

The Influence of Advertising on Sports Marketing

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Abstract. The development of sports marketing represents the diversified trend of marketing model. Based on the empirical research on Zhifei Sports Education Co., Ltd, a new marketing combination model for sports marketing has been put forward. According to the investigation and analysis, it is found that the sports marketing adopted in China is basically used in big events and sponsored advertisements, and the mode is unitary. According the research results, the new marketing mix of 2P-R-I is used in Zhifei, combined with the new way of advertising. Paying more attention to advertising and sports marketing is suggested. The Chinese enterprises need to explore the value of sports culture, establish risk awareness, enhance marketing creativity and solve the problem of lack of absorbing western culture in sports advertisement.

Introduction

Since the Beijing Olympic Games, the sports industry in China is becoming more and more market-oriented. In 2016, President Xi Jinping proposed that we should expand the scope of sports and bring sports into international cooperation. It makes sports marketing become one of the popular marketing tools. At the same time, with the popularity of sports marketing, many problems have arisen. At present, the understanding and application of sports marketing in China is still shallow. [1] The advertising mode of sports marketing developed relatively late in China according to the existing literature review, especially lacking knowledge in many aspects and experience. [2] Based on these two points, we will discuss and explore the relationship between advertising and sports marketing. In order to discuss the influence of sports marketing in China, we have carried out a series of analyses for the present situation analysis, problem analysis and the empirical research on Zhifei Sports Education Co., Ltd. Finally, suggestions will be given based on the results of the empirical research to help other companies to solve the sports marketing problems in China.

Current Situation and Problems

In China, sports marketing has not been well defined by authority. At present, there are many problems in the application of sports marketing. In most cases, enterprises use the successful cases of foreign countries for reference and adjust the foreign successful experience into their own situation to establish their own marketing system. There are many examples of success, however, the failure is more worth evaluating.

Sports marketing is frequently used in sports game events, enterprise campaign, advertising sponsorship and celebrity endorsement. Through the reference and summary of the marketing methods of foreign enterprises, Chinese enterprises have their own successful experience. However, according to the overall influence of Chinese enterprise and current situations, sports marketing in many companies are basically follow the road of foreign countries. Sports marketing and strategy in China are still at a relatively shallow level so far. The major problems are unitary model, low coherence and low cognition.

In China, the application of sports marketing is not so skilled and all aspects of marketing is single. Simultaneously, China lacks the innovative idea and concept of integrated marketing and it leads to the phenomenon that resources used in sports marketing cannot be utilized. Most business invested in major competitions events and received major sponsorship. [3] It is difficult to find a sponsor with innovative marketing campaign design and effective marketing communication. Finally, the only thing left for the audience is the pure memory of the event, and no deeper cognition of it.

Currently, most sports advertisements in sports marketing are lacking of their own charm and personality. It is the big problem of low coherence. Most companies tend to follow the crowd without any characteristics of their own. Therefore, except some well-known enterprises, other enterprises in the process of sports marketing are without continuity. Some enterprises even deviated from the essence of sports marketing and became a kind of promotion. Innovation is one of the most important features for sports marketing, however, the low coherence means loss of creativity.

The employees in Chinese companies who work for the sports marketing are not well-qualified and with lower education, therefore, most of the small and medium-sized enterprises lack correct understanding of sports marketing. [4] At the same time, the understanding of advertising is also not deep enough. As a result, some decision-making errors have been made, and finally the publicity effect and marketing strategy are not satisfactory because of the low cognition. For example, many companies lack the common sense of using sports stars to do market campaign which will lose the star effects on advertising.

The Empirical Research on Zhifei Sports Education Co., Ltd

Company Background

Zhifei Sports Education Co., Ltd. Founded in 2014 is engaged in sports education training, sports project management, sporting goods and sports equipment sales and other sports related projects. It develops and grows mainly through sponsoring sports education activities and promoting the sponsorship of sporting goods. This article mainly analyzes and discusses the sports marketing of Zhifei's products and service.

Service Operating

At present, there still are many development opportunities for sports marketing in China. Zhifei Sports Education Co., Ltd. mainly focused on domestic market development. Zhifei actively supports education in various fields and participate in many social public welfare activities to develop the public's awareness. [5] In 2016, Zhifei made a training program for sports colleges and used their own innovative techniques to create student competition equipment. What's more, Zhifei carried out many offline activities, including the selection of university athletes, photography contest, costume design and so on. Finally, it also created a good corporate image successfully.

Operation Result Analysis

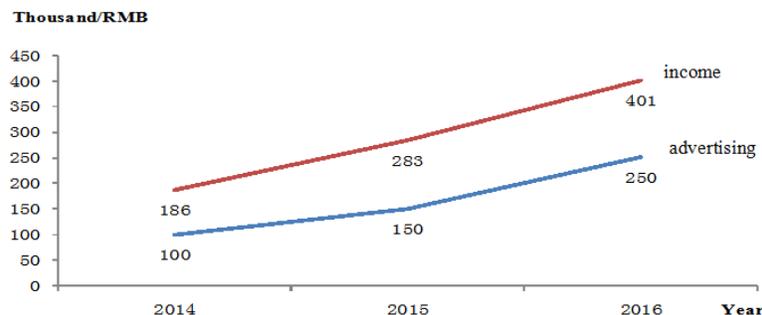


Figure 1. Capital Input and Income Statement.

According to Zhifei's advertising investment and earnings from 2014 to 2016 (Figure 1), it has continuously increased its investment in advertising in the past three years. It is obvious to find a substantial increase in the company. Thus it can be seen that advertising has a great influence on sports marketing. Ensuring advertising inputs can lead to better revenue levels. Therefore, enterprises should focus on how to use advertising to adjust their sports marketing strategy. Consequently, it can improve brand awareness and achieve higher returns.

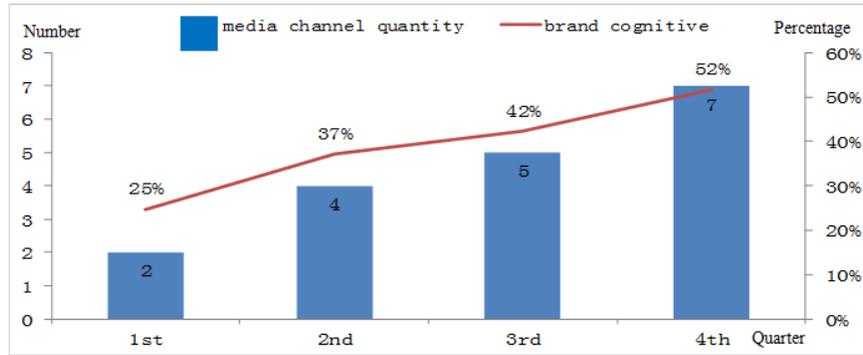


Figure 2. Media Channels Quantity and Brand Cognitive.

Zhifei added media channels in 2016. It was from the original newspaper, leaflets, and gradually expanded to the forum, paste it, micro-blog and other network promotion methods. It had also invested in town square propaganda screens to advertise its own brand. It can see in Figure 2, the increase in the number of media channels brings about increased brand cognitive. In 2016, Zhifei publicized its public welfare activities on various platforms and mobilized the public to participate in the activities so as to gain brand cognitive.

Effect Summary

Zhifei initially adopted the marketing mix of 4P. [6] Zhifei used 4P theory to carry out product segmentation and market segmentation in 2014-2015 years. For different goals and different consumer groups, Zhifei classified the products and provided them in different areas. In addition, different pricing strategies are adopted in terms of price. Sponsorship is adopted in terms of promotion. [7] And channels were less used. In 2016, Zhifei broadened its products and organized various campus activities and summer camp activities in order to achieve the purpose of brand promotion and sales of products.

As we can see, Zhifei's active advertising, such as campus commonweal activities, campus experience courses and summer camp, is the best advertisement for enterprise products. And a new mode of sports marketing combination can be obtained through combination and arrangement. It is called 2P-R-I, combining product and promote in 4P, relevancy in 4R and interaction in 4I.

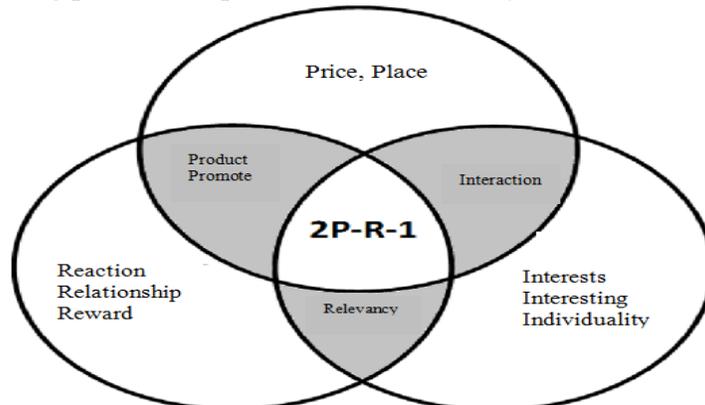


Figure 3. 2P-R-I.

Suggestion

Through the analysis of the above and the current situation, it is clear that advertising has a close influence on the development and application of sports marketing in our country. Our country should strengthen the use of sports marketing, and strive for breakthroughs in this competitive environment. And in view of the future development trend of sports marketing in China, the following suggestions are made.

Explore New Mode

A successful sports marketing advertisement should analyze sports culture, enterprise culture and social culture on basis of target consumers. At the same time, it is necessary to strengthen the inner link between brand and sports and enhance consumer brand loyalty. Finally, it will form a new sports marketing mode according to its own enterprise characteristics. Take 2P-R-I for example, it is a whole new model, which changes and restructures sports marketing mix according to the different needs of their own enterprises. [8] And then, sports advertising should move the target consumers, and establish loyalty and emotion to the brand. What's more, social culture is also an important factor affecting sports advertising. Advertising planners must understand the social culture in which they live. Only by knowing their preferences can we achieve the goal of beautifying the corporate social image and increasing brand loyalty and emotion.

Long-term Plan

Enterprises use sports marketing to operate, not only for short-term speculation, but to attract consumers for long-term purchase. Only in this way can the core culture of the brand be communicated to the consumers. [9] And the most important thing is to make the brand known to consumers. Enterprises in the use of sports marketing should have long-term planning. It would be great to choose large sports events into the marketing strategy, and advance a few years layout. The product can be upgraded to a level, and its brand can be established to lay the foundation for advertising creativity.

Enhance Celebrity Endorsement Awareness

In any marketing model, advertising cannot be separated from advertising. And stars are also an important part of advertising. In sports marketing, sports stars are often the preferred choice of enterprises. [10] With the excellent performance of the athletes in each Olympic Games, the eyes of the big enterprises will be focused on the sports stars. Therefore, it should be noted that, in the choice of sports stars, we should consider whether or not consistent with our own enterprises. In other words, not all of the sports star can do publicity and promotion of a product. [11] The personal image of the star, the connection between the field and the enterprise, and the popularity of the star itself are the factors that make the choice of the enterprise.

Conclusion

Advertising for sports marketing has been in a core position, is an integral part of enterprise sports marketing. And sports marketing ads are the core elements of the concept of sports marketing activities. Looking at the overall situation of China's enterprises and the development of sports industry, most of the enterprises in the sports marketing basically follow the foreign road. So far, China's sports marketing and strategy are still in a relatively shallow level. The application of sports marketing in China is not so skillful, the strategy is simple and the model is single. It is low coherence, low awareness, lack of risk awareness and lack of creativity. Therefore, in order to further develop sports marketing in China. Enterprises need long-term planning and strategic objectives. At the same time, it is necessary to strengthen the exploration and innovation of the new mode of sports marketing. And showing the intrinsic link between culture and brand in the sports advertising. For Zhifei, it makes good use of the marketing mix strategy to create its own 2P-R-I model. On the whole, the

advertising industry and sports marketing are in rapid development, but China's involvement in sports marketing is short and inexperienced. According to the situation, domestic enterprises need to learn some international sports marketing experience and ideas, update their operational capabilities, and update advertising creative constantly. Only in this way can we provide consumers with more new and innovative advertising and sports marketing models.

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