



# **Industrial Sport**



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# **Transforming Sport ~ Sport Transformations**



**An Industrial Sport Talking Point Presentation**

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# Sport, Society, Culture

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- ◆ Recent changes in society and culture have been dramatic and accelerating in pace.
  - The technology revolution and increasing job and geographic impermanence have displaced traditional groups.
  - The world is now well beyond most persons' understanding let alone any sense of control.
  - Conventional marketing and large corporations are being questioned and increasingly rejected.
- ◆ Sport is an integral part of our society and culture.
  - It affects them both far beyond the mere boundaries of Sport.
- ◆ Certain demographic and psychographic trends in society and culture are having a special impact upon Sport.
- ◆ Certain specific trends within Sport itself have had and will continue to result in substantive and critical change to it.
- ◆ Together, these changes and trends are greatly affecting Sport.
  - They create an environment with tension, new opportunities and pitfalls.



# The New Consumer

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- ◆ Today's consumers have fundamentally changed.
- ◆ Consumers need, desire and seek meaningful experiences that:
  - Create unpredictable outcomes;
  - Change who they are; and
  - Provide a balance between memory and prophecy.
- ◆ The most valuable and successful experiences touch each of the following realms:
  - Entertainment;
  - Educational;
  - Escapist; and
  - Esthetic.
- ◆ Anyone seeking success in the market of the future will need to be a storyteller. The story is the heart of the matter.
- ◆ Sport is an ideal way in which to satisfy all of these needs, desires and realms.



# Globalism and Tribalism

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- ◆ Society has become both more unified and yet more pluralistic than ever before.
  - The world has been shrunk by the sharing of cultural and other knowledge largely through ever-faster and more powerful technologies.
    - More people know about more cultures than ever before.
    - Ethnic groups are driving mainstream trends.
    - Genres and styles are blending and fusing.
  - The basic human need for communal endeavors has been enhanced by impersonal technology in a complex and dislocated society.
    - Individuals are more aware of their own abilities, needs and desires.
    - They strive to be in small groups of similarly unique people.
  - People belong to or identify with many overlapping global and local organizations, communities and groups.
- ◆ Globalism and Tribalism are now two sides of the same coin, neither complete without the other.
  - One cannot choose between them, but must find a balanced compromise for overall harmony.
- ◆ Sport uniquely allows people to embrace both Globalism and Tribalism.



# Evolution of Sport

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- ◆ The template for Sport was forged at the end of the Industrial Revolution. It has changed remarkably little since then, until recently.
- ◆ Sport is in a state of rapid and radical evolution.
- ◆ Recently:
  - The line between entertainment and Sport has blurred;
  - Participation in Sport by women and girls has grown dramatically;
  - Most delivery systems for Sport are broken or non-responsive;
  - Sport marketing and sponsorship has changed dramatically; and
  - New Lifestyle Sports have exploded in popularity and status.
- ◆ And yet, even in this new world, pursuits and goods that evoke the past are highly sought.
  - Nostalgia alone is not sufficient.
  - This reincarnation works best when tweaked with:
    - New significance, for example through irony; or
    - New potential, for example through prophecy.



# Lifestyle Sports

- ◆ In response to changes in society and culture, new Lifestyles have arisen.
- ◆ Certain Sports are integral components of these Lifestyles:
  - Edgy urban Action or Extreme Sports and activities; and
  - Mythic Outdoor or Adventure Sports and activities.
- ◆ These Lifestyle Sports have exploded in popularity and status.
- ◆ Lifestyle Sports embody a different creed than traditional Sports:
  - Participants distrust and avoid big companies and conventional marketing.
  - “Do it yourself - Everyone can do it.”
    - Commonly and unnecessarily limited in its citation as the Punk Rock creed, this statement of empowerment and self-reliance is also a strong mainstream theme of the entire Experience Economy.
  - Peer respect and praise is more important than competitive honors on a larger, more public and lucrative stage.
    - Turning Lifestyle Sports into competitive sports has created tension within the endemic groups that live the Sports.



# Sports Marketing and Sponsorship

- ◆ Conventional Sports marketing and sponsorship has changed dramatically in the last five years.
- ◆ Hallmarks of conventional Sports marketing and sponsorship were:
  - Exclusivity;
  - Composite marks used in ads and on packaging;
  - Prime event access and signage;
  - Themed television and print ads; and
  - Success measured by number of impressions.
- ◆ Now, the crucial drivers for the new convention are:
  - Program-based platforms;
  - Quantifiable results measurable by ROI; and
  - Convergence, integration and innovation.
- ◆ But an increasing number of people, not just youth, distrust and avoid conventional marketing approaches and big companies.
  - Action Sports and the creed and graphics they embody are infiltrating the marketing of traditional Sport.
  - Big companies are sprouting a camouflage of small local businesses to grow their new product lines.



# Participatory Sport

- ◆ The delivery system for participatory Sport to children and adults is irreparably broken or completely non-responsive.
- ◆ In most places, schools, parks and playgrounds are no longer the preferred or even viable vehicles for delivering participatory Sport.
  - Lifestyle Sports are shunned.
  - Team Sports have inferior facilities and programs.
- ◆ Participatory Sport programs are increasingly being delivered through:
  - Volunteer and often parent-driven organizations;
  - Private organizations; or
  - Public/private partnerships.
- ◆ Coaching as a profession remains in severe decline, yet at the same time the use of paid private coaches and the demand for specialty camps and clinics are skyrocketing.
  - Freelance private coaches and trainers still are increasing rapidly with no meaningful quality control.
- ◆ The delivery systems for Sport have fundamentally changed.
- ◆ New delivery systems need to be and are being created.



# Some Data Points

- ◆ The Experience Economy
  - B. Joseph Pine II and James H Gilmore, 1999
- ◆ The Tipping Point
  - Malcolm Gladwell, 2000, 2002
- ◆ No Logo
  - Naomi Klein, 2000, 2002
- ◆ Influx Magazine
  - Butler Shine Stern and Partners
  - bsandsinflux.com
- ◆ Real conversations no.1 (Interviews with Henry Rollins, Jello Biafra, Lawrence Ferlinghetti, Billy Childish)
  - V. Vale, 2001
  - researchpubs.com
- ◆ Offside: Soccer and American Exceptionalism
  - Andrei S. Markowits and Steven L. Hellerman, 2001
- ◆ Wayne Wilson
  - Executive Vice President - Research, Amateur Athletic Foundation of Los Angeles
  - Paul Ziffren Sports Resource Center
- ◆ Henry Beer
  - Principal, Communication Arts
  - commarts-boulder.com
- ◆ “Secret Game”
  - 2002 Nike World Cup soccer commercials, website and DVD
- ◆ “Soccer Tape”
  - 2003 Nike soccer commercials and website
- ◆ “Battlegrounds”
  - 2003 Nike basketball event, commercial and website
- ◆ The Keiretsu (Sportu)
- ◆ industrialsport.com

