

Prevention and Resolution of Hidden Market Behaviors in Sports Events

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Abstract: *The phenomenon of sponsorship of sports events has become a hot topic in the sports field. The exclusiveness and high risk of its sponsorship have caused the hidden market behavior of sports events to emerge one after another, seriously threatening the rights and interests of sponsors and other stakeholders. It can be regulated and governed in order to more effectively regulate and govern the implicit market behavior of sports events and clarify the value composition of sports events on which the implicit market behavior depends. This research uses the literature data method and logical analysis method to analyze specific cases and finds that the event value on which implicit market behavior depends is the value of the sports event itself, the driving or promotion value of the sports event, and the social evaluation value of the sports event. This divides the types of hidden market behavior into event element type, media resource type, and sponsorship competition type, and then proposes prevention and resolution strategies.*

Keywords: *sports events, hidden market behavior, sponsorship*

1. Introduction

As a unique cultural phenomenon of human society, sports can be accepted and loved by different groups of people across countries, languages, races and cultures. However, sports events, such as the Olympic Games and the World Cup, are incomparable to other activities in terms of the number of countries involved, the number of participants and the high degree of attention [1]. As a marketing carrier, sports events can have a strong psychological resonance with consumers and promote the improvement of the overall interests of enterprises. This makes sports events become an important channel for many enterprises to carry out marketing, expand popularity and enhance influence. However, while the enterprises are enthusiastic about the event sponsorship, the scarcity, exclusivity, high sponsorship fee and high risk of the event sponsorship also make many enterprises flinty. However, some enterprises are still reluctant to let go of this rare marketing opportunity, especially the enterprises that compete with sponsors [2]. In order to balance and protect their interests, and achieve similar publicity effects at the same time, the hidden market behavior arises at the right moment. At present, the research mainly focuses on the qualitative analysis of the hidden market and the regulation research at the legal level in China. Scholars have compared and discussed the anti-ambush marketing legislation of various countries in the world, and put forward many rigid governance strategies from the perspective of law [3]. However, the development of research theory and practice in recent years shows that the anti-ambush marketing law has both advantages and disadvantages. While protecting the organizers and sponsors of the event, it also damages the interests of non-sponsors and even the public interests to a certain extent. Implicit market behavior is a kind of commercial behavior in the final analysis, which has various forms but is different from direct tort behavior, so it is difficult to define and regulate in law.

2. Classification of hidden market behaviors of sports events

With the advancement of China's sports system reform, sports events generally adopt market-oriented operation mode, which not only brings considerable economic benefits, but also shows the social and public welfare side of sports events. The value of sports events is mainly divided into social value and economic value. Its economic value can be divided into: the value of sports events itself, the value of sports events driving or promoting, and the social evaluation value of sports events. The value of sports events itself comes from the elements of the events, which is the most easy factor to

promote consumers to generate related consumption, and also the core part of the marketing activities related to the events carried out by major sponsors and hidden marketers, such as souvenirs of the events and consumer goods with elements of the events [4]. The core of the promotion value of sports events is the media attention rate, that is, to improve their own market awareness and brand value through media publicity. The social evaluation value of sports events refers to the overall social reputation and social image formed by large-scale sports events. The level of social evaluation value depends on the coordination and stable operation of each link in the event. The marketing operation mode of sports events is exactly based on the three values of sports events themselves, which enables them to obtain diversified operation funds from the market through value exchange, and at the same time, to provide sponsorship rights for major economic entities, so as to help them enhance brand value and increase revenue. However, in the context of huge economic benefits, hidden marketers are also reluctant to give up the utilization value of sports events. They also want to get a share of the spoons through clever and sophisticated marketing means, which damages the rights and interests of sponsors and all stakeholders while breaking down the value of sponsors. So based on the forming of the value of sports event operation in these three and implicit market behaviors of specific case, this article will recessive encroachment on the interests of the sponsors market behavior types are divided into three categories: occupation sports resources, occupy the elements of the project itself value sports event driven or promote the value of the media resources and occupy sponsored social evaluation value of competitive sports, and recessive market behavior in clustering research way for internal operation law is analyzed, specific regulation measures are put forward.

2.1 Element resource type

Event elements refer to the production elements of events such as athletes, organizational groups, landmark buildings, specific cultural images, etc., that are related to the competition and its important cultural event ceremonies, have iconic influence, and can make people have associations with the event. Event elements are highly inducible and easy to be diversified, so the element resource type is the most basic and common type of implicit market behavior. For example, during the 2006 World Cup, Emirates was the official partner of the FIFA World Cup, but the partner of Lufthansa (as the German Football Association DFB) announced that "we are the airline of the World Cup" and painted its own aircraft fuselage. The football pattern is used to try to establish a certain connection with the game and use World Cup elements including "penalty area carpet" in front of the passenger check-in counter. During the Beijing Olympics, many companies used the image element of the bird's nest to create corporate logos and develop products similar to the bird's nest [5].

2.2 Media resource type

Media resource-type implicit market behavior refers to the use of media resources to conduct implicit marketing, indirectly sponsoring live TV and relay programs of large-scale sports events, or inserting advertisements during live TV or broadcasting of sports events, and organizing events-related entertainment activities. Recessive marketing behavior using media resources related to sports events. With the rapid development of information technology today, new media, as an emerging form of communication, has further expanded the scale of media resource-based implicit market behavior with its unique advantages such as extensiveness, interactivity, and openness. For example, during the 2014 World Cup in Brazil, car giants BMW, Mercedes-Benz and Audi used a high-rating Germany to play against Portugal in a group match, making a big fuss and using the power of Weibo [6].

2.3 Competitive sponsorship

In sports events, sponsors are divided into multiple levels and levels, such as official sponsors of sports events, TV broadcast sponsors, etc. They can belong to the same organizing committee, or they can coexist in different sponsorship systems. In addition, each country will have its own partners, and sports teams can also choose their own sponsors. They all provide sponsorship fees and enjoy sponsorship rights, but the sponsorship risks they face are very different. Although there is a clear division of sponsorship levels, in actual manipulation, there are also gray areas of sponsorship rights between sponsors of different levels and levels. Hidden market behaviors caused by low-level and low-level sponsors playing the "side ball" belong to the hidden market problem generated by the internal system of the event. If Konka failed to become the official sponsor of the 2008 Olympic Games, on the eve of the Olympic Games, it named the sailing boat "Konka" and became a strategic partner and sponsor of the Chinese Sailing and Windsurfing Association and the sports team, and took

this opportunity to launch Olympic TV Li Ning also quickly cooperated with CCTV Sports Channel after failing to run for the sponsor of the Beijing 2008 Olympic Games with Adidas, and successfully established contact with the Olympics through CCTV's Olympic Channel [7-8]. Most of this type of hidden market behavior is on the edge of legality and illegality, and it is difficult to regulate and judge, but the impact is extremely serious. It not only harms the interests of other official sponsors, but also reduces high-level and high-level expenses. The attraction of sponsorship rights undermines the efficient and reasonable order of competition, and will also have a negative impact on the promotion of the event itself.

3. Preventive strategies for the hidden market behavior of sports events

3.1 Contract specifications

As a civil legal act, a contract is legally binding and is the most effective means to clarify the rights and obligations of sponsors and protect the legitimate interests of sponsors. The formulation of detailed contracts can effectively reduce the various resources available to media resource type, sponsorship competition type, and element resource type hidden market actors in the early stage. In the process of making the contract, there should be a clear structure of sponsorship rights, clearly defining the scope of exercise and the method of exercise, and the organizing committee should also provide solutions to resolve conflicts arising from the conflict of sponsorship rights [9]. At the same time, it is necessary to avoid programs that do not guarantee that sponsors are sufficiently exclusive and have a certain degree of openness, and regulate which rights are only granted to official sponsors and which rights can also be obtained by other companies, such as giving priority to official sponsors for program sponsorship. The right to purchase also gives other companies the right to fair and open competition for the advertising of program time slots.

3.2 Regulatory control

Early-stage monitoring and identification can effectively control hidden market behaviors and prevent official sponsors from falling into endless legal proceedings, which in addition to sponsorship costs also incurs high litigation costs. The supervision and management in the event hosting process is as important as the previous monitoring and identification. In the event hosting process, the organizing committee can establish a monitoring system, and at the same time have the responsibility to protect its sponsors and licensees, implement their own monitoring measures to expose the hidden market behavior in their marketing process, and take necessary measures law justification.

3.3 Raise public awareness

The dislocation of public awareness indirectly encouraged the prevalence of implicit market behavior in sports events. The method of raising public awareness can include two aspects: On the one hand, actively and actively educate consumers and potential ambushers, so that participants understand the existence of protection rights, sponsorship relationships and rules related to large-scale sports events. At the same time, through education and publicity, let the target group know the names of official sponsors and licensees to reduce the risk of confusion caused by hidden marketing; on the other hand, negative education can be used to inform the public of the threat of ambush marketing. This process is to let the ambush those who increase moral hazard and public opinion pressure, fear the loss of reputation and condemnation that will cause their brand to have a negative impact on the public, and ultimately reap the consequences.

3.4 Streamline the competition elements

After investigation and research combined with a large number of case studies, most of the hidden market behaviors are realized by means of or dependent on the element resources of sports events. The main image and publicity signs of the event should not be too many, and there must be clear usage regulations and publicity strategies when using it. Some lower-level event image elements can be used internally but should not be used as event image symbols for excessive publicity, in order to streamline the element resources of the event, reduce the event resource elements that hidden marketers can use, and compress hidden market behavior. In addition, the image elements of the event should be fully protected by intellectual property rights, and a clear property ownership mechanism should be

established, with clear rights and responsibilities. It is also possible to study past ambush marketing cases to strengthen regulation and the protection of element resources. While protecting the intellectual property rights of the image elements of the event, open the public domain and increase transparency to avoid public resistance to the monopolistic behavior of the event organizing committee. Promote the visibility and influence of the event.

3.5 Fully exercise the right of sponsorship

Obtaining the right to sponsor to become an official sponsor does not guarantee that the sponsor's sports event marketing interests will only fall into their own pockets. For official sponsors, the more effective they are in communicating their sponsorship status to the target group, the less likely they are to be violated by hidden market behavior [10]. Therefore, active marketing after obtaining sponsorship rights is essential. Official sponsors should proceed from the business perspective of the hidden market, take advantage of their sponsors to proactively carry out corresponding commercial blockades, and seize key resources for supporting marketing. For example, official sponsors can choose appropriate sports events that suit their product concepts, positioning and target groups when choosing to sponsor events, instead of just judging based on intuition or the personal affinity of management. In addition, a special legal department should also be established within the sponsor to combat hidden marketers, not just the marketing or advertising department and senior management. The most effective preventive measure for official sponsors against hidden market behavior is for the sponsor to occupy the potential ambush area. Official sponsors with sufficient funds can purchase the most comprehensive sponsorship program, which will greatly reduce the risk of interference by hidden marketing. As for the media, in addition to controlling program sponsorship, it is also important to ensure product or industry exclusivity in TV commercials. This includes prohibiting direct competitors of official sponsors from advertising or establishing relationships with specific sporting events in non-sponsor TV commercials.

4. Conclusion

This research is different from traditional legal regulation research. It summarizes and categorizes the competition value composition on which implicit market behavior depends, and explores the root causes of the internal factors of implicit market behavior, in order to better manage the hidden market of sports events behavior provides reference. In the final analysis, the hidden market behavior of sports events is a kind of commercial behavior. Its purpose is to make profits or to enhance the visibility of the company or product. Its means must use the value structure related to the event to achieve a specific effect. Therefore, future research can conduct in-depth or diversified research on the contradictory relationship in implicit market behavior by obtaining more specific event data and richer event cases, and more in-depth and accurate grasp of the operating rules of implicit market behavior, and enrich the classification of types makes it more universal and referential.

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