An Analysis of Brand Recall of 2002 FIFA Korea/Japan World Cup on Official Sponsor Corporation

Jeoung-Hak Lee\textsuperscript{a}, & Jee-Sun Bang\textsuperscript{b}
Kyung Hee University\textsuperscript{a}, & Ewha Woman’s University\textsuperscript{b}, Korea

The purpose of this study was to analyze the brand recall of 2002 FIFA Korea/Japan World Cup on official sponsor corporations and present actual data for participating official sponsor companies and sport organizations in sport event. Using the convenience sampling in this study, self-administered questionnaire was used. Questionnaires were administered before, during and after 2002 world cup competition. The total number of subjects used was 1,270; 375 subjects were selected 7 days before the 2002 world cup, 413 subjects were selected during, and 482 subjects were selected 7 days after the world cup. The survey instrument was consisted of a total of 26 items; 16 items on brand recall 2002 World Cup official sponsor and 10 on demographic information. The findings were as follow. The official sponsor corporation showed high total brand recall than non-official sponsor corporation on 2002 FIFA World Cup. On the other hand, SK telecom and NIKE, non-official sponsor corporations showed high brand recall through 2002 FIFA Korea/Japan World Cup.

\textbf{key words :} Brand Recall, 2002 FIFA Korea/Japan World Cup

Introduction

Currently, many companies focused on their own image rather than the image of product (Korean Institute of Sport Science, 1998). Ever since sports became popular, many companies started sponsoring worldwide sports events, contributing large sums of money, as a strategy to gain publicity for their companies (Copeland Frisby, 1996; Stotlar, 1993). The main reason for sponsoring sports is to advertise their products and their companies throughout the world (Lee & Bang, 2002). It is unusual for companies to announce the amount of their sponsorships, but some of the contributions are known. For example, Anheuser Busch sponsored more than one hundred billion dollars in the 1998 France World Cup Soccer Game.

In other tournaments, sponsors contributed over 4 million dollars for the 1996 Atlanta Olympics, another sponsors contributed 4.5 million dollars for the 2000 Sydney Olympics, and another sponsors contributed 5,400 Swiss Francs for the Korea/Japan World Cup (Kim, 2001). The purpose of these large contributions from the companies is to get publicity for their companies and advertise their product to the world. Sponsorship is an effective marketing strategy because the sports teams are getting funds, and the companies will profit from the advertisements seen throughout the world (Shilbury & Berriman, 1996).

Sponsorship is one of the most effective methods to consolidate a company’s string resolution.
The main reason for a company to take part in the sponsorship is to create a positive image of the company, and to popularize their product so that more consumers purchase the products (Mc Daniel, 1997). Moreover, advertising through sponsorship builds competence and worthiness of a company, as well as credibility of their products. The effect of sponsorship will depend on the cooperation between the company and the sports event (Gwinner, 1994; Tripodi, 2001; Turco, 1994; Wilkinson, 1993). Companies from more developed nations know the power of marketing through sports, and therefore they tend to sponsor many different kinds of sports events, which helps the company build their name and reputation through mass media.

The 2002 Korea/Japan World Cup was the focus of the world by 288 million people around the world, and it became the biggest sports event in the world. Through mass media and the development of technology, the World Cup was easily publicized around the world. Also, even though some people might not agree, the World Cup is proven to have a better marketing effect than the Olympics. For example, the World Cup is longer in duration than the Olympics, and since it is a single sport rather than many sports at once, marketing is more effective. Therefore, Kim. Y (1998) says that it is recognized that a huge event as the World Cup is perhaps the perfect marketing strategy to improve the company’s will.

Marketing for the World Cup is different from all the other sports events and other promotions because companies advertise before and after the World Cup, and they put a lot of investments in it (Lee, 2001). The main reason for the official sponsoring companies spending a lot of money is not only to support and sponsor the tournaments but also to invest on their products. Many have said that the 21st century portrays a society of brands, and this is very important. From this point of view, not only World Cup is important for the company’s market but also it becomes an appliance to communicate with the rest of the world. Recently, people have started showing interest in sponsoring sports in our country. However, it is hard to analyze the intelligence of those sponsors who contributed the Olympics and the World Cup (Park, 1999; Hwan, 1999).

The purpose of this study was to analyze the brand recall of 2002 FIFA Korea/Japan World Cup on official sponsor corporations, and to present actualized data for the sport event in participated official sponsor companies and sport organizations.

Method

Subjects

This study involved administrations of questionnaires at three different times; one week before, during, and one week after the final match of the 2002 FIFA Korea/Japan World Cup. For this study, we used the Convenience Sampling Method for those who lived in Seoul and Kyung Gi Do, from which 1,270 participated. 375 participated before the World Cup, 413 participated during the World Cup, and 483 participated after the World Cup was over. For those people who participated in this survey, their demographic informations are as follows (Table 1).