

THE USE OF MARKETING IN THE PROMOTION OF A SPORT: CASE OF KURASH

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Annotation. *Over the past three decades, sports marketing has not only differentiated itself as a unique form of marketing but has also emerged as its own field of study. This article considers the essence of sports marketing, including sports advertising, sponsorship, media, and other elements employed to enhance the sport's recognition and popularity. The discussion extends to what Kurash sports organizations should undertake to craft innovative marketing campaigns with the intent of bolstering the appeal of less mainstream sports. In conclusion, the article highlights those components of sports marketing, such as sports media, advertising, influential athletes, and sponsorship, have the potential to draw audiences to lesser-known sports like Kurash.*

Keywords: *sports marketing, sports advertising, sports sponsorship, star athletes, sports media, less popular sports, Kurash, Kurash sports organizations.*

INTRODUCTION

Sports is growing as a huge part of entertainment around the world, so it's no wonder that the sports business continues to grow every year. There have been so many impressive sports marketing campaigns that have created indelible moments with fans worldwide and attracted more fans to the athlete, the team, and the sport than before. In sports, marketing is often used to promote individual sporting events and regular-season games and connect brands with fans. If it is done well, sports marketers at teams, leagues, associations, and consumer brands can capture the attention of sports fans and potential sponsors and expand their reach to new audiences.

I. The concept of Sports Marketing

Sports marketing as a concept has established itself as a branch of marketing over the past few decades. Kaser and Oelkers (2005) define sports marketing as "using sports to market products". It is a specific application of marketing principles and processes to sports products and to the marketing of non-sports products through association with sports.

II. Elements used in marketing to increase the notoriety and popularity of a sport

Sports marketing can be used to increase fan's interest, sports participation, and the consumption of sports-related products (Ratten, 2016). The elements of the sports promotion mix include advertising, sponsorship, public relations, personal selling, and sales promotion (Shank and Lyberger, 2015). Hopwood (2007, p. 213) has used the term "sports integrated marketing communications mix" to describe the traditional promotion mix. She has proposed that this mix is broad enough to include elements

other than the traditionally known ones to cope with the features of the sports products.

1. Sports advertising

Advertising can help to develop the attraction of audiences towards sports (Funk, 2008). Advertising is used to tell, convince, and remind consumers about certain products (Kotler and Armstrong, 2016). One of the issues that has been observed from RIO Olympics 2016 is that companies prefer sports as a channel for advertising because audiences follow the games live and there is little chance of missing the advertisements (Plutsky, 2016). Using sports as channels to advertise can help to create good responses towards advertisements because of the glamor of the games (Pyun and James, 2011). Kim et al. (2013) have recommended marketers make advertisements that emphasize patriotic values during sports events such as the Olympic Games because patriotic advertisements result in creating good reactions toward the advertised brand.

2. Star athlete

Hyman and Sierra (2010) have used the word "celebrities". Hoegele et al. (2014) have used the word "superstars". Liu and Brock (2011) have used several words in the same paper such as popular athletes and sports stars. In this research, the researchers have chosen to use the words "star athlete" for the purposes of differentiation and specification. Hoegele et al. (2014) have defined a star athlete as a player who excels in his/her performance and has an outstanding popularity. The researchers want to add the code of ethics to this definition. It is important that a star athlete has good manners and keeps the code of ethics of sports). Star athletes are able to attract new fans towards

their teams and protect existing fans from being lost to other competing teams (Hoegel et al., 2014b). Star athletes can be used as endorsers to promote the products of sponsors and attract consumers (Liu and Brock, 2011). In a similar way, star athletes can be used as endorsers of the sports themselves, especially less popular sports, to attract audiences.

3. Sports sponsorship

Sports sponsorship is an element of the promotion mix where an exchange exists between a sponsor and a sports entity (athlete, league, team or event) for the benefit of both sides (Shank and Lyberger, 2015). It goes in accordance with the theory of social exchange which states that individuals are inclined to build relationships where benefits are exchanged (Inoue et al., 2016). Sports catch greatly the attention of sponsors because they can reach audiences all over the world and affect their attitudes (Plewa and Quester, 2011). From the researchers' point of view, supporting less popular sports can be one of the forms that links corporate social responsibility with sports sponsorship. Companies are trying to discover new sponsorship opportunities to avoid the crowd of sponsoring popular sports (Shank and Lyberger, 2015). Therefore, sponsoring less popular sports can be a new opportunity for them to exploit. Sponsoring less popular sports can offer sponsors advantages such as avoiding the crowd of sponsorship, cost savings and the flexibility of the sports entity (Greenhalgh and Greenwell, 2013). Red Bull has sponsored action sports to be known among audiences (Kunz et al., 2016). Marketers can offer attractive sponsorship proposals that motivate companies to sponsor less popular sports (Miloch and Lambrecht, 2006).

4. Sports media

Television (TV), radio, the Internet and newspapers are considered as the most important outlets of mass media because they are accessed by a large number of people all over the world (Funk, 2008). Media coverage means the amount of attention given by media to shed light on a certain issue (Shank and Lyberger, 2015). The newspapers coverage of the American and Canadian men's ice hockey teams, competing in the 2010 Winter Olympic Games, are more than that of the women's teams (Vincent and Crossman, 2012). When TV media coverage is little or absent, social media can be used to promote sports where fans can control the content (Vann et al., 2015).

III. CASE OF KURASH

Kurash sports organizations need to hire professional marketers to design creative marketing campaigns to increase attraction towards less popular sports. When marketers design sports advertisements, they can depend on ideas that show how less popular sports refresh one's life and increase family ties. Marketers can highlight the achievements of Kurash national teams when they design marketing campaigns. Marketers can depend on star athletes to attract audiences towards the Kurash sports. Marketers need to choose star athletes whose manners are highly regarded by audiences to appear in the Kurash sports advertisements. High ranking positions in the country can direct different media outlets, especially state media, make programs about the Kurash sports and increase his amount of coverage allocated in the news. Light can be shed on children and young people who are participating in Kurash sports. Kurash Sports organizations can convince sponsors to support the Kurash sports as doing part of their corporate social responsibilities. Sponsoring Kurash can be a new opportunity for companies to exploit, to save costs and avoid the crowd of sponsoring popular sports. Supporting Kurash sports needs to be a top-down strategy adopted by different countries in order to guarantee the sustainability of supporting it.

CONCLUSION

In conclusion, the elements of sports marketing that can help attract audiences to less popular sports like Kurash include sports media, sports advertising, star athletes, and sports sponsorship.

Audiences can be drawn to less popular sports when the right marketing tools are employed. The performance of national teams in less popular sports can serve as a catalyst to pique interest. Spotlighting well-behaved athletes in these sports can provide audiences with alternative role models, distinct from the occasional altercations seen among football players. Companies that support less popular sports often garner appreciation for fulfilling their societal roles. Audiences tend to appreciate advertisements and media programs focused on less popular sports, as they broaden their understanding of these disciplines. Emphasizing the involvement of children and young people in these sports can potentially influence future generations' perceptions and behaviors toward them.

Аннотация. Спортивный маркетинг за последние три десятилетия утвердил себя не только как особенную форму маркетинга, но и как отдельную область исследований. Данная статья изучает суть спортивного маркетинга, включая спортивную рекламу, спонсорство, медиа, и другие элементы, применяемые для усиления узнаваемости и популярности спорта. Обсуждается, что спортивным организациям Кураш следует предпринять для создания инновационных маркетинговых кампаний с целью увеличения привлекательности менее известных видов спорта. В заключении подчеркивается, что такие элементы спортивного маркетинга как спортивные СМИ, реклама, известные спортсмены и спонсорство могут привлекать зрителей к менее популярным видам спорта, например, к Курашу.

Ключевые слова: спортивный маркетинг, спортивная реклама, спортивное спонсорство, звездные спортсмены, спортивные СМИ, менее известные виды спорта, Кураш, спортивные организации Кураш.

Annotatsiya. So'nggi o'ttiz yil ichida sport marketingi nafaqat marketingning o'ziga xos shakli, balki mustaqil tadqiqot mavzusi sifatida ham o'zini namoyon qildi. Ushbu maqolada sportda marketing, reklama, homiylik, ommaviy axborot vositalari, shuningdek sportning shuhrati va mashhurligini oshirish uchun marketingda ishlatiladigan elementlarning mohiyati tahlil qilingan. Bundan tashqari, unda ommaviylik darajasi past bo'lgan sport turlarining jozibadorligini oshirishga qaratilgan kreativ marketing kampaniyalarini ishlab chiqish uchun Kurash sport tashkilotlari tomonidan nimalar qilinishi kerakligi muhokama qilinadi. Xulosada, kurash kabi tomoshabinlarni kamroq ommalashgan sport turlariga jalb qilishga yordam beradigan sport marketingi elementlari sifatida: sport ommaviy axborot vositalari, reklama, yulduz sportchilar va sportdagi homiylik ko'rsatilgan.

Kalit so'zlar: sport marketingi, sport reklamasi, sport homiyligi, yulduzli sportchilar, sport ommaviy axborot vositalari, kamroq darajada.

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