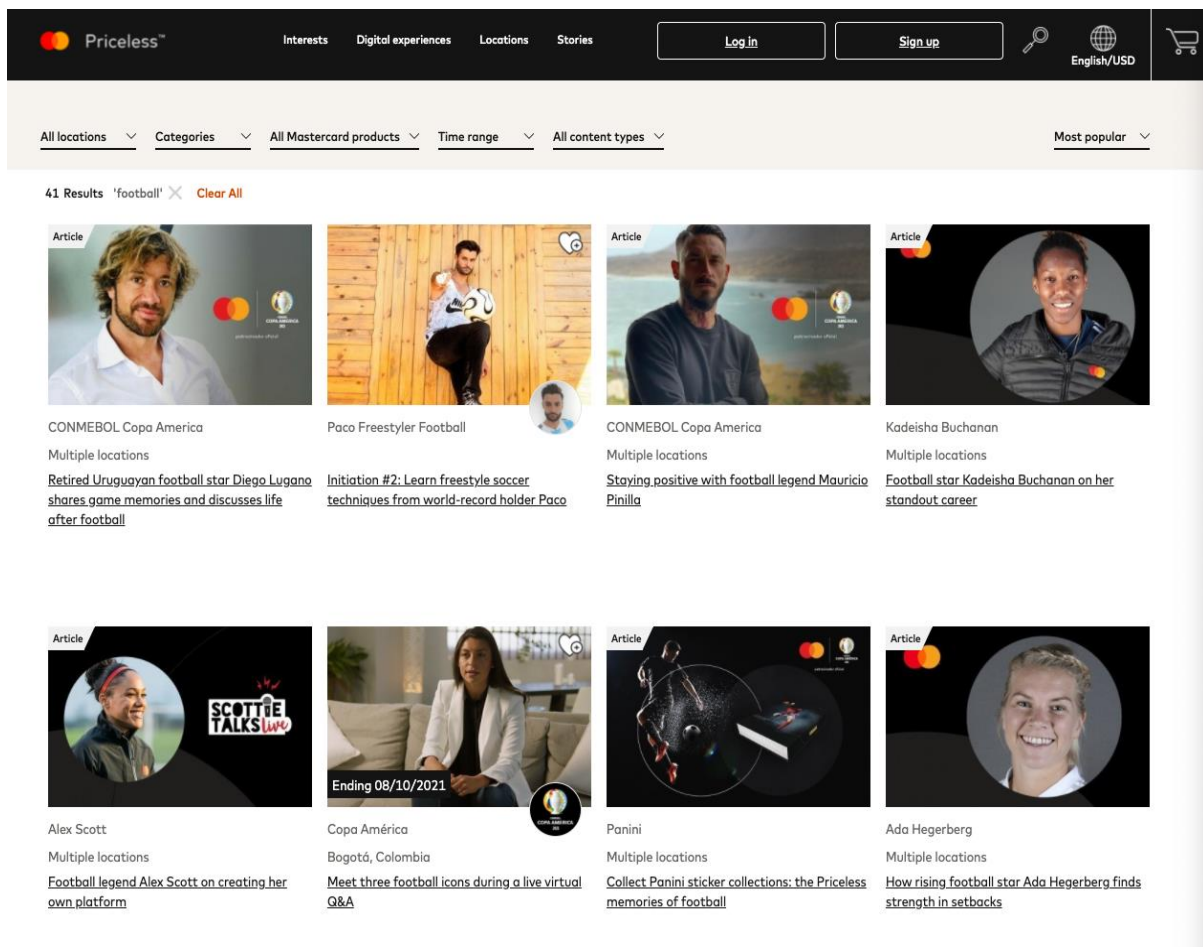
Here you can access de ad:

Visabrand AP (s. f.). Visa 2014 FIFA World Cup - Restaurant TVC featuring Zidane and Cannavaro - Everywhere you want to be. [Video]. <https://www.youtube.com/watch?v=rK9yIleifuo>

Mastercard x Football (using digital):

Using their Priceless Experiences platform, Mastercard has developed several engagement programs to conquer its cardholders' hearts. Ranging from the UEFA Champions League to CONMEBOL Copa America and many more, they offer opportunities for fans to get close to their idols, watch games and more. Here is a small sample of their experience:

Figure 17: Mastercard results for “football”



Screenshot by author.

American Express x Golf (event activation)

Amex’s involvement with golf is very broad. They name tournaments, sponsor the PGA (the main professional golf tours played by men in the United States and North America) and many more. They use their rights to offer benefits for their cardholders (like “Eligible Cardmembers can get up to 20% off green fees at eligible golf courses worldwide and complimentary or discounted access to Hole19’s premium features” or “Enjoy complimentary membership to the Preferred Golf program with over 60 world-renowned golf resorts such as The K-Club in Ireland and Finca Cortesin Hotel, Golf & Spa in Spain”).

While this strategy isn’t something new or exclusive, American Express differentiates themselves from their competitors by activating the events heavily, connecting one-on-one with cardholders’ fans of golf.



Figure 18: American Express connects one-on-one with cardholders' fans of golf



Screenshot by author.

Airline Emirates

Twenty years ago, most people wouldn't name an airline as a brand they were attached to. But since they started to use sponsorships as a way to accelerate their global expansion, everything changed. Brands like Emirates, Etihad, Qatar Air, Turkish Airlines among others produced great work.

Emirates was a pioneer with their global sponsorship of the FIFA World Cup and many important clubs around the world. Contracting with clubs located in key cities in Europe, they managed to expand their network and become one of the most profitable and best airlines globally.

What started as an awareness building strategy –through uniforms branding– evolved into a more sophisticated engagement and brand love work with a series of stunts and viral films atypical (until then) to companies in the airline industry. Here are a couple of examples of how Emirates has become a reference in sports:



Safety Video: Used in multiple sports and countries, the Emirates pre-match safety video was an instant hit online with millions of fans sharing the simulated demonstration at the field of play. Here are examples from football (Benfica, in Portugal), Baseball (Dodgers, in Los Angeles) and cricket (Bollywood inspired “Welcome On-board” demo at the ICC World Twenty20 2016 Final in Kolkata, India).

Here you can have access to the videos:

Benfica Safety video | Emirates Airline:

Emirates (s. f.). Benfica Safety video | Emirates Airline. [Video]. <https://www.youtube.com/watch?v=jAF2hZxdFRE>

Emirates steals the show with the Los Angeles Dodgers:

Emirates (s. f.). Emirates steals the show with the Los Angeles Dodgers | Baseball | Emirates Airline. [Video]. <https://www.youtube.com/watch?v=chhh4-2plYY>

Bollywood Cricket Welcome On-board Demo:

Emirates (s. f.). Bollywood Cricket Welcome On-board Demo | ICC World Twenty20 2016 | India | Emirates Airline. [Video]. <https://www.youtube.com/watch?v=4JfuwuDqjag>

Figure 19: Flight attendant giving a demonstration at a football stadium for Emirates campaign



Retrieved in 2021 from <https://www.youtube.com/watch?v=jAF2hZxdFRE> Screenshot by author.

Figure 20: Baseball players and flight attendants giving a demonstration at a football stadium for Emirates campaign



Retrieved in 2021 from <https://www.youtube.com/watch?v=jAF2hZxdFRE> Screenshot by author.

Turkish Airlines followed with one of the best branding campaigns of the last decades starring former Barcelona greatest Lionel Messi and (the late) Los Angeles Lakers superstar Kobe Bryant.

The two stars challenge each other for the attention of a little fan, the best shot, the best destination, the best meal, etcetera, all while flying with Turkish Airlines around the world. This constitutes one of the most entertaining and creative campaigns developed in any category. These films were followed with a sequel including football stars Didier Drogba and Messi.

Figure 21: Koby Bryant for a Turkish Airlines campaign



Retrieved on 2021 from <https://www.youtube.com/watch?v=YXmsgufQ6oM> Screenshot by author

Not even safety videos were immune to sponsorships and a new take on creativity, as we can see from the examples below from Qatar Airways (featuring FC Bayern Munich Robert Lewandowski, Brazil and PSG star Neymar Jr. and Brazil and AS Roma legend Cafu) and Air New Zealand (featuring Steve Hansen, Kieran Reid, Cliff Curtis and Rick Hoffman, among many others).

Figure 22: Famous football players in Qatar Airways commercial



Retrieved in 2021 from <https://www.youtube.com/watch?v=OT3CLInWrk4> Screenshot by author.

Figure 23: People “at a business meeting” in a Qatar Airways commercial



Retrieved in 2021 from <https://www.youtube.com/watch?v=CGziipvmNNS> Screenshot by author.

Closing

There are endless more examples of brands in different categories of products and services using sports and entertainment to build brand love. Unlike in their everyday business –where airlines compete with airlines for passengers, soft drinks compete with other soft drinks for the same consumers, etc.– when it comes to building brand love, every brand competes with everyone else.

Because we only have a place for a handful of brands in our hearts, the best creative and engagement work –no matter where it comes from– will always win.

To become a loved brand, only the sponsorship is not enough. Brands need to have the right contracts, write the right stories, produce them beautifully and distribute them widely so they can recruit fans and advocates for their brands.

This is great for business and the best way to grow in any industry.

While on this module we focused on techniques to build brand love using communication and engagement campaigns, there are many other forms to achieve the same objective.

One of the most used approaches for brands in recent years has been to tap into the passion for social and environmental causes. Themes like inclusion, equality, discrimination, pollution, clean energy, among other elements, are ways to engage and build respect and love for brands too.

The brand building work we explored on this module tends to impact on business performance and brand equity in the mid to long term, as it takes some time for them to impact on the behavior of consumers and customers.

In the next and final module of this course, we will explore the use of sponsorship to impact the opposite end of the spectrum: the short-term campaigns in the form of promotions and customer and trade activation. They are equally important as the brand love ones and should be used in addition to what we explored in this module.

Having full understanding of these tools is fundamental for taking full advantage of the sponsorship contracts available to any professional.

References

⁽⁵⁾ **Brew Bound.** (2018, May, 9th). *AB-Inbev & Football*. [Press release]. (<https://bit.ly/3f41Ux6>).

Budweiser Kicks Off “Light Up the FIFA World Cup” Global Campaign. (2018). *Fab News*. <https://fabnews.live/budweiser-kicks-off-light-up-the-fifa-world-cup-global-campaign/>

(2) HBSHolloran, T. (2015). “A Simple Way to Measure How Much Customers Love Your Brand.” (<https://bit.ly/3s0xQaW>).

⁽⁸⁾ Pepsi & Football (<https://bit.ly/3lIKSsu>).

Ice-cold Heineken and friends. (n.d.). ⁽⁷⁾ *Heineken*. Sponsorships (<https://www.heineken.com/gb/en/sponsorships>).

Pearce, O. (2018). Budweiser Kicks Off “Light Up the FIFA World Cup” Global Campaign. *World Branding Forum*. <https://brandingforum.org/branding/campaigns/budweiser-light-fifa-world/>

⁽¹⁾ **Schreane, T.** (2020). *AMA.AMA* (<https://www.ama.org/marketing-news/creating-a-culture-of-brand-love/>)

⁽⁶⁾ **The 5 Best World Cup Ads 2018.** (2018). *System1*. “The Ad Effectiveness Agency” (<https://bit.ly/3licfcr>).

The Most Popular Football Players Who Advertised for Pepsi. (2005). *Pepsi*.

World's Most Admired Companies (n.d.). *CNN Money*. ⁽⁴⁾ Forbes Most Admired Beverage Companies (<https://cnn.it/3fkJDf7>).

