

Application of Emotional Branding Strategy in the Model Development of Sports Brand of The Bottled Water Market

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ABSTRACT

The new economy has brought new meaning to the brand, which is characterized by a brand, but also has a human touch, turning into an emotional brand. Alternative branding strategies put emphasis on brand experience in terms of emotional, holistic and socially responsible. Bottled water has become the world's "liquid gold" in the last 40 years, because it is a natural product, which is made with minimal costs. The paper develops the idea to perform a kind of humanization and the introduction of a new emotional brand of bottled water on the market, which will bear the name "Aqua F.I.F.A" designed label of FIFA international organizations, as well as the roof of the organizers of the most important football events in the world and the label of the national team. This paper will analyze in detail the market opportunities and prospects of introducing a unique sports brand, on the emotional aspect, with the use of effective marketing communication strategy.

Key words: brand, strategy, sports brand, communication

Introduction

Brands provide complete sensory and emotional experience, and their strength is also reflected in the fact that consumers are sometimes so familiar with the brand that they are able to identify with it; sometimes they become 'obsessed' with their favourite brand, as well as the brand provides a feeling of more value. For this reason, the emotional branding, as a new approach, shifted the focus from the unique features of the product to a deeper understanding of the consumer. Today it is expected that brands have a proactive role, communicating with consumers from many different aspects (Gobe, 2006). Consumers' emotional attachments to a brand might predict their commitment to the brand (e.g., brand loyalty) and their willingness to make financial sacrifices in order to obtain it (Thomson, 2005). Sport marketing consists of all activities designed to meet the needs and wants of sport consumers through exchange processes (Mullin, Hardy, & Sutton, 2014). Some authors (Kahle & Riley, 2004) consider that sports marketing comprises three different sphere of activity as follows:

- Marketing watching sports as a leisure industry (constant aspiration for forming a wide audience, the sports and by increasing the level of interest in sports people);
- Marketing in sports aims to increase citizens' participation in sports activities (motivation of people to participate in sports, recreation, sports or volunteer engaged in different ways);
- Marketing seeks to connect with the sport, promote and selling products that have nothing to do with sports.

Essentially, the idea is to make a kind of "humanization" and to introduce a new emotional brand in the market of water, which will be called "Aqua F.I.F.A", designed by FIFA label, an international organization that is the roof of the organizers of the most important football events in the world and the label of

the national teams. The bottled water market in the last five years has increased by about 35% at the global level, dictated by young consumers, who are becoming increasingly aware of the importance of proper nutrition in maintaining health; however, water with additives, they say, is not healthy to the extent that it is advertised for it is low in vitamins. The European Commission in the document "The EU & Sports Matching Expectations" notes that about 60% of the citizens of the European Union deal with some type of sport or recreation. The approximately 700.000 sports clubs of Europe engage around 70 million athletes and around 10 million volunteers. On the economic front, the European Commission estimated that in Europe sport generates a turnover of about 400 billion euro or 3.7% of EU GDP and employs 4.5% of the workforce.

The primary strategic objective that we set refers to the creation of a new and unique brand before the start of the biggest events of the World Cup - "World Cup 2018- Russia", which will have a vision to be a leader in the field of non-carbonated bottled water on the sport and the broader market.

Methods

The mission of the brand would be the production of high quality water with the brand name "Aqua F.I.F.A.", which will be, with quality and design, able to enter the hearts of consumers, to achieve trust and loyalty. Collection of relevant data was performed from written sources and personal testing. We used the methods of collecting and analyzing primary and secondary data, available in electronic and printed sources. Pest analysis was performed on competitive environment, with the aim of testing the significance of introducing new sports brand on the market, before a major sporting event starts. Marketing mix and communications plan are proposed as well.

Results

The competitive advantage of our products is reflected in the fact that there is no brand in the bottled water that bears the symbols of the national team and is directly related to football. The new water plant, which will cost about 30 million euro, with operating costs 0.34 euro per cubic meter, is a profitable investment. We have to set time goals: short-term (up to one year) - take the leading position in the production and sale of water; medium-term objectives (an interval of one to five years) - a strong penetration in the world market; - Long-term goals (a period longer than five years) - leadership in the penetration of the global market. It should be noted that the non-carbonated bottled water is, because of the nature of the product and the most reasonable prices, one of the few categories of products that are almost entirely consistent in ranking of the most used and favorite brands.

The attractiveness of the introduction of the product before the World Cup is high, considering that it is a highly profitable and glamorous event, appealing to sponsors and advertisers, and as such attracts audience of millions. By Pest analysis, we analyzed the geographic, demographic and behavioral factors and come to the following conclusions:

Geographical factors:

Direct geographical area of sales: Europe, Asia; The total population is: Europe (740 million) and Asia (4.000.000.000); Demographic factors: Consumption of non-carbonated water in the last 50 years has tripled; The main customers are the fans, athletes, supporters as the primary group, then: women (about 51% of women in the total population), men who lead a healthy life; This attitude is changing over time (current ratio of men compared to women in the world is 100:101.8); Target customers are fans, as the primary group and the general population, as secondary as well; Priority target in the secondary group are married women with a high level of education, with children. The most frequent populations of women who consumed water is from 20 to 70 years; Number of stadiums in Europe 58, the capacity of: 3.541.870; Number of teams at the World Cup: 208+1; The number of teams in the finals: 40; Number of stadiums at the World Cup - "World Cup 2018 - Russia": 3 ready, 12 under construction. Capacity place: 666.269; World Cup 2018 matches will be played in Russia on 12 stadiums, of which two are located in Moscow, at a stadium in St. Petersburg, Samara, Saransk, Rostov-on-Don, Sochi, Kazan, Kaliningrad, Volgograd, Nizhny Novgorod and Yekaterinburg; 64 matches will be held and the finals will be at Luzhniki Stadium; Research shows that one third of Russians plan to watch live WC 2018 matches, 50% of them think the championship is an unique event in the history of the country, and 79% have already noticed positive changes in Russia, related to the championship; Final World Cup 2014 in Brazil was watched by over a billion people worldwide, which is about the size of this event; The organizers have created 600.000 accreditation for fans (primary target group); The expected number of tourists: 2.000.000; Special level benefits by the organizers are the provision of fans: bought ticket for the match will have a visa function for fans that come from countries that have a visa regime with Russia; Convenience for sale; Organized free transport for fans to the stadium; Fun-Zone for fans who will not be able to watch matches in stadiums. Such places will appear in many cities of the country, from the western borders of Russia to Siberia and the Far East.

Behavior factors:

The average salary in the world is \$ 1.480. The highest

minimum wage in Europe is 1.923 euro in Luxembourg and the lowest in Bulgaria 184 euro; The average cost of packaging water is € 0.35 (0.33 l PET); Revenue growth of manufacturer of water from year to year (the world's largest manufacturers of water are: Veolia Environment (France), with revenues of \$ 49.519 million, followed by Suez Environment (France), with revenues of \$ 17.623 million, followed by ITT Corporation (USA) with revenues of \$ 10.900 million, etc.; The cost of living of the population increases significantly.

Product designs (Kotler, 2006), represents an element of differentiation in relation to competing products, and thus becomes a source for gaining and maintaining a competitive advantage in the market. Sports products can be tangible and intangible (material or immaterial, consistent or lacking substance). In practice wrongly equate a sports product and services (or between them do not make differences relating to: understanding of the element to be, the core, and the core functional usefulness sports products, term expectations of the audience in the form of sports results) with a single sports event; talk about image sports brand (Dugalić, 2008).

The bottle design is modern, with a series of different patterns, suitable for holding in the hand, transparent packaging and stable bottom, which is characterized by the so-called brands "Quiet waters". In the colors of the national team over the green background, which resembles a grassy bottom and football sports brand, the brand Aqua F.I.F.A. tends that the national character enters the hearts of consumers. The green color of the brand gives tranquility, reminiscent of the grassy surface and much differentiated element in the competition (Figure 1).



Figure 1. Proposed look of bottle water PET 0.33l

The visible elements of the brand "Aqua F.I.F.A. " includes:

- 1) Name - Aqua F.I.F.A. (Water points to forceful name F.I.F.A.);
- 2) Slogan (during the campaign for the World Cup the slogan "To score more" is suggested);
- 3) Logo stylizes force, security, competence, through the gray and blue and integrity through white;

The invisible elements include:

- 1) value that promotes the brand: healthy living, sports, quality;
- 2) Basically, a brand should be in the minds of consumers when buying products emphasizing that consumers are making healthy and good choice.

Discussion

We investigated which features our new brand would have and we defined its portfolio, designed for specific target groups. The organization of the world's biggest event in football, "the World Cup 2018 - Russia" will allow popularizing the brand Aqua F.I.F.A. as excellent circuit of water, healthy living and sport, oriented to a broad market segment. (Categories of people: from the youngest to the oldest age). Product portfolio that meets the needs of consumers of different affinities would include the following products:

- 1) Aqua F.I.F.A. -For General consumption 0.3 l PET, 0.5 l, PET 1.5 l, Water cooler program 19 l;
- 2) Aqua F.I.F.A. - For HoReCa system: Glass 0.25 l, 0.75 l Glass,
- 3) Aqua F.I.F.A Life - For the older population, 0.3 PET 0.5 l PET 1.5 l,
- 4) Aqua F.I.F.A Kids - For children and youth 0.3 PET 0.5 l, 1.5 l PET.

Marketing orientation of our brand would refer to the categories and subcategories of products (water - categories, with subcategories - water for children, water for athletes, and water for the older population). Proper targeting of target groups and sub-groups should comprise strategic planning and co-ordination and implementation of quarterly and monthly plans, with the introduction of differentiation in product mix in terms of categories and subcategories of the product water. Part of the investment should be focused on non-sporting brands under the name "Aqua F.I.F.A." (T-shirts, caps, hats, transparent scarves, umbrellas, lighters, flags, etc.).

Our primary target groups are: fans, supporters, sports clubs, and secondary: women, men, children, athletes, the elderly, hotel and catering chains, retail, wholesale. Much of the investment is necessary to direct to large customers, retail and HoReCa sector. Target groups, with a new product (e.g. Aqua FIFA Kids, without and with different flavors), may be the children from primary and secondary schools. Target groups of the product Aqua Detox FIFA, may also athletes, while Aqua FIFA Life could be offered to elder individuals that take care of health. In terms of hyper competition, it is necessary to introduce differentiation of marketing activities on and off on the premises with a focus on emotional branding its own brand.

Product Aqua F.I.F.A., in terms of quality, would be low-mineralized water, which is characterized by the following features: temperature at the source, the microbiological quality, low mineralization, low in sodium, potassium, magnesium, nitrate, chloride and sulphate, with about 30 mg/l of calcium and 100 mg/l bicarbonate. In addition to fulfilling the conditions required by the Directive 777 of the EU, the product would have a low mineral content, in which the concentration of certain ions would be below the value determined by the Directive and, to Aqua F.I.F.A. water, would be virtually impossible to fit into a group, which is dominated by one or more ions, or the presence of heavy metals and organic matter of artificial origin (pesticides, oils, phenols, etc.) could not be proved. We should also emphasize that cardiologists very openly recommend the use of water as Aqua F.I.F.A., due to its extremely low sodium content. Aqua F.I.F.A. would be low - mineral water, to the extent that it practically can not be classified in any group of water, which is dominated by one or more ions - and as such is a rare and there is no serious competitor in global terms.

Of particular importance is a very low content of iron and manganese (<0.01 mg/l). It should be emphasized the fact that the low-mineral water with nitrate content below 3 mg/l is very

rare in the world. Aqua F.I.F.A. would contain nitrates in concentrations lower than even 0.65 mg/l. With very low sodium content Aqua F.I.F.A. is eminently suitable for everyday use. When it comes to pricing, the Aqua F.I.F.A. it is recommended using a combination of three methods (integrated approach), including: pricing based on costs, competition and market-based. (The cost price per liter of carbonated water ranges from 0.28 to 0.33 €.) The quality and chemical composition has been one of the main competitive advantages of Aqua F.I.F.A. water and the advantage of being very beginning to be exploited. Therefore, the general recommendation is that in all modes of communication should emphasize content and quality of water Aqua F.I.F.A.

As G.E. Belch and M.A Belch (2004) asserted that several organizations are more towards sponsoring events so focusing mass target market consists of national and international markets. Leading FIFA sponsors are: Coca-Cola, McDonald's, Visa card, beer Budweiser. World football federation said that it has made an agreement with the Qatar television Al Jazeera to sell the rights for television broadcasts of matches World Championships in 2018 and 2022. It is necessary to start from an integrated approach to communications, in order to transmit a clear, coherent and consistent message. Also, one of the main recommendations is that, particularly, it must be directed to the final customer - pull strategy, and those that apply to communications with intermediaries (wholesale, retail, distributors,) - push strategies. In communication with customers, Name of TV Campaigns' Let's be healthy in a healthy environment ", which will announce the brand under the slogan" Toward the World Cup ".

Public relations represent a long-term effort of organizations focused on creating and maintaining good relationships and mutual understanding and communication with all important stakeholders, which significantly contributes to its acceptance in the environment (Verčič, Zavrl, Rijavec, Tkalac & Laco, 2004). The objectives of the promotional campaign would be: - through the mass media to provide true and timely information on the new product; - to implement educational and information campaigns in order to provide full and timely information to various target groups of healthy and create a unique brand (especially for fans and tourists, then for secondary target groups); - -mobile and Internet marketing (scratch and bet "live"); - to establish a body for monitoring and coordinating communication activities; -to strengthen dialogue with all segments of the target group (advertisements, magazines about healthy lifestyle, merchandising, contests for children, etc.); - deployment of advertising in stadiums, halls, ethnically representations, video screens, subway, outdoor advertising, outdoor, web site, social network - advertising of audio and visual ways of advertising messages in stadiums - "Minutes for Aqua FIFA" - players at half-time with reference to the video wall drinking water Aqua FIFA; symbols brand on their jerseys and equipment players, as well as the medical stretcher; -sales rights to use the names, character, characters and other symbols of sponsorship rights of representation in order to achieve advertising effects; -leader brand sports water should be represented on the Internet pages: Facebook, Twitter, Google, Delicious, Strumble, My Space, etc.. (agreement on the release of banners on social networks); - messages must to be highlighted in all places, auxiliary facilities, stadiums, grandstands, tickets, equipment, team, office; etc.

Marketing communication able to efficiently support the company in drawing out the favorable consumers feedback (Duncan & Moriarty, 1998). The IMC strategically started appreciable when organizations considered IMC as a set of

implementations which involve planning, developing, effective execution, and evaluation of measurable, coordinated, effective brand communications programs interacting over time with stakeholders.

Research persuasive power of the media would not be complete, unless you knew the characteristics of the media audience, its beliefs, attitudes, interests and lifestyles (Kvejl, 1994). Advertising would be passed on to all known international broadcasters which have purchased the right to broadcast the World Cup in Russia in 2018. Also, in the period before playing the final match in sales would be even bottles which are numbered 2022 under the cap, and it would mean that the per-

son who finds it receives free tickets for the finals of the World Cup 2022 in Qatar. With the arrival of new products on the market, for example, Aqua Kids, Aqua Detox, then 0.75 packing glass, with better promotion and a competitive price would require new commercials, music videos, which would require the provision of a product on an annual basis at the local level. Advertising on sports channels: ESPN, Fox Sports, Sports Club, Sky TV Programmes, Eurosport program, Arena Sport, GT Sport and significantly provide space for better promotion Aqua F.I.F.A. By strategic planning and implementation of the proposed measures, built brand identity of Aqua F.I.F.A. will be obtained.

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