

Top 10 Benefits of Working with Olympians to Engage Your Clients and Reach Consumers



- 1 STAND OUT**

The use of athlete endorsers can generate considerable attention for your company. Beyond the company's internal publicity plan, the athlete will attract both broadcast and print media while at competitions.
- 2 GROW YOUR BRAND**

Athletes are a powerful addition to a company's marketing strategy. Their support of a product, program or brand can provide advertisement, heighten brand awareness and change or revitalize brand image.
- 3 ENHANCE YOUR RELATIONSHIPS**

Athletes can have a positive impact on your company's relationships: they can help motivate your employees, improve your community profile, broaden your consumer base and develop customer loyalty.
- 4 COMPETITIVE ADVANTAGES**

Great companies are constantly searching for campaign ideas and that will separate them from their competition. An athlete endorser can prove to be a unique and effective addition that's not easily replicated by your competition.
- 5 YOUR MESSAGE RESONATES**

Athletes can appeal to many audiences, which can help your company break into new markets and further grow your business. Similarly, their alignment with a product can reaffirm interest in already established markets.
- 6 ATHLETES DELIVER CREDIBILITY**

Everyone understands how hard athletes work to succeed in their sport. Their success is due to hard work, determination and perseverance, which is why people respond to their delivery and respect their endorsements.
- 7 THE COST IS LESS THAN YOU THINK**

Athlete endorsements agreements range in price depending on the athlete and can be customized to suit your budget and achieve your marketing goals.
- 8 AND THE RETURN IS GREATER**

When your company invests in an athlete endorser, there are professional and personal benefits. You'll develop a sincere connection with the athlete and share in their athletic successes and challenges.
- 9 THE OLYMPICS ARE JUST THE BEGINNING**

During Vancouver 2010, we'll be introduced to an entirely new generation of athletes that will capture the hearts and minds of Canadian consumers.
- 10 WE PLAY MATCHMAKER**

Let Agenda Sport Marketing play matchmaker to help you find the right athlete for your company. We're on the ground floor. We're at the rinks, the ovals, the tracks and the fields that reveal the next generation of Canadian sport heroes.

Sources:

- Dave Walker, "Celebrity Ads that Sell," Ipsos Ideas
- Jo Van Hoecke, Wim Van Hoecke, Paul De Knop & Marijke Taks, "The Contribution of Local Heroes in the Athlete and Endorsement Mix," Cyber-Journal of Sport Marketing
- Lisa Ericsson and Emma Hakansson, "Athletes as Celebrity Endorsers"
- Lys Hugessen, "Going for Gold with the 2004 Athens Olympics," Ipsos Ideas

For more information, please contact Agenda Sport Marketing, (403) 698.6990.