FOOTBALL SPONSORSHIPAND THE BATTLE OF NIKE AND ADIDAS IN2014 FIFA WORLD CUP

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Abstract: Football is a sport that millions of fans across the world enjoy. The merging of media and entertainment industries into the football industry created a big economy that makes football even more important. The brands, noticing the influence of football that appeals to the millions, aspire to benefit from it in order to promote their products and, therefore, compete to sponsor the teams. Today, the brands which sponsored the footballers compete with each other on the football field as well as the players themselves. This paper studies the sponsorship competition between the world's two big sports brands, Nike and Adidas, during the 2014 FIFA World Cup. For this purpose, a brief history of the world's biggest football tournament, the FIFA World Cup and the conceptual framework of sponsorship is examined in the case of the competition between Nike and Adidas during the FIFA World Cup 2014. The sponsorship competition and on the global football market between Nike and Adidas is briefly analyzed in the paper. Although Nike is the leader in the global football market, Adidas, which was more successful in the 2014 World Cup, seems to be one step ahead of its competitor in terms of sponsorship.

Keywords- Football , Sponsorship, World Cup, Nike, Adidas

I. THE HISTORY OF WORLD CUP

It is accepted that modern day football emerged in England at the end of the 19th century, although its history dates back to the 5000 B.C. era. In 1863, London Football Federation set the first rules for the football game and made a clear separation between two types of the game; in one of them (association football) use of hand was forbidden and the other one (rugby and American football) was played by hand. This was also the emergence of the first football federation. In 1888, the first professional football league was established by the participation of 12 clubs in England.

The first big organization in the history of the world football was held in England in 1871 under the name of the King Cup. Today this cup is known as the FA Cup and still being organized. 15 teams joined to the first King Cup. The final game was played at Kennington Park between the teams of Royal Engineers and Wanderers. The winner was Wanderers with the score of 1-0.

In 1882, the International Football Association Board (IFAB) was founded with the participation of English, Scottish, Welsh and Irish Football associations in Manchester. Four years later, the national football federations recognized IFAB as the guardian of the laws of the game and its role was to preserve, monitor and study them and amend them if necessary. 'The FédérationInternationale de Football Association' (FIFA) was founded in the rear of the headquarters of the Union Française de Sports Athlétiques at the Rue Saint Honoré 29 in Paris on 21 May 1904.

Before the foundation of FIFA in 1904, football was not a part of the Olympicgames. In the 1900 and 1904 Summer Olympics, only demonstration matches were played and no medals were awarded.Football was included in the 1906 Intercalated Games. After the foundation of FIFA, there was a failed attempt to organize an international tournament apart from the Olympics in Switzerland in 1906. Although an official football tournament was contested for the first time at the 1908 Summer Olympics, only amateur football players were accepted to participate.

FIFA assumed the responsibility for staging a tournament that took place as part of the Olympic Games in London in 1914and this tournament was accepted as the world amateur football championship. This paved the way for the first intercontinental football tournament. Football tournaments of the following OlympicGames were also organized by FIFA. In 1924, FIFA accepted the professionalism in the football tournaments. Uruguay was the winner of the football tournaments in the 1924 and 1928 Olympicgames.

FIFA, following the organizational success of the Olympic football tournaments, led by the president Jules Rimet, started to work in order to organize an international football tournament. At the FIFA Congress in1928, it was decided to stage a world championship organized by FIFA. Uruguay, which was the champion of the last two tournaments and celebrating its 100th anniversary of indepence in 1930, was chosen to be the organizing country. However, due to the economic conditions of the time and the long journey that had to be taken to go to a tournament at the South America, most of the European countries didn't want to participate. As a result of Jules Rimet's efforts, Belgium, France, Romania and Yugoslavia accepted to join. The first world cup matches were played at the same time between USA-Belgium (4-1) and France-Mexico (3-

0). 13 teams participated in this first world cup. 93000 spectators followed the final between Uruguay and Argentina, which the home team won 4-2 and was the winner of first World Cup as well as completing the last three international tournaments as the champion.

In 1934 Argentina and Brazil, in 1938 only Brazil participated in the tournaments from the South America. The tournaments that were planned to be organized in 1942 in Germany and in 1946 in Brazil couldn't be held due to the II World War.

At the beginning, the host countries of the world cups were chosen at the FIFA Congresses. There had been some conflicts in choosing the organizing countries because of the fact that a 3-week sea journey was required in order to reach from Europe to the South America. Following the first world cup held in Uruguay in 1930, the 1934 World Cup was organized in Italy. It draw reaction from the South American teams when the 1938 World Cup was organized in France, because they wanted this tournament to be held in Europe and South America respectively. Consequently, Argentina and Uruguay boycotted the 1938 FIFA World Cup. This rule was applied from 1958 to 1998 and the tournament was organized at the continents of Europe and South America respectively.

From 1934 to 1978, 16 teams participated in the cup. In 1938, with the withdrawal of Austria, which was annexed by Germany, this number decreased to 15 and in 1950, with the withdrawal of India, Scotland and Turkey because of travel difficulties, only 13 teams joined the cup. There were 24 teams competing in the 1982 World Cup and this number was raised to 32 in 1998to ensure the participation of more teams from Africa, Asia and the North America. However, although more teams started to compete in the tournament from these continents, the domination of the cup by the European and South American teams couldn't not be prevented. It can be seen from the fact that in 1994, 1998 and 2006, all quarter finalists of the cup were from Europe and the South America.

The 1954 World Cup was organized in Switzerland. In addition to the host country Switzerland and the last champion Uruguay, 45 teams applied to the eliminations in order to be among the other 14 participants. FIFA refused the applications of 8 countries and 37 teams joined the eliminations. Germanyplayed the final match with Hungary, won 3-2 and took the World Cup trophy for the first time. The organizing country of the 1958 World Cup was Sweden. The champion of the tournament was Brazil, which beat the host team Sweden 5-2. This was the first time that the cup was won by a country located on another continent that the tournament was held. In 1962, the world cup was organized in Chili. Brazil, which beat Czechoslovakia 2-1, won the cup. The 1966 World Cup was organized in England. The final match was played between West Germany and England. England won 4-2 and became the third host country that won the cup after Uruguay and Italy. The most important event of this cup was the boycott of the 16 African countries because of the ruling, which requires the Africa champion to play a preliminary with the Asian or Oceania Champion. It was also the world cup with the highest participation with 70 countries playing the elimination matches. Again, it was during this world cup that a tournament mascot was used and Willie the Lion became the first World Cup Mascot. The host country of the 1970 World Cup was Mexico. It was the first tournament held in Central America. In the final game, Brazil beat Italy 4-1 and in addition to being the champion of the tournament, by winning the cup for the third time, Brazil took the cup to its museum permanently.

The 1974 World Cup was held in West Germany. The host team beat Holland 2-1 in the final game and won the cup for the second time. The 1978 World Cup was organized in Argentina. The fact that Argentina would be the organizing country of the 1978 World Cup was declared by FIFA in 1966. Holland, the finalist of the 1974 World Cup, despite the fact that it was in the finals for second time in 1978, lost the cup to Argentina with a score of 3-1. Argentina became the fifth host country that won the cup after Uruguay, Italy, West Germany and England.

In 1998, the tournament was held in Europe, in France. It was the first tournament that 32 countries participated. France, beating Brazil 3-0, was the champion of this World Cup. The 2002 World Cup was organized in Japan and South Korea. In addition to being the first cup to be held outside of the continents of Europe and South America, it was the first tournament organized by two countries. In the final game, Brazil won Germany 2-0 and received the cup for the fifth time. Turkey, participating in the finals for the first time after 54 years, beat the home team South Korea 3-2 and came in third in the tournament. Germany hosted the 2006 World Cup. The final was played between Italy and France, and Italy won with penalties 5-3. This was the fourth time that Italy won the cup. The 2006 World Cup has been the tournament that received the highest ratings of the television history.

The 2010 World Cup was organized in Africa for the first time. The hosting country was the Republic of South Africa. Spain, beating Holland 1-0, took the cup for the first time. The 2014 World Cup was organized in Brazil. This was the first time that the tournament took place in South America since 1978 Argentina World Cup. The technology of goal line was used for the first time during this tournament. In the final match, Germany and Argentina competed

against each other for the third time in the history and Germany won the cup by beating Argentina 1-0.

II. THE CONCEPT OF SPONSORHIP

Sponsorship is defined as the support given through transferring resources to an event, organization or person in order to reach a wider audience with the purposes of advertising and promotion. Sponsorship activities havebecomeincreasingly widespread both in Turkey and the world and stood out among classical marketing tools. The main reason of this interest is that the companies are able to have a direct and interactive communication with their target audiences through sponsorship activities. In addition to that, it is possible to reinforce the brand image in the subconsciousness of the target audience and implicitly influence their purchase preferences.

Sponsorship is one of the tools used to increase the recognition level of an organization. With a general definition, sponsorship is a business contract,covering the processes of planning, implementing and controlling of cash, in-kind or service type of support given to various individuals, organizations and institutions for subjects such as sports, culture, art and education in parallel with the goals of the sponsor company.

Sponsorship is an effective communication tool that provides advantages to the companies by keeping the commercial purposes of the company in the background and demonstrating the society that the company is aware of its social responsibilities.

Although there are various definitions of sponsorship, the terms “bilateral” and “mutual advantage relationship” come to the fore. According to Mardin, sponsorship is making a reputable impression about the organization or the person by providing financial support for a social issue or a special event. Çeki defined sponsorship as a mutual business agreement in the interests of both the sponsor and the activity.

According to Asna, sponsorship is a series of activities that enrich the society while providing commercial benefits to the sponsor and its positive effects could be measured. This definition emphasizes that, there are parties that profit from sponsorship.

Sponsorship is providing the resources required (money, manpower, equipment etc.) for an event or activity. In other words, sponsorships are investments made on the shows and events on the mass media to achieve the company’s goals without buying place and time.

Sponsorship is widely used because; it can highlight the image and increase the awareness about the sponsor company/brand through associations, it can provide high visibility for the product or the brand among the target audience, it can create an environment where sales campaigns and marketing efforts can be united and it can get publicity and media exposure.

There are two main characteristics of sponsorship that makes it a powerful marketing tool. The first one is that it is an emotional and personal communication method since causes that are supported by sponsorship are usually get attention from the society. The second one is that it provides alternative communication possibilities to media planners by adapting to the other marketing methods.

III. ADVANTAGES OF SPONSORSHIP

Although it is not the main goal of the sponsorship to increase the sales directly, the sponsor of an event, let’s say a soft drink producer, could back up its sales by obtaining the exclusive right to make sales during that event. There are two main characteristics of sponsorship that makes it a very powerful marketing tool. The first one is that it is an emotional and personal communication method since causes that are supported by sponsorship are usually get attention from the society. The second one is that it provides alternative communication possibilities to media planners by adapting to the other marketing methods. Marketing based goals of the sponsorship could be listed as follows:

- To position a product in the market
- To make changes in the marketing policy
- To launch a new product
- To promote the use of a product
- To encourage the sellers
- To support international marketing activities

Today, “sponsorship” activities are among the most significant tools used by the companies when they fulfill their social responsibilities, which actually is an expression of their respect for the society and their employees. Sponsorship contributes to the efforts of the companies in creating social benefits and therefore ensures that these companies are reputably known. Other goals of sponsorship activities can include product oriented marketing that could have a direct effect on the sales or earning reputation and creating a prestigious image for the company by being beneficial for the society in different fields such as health, environment, education, culture & art and sports.

Sponsorship is the only technique that could be used without needing the other marketing communication tools. It also increases the value of the advertising campaigns by creating a dynamic and interactive environment and ensuring that key messages are

more credible and relevant to the subject at hand. Some companies, which don't appear on media very often due to the high cost of advertising campaigns, began to engage in sponsorship activities in various sportive, cultural and social fields in order to appeal to their target audiences. The identification of the positive effects of the sponsorship activities, led to an increase in the sponsorship activities. In addition to that, it is one of the main goals of the sponsorship activities to obtain media exposure for products, which are not allowed to be advertised. Sponsorship is very essential for products, whichcannot use media as anenvironment for advertising and promotion. Sponsorship became more popular after the producers of the products that are not allowed to be advertised in many countries including Turkey noticed that they could get media coverage through sponsorship activities.

IV. FOOTBALL AND SPONSORSHIP

Sports sponsorship is money or equipment type of resources provided by an organization or sponsor to an individual, team or organization to continue their activities in return for reaching the goals set before.

Sports sponsorship is the largest segment among all other types of sponsorships. Since it can appeal to the wider masses, it is preferred by the companies that aim to introduce their products and services to these audiences in a short period of time, because sports is a field in which the same language is used all across the world. It is the most preferred sponsorship type by the companies as it is considered to be the most effective and efficient promotional activity in attaining their goals. The aims of the sports sponsorship can be summarized under six main categories:

Increase awareness: The brand Cannon sponsored the football leagues in England in order to increase its recognition level and to increase awareness in general.

Create an image: Sponsorship activities are used to position the brand or to reinforce the image of the brand/company through other institutions, such as creating an image of considerate company by paying engaging in social activities

Maintain and strengthen the relationships: The relationships with the employees, consumers, investors and commercial partners can be reinforced by using the entertaining aspects of sponsorship.

Get into new markets: Coca Cola was not allowed to be sold in the Arab market because of its bottling factories in Israel. After it sponsored the Arab Youth Football Competition in 1989 the relationships became normal.

Increase the sales (testers and direct sales): Testers can be used in the environments where the consumers feel comfortable. The beer brand "Victoria" sponsored a football match and used this environment for these purposes since the consumers feel themselves comfortable and tend to drink and purchase. While many advertisementscommunicate in monologue, sponsorship can create a dialogue with the consumers.

Appeal to the distributors and resellers: It is possible to draw attention of the actors of the other markets by creating brand awareness.

Football sponsorship, which could be defined as the sub-branch of sports sponsorship, is sponsoring football teams, players and events.

The concept of sponsorship is one of the pillars of the industrial football. While football clubs need sponsors due to increased costs and competition, sponsor companies want to obtain financial gains by being identified with popular football teams.

The essence of sponsorship is to meet the expenses of the sponsored activity. In football sponsorship, the companies sign sponsorship contracts in order to benefit from the popularity of the team. Sponsorship revenues are an important source of income for the clubs but they shouldn't be confused with advertising revenues. It could be said that in parallel with the development of sponsorship, the sponsorship revenues have become an irreplaceable income item for the football clubs. In general, individuals and institutions sponsor football teams in three different ways:

Main sponsors: Main sponsors are displayed on the football team's jerseys with their logo.

Technical Sponsor: Technical sponsor might be providing the sports equipment of the professional football team or can become the exclusive partner with its own products and depending on the needs of the football team, only sponsor company's products are used by the team.

Other Sponsorships: These include sponsorship types other than main sponsorship and technical sponsorship.

There are various reasons for the companies to choose to sponsor teams. First of all, it is possible to reach a wider audience through team sponsorship compared to sponsoring individual players. The brands that sponsor the teams can have more media coverage. One of the main advantages of team sponsorship is that football matches are played every week and some of them are broadcasted live on TV. Team sponsorship is the presentation of a brand name

or a company name together with the team. The cost of sponsorship is more for the sponsor compared to sponsoring an individual, because the teams consists of many people and the requirements of a team are more than one individual.

Today sponsorship is a reality of the industrial football. For example, jersey sponsorship, which began in the 1970s, has become one of the significant revenues of the teams. The jersey sponsorship revenues of the world's five major leagues are more than 500 million Euros.

Table 1. Jersey Sponsorship Revenues of Five Major Leagues and their distribution.

League	Total Revenue (€)	Jersey Sponsorship Revenue (€)	Number of Teams
Premier League	2,9 billion	155,9 million	20
Bundesliga	1,9 billion	127,8 million	18
La liga	1,8 billion	85,7 million	20
Seria A	1,6 billion	83 million	20
Ligue 1	1,1 billion	60 million	20
Total	**9,3** billion	**512,4** million	

On the basis of clubs, six of the top ten teams with the highest annual sponsorship revenues play in the Premier League. In 2014, jersey sponsorship revenues increased by 17% Europe-wide and Arsenal, Real Madrid and PSG raised their sponsorship revenues with the new contracts they made.

Table 2. The clubs with the highest jersey sponsorship revenues in Europe (2014)

Team	Sponsor	Annual Income
Barcelona	Qatar Foundation	30 million
Bayern Munich	Deutsche Telekom	30 million
Real Madrid	Fly Emirates	29 million
Arsenal	Fly Emirates	25 million
PSG	Fly Emirates	25 million
M. City	Etihad Airways	23 million
M. United	Aon	23 million
Liverpool	S. Chartered	23 million
Tottenham	HP/Aia	22 million
Chelsea	Samsung	21 million

X Sights Research and Consultancy conducted the "Sports Sponsorship Research"in three major cities of Turkey during the first half of 2014 and measured the brand awareness and consumer attitude towards the brands that support sports events. When the participants were asked to name the brands supporting sports, 42,3% of them said Adidas and 40% of them said Nike. While 52% of the participants think that brands absolutely contribute to the sports, according to 4% of them the contribution of the brands to the sports is not that significant. Participants of 25 years old or older and the ones that regularly exercise, think that brandscontribute to the sports more than the fans of Fenerbahçe and Galatasaray.

Sponsoring the World Cup is very important for many global brands. In the 2010 World Cup, the sponsorship revenues of FIFA were more than 1 billion dollars. In the 2014 World Cup, the main sponsors were Adidas, Coca-Cola – Emirates – Hyundai – Kia Motors – Sony and Visa.

V. 2014 WORLD CUP AND THE SPONSORHIP BATTLE BETWEEN NIKE & ADIDAS

It has been the sponsorships of Adidas and Nike at the World Cup tournaments that were talked about the most. The final match of the France 1998 World Cup appeared on media as the Adidas-Nike Battle. It was claimed that French National Team's sponsor, Adidas, and Brazilian National Team's sponsor, Nike, did everything possible in order to make sure that the teams they were supporting would play in the finals. So much that, there were the rumors that although he had 38 degrees of fever, Ronaldo played in the game as a result of the pressures from Nike.

Adidas is one of the major sports equipment producers of the world. It was named after its founder Adolf (Adi) Dassler. Adolf Dassler started to produce shoes with his brother and partner Rudolf Dassler, who was the founder of Puma AG, at the city of Herzogenaurach, which is close to Nurnberg in the 1920s. In 2005, the company bought its English competitor, Reebok, for 3,1 billion Euros. Nike, on the other hand, was founded in USA in 1972. It was named after the Greek Winged Goddess of Victory. In addition to the sub-brands such as Air Jordan and Nike Golf, it also has independent brands like Converse.

Nike, by 2014, is the biggest sports wear brand of the world with totalrevenue of 25 billion dollars and 17% market share. The second biggest company, Adidas, has totalrevenue of 20 billion dollars and 12% of the market. Nike announced its 2013 total revenues as 1,9 billion dollars while Adidas's football revenues were 2,4 billion dollars. Nike was not interested in football sponsorship until the 1994 World Cup in the USA: On the other hand, Adidas has been sponsoring FIFA since 1970 and extended its contract until 2030. It has been determined that the brand of the balls that will be used for the World Cups until 2030 will be Adidas.

Nike spends approximately 182 million dollars per year for the players of the 10 national teams that it sponsors. According to the economic data announced by the company, France receives the biggest share with about 57 million dollars. The worth of the

equipment the company provides for England is 40 million dollars and for Brazil 33 million dollars. The biggest supporter of Adidas is FIFA in this field. Adidas, which sponsored 9 countries that participated in the 2014 World Cup, spends about 110 million dollars annually. The biggest share is of this belongs to German National Team with 35 million dollars. Every nine of ten players that competed in the 2014 World Cup in Brazil used the crampons of these two brands. While 381 of them preferred Nike, 286 players used Adidas. Adidas pays 3,3 million dollars to Lionel Messi for crampon sponsorship and 4,9 million dollars to Mesut Özil who plays in Germany. In return, Nike sponsored the crampons of Portuguese star Cristiano Ronaldo for 8 million dollars.

The competition between these two brands in terms of football sponsorship continues on social media as well. By June 2014, Facebook page of Nike received 36 million likes, while Facebook page of Adidas received 18 million of likes. Nike is more successful than Adidas on Twitter. In the first half of 2014, while Adidas had 990 thousand followers, Nike had 3,1 million followers.

Ten of the countries participated in the Brazil 2014 World Cup was sponsored by Nike, while Adidas sponsored nine of them. Nike sponsored Brazil – USA – Greece – Croatia – England – Portugal – South Korea – Austria – France and Holland while Adidas sponsored Germany – Spain – Colombia – Bosnia Herzegovina – Argentina – Japan – Russia – Mexico and Nigeria.

There were 6 countries sponsored by Nike and 5 countries sponsored by Adidas in the final 16. Both brands had three sponsors in the final 8. The semifinal matches of the cup, Brazil - Germany and Holland – Argentina, staged the competition of these two brands.



Figure 1. Nike-Adidas Competition in the semi-final and final matches of the 2014 World Cup

When the reflection of sponsorship competition between Adidas and Nikeis analyzed, it can be seen that the official sponsor of the World Cup, Adidas is more successful. The sponsor of the two teams played in the final game, Germany and Argentina, was Adidas. At the end of the final match Adidas made its mark on the World Cup once again.

CONCLUSION

Football, which is one of the most important instruments of the entertainment industry, has an increasing effect on the masses. It has become a very important instrument of popular culture particularly in the last quarter century. Football, converged with popular culture, received the attention of another popular culture instrument, media, because of its power to influence and to lead the masses. Media coverage of football tournaments attracted huge attention from the people and noticing this, the advertising world began to pay more attention to football and in the end, football has transformed into a tool that advertisers use in order to reach consumers. As the football industry developed, the investments made by the advertising world increased. Advertisers invested in the football industry in different ways to communicate their brands to wider audiences and tried to get into global markets using the global power of football. One of the main ways of entering global markets has been to invest in the national teams of the countries and to make use of internationalfootball organizations. Global brands use sponsorship to reach their intercontinental consumers and reach local markets through football. Nike and Adidas which are the two major sports equipment producers, have made the biggest investments in football to achieve their global marketing goals. The global competition of these two brands became identified with football and, in terms of football sponsorship, a Nike-Adidas battle began. Sponsoring the national teams of the countries, Adidas and Nike established emotional bonds with the consumers of the respective countries and did brand marketing. The global competition of these two global brands was reflected on the World Cup tournaments and, through the national teams that they sponsor, a new competition began in the field of sponsorship. Ten of the countries participated in the Brazil 2014 World Cup was sponsored by Nike, while Adidas sponsored nine of them. Nike and Adidas had more opportunities for promotion and advertising in direct proportion to the successes of the teams that they sponsor.

The sponsors of the teams that were successful in the tournament won as well. Because, the teams that were qualified for the next round remained on the agenda more and as a result of this, the sponsor brand reached to more people. The sponsorship competition between Nike and Adidas in the 2014 World Cup resulted in favor of Adidas. From the second round of the matches to the final, the teams sponsored by Nike played 10 matches while the teams sponsored by Adidas played 12 matches. The competition of the two brands continued until semifinals, and ended with the final match, in which two teams sponsored by Adidas, Germany and Argentina competed against each other. The global competition on the football

fields took place in the advertising world as well and Adidas, which was also one of the main sponsors of the tournament, became the champion sponsor of the 2014 World Cup.

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