

## Impact of Marketing Athletics and Athletes

We've now discussed the various types of media coverage, sponsorships, athletes & sports that dominate American culture. Now you're going to assess how well, or poorly, various companies have tried to use athletes, social issues and sports (in general) to their advantage.

Below is a list of groundbreaking, controversial, successful and unsuccessful ad campaigns that various companies have tried over the years. Your job is to analyze the ads and determine the overall impact.

Your ad analysis should address the following questions:

- ➔ What company made the ad? OR What was the ad marketing?
- ➔ Who "stars" in the ad?
- ➔ What sport/sports are promoted through this ad?
- ➔ Using the ad and what you know about it, complete the Golden Triangle in terms of the relationship between sports, sponsorship and media.
- ➔ Beyond selling a product, what was the ad trying to market?
- ➔ What does the ad tell you about American values? OR How is the ad trying to speak to American values?
- ➔ What impact did or could this ad have? (culturally, economically, etc.)
  - ◆ Analysis of potential (or proven) positive impact
  - ◆ Analysis of potential (or proven) negative impact

<b>Potential Campaigns to analyze</b>	
<ul style="list-style-type: none"> <li>- Buick, NCAA and women's basketball</li> <li>- Adidas, trans rights.....</li> <li>- Gatorade, Jordan, NBA</li> <li>- Pele, Puma, Soccer</li> <li>- Danica Patrick, NASCAR, Go Daddy</li> <li>- Dan v. Dave, Track/Olympics, Reebok</li> <li>- Bo Knows, Nike, Baseball/Football</li> <li>- Tiger &amp; Earl, Nike, Golf</li> <li>- Tiger, Golf, Buick</li> <li>- Mean Jo Green, Coke, NFL</li> <li>- Converse, Lary Johnson, NBA</li> <li>- John Madden, Madden, NFL</li> <li>- Serena, Direct TV, Tennis</li> <li>- Andre Agassi, Nike/Nikon, Tennis</li> <li>- 2022 Champion Women's Wear "<a href="#">Get It Girl</a>" various athletes</li> <li>- Powerade "Pause is Power"</li> <li>- Under Armour, "Rule Yourself", various athletes</li> <li>- Nike, "We're Short a Guy", various athletes and rapper</li> </ul>	<ul style="list-style-type: none"> <li>- Dick's Sporting Goods, Griffy, MLB</li> <li>- Campbell's Soup, Donovan McNabb, NFL</li> <li>- Nike, Muppets (Lebron Kobe), NBA</li> <li>- Nike, Lil Penny, NBA</li> <li>- McDonald's "The Showdown", Jordan/Bird, NBA</li> <li>- Reebok, Terry Tate, NFL</li> <li>- Nike, Women's World Cup, Makena Cook</li> <li>- Sports England, This Girl Can, women in sports</li> <li>- Seattle Seahawks, Starbucks, NFL</li> <li>- Throw Like a Girl, Always, various actors</li> <li>- Curry/Brady/Williams, Subway, various athletes</li> <li>- Nike, "Dream Crazier", Serena</li> <li>- 100 Year Game, NFL</li> <li>- Nike, Snow Day, various athletes</li> </ul>

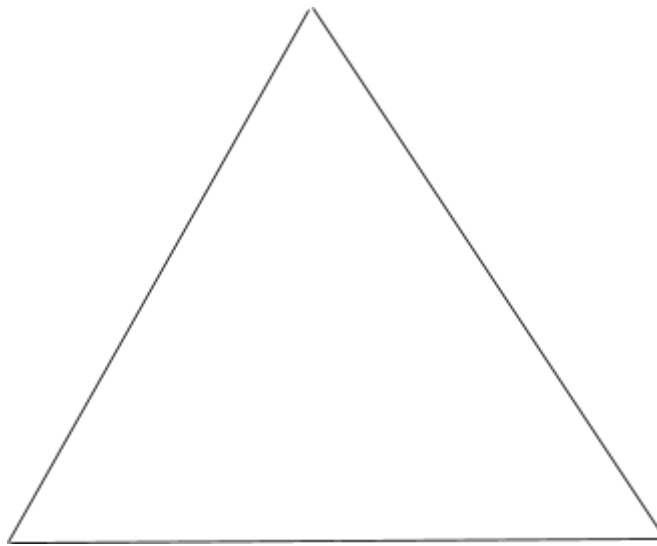
**Here is what you need to do:** As a pair, choose your ad campaign (I suggest you watch a few before deciding) and then complete the three steps below. Please make sure your answers are complete and clear.

**Point Value: 20 pts**

**Step 1: Watch the ad campaign you have chosen (some may have more than just one version of an ad). Record the following information: (5 points)**

1. When was the campaign created? (1pt)
2. What athlete(s) star in the ad? What sport are he/she/they associated with? (2 pts)
3. What product(s) or issue is being sold? (2pts)

**Step 2: Complete the Golden Triangle to show the relationship between the various parties involved.**  
(3 points)



**Step 3: Analysis of the advertisement campaign (12 points)**

1. Beyond the sale of a specific product, what else do you think the ad is trying to market? (3 pts)
2. What does this campaign say about American values? Or, how is it trying to represent American values? (5 pts)
3. What impact did this campaign have? (culturally, economically, socially, etc.) (4 pts)
  - a. Explain the potential (or proven) positive impact this campaign had
  - b. Explain the potential (or proven) negative impact this campaign had