SPORTS MARKETING
HARNESSING THE POWER OF SPORTS
PERSONALITY

David Beckham

Team A
Gert Binder
Jan Borkovec
Heike Engelke
Ulrike Gerlach
Tim Hendrich
Kristin Schmidt
Nicole Zocher
Jeannine Weber

Team B
Nadja Laue
Annabel Ludwig
Katrin Steinbrück
Rosa Weber

Team C
Patrick Grodzki
Florian Herold
Sebastian Kolditz
Thomas Lossow
Christian Müller
Tobias Steenhof
Nadin Tischer
Julian Wahlenberg
Florian Fritsch
David Beckham

- David Robert Joseph Beckham
- born 2nd May 1975 in Leytonstone, London
- 1991-2002 played for Manchester United
- 1996 start of relationship with Victoria Adams (Spice Girls)
- 1999 marriage with Victoria Adams – was beginning of being an celebrity
- 2003 moved to Real Madrid
- 2007 moved to LA Galaxy
What is a brand?

- every brand is different
- different components built up a brand (physical and emotional)

academic model: Brand Identity prism of David Beckham
Distinctive Features

Personification

Relationship

Character

Perception

Affinity

customer
<table>
<thead>
<tr>
<th>Distinctive features</th>
<th>Personality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who is he? What does he do?</td>
<td>What personality does he project?</td>
</tr>
<tr>
<td>How does he look like?</td>
<td>What kind of person is he?</td>
</tr>
<tr>
<td>-famous man</td>
<td>-reliable</td>
</tr>
<tr>
<td>-football player</td>
<td>-credible</td>
</tr>
<tr>
<td>-father of a family</td>
<td>-trust worthy</td>
</tr>
<tr>
<td>-fashion, hairstyle and ad icon</td>
<td>-self confident</td>
</tr>
<tr>
<td>-model</td>
<td>-discrete</td>
</tr>
<tr>
<td>-strong, tall</td>
<td>-social engaged</td>
</tr>
<tr>
<td>-sexy</td>
<td>-serious</td>
</tr>
<tr>
<td>-attractive</td>
<td>-quiet</td>
</tr>
<tr>
<td>-sporty</td>
<td>-humorous</td>
</tr>
<tr>
<td></td>
<td>-friendly</td>
</tr>
<tr>
<td></td>
<td>-humble</td>
</tr>
</tbody>
</table>
Character

What values does he project?

- multidimensional
- metrosexual
- popstar lifestyle, but rather quiet
- famous
- lovely
- natural
- human
- friendly
- open-hearted
- self-confident
- patient
- serious
- modern
- changeable
Relationship
How does he relate to customers?

**familyman**
- family plays a big role in his life
- responsible
- natural
- down-to-earth
- lovely

**footballer**
- teamplayer
- sporty
- thoughtful

**friend**
- tries to help other people for non-profit
- interested in those around him

**advertising brand & fashion icon**
- changes his look very often
- idol for many people
- open-minded to new ideas
- because:
  - attractive, modern, trendy, sexy,
  - charismatic, neat….
Perception
A brand for what?

Police
- replaced Antonio Banderas
- 1,1 Mio €

Motorola AURA
- 3 years
- 4,5 Mio €
- worldwide
Perception
A brand for what?

Gillette
- 3 years
- 2,8 Mio € per year

Pepsi
- started 1998
- 10 years
- 2,5 Mio € per year
Perception
A brand for what?

Adidas

- own logo
- own collection
- 56 Mio €
Perception
A brand for what?

Emporio Armani
- only underwear
- started 2008
- 3 years
- 28 Mio €

Coty cosmetics
- own perfumes
- 18 € for 30 ml
Perception
A brand for: charity work

- V&D Beckham Charitable Trust
- Malaria No More UK
- Help for Heroes
- UNICEF
- Harlem Youth Soccer
- Red Cross
- Comic Relief
- National Society for the Prevention of Cruelty to Children
David in mission
Affinity
How does he appeal to others?

Young generation
- trendsetter
- idol / role model
- football star
Affinity
How does he appeal to others?

Mid-generation
- family guy
- commitment in charity
- successful
- sex symbol
Affinity
How does he appeal to others?

Elderly generation
- perfect son-in-law
- gentleman
- commitment in charity