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~~Tell You! Commercial Sponsorship Brand Image And~~

Commercial sponsors commonly seek brand image enhancement, particularly by forming relationships with key target markets . The congruity between brand image and the consumer's self-image is an essential component of such relationships. The congruity effects of commercial brand sponsorship in a ... Commercial Sponsorship.

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Commercial sponsorship, brand image and WTA

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tournament. International Journal of Academic Research Part B; 2013; 156-162. DOI: 10.7813/2075-4124.2013/5-2/B.24 COMMERCIAL SPONSORSHIP, BRAND IMAGE AND WTA TOURNAMENT Armand Faganel, Danijel Bratina University of Primorska, Faculty of Management Koper (SLOVENIA) E-mails: , [email ...

~~commercial sponsorship, brand image and wta tournament...~~

on the sponsoring brand's image. Image Transfer in Sporting Event Sponsorships Brand image has been defined as "perceptions about

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a brand as reflected by the brand associations held in memory' (Keller 1993, p. 3). This definition takes an associative memory network view, in that brand image is based

~~Building Brand Image through Event Sponsorship: The Role ...~~

DOI: 10.7813/2075-4124.2013/5-2/B.24

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Abstract. Past sponsorship research has primarily focused on awareness building strategies, and has virtually ignored brand image issues. As a result, little guidance is available for firms that seek to use sponsorship opportunities to aid in brand positioning. This study reports the results of an experiment using undergraduate student

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subjects, who assessed the degree to which a sporting event's image was transferred to a brand through event sponsorship activity.

~~Building Brand Image Through Event Sponsorship: The Role ...~~

Further, there is a greater increase in image congruence when functional similarity between sponsoring brands and sponsored events is high (versus low). But contrary to Gwinner and Eaton (1999 —, and John Eaton (1999), “Building Brand Image through Event Sponsorship: The Role of Image Transfer,” *Journal of Advertising*, 28 (4), 47 ...

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Although brand image was recognized as the

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driving force of brand asset and brand performance, few studies have elaborated on the relationship between brand image and brand equity. Based on the brand image theories, this study reviewed extant studies about the impact of brand image on consumer from perspective of customer equity.

~~The Impact of Brand Image on Consumer Behavior: A ...~~

Sponsorship of sport creates tensions when a sponsor's image or product appears to undermine the sporting message. For example, tobacco firms sponsored sporting events until

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2005 when they were...

~~Sponsorship in sport - Commercialisation in sport - AQA ...~~

Commercial sponsors are concerned primarily with brand names, trademarks, or logo symbols, and associating these with the "image" attributes of the sponsee. Hence, most commercial sponsorship objectives require only limited cognitive processing, mainly via "unconscious" associative learning. Since health sponsors promote a "message,"

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~~SPONSORSHIP: IMPACT ON BRAND AWARENESS AND BRAND ATTITUDES~~

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Sponsorships help your business increase its

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credibility, improve its public image, and build prestige. Like any form of marketing, it should be used strategically as a way to reach your target customers. As you build your marketing plan, research the events and causes that your ideal customers care about. Have they worked with sponsors before?

~~Sponsorship Is Key to Powerful Marketing~~
Sports sponsorship wields transformative power that is capable of driving exponential growth in brand awareness and affinity. Three recent examples show exactly what is possible. Under Armour ...

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~~Brand awareness in sport and the benefits of sponsorship~~

The objectives set by sponsors vary across sponsored properties and sponsor product/service categories, however it is widely reported that commonly sought brand objectives include awareness (Verity, 2002), image and positioning benefits (Hartland, Skinner and Griffiths, 2005), sales (Tomasini, Frye, and Stotlar, 2004) and, increasingly, loyalty and relationship building (Ukman, 2004).

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~~Determining the brand building success of sponsorship Dr ...~~

A while back, there was a study by the Journal of Advertising on building brand image through event sponsorship. It showed that when an event and brand are the right match, the image transfer process from the event to the brand happens easily. Besides how an event will match with your company's values, other evaluation criteria include:

~~Using Strategic Sponsorships to Build Your Brand | Seroka ...~~

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Brand Sponsorship – Branding Decisions. Branding decisions go beyond deciding upon brand positioning and brand name. The third of our four branding decisions is the brand sponsorship. A manufacturer has four brand

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sponsorship options. ... However, the risk that the extension may confuse the image of the main brand should be kept in mind. Also ...

~~Branding Decisions~~ — 4 Brand Strategy Decisions

Commercial sponsors commonly seek brand image enhancement, particularly by forming relationships with key target markets . The congruity between brand image and the consumer's self-image is an essential component of such relationships.

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~~The congruity effects of commercial brand sponsorship in a ...~~

Understanding how brand image change in sponsorship works is a fundamental step toward the development of a comprehensive framework of sponsorship effectiveness, measures, and drivers. The present research clarifies how sponsor image depends on various factors related to the individual consumer, the sponsored event, and the sponsor.

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