

Contemporary Sports Product and Making a Brand

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Abstract

The objective of this study represents the sports branding, while the main goal will be directional to explaining the contemporary sports product and making a brand. The main tasks of this study are, the first discussing the sports branding nowadays and newly created sports products as well as drawing attention to the specific nature of the branding of sports products as a separate field of branding in general. During making of this study, the authors used descriptive method with consulting of competent literature. The previous authors' experience in this field was also so useful. Moreover, the author used the analytic method and parallel method that is the most productive if you make some inferences about some appearance. From the reason sport branding did not develop separately, it is the fact that it represents an integral part of the overall branding procedure; however, sport branding has some specialty in relation to other areas, mostly due to the reason, sport industry has much more unpredictable nature than most of other industries. This study made general retrospection of common characteristics and differences among sports branding and branding in general that might be relevant for many researchers in this area. Sports branding is developing rapidly around the world, the dominant example of this development is most evident in the "sports industry" in the United States. However, the sport

branding is not at the expectable level in Montenegro, and working on recognizing Montenegrin contemporary sports product and making a brand must be more prominent nowadays.

Keywords advertising · sport · branding

Introduction

Modern sports product, according to Kotler (2000), represents, above all, everything what can meet the needs and demand of the market, but we also offer the market for attention, acquisition, use, and use of, while, according to the same author, sports products can be physical objects, then services, people, places, organizations, and ideas (Bjelica, Gardasevic, Vasiljevic, & Popovic, 2015; Bjelica & Popovic, 2016). Unusual nature of the sport increasingly separates the "industry of sports" from traditional industry, and the attraction of sports products, thus becoming a unique challenge for most marketers. They, when advertising sports products promote, generally three essential elements, primarily a competition between two sports entity which is manifested on the ground such as, in this particular example the widely famous football encounters between players of Red Star and Partizan, Inter and Milan, and similar rivals, then a pleasant feeling that consumers can get while using sports products such as, in this particular example, ticket sales for the final encounter "Davis Cup" between Serbia and France and promoting a sense of belonging to the State which will be the champion of the world in tennis, but also certain benefits that are obtained during the use of the recreational products such as, in this particular example the advertising messages that

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promote athletic prop who facilitates potential consumers daily morning exercise (Kokovic, 2004). Although the competition between the two sports subject is largely outside the control of the marketers, since they cannot affect the developments that are taking place on the ground, a pleasant feeling that consumers can get while using sports products and certain benefits that are obtained during the use of the same are located, exclusively under the control of the marketers and, for this reason represent an area in which the foundations of their advertising activities are.

Contemporary Sports Product

Modern sports products, according to leading world authors, when it comes to sports marketing such as Mullin, Hardy, Sutton, Pitts and Stotlar, have become an unusual challenge for marketers, precisely because of its atypical characteristics such as, above all, of diversity and transience (Pedersen, 2007).

Impalpability of sports products is reflected in the fact that consumers are not able to assess the quality of the product unless they buy it, that is the particular example worth noting that there is always a certain amount of uncertainty when you go to a basketball game that Podgorica "Future" game "Adriatic League NLB", since no one can answer in advance whether the game will fulfill the expectations of the audience or not. This example is directly linked with the following feature sports products, which is reflected in utilization, whereas sports product is used at the same time and distribute, and consumers must attend the sports event in order to be able to judge its quality. Simultaneity of is not a feature that applies to products in the traditional industries, already characterized, exclusively manufactured in the "industry of sport" where enables sports entities to through, but the appeal of the sport to find a link between commercial providers and consumers.

Diversity, the following characteristics are reflected in the fact that the sports products are constantly changing and that is reflected on the observation of consumers that is, therefore, also subject to changes over time. There are many factors that make a variety of sports products such as, for example, injuries to players, then adverse weather conditions, particularly in situations where specific sports activities held in open spaces, attractive structure of the sports facilities, sports performance, but a number of other similar factors in different situations could change sports products. Along with the changes that occur when the sports products,

already referred to, and the perception of the consumer becomes variable, and it is worth to point out that this is precisely the main reason marketers are choosing different strategies of advertising which, depending on the above mentioned changes, communicate with customers and persuade them to opt for shopping, just their products.

The last feature of sports products presents their transience that is reflected in the fact that the sports products are used at the same time when both were produced, so that they do not have its expiry date and cannot be stored as products that appear in traditional industries. Their transience is of invaluable importance for sports entities, since this characteristic of sports products efficiently affects the consumer's experience and, in this particular example is very important that consumers do not carry the bad experience with certain football games, because, in this case a very difficult to return to the same place and, by disable marketers to link the interests of donors of advertising with them.

In addition to the already mentioned, there are still a number of differences between the recreational products and products from traditional industries. First of all, it is evident that the sports products differ in the fact that demand for them is very hesitant, well, often going on to one and the same sports product government interest in one period, while in the next period that interest is becoming almost meaningless. Another difference that should be mentioned is reflected in the fact that the sports products, mainly used in public and, consequently, the consumer satisfaction under great influence of different social effects. Thus, often, subjective feelings that occur at the consumer during use of the recreational products are dependent on and of other pleasures that are not directly related with sports product, so it is very difficult to determine an adequate level of pleasure that sports products cause to consumers. However, in traditional industries, the pleasure caused by using products far less impact on the sentiment of consumers, so that there is not enough space for social influences such as the case with sports products. Unlike products in traditional industries, inconsistency and unpredictability of sports products are acceptable categories, even these characteristics of sports products, just those that attract a large number of potential consumers since it represents a central role in ensuring the pleasant feelings related to sporting events.

Out of all the above-mentioned when sports products in question, it is clear that organizations that

are oriented toward advertising in sports must, in addition to worries about the sport product, take into account and on the motives of consumers who will buy their product. However, when the usage of one of the same product is the individual thing, it should be emphasized that consumers opt to buy products for a variety of reasons, and these reasons can vary significantly. Therefore, marketers must focus their strategies on consumer satisfaction and on their identification with sports subject, as consumers opt to buy certain products, solely from the desire to satisfy their needs, so products must serve some purpose for consumers and must offer them a certain advantage so they decide to buy them. The decision of consumers to buy certain products is affected by a number of factors that will be processed in more detail in the next section, whereas marketers bound to better familiarize themselves with the behavior of consumers in order to be able to follow the modern trends and devise the most effective advertising strategies.

Making a Brand

In formulating effective advertising campaigns, marketers should develop an adequate strategy that would allow sports entities to generate through advertising brand or strengthen an already created. However, before proceed with these activities marketers must be clear with what is the brand.

Given that the brand is a term that does not date back to the distant past, contemporary authors have yet to fully agree when his definition of it, therefore, can meet different definitions in the current literature. However, the most commonly used definition belongs to Aaker (1991), which is defined by brand name, term, design, symbol, or other feature that identifies one product organization and distinguishes it from other organizations. However, there are a number of definitions of this notion very present in the lives of modern consumers. Among other things, according to Schultz and Barnes (1999), the brand is more than a name, term, sign, symbol or any other characteristics, he represents the relationship between the consumer and the brand. This relationship is not only important for the organization, but he has special meaning for consumers which helps to occupy the place in society. While, according to Jobber (2004), the creation of the brand is the process by which organizations are able to differentiate your products from the competition. With regard to the modern markets can buy a large number of similar products, according to the same author, the most important

thing is to be different from the competition and create something that consumers will want to gift their confidence. All in all, the brand is a protected brand that has its own identity is expressed in the title, slogan that accompanies it, design a solution and an advertising strategy and, consequently, the brand guarantees a certain quality, as well as the emotions that occur during use of the product.

The decisive moment when the emergence of the contemporary brand, occurred when the Philip Morris decided to buy an organization for the production of food and beverages "Kraft" to 12.9 billion US dollars (Popovic, 2011), which represented six times more value than this organization, really worth at that point. Philip Morris in that moment knew why pay such higher price, and today we all know that the difference in price to cover the cost of purchasing protective name "Kraft" and this business move represented a spectacular innovation in the commercial world, because from this moment on advertising activities have become much more than just a sales strategy, they started to represent an investment in a firm and powerful brand. Most authors agree with the idea that the contemporary brand created side-by-side with the specified business move Philip Morris, but there are also those that bind appearance of brand to the prehistory and the painted drawings in the caves, as well as those who feel that the brand originates from the period in which it was ruled by the Egyptian Pharaohs and appeared side-by-side with the advent of the hieroglyphics. Either way, one thing is certain, of course, the brand used in the modern age is not only attributed to certain characteristics of the quality of a particular product, but is also a means of marketers manage to awaken emotions with consumers.

Creation of the brand is the process by which organizations are able to differentiate its products from competitors by developing and cultivate a specific picture of your product, while consumers, on the other hand, enjoy using products that bear the name of a specific organization that is recognizable to the public. In today's world, it's very easy to notice a large number of successful brands, and most of them are directly related to the sport, since distinctive sports entities are, just those subjects who can most effectively develop and nurture a specific picture of a specific product. In this particular example, it certainly should first sort out the former basketball players Michael Jordan which one of their names created so many recognizable brand that both organizations for the production of sports equipment used his name for certain products in its advertising

campaigns. In recent times, the name of the famous Portuguese football player, Cristiano Ronaldo is so recognizable brand that many organizations that produce how sports and non-sports products, race would not convince this young man to promote their products.

It's worth to note and that marketers should respect while creating brand associations that consumers have to specific organizations, whereas brand stands for all that what consumers think when they hear the name of a specific organization, such as, first and foremost, then quality control, attitude towards the environment, service offered to consumers, as well as any news which is transmitted to the public (Muratovic, Bjelica, & Popovic, 2014). Keller (1998) was able to isolate three types of key associations that consumers have for a particular brand, first of all these are attributes that consumers recognize, then the benefits that they get from products and attitudes that consumers have towards products. According to the same author, attributes are the attributes of a product that is characterized by a specific product and relate to what consumers really think the product is and what it is to what is consumer is included when buying a particular product. In this particular example, the attributes may be characteristics of a new sports facility, features a new model of the soccer footwear, etc. When talking about the benefits that consumers get from the product, they are personal values and refer to the benefits that consumers can have attributes that are not posted. Therefore, use all represent what meets the consumer's motivation for buying. In this particular example, it is common that consumers buy yearly tickets so they can track their favorite team with specific uses. However, these uses vary from consumer to consumer, whereas one owner per year cards wants to watch every game from the same place, while others owned by maps a year wants to get the benefit in the form of no special parking spaces at the stadium, and it happens that the third owners of a map, simply want to sit with certain people and enjoy their company. The last association is represented by attitudes that consumers have for products, and they are, according to Keller (1998), abstract so that it is very difficult to measure. Attitudes of consumers significantly influence the actions and behavior of consumers (Popovic, Matic, Milasinovic, Jaksic & Bjelica, 2015a; Popović et al., 2015b; 2015c; Popovic, 2015d; Popovic, Jaksic, Matic, Bjelica & Maksimovic, 2015e; Popovic & Milasinovic, 2016), since they form the ultimate brand rating. On the specific example of the attitude of what certain people have for the sport depends on

their decision on whether to watch the sport on television or attend a sporting event. Similarly, certain attitudes towards a particular organization for the production of sports equipment will significantly impact on their decision to buy a product, the manufacturer's instructions.

Conclusion

Still, at the end of this paper, in which the author tried to draw attention to contemporary sports product and making a brand, there appears the huge question how to apply this enormous knowledge ideally into the practice, but in parallel to contemporary market rules that are so turbulent and always changed. Anyway, author tried to open this topic and allow all of ones who have the answer on this question to give an answer and develop this growing area as well as to improve the "industry of sport" at large.

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