

Management Slant

ABSTRACT

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

339 DEFENDING THE CO-BRANDING BENEFITS OF SPONSORSHIP B2B PARTNERSHIPS: THE CASE OF AMBUSH MARKETING

FRANCIS FARRELLY, PASCALE QUESTER, and STEPHEN A. GREYSER

- 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

SIMON CHADWICK and DES THWAITES

- 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.

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