



WIPO/IP/KIN/11/4
ORIGINAL: ENGLISH
DATE: APRIL 19, 2011
SEMINAR ON INTELLECTUAL PROPERTY AND SPORT
organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Jamaica Intellectual Property Office (JIPO)

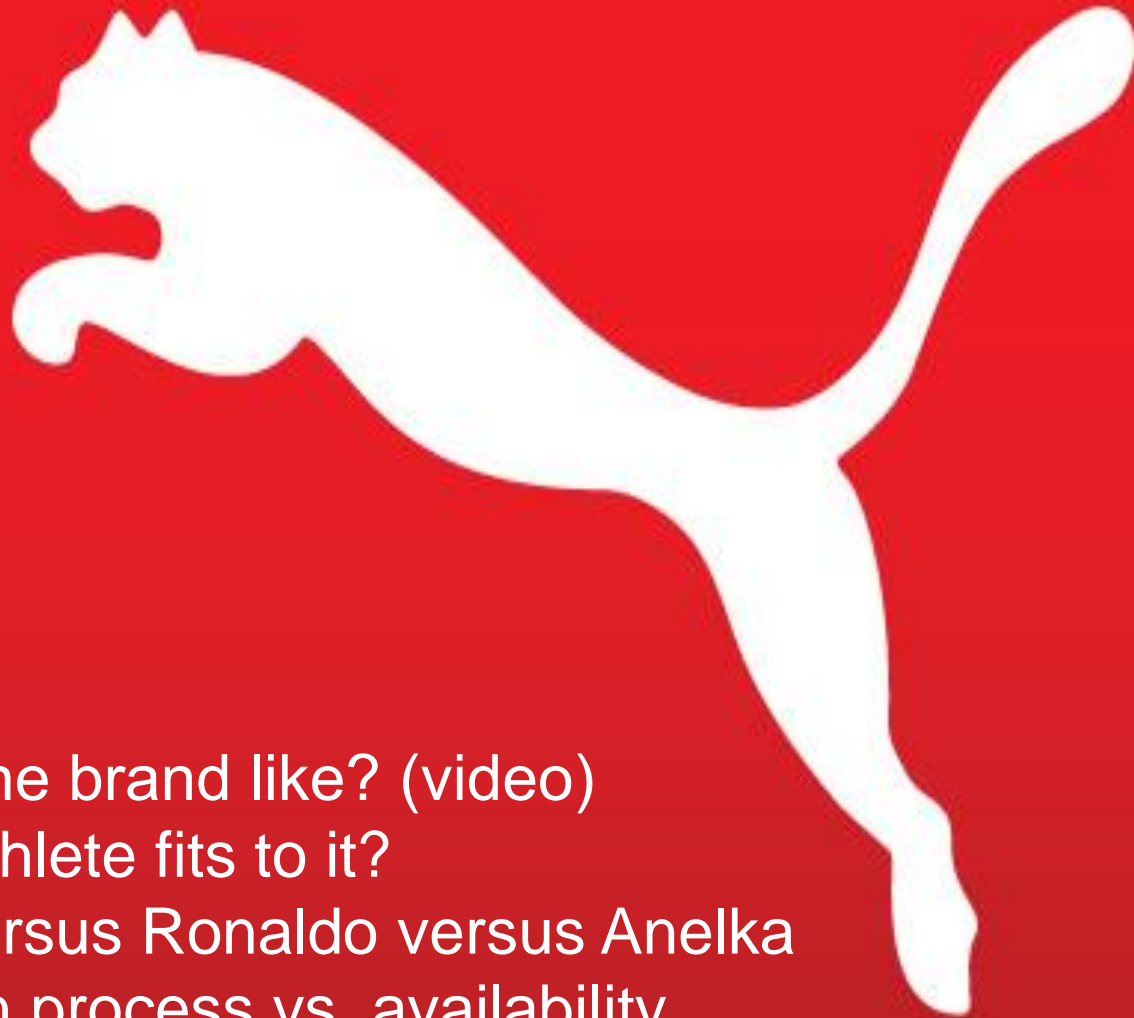
and in collaboration with
Gordon McGrath, Attorneys-at-Law
Kingston, April 19 and 20, 2011

USE OF ATHLETES AS BRAND AMBASSADORS

Document prepared by Mr. Christian Voight, Senior Head, Global Sports Marketing & Sports Law, PUMA International Division, Boston, United States of America

Christian M. Voigt
Use of Athletes as Brand
Ambassadors
~ a brand perspective





- What's the brand like? (video)
- Which athlete fits to it?
- Messi versus Ronaldo versus Anelka
- Selection process vs. availability



- PUMA's signature athlete (video)
- Communication planning around athlete
- Activation at events



- Athlete's fit the corporate message (video)
- Production of advertising with athletes
- Teams versus individual athletes

Kehinde Wiley Collection

Kehinde Wiley Inspired Product → Use of Ambassadors for Different Business Aspects



WPS Using the best female footballer in the world – Marta
(video) – engaging consumers





MARTA 10



- Picking the next athlete's (video)
- From amateur to pro athlete
- Difference star to brand ambassador





- Created business vs. brand exposure
- Ambassador for just any brand? Athlete management
- Different brands for one athlete – drawing the lines



Thank you!