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Research on sports marketing of sports enterprises of 361°

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ABSTRACT

In recent years, more and more major sporting events have been held in China, and Sports Marketing is becoming a more and more popular way to market. Businesses will combine products and sporting events, forming the sports culture and brand culture to a unique company culture system. The number of sports marketing researches is also increasing a lot. And how to do with the marketing of products and enterprises to satisfy the expected accomplishments is the question for the researchers to analyze. In the competitive market, the marketing approach and experience of 361° is totally worth learning and becomes one of the most successful marketing stories. This paper will analyze and summary 361°'s sports marketing strategies in Guangzhou Asian Games, providing beneficial references for business owners.

KEYWORDS

Sports marketing; Brand strategy; Mechanism of action; Strategic analysis; China.



INTRODUCTION

With the successful holding of the 2008 Olympic Games, sports marketing has been a hot word in China, especially paid close attention by the domestic enterprises and the mass media.^[1] Its significance of communication is also particularly highlighted. But there is no systematic theory to support the development of this industry whether in China or the birthplace of the sports marketing—the United States.^[2]

As early as the 2004 Athens Games, Synutra as sponsor of China's gymnastics team, spread the brand culture in some famous international sports events. And the 2008 Beijing Olympic Games also gave an opportunity for major brands to market themselves, giving rise to the upsurge that almost all companies walk into sports marketing. Before the advent of the 2010 Guangzhou Asian Games, as seeing many successful sports marketing instances during the Beijing Olympics, many companies are gradually finding the secrets. The major international sporting events which is similar to the Guangzhou Asian Games has gotten much concern in high degree, have become extremely rich resources.^[3]

In fact, sports marketing not only has the significance of marketing, but also a suit of successful sports marketing programs can shape a company's image, enhance the awareness of a brand, and spread the enterprise culture out.^[4] So starting with the examples of sports marketing researches also has important significance for the spread of sports marketing, and also provides references for the sports marketing communications.

Generally, the concept of sports marketing first appeared in 1978, the United States, "Advertising Age" (Advertising Age) magazines. But there is no clear definition of the so-called sports marketing.^[5] This paper argues that sports marketing is in accordance with the laws of the market, combined with business needs, integrate enterprise resource advantages, with the title sponsorship and other means, to establish a corporate image through the sponsorship of sporting activities to promote their own brands, creating consumer demand, and create a good newborn external environment for development and other marketing objectives with independent marketing tool. Relying on sports and sports products, sports marketing is a kind of strategy, combining the sports culture and brand culture to form a unique corporate culture, systems engineering, with a long-term, systematic and cultural characteristics. It includes the sports industry as a commodity sales sports marketing, but also the businesses through sports marketing.^[6]

In order to know the research process of sports marketing at this stage, the paper studies the problem of access to the papers and monographs and masters the basic situation.

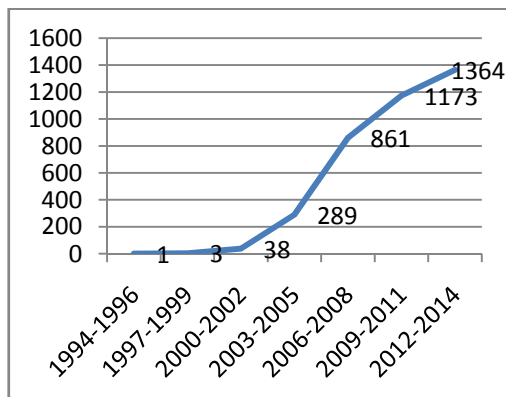


Figure 1 : Research trend on sports marketing in China

By searching on the database of CNKI and using the keyword "sports marketing", it is found that the researches in China on sports marketing began in 1995, as the above Figure 1. Since 2004, the number of papers about the sports marketing has surged to 1364. Only from 2004 to 2010, the number of papers has reached to 1022. This period includes some major events, such as the 2004 Athens Olympics, the 2008 Beijing Olympics and the 2010 Asian Games in Guangzhou. So there is urgent need of corresponding theory as a basis in the rapid development of sports marketing. Therefore, this paper will analyze the case of 361^o to study how to apply the brand strategies to sports marketing, and analyze and summarize the sports marketing strategies, providing a theoretical basis for the development of sports marketing.

MECHANISM OF ACTION OF SPORTS MARKETING AND BRAND STRATEGIES

In the "brand consumption" era, companies can cultivate their own brands, and shape into a well-known brand, will determine a company's competitiveness in the market, strengthen governance and operational planning has been branded as the requirements of the times, become a modern and sophisticated important symbol of degree.^[7] In today's sports marketing, corporate brand has become the first element to attract attention, so the brand becomes the core of sports marketing focus.

In fact, from the beginning of the drought in sports sponsorship, branding has become the first element of the business of most concern. Coca-Cola is the most successful example, in the previous sporting event by using the big brands, making Coca-Cola became a household name the world's first brand that markets its products worldwide. Additionally, IBM,

Motorola and other companies gradually in international sports events achieved brand to establish a leadership position in a different era.^[8] Sports marketing, the most basic function is to re-integrate enterprise resources, all full-service operating companies in the sports marketing will be reflected by the sporting culture and strive to achieve sports culture, brand culture and corporate culture by simultaneously, causing consumers and businesses to resonate in the minds of consumers and to become a competitive advantage in the long run.

Sports spread communication containing its extraordinary features. It is a creation of the time value of the media - let the audience in contact with the child's assigned space information in time, it is an ability to collect, use emotional media - --let the audience in the most appropriate scenario and most defenseless mood access to product information, it is able to restore a real media --- let the audience feel the intangible value of the brand in a real air.^[9] Sporting events is a high concentration of attention that focused on the spiritual power of product regions, extending many connotations traits, such an extension can often driven by corporate sponsors to extend the brand connotation and brand recognition. An intense sporting events, excellent scene, boiling, full sensuous colors, and even many scenarios will become a classic legend. This allows companies to effectively brand their products or brand and produce ideas and cultural elements, effectively "financing" after the effective integration of communication. Although the original brand is not easy to achieve in the field, consumers can make brand connotation in some new ways, not only reinforces brand awareness, but also increased the beauty of the transcript of the brand. Sports marketing purpose is to enhance brand value, branding strong position, from relying on the brand to develop new markets, expand sales, which is the brand strategy itself.^[10] Therefore, the motion is necessary to serve for the brand marketing strategy. Sports not only provide consumers with an entertainment platform, and can enable enterprises to borrow planned sports marketing activities to their brand image with this platform linked to form a "win-win" situation.

THE OVERVIEW OF 361°’S SPORTS MARKETING

361° is a General sporting goods company integrating brand, research and development, design, production and distribution, whose products include sport footwear, apparel, accessories, children’s clothing. It is founded in 2003. It has become one of the leading sports brand enterprises in China in the spirit of becoming a model world-venerable brand. On June 30, 2009, 361° listed on the main Board of the stock exchange of Hong Kong, stock code 01361•HK. Meanwhile, 361° insists group multi brands line. Childen’s clothing(innofashion) was born one after another in 2009 and 2010.

TABLE 1 : Is the honor list of 361°

Year	Honors
2005	Selected in the "China's 500 most valuable brands".
2006	Defeated international brands in the CCTV primetime tender.
2007	361°and CUBS share the responsibility for the Chinese basketball talent and promote the development of china basketball mission.
2008	As a sporting brand, became China’s first comprehensive sponsorship of the Guangzhou Asian Games.
2009	361°listed on the main Board of the stock exchange of Hong Kong, stock code 01361•HK.

“Asia, one degree more for love”

The strategic Conference of the Asian Games in Guangzhou was held by 361°, which enabled“Asia, one degree more for love” for spreading slogan, formally marked the beginning of 361°strategy of the Asian Games, hosted a passion and colorful event in Asia that contributed energy of a power brand. This Conference, Olympic Council of Asia’s Media Committee Chairman Mr Xiao Weili and Ms Samantha, high representative, Deputy Secretary-Genaral of the Guangzhou Asian Games Organizing Committee, Vice Mayor Xu Ruisheng of Guangzhou City, China’s first ever Olympic champion Xu Haifeng, a former national volleyball coach Lang ping and Ding Wu hao, President and Executive Director, handing torch and lighting the flame of’one degree more for love”.361°winded the horn of preparing the Asian Games officially.

Associate the China garment association

Meanwhile, as the only senior sports apparel partners of Guangzhou 2010 Asian Games, as well as the official global sponsor of the Olympic Council of Asia, putting the design, development, production and logistics in higher requirement. We associate China National Garment Association and one of the most famous sportswear design teams-United States KDU team to create 42 professional game equipment, and provide a high quality and high added-value series equipment for the Asian Games torch bearer, volunteers, officials and referees with the organizing committee of the Asian.

Receation basketball

“Receation basketball” is a great creation for CCTV, but it is just one piece of its sports marketing for 361°. Organized by CCTV on recreational basektball program to let more people know and understand 361°, letting young people exercise and gain happiness at the same time. This program recieved the support of the majority of Chinese youth and achived very good results.

STRATEGY ANALYSIS OF 361°'S SPORTS MARKETING

Culture matchmaker - 361°'s "precursor gold"

Using the Asian Games' resources is an equity sponsors, but leveraging the sporting spirit, relying Asian Games atmosphere for marketing, but it is a policy that all businesses can use, which led to the Battle of Asian Games Marketing exceptionally wonderful and intense. But for businesses, it takes more consideration fit between the enterprise and Asian Games. Both themes fit easily accomplished.^[8] Cultural and Theme double fit can make 361°'s process more and more smoothly.

Brand supremacy - create professional game equipment.

How to use this advantage has naturally become a top priority for 361°. Compared with other marketing methods, sports marketing is favored by consumers and business owners by its unique nonprofit, interactive and cost-effective advantages. With Asian marketing, 361° set "China famous trademark", "China famous brand products", "Chinese quality inspection-free product", "China top 500 brands" honors all in one, its sales performance is in the national's leading and sport footwear market share is among the best products for many years in the country.

Great achievements - 361° sports equipment Asian marketing creates a classic

Admittedly, the success of the performance of Asian marketing creative and marketing purposes, but the method of testing the effectiveness of Asian Games marketing is the data. The good news is that nearly 40% of the public can identify 361° as the Asian Games' sponsor, and the recognition rate in Beijing, Shanghai and Guangzhou is up to 50%. Compared with other well-known large companies nearly 20% recognition rate, the achievement of 361° is quite prominent.

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