



# Creating Value in the Sports Industry: IP creation and Global branding

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IP in Sport  
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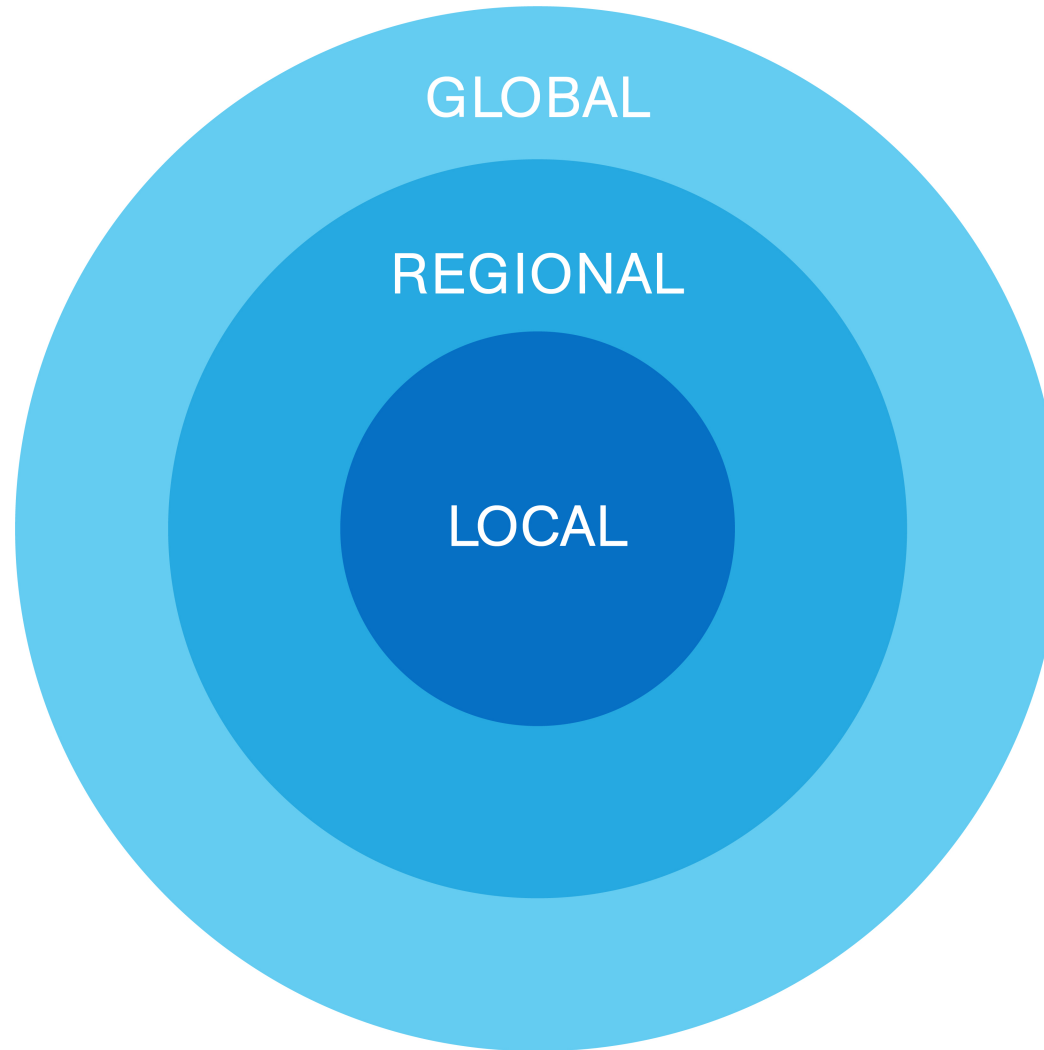
**THE STARTING POINT**  
**– WHAT DOES THE CUSTOMER WANT?**

- How do we create brand equity and value in sport?

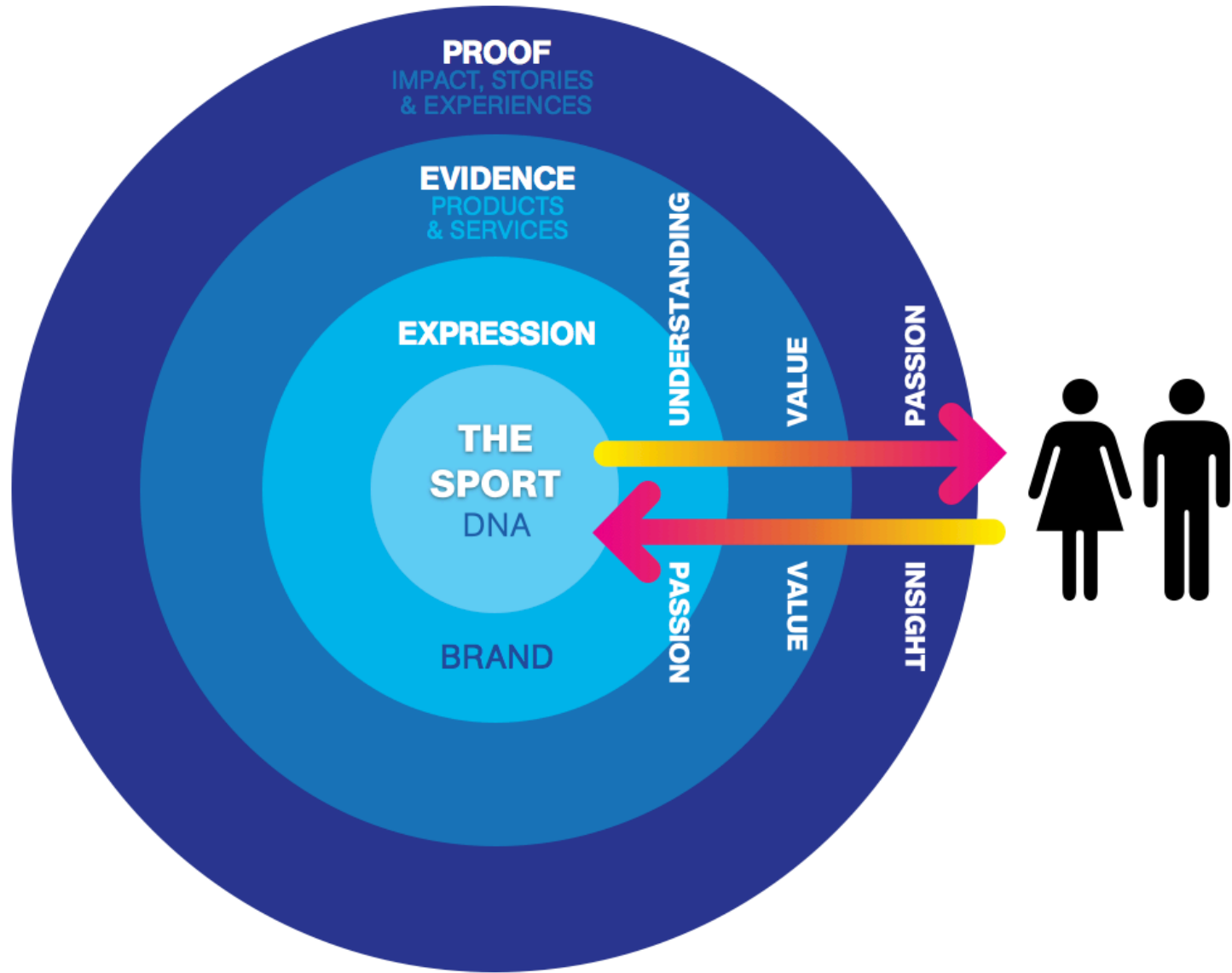
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**THE MARKETS  
- UNDERSTAND  
YOUR AUDIENCE**

Who is the audience?  
How do we define value?

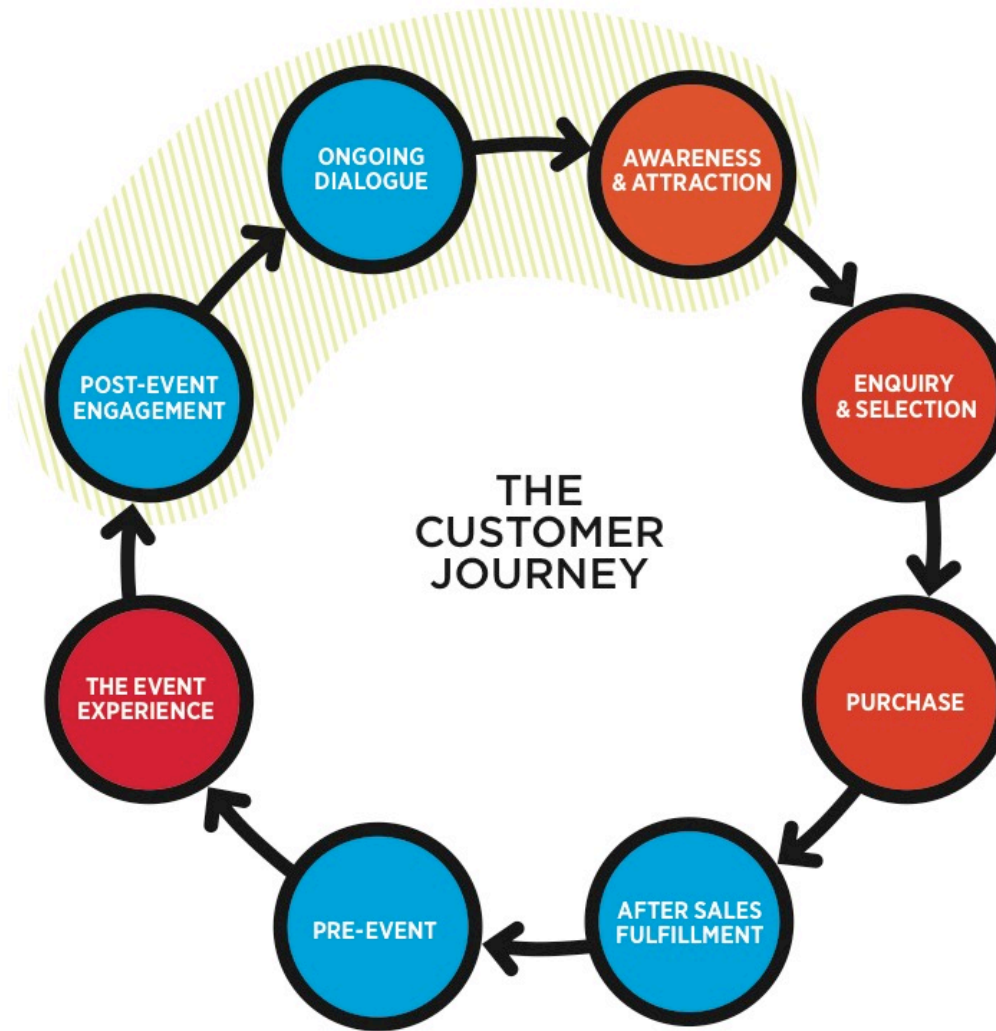


# CREATING VALUE



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# CUSTOMER JOURNEY



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**THE STARTING POINT**  
**– WHAT DOES THE CUSTOMER WANT?**

- So what do you see value in and why?

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# **UNDERSTANDING BRANDING & INTELLECTUAL PROPERTY**

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## WHY DO WE NEED SPORTS BRANDS?

- To raise the profile of the sport and sport related industries;
- To sustain sport as a business sector;
- To feed development and growth;
- To engage political and business leaders in policy and investment issues related to the sport industry;
- Provide greater value for athletes and product owners;
- To determine intellectual property rights ownership and the inter-relationship of players within the industry; and
- To support broader social and economical objectives (urban regeneration, building social capital/cohesion, health outcomes).



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## IP CREATION & BRANDING

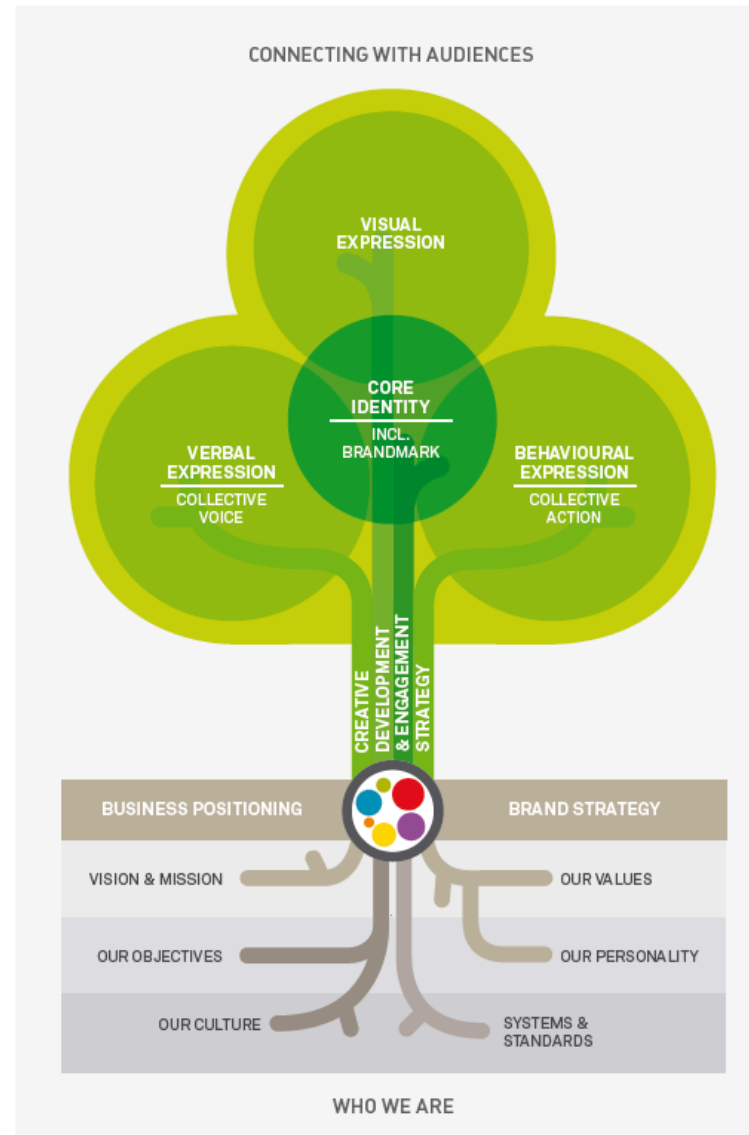
- Image and aesthetics are important in sport – so too is design
- In a competitive marketplace – the more attractive a product, the higher the consumer value
- Marketing and branding can be the difference between success and failure
- Important to respond to consumer changes and tastes
- Registering intellectual property, companies can protect themselves from imitators and counterfeiters
- Sports equipment and clothing companies are working together to find new solutions in protective clothing i.e. GORE-TEX ®
- Industrial design law – Hague system allows protection in up to 57 countries.
- Trademarks can be used to build brand recognition and value for a product, and support licensing strategies across various markets.

# UNDERSTANDING BRANDING

How we think about brand?

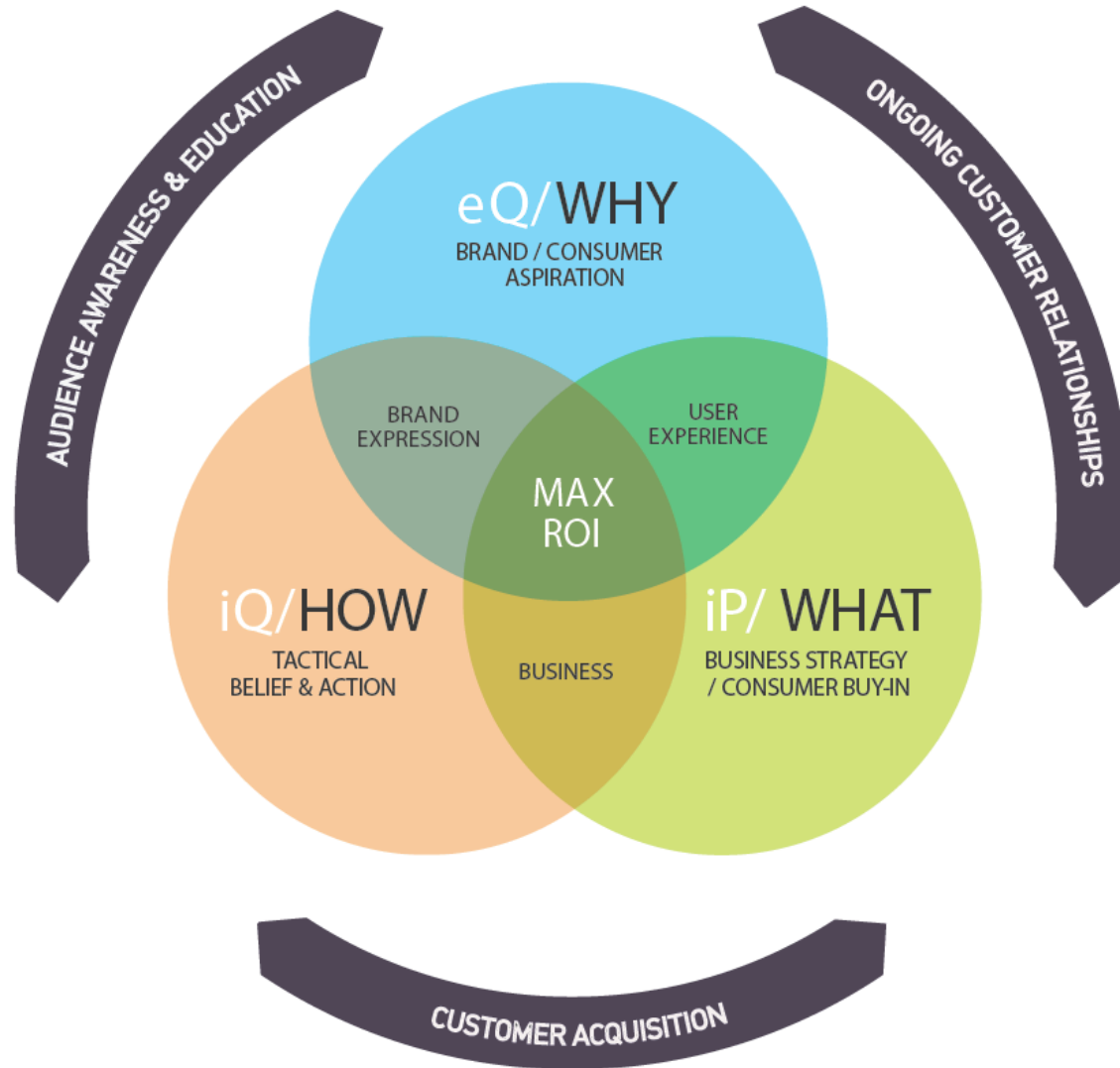
- Visual elements
- Verbal elements
- Behavioural elements

BrandGeneration/Model™



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# BRANDING + IP = RETURN ON INVESTMENT



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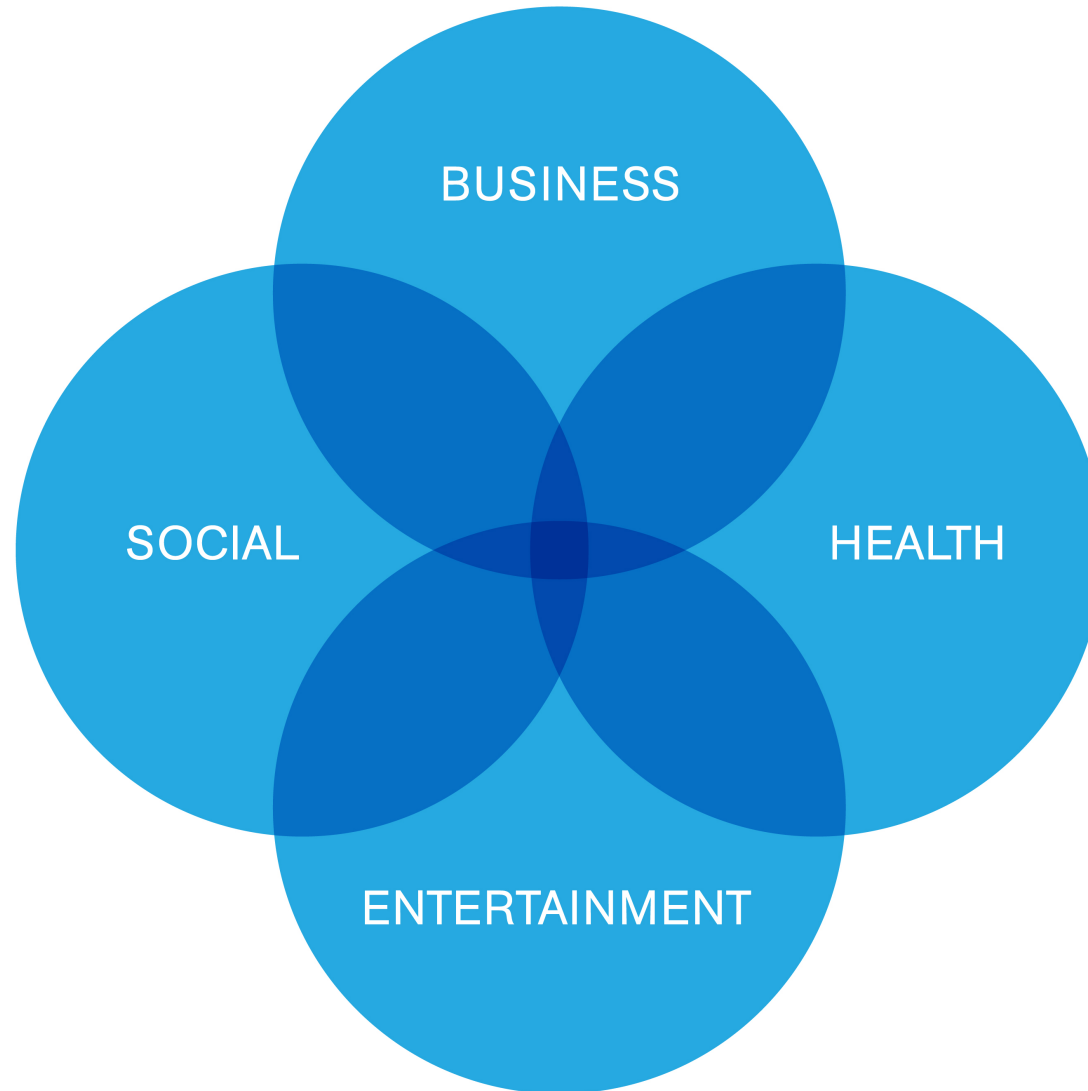
## MAPPING THE SPORTS INDUSTRY

We need to analyse:

- The markets and audiences
- The elements of the industry
- The existing & potential assets
- Integration and cross-marketing within the industry.

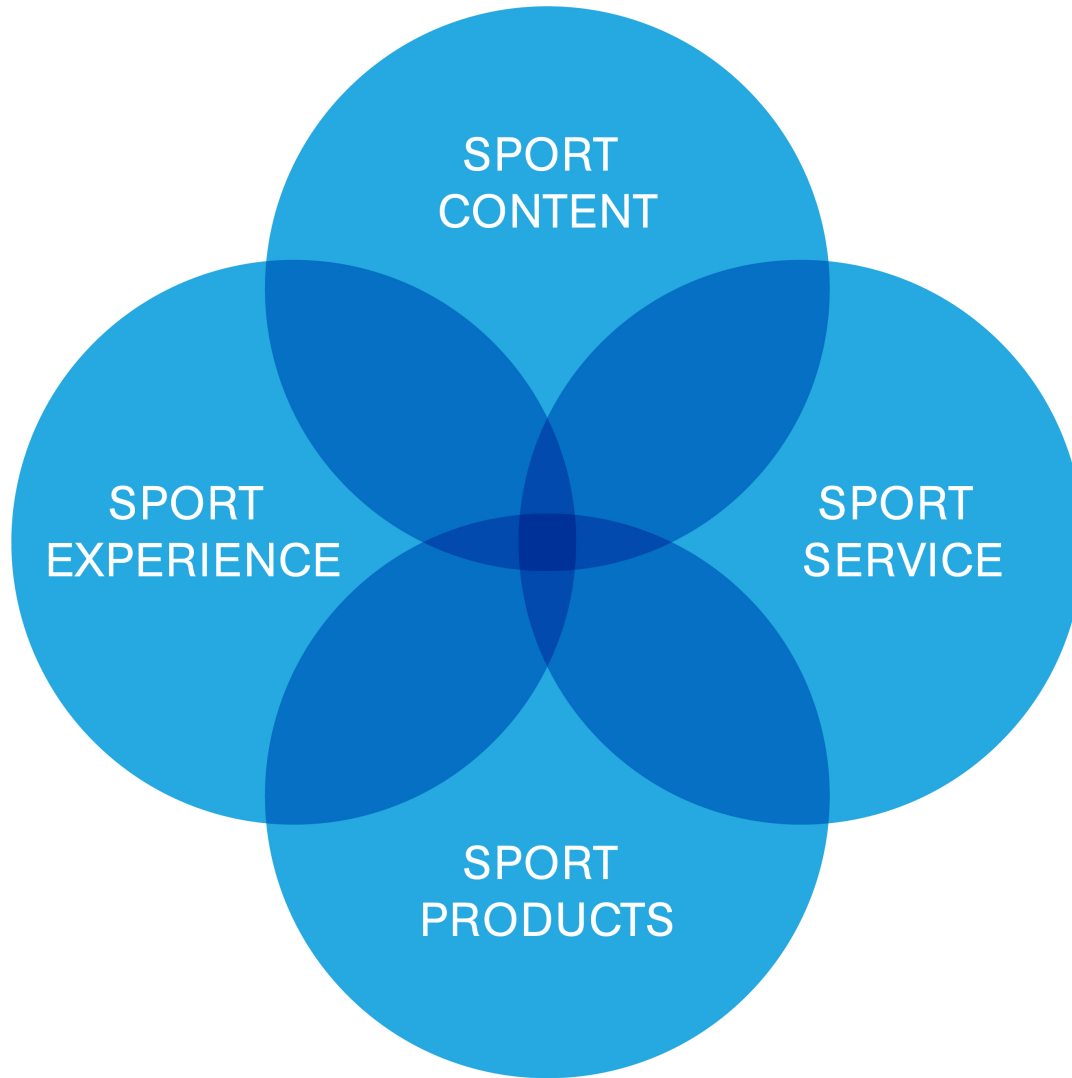
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## WHAT ARE THE VALUE DRIVERS OF THE SPORTS INDUSTRY?



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## WHAT ARE THE SECTORS OF THE SPORTS INDUSTRY?



Commercial  
potential  
across  
different  
markets

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# THE SPORTS INDUSTRY



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## IP CREATION – TECHNOLOGY AND INNOVATION

- Constant need for the competitive edge in Sport – scientists and entrepreneurs drive innovation in equipment and technology to enhance performance
- Link high performance programs and systems to product development and media
- Patents and trademarks are important components of businesses competitive strategy and value creation
- Science, sport and brand collaboration increasing for example 2XU and SKINS™



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## IP CREATION – BROADCASTING & CONTENT

- Content creation, production and distribution of sport activities and events are core commercial products for sports businesses.
- Media rights hold significant value for a broadcaster and return on investment is often high
- Innovation to bring the viewer closer to the action – a different experience
- Example: Rugby Union and shift to professional / media driven model

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## BRANDING – EVENTS

Sports events are an ideal vehicle for sponsorship and advertising opportunities

### *Event IP checklist:*

Is there an existing Brand/mark licensed for the hosting of the sport event?

What is the value of a brand/mark to your sport event?

How can the brand be protected?

What is the nature of the relationship with the event organizer/owner;

Can the brand be associated with other brands?

Are there conflicts with existing sponsors and their brands?

Are there any conflicts with sponsors of the venue of the sport event?

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## BRAND AMBASSADORS

- An athlete is a powerful vehicle for an emotional connection to a sport
- It is a proven winning strategy for brands to associate their product with an athlete – think Tiger and Nike / David Beckham etc.
- When selecting a brand ambassador, consider:
  - How do they fit with our brand?
  - How do they relate to our brand objectives and desired outcomes?
  - What does their personal brand say and how does it align with the brand we are promoting?

IP considerations include:

- Do you have the correct rights? i.e. image rights