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OVERVIEW OF SPORTS MARKETING INDUSTRY

*Document prepared by Christian Maximilian Voight, Senior Head, Global Sports Marketing & Sports Law,
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Christian M. Voigt
Overview of Sports Marketing
Industry
~ a brand perspective





The perspective from a global sport lifestyle company

- brand positioning**
- marketing communication versus sports marketing work around the „assets“**
- brand history and corporate development**
- sports marketing industry roots**
- leadership in thoughts**
- different brands and attitudes**
- general thoughts on return of investment**

VIEW BY SPORTS CATEGORIES



PUMA Sailing

PUMA Football

PUMA Golf

PUMA Running

PUMA Motorsport



PUMA Running

- Creative Marketing through Communication
- Positioning of the Brand

Hello

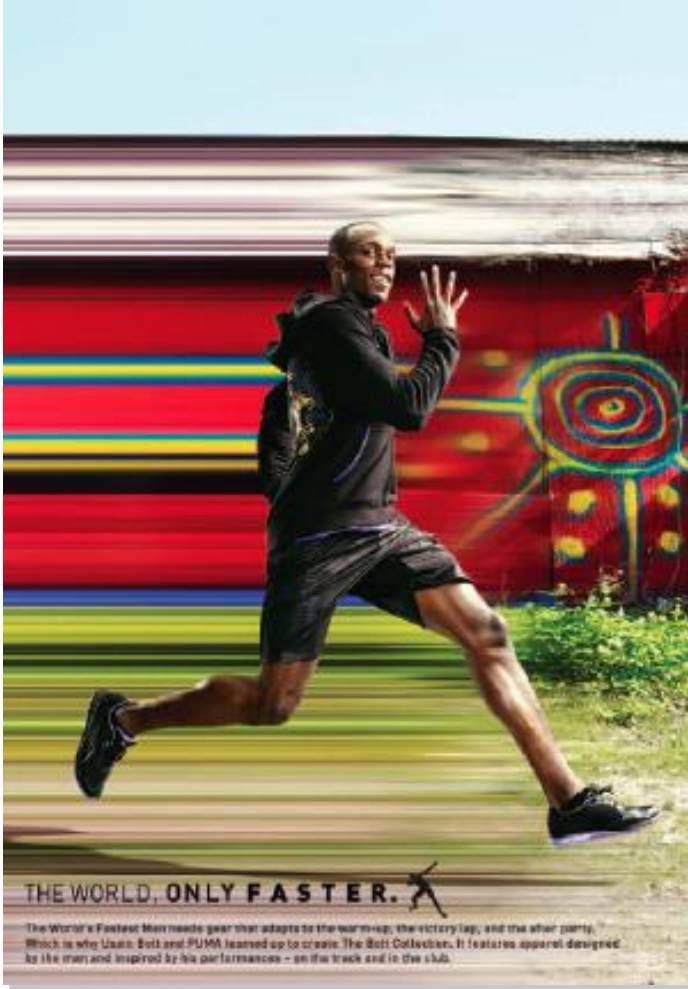




Bolt Diamond League Race - NYC

Bolt Arms Promotion / Bolt Collection

JUNE 2010





PUMA Football

- Selection of Athletes
- Competition among the Brands
- Football Market Development



Testing the Sports Governing Rules – Equipment Regulations of Sports Authorities





PUMA®



Event Activation/Promotion Restrictions South Africa vs. Germany –
FIFA World Cup



PUMA UND DEUTSCHE BA



Flying Over the "Ban Mile"

GEMEINSAM FÜR AFRIKA TRAM



Riding Around the "Ban Mile"



PUMA Motorsport

- Innovation/Unique Positioning
- Sports Licensing





PUMA Sailing

→ Brand Focus

→ Restrictions in General



Sports Licensing

- Unique Position as Seller of Sports Articles
- Profit & Loss Analysis
- Replica versus Fanwear
- Territorial Reach of Investment
- Categorization of Licenses
- Sponsored Athlete vs. Global Star
- Celebrity vs. Brand Ambassador





Thank you!