

ROLE OF MARK IN SPORTS

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Abstract: Advertising is the main form of promote goods and services on the market. It is a means of communication and multilateral consideration that transmit messages to the audience from identifiable sources. In Kotler's conception advertising is "any form of impersonal presentation and promotion of ideas, goods or services paid by a sponsor clarified". Brand is a name, a symbol, a drawing, a term or a combination thereof, designed to help identify a firm producing goods and services and to distinguish them from those of competitors. Role of advertising in brand image formation is complex, and while searching for alternative perspectives on the role and ability to create and influence public perception of the mark to suggest that advertising has two imaging functions.

Keywords: brand, sports, advertising

INTRODUCTION

Since ancient times, sport has been an area of particular interest for Romanian, countless historical sources proving this. Traditional sports such as archery, horse riding and fighting are mentioned in ancient times and Hoin, with a length of over six centuries, continues to practice today as the national sport as "rounders". The advent of the modern era first institutional forms sporting activities enabled the transition from sporadic, occasionally at organized sports.

MATERIALS AND METHODS

In modern society, sport, regarded as triple aspect - competition, physical activity, show - has a proper organization, given the generalized action laws and regulations.

Sport today is specialized and oriented record, and sports have become profit-making elements for a variety of individuals and organizations.

Brand is a name, a symbol, a drawing, a term or a combination thereof, designed to help identify a firm producing goods and services and their differentiation from its competitors.

RESULTS AND DISCUSSION

Manufacturer guarantees product quality and service through complex symbolism and a number of relevant meanings:

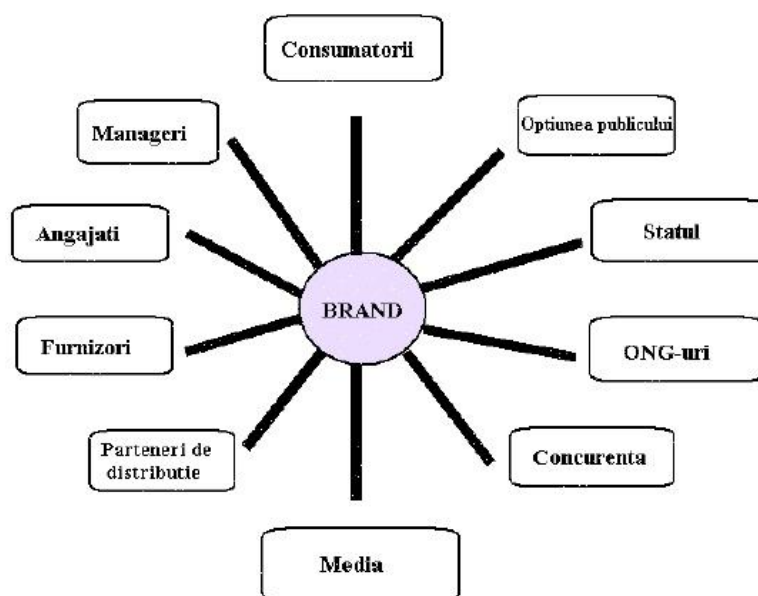
- Product features - any brand reflects the characteristics worthy of being highlighted;
- Benefits of the product - the product characteristics must be transformed into functional advantages and satisfăcțiieemoționale;
- Values - values suggest brand appreciated and approved by the manufacturer;
- Conception - a brand is an attitude to life, efficiency, organization, quality, etc. deaspirații.;
- Personality - outlines a specific brand personality obiectivându-sesimbolic a person, an object, an animal, etc..;

- User - mark based on its characteristics suggest category - status - consumer or user.

According to Philip Kotler, the mark may have six meanings: a symbol of product characteristics, the symbol of the advantages they offer the product, the symbol of the values, perceptions and personality producer or consumer product and symbol of personality.

All six dimensions of brand are important, but the meanings are given the highest values, outlook and personality. By suggesting it is defined, in fact, the essence mark.

If a product or service brand, identity elements inspected and passed by the owner are the marketing mix. Basic 4Ps are illustrated in the following figure:



Source: Delia Cristina Balas – Tehnici de promovare în mass-media, Cluj Napoca, Timișoara, 2010

Figure 1 The value of the mark (brand) - stakeholders

The role of advertising in brand image formation is complex, and while searching for alternative perspectives for the role and the ability to create and influence public perception of the mark to suggest that advertising has two functions in forming the image.

First boosts confidence functional attributes / intrinsic mark, and secondly seeks to add value symbolic, emotional (extrinsic) brand.

This exposure is mostly under various classifications of informational pathways advertising / transformational pathways central / peripheral to persuasion, attractions expressive and functional values, understanding / appreciation of creative content and practical attitude and symbolism on branding.

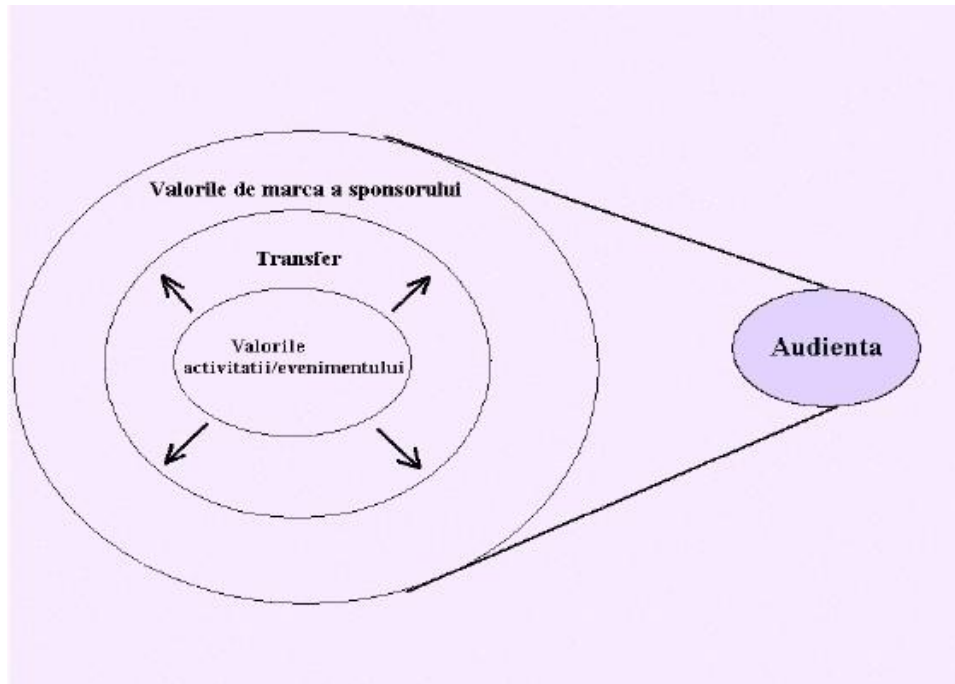
In a sponsorship, both sponsor and sponsored activities are involved in a symbiotic relationship with a transmission eigenvalues from activity to sponsor.

Audience event, seeing the sponsor, its name and logo, learns to associate the sponsor with work and vice versa.

Pregnancy sponsor is, on the surface, to ensure that its presence is clearly associated with the work, and when necessary, to "transfer" work on brand values. The

latter is achieved by exploiting appropriate, using promotions and sponsorship activities by integrating mainstream advertising.

The image transfer through sponsorship is illustrated in the following figure:



Source: Delia Cristina Balas – Tehnici de promovare în mass-media, Cluj Napoca, Timișoara, 2010

Figure 2 Image transfer in sponsorship

In sports, the mark may appear as a damp, a logo or symbol but is more than the name of the organization or product / services. In terms of material, most marks are trademarks sports figures.

There are complex sports brands (bringing signs and protected names separately) or combined (combination of words reprezntări graphic) and sound marks (Olympic anthem) or spatial (continental and world competitions mascots).

Sports organizations in their role as a social phenomenon, projecting an image of their environment. This image is derived from a variety of reasons:

Sports brands spanning a wide range as a potential and value from obscure brands to brands known quite acceptable, preferred to widely recognized brands.

Potential brand depends on its ability to make the consumer to see the six dimensions or levels of meanings of a full marks, namely:

- Suggest that product attributes;
- To enable consumers to translate these attributes into functional or emotional benefits;
- To evoke the values of the organization;
- Reflect a certain culture;
- To project a certain personality;
- To suggest the type of customer or beneficiary thereof.

Typology for Sport, is proposed due to the fact that in sports, there is a territory of each sport brands.

It is bordered by the trademark market, for national and international legislation in force on the relations between sports organizations.

In this regard were defined:

- Local brand: loale which belongs to an association with local practice a sport;
- A national trade mark is a trademark national office in each country in which registration is sought. She belongs to various national sports and national Olympic committees;
- International brand: is brand belonging to international sports federations, international sports organizations with different profiles, or some renowned international competitions;
- Global brand: belongs to the International Olympic Committee and the Olympic Games, etc..

To promote and enrich the theory and tools of marketing to disseminate positive experiences, a contributor had, inter alia, institutions and organizations specialized in marketing, established in a number of countries or international coverage range.

CONCLUSIONS

Environmental and individual factors influence the consumer's situation with many products that surround him every day. Given the range of factors present, we can appreciate how difficult it is to develop a standardized process and rational decision making by consumers becoming or continuing to involving sports products.

Sport marketers must become more flexible to the great range of values - from health to enjoy and then a sense of belonging - that can either constrain or encourage consumer involvement to sports product offered by them.

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