

Branded

Branding in Sport Business

Edited by
Jason W. Lee

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Preface:

Product Branding in Sport Business

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University of North Florida*

The concept behind this book is to provide a primary resource examining brands that have impacted sport business and used sport business to cultivate brand equity. The book includes 34 chapters written by a variety of authors who provide an insightful analysis of the issues associated with branding.

Effective branding efforts can serve as tremendous assets for companies, and its implementation in sport is prevalent. Brands range from a collection of images that represent products to a variety of symbols associated with products and their producers. Consumers build associations and affinities to these brands based on their collected experiences with goods, services, people, and places.

Brands are the embodiment of the accumulation of all the information connected to companies, people, places, goods, and services. Brand images can include an assortment of aspects, including any range of symbols, color schemes, fonts, logos, and other such imagery. Brand affiliation is also found through the association with catchy slogans, ad campaigns, and other tangible and intangible characteristics. Consider the following examples:

- McDonald's—I'm lovin' it!
- Kellogg's Tony the Tiger
- The image of KFC's Colonel Sanders
- The red and white script text of Coca-Cola
- Names and images of products like Quaker Oats or Apple computers

The images that fill one's mind when reading these examples are brand associations. Further examples highlight the impact of effective branding, such as when a brand name is so closely associated with a product that it largely be-

comes a *de facto* name for the goods or services that are provided in that industry. Visible examples of such are Kleenex (facial tissues), Xerox (photocopying), and Q-tips (cotton swabs). These are just a small sampling of the value and potential impact of branding.

This text identifies both simplicities and complexities in pinpointing the value of branding in the sport industry. The world of sport provides fertile ground for the development and growth of branding opportunities. For example, brands such as Nike and Adidas are industry giants with global appeal. Furthermore, the Nike swoosh is one of the most recognizable symbols in the world.

This text is designed to serve as a stand-alone read or as a supplemental text in the following academic areas:

- Sport business
- Sport marketing
- Sport promotion
- Marketing
- Branding
- Sport finance
- Other peripheral areas

In addition to its academic value, this book may be of potential interest for sport industry professionals or those who read about such matters for enjoyment.

This work, whether read for academic purposes as a collegiate text, as industry reference, or for other interest, is designed to be informative and entertaining while providing a high-quality resource unveiling pertinent issues involved in branding. All of the included profiles identify and examine aspects that offer insight and relevance to branding with sport and in other areas of industry. The profiles provide details about primary issues by exploring general background information, an assortment of particular areas and issues of interest, and a strong analysis of why such subjects provide a valuable learning model. Such analysis enhances this book's value by probing the nuances of the profiled brands.

This text serves as a guide for a journey that explores aspects, opportunities, and associated characteristics of brands impacting the sport industry. It covers industry giants, up-and-coming companies, and more by providing a diverse compilation of brand profiles. The brands have been segmented into categories based on similar attributes and purposes including:

- Apparel and equipment companies;
- Sport properties, leagues, and events;

- Primarily nonsport entities who using sport to enhance brands (such as Home Depot or FedEx);
- Food and beverage providers; and
- Various brands provided in a potpourri assortment, included in Part III.

Additionally, this text will offer insight into questionable and controversial brand associations in the world of sport. A sampling of thought-provoking, real-life situations involving questionable (if not completely inappropriate) associations is profiled as well.

Each chapter is developed to include (1) a *The Line-Up* section, including an overview of the company and the cases being addressed; (2) a basic *Time-line* identifying relevant historical events and providing points of reference regarding significant points of history for the brands; (3) a *The Final Score* component at the conclusion of the profile, which critically examines industry perspectives and implications regarding the profiled brands; (4) the identification of key concepts in the *Post-Game Comments* section; and (5) the opportunity for further practical and theoretical explorations through answering the issues addressed in the *Discussion Questions* (useful for facilitating class discussions). Additionally, *Web Resources** are provided to offer further background information on the brands profiled. Furthermore, a variety of exhibits and appendices are included to add detail to issues of great importance.

Lastly, Carolina Academic Press and I would like to thank Mossy Oak for their subvention toward the printing of the color photos.

*Note in regards to the provided Web Resources:

Please note that while Web Resources are provided throughout this work, with the ever-changing nature of the Web, site URLs may change or be removed at any time. Efforts have been made to be up-to-date, but inevitably changes may occur and it is important that readers and educators be mindful of this. Efforts should be made, when deemed relevant, to check and see if the sites are active and up-to-date. Additionally, readers and educators are also encouraged to explore any relevant areas of update that may pertain to the profiled brands (i.e., industry changes, companies merging, technological innovations) as this will allow the content to discussion to be more thorough and contemporary.