

ATHLETE-BRAND MARKETING CAMPAIGNS

Steps to create and execute a successful athlete-brand campaign, that delivers returns.

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1 CAMPAIGN BRIEF

Write a comprehensive campaign brief include the duration of the campaign, identify target audiences and distribution channels, determine brand goals and KPI's

2 MEASUREMENT

Determine what are the relevant metrics that will be measured to determine campaign success, ensure that these align to the brand goals and KPI's

3 VALUATION

Assign athlete remuneration to each metric based on brand benchmarks. You can expect a well executed athlete-brand campaign to exceed regular benchmarks

4 RESPONSIBILITY

Determine how metrics will be tracked, measured and by whom and at what frequency will they be reported

5 STRATEGY

Develop a comprehensive marketing strategy, identifying specifically what are brand activation and which are athlete activation, include structured timings and deliverables

6 RENUMERATION

Develop a remuneration schedule for the athlete including base-pay and incentives based on key metric performance. If an athlete is invested with incentives the greater potential for returns.

7 AGREEMENT

Ensure there is an agreement between the brand and the athlete clearly outlining responsibilities, deliverables and remuneration per metrics determined

8 TEST

Often overlooked test that all measurements are being tracked as agreed in the agreement

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Need any assistance with engaging, developing or executing an Athlete-Brand campaign contact the team at Agency X - hello@agencyx.com.au