Management Slant

ABSTRACT
Provides a bullet-point summary of key learnings and conclusions from the main articles in JAR issue 45,3 (2005).

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● Sport sponsorship is a significant strategic part of many brands that build and maintain their brand value.

● Ambush marketing (when nonsponsors try to appropriate the brand value of a sport property or event via look-alike imagery and advertising around the event) poses threats to multimillion dollar sponsor investments in sport properties.

● Legitimate sponsors can defend their investment via legal means, and by proactively drawing consumer attention ("names and shame") to issues of legitimacy and sponsor brand authenticity.

● Fewer and larger sponsor partnership with properties, more like co-marketing alliances, are likely to secure and protect a brand's investment in sponsorship and also the brand equity of the property.

● Consumer-accepted legitimacy of the association ("fit") between a sponsor and a property (e.g., the Tour de France and Credit Lyonnais) strengthens the value for the sponsor and is a defense against ambushers.

305 CORPORATE REPUTATION: WHAT DO CONSUMERS REALLY CARE ABOUT?
GRAHAM PAGE and HELEN FEARN

● The overall relationship between corporate reputation and consumer brand equity is modest.

● A bad reputation is associated with weaker brand equity—but a good reputation does not guarantee brand success.

● Consumers do feel ethical business practice is important, but in practice personally relevant issues such as a perceived fairness to customers, or success, leadership, and innovation seem to count for more.

● Companies that bring Fairtrade or ethical brands to market at no penalty to consumers in terms of price or quality will reap the biggest rewards.

● Corporate communications campaigns that push the ethics of a company to consumers may not be the correct strategy.

● Being seen (fairly or unfairly) as failing in the corporate ethics arena will cause problems. But being seen to be a failing business or ripping consumers off is a worse scenario.

● For some companies, reputation is a bigger issue than for others—it is vital to find out to generate the best business strategy.

314 MANAGING BRAND PORTFOLIOS: HOW STRATEGIES HAVE CHANGED
SYLVIE LAFORET and JOHN SAUNDERS

● Safeguarding the brand and corporate reputation is a board level priority.

● Over the last 10 years, few businesses have remained constant in their brand strategies.

● Fuzziness and opportunism surround the use of mixed, endorsed, and dual brand structures.

● There is a disconnect between the realization that brand and reputation risk are board level issues and the reality of brands being mixed, matched, lent, and adapted to achieve short-term gains.

328 MANAGING SPORT SPONSORSHIP PROGRAMS: LESSONS FROM A CRITICAL ASSESSMENT OF ENGLISH SOCCER
The professionalism of sponsorship management practices among sport sponsors is a concern, particularly in light of recent increases in sponsorship expenditure in the sector.

Sponsors need to adopt a more strategic view of sport sponsorship so that sponsorship program can deliver benefits beyond the attainment of marketing communications objectives.

Sport sponsors should strive to ensure that they engage with properties that will enable them to collaboratively generate value from their relationship.

Sport sponsorship has the potential to become much more effective, both tactically and strategically, but only if corporations manage it in a more professional, structured, and systematic way.