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**MARKETING STRATEGY OF THE NATIONAL BASKETBALL ASSOCIATION:
THE IMAGE OF THE LEAGUE****KATSIARYNA BARANAVA, ALIAKSANDR MATVIENKA****Polotsk State University, Belarus**

The article is devoted to the marketing of the National basketball Association. The article considers the issues of specificity of sport marketing, branding of sportsmen. It considers marketing strategy to promote the NBA.

Sport is a show. One of the ways to make money is the branding of the sportsman that is advertising of sports clothing by sportsmen.

For some people sport is only an entertainment for others lifetime project. Someone feels fine without sport, and someone crosses out in a calendar days left until the next match. But do not forget that sport is an excellent ground for business [2].

Sports organizations are able to earn quite a lot of money by promoting products and services on orders of commercial enterprises. They use a variety of forms and means:

- promos during TV programs;
- advertisement panels on the sports arenas;
- advertisements in sports newspapers, magazines, brochures, programs, entrance tickets etc.;
- participation of sportsmen in advertising programs, their shooting in advertising films, videos, etc.;
- announces, accolades and characteristics of popular sportsmen and their coaches about the products of the company-sponsor;
- images of popular sportsmen and sports symbols on products or their packaging;
- distribution during sports events of booklets, badges etc., sale of goods at sports bases and sport facilities;
- widely spread name information about sponsorship of sporting organizations;
- performance of sportsmen in clothing or equipment with the signs of the sponsor (Fig. 1) [1].



Fig. 1. Sponsor logos on the form NBA players

The presence of advertising of primary and secondary product in the system of sport marketing allows to speak about several functions of sports advertising. Meanwhile, the term "sports advertising", the most frequently used in sports circles, contains essentially three different concepts, namely:

- advertising of goods and services, as well as companies that are not directly related to the sport, but due to the latter actively promoted on the consumer market;
- advertising of sport itself and of physical culture;

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– advertising of goods, which have indirect relation to sport, and indirectly contributing to the development of physical culture and sport. For example, of sports equipment, tourist equipment, sports clothes and footwear, actively used by consumers not only during competitions, but also in everyday life.

And although eventually all three types of advertising to a certain extent contribute to the increase of the number of consumers of sports goods, and therefore they are commercial, it seems reasonable to separate them into three different groups: respectively sports advertising, commercial advertising in sport and sports and commercial advertising [2].

In the XXI century every successful athlete has a promotional contract with the company-producer of equipment. And if the uniform of the players in a team sport is always identical, accessories everyone chooses for himself. Once the choice of a great basketball player Michael Jordan played a low-down trick with him. In 1984 he signed a contract for advertising basketball shoes with Nike. Especially for him bright and flashy shoes Air Jordan were created with the colors of the uniform "Chicago Bulls" (namely black and red). NBA – is the best basketball League in the world, banned these shoes, citing their "aggressive appearance". For each game in prohibited shoes Jordan was fined for five thousand dollars, but he continued to play in the shoes from Nike. Jordan did not have to pay fines because the firm did it instead of, managing to use it as an original marketing ploy.

In addition to television contracts, NBA cooperates with lots of companies and organizations representing their products for use at the field and out of it (table 1) [3].

Table 1 – List of the NBA official partners in 2011

Company	Industry
Gatorade	Sports nutrition
Coca-Cola	Manufacture of soft drinks
Nike	Manufacture of the sports goods
Anheuser-Busch	Brewing
Adidas	Manufacture of the sports goods
Southwest Airlines	Air travel
FedEx	The postal business
Electronic Arts	Computer game industry
Sirius XM Radio	Satellite broadcasting
Spalding	Manufacture of the sports goods
T-Mobile	Wireless communication
AutoTrader.com	Internet-shop selling cars
Haier America	Household appliances
Cisco	Telecommunications
Hewlett-Packard	Information technologies
Kia Motors	Automotive
Right Guard	Cosmetics
Taco Bell	Catering
Bacardi	Alcoholic drinks production
State Farm	Finance and insurance

Playground for NBA games is made of strictly certain varieties of trees, among which the monopolist is wood of maple trees. Lacquer to cover of the site should be inspected by a special Commission, before being applied on the surface of the site. Some clubs prefer American firms, and some foreign, particularly German.

For constructions of rings and boards company "Spalding" is responsible, it is preferred when selecting the rings and is the only allowed firm when buying balls used for training and during games. After several cases of destruction of the glass boards NBA changed the construction itself, and now even in a case of a powerful impact on the ring it is impossible to break the board. The official ball for the NBA has changed only once in 2006, when a new type of a ball made of artificial materials was introduced. But after complaints and negative feedback about the quality of the ball from players David Stern decided to return to the former, leather variant of the ball. The remaining parameters and attributes depend personally on the player. Uniform of basketball players is provided by the Adidas Company, but the shoes players choose themselves. [3].

Until the mid-1980s, the most popular shoes in the NBA were sneakers Chuck Taylor All Stars of the firm Converse. However, at this time, more and more players begin to sign exclusive contracts with the different firms-manufacturers. Nike also had many small contracts, however, at the end of 80s it decided to get to the market more actively and signed a contract with Michael Jordan for 1 million dollars. Thanks to this policy in the 1990s 25% of the players signed contracts with Nike, and 60% wore its shoes. In the 2000s, Nike still was a top performer, and the contract with LeBron James shored up its position. Adidas and Reebok are on the second and third place respectively.

Contracts with TV channels translating games of the association are also quite important for NBA. TV partners of NBA are channels ABC, ESPN, TNT. NBA TV channel is a specialized basketball channel financed by the Association itself. The disadvantage of this channel is the absence of right for live broadcasting of matches.

Advertising in the NBA has its important features: it uses different ways to represent individual sportsmen and team sports clubs.

The image of the sport club is formed in direct connection with its achievements. But in the course of time, the fans are tolerant to both victories and defeats of their favorite club. It's advisable to work in close cooperation with fans and to provide them with information in this case the efficiency of promotional campaign will be higher. (Fig. 2) [3].

Attention paid to a single sportsman is closer in comparison a member of a club. And hence the made on him are different: any failure is noticed and commented in the press and on TV. Therefore, personal PR should be more powerful, creative and individual.

Personal PR gives to a sportsman a nice possibility to turn his name into a brand that does not have a direct connection with sport. Thanks to this it's easier to maintain and to promote the brand, – both on television and in the media. We can safely say that personal PR is in the field of show business than in the field of classic sports advertising: here the sportsman is loved and respected not for his successes in sport but for his achievements in other areas [3].

The National basketball Association is a very profitable organization with a network of related industries and organizations. So the players in the NBA and all those who are related to it have to keep the bar of social image high.

The NBA as an organization conducts a very large-scale social mission. The program NBA Cares was founded in 2005 and since then the League, the players and the coaches have donated more than 160 million dollars to charity, have built more than 600 different construction sites for housing, education, and entertainment, and personally players have spent more than a million hours of public works.

The main directions of social activity are programs NBA Fit (propaganda of a healthy diet and lifestyle) (Fig. 3), NBA Green (environmental protection and greening of cities), Basketball without Borders (Basketball without borders – special camps used for rise of popularity of sports, basketball, NBA around the world), Read to Achieve (educational program, reducing the level of illiteracy) and Coaches for Kids (master-classes of NBA coaches). Large international events, whether the Haiti earthquake or hurricane Katrina in Louisiana always resonate with NBA members [3].

It's hard to overestimate personal contributions made by many people associated with the NBA (in the past or present): NBA legend Dikembe Mutombo built a hospital on the outskirts of his native city in Congo, Michael Jordan invested 5 million in school Hales in Chicago, Ron Artest sold his championship ring for 500 thousand dollars and donated all the money to charity, and Blake Griffin donated to the cancer Foundation his car over which he jumped in the course of the contest dunk 2011.

Magic Johnson, after the announcement of being infected with HIV is the most active participant not only in the fight against the disease, but also the elimination of stereotypes about the "inferiority" of people with this disease. Many players, as believers and religious people, also donate a certain amount of money for development and construction of temples and churches; Dwayne Wade, for example, donates 10% of his salary to the Church in Chicago. [3].

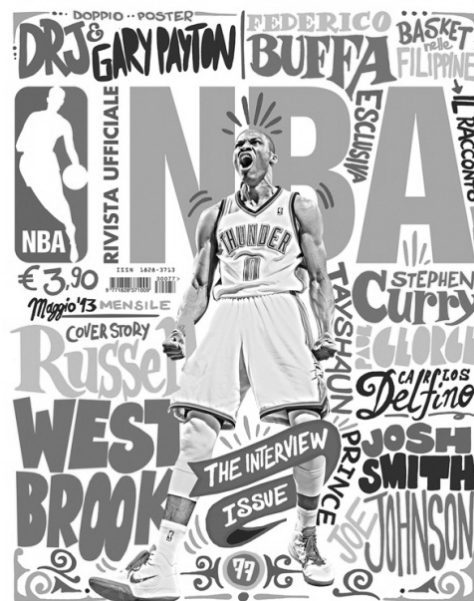


Fig. 2. Logo PR company NBA

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The division of advertising in sport into three large groups: sports, commercial and sports and commercial requires a corresponding definition in the system of sports marketing. Taking into account the grades received in the traditional classifications they should be regarded as types of sports advertising belonging to high divisions in systematics. Accordingly each type includes the types, forms and tools specific to each type of advertising in sport.



Fig. 3. Advertising drinks to the NBA Playoffs

The main kinds of sports advertising used by sports organizations are:

- advertising on top uniform;
- on the sides of the stadium – Billboard advertising;
- use the name of the company-sponsor in the name of the competitions;
- through the leading sportsmen;
- through the national team;
- the title "official sponsor of the Federation" companies or firms;
- participation in events to promote the sales of products of the sponsor;
- ads in magazines of federations.

The most widely spread are advertising on boards and boards on sports arenas – 60%, as well as the title "official sponsor of the Federation" assigned to companies and firms – 71,7%.

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**ECONOMIC ESSENCE OF THE CONCEPT "FINANCIAL RESULT"
AS OBJECT OF ACCOUNTING**

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This article is a result of research of economic essence of the concept "financial result". This research is based on opinions of authors who are presented in the bibliography. Offered definition will allow to bring accounting terminology into accord, will promote formation of the authentic information which characterizes financial result as object of accounting.

In the conditions of continuous development of the market relations in Republic of Belarus an important aspect in accounting of the enterprise is leading of results of its work for the reporting period. According to this approach the profit or a positive financial result is the purpose activity of the managing subject, it is a productive indicator of its work. Existence of a certain level of profitability defines possibility of functioning of the enterprise of any form of ownership. From the point of view of accounting the financial result of the enterprise is a total indicator of differences between the income and expenses in all directions activity. This indicator is the most important characteristic of work of all organization which defines level of its profitability or unprofitability.