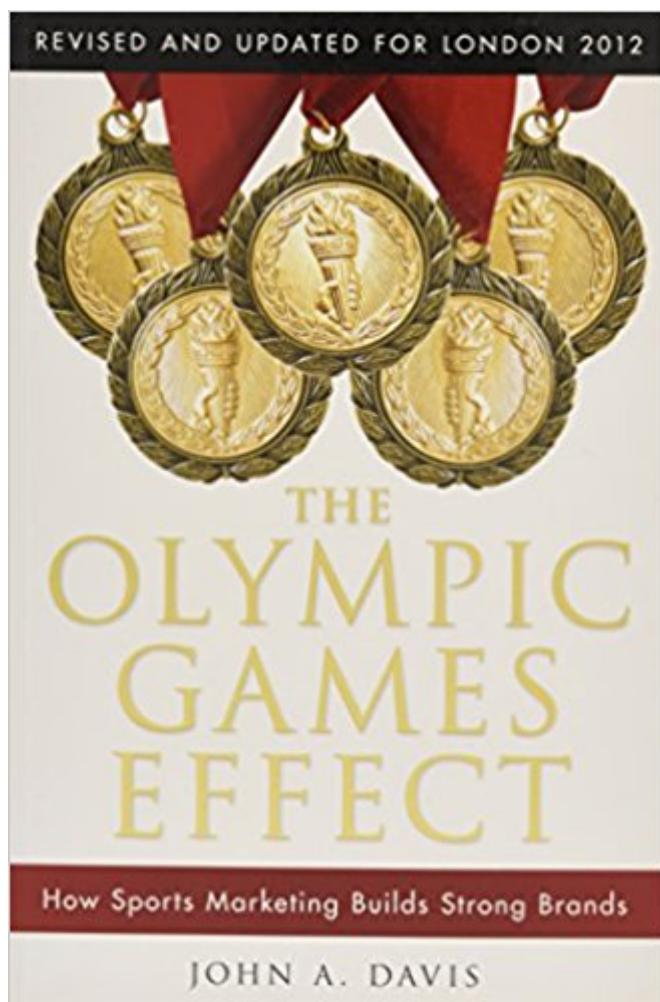


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# The Olympic Games Effect: How Sports Marketing Builds Strong Brands



## Synopsis

Marketing at the Olympics, the attraction and the rewards Essential reading in preparation for the 2012 London Olympics, the newly revised and fully updated second edition of The Olympic Games Effect offers fascinating sports marketing and branding insights into the promotion of the Games themselves, and their unique attraction for corporations in particular. The important lessons of past Olympics will be used to show a hundred year-plus tradition based on a several thousand year old testament to the love of sports and competition, revealing how, in recent years, this has evolved into a seductively attractive vehicle for a wide range of audiences, from consumers to corporations. Loaded with historical information on the Olympics, the book traces the history of the Olympics back to 776 BC. This legacy is vital to the ongoing success of the Olympics, and is at the heart of why brands care so much Packed with illustrations that illustrate how the Games have become arguably the world's most successful sports event and the marketing opportunities this has led to Includes relevant business strategies and recommendations to help companies understand how to make more effective sports sponsorship decisions This timely new edition of The Olympic Games Effect shows the value contributed by sponsoring the world's premier sporting event, and explains how, by extension, other global sports events have the potential to generate similarly impressive results for their sponsors.

## Book Information

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## Customer Reviews

"John Davis' book, The Olympic Games Effect, made a key contribution to understanding the

economics of the Olympics, marketing of the Olympics, and the Olympic Games as a brand. The second edition of this important and readable volume offers new case studies and insights on social media. It should be required reading for corporate marketers tied to sport." •Glenn Hubbard, Dean and Russell L. Carson Professor of Finance and Economics, Columbia Business School

"Olympic marketing is fundamentally different from what is taught in traditional marketing texts, which is why this book is such a welcome addition to marketing knowledge. This edition contains updates with new observations from the Beijing and Vancouver Olympics. It explores the significance of the latest shifts in marketing derived from such trends as the rise in social media."

•Lynn Kahle, Giustina Professor and Head, Dept. of Marketing, Lundquist College of Business, University of Oregon "The sponsorship of the Olympics has been a critical part of the marketing success of many global companies including Samsung. As South Korea prepares for the 2018 PyeongChang Winter Olympics Samsung and scores of potential sponsors will be debating the right strategy on how to leverage those Games to help communicate their brands. Worry no more as John Davis' *The Olympic Games Effect* will become the key 'go to' resource for these companies." •Dae Ryun Chang, Professor of Marketing, Yonsei University "As a fellow International Olympic Academy faculty member and professor of sport management, I can write that John Davis' book should stand as a required companion piece to Dick Pound's *Inside the Olympics* in helping a very wide population grasp the Olympic Games' magnitude and global importance. The Olympic Games Effect is well written, thoroughly researched, and greatly adds to the canon of Olympic literature. It is heroic, like a true Olympian, in its commitment and achievement."

•Rick Burton, David B. Falk Professor of Sport Management at Syracuse University and author of the historical thriller *The Darkest Mission* "Just follow John Davis into the fascinating world of the Olympic Games and the enormous potentials they offer as a powerful global brand. Learn more about the opportunities and risks of Olympic sponsorship and how the pure idea and image of the Olympic Games create value for everyone involved." •Professor Dr. Anton Meyer, Head of Marketing Department, Munich School of Management, LMU

At their core, the Olympic Games are about athletes and athletic competition. But the Olympics have evolved into a much larger phenomenon that extends beyond the boundaries of sport. Combining a potential viewing audience of over 4.5 billion people with such an historical event, the Olympics are a unique and highly beneficial sponsorship opportunity for companies striving to set themselves apart from the competition. This new edition of *The Olympic Games Effect*, revised and updated for the 2012 London Games, builds on the theme of its predecessor while adding fresh

content and data from the 2008 Summer Olympic Games in Beijing, the 2010 Winter Olympic Games in Vancouver, and the first Youth Olympic Games. Along the way, author John Davis: Provides more in-depth insights about The Olympic Partner (TOP) sponsors—the highest level of Olympic sponsorship—and what they are doing to make their Olympic investments productive and value adding Discusses the impact each Olympics had on the city and nation where the Games were hosted Examines the lessons of companies that have benefited from sponsoring the Olympics and reveals how these lessons can be applied to other sports sponsorships The Olympic Games offer a global stage that reaches one of the largest audiences of any event in the world. With The Olympic Games Effect, you'll discover how to leverage this unique opportunity to create a long-lasting impression that will positively impact your brand—from both an image and an economic standpoint.

Using the Olympics as a backdrop, this book is a tremendous read for marketers of all types. From guerilla marketing tactics to big-company branding efforts, Davis covers it all. The book belongs on the shelf of any marketing professional, but not just to sit there. It will be used and referenced for years to come.

Even though they are removing baseball from the Olympics, John Davis' new book hits it out of the park. As only John can, he uses interesting and entertaining vignettes to illustrate his points about the brand halo. More importantly John provides a complete list of guidelines to help other companies understand the potential of Olympic sponsorship. Making this must read for anyone involved in developing a top global brand.

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