

Why I will not use you for my campaign: The relationship between Brand Managers and Sportswomen

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Emmanuel Mogaji*, University of Greenwich, UK.
Foluké Abi Badejo, Griffith University, Australia.
Simon Charles, SWBA Project, UK
Jacqueline Millisits, University of Connecticut, USA

e.o.mogaji@greenwich.ac.uk | Twitter: [@e_mogaji](https://twitter.com/e_mogaji)



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- **This Study**
To qualitatively explore Brand Managers' business decision with regards to selecting sportswomen as their brand ambassadors.
- **Methodology**
Semi-structured interviews with 15 Brand Managers, 40% female and 60% male ranging from 37 to 45 years old in UK between March 2018 and June 2018



THE SPORTSWOMAN

- Sports personalities are considered as vehicles for advertisements
- Sportsmen are still dominating the sponsorships landscape.
- The awareness surrounding women's sports is increasing, and more women are playing sports now.



THE BRAND MANAGER

FINDINGS

Business Decision

Limited media awareness has not been helpful in justifying sportswomen for endorsement

Sportswomen's Responsibilities

Taking responsibility for media coverage and build their professional brand personality, Telling a story, and creating an identity.

Public Reception

Sexualisation of women and public perception of sportswomen for campaign. Likely to sponsor a personality that resonates with their target audience

CONCLUSION

Theoretical

Insight, albeit from the Brand Managers point to view to understand the challenges of sportswomen as brand ambassadors.

Brand Managers

Awareness about women sports is rising, and it is vital for brands to join the movement and be a part of it. Brand Managers are expected to take more creative risks. Brands can do more by breaking the mould and engage with something that is unique and different,

Sportswomen

Take responsibility for brand awareness. Social media engagement is vital. Work with agents if needed. Keep winning.

Emmanuel Mogaji

University of Greenwich, London.

e.o.mogaji@greenwich.ac.uk

[@e_mogaji](#)

CHANGE STARTS HERE