

THEME 04 THE IMPORTANCE OF BRANDING AND IMAGE

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APRIL 26TH – 28TH, 2018
BUDAPEST, HUNGARY

BRANDING MATTERS

BRANDING IS THE FOUNDATION OF EVERYTHING

IT DEFINES "**WHO**" YOU ARE

IT DEFINES **WHY** YOU ARE DIFFERENT FROM COMPETITORS AND WHY THAT MATTERS

AND...IT ANSWERS THE QUESTION, "WHY SHOULD AN ATHLETE OR A FAN OR A SPONSOR **CHOOSE WATER POLO?**"

WHAT IS A BRAND?

A BRAND IS THE **EMOTIONAL PROMISE**
OF A PRODUCT OR SERVICE.

YOUR BRAND IS YOUR ONLY ASSET THAT IS NOT
DUPLICATABLE

BRANDS ARE MULTI-DIMENSIONAL

BRANDS HAVE TWO COMPONENTS:

- **FUNCTIONAL EQUITIES**

IMPORTANT ATTRIBUTES, BUT SHARED WITH OTHER BRANDS

- **EMOTIONAL EQUITIES**

DISTINCT AND UNIQUE QUALITIES, NOT SHARED WITH OTHER BRANDS

THE BRAND SECRET

CONSUMERS DO NOT BUY FUNCTION
THEY BUY **LIFESTYLE/EMOTION**

THE BMW/MERCEDES/VOLVO EXAMPLE

- **FUNCTIONAL EQUITIES** (SHARED WITH OTHER BRANDS)
 - EUROPEAN
 - HIGHLY ENGINEERED
 - EXPENSIVE
- **EMOTIONAL EQUITIES** (THE EMOTIONAL PROMISE)
 - BMW - DRIVING EXCITEMENT
 - MERCEDES - ESTEEM
 - VOLVO - SAFETY

THIS IS WHERE THE BRANDS **LIVE**,
AND THIS IS WHAT THEY **“SELL”**



GLOBAL AVERAGE RANKINGS

CONSUMER - DEFINED - ATTRIBUTES



FRIENDSHIP	FAIR COMPETITION	GLOBAL PARTICIPATION
MULTICULTURAL	STRIVING	
FESTIVE	PEACEFUL	

TIER
01

HONORABLE	DETERMINATION	IDEALS OF EQUALITY, TRADITION, HONOR AND EXCELLENCE
UNITY	TRUSTWORTHY	
DIGNIFIED	INSPIRATIONAL	
POWERFUL	HERITAGE & TRADITION	
WORLDLY	BEING THE BEST	

TIER
02

COMPETITIVE
ANALYSIS

POSITIVE
EQUITIES

LIMITATIONS



PASSIONATE
PATRIOTIC
COMPETITIVE

SINGLE SPORT
MALE-ORIENTED
AGGRESSIVE NATIONALISM



MAGICAL
FUN
FAMILY

COMMERCIAL
AMERICAN
PROFIT-ORIENTED



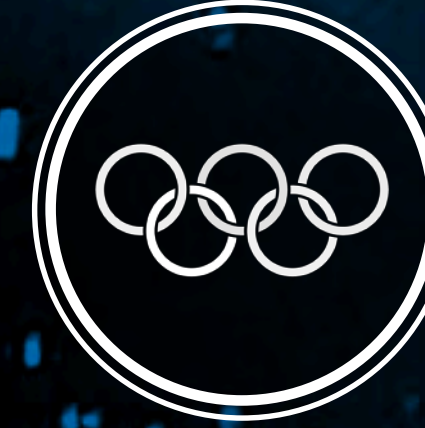
LIFESTYLE
AMBITIOUS
POWERFUL

ARROGANT; AGGRESSIVE
SHOWY
MATERIALISTIC



HONORABLE
UNSELFISH
PEACEFUL

ONE-DIMENSIONAL
PASSIVE
QUIET / INTROVERTED



COMPETITIVE
FESTIVE
RESPECTFUL

PEACEFUL
MULTI-SPORT
MULTI-CULTURAL

HONORABLE
DYNAMIC
PATRIOTIC



THE WATER POLO BRAND

METHODOLOGY



72

PARTICIPANTS



9

COUNTRIES

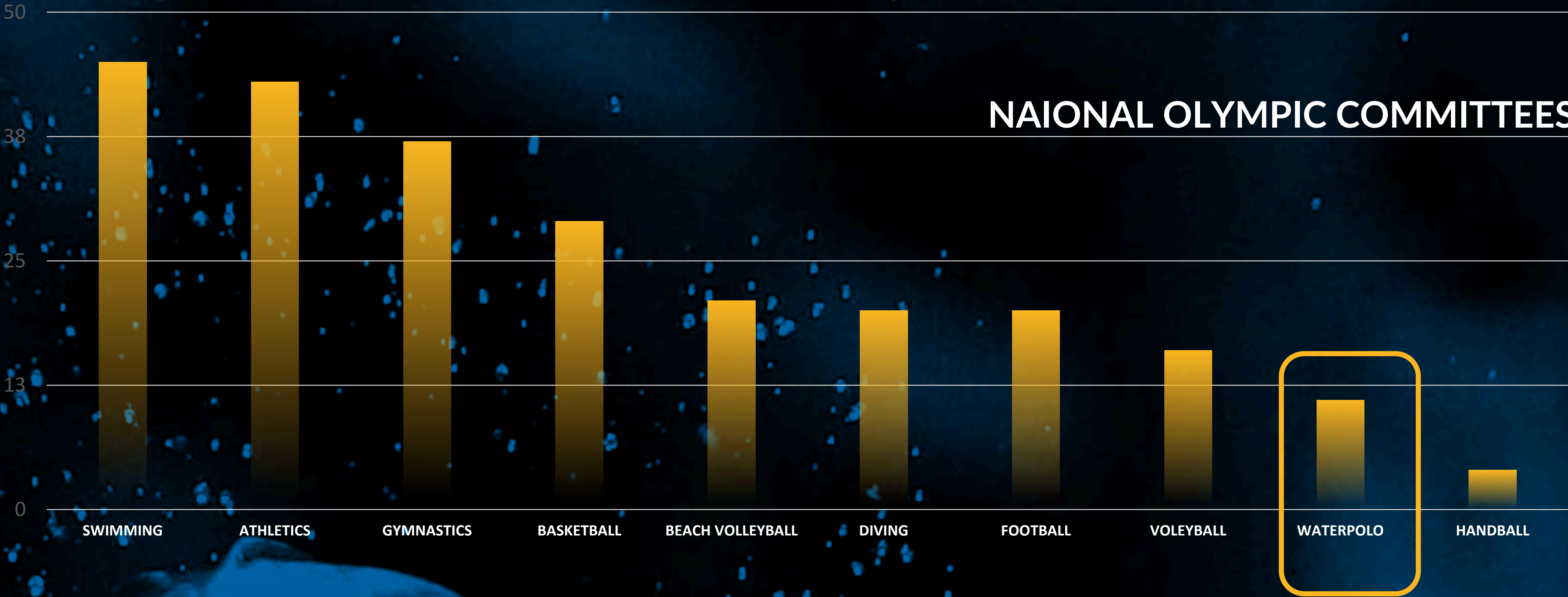


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UNPROMPTED
QUESTIONS

WHAT ARE YOUR TOP 5 FAVORITE SUMMER OLYMPIC GAMES SPORTS?

FAVORITE OLYMPICS GAMES SPORTS



* 11 out of 316 responses. 3%

WHAT DO YOU THINK ABOUT WATER POLO?



TOUGH SPORT TO PLAY

RESPECT PHYSICAL
DEMANDS OF SPORT

ATTRACTIVE ATHLETES



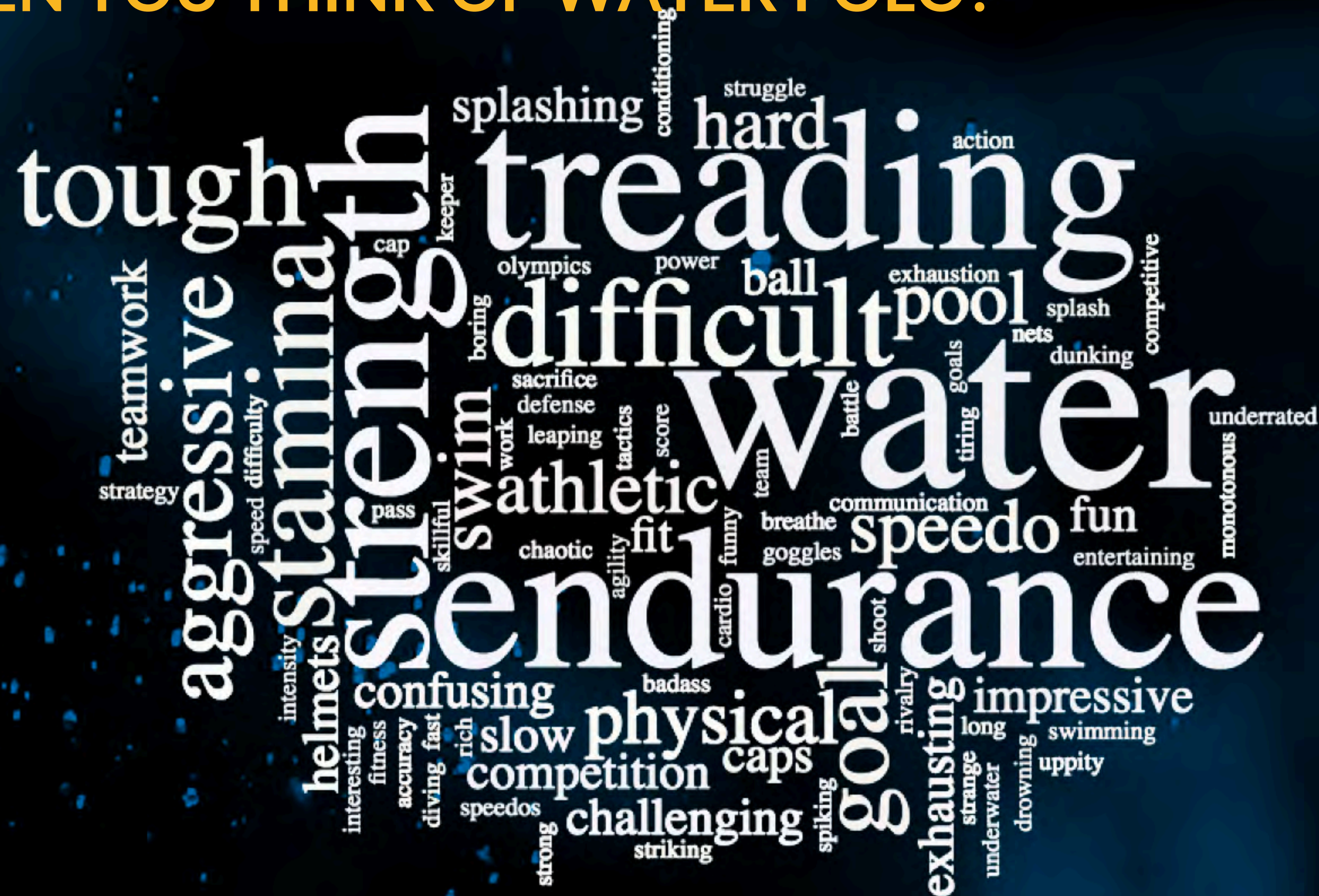
DO NOT UNDERSTAND THE
RULES

BORING TO WATCH ON
BROADCAST

NOT FAMILIAR WITH THE
SPORT



WHAT ARE THE FIRST PHRASES THAT COME TO MIND WHEN YOU THINK OF WATER POLO?



WHAT ARE THE GREATEST STRENGTHS?

ENDURANCE

STAMINA

STRENGTH

FAST PACED

EXHAUSTING

AGGRESSIVE

TOUGH

DUNKING

PHYSICAL

INTENSE

UNIQUENESS

TEAM SPORT

ACCURACY

DYNAMIC BY NATURE

APPEAL

RESPECT FOR THE SPORT

ATTRACTIVE ATHLETES

SPEEDOS

WHAT ARE THE GREATEST WEAKNESSES?

01

CONFUSING
COMPETITION RULES

02

UNDERDEVELOPED
AWARENESS OF THE
SPORT

03

LOW ACCESSIBILITY TO
YOUNG ATHLETES

04

LIMITED VISIBILITY TO
UNDER WATER ACTION

05

OVERSHAWDOWED BY
SWIMMING AND DIVING

06

LIMITED INTEREST
BEYOND OLYMPIC GAMES

"I COULDN'T SAY, I'M NOT FAMILIAR WITH IT.
HOW DO THEY GET THE HORSES IN THE
WATER?"



NEXT STEPS TO BRAND CLARIT

- THIS PROCESS IS HOW BRAND ASSESSMENT AND POSITIONING BEGINS
- THIS PROCESS IS HOW DIFFERENTIATION FROM OTHER SPORTS BEGINS
- THIS PROCESS IS HOW TO BUILD THE NEW WATER POLO NARRATIVE AND BRAND
- THIS PROCESS IS HOW SPORTS BRANDS RE-POSITION THEMSELVES TO ATTRACT MORE PARTICIPANTS, FANS AND SPONSORS

BRANDING IS THE FOUNDATION OF EVERYTHING

