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Present sports stars endorsement television advertisement problems and countermeasures

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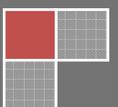
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ABSTRACT

Chinese sports stars endorsement advertising started in the end of seventies, 20th century, having gone through more than 30 years development, and now it has already become a unique economic, cultural phenomenon: it not only reflects as the highlight of television advertisement text, but also becomes the hottest options of numerous merchants' endorsement advertising. However, the development of anything is a double-edged sword, accompanying by sports stars television advertisement development, its own numerous problems have become more and more outstanding. By reading up literatures, logical analysis, deductive method and else, the article combs sports stars endorsement television advertisement development status and values, and sports television advertisement markets development features and deficiency, and puts forward present development strategies.

KEYWORDS

Sports stars; Television advertising; Brand; Consumption age.



CONSUMPTION AGE SPORTS STARS TELEVISION ADVERTISEMENT VALUES ANALYSIS

In consumption age, sports stars popularity is intangible asset: Liuyang River Wine and Liu Xuan, Xiong Ni, Fulinmen blend oil and Guo Jing-Jing almost all famous brands have stars company, sports stars charm has become an phenomenon of great characteristics of time^[2]. Then, why sports stars become intimate lovers of products brands? We need to strengthen academic level analysis, not just rest on simple recognition on emotional level.

Economic value

Sports stars have powerful influences, which let sports stars television stars to breed huge market economic values. In current consumption society, the commercial value's prospect is wide; it propels enterprise development and sports mercerization, professionalization development. By sports stars television advertisement, it transmits market information, drives products consumption, sets up good images of enterprises, advertises goods brand values, which brings huge economic efficiency into enterprises and activates social consumption economic market. For instance, Jordan's travel to China in May, 2004, just seven hours less than three days, economic effectiveness that he brought went beyond ten million RMB. Beijing's all sports goods departments would sell more than 200 pairs of new shoes since that day he came to China, and every pair of shoes market price was 1450 Yuan RMB. The passion that Jordan stirred up also drove best-selling of Jordan and Nike as well as other sports products, which was 'star effect' and social consumption effect that sports stars brought into^[3].

Cultural value

Sports are in common with culture, sports stars television advertisement just is the organic integration of the two, people can obtain spiritual enjoyment from sports stars television advertisement. Sports are important parts of mass consumption culture, sports stars are producers and transmitters of mass consumption culture. Sports stars advertisement as an important form of mass consumption culture, it contains sports unique sensible charm, reflects sports stars values as mass consumption culture producers and transmitters. Sports stars advertisement should not only be commercial advertisement under mass consumption cultural context, but also undertake the burden of consuming social public service advertising, only then can be helpful for establishing mass consumption culture of Chinese characteristics in the new period^[4]. Such as, CBA star Liu Yu-Dong's advertisement for Peak, which not only passes on Peak basketball shoes' wear-resisting and comfortable capacity, but also the more important is to transmit athletes' tenacious fighting spirit of never giving up, and inherit Chinese nationalities persevering characters for thousand years. Especially for advertising commentary 'I can plar!' it sets up the situation that it will be successful only if struggle. It is cultural strength of sports stars television advertisement.

Educational value

Present society is a typical consumer society, especially for teenagers who are prone to idolize one sport star, not only because they admire their excellent characters, but also the more important is to regard idols as their one kind of concrete and sensible life selection and life guide. Which kind of examples to provide or show is very important for teenagers' growth. In real life, many youth regard highly of the implementation of personal happiness and success, such kind of modern life view that regards self-experience as first element actually deeply affects these future social elites. Their impetus centers on self-accomplishment, dominant ideals are self-worth and self-struggling. Sports stars get closer to these youth; they own tenacious, remorseless characters, which almost are commonalities. Many sports stars come alive around social mass consumers through television, newspapers and other Medias, their struggling deeds are prone to be approved by audiences. Writer thinks that sports circle is an to-be developed example education 'rich ore', sports stars values not only reflect in commercial aspect. For example, Chinese women's national volleyball team won five successive champions in the past had ever injected powerful spiritual strength into China in the beginning of reformation.....Sports stars possess not only the value of money, but also inestimable social value, cultural value and spiritual value. Sports stars symbolize success, health, robust, happiness, competition and love, utilize sports stars influences to guide youth to move towards correct life course can yet be regarded as a good method^[5].

PRESENT SPORTS STARS TELEVISION ADVERTISEMENT CHARACTERISTICS AND DEFICIENCY

In recent years, with the rapid development of Chinese economic and transmissions media, television advertisement has also entered into a new period of rapid development. The rapid development of television advertisement lets merchants to pass on commodity information to sports consumers; it attracts sports consumers' attentions and interests so as to achieve the purpose of sales promotion by using well-known sports stars as the bond of the television advertisement. Therefore, sports stars television advertisement has gradually become a favorite in advertisement circles.

Wide advertising market, expensive endorsement

By far, as important parts of Chinese advertisement, television advertisements have rapidly developed. Television also leapt into the first advertisement media since 1991 with its unique characteristics, and occupied maximum market shares in all media advertisement expenses. In view of television advertisement total income's absolute amount, in the past above decades, its annual income rapidly increased from 0.56 billion Yuan in 1990 to more than 29 billion Yuan in 2004, totally increased nearly more than 51 times; for television advertisement income annual growth amount, since the beginning of the

90s, annual averagely increased nearly 2.04 billion Yuan, especially in the recent three years, the growth range was as high as 3.71 billion Yuan; in view of television advertisement total income annual growth rate, in the past years, growth range continued to drop, it changed from initially nearly 80% as high to 14% in 2004, annual average growth rate was 35.11%. The change mainly is up to Chinese television advertisement industry stage, with constantly increasing of television advertisement income's cardinal number and matures of television advertisement market; growth rate will gradually keep stable.^[6] According to statistics, Chinese athletes totally won 2283 pieces of world champions during 1949-2008, from which they won 2257 pieces of world champions during 1978—2008 that occupied 99% of total amount since the founding of the nation; And created or surpassed world records by 1017times that occupied 85% of total amount since the founding of the nation, non-Olympic events champions were 475 pieces, the Olympic ones were 930 pieces. So far, sports stars that make advertisement for enterprises have got involved in dozens of projects, but yet a great deal of sports stars resources not really been developed. China has already joined in WTO, international enterprises and their products will pour into China, and Chinese stars advertisement market potentials are very huge^[7].

Sports stars advertisement price is also increasingly rising in recent years, it rises from initially four figures to previous years' six figures, while rises to seven figures. By the end of 2002, Olympic Games diving champion Tian Liang, Guo Jing-Jing shot television advertisement for AODELI beverage let sports stars advertisement price to rise to eight figures, which broke through 10million Yuan mark. And subsequently Yao Ming endorsed advertisement for Unicom even created whopping price of 30 million Yuan. 2007's "King Hurdle" Liu Xiang endorsed Amway Nutrilite, Nike and other products' advertisements, all arrived at eight figures. With Chinese economic development and sports undertakings constant development, sports stars advertisement price would continue to rise^[8].

Various advertisement fields, lack of creativity in text

In recent years, sports stars television advertisement fields will not restrict in sports relevant sportswear, outfit, beverage and else in future, it surely will expand to fashionable dress, foods, real estate, automobile, electronic products, bath items and else numerous social life consumption fields, sports stars image connotations will be more abundant, their lively, free and easy, struggling, success, fighting, enterprising, competition and other spiritual connotations will be constantly excavated^[9], sports stars that shoot television advertisement will also not restricted in some limited familiar items, other items' sports stars also just become the new objectives of enterprises advertisement selection.

Sports stars endorsement advertisement fields reflect diversity, while they endorsed sports products brands names mostly have no unique features, many are flowers in the fog, and it seems to be fashionable but actually has no individuality. Advertisement creative is single and dull, advertisements forms are also all in the same key, most of which is letting one sports star to make a pose in the stage then add a sentence 'I trust ... brand', 'I select ... brand' and else similar slogans, it looks stiff and uninteresting, appealing of advertisement and characteristics of products are wide apart, basically it hasn't plays the role of widely popularizing. For instance, recent years frequently appeared Guangxi Golden Throat Po in television, it used Ronaldo to endorse, thought it improved popularity rapidly in the nationwide, it established in the foundation of frequently broadcasting times, for which enterprises paid costly advertisement fund. In advertisement expression technique, football stars and products basically have no connections, which is hard to stir up fans fondness of commodities. The endorsement actually fails, which is a typical doing as using stars to conceal his endorsed commodities. Really good advertisements should let audiences to think, judge from the works, let people to be touched in advertisement, and let stars and their endorsed products to be properly integrated.

Professional market operation, rough vulgar producing

Chinese economy has been gradually in line with world economy, sports stars television advertisement market development also appears advertisement company and sport agent. These advertisements intermediary organs plays very active roles in booming sports stars television advertisement. They strives for more advertisement opportunities for sports stars to cooperate with merchants, let sports stars values to be able to reflect to maximum level. And meanwhile, these advertisement intermediaries also promotes sports industry production and consumption in commodities circulation domains, which accelerates transforming sports competitive values into commercial values and transforming amateur sports into professional sports. With further development of sports and global economic integration, sports stars television advertisement internationalization trend is also imperative. 'The same brand can choose sports stars of different nationalities as image spokesperson; a sports star can serve to different countries advertisement merchants or transnational groups; Advertisement commodities production, circulation and selling may carry out in a nation range, and also can across multi-nations and event the whole world; advertisement audiences widely spread in the world'^[10] and so on. Sports stars television advertisement internationalization not only promotes enterprises brands own tastes, but also opens international market to some extent.

Sports stars advertisement market constantly expanding, existing shoddy problems in advertisement also stand out. False advertisement has become one of the most serious problems that public reflect in social life. Many advertisements invite sports stars to directly recommend products, products descriptions seriously disagree with truth. Facing to such potential market, merchants rather than focusing on developing suitable products while utilize false advertisement advertising to cheat audiences. Even advertisers use above ten minutes time to bomb savagely and a great deal of exaggerate, full of deluded words to arrive at the purpose of accumulating wealth. Secondly, advertisement style is inferior. Article seven of Chinese "Advertisement Law" regulates "advertisement contents should be benefit to people's physical and mental health", it cannot "including obscene, superstition, terror, violence, and hideous contents". However, in present sports stars television

advertisements, the kind of ‘edge ball playing’ contents are common. Some slogans language is vague and general, relying on stain Chinese to draw the eye; some advertisements propagate trivialized, shallow values, leading people to purchase; some advertisements mystify, being of sensationalism, even with the feeling of insulting personality. Especially in some local television stations programs, the phenomena can be found everywhere. Thirdly, it is excessive playing. Now our audiences watch TV, one most visual impression is more advertisement. Some television stations violate rules and enlarge advertisement playing amount to increase incomes, except extending regular advertisement time frame, they also go against rules to excessive cut in advertisements before and after or even between TV play and other programs playing, some cut-in time can be as long as a dozen of minutes, which seriously affects audience to normally watch TV programs.”

PRESENT SPORTS STARS’ TELEVISION ADVERTISEMENT DEVELOPMENT STRATEGIES

Consumption age’s sports stars are precious resources in television advertisements. Some merchants recognize deeper and deeper the market values of utilizing sports stars to make television advertisement, so that let sports stars exposure rate and their commercial values to arrive at unprecedented height. Then how to develop healthy sports stars television advertisement platform, build good social consumption cultural system that needs to formulate some proper advertisement development strategies.

Select proper consumption appeal point

Nowadays, television advertisements reflect various trends, a good advertisement, appeal point selection is crucial. Small and pure advertisement appeal points are expressed by exquisite producing, which often can obtain intensely advertisement effects beyond imagination. So-called advertisement appeal point is focusing on propagandizing, explaining commodities features to consumers in every product features, which are selling points that commodities manufactures urgently show to audience and also the interesting center of the whole advertisement. Therefore, current sports stars television advertisement selection in entry point should be more and more pure, smaller and smaller, pursuing to achieve peculiarity of most attracting in showing commodities with single advertisement appeal. With the development of social economy and improvement of consumers psychological demands levels, advertisement single notification functions have already been greatly weakened, such advertising in the way of simple commodities information transmitting with promoting commodities as unique objective doesn’t adapt to consumers’ demand any more, instead of which is a growing humanity value orientation. It mainly reflects in abandonment of commodities directly hawking way, increment of social humanistic care, comprehensively promotion to advertisement tastes, and injecting humanistic care such new atmosphere in television advertisement. Nowadays, social consumption economy is booming, sports stars television advertisement will also enter into an era of drawing the eye, in wide spread same quality commodities markets, only considerable striking advertisement can show itself from numerous same types of commodities information and arrive at most effective advertising effects. Sports stars television advertisement had penetrated in all aspects, all levels in the past two decades, advertisement appeal objects, ways, forms, connotations, purposes and other aspects had happened qualitative leap, in current consumption society, sports stars advertisement is moving from single to multiple.”

Give powerful consumption transmission advantage into play

In consumption society, to achieve the purpose of widely publicizing, what merchants concern is how to pass on their products and enterprises information to mass consumers to greatest degree so that arrive at maximization of benefits. Therefore, advertisement radiating range and its stimulation to consumers has become one of important criterion to measure advertisement value. According to the standard, sports almost possess all beneficial conditions of advertisement: on one hand, with universal ness and popularization of sports, sports influences have become wider, and gradually go deeper into all levels of people’s life, some sports events of huge influences as Olympic Games, World football cup, Tennis master series, World table tennis championships could attract many consumers audiences attentions. On the other hand, due to sports possessed competitiveness, solidarity, entertainment and else, it surely will generate a group of sports stars of widely impacts, their all kinds of selection and personal hobbies in life tend to generate intensely guiding impacts on sports enthusiasts. And meanwhile, television is both most powerful transmission media in advertisement and modern media of most widely popularization range in modern intermediary, consumers’ families basically have televisions, all can see TV programs. Its maximum characteristics are in-situ vision and audio, possessing characteristics of widely transmission, expansive audiences, and these characteristics are regarded as important by commodities manufacturing enterprises. Furthermore is consumer group that advertiser values, is social consumption object of television transmission, audiences that watch TV almost contain all consumption levels in society.

In consumption society, enterprises that use sports stars to make advertisement should learn to utilize sports stars effects of stars, employ such sports stars that are popular and enjoy prestige in broad sports fans, invite them to shoot television advertisement for products, make full use of television transmission platform, so that arouse masses imitation enthusiasm, create brand effects, set up enterprises good images, and acquire huge commercial profit from them. And meanwhile it will also impel sports stars television advertisement constantly development, let production and operation such kinds of manufacturers sponsored sports stars to be perfectly justifiable, reliability is also the maximum, which can directly, maximum contact with objective of the mind, and achieve greatest, most directly and best effective returns.”From original inter cut advertisement in sports competitions to current inter cut advertisements in news, entertainment and else numerous

time frame; from original simply stars shout slogans and recommend products to present recommend products in multiple perspectives with empathy; from earliest sports fields advertisement to current clothes, real estate, automobile numerous fields participation, all indicate Chinese sports stars television advertisement is booming. Only if we are adept in giving sports stars and television transmission advantages into play; do well in excavating sports stars and television transmission superiorities; being good at looking for sports stars and television transmission best fit points then sports stars television advertisement will rapidly develop and expand with consumption society economic development.

Avoid consumption quick success

Present consumption market environment transformation, social demands diversification, market target regionalization are big environment causes for sports stars becoming brand spokesman, and sports stars themselves possessed sports spirits gain huge commercial values for sports stars, these commercial values are expressed by individuality value, emotional value. Sports stars figure, performance, prestige and items' popularization degrees are evidence that enterprises select sports stars, immediate effect and utilitarianism thought in selection process that causes by selection should be avoided by enterprises in sports stars selection.

Sports competition champions become public characters of public attentions with their excellent performances after sports meeting, which enterprises just want, to enterprises, news driving advertisement values, the higher attentions, and the better advertisement effects. It leads to the type of sports stars advertisement to have a commonality that is quick success, creative and producing are rough, when enterprises select sports stars, they lay excessive emphasis on timeliness, ignore exquisite carving of sports stars in advertisement. The second type is pursuing sports champions stars effects, they try to promote commodities brands popularity by sports stars popularity, but are massively blind, lacking of reliable consumption market survey and clear market brands positioning, no long-term objective of commodities brands future development, ignoring products qualities, neglecting sports stars individual long-term development. The third type is sports stars advertisement that selects objects according to consumption market rules, images are matching and positioning is clear. It needs us to form a set of mature market running mode, from which it contains powerful market survey, product development, consumption positioning, brand recognition and sports stars selection, only then is a kind of commercial behaviors with long-term development vision.

Excavate sports stars maximum value

If enterprises want to let massive consumers to recognize a new product and rapidly accept it, one of the most rapid paths is to utilize stars effects to advertise, and sports stars' young healthy, positive spirituality and higher, faster, stronger sports spirits are just main causes that enterprises prefer sports stars to make television advertisement. What most moving tend to be most authentic things, sports stars take courageous struggling in the field are most authentic; the attractive thing is such humanity most original competition. To sports and athletes, any deliberately carving is needless; the most essential reflection of human challenging themselves spirits is most moving. Sports stars positive spirituality and higher, faster, stronger sports spirits are just best live carrier that reflect enterprises images or products qualities. After 2004 Athens Olympic Games, Liu Xiang once became the focus of Chinese medias pursued, as a hurdler, Liu Xiang owned slender figure, handsome looks, his outline conditions were no less than European and American athletes, adding that his excellent psychological qualities, therefore utilized Liu Xiang as brand spokesman to shoot television advertisements for enterprises exactly could make a great addition, Liu Xiang no doubt was best choice in shooting television advertisements.

Sports stars make television advertisement is prone to resonate with consumers, finally generates purchasing desires and behaviors. Sport is a kind of special culture bursting with passion, it is everywhere. Sports stars television advertisement is a kind of more authentic, more moving humanistic care, showing sports unique charm. Sports stars charm not only reflects in cultural value and spiritual value, but also reflects in potential commercial value. Sports stars television advertisement is people familiar, admired celebrities put forward their opinions, suggestions, relying on their stronger affinity, let public to convince and accept; and meanwhile, enterprises brands images building as a work of taking a hundred year to educate people that need constant accumulation in long-term, hitchhiking celebrities can reduce difficulties of them. Especially, some super stars tend to create miracles in commercial history. Nike company takes advantage of "stars effects", in television advertisement "who kills rabbit Jordan", star Jordan and cartoon role rabbit Jordan successively appear in the picture. In the picture, almost no "shadows" of Nike products appear, only playing a story, but effects are obvious. Nike masters teenagers hating preaching, strong independent consciousness features, fully performing and catering to their imagination and self-consciousness, from "Jordan" consciousness to "Me loves sports", associating from "Jordan wears Nike shoes" to "I wear Nike shoes", in series of consumers self imagination, comparison, Nike company, expected target market resonance communication naturally forms, Nike brand image imperceptibly goes deeper into customers' mind.

Strengthen administrative management tools construction

As far as Chinese national team athletes especially for sports stars participate in commercial activities problems are concerned, Zhang Jian-Di the director of policies and regulations department of general administration of sport of China had clearly pointed out "In the issue, the general principle should be regard as fulfilling national team training competition task as objectives, offering proper encouragement, correctly guiding, proper adjustment, management according to law to athletes commercial activities."

With Chinese sports, sports industry rapidly development and sports whole sports levels constantly improvement, Chinese athletes have achieved excellent scores in sports competitions, generated bigger and bigger social influences, national teams' athletes especially for sports stars commercial activities have also been increasing, which plays positive roles in developing sports intangible assets, implementing athlete self-value, raising sports development funds, propelling sports development. And with Chinese market economic system and sports reformation goes deeper, sports teams management system and mode also surely will change. For handling with athletes' sports training and commodities relationship, we should neither simply use administrative orders to restrain nor put the incidental before the fundamental, ignore athletes' fundamental task, adopt hands-off attitudes so that affect sports teams' normal management and task fulfillment. National teams main tasks are fulfilling training and competition tasks, win honor for the country, all behavior of sports teams and athletes should go on surround the core tasks. Commercial development activities should serve to project development and sports teams' construction, being beneficial to sports teams' education and management, not impacting on teams normal training orders, affecting teams' stability and development. It should guarantee national team training competition tasks smoothly fulfillment, and meanwhile guarantee athletes rights according to law.

Perfect relevant laws and regulations

Presently, Chinese sports stars television advertisement markets are relative disordered, no relevant sports brokerage laws and regulations and policies to draw on, though state administration of industry and commerce issued No.36 decree "broker management method" in October, 1995, but it was guiding laws and regulations of unified management of brokers in all industries in nationwide. And sports stars brokerage activities basically are in the state without laws to accord, which seriously affects sports brokerage market intermediary normal operation. These sports stars any carelessness will lead to being sued. Such as Coca-Cola Company as man basketball team signed sponsor in April, 20004, who used three national basketball team players images that Yao Ming took prominent position in the beverage bottle. And Yao Ming as spokesman of Pepsi-Cola, he had not granted Coca-Cola right to use his personal icon. Yao Ming thought Coca-Cola company's behaviors violated his portrait, and appointed a lawyer to institute legal proceedings in Shanghai Xuhui district court, required Coca-Cola company 'stopping behaviors of using Yao Ming Portrait and name in product outer packaging; in nationwide news media publicity admit violating Coca-Cola violation behaviors and apologize to Yao Ming; And meanwhile judge Coca-Cola to compensate accuser mental impairment solatium and loss one Yuan RMB." Coca-Cola company argues that according to the company and Chinese basketball association as well as its business agency's sports brokerage management company signed contract, Coca-Cola company "has the right to use Chinese men basketball team three people and above whole portraits". Though Yao Ming won the case at last, we should clearly recognize perfect relevant laws, regulations, normalize sports stars advertisement market behaviors admit of no delay.

Improve market professionalization degree

Chinese sports transmission culture has not yet grown and become stronger, sports stars television stars carried social consumption function is far greater than social liability that it should undertake. In sports stars television advertisement concrete operation, professionalization degree is not high, which leads too many advertisements tend to be formalization, simplification, and even appear numerous sports stars endorse same kinds of brands like a swarm of bees. As sports stars television advertisement consumption market, it should try to avoid similar incidents occurrence. By far, Chinese consumption market intermediary operation staff qualities are not even, sports culture brokers brokerage behaviors are not standard enough, when carrying out business, most of which have no operation guidelines or market survey, and even start brokerage activities just rely on personal friendships with some sports stars or coaches, which has great blindness; corporatization staff management mode is single, management level on sports stars television advertisement such market development is lower, which will directly affect sports stars television advertisement such activities development, does harm for Chinese advertisement industry and sports development. With sports commercialization, universal ness, popularization and transmission intermediary development, sports advertisement has rapidly developed, from which sports brokers' roles could not be underestimated. Protect and improve athletes' intangible assets amount, establish and reinforce public characters through media, propel sports stars and enterprise to establish partnerships, and reduce transaction risk. We should positive introduce and carry out sports culture transmission brokers' advanced mode.

CONCLUSIONS

With rapidly development of social economy, broad audiences' living standards are also increasingly improving; Chinese society has entered into consumption society. And one of most prominent characteristics in consumption society is "fast-food culture" dominates consumption culture. The kind of "fast-food style" consumption also creates its cultural transmission instantaneity, transience, fanaticism, shallow features..... Such as, in society it appears idols, stars, fans and so on. These 'popular 'stars creating movement just illustrate sports stars television advertisement possesses consumption society's consumption culture characteristics. The writer thinks that sports stars themselves are products of television transmission platform "Entire people stars creating movement". Sports competitiveness, intensity, solidarity, excitability, population-based nature create precondition for sports stars production; television transmission platform constructing opens green channels for leading sports champions to the road of stars; enterprises' products advertising demands become booster of sports stars. Therefore, as to speak, sports stars television advertisement is the result of excellent athletes, television and

enterprise three aspects interaction. When we analyze sports stars advertisement characteristics, attention should not only be its advertisement cultural transmission features, but also the more important is its features different from general advertisement that reflects in consumption social context. That is in consumption context, sports stars advertisement should more undertake sports culture inheritance and continuity, sports culture demonstration and education, sports economy expanding and development as well as other important roles and functions.

Though our sports stars are kinds of precious scarce resources, sports stars consumption culture construction has many issues; we still can find its renew ability, its youthful spirit, its continuous progress and continuous perfection. With time passing, no doubt it has solemn and stirring as “wind shakes, water turns cold”, but meanwhile it also has happiness of “lotus just buds”, and furthermore heroic of “A gale has risen and is sweeping the clouds across the sky” and prospect of “new heavens and sun dare to call the great ambition”. Of course, we should establish a relative complete system to guarantee sports stars television advertisement market operation, which needs to constant perfect advertisement mercerization, professionalization, legislation, obligation, cultural-oriented and so on then it can undertake sports stars television advertisement cultural transmission social liability, try to overcome and avoid sports stars television advertisement drawbacks, show their advantages, let sports stars television advertisement to go on the track of sound development.

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