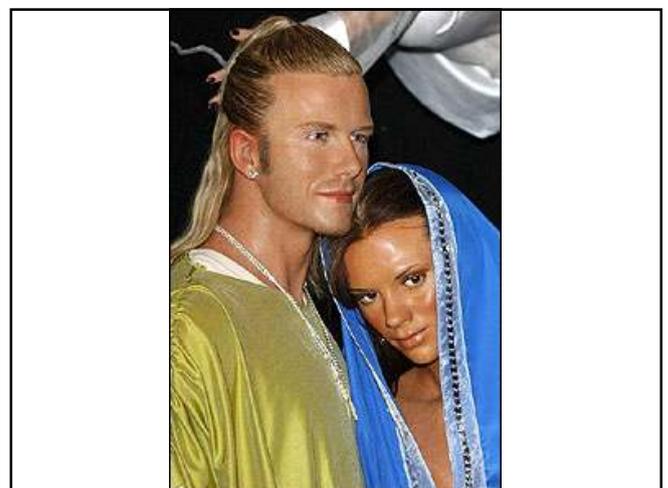
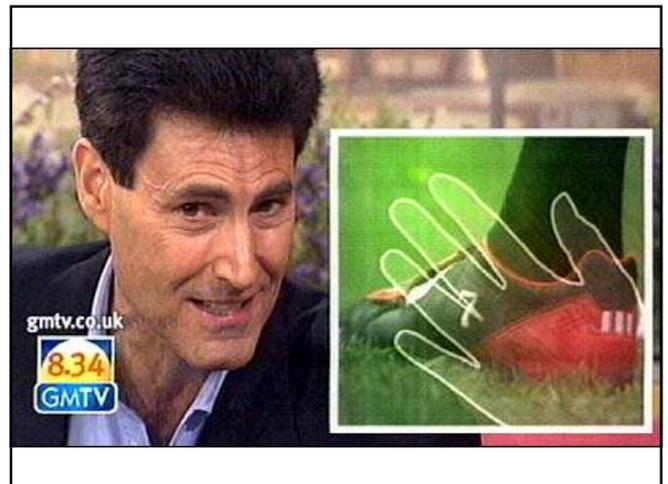
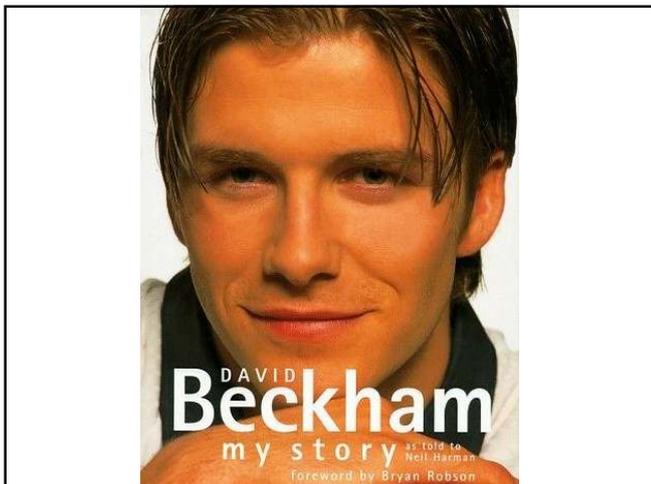


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How to build a sport celebrity brand?

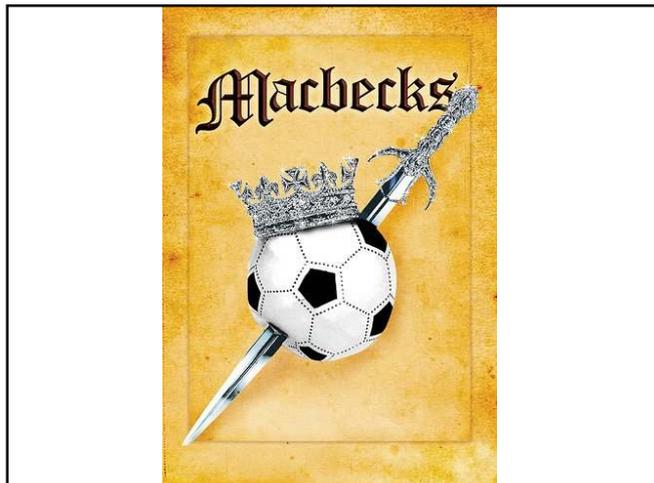
DB

- Maybe David Beckham is not the finest player but he is definitely the biggest brand
- You know many things about him, even if you don't like him too much



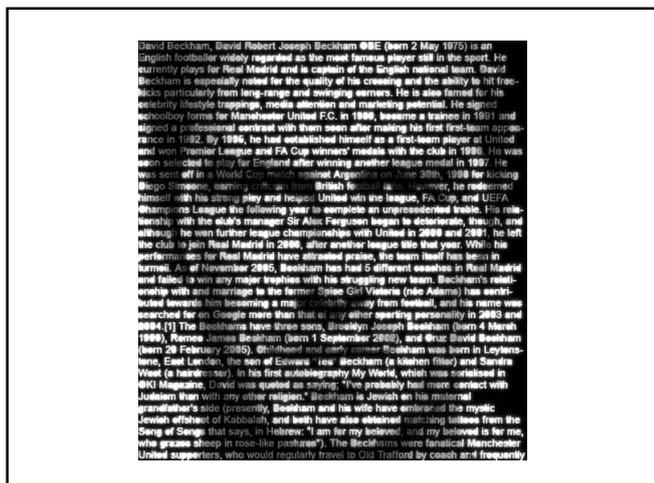
Árpád Papp-Váry

How to build a sport celebrity brand?



Much more than a footballer

- His face on a cover can sell copies of a style magazine
- His endorsements will sell many things from football boots to hair products
- His presence in a place will arouse enormous interest among people of any age, race or gender.



The key dimension of Beckham's life

PUBLIC PERSON

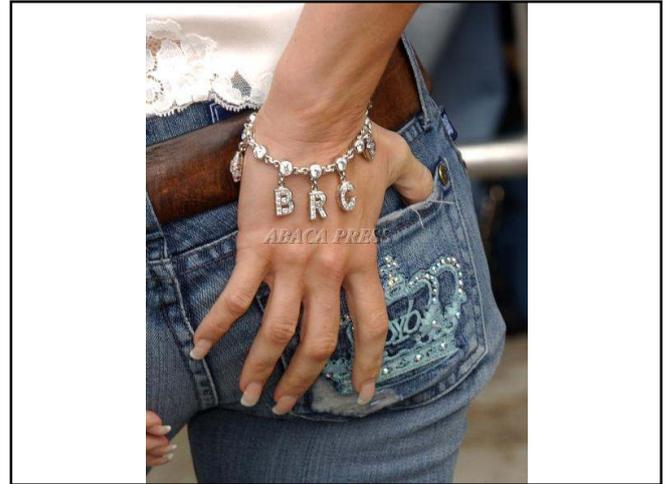
- Footballer
- Celebrity
- Fashion icon

PRIVATE MAN

- Husband
- Father
- Son



Based on Andy Milligan's "Brand it like Beckham" and Árpád Papp-Váry's "Mágikus márkázás"



Why and how?

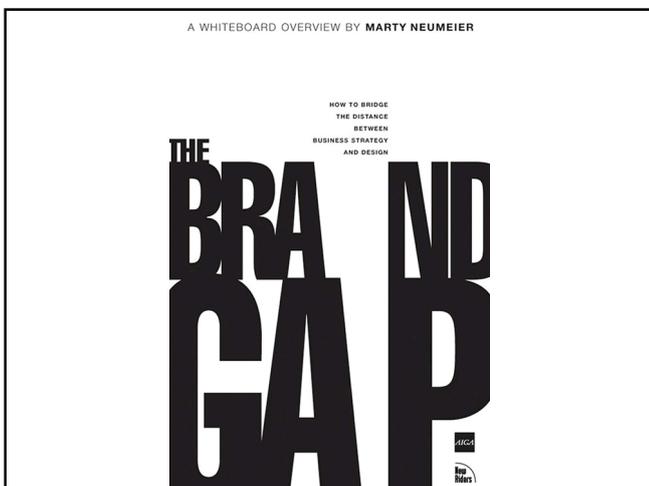
- Why he? Why David Beckham become the first global football icon?
- What factors have influence on the Beckham brand?
- What is the real product in case of Brand Beckham?
- With which brands did/does he have sponsorship deals, product endorsements?
- What is going to happen with the brand when he finishes to play football?

Theoretical background

- Not many years ago, we thought of brands only as consumer goods that you could buy in packets from supermarkets
- Now we are beginning to be more comfortable with the idea that companies, charities, services, people and countries can be brands too.

What is not a brand?

- A brand is not a logo (LOGOS is Greek for word)
- A brand is not a corporate identity system
- A brand is not a product



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How to build a sport celebrity brand?

So what is a brand?

- A brand is a person's gut feeling about a product, service or company.
- GUT FEELING: we are all emotional, intuitive beings
- A PERSON'S gut feeling: a brand is defined by individuals

With other words

„A brand is a collection of perceptions in the mind of the consumer.”
(buildingbrands.com)

Or

„A brand is a symbol that guarantees a particular experience”
(A cup of coffee that you will enjoy,
Pleasant surroundings where you can relax)
(Andy Milligan)

Or

„Products are made in the factory,
Brands are made in the mind”

Factors that influence the perceptions of a brand



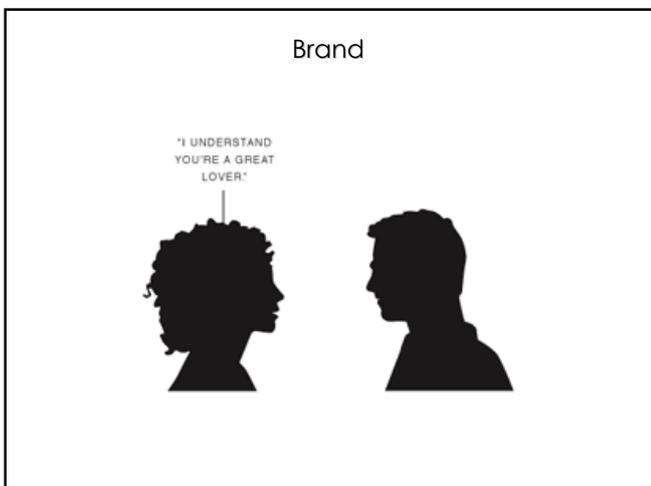
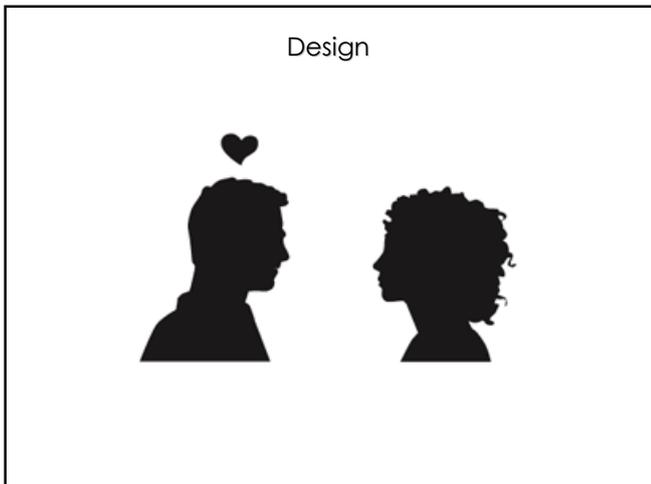
Source: Interbrand

Marketing



Árpád Papp-Váry

How to build a sport celebrity brand?





The origin of „branding”

- Heated irons pressed into cows



The modern branding

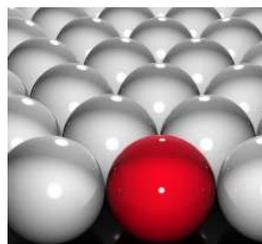


Fanatic brand lovers



Branding in business

- Communicating the qualities that make this product different than that product
- The management of differences, not as they exist on data sheets, but as they exist in the minds of the people



What does the brand stand for?

APPLE

- Not about making computers
- But about liberating human creativity
- „The best computers for creative people”
- Young and challenging

DISNEY

- Not about making cartoons
- But about creating magic for kids of all ages

The six elements of brand building

1. Definition of what the brand stands for
2. Creation of the brand's visual and verbal style (logo, imagery, language)
3. Delivery of the brand through the product or service and customer experience as a whole
4. Management of the brand's return on investment
5. Identification of new opportunities, ventures and initiatives for the brand
6. Protection of intellectual property

The marketing machine

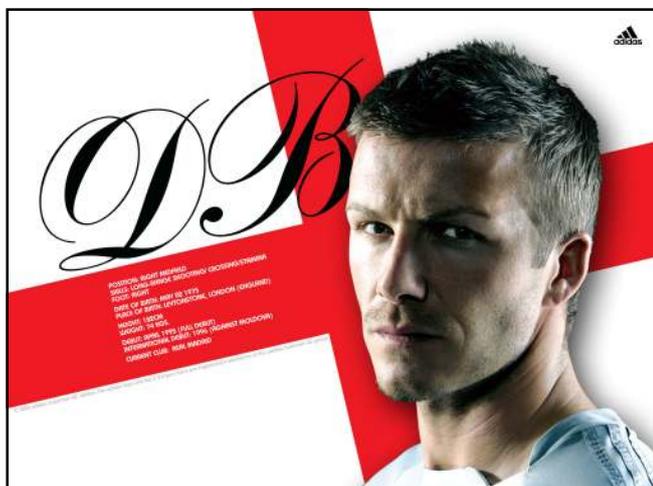
- Beckham is a commercial property, and his image is carefully managed by a team of people who are committed to making him one of the world's most valuable individuals.

Beckham is a brand with

- A purpose
- Core values
- And an identity
- All of which have been thought about and refined to achieve the maximum commercial effect

The product

- All great and enduring brands have at their heart a great product, one that is capable of developing over time.
- To be a great brand, you have to have a great product in the first place
- Not necessarily a better product, but something that is different
- That you are dedicated to
- And that you constantly strive to improve

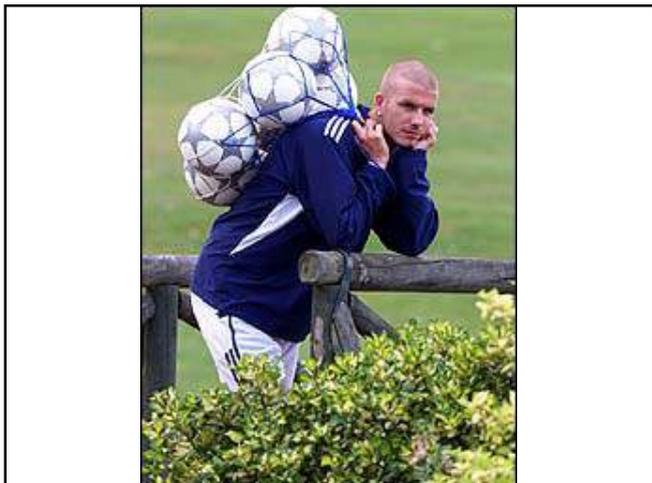


Key value

- DEDICATION
- Commitment
 - Determination
 - Loyalty
 - Hard working
 - Professional
 - Relentless

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How to build a sport celebrity brand?



The vision

- Dad supported Man Utd and would often buy his son shirts and merchandise bearing the Red Devils' logo
- United fan as long as he could remember
- „All the other lads just wanted to go out drinking cider and doing whatever. I was at home watching Match of the Day on Saturday nights. I've always been focused on my football”
- Beckham loves to play football and wants to be the best he can

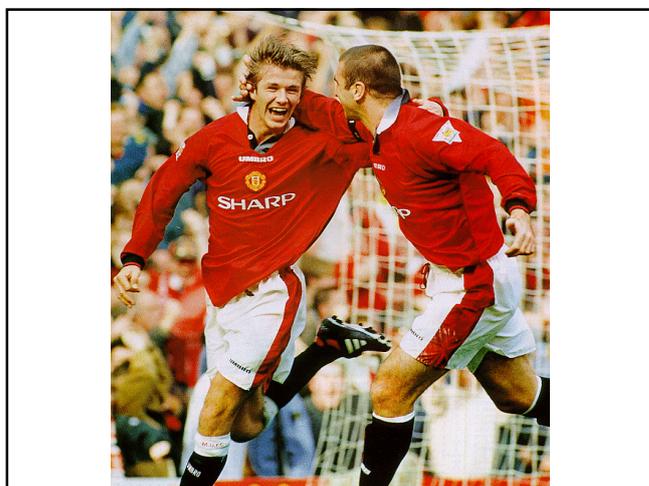
Early years

- Met Bobby Charlton at a training session when he was just 11
- Signed contract at the age of 14
- Signed as a trainee when 16
- Was not a teenage wonderkind
- League debut when he was 20



<http://www.youtube.com/watch?v=s2KTKGhSasY&feature=related>

<http://www.youtube.com/watch?v=KqS9hi4-PU>



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How to build a sport celebrity brand?



Right time, right place

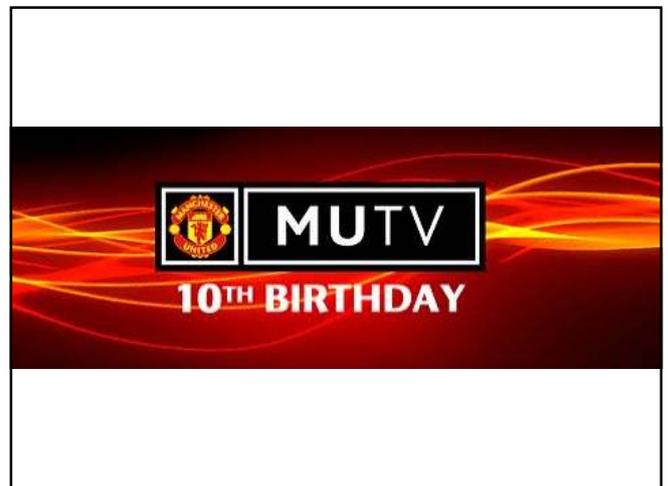
- Emerged when football has become a mass-consumption product
- Available globally 24 hours a day
- Through every means of communications from digital TV to mobile phones
- And when the English Premier League has become the most popular weekly football attraction in the world

Right time, right place

- FIFA's decision to promote the game globally by ensuring the World Cup would be held in the US and Asia for the first time
- Rule changes introduced by FIFA to encourage a more attacking and attractive game
- The establishment of the European Champions League
- The rise of cable and satellite television
- The emergence and rapid convergence of new communications technologies
- The rise of new generation of supporters, especially women

Right time, right place

- In England the implementation of all-seater, family-friendly stadiums
- Between 1992 and 2002 attendance at English premier league stadiums increased by over 60 percent
- Global TV audiences rocketed
- In 150 countries with a weekly audience of around 450 million
- United has more supporters in Asia than in UK and Ireland
- Man Utd's philosophy: „We might win 1-0 and it would not be attractive. The public have not come to watch this! They want to be entertained – that's what it is all about.” Sir Matt Busby



Based on Andy Milligan's "Brand it like Beckham" and Árpád Papp-Váry's "Mágikus márkázás"

Árpád Papp-Váry

How to build a sport celebrity brand?

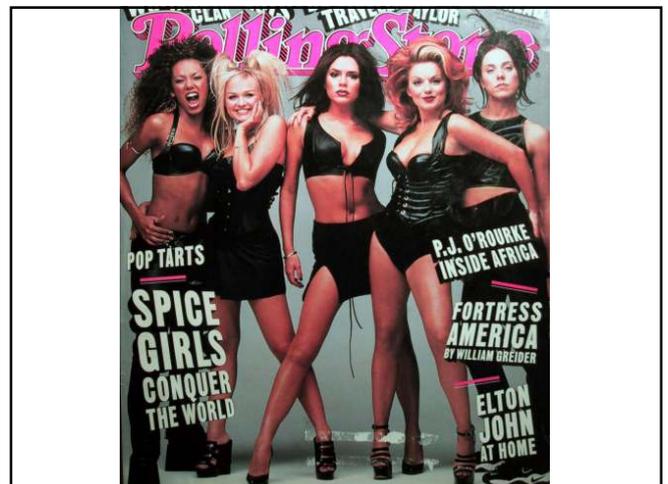


Brand identity - Names

- David Beckham
- Beckham
- Becks
- DB
- Ordinairness
- Down-to-earth

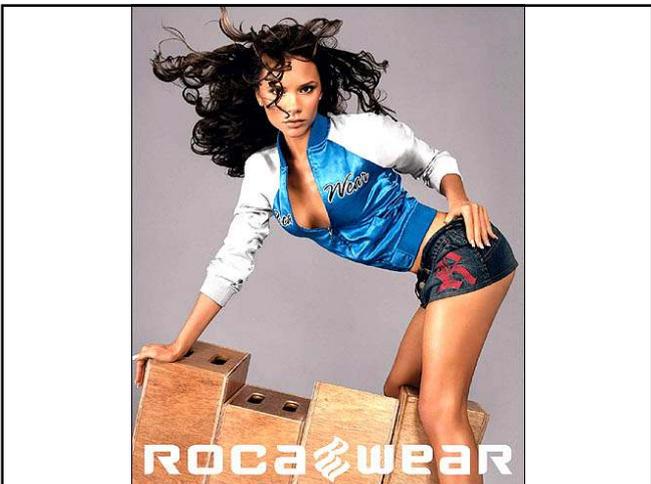
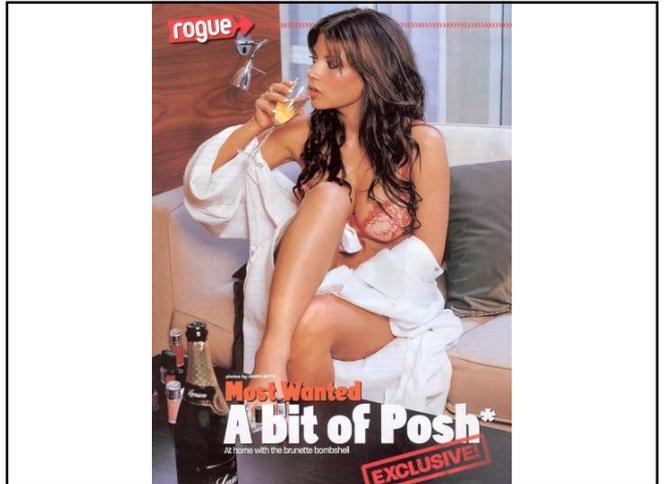
Posh and Becks: The Joint Venture

- Beckham arrived on the scene just as the popularity of the Spice Girls was beginning to wane.
- Her estimated value was 25,5 million £
- Becks value was 7 million £
- She gave him access to the entertainment world and the tabloid press
- She took his name!
- She brought him dedicated brand management
- Appoint Simon Fuller to handle the global development of the brand



Based on Andy Milligan's "Brand it like Beckham" and Árpád Papp-Váry's "Mágikus márkázás"

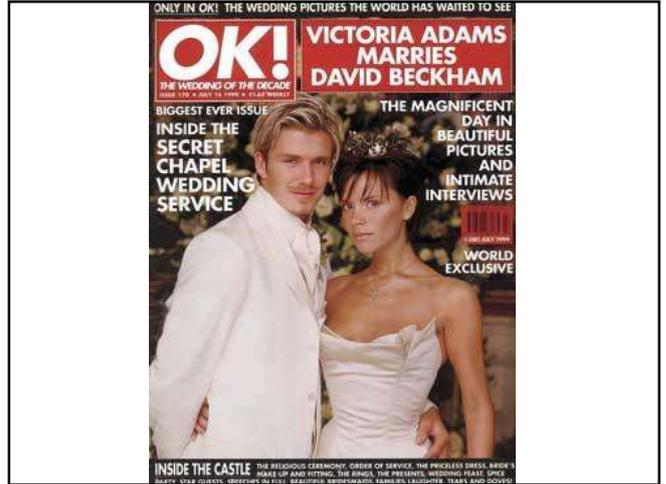
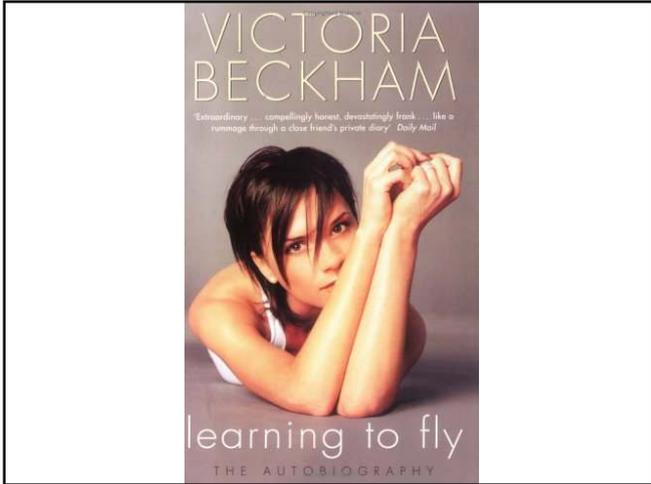
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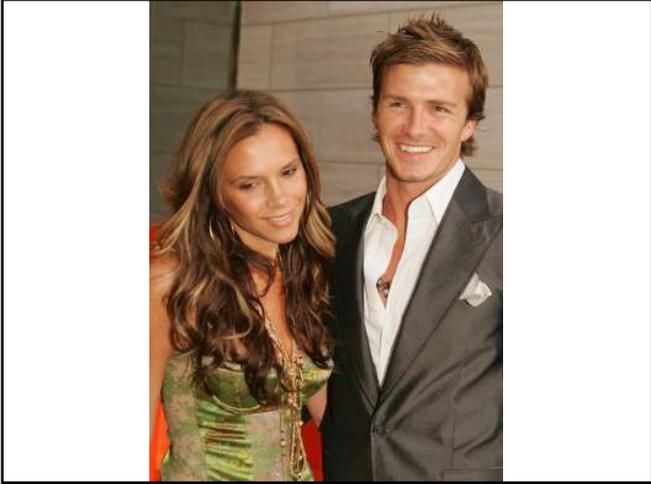
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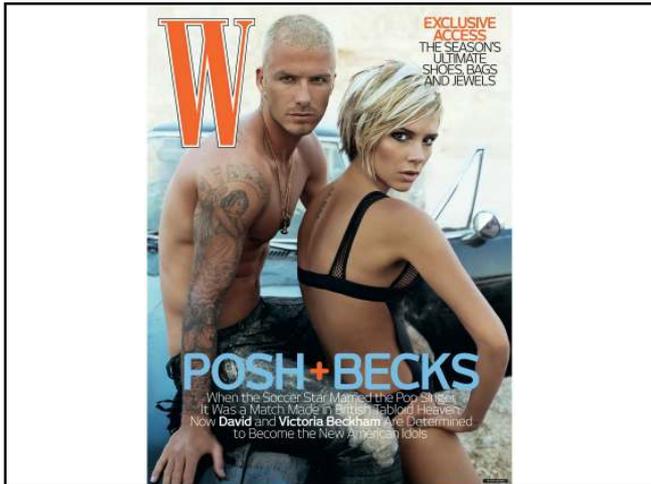


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How to build a sport celebrity brand?



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ALI G interview

<http://www.youtube.com/watch?v=P842Tml6lrc>

There are three laws of branding

- Differentiate
- Differentiate
- Differentiate

Roberto Goizueta, former CEO of Coca-Cola

On the pitch

FOOTBALL

- Pin-point crosses and long diagonal cross-field passes
- Free kick that bends around a defensive wall

HAIRCUT

- Constant changes

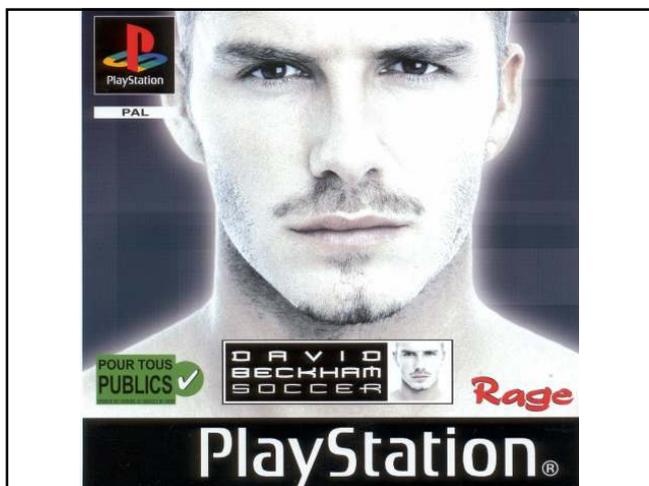
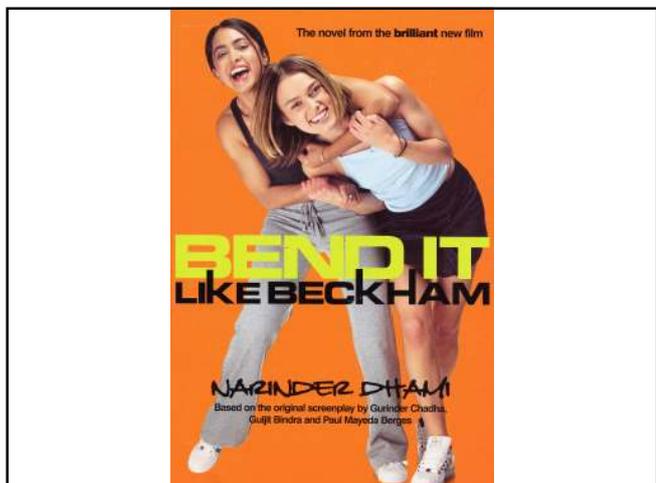
TATTOOS

SHOES



© Bongarts/Getty Images

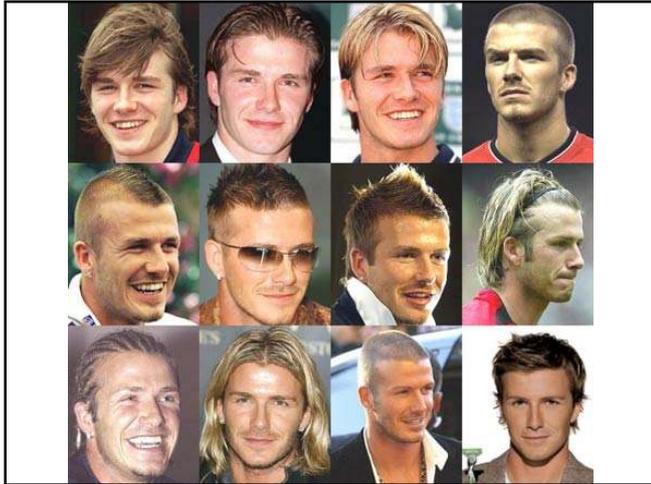
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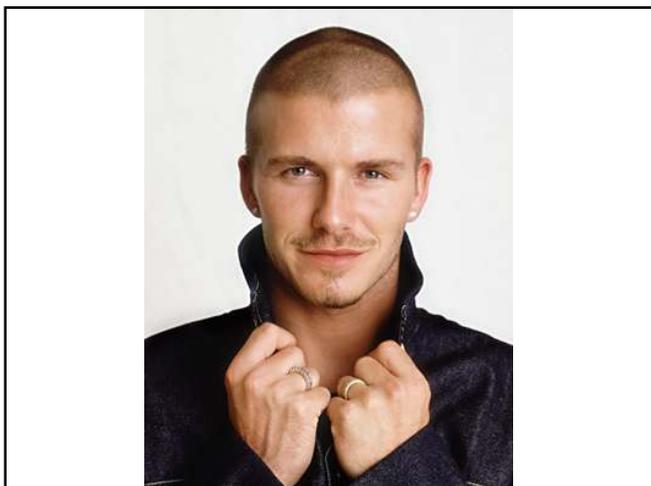
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Off the pitch

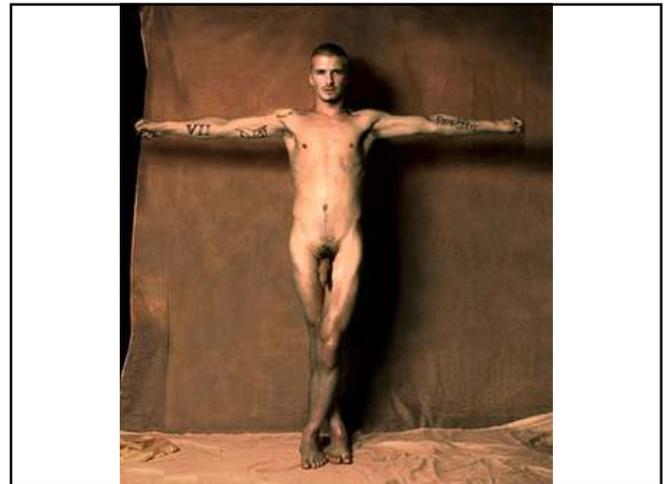
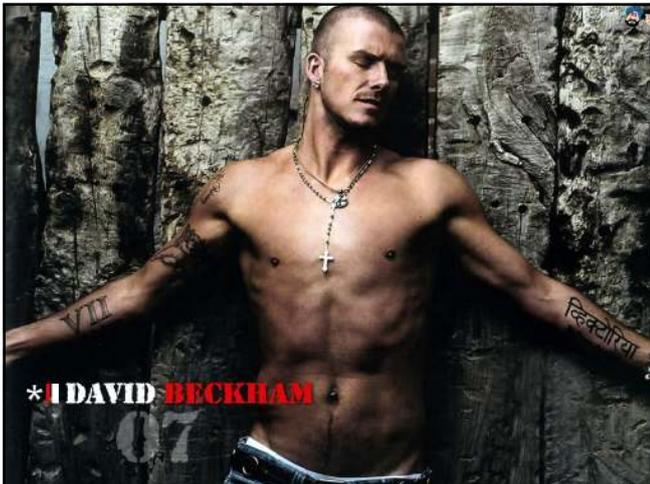
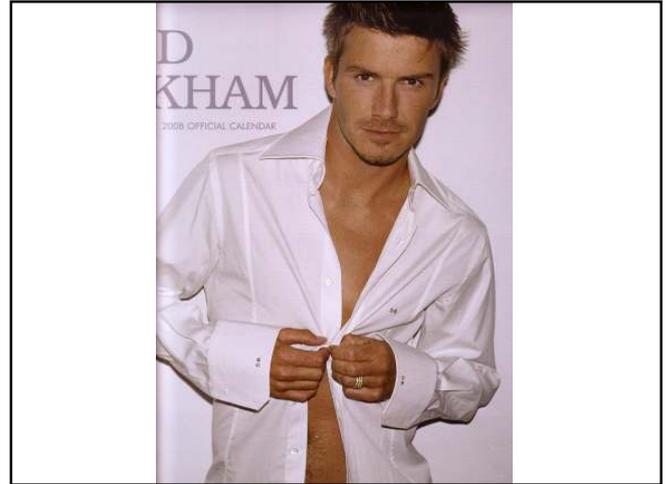
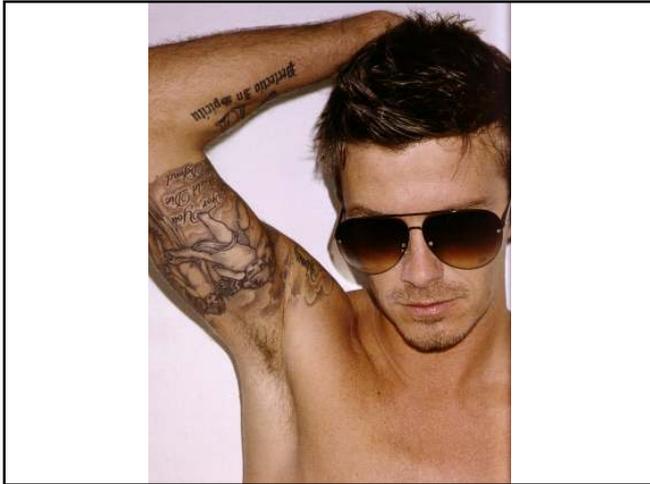
CLOTHES & STYLE

- Billion dollar mannequin
- Term „Metrosexual“
- An urban heterosexual man characterized by sensitivity and keen dress sense
- Term „SNAG“
- Sensitive new age guy
- „It is good for man to be in touch with their feminine side“
- Wearing sarong
- Diamonds
- Hip-hop
- Gay icon



Árpád Papp-Váry

How to build a sport celebrity brand?



The function of celebrity endorsement

- AWARENESS: It builds awareness. Linking a brand to a well-known name is an easy way of promoting it.
- CREDIBILITY: It confers credibility. If the celebrity endorses it, it must be good.
- IMAGE: It adds or reinforces emotional and psychological attributes. The celebrity is cool, so the brand must be too.

For an endorsement to be successful

- The celebrity has to be well known by the target market
- And relevant to the product
- This is why the first products sport stars are asked to endorse are sports equipment
- For the same reason, film stars are often asked to endorse fashion and style items

The responsibility of a celebrity in the past

- Turn up at the advertising shoot
- Read the cue card
- Attend the PR event
- Stay sober

Two strategies

„Earn till you burn”

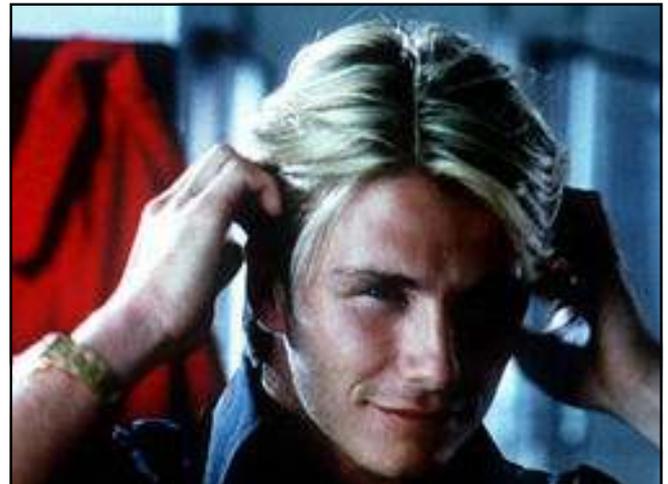
- As a celebrity you have limited opportunity to make money
- Get as much as you can as quickly as you can
- Before you are finished

„Nurture the flame”

- If a celebrity's professional and public careers are properly managed
- And commercial choices are carefully considered
- It is possible to prolong earning power and public prominence long after the celebrity's career has waned.

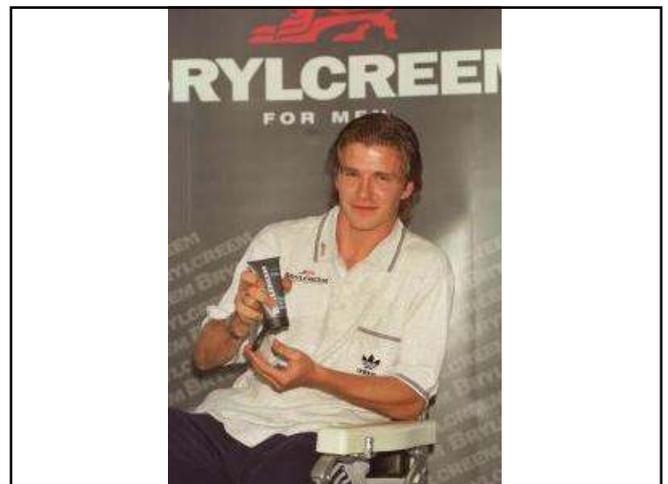
Golden rules of celebrity marketing

- Don't overexpose the celebrity brand too early. Don't have too many product endorsements too young.
- Be selective about what you endorse. You are known by the company you keep.
- Be quick to spot the right fit. Choose the brand that is going to build you the right image.
- Don't let commercial deals get in the way of your performance on the field.
- Don't be a bad boy. Booze, sex and drugs may work for rock stars, but they destroy footballers
- Avoid overkill. People (particularly younger audience) are cynical about hype, so don't over commercialise.



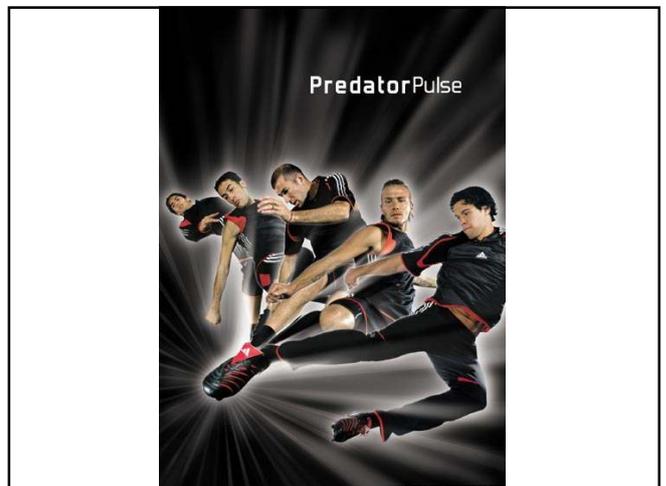
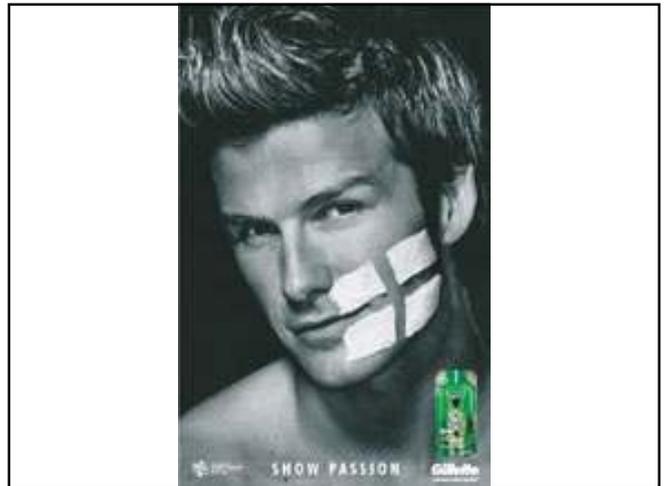
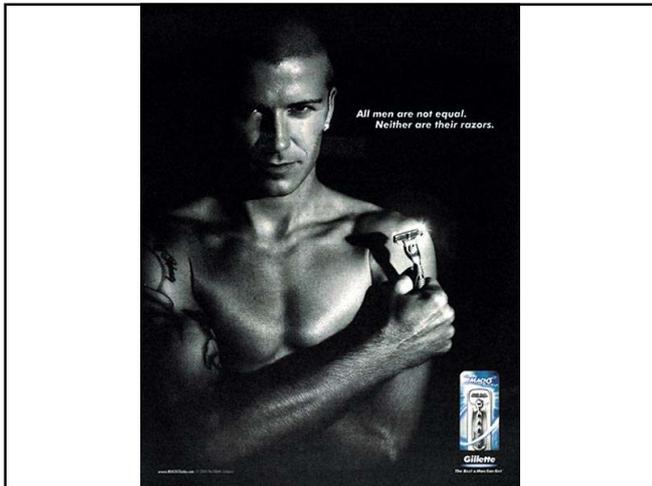
Brylcreem

- To promote its haircare products
- To the teenage and young adult market
- Sales shot up by 50 percent
- End of contract
- when shaved off the blond locks for the 1999-2000 season



Árpád Papp-Váry

How to build a sport celebrity brand?



Based on Andy Milligan's "Brand it like Beckham" and Árpád Papp-Váry's "Mágikus márkázás"

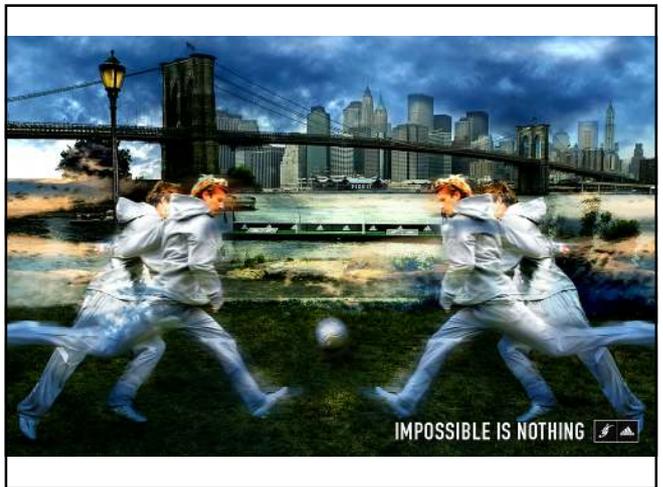
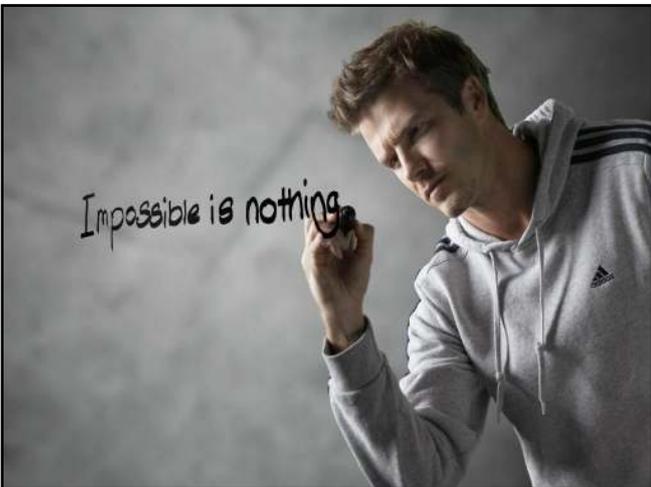
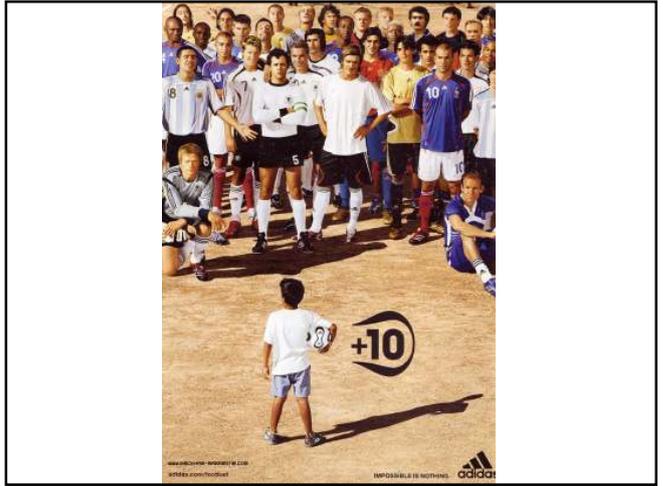
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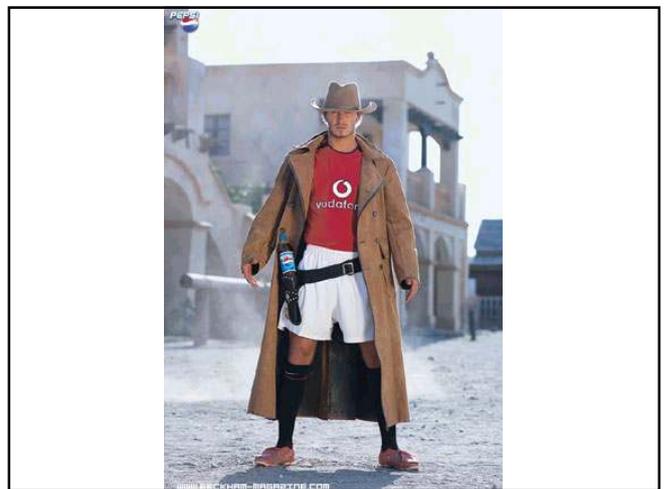
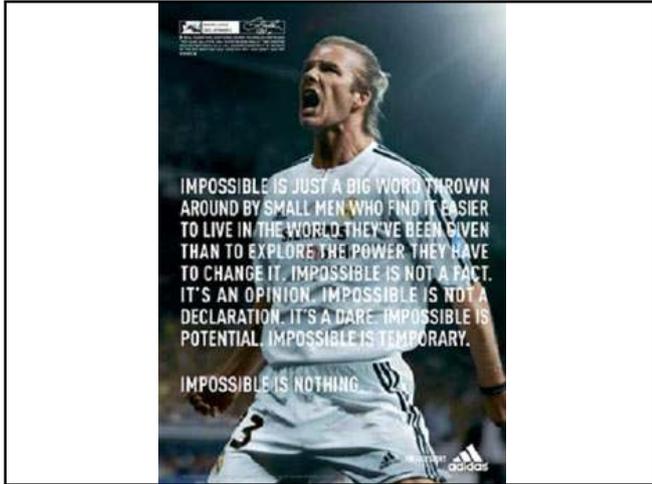
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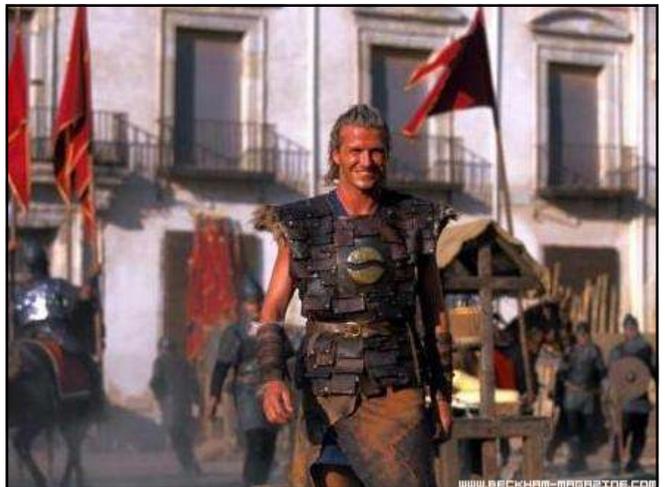
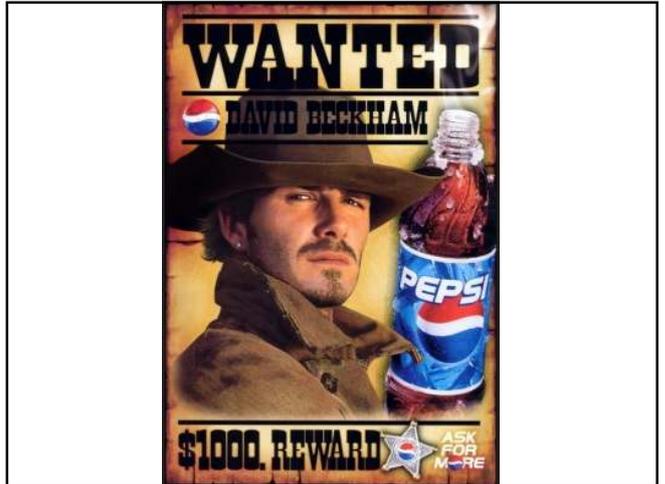
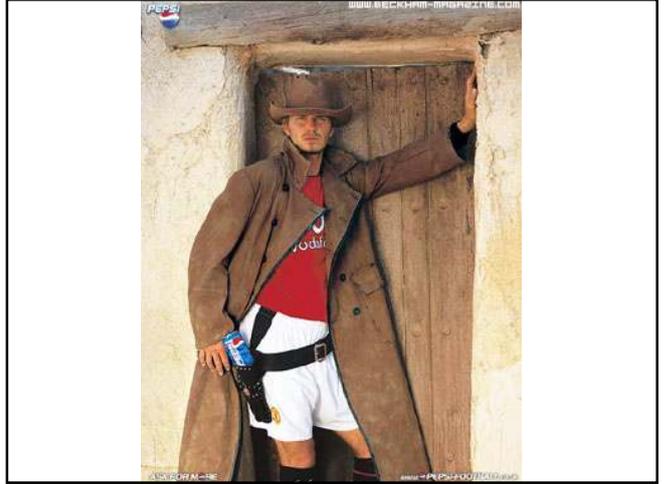
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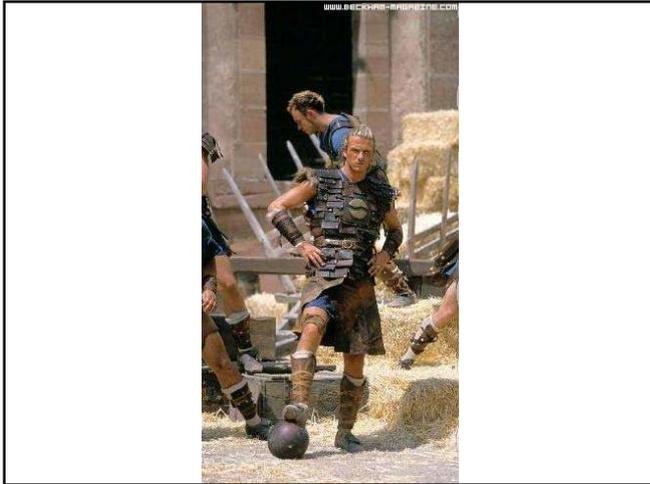
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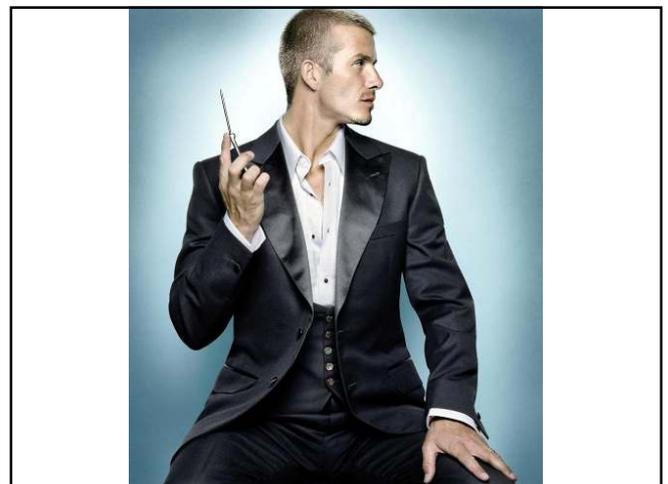
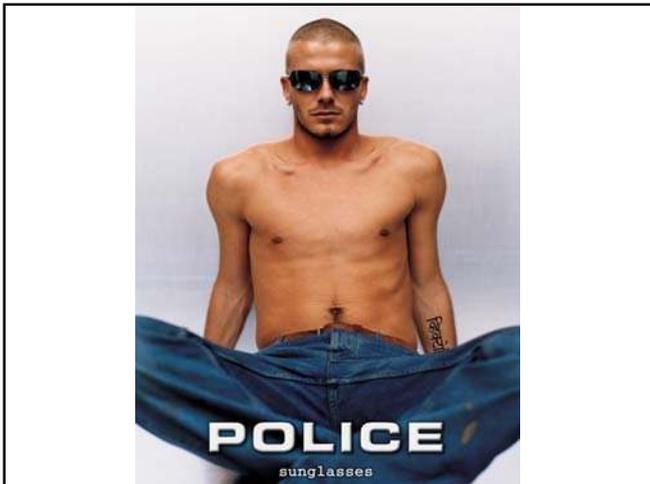
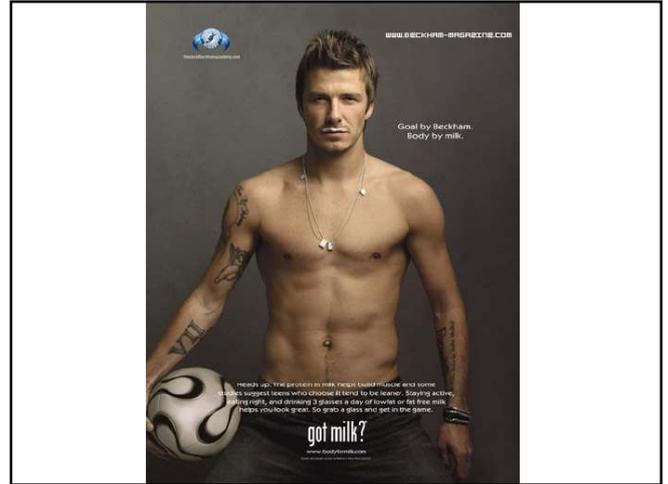
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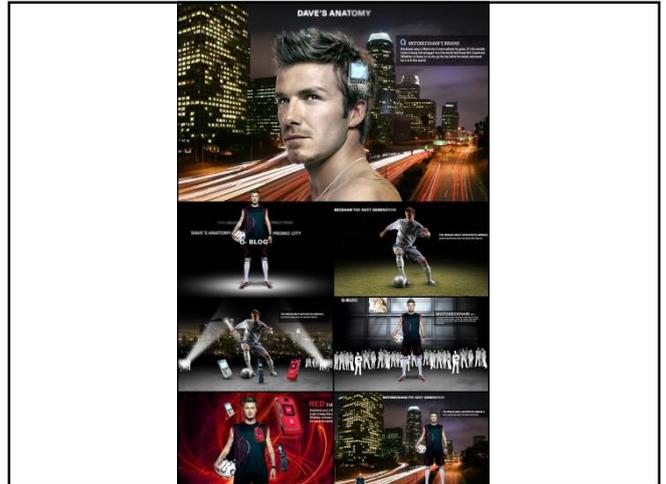
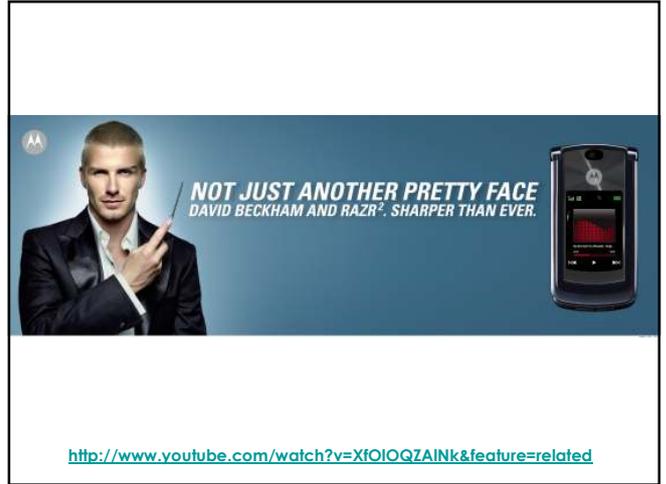
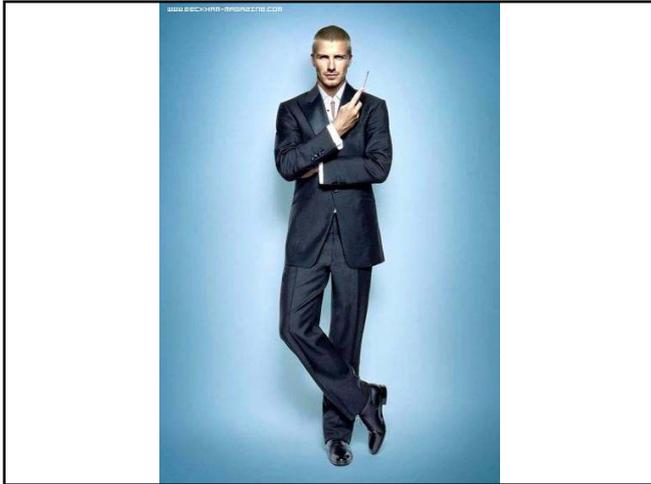
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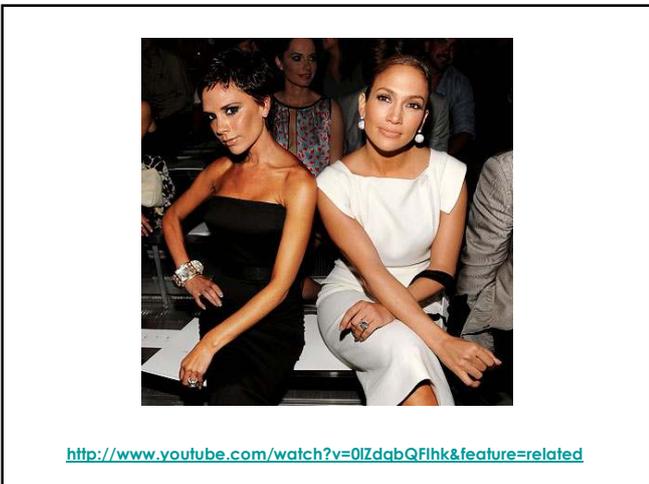
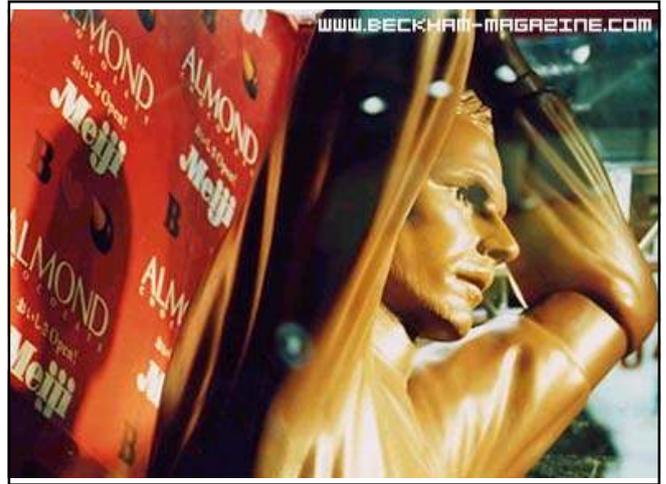
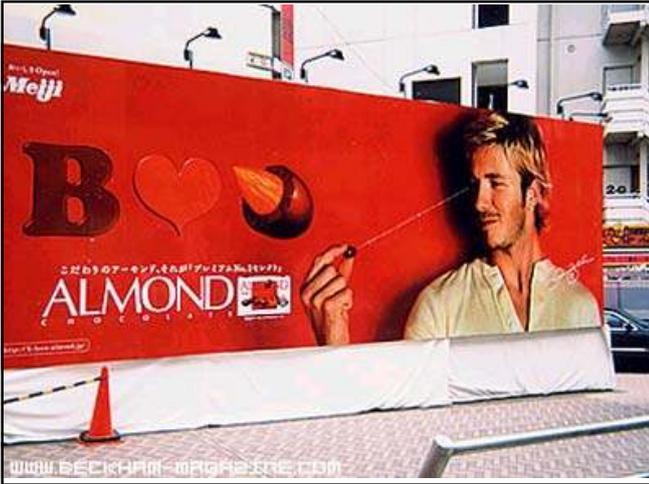
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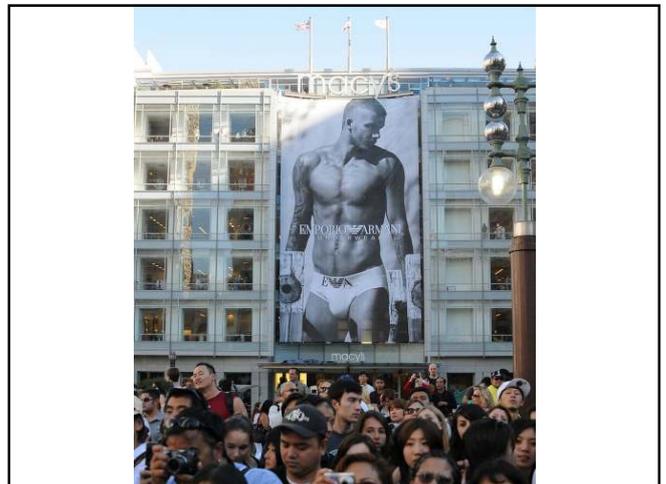
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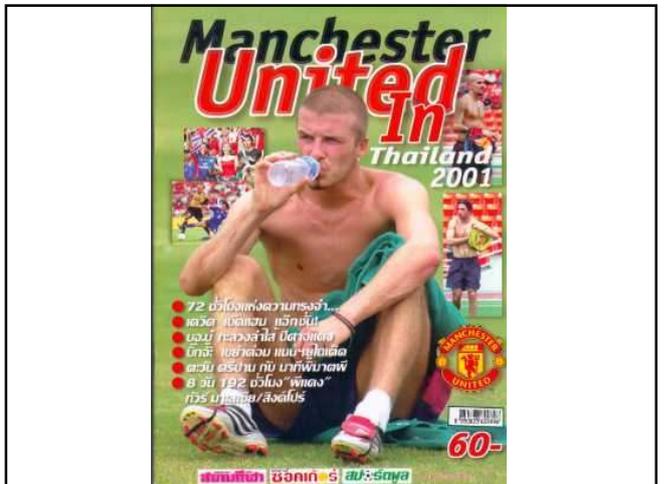


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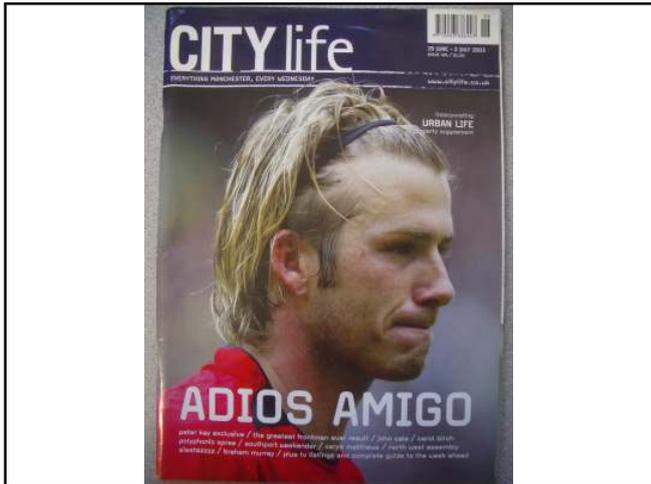
Make it global!



Based on Andy Milligan's "Brand it like Beckham" and Árpád Papp-Váry's "Mágikus márkázás"

Árpád Papp-Váry

How to build a sport celebrity brand?



Real

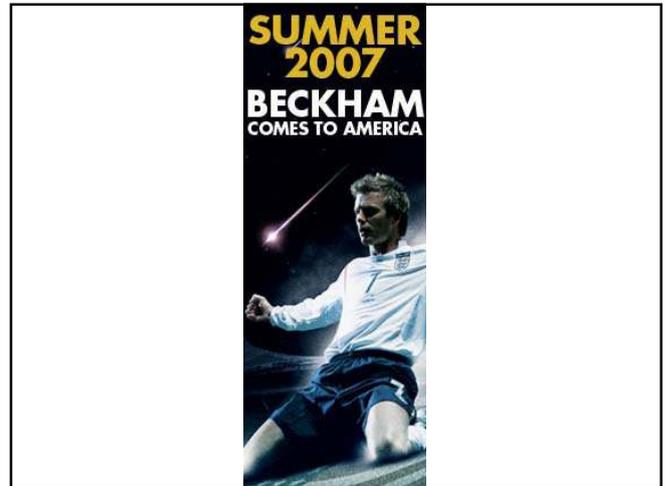
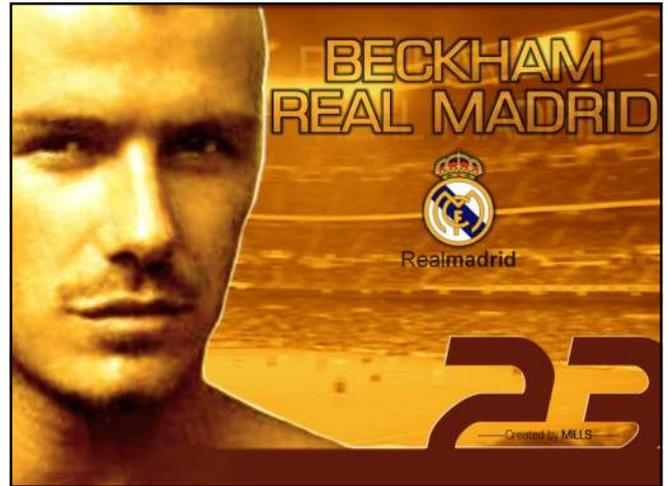
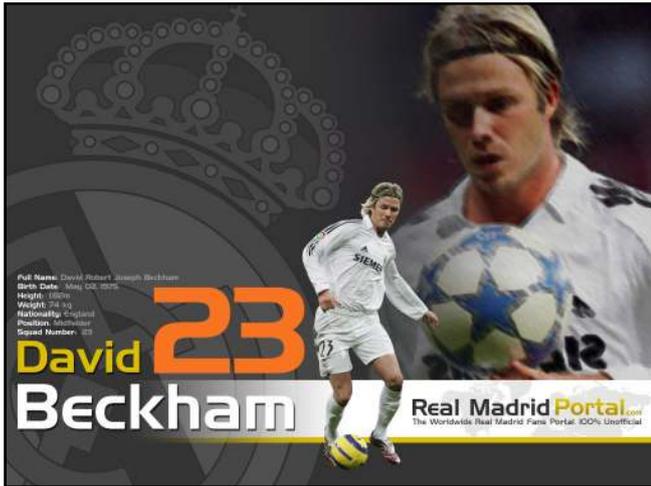
- No bigger club in Europe in terms of heritage, reputation for style, passion, potential and above all football achievement
- It ensured Beckham a place in the premier showcase for international talent
- Stars such as Ronaldo, Figo, Zidane
- Route to an important global demographic – the Hispanic audience (help him in the US) – 425 million speakers
- Team that is sponsored by Adidas
- Beckham provided Real Madrid with a ready made channel to Asia
- Sales of merchandise rocketed
- Taken a paycut



Based on Andy Milligan's "Brand it like Beckham" and Árpád Papp-Váry's "Mágikus márkázás"

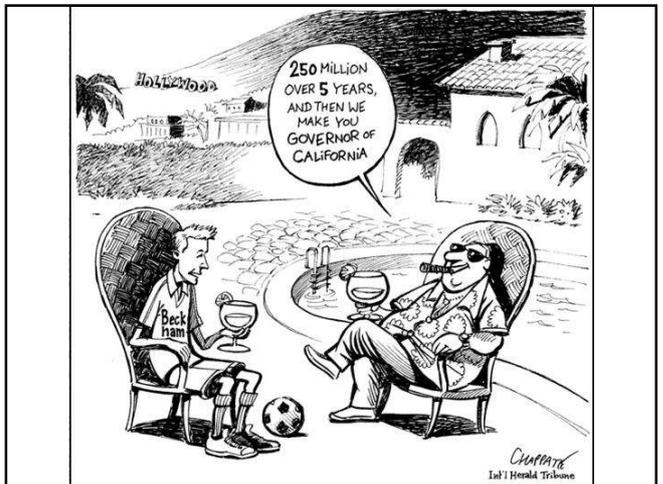
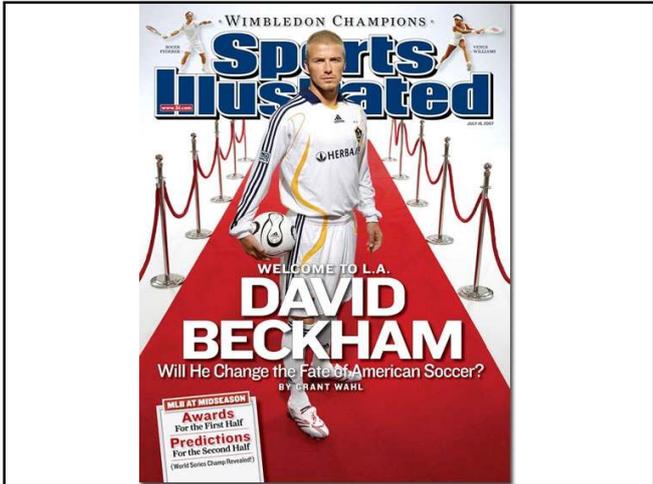
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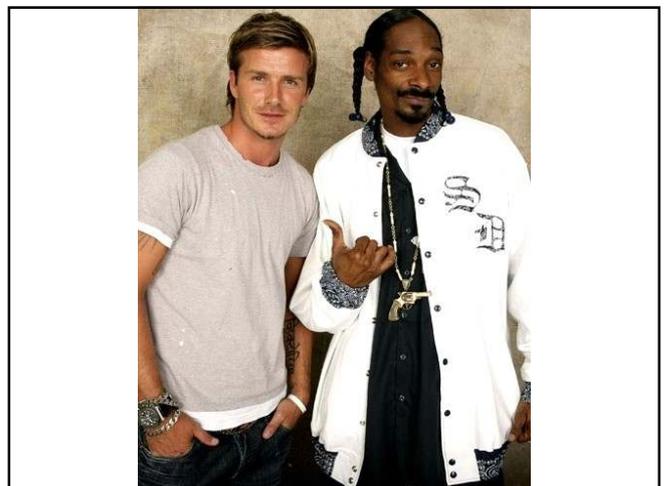
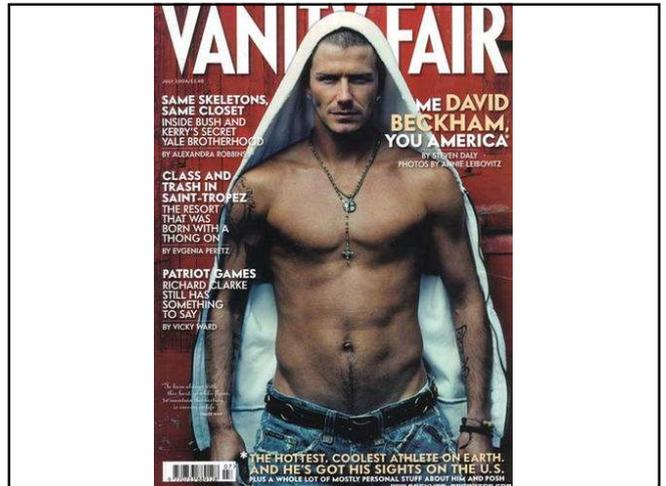
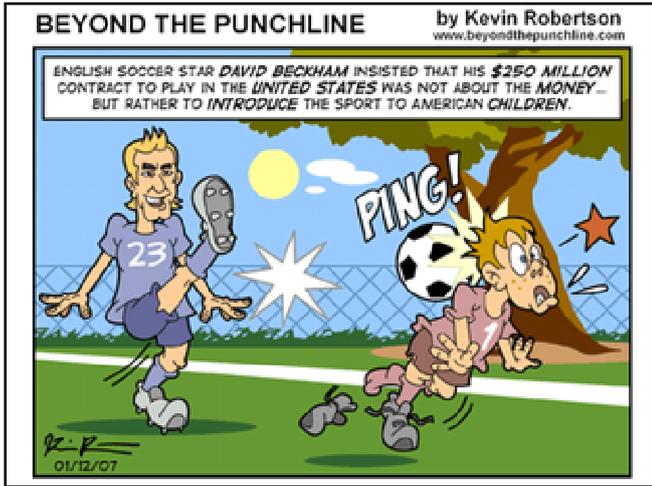
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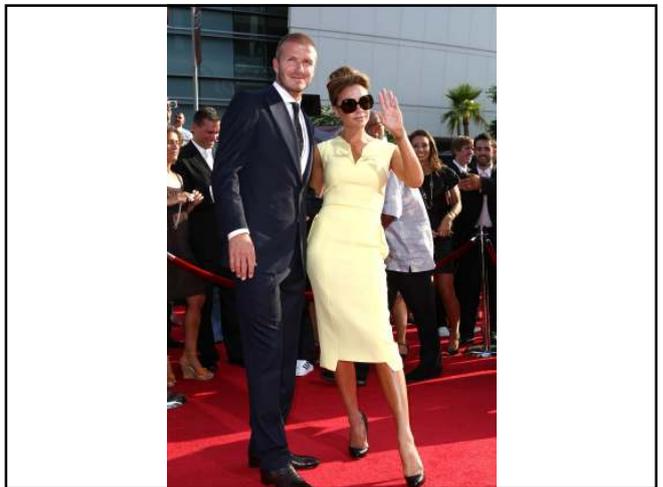
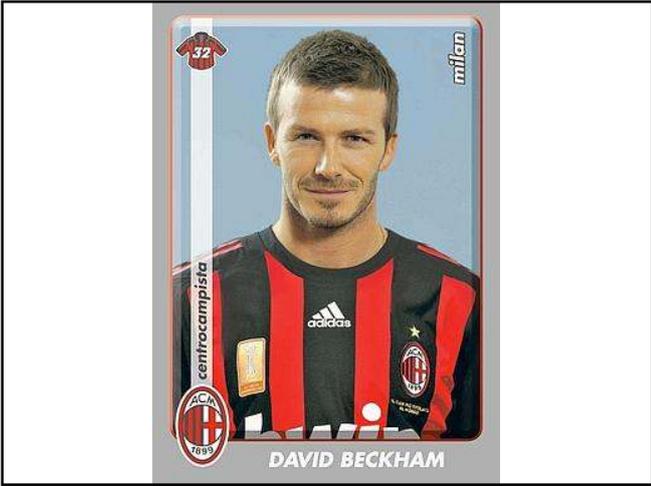
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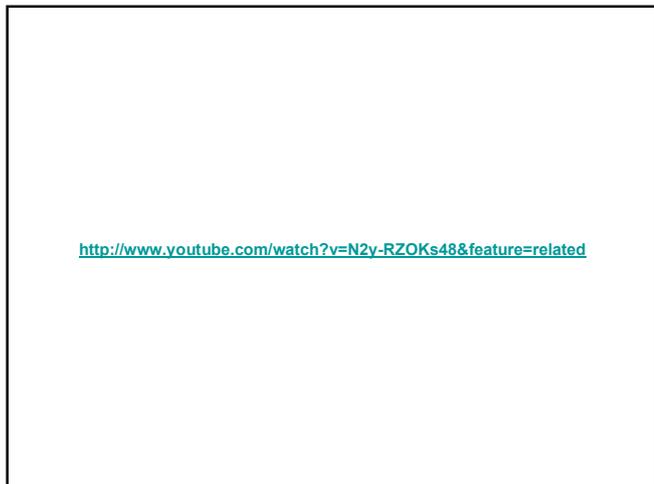
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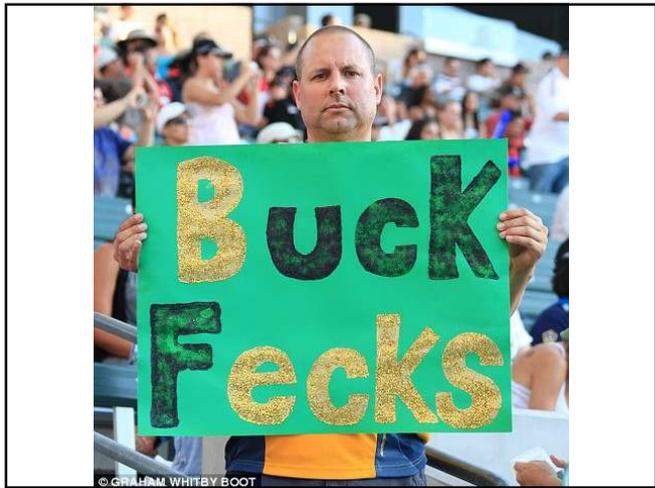
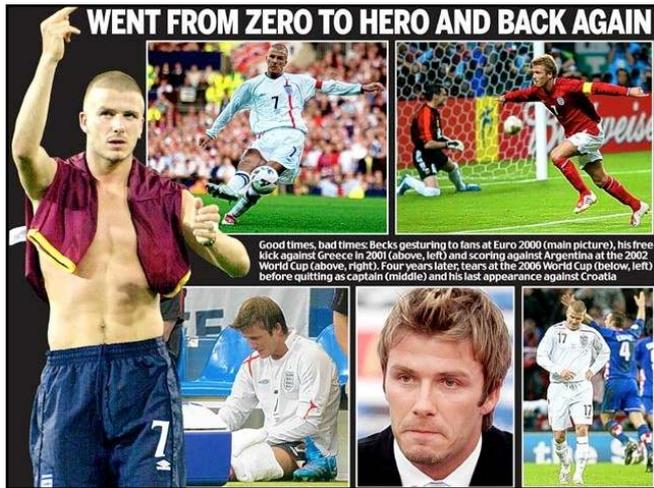
Crisis on the pitch

- World Cup Game against Argentina, 1998
- The incident illustrates how fragile celebrity brands are
- One slip and reputation is destroyed
- Studies have shown that customers are actually more loyal to companies that have given them a bad experience
- But then retrieved the situation by apologising, providing unconditional refunds or offering something of greater value than what was lost.
- Came back to Manchester – best ever season
- Champions League
- FIFA World Player of The Year, 2nd



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Crisis off the pitch

- A succession of women have revealed they have had affairs with him
- Lurid details of the liaisons and text messages with graphic descriptions of intimate acts have dominated the tabloid press across the world

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Crisis management

- Issuing a quick denial or near-denial
- Having a short „wait and see” to find out how bad things are
- Blackening the reputations of whoever is making the allegations
- Finding a sympathetic angle for the press to cover
- Offering an exclusive rebuttal
- Threatening legal action or even issuing writs if things are getting really bad and you are innocent



Based on Andy Milligan's "Brand it like Beckham" and Árpád Papp-Váry 's "Mágikus márkázás"



The future?

- The big challenge brand owners face in maintaining their brand identity is how to retain its consistency and its heritage, while keeping it fresh and contemporary, and ensuring the imagery stays relevant to changing tastes.
- What happens when he hangs up his boots
- And the core product becomes irrelevant?

Until now ...

- As with any brand, the product is absolutely crucial
- Until now the product has been „footballer”
- As long as Beckham keeps performing on the pitch the core of the brand will remain strong.

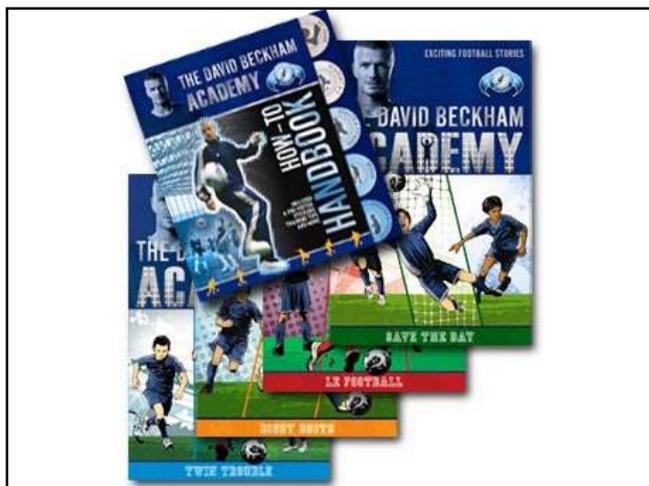
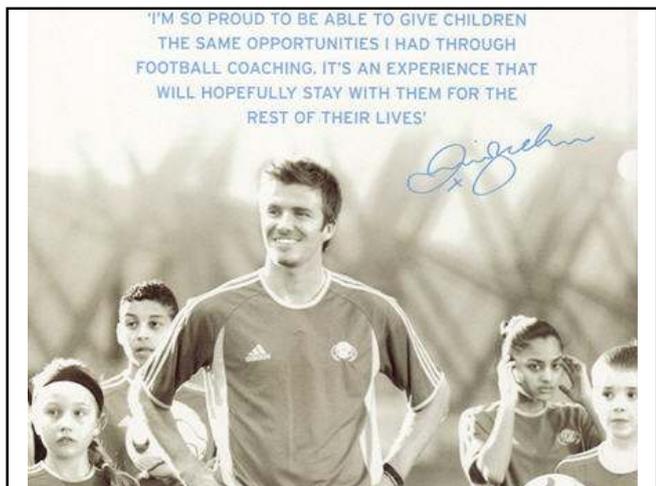
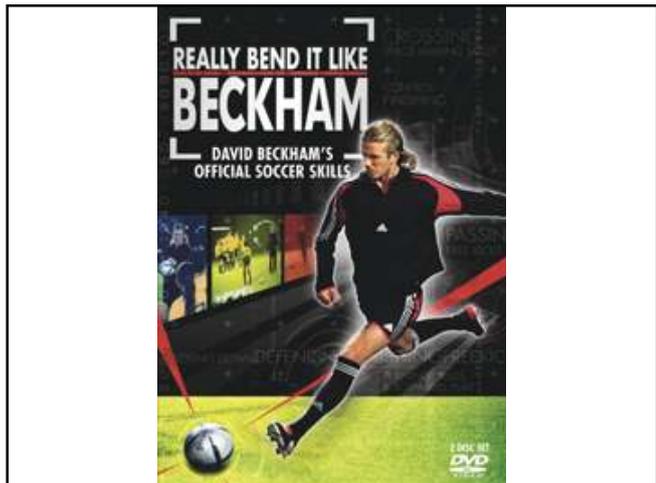


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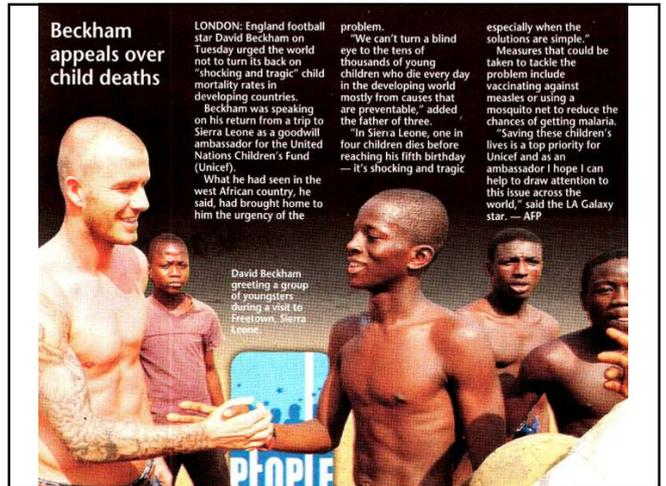
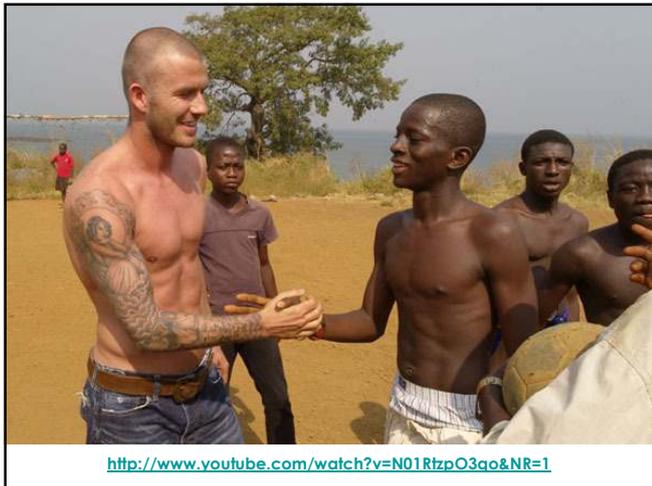
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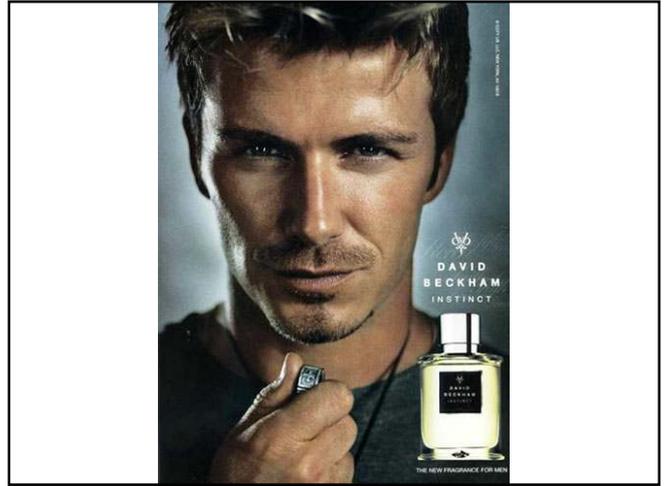
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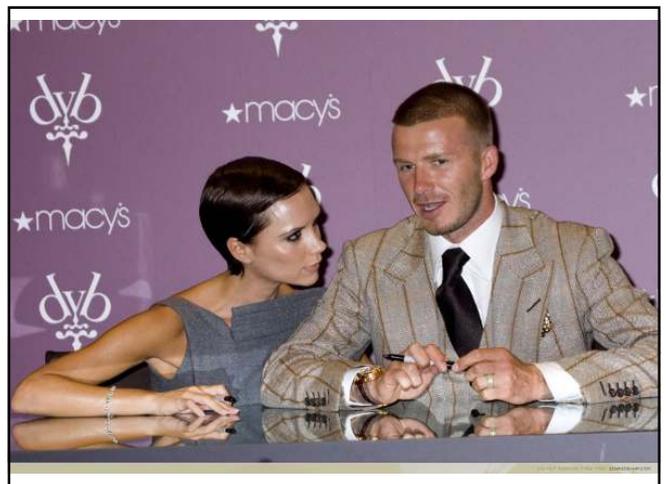
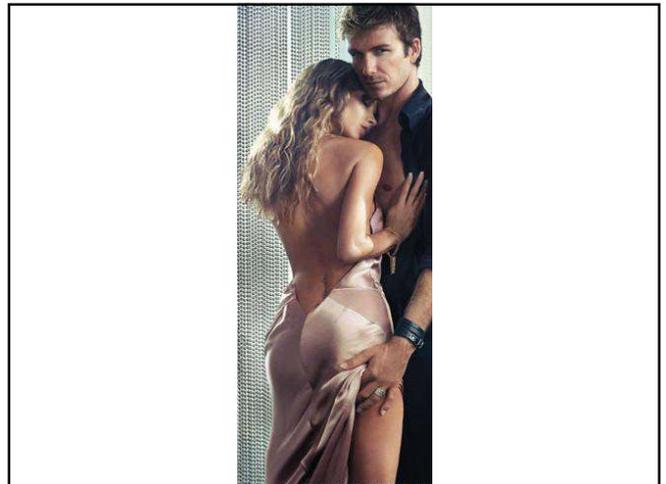
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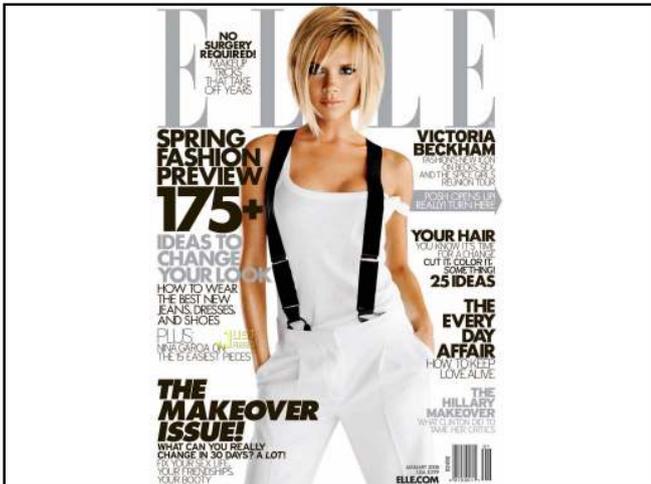
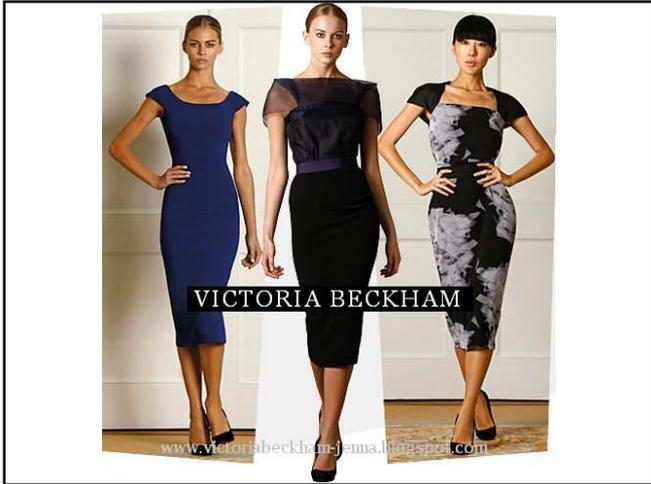
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How to build a sport celebrity brand?



Registered trademarks with the name Beckham

- Cosmetics and cleaning preparations
- Metal goods
- Electronic and scientific apparatus
- Jewellery
- Paper goods and printed matter
- Leather goods
- Clothing
- Toys and sporting goods
- Meats and processed foods
- Staple foods
- Light beverages
- Wines and spirits



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