

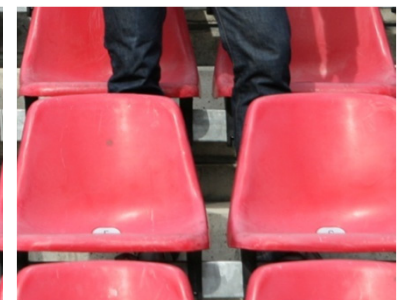
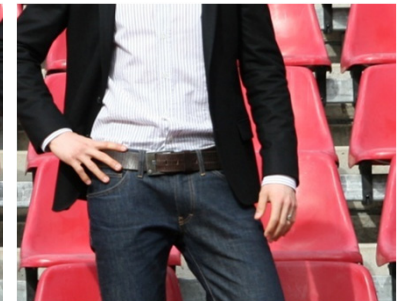


EHF Club Management Seminar

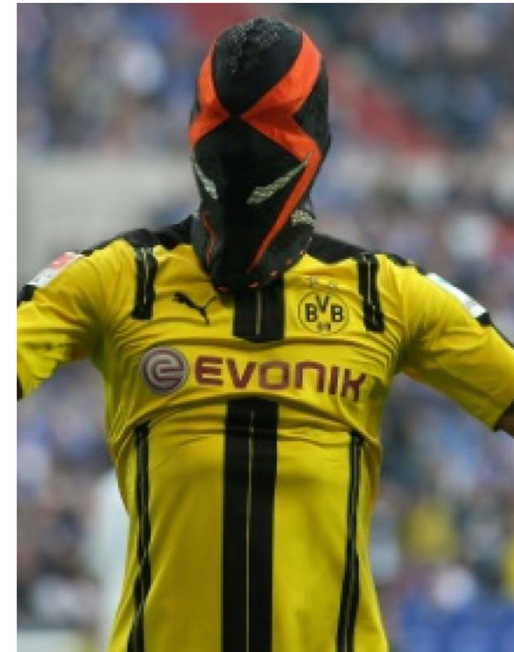
The Role of Players in Marketing

24. Mai 2018

Dr. Stefan Walzel



INTRODUCTION

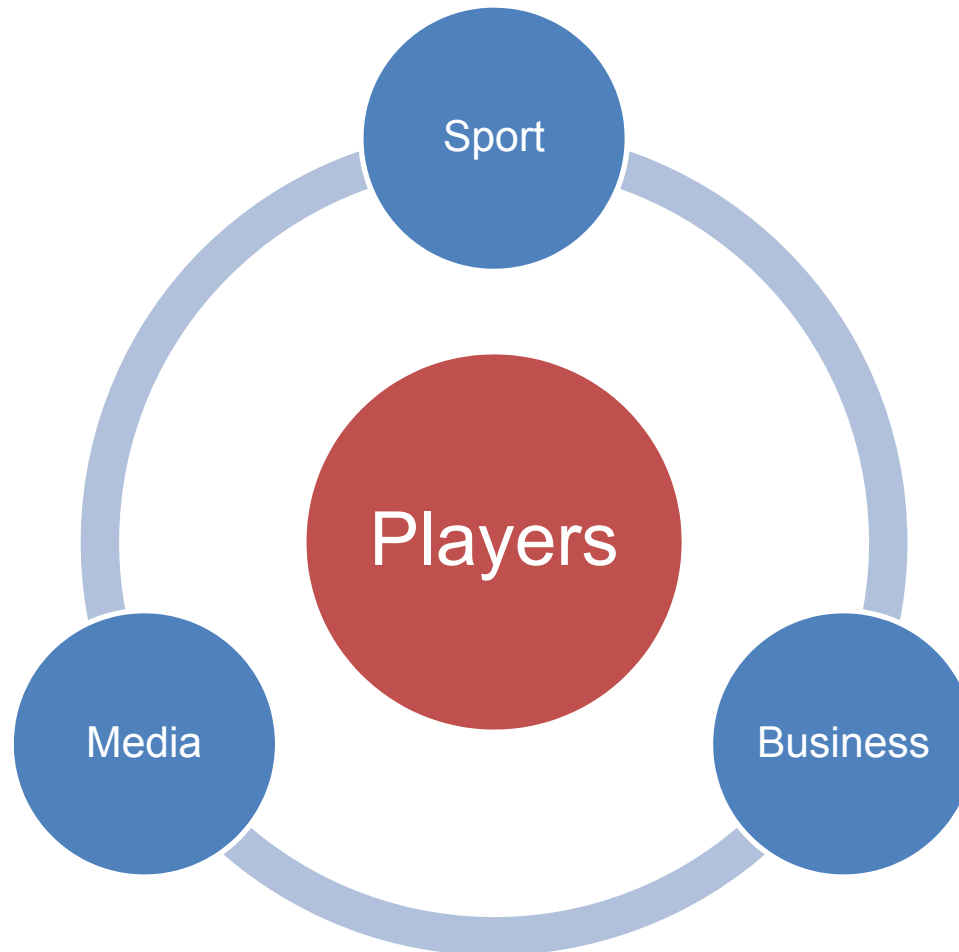


Marketing and/or Demarketing !?



#1 CLUB'S PERSPECTIVE

RELEVANCE OF THE PLAYERS





**How much attention / responsibility is given to
the players in your club / league / federation ?**



#2 PLAYER'S PERSPECTIVE

ATHLETES BRAND EQUITY

Determined by ...



Athletic Performance

0.77



Attractive Appearance

0.47



Marketable Lifestyle

0.89

Arai, Ko & Kaplanidou, 2013

ATHLETES BRAND EQUITY

Determined by ...



What is in your perspective a handball player who perfectly fits with these criteria? Why?

ATHLETIC PERFORMANCE



- **Athletic expertise**
- **Competition style**
- **Sportsmanship**
- **Rivalry**

Arai, Ko & Kaplanidou, 2013

ATTRACTIVE APPEARANCE



- **Physical attractiveness**
- **Body fitness**
- **Symbol**

Arai, Ko & Kaplanidou, 2013

MARKETABLE LIFESTYLE



- Life story
- Role model
- Relationship effort

Arai, Ko & Kaplanidou, 2013



#3 HOLISTIC PERSPECTIVE

DEBATE



**Athletes should have
a stronger voice and
more influence in
marketing handball**



**Athletes should only
focus on the sporting
performance**



SUMMARY

Players ...

- **are a fundamental asset of our sport**
- **offer a unique potential for authentic and credible marketing activities**
- **can create a win-win situation in many perspective**
- **with marketable lifestyle, athletic performance, and attractive appearance are rare in handball**

Thank you very much for your attention



Enjoy Cologne !