

Research on Sports Brand Communication in the New Media Era

Xuechen Tian¹, Lei Zhang^{2,*}, Xiang Li¹

¹Department of Physical Education, Kunsan National University, Gunsan, Korea

²Department of Media and Culture, Kunsan National University, Gunsan, Korea

*Corresponding Author.

Abstract: With the continuous development of information technology, the whole society has entered the era of new media, and all walks of life are also exploring the deep integration with new media and seeking new breakthroughs. In this context, it is necessary to rethink and adjust the traditional brand building and communication strategies in the construction and promotion of sports brands. Based on the analysis of the development of sports brands in the new media era, the impact of new media on sports brand communication, and cases. The current sports brands need to constantly innovate and learn, flexibly use new media for brand communication, and strengthen the interaction between brands and fans in order to promote the long-term development of brands. At the same time, it is also necessary to formulate corresponding strategies and measures to cope with the risks and challenges that new media may bring. Sports brands should burst out new vitality in the new media era.

Keywords: New Media; Sports Brand; Sports Communication; Brand Communication

1. Introduction

In the new media era with the increasing popularity of digitalization, the development of sports brands is facing unprecedented opportunities and challenges. The emergence of new media such as the Internet, social media and mobile technology enables sports brands to interact with consumers in a faster and more direct way, thus shaping brand image, delivering brand value and further expanding brand market share. However, the new media era also puts forward new requirements for the development strategy of sports brands. In the context of the prevalence of light reading,

consumers' attention is scattered in the flood of information, and sports brands need to find innovative ways to attract and keep consumers' attention. At the same time, the anonymity and immediacy of new media also bring new challenges to the public relations and crisis management of sports brands. Only by keeping up with the pace of The Times and flexibly responding to new changes can sports brands maintain their advantages in the fierce market competition and achieve sustainable development.

2. Sports Brand Strategy and New Media

2.1 The Characteristics of Sports Brand and Brand Building Strategy

To a large extent, the characteristics of sports brands and brand building strategies are related to the nature and characteristics of sports itself, and the competitiveness, incentive and sense of community of sports activities will affect the characteristics and strategies of sports brands. Sports brands often have a deep emotional connection with their fans. Fans feel a strong sense of loyalty and belonging to the team, athlete or sports brand they support. [1] Physical activity is a community activity in itself, and it builds a wide range of communities across the globe. This provides a natural platform for sports brands to engage with a vast, global fan base. Sports brands are often closely associated with the concepts of "competition" and "winning." Brands can use these elements to shape their image to inspire and engage consumers. Sports brands need to develop a unique brand image and identity to differentiate themselves from their competitors, and of course a clear mission statement, brand values or specific visual elements are required. Winning is a core element of sports, and sports brands can engage and inspire fans by highlighting their winning history, successful athletes or teams.

2.2 New Media Change the Way of Sports Brand Communication

New media, including social media, mobile apps, online live streaming, etc., play an important role in changing the way sports brands are communicated. Traditional media usually need to go through a third party (such as a TV station or newspaper) to reach the audience, while new media allows sports brands to interact directly with the audience [2]. For example, sports brands can post content on their own social media accounts to communicate directly with fans. The real-time nature of new media allows sports brands to quickly respond to real-world events, such as match results, player dynamics, etc. This instant feedback and interaction enhances the connection between brands and audiences. The application of new media makes it possible for sports brands to provide customized service content for different consumer groups. For example, brands can provide targeted content based on a fan's geographic location, interests, or past interaction history. In addition, the popularity of new media allows sports brands to reach a wider audience. No matter where the fans are, as long as they have the Internet, they can have more opportunities to expand their audience.

2.3 Helping Sports Brands Connect with Their Fans

The widespread adoption of new media has dramatically changed the way sports brands interact with their fans and has opened up more possibilities for building and deepening connections. Once the independent IP of a sports brand has established the same values with consumers and formed a common value system with brand fans, no matter what the economic environment is, the brand IP still has a strong appeal and forms the lasting vitality of the sports brand [3]. New media not only provides a channel for information transmission, but also provides a deeper participation experience for fans. For example, fans can interact with athletes on social media, participate in online events organized by brands, and even get an immersive game watching experience through technologies such as virtual reality. The powerful collection and analysis capabilities of new media provide high-end customized services for fans and enhance the consumption experience of users.

For example, sports brands can push relevant event information, athlete news or product recommendations according to users' preferences. The social function of new media allows fans to share their opinions on sports brands and events in real time and easily, interact with other fans, and enhance the sense of community. For example, fans can share their game watching experience on social media, participate in discussions, and even create their own fan groups. Similarly, sports brands can share fans' support by releasing videos that tell the athletes' efforts and stories behind them, resonate with fans, and enhance their loyalty.

3. The Influence of New Media Era on Sports Brand Communication

3.1 The Influence of New Media on Sports Brand

The rapid change of China's economic model and the vigorous development of the global Internet have directly affected the entire sports industry [4]. New media has already had a profound impact on sports brands, including brand building, communication methods, fan interaction, and revenue models. New media enables sports brands to shape and spread brand image more directly and flexibly. For example, brands can publish exclusive content through social media to showcase their unique brand story and values, thereby attracting fans and increasing brand recognition. New media has changed the way of sports brand communication. The traditional one-to-many communication model has changed to many-to-many, where brands and fans, and fans and fans can communicate in real time and interactively. At the same time, the diversified forms of new media (such as video, pictures, live broadcast, etc.) also enrich the mode and content of communication [5]. New media has also changed the revenue model of sports brands. In addition to traditional ticket sales and TV rights, brands can also generate revenue through online advertising, social media marketing, online merchandise sales, paid live streaming and other new ways. In the marketing strategy of sports brands, social media provides new communication channels and opportunities for sports brands to communicate and interact with consumers in a more direct, interactive and personalized way

without the need to go through traditional advertising channels. In new media, social media, as a communication tool, enables consumers to participate more deeply in brand activities, such as comments, sharing, voting, challenges, etc., which can not only enhance consumers' sense of participation and satisfaction, but also help brands expand their influence. On the other hand, as users of new media, sports brands can also obtain feedback and opinions from consumers in real time through social media, better understand their needs and expectations, and help brands adjust their market strategies in time to improve the quality of their products and services. Sports brands can leverage influencers on social media, such as athletes, celebrities or KOLs, to promote their products and services. This approach is often more effective than traditional advertising because consumers are more inclined to trust recommendations from people they follow and respect.

3.2 Changing the Way Sports Brands Interact with Consumers

In the continuous contact and interaction with the audience, sports brands enhance the audience's sense of trust, promote the audience into fans, and gradually establish a strong connection between the audience and the brand [6]. The interaction between the brand and the audience is also an important way to collect market information. Through audience feedback, brands can understand market needs, trends, and competitive conditions to make more informed decisions. By engaging with the audience, brands can promote their products and services more effectively, attract more customers, and thus increase sales and profits. Interaction can not only enhance the connection between the brand and the audience, but also enhance the influence and competitiveness of the brand. The higher the influence and competitiveness of the brand, the more it can attract and retain customers and gain market advantages. Therefore, whether for emerging brands or established brands, the interaction with the audience is a key factor in their success.

New media creates opportunities for consumers to engage more deeply with brands and sports. For example, consumers can participate in online events through a brand's social media, or through technologies such as

virtual reality to experience the game as if they were there in person. Brands can immediately share competition updates and feedback while the competition is underway, and consumers can express their feelings and opinions in real time. Based on user data and behavioral analysis, brands can push information to consumers that may be of interest to them, such as news about specific athletes, updates about competitions, or promotions of related products. New media enables sports brands to access vast amounts of consumer data in order to better understand their needs and behaviors. By analyzing these data, we can continuously optimize and improve our products, services and marketing strategies.

3.3 The Impact on Sports Brand Image and Popularity

New media enables sports brands to reach a wider audience, make full use of the communication advantages of new media and the Internet to enhance brand awareness regardless of geographical factors, and realize brand extension and value-added through capital operation [7]. So as to improve the brand awareness. New media will give sports brands more opportunities to show their values and stories, thus creating a unique brand image. For example, brands can post content related to athletes, events, or communities to convey their unique brand message. In this way, sports brands have the opportunity to demonstrate their strength and value in a more transparent and direct way. For example, brands can share the results of events, the status of athletes' training, and even the production process behind it in real time, increasing the trust of consumers. However, new media also bring challenges. Due to the rapid dissemination of information, once a negative event occurs in the brand, the rapid dissemination of information will inevitably cause damage to the brand image. Therefore, when using new media, sports brands need to pay more attention to the quality and accuracy of their information, as well as communication and feedback with consumers [8].

4. Taking Evergrande Sports as an Example, This Paper Expounds the Communication of Sports Brands in the New Media Era

Although the influence of Evergrande Football Club has been drastically reduced, in its

heyday, the use of new media as a means of brand promotion is still worth learning from the industry. First, event transmission. When Evergrande decided to hire Lang Ping as its new coach, it was a big news event. On the new media platform, Evergrande allows fans and media professionals to participate simultaneously online by releasing live links to press conferences. At the same time, she also published relevant introductions of Lang Ping on social media, such as her teaching achievements and training concepts, to deepen fans' understanding of her. Evergrande signing Lippi as the new head coach of the football team is also a major event worth paying attention to, and the brand released photos and videos of the signing ceremony through new media to let fans feel the importance and excitement of this moment. At the same time, Lippi was invited to do a live broadcast on social media to share his coaching plan and expectations for the team, which greatly enhanced the confidence and expectations of fans. At the same time, Evergrande established a new sports club, and released the live ceremony on the new media, while introducing the club's facilities, coaching team and training courses and other information, which attracted a large number of fans' attention and participation. At the end of the season, after Evergrande won the Asian Champions League championship, the brand immediately released the celebration news on the new media platform, and released the wonderful moments of the game and player interviews, so that fans can share this exciting moment, which has played a positive role in enhancing the awareness of Evergrande sports brand.

Second, public relations communication. When Evergrande sponsors important sports events or activities, it will publish sponsorship announcements on new media, share the story behind the sponsorship, and let fans know about Evergrande's support and contribution. At the same time, during the event, the brand side shared the wonderful moments of the game through new media, so that fans could feel the excitement and enthusiasm of the event. When Evergrande carries out public welfare activities, such as sports charity training camps and sports equipment donations, the brand will also share the activities on new media, so that the public can see Evergrande's public welfare and responsibility [9]. At the

same time, by inviting fans to participate in public welfare activities through new media, the public's sense of participation and satisfaction has been enhanced. For some hot events, such as the team winning the title or signing big-name athletes, the Evergrande brand will also release news in a timely manner to raise the brand's visibility and influence by triggering public attention and discussion.

Third, advertising communication. Advertising plays a very important role in improving brand awareness [10]. New media is an important channel for Evergrande sports brand to carry out advertising communication. By releasing product advertisements, club advertisements, etc., you can attract more fans and improve the brand's visibility and influence. Evergrande occasionally invites celebrities and athletes to share their opinions and experiences about Evergrande on social media, which can be spread as part of the advertising. This type of celebrity recommendation is often more effective because fans are more inclined to trust the opinions of people they admire and trust. During important events, Evergrande will also release event-related advertisements on new media, such as event preview, event review, wonderful moments, etc., while promoting its products and services. This way can not only attract fans' attention, but also improve brand exposure and influence. It can be seen that through the above event communication, public relations communication and advertising communication, Evergrande Sports brand effectively uses new media to carry out brand communication, enhance its brand image and expand its market influence.

5. Conclusions

To sum up, the new media era provides unlimited opportunities and possibilities for the development of sports brands. The interactivity, immediacy and wide coverage of new media make sports brands more closely connected with fans and consumers, promote the spread of brand image, and enhance brand awareness and influence. In the era of new media, sports brands need to constantly innovate and learn, flexibly use new media for brand communication, and constantly strengthen the interaction between brands and fans to promote the long-term development

and progress of brands. At the same time, it is also necessary to pay attention to the challenges brought by new media and formulate corresponding strategies and measures to cope with possible risks and crises.

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