NINE CONDITIONS OF A SPORTS BRAND

Brand

Check your organization against each condition. Every missing condition is a piece of work for marketing.

1 · A purpose beyond the pitch

It stands for something more than results: a city, a community, values, a way of playing.

2 · A distinct name and identity

Recognisable, impossible to confuse.

3 · The brand at the centre of the activity

Decisions on kit, prices and tone are taken with the brand in mind.

4 · Legal protection

Name, crest and other signs registered as trademarks; checks on who else uses them; internal rules of use.

5 · Recognised belonging to the sports industry

People clearly see it as part of sport.

6 · Revenue mainly from sport

Matches, competitions, sponsorship, merchandise.

7 · Active marketing towards supporters and partners

It goes to people; it does not wait for them.

8 · Accessibility

People can buy, enter, find the shop, talk to someone.

9 · Reputation and a territory of its own

The name brings a clear set of ideas that belong only to this organization.

Components

External symbols: crest, name, colours, mascot, slogan, mottos, arena, content, experiences, songs, rituals, routines, athletes, stories, style of play, results, history. Internal essence: vision, mission, values, rules, ambitions, objectives. Built from the inside out; strength comes from the fit.