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

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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.

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 of 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

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

The Brand Manager

Seaina Williams
Caster Semenya
Maria Sharapova

SCM