Evolution of Sports Marketing: Wimbledon's approach to Digitalization

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Abstract:

Sports events are some of the significant sources of entertainment – often delivering its viewers an intensely thrilling and emotional excitement. Millions of fans worldwide unite to watch some of the greatest sports events like the world cup, the Olympics, the world-series – engaging fans, and even people who do not regularly play sports alike. Marketers realize the kind of attention that sports events receive and have been advertising their products and creating campaigns to raise awareness for a very long time. Millions of dollars are spent by brands on advertising and sports marketing initiatives.

With the rapid change in technology and digitalization, sports marketing has grown over the past few decades. The availability of many Digital media apps has made it easy for people to hear or learn about something they are interested in, effortlessly. News articles, live scores, sports event updates, and other content-centered articles are easily available and brought to us to our hand-held mobile phones, tablets, etc.

This thesis aims to observe various strategies and methodologies implemented by the Major Sports organizations to draw in the attention of the audience belonging to different groups and interests. Digital aspects being the primary area of focus including the use of social media trends, endorsements with famous athletes in campaigns, and its impact on driving fans' attention and other growing sectors of sports marketing and entrepreneurship. The study revolves around the advancement of marketing techniques from traditional to modern and digital techniques over the years, taking into account on how Wimbledon's traditional image has been radically transformed into a global brand, gaining a lot of attention on social media.

Followed by a detailed Literature review, which explains the current marketing/advertising strategies and some of the factors that influence marketing. The development of the Internet has brought upon a new marketing model by changing the way people are connected. The purpose of this research is to distinguish how Sports events have shifted their focus towards digital marketing – primarily observing Wimbledon's innovative shifts to the media landscape. The theoretical part of this thesis explains how Social media can be a potential medium for reaching out to a large global audience and some of the key factors that can impact a brand's visual identity over

various platforms. After this acquired ideas and knowledge from a lot of sources, including literary-articles, blogs, magazines, videos, News-paper reports, and academic journals with extensive research. Additionally, a few sets of questionnaires were prepared regarding the awareness of social-media, engagement of people on various platforms, and the impact of advertising on the audience. The results of these questionnaires were collected from the survey conducted on a sample size of more than 100 people. This is taken out through data analysis, which is collected from the quantitative approach used for data collection.

DECLARATION

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Course: Master of Science in Management

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Title of Thesis: "Evolution of Sports Marketing: Wimbledon's approach to Digitalization"

Material submitted for award

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Signed: Bhavya Velagapudi

Date: 18/08/2020

ACKNOWLEDGEMENT

I want to take this opportunity to thank Dr. Richard Heywood Jones for his support throughout the thesis. His positive attitude and support helped to complete this research work.

I would like to thank the participants who took part in the survey, even their busy work. The research work would be incomplete without their responses.

Last but not least, I would like to thank Family and friends for their continuous support and motivated me to complete this research paper.

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1.1 Background:

Marketing is the exchange of goods and services so that a company can enhance its reputation. In the words of Keegan (2017), marketing as a concept can be considered as a method by which business relationships can be developed. Such marketing relationship can be associated with the customers and the satisfaction it can provide to each of the customers. According to Armstrong *et al*. (2018), the satisfaction is made by identifying the requirements of the customers. Thus, it can be said that marketing can be associated with the satisfaction of the customers as well as identify the benefits that can be provided to them.

Marketing strategies can be associated with the customers as well as the business that are involved. According to Deepak & Jeyakumar (2019), the development of new product can be associated with marketing strategies and its effectiveness in the business. However, Baker (2016), the strategies may vary depending upon the conditions of the market and thus, the success of the market can be related to the strategies that has been take place. In this regard, the marketing strategies that are effective for product development are highlighted.

Marketing strategies of various businesses depend on the goals and objectives of the business, which target consumers or audiences. Marketing mix and target segment can influence business goals and mission to improve the marketing strategies of the business. Business industries incorporate simple or complex marketing strategies based on the target consumers of the business. Market research of the business is essential in this sector of marketing and complexity of the marketing approach can vary over sales and customer acquisition. The interrelation between market mix and market selection generates a broader understanding of the concept of marketing strategies in businesses (Chernev, 2018). Apart from that, effective marketing strategies help business industries to achieve marketing goals and competitive advantage over the rivals. The brand recognition of products and service can be acquired due to efficient

market plan and implementation. In recent business marketing, industries approach effective customer interactions, social media engagements and acquisition of business partners. The factors can influence business plan and operation while conducting the business in the target market.

Customer interactions can develop effective relationships, trust and loyalty between business and customers. Marketing strategies can be influential towards targeted consumers if the business acquires proficient communication. Customer feedback, preference identification and customer identity can structure effective marketing strategies to introduce products and services to the market. On the other hand, business marketing can recognise customer demand and need from feedback and customer preferences, which can suggest an insight into the marketing strategy of the business (Krush, Agnihotri & Trainor, 2016). Social media engagements also influence business-marketing strategies and interconnect customers and business industry for better customer identification. Consumers gather information on social media regarding product and service within the business. In addition, the marketing strategy increases customer interaction with business and improve the brand recognition of the business industry. Effective brand recognition can attract or acquire business partners for investments in marketing activities within the business. Business partners share market risks, investments and profit acquired from sales and revenue. Business partners also conduct market expansion according to the business goals and objectives to implement marketing strategies in competitive markets.

1.2 Marketing Process Model of Sports Events

The marketing process model identifies various steps such as Analysis of Market Opportunities, Selection of Market, Marketing Mix Development and Management of Marketing Activities. The process model recognises traditional and modern implications of marketing strategies and implements suggested theories in the process tool.

Analysis of Market Opportunities

The sports events marketing process requires a market analysis based on scope and opportunities in the surrounding. In the opportunity analysis, Sport event marketers need to determine macro and microenvironments that can provide insight into available resources, potential customers, technological implications, environmental opportunities, and legal limitations in the market (Seturi & Urotadze, 2017). In this context, Event marketers adopt a marketing information system (MIS) that acquires and stores information on business acquisitions and market opportunities related to target market.

Selection of Market

The next step involves the market selection with respect to market targeting, segmentation, and positioning. Event marketers select targeted market that can provide increase sales and revenue in terms of investments. In this context, the market segmentation is one of the priorities for marketers to introduce service of products in the market. Market segmentation enables to identify customers regarding purchasing behaviour and characteristics of consumers. Market targeting focus on acquiring information of each segment of the market and improve business based on the information (Robertson, 2017). Marketers accrue target evaluation and distinctive features to propose service or products. On the other hand, market positioning includes competitors and rivals in the identifications, which allow the business to develop competitive advantages to capture the marketplace.

Marketing Strategy Development

In this stage of the marketing process, event marketers build different strategies depending on the market type. Based on the country marketers promote their event to attract the audience with different content strategy. Promotions determine modes of advertisements and place indicate the availability of resources to initiate the business.

Management of Marketing Activities

Marketing activities or efforts include marketing control, market planning, marketing implementation and evaluation of the market. The efforts

identify internal operations of sports Event and market plan to situate businesses in new market segmentation. Marketing implementation allows a business to adopt market plan and strategies, whereas marketing control allow marketers to monitor or control business operations.

Figure 1: Marketing Process Model in Sports Events

(Source: Created by author)

CHAPTER 2: LITERATURE REVIEW

Marketing strategy defines different approaches to expand the brand name and value to the targeted audience of consumers. Effective marketing can increase the audience base among the people and marketing approach can attain recognition in and out of sports event. In this literature review, several concepts of marketing strategies and approaches can be identified. In addition, the theoretical concept can provide a broader understanding of marketing need and necessity for the sports marketing. Sports marketing are increasingly capturing the popularity in the sports industry and various leading tournaments are inclined to implement suggested marketing strategies to increase tournament audience. In this context, the literature review can demonstrate theoretical application and argument of authors of selected literary contents related to marketing strategies and sports marketing. Transparent concept of marketing, marketing strategies implemented by business and influential promotion strategies in then Wimbledon can provide sports marketing strategies. Furthermore, the literary review can indicate various marketing theory or concepts that can be related to sports marketing and sports audience acquisition.

2.1 Sports marketing

According to Paul Blakey (2011), sports marketing is one of the forms which are used to sell their own goods and services with the help of strategies. This also creates the connection between different type of businesses, organizations and with the customers who are interested in sports. So, that the strategies are designed to target above area and makes the marketing very easy. Many authors explained about the sports marketing which on general states that people face many sports marketing in their day to day basis like watching television especially sports channels, in the process of jogging can find many boarding's and advertisements, reading newspaper and many more.

Sports marketing is one of the divisions in the marketing sector. This is classified into three types which are as follows. Firstly, they advertise products using sports club, players and sports events which helps in awareness which is beneficial to the organization. The advertisement in this case may not have relation with sports only the products are related to sports. Secondly, they promote different sports and its

federation. This promotion is completely based on the sports. Last but not the least, boosting and creating curiosity in the people to attend or watch sport events. Marketing of sports is generally when the promotion happens on sports and if the promotion is not related sports even then sports clubs, players are involved then it is marketing through sports. In this digital era sports marketing and marketing on non-sports products are playing major role and these are like essentials including sponsoring to sports events.

Sports marketing has both advantages and disadvantages. The main disadvantage of sports marketing business is that as it is huge industry it is difficult to stand top. For example, the person who watches his/her favorite sport for 2 hours will face many numbers of advertisement. So, not all advertisements attract the customers and is hard to the marketers. Sometimes fans may not be interested and ignore them in the enthusiasm to watch sport.

One of the major advantages of sports marketing is that it allows marketers to capitalize on the large fandom and adoration that supporters and fans feel towards their favorite teams and beloved athletes. If a tennis fan has admired a specific player since childhood, any marketing advertisement that involves this athlete, will be able to instantly catch the eye of a fan and makes a mark in that fan's mind. Since the profits earned reach the support teams, and management organizations of specific Athletes or sports-teams the marketers or advertisers are considered as sponsors and invested in the team's success.

2.2 Concept of Marketing Strategy in Sports Events

According to Keegan (2017), the concept of marketing allows business relationships to form and businesses or industries develop to the marketing mix and approaches with respect to products and service sales. Marketing style and provided information through promotion can maintain customer satisfaction and impactful relation with the concerned industry. However, Deepak & Jeyakumar (2019) argue that newly developed products require effective marketing for sales and brand recognition. In this regard, it is observed that consumers or clients tend to acquire existing products, which can bring incremental change and industries comply with sustainable growth by selling existing products. Effective marketing strategies and approaches can improve the recognition of new services or products in the competitive market. As a result, business industries intend to adopt distinctive marketing style based on the

development process of business and services. Moreover, Armstrong *et al.* (2018) illustrate that fulfilling customer requirements or preferences can satisfy customers and influence business acquisitions. Marketing strategies involve various requirements and identity of customers to address customer satisfaction within the marketing style. Satisfactory customers can increase business recognition, sales, and profitability in the competitive marketplace. However, the radical improvement of products or service can compromise customer acquisition base on existing marketing strategies. Consumers may take significant time in adapting to new marketing strategies implemented by business industries; as a result, most of the business industry intends to maintain existing customer satisfaction without any changes.

In order to argue the statement on customer satisfactory influences, Baker & Hart (2016) state that business marketing should not only depend on customer satisfaction; however, the business should gather insight into marketing condition and diversity of the targeted market. Marketing strategies can address product or service diversity and potential advantages of buying to the customers. The market condition can influence customers to develop a significant buying pattern suggested by business marketing. Da Silva & Casas (2017) argues in the context of marketing strategies that sports marketing has recently adapted to the competitiveness of the market. However, the growth of sports marketing has influenced the target audience and entertainment aspect of sports. Sports marketing incorporate with marketing channel networks, sportspersons, resource management related to sports, media acquisition for improvement of brand reputation and targeting audiences. In this context, media involvement can expand brand recognition among the audiences; however, investments and stakeholder acquisition are important to conduct an initial marketing approach to reach targeted audiences. It can be illustrated that marketing formulation follows distinctive marketing goals and objectives to acquire target market.

Business marketing implements brand marketing and partnership that can enhance the success of marketing strategies. According to Edwards (2019), brand recognition and partnership marketing improve business acquisition, whereas marketing through physical advertisements, social media marketing and digital branding can provide competitive advantages to the business. The market situation can create a positive or negative impact on advertisement activities that can be solved through market partnership. In recent business expeditions, marketing partnership or

collaboration is considered effective marketing strategies with minimal risks shared among the business partners. In this context, business marketing allows several sponsorships to take part in business activities and market segment acquisition. Heroux (2017) identifies that a global marketing strategy segregates international markets to capture the market. Marketing mix in terms of product, place, promotions, and price develop explored understanding of diverse market strategies. As a result, business marketing can involve affiliate marketing, distribution marketing, content marketing and joint marketing with partners or sponsors for addressing influential factors in marketing assessment. However, collaboration marketing or partnership marketing strategies can reduce the scope of business opportunities due to mission conflicts. Business investments can be frozen in partnership marketing and business can face severe loss in market segments.

Marketing strategies can be used for the growth of business and thus, can help in enhancing the business by major prospects. At the same time, these strategies can be associated with guiding organisations about specific conditions in the market. Some of the marketing strategies that can be adopted include:

Identify competent partners: Every business organisation requires partners with which profits can be shared. At the same time, partners can help in the promotion as well as sponsorship of the organisation. However, in the words of De Mooij (2019), it is necessary to conduct an analysis of the partners and ensure that it can provide support so that organisations can serve its purpose. Chernev (2018) is of the opinion that being involved in partnerships can help in gaining support and conduct the business in a cheap manner.

Customer interaction: Interacting with customers can help in understanding the requirements of the customers as well as help in identifying the interactions that exist between the customers and the business. According to Andrews & Shimp (2017), the interaction with the customers can help in identifying the feedback that exists about products and services. Therefore, as stated by Pride & Ferrell (2016) the interaction with the customers can be considered as an effective marketing strategy, which can help in the development of an organisation and relationship with customers.

Application of social media: Social media plays an important role in enhancing business prospects and help in the development of marketing. According to De Mooij

(2018), the application of social media can be made for posting job advertisements and for ensuring that customers can be attracted.

In the modern world, Haider *et al*. (2019), is of the opinion that social media paves the way for interaction with the customers and thus, the important aspect of customer satisfaction of marketing can be associated with the application of social media. Thus, social media is a modern as well as effective marketing strategy.

2.3 Critical Analysis of Influential Factors in Sports Marketing Strategies

Marketing strategies focus on the quality of promotion from digital platforms for sporting events. Sports marketing involves sports relate audiences such as groups, teams, and sports customers. Event managers try to attract targeted audiences to make the sports event popular among the audiences. In this context, international and outdoor sports contain broader recognition, whereas domestic or indoor sports have less recognition in the global context (Zhou & Huang, 2018). As a result, effective marketing strategies to manage sports events and expand the fan base of the sports can acquire the target audience in sports marketing. Sporting events create ideal surroundings to implement marketing strategies where marketers can target audiences and participants to increase the sale of sports brands or equipment. On the other hand, sporting events develop interactions between the managerial and social process to explore sports marketing. Spots marketing strategies include influential factors such as audience, media, sales of brands, merchandise, and participants, which generates significant sales for various sponsors, brands, and business merchandise.

Figure 2: Influential Actors in Sports Marketing

(Source: Edwards, 2019)

Sports marketing can be considered as a process, which influences the production of sporting equipment, promotion, pricing, and distribution to satisfy targeted audience and customers (Ratten & Madichie, 2016). Apart from that, sporting events can be used by business or brands to increase brand value and recognition among the audiences and customers. Social media marketing, advertisements, and promotion media influence sports marketing to acquire significant audiences in sports events. Digital marketing allows sports marketing to flourish in international markets and capture a significant fan base of sports events (Lee, Kim & Won, 2018). Moreover, sports events managers can involve the local community in marketing to expand the recognition of sports within unreached audiences.
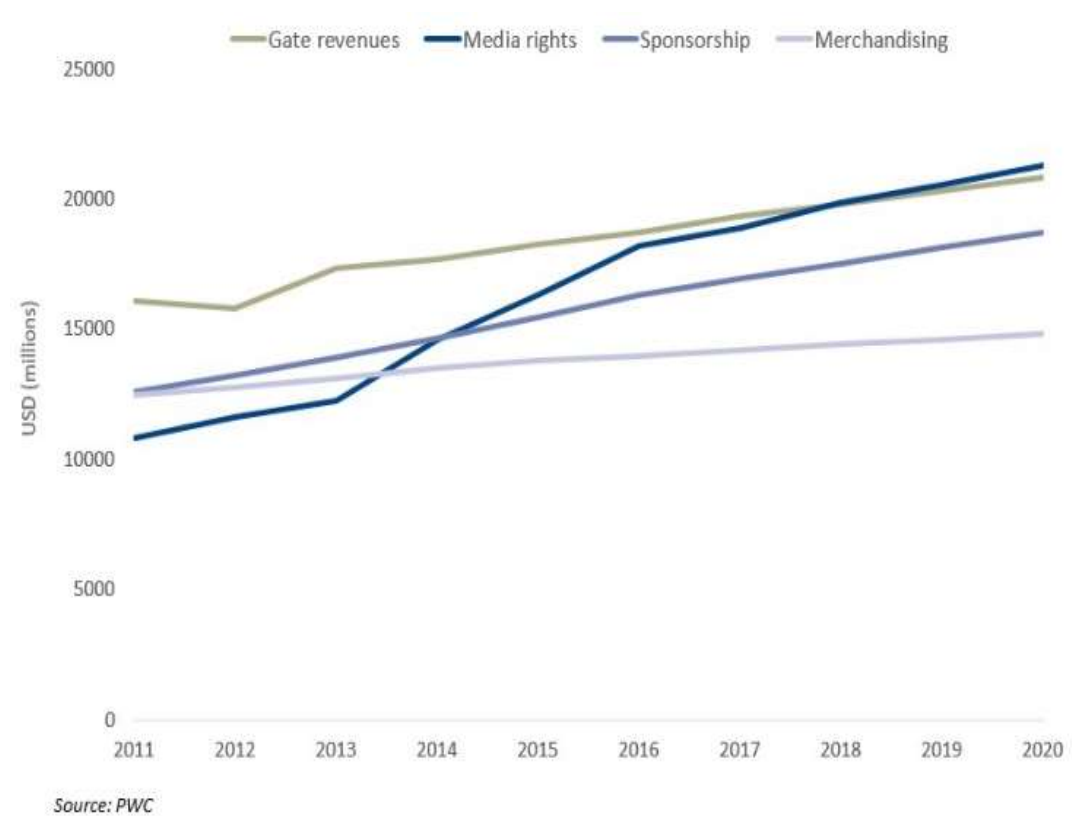
Figure 3: Evolution of Sports Marketing

(Source: PWC, 2020)

According to the above revenue generated analysis from the year 2011 to 2020 and considering media rights, sponsorship, merchandising, and gate revenues are shown in the chart. In the year, gate revenues fallen in 2012 and had a quick rise and continued to increase from the year 2013 to till date. The sponsorship and merchandising have no

many fluctuations from the year 2011 to 2020. It has been slightly increasing every year. The media activities are continuous growth with an increase in revenue. In the years 2013 and 2016 there was a rapid rise because the digital era started and bloomed from recent times. Everybody tends towards all sorts of digital field and there started an effective way of marketing to attract customers and generate some profits.

2.4 WEB

In the last few decades, marketing has had to catch up and remain current with the rapid pace of improvements in technology and digital era. On the Other hand, the Sales Era has observed major changes with increase in usage of the telephone, immediately followed by the rise of smart-phones, consumption of internet and advanced Televisions.

Then the revolution kept continuing with a radical change, that impacted the industry of the Marketing, and as a result a massive evolution in the history of marketing: the availability of personal Computers and laptops to the commercial and Industrial usage.

Considering these developments in technology and trying to predict the effect of Digital advancements on Marketing can be an impossible task. But Here is a brief break-down of the stages of technological Developments that have changed our view of traditional advertising and Marketing (Sareh Aghaei, 2012).

2.4.1 First Version of WEB (WEB 1.0)

The Internet has become an integral part of our everyday life. The sudden rise in consumption and usage can be considered as one of the major factors that have impacted the marketing over the past few decades. Desktops in the early stages have paved the way for the surge in print-based advertising methods. But the Computers in that period were not much more productive than typewriters. Booklets, fliers, brochures, pamphlets were the most used marketing tools for advertising. The internet still was not ready to be used by common people, until the success of Netscape – a mass-market internet browser in 1994. Shortly after the Academic Institutes had used this form of Networking concepts to exchange files and access data, Communication between systems was also slowly made possible.

In the coming years, (i.e. from 1995 to 2000) the number of users with Internet connection grew incredibly fast from 16 million to 300 million approx. After

the launch of internet browsers, major companies started making profits from online marketing. Websites became increasingly popular and started becoming primary sources of online marketing.

A Drug company Bristol-Myers Squibb was among the first few companies that initiated an online marketing campaign. Their goal was to simply raise awareness among the online audience and provided free samples for the internet-users. This was a very phenomenal achievement. The firm has acquired information on almost more than 30,000 leads (Jasmin Hukic, 2017).

Later, tech-giants Microsoft, IBM adapted the same moves – online ad-campaigns. This was one of the major game-changers in the shift from Out-bound marketing to In-bound. The increase in the internet browser, Search-engines, also gave way for e-mail marketing. This was an excellent opportunity for e-commerce and online trade companies like Amazon (1994) and eBay (1995). E-mail marketing became an effective way to reach out to targeted leads and customers (M. Wall, 2016).

2.4.2 Introduction of ADS to webpages

With the sudden burst of Internet usage, websites started to get filled with pop-up advertisements, banners, and other static announcements. In 1994 Hot-wire (Now by the name Wired) was one of the first companies to host an advertisement banner on the homepage of their website. The Internet rise began to continue. E-mail marketing became a standard marketing tool along the side with traditional advertising on television, radio advertising newspaper banners. Major companies started adapting techniques like – Search engine optimizations and key-word highlighters to increase the visibility of their website (improving on-line ranks). Gradually the websites started becoming interactive, allowing users to select some options, fill-out forms, click buttons, drop-downs. Etc. With the Introduction of Flash – audio, video files were also loaded, making the websites more attractive and dynamic. With all these enhancements on webpages, the data consumption / Storage has drastically outgrown the traditional storage methods of CD's, Papers. Thus, inbound marketing started becoming a priority. User information, collection of contact-information, address over the internet. The early 2000s was the starting point for this change. The appearance of Linked-In (2002), Facebook (2004), Twitter,

Myspace (2003) helped facilitate this diversion, as users started sharing more personal information through social media sites and communities.

2.4.3 The advent of Big data

Large Enterprise organizations started tracking user-data to make sure their products are targeted toward the right set of audience. Many major decision-making processes were already based on analyzing data and statistics. Many new data-analyzing techniques started taking shape. In recent decades, the volume and the rate of data generation were simply unimaginable. Some statistics measure the total data in the world to be around 44 zettabytes. A Zettabyte roughly equals a trillion gigabytes, just for an overview.

Companies were using data-trends to recommend personalized suggestions of products to the consumers online. These data-trends are observed based on how a consumer behaves online. Some of those factors include web-clicks, geo-location, online purchases on e-commerce websites, videos they frequently watch, etc. All these datasets can either be in a pattern or just random behaviors. But the marketers find this data very valuable to observe hidden patterns and categorize customers also predicting the decisions they make (Sareh Aghaei, 2012). These methodologies can enhance an organization to prepare campaigns or online content that can be relevant to everyone online-consumer.

2.4.4 The active web 2.0 - Improved communication

Although the internet grew drastically over the past years, communication was not always mutual, mostly one-sided information spread was majorly prevalent. This triggered the birth of "Web – 2.0 – The inter-active web". Blogs became popular during this period. People could read other user's view/opinions and comment on their own. Thus, became read write, a two-way communicative web (Jussara Almeida, 2000). Video – blogs, picture- exchanges were very accessible to every internet user. Social networking services like – Facebook, Twitter, Myspace were targeted towards the younger audience, allowing them to create virtual-online profiles and add friends to each other's send personalized messages, exchange photographs, and more.

Apart from the interactive websites and communication sites, other sorts of social media sites that made exchanging of media possible in multiple mixed

ways started going popular. Some of them combined sharing ideas along with videos (YouTube), Sharing knowledge through written articles.

2.4.5 Instant updates and Going viral

With the rise of interactive web and social websites, "texting "has become a very common means of communication among the younger demographics. People were sending text messages, voice clips, recordings, instead of traditional means of telephone calls and letter exchanges to keep their family or acquaintances updated. This way of conveying information has many advantages like keeping in constant touch, video-calls can be very appealing, and so on so forth. This gave rise to an interesting channel of media transfer – the exchange of media from one person to another. For instance, co-workers or a friend text you a link saying, "This is so cool, you have to watch this!". The link can be anything a video or a funny image or something else. This form of media-transfer was observed by the marketing agencies and advertising firms - Later-on termed it as viral-marketing (Ralph H, 2017).

Figure 4: Going viral terms

(Source: Elise Moreau, 2020)

Around the same time, YouTube was consistently growing as a popular video streaming website. Anyone can record and upload videos of themselves or other interesting content that they might feel captivating. Every video uploaded has some properties like the number of views it reached, how many people liked/disliked, comments sections, making the website very interactive. Many commercials have become viral sensations receiving millions of views and

thousands of comments of people posting their opinions. With very little investment amount the marketers can now make millions of people aware of their message.

2.4.6 The smartphones and portable web 3.0

The emergence of smartphones: In the early 1970s, when personal computers were widely available to the common people, Tech-giants were focused on creating hand-help computers. But after many failed attempts a smart-mobile phone was launched by Blackberry company. This phone has the capabilities of loading webpages and the internet can be accessed from a mobile browser. In addition to that, e-mails can be received and sent, also text messaging and phone calls were supported. But the device was not still available for most of the public. Only higher business class people were using it. Many years later, in 2007 Apple Inc. launched its very first smart phone. This was a radical change in the history of smart phones. Leading the way for smartphones of today's market the technology has incredibly updated ever since.

Fast-forwarding to today's smartphone usage, more than 75 % of adults in the UK alone own a smartphone. Out of these smartphone owners, more than 64% of them have a 4G connection – that is a major sign that the number of people connected to the internet and can go online through their mobile device is high.

Web adapted to smartphones: With this undeniable surge in mobile-consumption, many Software providers and tech-giants have introduced multiple technologies that have enabled websites to become more mobile-friendly. Back in the day, surfing the internet from a mobile device was very frustrating. Web designers now have embraced this change and started tailoring the marketing content to make sure their web pages can be accessible across all the devices, including Smart phones.

Not only did the websites become mobile friendly, but they were also more responsive. The web pages fit to the browser size and device screen type.

Reformation – smartphone advertising, marketing campaigns: Mobile advertising has become a very important pillar of digital marketing. Primarily being cost-effective and majorly consumed. On average the time spent online by a person is 70 % through a mobile device (smartphone, tablet) and the rest

being desktop. Biggest companies in the tech-industry Google-ads, Facebook, Microsoft are among the top ad-agencies for Mobile marketing.

Some of the common mobile advertising mechanisms include – SMS texts - messages targeted to the audience about the information of products.), push notifications and smartphone apps (Like mini-announcements of updates, or services on products.), Banner ads (These are like the name suggests, small banners, that appear while using an application on Smartphone.)

Interstitial ads – These ads are majorly in the form of a short video clip or an image that you can exit from a few seconds after they were pop-up. These advertisements mostly come when the user is shuffling between the activities in an app. They tend to occupy the whole screen.

Figure 5: *Reformation – smartphone advertising*

(Source: Tien Hoang, 2014)

2.5 Top digital networks in sports marketing

The content creation plays a major role in the digital era of sports marketing. This digital media marketing helps to grow business in a wide range. There are many digital platforms in which sports been watched. Some of the top digital platforms are as follows Amazon, ESPN digital media, Facebook, NBC sports group, Turner sports, Twitter, and so on. the best part of these digital platforms is can be used in multiple devices there is no constrain between mobile and laptop and is accessed globally.

ESPN digital media is one of the biggest sports digital media in delivering content especially sports content to reach out to the audience. The excellent delivery of the content on the digital platform overall devices to engage in the sporting events. The focus of ESPN is to cast the best quality of the matches. According to one of the sports business journals, ESPN reaches around 86MM month-wise (Gruber, 2014). Last year it was streamed on 15 platforms and stood unique in the market.

Facebook is one of the best digital media focused on syncing with the latest trends. This helps in connecting with most of the people. Advertisements and short clips play a vital role in Facebook when compared with the photo. Because, through photos one cannot grasp information so that when a person sees, he/ she must find more information. If it is a short clip of any sports event or any other almost 90% information is shown in the video which attracts the people. In recent times. Facebook stated the live streaming of sports events.

Turner sports belong to AT&T's media. This media is accountable for the content creation and casting the channels. Turner sports also handle the outlets for digital media which helps in generating huge revenue for the organization. Although, the main motto is live streaming gradually it holds even records of matches held in the past. This media deals with direct relation with Facebook, Twitter, and Instagram (sports journal).

Twitter, there is no need introduction for this digital platform. As we know twitter is known as the ideal digital platform for entertainment and engaging with the people. It attracts people with hashtags, photos, videos, and many more. Especially, in sports persons follow the tweets for the match statistics and provides the latest match updates to the sports lovers (Williams, J, 2014). This is one of the best ways to keep a continuous track of the audience.

2.6 Factors influencing social media marketing

Many organizations make out a profit with the content in social media and through marketing. They have some strategies and depending on the performance of the marketing strategies eventually final output depends. If the result is positive and as expected the next step will be improvements along with building up new marketing strategies. If the result is negative and the strategies did not work as expected, then comes the factors which affects. Some of the common factors which affect social media marketing performance are as follows below.

Many factors influence social media marketing namely, Relevance, User-generated content, Volume, Quality, Increase the traffic, and timing.

1. ***Relevance***: this aspect Relevance states posting or publishing the content according to the present situation. The global conditions in society like meme creations. Not only meme there are trends like hash tagging, social contests, editing, but Instagram also feeds and many more. These help the people to connect to the content in a blink of an eye (Razmeritaet, 2016).

2. ***User-generated content***: in the process of generating user defined content to post on the timeline it must be flexible and sensible. So, this opportunity was shared by social media platforms. the content which is shared by end users is in different form like pictures, short clips, messages, and reporting these are the easy form of creating content without hopping guidelines of the platforms. now a days many activities are going on social media to create the content of recent activities namely, challenges to attract viewers, contests and certain content spreading through hash tagging is playing a major role.

3. ***Quality:*** this is one of the major factors which plays a unique role in social media marketing. When the picture or video is posted by any of the organization then depending on the quality people attracts to the post. here, quality in the context represents using good graphics, good message-oriented design representing the content is quality matters and so is the main factor for attracting users. For example, when Nike posts the short clipping like an animated version of the shoe versus a just normal picture of the shoe. When compared to both types of posts published by Nike at the end of the day many viewers get attracted to the animated rather than picture because it is unique and eye catching to the users. So, this is how quality is one of the major factors influencing social media marketing.

4. ***Timing:*** this is also one of the factors affecting social media marketing. Social media is totally based on the timing of the globe and the current situations in society. There are two sets of times in which most of the users are on any one of the social media platforms like between 1 PM - 5 PM and 7 PM – 11 PM. These timings are the non-rushing times for the people. so, whatever posts in theses timings get more viewers rather than in other timings.

5. ***Volume:*** the people who are loyal to their favorite brands prefer to bein contact with the digital media platforms like Facebook, Instagram, and official websites. So, that people out there can know the latest updates from their favorite brand. This helps the organization to be digitalized at all events and in all situations.

6. ***Increase the traffic:*** increasing the traffic is generally gaining more audiences to visit content in digital media platforms. The content which is high in quality and attracts many numbers of people to increase the traffic which results in rapid increase in the revenue generation. There are different kinds of strategies to increase the traffic like targeting the specific customers, post the content which relates the audiences, using hashtags, advertising on other websites and designing the click buttons so that spectators can reach out the content easily.

2.7 Overview of Wimbledon's Digital movement

Wimbledon is a well-known tennis tournament that is played at London on a yearly basis. The marketing strategies that are undergone for the promotion of Wimbledon are the cause of the high publicity and growth of reputation of the tournament.

With the change in time, marketing strategies have also been changed and thus, have influenced a steady growth of the tournament throughout the year. As observed by Chaffey and Ellis-Chadwick (2019), in the recent years, Wimbledon has undergone digital marketing, which can be used to gain the interest of the audience as well as ensure that the popularity of the tournament exists.

2.7.1 Marketing strategies adopted in Wimbledon 2019

In Wimbledon, the marketing strategies that are adopted in the tournament in 2019 can be described in detail. These details can be considered as effective for the success of the tournament.

Promote by using players: Wimbledon had ensured that sponsorship of its activities are made via the players. Thus, as observed by De Mooij (2019), famous players were asked to help in the promotion of the tournament during the year by taking part in advertisement campaigns. The reason being is to attract the attention of the crowds that idolise these players and visit the tournament to watch them in action. Thus, as stated by Deepak & Jeyakumar (2019), this strategy can be considered as effective in trying to gain the attention of the customers.

Encourage fans to provide feedback: Wimbledon ensured that feedback from the fans is gained regarding any improvement. According to Nichols, Cobbs& Tyler (2019), the improvement is mainly applied on the visit that is provided at the venue during the off seasons. According to Ratten (2016), the feedback can help in highlighting the issues that exist at Wimbledon and ensures that interaction with the customers are done effectively. Hence, the marketing strategy of customer interaction can be considered as effective in Wimbledon and its focus on gaining proper sponsorship.

Adoption of digital marketing: In 2019, Wimbledon adopted the digital marketing strategy, which had positive result. According to Fetchko, Roy & Clow (2018), the viewership and the sponsorship of the tournament grew and with it, social benefits had been gained. Thus, from the words of da Silva & Las Casas (2017), it can be said that the adoption of the digital marketing strategy had a significant effect on Wimbledon and had provided the tournament with success. This can address by the number of viewers and the response it had in the tournament.

In the modern world, Haider *et al*. (2019), is of the opinion that social media paves the way for interaction with the customers and thus, the important aspect of customer satisfaction of marketing can be associated with the application of social media. Thus, social media is a modern as well as effective marketing strategy. Thus, the organizational strategies adopted by Wimbledon in 2019 can be analyzed.

2.8 Summary

This part of the literature review gives a brief consolidated out-look on how the internet has evolved over the years, and the way marketing has grown along with it. It also explains the involvement of digital advertisements, marketing techniques related to WEB, user-generated content, and how digital marketing has taken a prominent shape over the past few decades. Also, Wimbledon's digital marketing approach was introduced in the latter part of the Literature review. Moreover, some of the significant factors that affect social media marketing are described in detail. Top digital networks have been included in the literature review that has taken part in promoting some of the world's biggest sporting events. This generates a lot of revenue and attracts many marketers to advertise their content-campaigns.

CHAPTER 3: WIMBLEDON

3.1 Wimbledon embraces digital methods

Wimbledon transitioning from Conventional to Digital Marketing over the years is as follows:

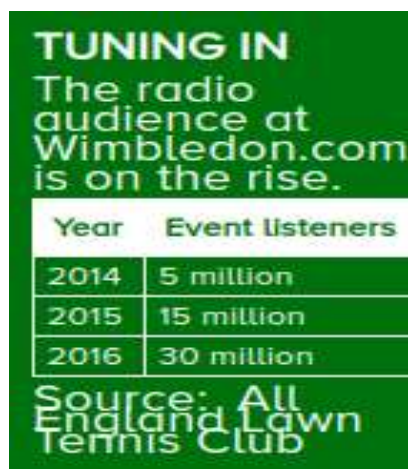### 3.1.1 Broadcasting and Promotion in early days

Known for its customs and traditions, Wimbledon has some unique cultural attributes that have been passed down since its beginning. Most of them remain Un-changed over the period of 150 years even to this day. The Championships that take place every year at the Wimbledon village is regarded as one of the most prestigious sporting events, in tennis history. The Wimbledon brand is well respected across the Globe attracting many celebrities and has connections with the Royal Family. No one needs an introduction to Wimbledon; such is the image that the brand has created for itself.

But despite all this popularity and heritage, Wimbledon did not take the digital evolution of marketing for granted. The creative content team of AELTC have been continuously reforming to adapt to the digital transformation of marketing, coming up with innovative and robust strategies. Here is a brief timeline of how the Content and Digital board of AELTC have transformed their marketing methodology over the years.

Back in the day, When the broadcasting was majorly through BBC radio (Longest period of sporting broadcast-partnership in history), the event organizers AELTC did not have many rights on the content broadcasted. Radio has boosted the popularity of sporting events during this era, with a maximum reach and enthusiastic commentary of the live matches that attracted a lot of attention. The first broad cast of Wimbledon on radio was in 1927 – covering only matches that took place in center court, first and second courts (Mohibullah Khan Marwat, 2014).

Ten years later, the invention of television took over mass-media. Sporting event organizers have extended their partnerships with media companies to reach out for wider audience. Alongside with Newspapers, journalism was also a prime carrier and promoter for tournaments and other live events.

Radio commercials and television advertisements were the mainstream mediums for advertising. Although print advertising was still prevalent due to the vast circulation of newspapers and sports magazines, sporting authorities invested hugely in Television ad-marketing during this era. However, Wimbledon committee has had a strict principle of never monetizing the radio coverage, it was an important means of reaching out to the fans. In modern day, radio broad casting is still being handled by BBC, Podcasts and other audio-content mediums have popped up. In recent years, the radio audience at the official website – "Wimbledon.com" have consistently tuned in to listen on the live updates of the matches.

TUNING IN
The radio audience at Wimbledon.com is on the rise.

Year	Event Listeners
2014	5 million
2015	15 million
2016	30 million

Source: All England Lawn Tennis Club

Figure 6: Wimbledon Radio Listeners

(Source: Wimbledon official website)

The growth was unexpected says – Mick Desmond, head of commercial media AELTC. This might be due to the fact, lot of youngsters who do not have the time to sit and watch the whole match on a television are tuning in to the radio website either form App or official website (Source: Wimbledon Official Website).
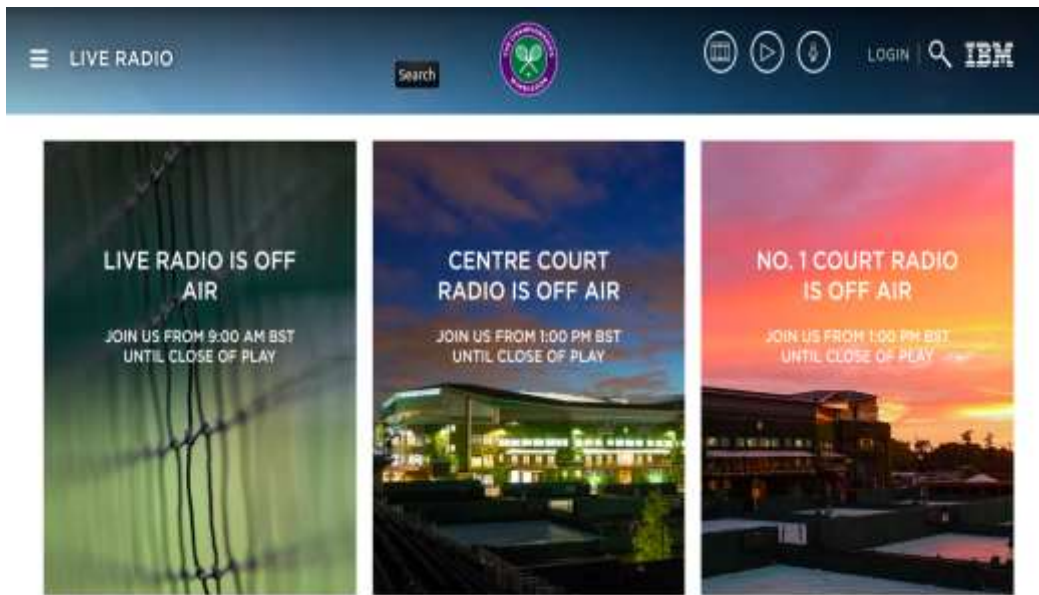
Figure 7: Wimbledon different live radios

(Source: Wimbledon official website)

This innovative phenomenon of bringing together the audio-content (Old school radio-style) together with a smartphone app, delivering live updates through Uninterrupted means has had a huge impact on young tennis fans. In Us the Wimbledon-radio has partnered with ESPN and SiriusXM, major players in the FM industry in United States. The radio feed is generated from all the courts and is available to stream from the website Wimbledon.com A link connects Wimbledon channel from the Website that has content form simulcast. As of now, there are strictly no commercials on the radio-feed. It is one of the growing assets that might have a future prospect of earning capital.

3.1.2 Prioritizing traditions over sponsor income – Forging a brand

Commercials during the match, and in between major breaks are the most expensive channels of advertising. The time frame is usually very narrow, ranging from a few minutes between sets to a 90 second intervals while players take a break to rest and change courts. Wimbledon is known for its signage free lush green tennis courts with Just a small sign of the Rolex brand. The AELTC were intending on continuing this tradition of minimalist approach, giving the

viewers a clean distraction free experience. This might be completely irrelevant in today's world where a sporting event if filled with giant billboards and the names of sponsor companies that invest in these tournaments (Dorothy Musariri, 2019). .

Although recently Wimbledon started installing big digital screens on the public places, the match stadium does not have any so that the players can focus more effectively. Here is an interesting comparison of average revenue generated (Approx. estimates – as the Sporting institutes do not reveal the exact figures.) by Wimbledon to its competitor US open (another well-known tennis Grand slam). Total revenue generated in the year of 2017, as per records was around $ 290 million for Wimbledon and from sources linked to Forbes US open's earnings were roughly $ 335 million.

The question arises, why such huge variance; despite Wimbledon being renowned and more historic than any other grand slam event? This question can be answered by looking at the sources of income and breaking down the figures into more understandable categories. Major revenue generating factors can be accounted for Sponsorship partners, broadcast rights, event entry passes or tickets, concessions, and official merchandise. The following figures are not directly from the Sport authorities , but here's how some financial experts think the broken down amount looks like – Wimbledon earns around 160 million through broadcasting around the world with its partners , while on the other hand US open's earnings are around 120 million. From ticket sales and Sponsorship Wimbledon's average earnings were posted to be 47 million each and merchandising to be 35 million.

The respective categories for US opens' earning are estimated to be – 120 million from ticket sales 65 million from sponsorship and 30 $ million from merchandise sales. Taking all these into account, US open has made a surplus of more than 40$ million. Two major reasons being – Ticket sales and sponsorships.

Wimbledon has had a long-standing relation with a very few sponsorship companies that have supported and the championships event for a very long time. The AELTC's official suppliers and prime sponsors including prestigious Rolex (Official timekeeper), Slazenger (Balls supplier), Robinson (Official drinks) are not allowed to advertise broadly on the tennis courts. The logo's visible on the tennis courts are very small and often do not stand out, blending in the whites and greens of the English grass(Dorothy Musariri, 2019).

But this is not the case with other sporting events, US open for example has a very long list of sponsors and each of the brand's name is printed on the Signages around the court. Avoiding the brand-labels is equivalent to losing all the sponsorship money from these companies. Why does Wimbledon go to such lengths? - is it to maintain traditions?

What if Wimbledon had tapped into its popular image and lured in the sponsorships fully commercializing the event? It is clear from the revenue generated from broadcasting the matches – Wimbledon has a huge lead of $ 40 million proving that the event has more awareness globally.

Here is an explanation from – Mick Desmond, director of commercial and media, AELTC. " Our Signange-free and clean looking courts philosophy is always at the center of our brand recognition and it's also well-respected by our official suppliers, broadcasters both globally and locally. Also keeping a limited number of partners and trying to limit our sponsorships has helped us to build deeper bonds and develop trust over the years keeping in mind the objectives of each party. So, our primary focus was not to be caught up with maximizing the revenue in short term, but to build lasting relationships that will benefit the Championships in future years to come "(Grace Minassian, 2018).

This really signifies the image of Wimbledon has crafted over the past 150 years. The brand speaks for itself, building on traditions and nostalgic feelings of the fans they get to experience the rich culture and uniqueness of the Tournament. Hence ruling out, one of the major advertising-mediums i.e. Signages. The AELTC have embraced other mediums of marketing, possibly

that could engage the audience to the maximum extent. Some of them being - content driven campaigns ads and commercials fans love, Social media engagement, engaging professional athletes taking part to promote the brand, so on and so forth. Wimbledon has steadily established itself as the most popular grand slam on most social media sites and channels among all the tennis events.

3.2 Digital campaigns - Commercials and content loved by fans

Wimbledon is often known for its strict regulations regarding its brand and commercial partnerships advertising it. But to attain the global popularity, AELTC has partnered with many international companies like Evian and Jaguar broadening the content reach.

In 2016, the Wimbledon released a campaign "**In pursuit of greatness**" - a very captivating documentary style video clips that captures historic moments happened at Wimbledon over the past decades. This series has a collection of more than 20 clips that are each one-minute long HD videos. Each of these videos shares a glimpse into to the background scenes at Wimbledon Village, providing fans a beautiful never-before seen insight on how the preparations are made for the Championships. The primary focus of this series was to celebrate the heritage of this tournament as well as unlock a completely new perspective for the fans around the world.

" In the global perspective , especially in China and South-East Asia, a lot of tennis fans know that Wimbledon's a grand slam tournament, but there's a lot more interesting stuff and unique culture about this event that not many people might know. Our campaign is launched to celebrate and give a tribute to all the traditions we still have – from the English Gardens' colorful flowers to how the strawberries are cultivated and the ball boys and ball girls trained " , says Alexandra Willis, AELTC head of comms, content and digital.
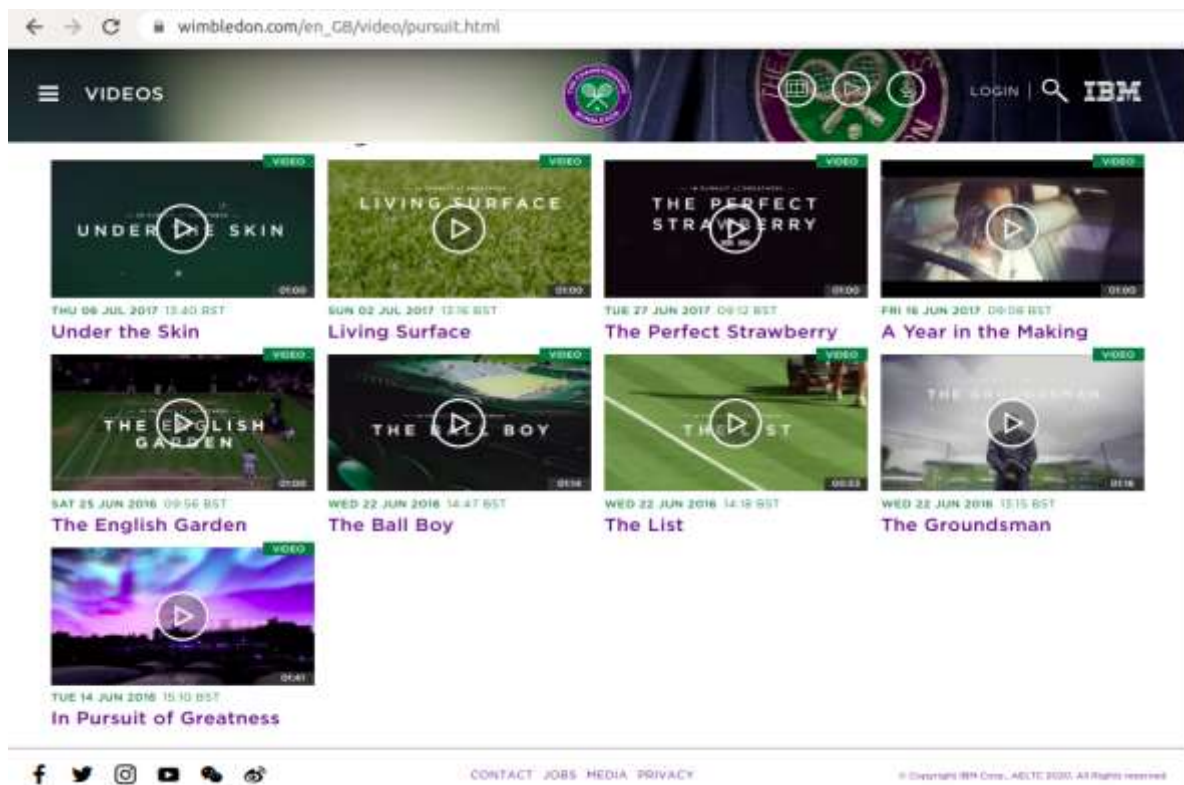
Figure 8: Wimbledon marketing videos

(Source: Wimbledon official website)

Wimbledon has released several videos under the series names "The Pursuit begins ". Some of the videos include – The Ball boy, The Queue, The list, The English Gardens. This video series has been launched across all the Wimbledon social media channels and was promoted by its partners IBM and AELTC (M. Wall, 2016). McCann Erickson creative content agency and advertising media agency Universal McCann have helped in creating this most iconic advertising campaign.

"Engaging Chinese audience was one of our targets. We have got in touch with some of the app developers and integrated a mobile game into the WeChat app, including scores into it. Last year for a very first time a paid media activity has been initiated in US with the concept of 'Wimbledon weekend' as a first step to build the hype before the tournament beings it's final showdown." - continued Ms. Willis.
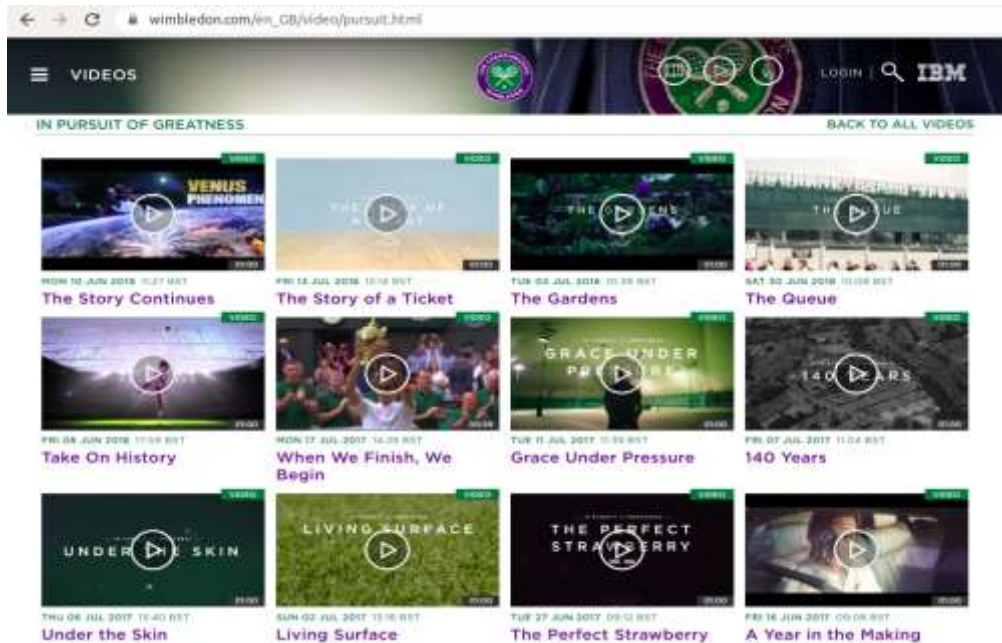
Figure 9: Wimbledon's "In Pursuit of greatness"

(Source: Wimbledon official website)

Take on history

Adding to this stunning collection of video-series in 2018 (Under the name **#TakeOnHistory** campaign) – Wimbledon launched an animation that features all the legendary athletes, who won the championships in the past. The 60 -second trailer journeys through the event starting from 1877 to the modern day celebrating the evolution in the game of tennis and technology.

Join the story

Last Year, Wimbledon launched a campaign **#JoinTheStory**, which takes off from where the previous year's campaign left. Along with a short film that encourages fans on recreating the legendary players, outfits and game styles, A podcast series was also launched under the same name. This podcast has a 5-episode series breaks down the key historic movements that have shaped today's Wimbledon. Some of those include an episode that describes Billie Jean king's remarkable effort to elevate women's tennis , vintage rivalry between Bjorn Borg and John McEnroe that have left

the fans with nail biting epic thriller experiences and Andy Murray who finally achieved a nation's dream.

This Campaign has gained a lot of attention on Instagram and Facebook, a video that retells all the historic events alongside with Wimbledon's year over year improvements. Wimbledon has seen both the world wars (from 1915-18 – WW 1 and 1940-45 WW2) boasting its cultural significance beyond tennis.

Rufus the Hawk – Stella Artois

In the year 2014 Stella Artois, official beer of Wimbledon has taken up an interesting project to advertise about their brand. Wimbledon has faced some issues with pigeons from a very longtime. The birds flock in between the matches and have caused many interruptions in the past. In addition to that their droppings were very troublesome to deal with. The AELTC board of authorities have taken up a unique solution to this problem – Rufus the hawk, often referred to as the official bird-scare of Wimbledon. Rufus is a well know bird in Britain. He has his own employee identification card and a job designation as Wimbledon's official member. Creative heads from Stella Artois and Wimbledon took this opportunity to show a glimpse of how Rufus works during the tournament. This advertisement was named "Here's to perfection ". This short film on behind the scenes of How Rufus was trained and his radio-transmitter that continuously tracks his location was received lot of response from fans. Rufus in now a very well know personality in Social media, has a Facebook page and a twitter account.

Figure 10: Marketing through Rufus the Hawk
(Source: Wimbledon official website)

Apart from the commercials and creative content, Wimbledon has also utilized some of the famous athletes to promote the tournament. Back in the day when Pete Sampras won seven Wimbledon titles, to this day with Roger Federer fans simple to love to watch their favorite athletes winning on this grass surface.

Rolex Commercials

Rolex and Wimbledon's partnership dates to the year 1978, more than 40 years have passed, and the luxurious watchmaker Rolex has been Wimbledon's official timekeeper since then. Being the only majorly visible signage on Wimbledon's lush green tennis courts, Rolex promotes its brand as well as Wimbledon's image in a very stylish presentation. Partnering with Roger Federer, Maria Gabrine Muguruza, Bianca Andreescu and many more athletes, the creative from Rolex launch an advertisement video in every summer just before the Championships at Wimbledon start.

3.3 Wimbledon launch into social media

Wimbledon - Extending its reach though 'social networking roots '. The fan-base on popular social networks like Facebook, Instagram, YouTube, Twitter etc. has been continuously growing. According to a Study by Repucom – Wimbledon's Facebook page has an enormous number of followers estimated to be almost around 3.34 million. Instagram and Twitter profiles of Wimbledon 722.2 K and 2.20 million beating the other number of followers of other grand slams combined (Score and Change, 2019).

Number of fans on social media (on 20 June 2016)

Tournament	Twitter	Facebook	YouTube	Instagram
Wimbledon	2.20 million	3.34 million	123.9K	722.2K
US Open	1.10 million	1.42 million	32.4K	469.9K
Australian Open	0.97 million	1.73 million	149.5K	528.9K
Roland Garros	1.44 million	1.94 million	83.8K	437.0K

Figure 11: Number of fans on social media

(Source: Score and Change, 2019)

Wimbledon's digital team is optimistic about the awareness and increasing popularity of its brand. They have predicted that in near future, digital market might take over and have come up some innovative methodologies to create a global brand on television as well as on social media platforms. This enabled the AELTC to provide the users a rich cultural experience to fans who are tuned in to watch match or just follow updates through apps.

Wimbledon has extended its content to snapchat, signing up a three-year deal, delivers live updates and photographs through the app. Snapchat is a very popular app among the younger generation specially under 35. Almost every teenager has this app installed on their phone. People share images and videos in form of Stories (pictures / videos that can be viewed for a limited amount of time.) 90% of snapchat users are in the age group of 13-24 years old. So, it is a very good platform to engage the younger audience. Periscope (acquired by Twitter) is another similar modern app, that users can view or stream live content. Wimbledon has collaborated with this platform, to provide some

of the fascinating moments from English gardens. Roger Federer has been approached to narrate a walk-through video of Wimbledon Village.

Standing on top when it comes to communicating via – social media are Facebook, Instagram and Twitter often regarded as the big three social media platforms for advertising. Wimbledon has thoroughly utilized the social media – as a potential carrier as well as marketing tool. From Keeping the fans updated via daily podcasts and live radio Wimbledon has built a rapidly growing fan base across each of these platforms. To get a deeper perspective on how Wimbledon has excelled at this approach, some of the content marketing campaigns initiated by the creative heads of AELTC have been analyzed in the next part of my thesis.

3.4 Evaluation of the Factors in Digital Era of Wimbledon 2019

In the case of Wimbledon 2019, the sports event conducted various marketing techniques and strategies to increase audiences and fan base. As a result, the event acquired significant sales of tickets, sports merchandise, brand recognition and international market influences (De Mooij, 2019). It is observed that the sporting event included marketing strategies such as event promotion with influential tennis players, implementation of digital marketing, encourage fans or audience to provide feedback and adoption of graphical promotions regarding the sports event.

Implementation of Digital Marketing- Wimbledon 2019 conducted most of its sports marketing through digital platforms and social media marketing. The marketing strategies were implemented to increase the viewership of the sports event. This resulted in an increase in ticket sales, brand recognition and sales of sports merchandise. Social media platforms

connected and shared information regarding the sports, participatory players, and attractive visual promotion regarding the sports event (Willis, 2018). As a result, the sports event had gained an influential international audience around the world and acquired influential investors, sponsors, and brands to conduct influential sporting events.

Event Promotion through Players- Recognized and famous players can increase the popularity and audience of sports events. In this context, the tournament of Wimbledon introduced famous tennis players to audiences to increase the fan base of the sporting event (Bizzozero, Flepp & Franck, 2016). The approach was profitable for the

event, as the sales of tickets, merchandise used by famous players increased significantly.

Graphical Promotion- The sports event developed a short video on the sports event to increase the excitement between fans. In addition, the management adopted graphical banners of the event in social media, streets, and busy places to approach broader audiences (Lake, 2018). The sporting event used media platforms such as television, computer websites and news portals to market the event.

Involvement of Fans through Feedback- Audiences and fans provided valuable feedback regarding the sporting event and the sports event committee intends to adopt the marketing approaches to increase the audience satisfaction to increase popularity (Giroux, Pons & Maltese, 2017).

CHAPTER 4: RESEARCH QUESTIONS & OBJECTIVES

4.1 Research Aim

First and foremost, Research question of this thesis is framed as follows - "***How can digital marketing be a constructive add-on to the traditional ways of advertising and enhance audience experiences on sports events?*** ". This question can help form the foundation for identifying how digital marketing can play an essential role in building a brand's global image that is visible on Social media-platform. Since the question, as mentioned above, is of the type exploratory in nature, to better analyze the subject, the following questions have designed.

4.2 Research questions

1. What are some of the striking transitions in marketing sports events; comparing differences that lead to effective advertising before and after the digital era - especially Wimbledon taken as an example?

2. The Role of content marketing campaigns – How Major sports Brands indulged, and their inclination towards creating content that appeals and engages sports fans?

3. How an athlete's influence builds a fan's experience around a brand?

4. What are some major social media marketing challenges, and how sports event associations adapted ways to address those challenges with technology? (Wimbledon's adjustments to digital era / younger audiences)

4.3 Objectives

The research questions above can be answered by setting objectives for this thesis work and successfully achieving them with desired results. Thus, the objectives are as follows:

a. To come up with an overall out-look and include a major part of the literature that encompasses primary concerns of the research questions.

- Digital media marketing

- Social media marketing in sports events

b. To Observe the concepts of Social media networks and recognize their impact on contemporary Digital Audience and how they have revolutionized the realm of marketing. - Considering Wimbledon's approach.

c. Examining the social media strategies of Wimbledon and how the event's team attempted to adapt to the modern-day digital media.

d. To Observe patterns and reactions of fans / sports-enthusiasts to certain advertisements on Social media. This is carried out by collecting responses through questionnaires distributed in a shared online document.

e. To accomplish objectives laid out in the research purpose-statement and draw out some learning conclusions.

CHAPTER 5: METHODOLOGY

The main motive of this research is to evaluate how far the audience connects with the digital strategies of sports events with different marketing platforms with the traditional fields. As we know there are loads of data available on marketing strategies in both digital and traditional ways. But everyone should be aware and mindful regarding data which is available whether is it accurate at least correct, fiddle with other sources of incorrect data, and trustworthy.

5.1 Process

The process in this research is easy and honest. Some survey questions are prepared. These survey questions are arranged in structure with the help of Google forms. There are no neutral options this type is removed. By doing so, it helped research survey responses to be clearer by exposing positives and negatives. There are Yes / No type of questions, along with agree / disagree type of questions, Rating scale these types of options help the participates to choose what they feel easy.

After arranging all the survey questions and options the link which is acquired from the creation of google form is then sent to the small group of people for the demo test. For around 10 people received link from me. Based on the feedback received from the 10 people the changes are made to it and then passed to a large group of people. Sending the link to the demo test makes a difference to research because the unknowing mistakes will be identified by the demo people which helps in not effecting the whole research. After receiving the responses from the participants, the data is downloaded from the google form into the desktop. The downloaded file is then available in the excel sheet. This sheet is easy to access and analyze the data for further data analysis and data findings.

Usually, people who take up the survey, would not like to spend more than a couple of minutes on it. So, I had to first prepare a sample set of questions and requested 10 people (one-tenth of the total respondents) to take it and asked for some feedback on

the questions. Their feedback was very helpful in evaluating the appropriate changes. Some of them included making the questions simpler, modifying the answer choices under a question to be more relatable. After this pilot Questionnaire was validated successfully, I could implement all the modifications in my Original survey. As a result, I was able to revise the quality of the questions and make sure they are receptive enough to the audience.

For the clean closure, the data is collected in a certain order firstly the survey is sent for testing based on the feedback and taken into consideration. Later it was sent as two batches with the 3 weeks in between. For the survey focused on the different places and age group especially young age. So, that I can evaluate how strongly and quickly their interests are being tilted towards sports events marketing plans and their personal choices related to the sports. It is also important to figure out how digital media plays a crucial role in this digital generation. All the persons are contacted directly to undertake this survey. There was no push on anyone in undertaking the survey. The person has a total right whether to participate in the survey or not.

So, this research work is focused on quantitative research for data collection and data analysis. Dealing with a large group of people with marketing and advertising as their background. Even considering all other backgrounds like manufacturing, IT, medical and other backgrounds. In this approach the data is collected with the help of a survey and data is analyzed and represented in different plots accordingly.

5.2 Participants

Overall, 123 people have participated in the survey with a different variety of people's knowledge of various sports. Almost 52% of people live in Ireland, 32% of people in the United States of America, and the rest are from India. This analysis in the research provides a standardized approach to acquire, compute, merge, and gathering results (Tobler, 1986). Now discussing age groups in the survey all were taken part and no gender bias in the conducted survey both females and males had equally taken part in the survey. The focused age group is from 18 to 30. All the participates are more than 18 years of age. All the 123 responses are protected and after the research paper submitted will erase all the data.

How participants responses are insightful?

These responses are very much insightful in research work because the research data what I collected from different researches made reliable with the help of primary research taken from the large group of people. So, that I can totally complete researching the research questions. So, primary, and secondary research helped me to analyze the work with supported research.

5.3 Research Design:

The combination of processes and set of actions to obtain the result which are involved in the data collection and in data analyzing in the particular research id defined as the research design. There are three types of design in the research. They are as follows: Exploratory research design, Explanatory research design, and Descriptive research design.

1. *Descriptive research design:* This research focuses on the exact and consistent data in any filed. This may provide solutions for the questions to only a certain extent. We cannot find answers to why type of questions. The descriptive research design helps in a huge range of research methods to explore and find out data.

2. *Explanatory research design:* This design is helpful when there was no proper research and problems arrived because of insufficient data gathered. This type of design mainly focuses on in detailed explanation of the concepts related to the research.

3. *Exploratory research design:* This type of research design come into picture when the author has no former information which may be helpful for the research or only a smaller number of research studies happened on the author's research. Even though the work is unstructured kind but this design answers for many research problems.

This research paper consists of an exploratory research design. There is a lot more prominence in this study and identifying the problem, understanding it, analyzing the problem so that it can be related to the variables. In the case of Wimbledon, the marketing strategies initially are only subject to certain factors but later this is related to the athletes, brand awareness plan, and techniques implemented after evolving

digitally. The information undergoes the evaluation process to get clear data and relate to variables.

5.4 Research Approaches:

According to applied research, there are three types of approaches in research. They are quantitative research, qualitative research, and mixed research.

1. ***Qualitative Approach:*** A Mathematical-investigation perspective of the Quantitative research demands the researcher to set some parameters and collect some definitive -statistical data that can be measured. These findings are used to analyze and reach an unbiased conclusion regarding a common larger group of population based on the smaller data set.

2. ***Quantitative Approach:*** This Interpretative approach of Qualitative research requires the researcher to usually conduct lots of observations, interviews, or investigate a phenomenon for a period. These findings can, later, be documented to explore a topic or the research purpose of his thesis.

3. ***Mixed Approach:*** the mixture of both qualitative research and quantitative research is called mixed research. Depending on the research area it is possible to consider both the above approaches. Generally, this type of approach comes into picture when all research questions cannot be satisfied with one type of approach. Then we can choose using a mixed approach based on the research question that can be able to pick the approach.

In this research paper, to consider the opinions and interests of a larger group on the strategic sports events and their different implementation of digital marketing strategies, a quantitative approach was considered as the best method. Quantitative research generally deals with lots of numerical data. The research aim or purpose stated in a dissertation to be supported is taken and approached in a perspective of numerical terms on a given sample of the population or a different size of data sets. The data, which is collected can be analyzed is presented in a statistical manner like graphs, plots, pie-charts, and so forth. Finally, the acquired results are accurate and reliable.

5.5 Ethical considerations:

For the research to take place in a proper manner, certain ethical considerations will be taken into account. One such ethical consideration that will be considered is that the data collected will follow the guidelines stated in the Data Protection Act 1998. This includes refraining from any manipulation of data as well as obtaining data from authentic sources.

At the same time, the consent of each of the people contacted to take part in the survey will be taken into account. None of the participants will be forced to be involved in the research against
their will.

CHAPTER 6: DATA ANALYSIS & FINDINGS

6.1 Discussion on Data Analysis

Research Question - 1: What are some of the striking transitions in marketing sports events; comparing differences that lead to effective advertising before and after the digital era - especially Wimbledon taken as an example?

The Emergence of digital media has drastically influenced the interactions between people and their everyday life routines. Younger sports fans tend to stay connected with the world around them through social apps on their smartphones. Following scores while commuting to work, browsing through news-apps like Google news. Sporting events can now be streamed live from mobile devices and tablets. Taking this as an advantage, Marketing firms have adapted to techniques like short video commercials. Since Instant messaging has become the go-to way of communicating, for most of the population, people tend to share small video clips that they find amusing. This phenomenon was capitalized by major marketing firms as a potential way of spreading awareness on their content, expanding their reach with very little investment.

As discussed in the chapter 3.2; To keep up with the young generation of the digital era, Wimbledon has explored multiple ways to keep fans engaged. Mobile apps were published on iPhone, Android platforms that provide video-highlights, flash-score updates, draw predictions, an order of play, player-stats, personal interviews, and many other attractive fan-specific contents. This mobile app Is also integrated with popular social media apps like YouTube, Facebook, Instagram, Twitter, WeChat, and Weibo. Wimbledon has a profile created on each of those platforms as explained in *chapter 3*. ***On Facebook,*** Viewers can follow Wimbledon's official page for live updates. Facebook page of Wimbledon has posted many highlights and short video clips from last year's Final match and some special moments that took place in the ICC cricket world cup. Both events happened on the same day and all sporting fans all over the world were anxiously watching as the historic moments were made.

On Instagram, Wimbledon's page has many attractive pictures. One such example was David Beckham's selfie with his mother at the Stadium. Beckham attends Wimbledon every year and posted this picture in the Wimbledon 2017 event. The post received more than a million likes and over 200 comments. He was sporting an Exclusive Ralph Lauren suit and tagged the official page of the company in his post. So, it's a win-win for the brand's exposure and for Wimbledon's engagement on Instagram.

On Twitter, Wimbledon was mentioned more than 3 million times, with all the fans, celebrities equally exploding at the results of the matches. Several celebrities attended the event in 2019. Including Megan Markle, Kate Middleton, and other Royal family members. Movie star Woody Harrelson, among them, won the Internet's attention. His reactions during the match went viral and thousands of fans started re-tweeting these video clips.

From my Data findings around 42.6 percent of the population that took part in the survey, learned about the sports events and schedules from the official websites of Tournaments. and around 49.6 % were following updates from Facebook and Instagram combined. This caters to almost half of the population, indicating the extensive usage of Social media amongst youngsters.
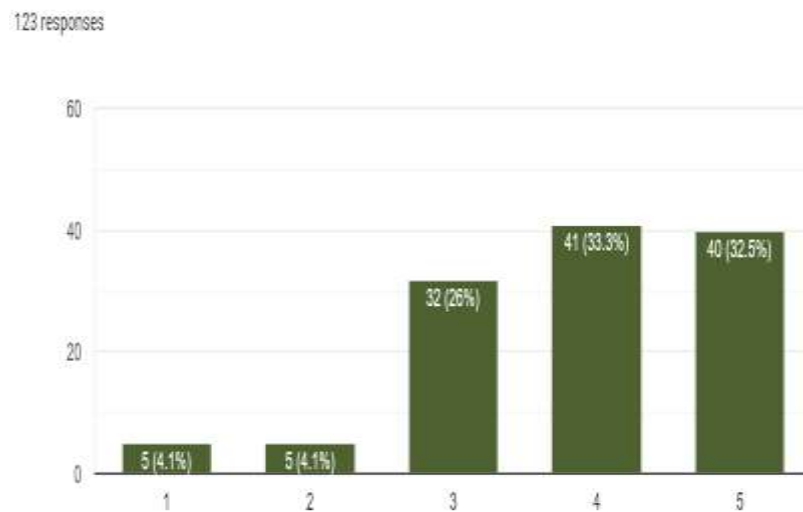

123 responses
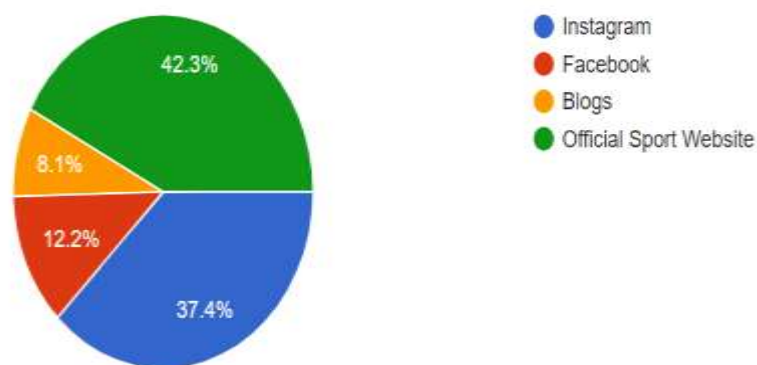
Figure 12: Survey Pie chart on usage of Media

On a scale of 1 to 5, when the respondents were asked to mention the time, they were available online, more than 60 % percent answered 4-5. Altogether 81 responses are

above rating 4 which clearly shows how far audience connect to the content created by the Wimbledon.

123 responses

Figure 13: Availability rating in media platforms survey chart

Delivering live updates, creating unique content, reaching out fans all over the world, with diverse viral –vine videos, involving athletes and encouraging viewers to participate in challenges and post their videos, were some of the prime Objectives Wimbledon has successfully accomplished.

Research Question 2: The Role of content marketing campaigns – How Major sports Brands indulged, and their inclination towards creating content that appeals and engages sports fans?

Wimbledon was always known for its tradition, formal attire, prestigious brand sponsorships, and its affiliation to the Royal family. But the board of Wimbledon did not fall behind when the digital era took over. Although Wimbledon's board of creative content managers and other Digital media staff were slow to start, they were very aggressive and started rocking the social media platforms immediately. Younger generations loved the Sport for its traditional touch and, it is engaging content as explained in *chapter 3*.

Wimbledon recreated was the one of the latest digital trending campaigns, that is going viral currently in Internet and all the other Social media platforms. During this

unexpected COVID pandemic, Major sporting events all over the world either were postponed or got cancelled. However, Wimbledon did not vanish from people's minds. People were encouraged to imitate their own version of Wimbledon and use the Hashtag Wimbledon recreated (#wimbledonrecreated). This was a campaign launched by **All England Lawn Tennis Club (AELTC) -** Wimbledon's official Tournament Organizers. In addition to #WimbledonRecreated campaign on Instagram, Wimbledon posted short stories titled with days counted down similar to how the Tournaments days are counted.

This campaign was an initiative to raise awareness of the absence of 2020's Championships and celebrate the passion of the fans staying apart. With a catch phrase " **Being** *apart doesn't mean you can't play your part* " , the broadcasting partners of Wimbledon around the world have started a coverage of films that challenges fans to recreate some of the iconic moments from past Wimbledon tournaments. Celebrity-athletes including Serena Williams, Novak Djokovic also took part in this video challenge and recreated some funny clips.

Data analysis from my survey shows that around 70 % of the responses took part in various forms of online challenges, hosted by Sporting events. Some have recorded videos of themselves performing, while others have captured funny pictures, selfies with hashtags.
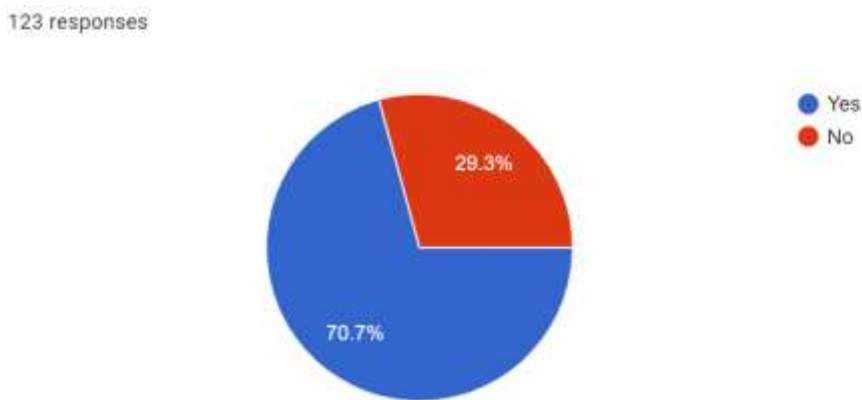
Figure 14: Survey pie chart on participation percent in digital challenges

Wimbledon's YouTube platform started re-telling the classic matches of old times. With a video series names "Classic Match "old matches were uploaded some of them were 2 to 3 hours of long videos while others were just highlighting and after match speeches.

The content creation of Wimbledon is unique and attracts the audience faster. It follows latest trends in the market to its marketing strategies. So, that people relate it quicker and register in their minds. Especially, Wimbledon's aggressive social media content generation is its impressive factor for the growth of event. Apart from creating the content Wimbledon also maintains its standards and sets bar high to other competitors.

Research question 3: How an athlete's influence builds a fan's experience around a brand?

Professional athletes have a huge influence on the younger generations. From a very tender age, millions of kids including me (counting myself) adore watching their favorite players and consider them as role models. Young Fans especially teenagers and kids follow these players very closely and try to imitate them. They purchase hair gels athletes use or some basket-ball sneakers that sponsor these athletes, which becomes a great opportunity for brands to make good profits.

This fame and influence of an athlete are utilized by major Brand-sponsoring companies to spread their awareness. In addition to this, the power of social media and the endorsement deals of Brands with athletes has proved to be a very effective marketing strategy in recent years.

One such unexpected moment took place during Men's final in Wimbledon last year. Novak Djokovic was seriously frustrated after losing a set to Roger Federer in a tie-break. He attempted to take his anger on his t-shirt by trying to tear it apart but failed to do so. This video of him failing miserably, went viral after fans found it hilarious. Although Novak Djokovic went on to win the match, this video clip was an unseen marketing opportunity it was a unique moment where the Djockovic was really mad and had to express himself but somehow Uniqlo's quality doesn't allow him to have his way," said Justin Kerr, CEO Merchandising and co-marketing director of Uniqlo U.S.A. "We were just lucky, impossible to plan such moments."

Even the responses clearly state that many people get influenced by the athlete. If the player represents the brand many people, try to buy it which results in the sales for that brand. If it was a new brand people will have awareness by the end of that match.

123 responses
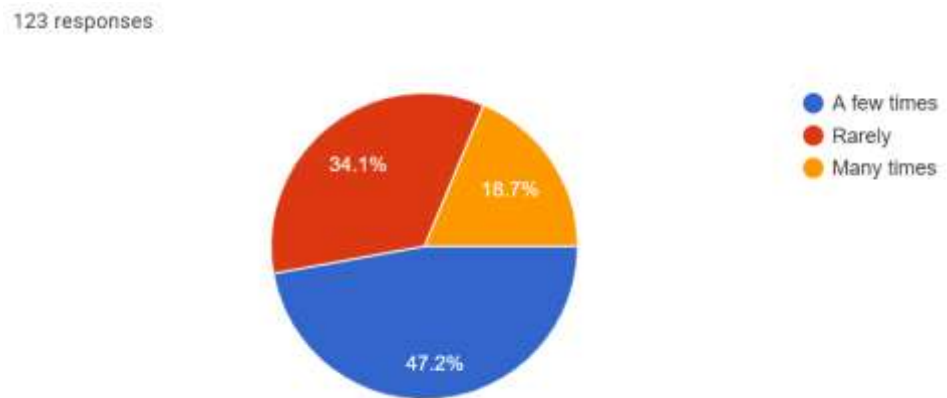
Figure 15: Survey chart on influential advertisements

Another instance of an improved sales story was heard from Tommy Hilfiger after the Brand has made an endorsement deal with Rafael Nadal representing as its global brand ambassador. From the words of Avery Baker, chief brand and marketing officer of the brand, the inner-wear line of accessories has seen a rise in sales by more than 50 %, and the web-traffic for the official website tommy.com was more than double, during the same period. The marketing officer accredits both improvements to the athlete's involvement.

Apart from the matches, Wimbledon launched a tribute to all the health care workers and people who attend in emergency line of work. Roger Federer was narrating how the coronavirus pandemic has impacted the lives of people all over the world. This video has touched many key workers and people commented heart-warming messages on the video.

Research question – 4: What are some major social media marketing challenges, and how sports event associations adapted ways to address those challenges with technology? (Wimbledon's adjustments to digital era / younger audiences)

Wimbledon Is arguably one of the most prestigious events in sports history. Almost every professional tennis athlete's dreams to win this two-week championship

tournament hosted by AELTC. Being the very oldest and most elite sporting event, respecting the traditions and passing them on to the future generations was a formidable challenge the marketing team of Wimbledon has seen. With technology taking over at an incredibly rapid pace is it still going to be relevant, trying to adhere to the outdated principles?

Blending in the technology and keeping up with the digital age, relating to the Millennials was indeed a hard decision to make. As Alexandra Willis Explains *" We want to demonstrate we can achieve this strange juxtaposition of tradition and innovation, and that we're not an organization that is comfortable just always being the way we've always been, Because we recognize that we can't do that in the future. And, there are some brilliant things about this place that it's appropriate to bring in some humor."*

Rigid tournament dress-code and affiliation to the royal family gives out the rich vibes with an aura of cultural heritage - "tennis on an English country garden" has preserved its traditions over the past 140 years. Although these fascinating unique traits of Wimbledon distinguish it from the other Tennis grand slams, the creative heads of AELTC did not get complacent while coming to digital marketing. They foresaw that in the near future people might abandon viewing Matches on television – and might as well eventually not learn about the event. "W*e* realized we didn't want to get 10 years down the line and people don't watch TV anymore, and therefore nobody is interacting or watching Wimbledon. We have to bring in the younger demographic now, so we don't have a problem further down the line*."* - Richard Lewis says, executive Chief Wimbledon. F

Some of the major changes in approach, Wimbledon has brought in its digital content involve adding functionality to it's an application which enables users to share their pictures and videos from the tournament on social media. Wimbledon has partnered with IBM over a long period and has made these technological innovations possible. IBM has approached Google and Alexa to integrate the voice-based commands across the major devices that have compatibility with Wimbledon's app (M. Wall, 2016). This voice-technology over various devices have enhanced the fan's ability to interact with their devices using the Key word "Wimbledon".

Consumers can simply ask Alexa (Smart voice assistant on Amazon devices like Echo, Echo smart speaker, etc.) or just say Ok Google (Google's version of voice assistant) " When is the Wimbledon final? " or " Get me the live updates of yesterday's semi-final match " to know what's happening at the Wimbledon. *"We believe this is an area of great potential for the tournament to interact with our customers and engage with a wider audience. "*- says Ms. Willis.

Another Significant technological improvement can be seen in the way Wimbledon has embraced it is the implementation of AI (Artificial Intelligence) into the "My Wimbledon app ". The AI can be very effective in tailoring fan-specific content to the user. For example, if a fan loves to watch Roger Federer, the app can filter content based on player-by-player. This not only helps the fan watch or stream highlights but also takes it a step further by providing other information of the sport.

Also, Oppo (Chinese Phone manufacturer giant), has partnered with Wimbledon in a five-year deal, making it an official sponsor for the Tournament. Oppo has helped Wimbledon introduce a quite useful feature that suggests a photographic map of some sight-seeing venues at Wimbledon. This makes Oppo the first Asian company to sponsor Wimbledon. It's an awarding experience for the Oppo brand as well. Last year Oppo brand was given access to officially capture some of the iconic moments through a smart phone (Oppo Reno 5G phone.) This was an opportunity to market the world-class camera lens of this new flagship device from Oppo and showcase its advanced features. **Jed Leicester,** Official Photographer from Wimbledon said that he is working with this 10 X zoom feature of Oppo Reno smartphone and it's an innovative challenge that got him interested. He was praising the smartphone's quality and precision of the shots captured.

6.2 Discussion on Data Findings

As described in the chapter of *Methodology*, a survey was conducted on a sample of the population that has varying levels of interest in sports. People who took up the survey provided their valuable opinions on how they would be interacting with social media platforms and engage with sporting events. These findings were used as the primary source for supporting the questions framed in the earlier part of this research.

RQ – 1: Specifically addresses How Wimbledon has transitioned from traditional methods of marketing to digital means. To assert this question - From the Survey Question – 4 listed in *Appendix*, 78% of the respondents have stated that they usually learn about a sports event or a tournament through social – media app rather than actually watching the television – commercials. Also, among them, people who closely follow tennis have supported the fact that learning about the latest trends, watching scores on Wimbledon's App, was much more convenient taken from Survey Question – 7 available in *Appendix*. Moreover, In Survey question – 5, a majority of youngsters (83%) who watch live matches have confessed that streaming sports through mobile devices has been the go-to way of enjoying a match while they don't find time to watch over television.

RQ – 2: The second research question refers to how the sporting events have focused on creating content that was appealing to the fans and, at the same time, encouraged them to take part in the campaigns. To support this question, from the findings of the survey conducted – Question – 9, 93 % of the respondents have stated that they love watching videos and highlights of the tournaments on Facebook and Instagram. Some of them have confessed that they have even saved pictures of their favorite athletes, posted by the content creators. One of the respondents was an avid tennis fan and a major admirer of Roger Federer. He has confirmed that he loves to watch Roger play on the English gardens and has downloaded a whole album of High-definition pictures, released by the Wimbledon's Social network team. The legendary sight of Roger Federer receiving the prestigious Wimbledon trophy. Apart from attractive content and capturing videos, 79% percent of the respondents have testified that they'd often imitate their favorite celebrities' images and take some funny challenges that were posted on Instagram, with trendy hash-tags from Survey question – 15 in *Appendix*.

RQ – 3: Professional athletes have a major influence on young-adults. Almost every person in their childhood has had an athlete or a sportsperson as a role model. This question presents the fact that marketers utilize the fame of an athlete or a sports team to advertise their brand or product. To back this conclusion, from the survey results – (

survey question – 11), 87 % of the sports enthusiasts have confirmed the fact that they often purchase t-shirts or sweaters that bear the names of the team they love to support (some of them were, FC Barcelona, Madrid, national jerseys). Also, from Research Survey questions 12, 13, 86% percent of the respondents have actually thought of purchasing apparel (Sports shorts, Tennis Rackets) by watching commercials of Athletes with their respective sponsored brands.

RQ – 4: One of the major challenges that were identified by many Sports event organizers was the challenge to stay relevant for a consistently long duration of time. Specially referring to Wimbledon – the historic event that was under the pressure of maintaining the traditions and finding the balance of going digital. This question was designed to address the unique approach of Wimbledon's creative team, which resulted in building a successful global brand. From the survey results in Research survey question 10, 94 % percent of the survey-participants have stated that they often google the trending hashtags and tweets to keep up with what is happening in the world of Sports. Every year during the summer, when The Wimbledon championships take off, hashtags like #wimbledon2019, #wimbledonvillage, and many more go viral, along with the tweets from celebrities. Furthermore, 68% of respondents have confessed that they are genuinely satisfied when some Brand or a famous online personality respond to their posts or tweets. (Survey – Question 10) from *Appendix*. Indicating that people spend more time on mobile devices rather than Televisions from *Appendix* Survey question 8.

6.3 Limitations

While this thesis, can describe the transformation of Wimbledon's marketing approach over the years, a few limitations can be listed out. Starting with the figures of revenue generated by Sporting events, Wimbledon has never given out the exact statistics and has made sure to be discreet about the profits and income. Information on approximations and estimates from sports media channels or financial experts and other inside sources connected to the event's organizers can only be reliable. A more accurate source or statistical data would have given much stronger support for this thesis.

CHAPTER 7: CONCLUSION

7.1 Conclusion

The main goal of this thesis was to observe how Sports events have been implementing digital means (– especially social media platforms) to convey their content targeting a broad audience. In regards to Wimbledon, this research was able to identify that, apart from relying completely on traditional methods of reaching out to fans, the creative organizers have made visible progress interacting with them through modern-day social-media apps, and have continuously provided entertaining content. Furthermore, through a detailed survey, this research was able to assert that sports enthusiasts and people who casually watch sports love to engage themselves with the brands (Wimbledon, Nike. etc.) by posting their own opinions, pictures taking part in Instagram challenges. Wimbledon has made an excellent move at seizing this opportunity and making it is brand more relative – far better than it is competitors like the US Open, Australian Open. Moreover, the participants genuinely appreciated when the Brands responded to their tweets and posts through social media apps – a slightly different way of appealing to the fans.

Through detailed examination and investigating many sources, this thesis was able to propose that the biggest names in Sports event organizers are gradually making it a priority to create digital content and invest considerable resources to provide fans with enriched digital experiences - like Captivating High-definition films, beautiful videos, pictures, and clips from behind the scenes of preparation, looping in athletes to promote the event by making funny commercials, encouraging fans to participate in online campaigns.

To sum it up, Wimbledon has completely adopted to this era's digital media marketing to stay competitive. Involving in all kinds of social media platforms all over the world

and updating its content, the creative heads of AELTC have made sure to entertain and engage fans across the globe. Starting in the year 2015, the digital innovations team of Wimbledon have taken up the challenge of making themselves "visible online "and have elevated themselves to a whole new level. Under the leadership of Ms. Alexandra Willis, Wimbledon's traditional image has been radically transformed into a global brand, gaining more than 30 million digital fans on all of the social media platforms including Facebook, Instagram, Snapchat, Twitter, Tik-Tok, and even on Periscope. There were separate teams allotted to work exclusively on each platform, a unique move that helped avoid confusion regarding the duplication of content and made sure to publish the content best suited for each of the platforms.

7.2 Future scope

Future work on this thesis can be started by researching other grand-slam events like the US Open, Roland Garros, Australian open that are major competitors for Wimbledon and inspect their approach of marketing, especially digital methods. Taking into account the parameters like broadcasting reach, revenue generated, fan-base, social media followers on Facebook, Instagram, etc. and comparing the similarities and differences in contrast to Wimbledon can be an interesting starting point to explore. Also, examining a variety of fans on different levels of interest and planning on surveying a more massive crowd might help draw more useful insights.

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APPENDIX

Survey Questions for Research

1. Line of work / profession *

Advertisement

Marketing

Manufacturing

IT

Medical

Other:

2. Which of the following categories includes your age? *

17 or younger

18-24

25-29

30-34

35 or older

3. What is your gender? *

Female

Male

4. How did you hear about Sports events? *

Digital media

Friend

Newsletter

Other:

5. How do you prefer mostly watching sporting events? *

Live matches

Cable subscription

Online Streaming

6. Would you like to purchase Souvenirs at major stores or at the Sporting events, tournaments when you visit? *

Yes

No

7. Which platforms you follow sports updates? *

Instagram

Facebook

Blogs

Official website

8. Rate your availability in the above platform? *

Very likely

Likely

Unlikely

9. What kind of advertising media do you like seeing posted? *

Photos

Videos

10. Do you appreciate a brand more when it responds to your tweets / interacts on social media? *

Yes

No

Neither

11. Have you ever cheered for your favorite player or team by putting on custom jerseys, shirts? *

Once or twice

Many times

Never

12. Can you remember any Brand-advertisements / promotions that have influenced you towards making a purchase? (ads on television or social ads) *

A few times

Rarely

Many times

13. How likely did you find above brand campaigns, commercials attractive or persuasive? *

Unlikely

Likely

Very Likely

14. Did you hear about any sports challenges posted by Athletes in social media? *

Yes

No

15. Celebrities are using their social-media platforms to keep people entertained during COVID-19 lock-down. Many Athletes took to Instagram to start the #IStayHomeFor challenge. Did you take part in any of the campaigns/ challenges? *

Yes

No