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# Compute Media

## Scale With Authenticity

*Fans have an emotional attachment to their favorite athletes and teams. Mobile applications allow personal interaction on a global scale, reinforcing fan loyalty without compromising an athlete's time.*



## Sports Marketing

Fan behavior colloquially known as "basking in reflected glory" presents sports marketers a window of opportunity to acknowledge and productively channel fan enthusiasm. Mobile web applications targeting smartphones are uniquely effective for this purpose.



**T**hroughout history, athletic heroes were symbols for their home communities or countries. Mobile web applications from Compute Media allow fans to channel their interests beyond the sports venue anytime. Marketers should encourage and facilitate fan-generated publicity in parallel with traditional media in order to reinforce fan bonding with athletes and teams. Sports fans alone, have modest capacity to create and manage salient groups.

Social identity refers to the way individuals see themselves in relation to other individuals or groups. Studies show that people tend to associate with similar individuals and form group memberships that support their personal identity. As brand development strategies take on global challenges, marketers seek to extend brands beyond the immediate attributes of the athlete or team. For any medium to be effective, brand sponsors must be relevant to each fan, not simply the masses. A well-executed mobile strategy generates a personal, positive-feedback loop for brand marketing initiatives.

### Identity Salience

In today's multicultural environment, ethnic audiences are more complex. Demographic cues can produce positive responses from in-group members but also produce negative responses from a non-target audience. Real-time smartphone applications from Compute Media

target fan segments using proprietary external data sources and internal customer databases. Different messages are tailored for each customer demographic. Compute Media can anticipate a buyer's cumulative timed intent, and with A-B multivariate testing, Compute Media serves the most effective smartphone message at the right time to the right prospect.

### Authentic, Targeted and Engaging

Sponsorship is a primary way to market non-sports products to sports fans. The nature of athletic competition makes sponsored brand endorsements particularly vulnerable to highs and lows of fan loyalty and athletic results. For the sports franchise, development of strong fan network lends endurance to the brand, the team, and even the individual athlete's marketability.

Whereas social media such as Facebook focuses on connecting people, Compute Media mobile web applications deliver entertainment value to fans. Sports marketers must integrate the mobile channel with other media like broadcast and print by taking advantage of real-time data. Adapting brand messages to a fan's personal interest, Compute Media uses all marketing factors: products, industry, culture and competition.



**Mobilize**

