



What are you going to talk about in your brand management

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Chapter I

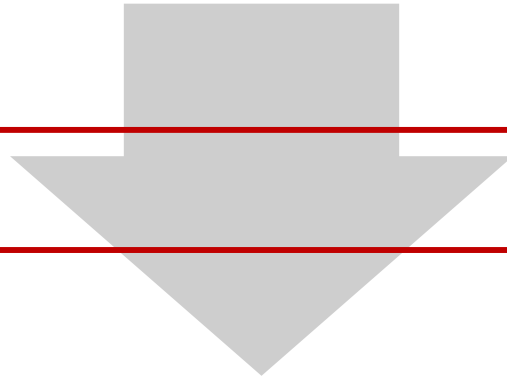
Trends in Brand Management



Trends

In the past

- Quantity Approach = Frequency + Quantity



Current

- Quality Approach = Story + Values
- Sports Fans & Consumers' emotional and physical engagement through Marketing communication Process

Cases

- Outdoor Sporting Gear Brand

Patagonia

Natural Environment Orientation

Nike

Inviting Sports World & Respect Athletes
= Just Do it

Columbia

Living in the Nature

The North
Face

Bigger Challenges

“ They do not just talk about the quality of items, they talk about the their stories ”

Key Issues

- ✓ These Sporting Brands have the following features
 - Clearly Understand the Core Values of Sports
 - Extend the Core Values of Sports
 - It is more than just Sports
- ✓ **Core values of sports** = Sport Participation – Bodily Experience
– Physical change – Emotional Growth
- ✓ Importance of the common Language in the Sports
- ✓ Communication Channel + Meaning of the story

| The Core Values of Sports:

- ✓ Do we clearly understand the core values of sports?
- ✓ Do we implement these values in brand message?

Bodily Experience =
Participation

Physical Change =
Health

Emotional Growth =
Emotional Engagement

Entertainment Value =
Connection to the sports
itself

Chapter II

3 Connections



Generating Brand Resource for Sustainability

3 Connections as Brand Resources

Connection to the Others

Connection to the Natural Environment

Connection to Yourself

Sharing these connection with Sports fans & consumers

#1 Connection to the others

Family, Friends,
Co-Workers,
Colleagues,
and Neighbors

Family Oriented
experience

- Identifying Educational Values in your events
- Developing diverse programs for kids

Making a
story from
the social
interaction

Symbolizing
the keywords
representing
these
programs

Consistency of
events' core
values in
activities and
programs

#2 Connection to the Natural Environment

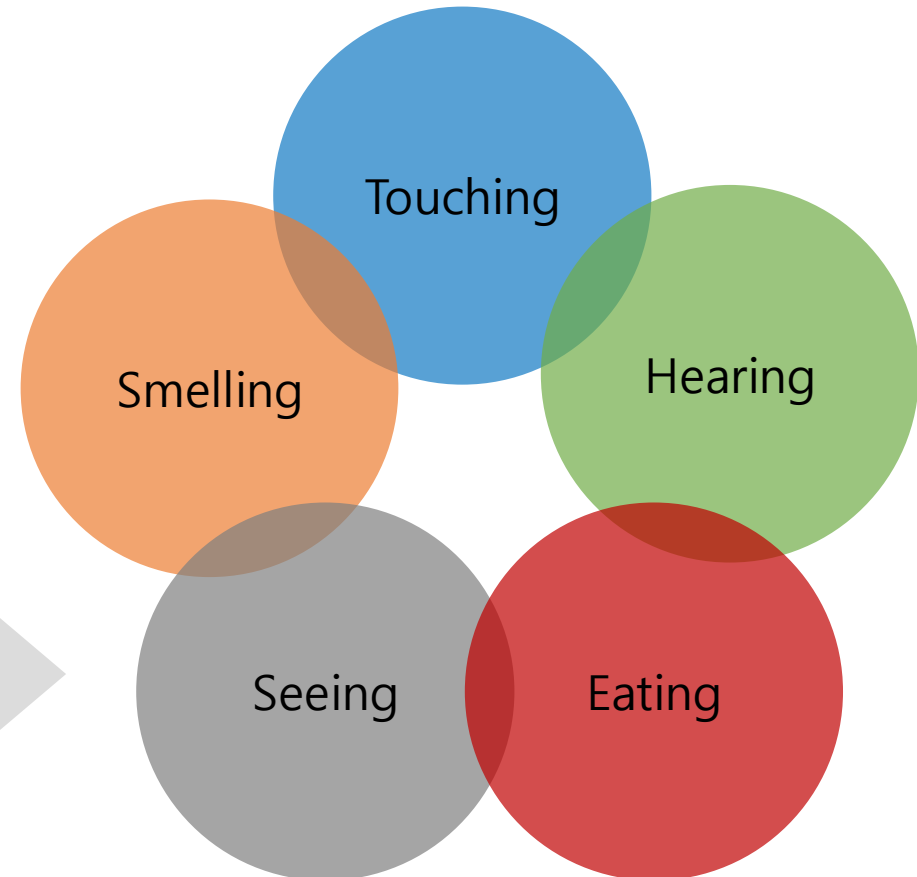
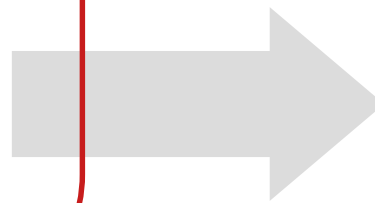
Utilizing the following components as a symbolic words to deliver your message with the nature environment.

Spatial Approach

: Spaces for sporting activity

- Internal and External Features of Sporting space
- Tangible and intangible sport space values

Considering Bodily Experience as a resource to identify spatial stories



#3 Connection to Yourself

Emotional Growth

Self-Esteem

Understanding yourself through the specific programs

Emphasizing an opportunity to change yourself

Identifying the Inner-space

Chapter III

Managerial Implications



Managerial Implications

3 Directions for the future brand management

Education

Environment

Culture

Chapter IV

Cases



Case #1 : Western State 100 Mile Race



Case #2 : UTMB

