

# MARKETING DISSERTATION SAMPLE

## THE UNDERVALUED WEAPON IN MARKETING

### Introduction

The appeal of adventure sports in our modern society is often considered as a double-edged sword. It started to attract the imagination of the public as a result of the combination of sports, together with the actual allure and excitement of adventure. To understand the power of adventure sponsorship as well as other factors that are interrelated to this topic, it is best to start at the right place.

“Adventure” connotes a very unusual or exciting experience. (Webb, 2013). Usually, it is connected with being bold and risky. On the other hand, sports refer to any physical activity as well as skill that is performed with the purpose of recreation. The lack of assurance regarding the outcome, together with the familiarity of the rules of the game further establishes the circumstances of an unsure ending, providing the rationale and the drama to see the winner in the end.

### Adventure Sports for Marketing

A specific genre has further caught up with the public segment. Adventure referring to a sport which is multi-disciplined, and has also observed an amazing growth in terms of popularity over the recent decade. As such, a commensurate increase in sponsorships can be expected as a result. This is undervalued weapon that we are talking about. The costs that are often associated with introducing a specific athlete or team involves, not just the equipment, but also the actual costs involved, such as lodgings, travel, physicians, training, special diet, as well as other allied expenses.

Publicity and advertising payoffs can either be a modest return for teams and athletes who perform well and achieve a modest level of success, or a breakeven proposal for teams and athletes who are not performing as required. Determining how the investment will stack up compared to the return of sponsorship investment is identified with the amount of money that the company uses for investment, together with the exposure of the sport, as well as other potential demographic profiles which are reached. The formulation involves arriving at the right sponsorship amount that is based on the understanding of the company regarding some pragmatic nuances that are involved in the calculation as equated against an athlete's or team's potential in achieving a reasonable level of success.

### The Appeal of Adventure Sponsorship

In order to further understand the increasing appeal of adventure sponsorship, it is



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very important to completely understand in which the source from which this recently developed field has risen. The attraction and allure of sports may be identified by the fact that the animal kingdom and human beings anticipate play as an inborn trait (Powell, 2013). Evidence pointing to the importance of sport may be found in the earliest beginnings of humankind. The need to hunt needed mutual cooperation which further fostered team building skills that is vital in cornering and bringing down bigger preys.

### Literature Review

Adventure sports are considered as a relatively new field in sponsorship. It is also just starting to become a viable tool for utilizing the marketing mix. When this strategy is combined with celebrity endorsements, the output is outstanding. This relative newness of adventure sports has turned itself as a relative bargain for firms who are searching for a good opportunity in the business industry. Sponsorship also represents a strategy in investing, and reaps multiple benefits which are considered as excess out of the outlay (Samson and Hughes, 2010).

Given this foregoing fact, the research required delving into deeper understanding regarding different nuances which comprises the sponsorship realm as the vital variable towards examining the subject at hand. Going deeper into the sponsorship area first entails the need to have a play whereby the plans and actions of competitors are being understood as strategies are identified, including current positioning, as well as areas where there is an assumed vulnerability and those that requires strength. In order to create strategies effectively, an organization needs to completely understand how different consumers go about establishing the required purchasing decisions.

### References

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- Webb, A. (2013). *Understanding Business Perspectives – The Different Levels of Marketing*. Cincinnati, OH: Star House Press

