

# Sports

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# Influencer Marketing

*3 influencer  
marketing tactics  
to keep your brand  
in the game during  
this year's major  
sporting events*

The 2020 Olympic Games in Tokyo had more than

**3  
billion  
viewers  
worldwide**

and those numbers will increase this year. This kind of global viewership makes big sporting events like the **Olympic Games** in Paris this summer and the **European Football Championship 2024** a golden opportunity for brands. They offer brands the opportunity and platform to connect with audiences worldwide and to tap into niches and markets that tend to be more closed off to them, usually. Thinking beyond the sport, brands need to use the great potential successful influencer marketing has (think 11x the ROI of traditional banner ads) in sports and capitalise on these big sporting events by focussing on three key areas, **athletes, lifestyle and passion**, and here is how.



# Athletes as Influencers

When you think about aligning your brand with athletes as your influencers, there are two different angles you should consider. Athletes, in their “role” in the game of professional sports, embody certain desirable traits, such as **dedication, strength, endurance, perseverance and excellence**. Their endorsements hold a lot of power and a certain sense of severity. The collaboration between swimmer Michael Phelps and the clothing brand Under Armour showed how an athlete's personal story of struggle and triumph can amplify a brand's message of resilience and determination.

The other angle to consider is **the person beyond the performer**. Even though it may not be your typical 9-5, at the end of the day, being an athlete is a person's work. What the rest of the world usually gets to see is that person excelling at their job. What will interest many people is to get a glimpse at the personal, as for example in a behind the scenes [video](#) of eating and training like F1-driver Lando Norris, that's gotten **over 1.3 million views in the span of two weeks**. This provides opportunities to collaborate with athletes, also for brands that may not at first glance be “native” to the world of sports.

## *Strategies for Collaboration*

### **Make sure its a fit:**

Brands should seek out athletes whose personal values align with theirs. This authenticity resonates with audiences, creating a more meaningful connection.

### **Leverage their Social Media:**

Utilise athletes' social media platforms for promotions, giving fans a personal glimpse into the athlete's life and their relationship with the brand.

### **Share Behind-the-Scenes Content:**

Sharing behind-the-scenes training or preparation content humanises athletes, making their achievements and endorsements more relatable.



Inika  
Superfoods

Let food be your medicine  
and medicine be your food.



# Lifestyle Influence

Lifestyle content is the most popular category in influencer marketing. Sports and sporting events are great opportunities for brands to tap into the lifestyle perceptions surrounding those themes, even if the brand itself doesn't immediately relate to sports. There are two main directions when it comes to the intersection of sporting events and lifestyle, both with an array of opportunities for brands to align themselves with through strategic influencer marketing.

## Health/Beauty/Wellness

The excitement and coverage around global sporting events can often inspire audiences to educate themselves on and adopt **healthier lifestyles**. Many embrace new habits and take these opportunities to be more active, start a new sport or become more involved in a community or team. For example, Adidas' "Run For The Oceans" initiative combined the appeal of fitness with environmental consciousness, **engaging millions worldwide**. This campaign highlighted the power of aligning brand initiatives with broader, socially relevant themes, while **targeting consumers that sought a healthy lifestyle**.

## Strategies for Collaboration

### Inspirational Content:

Collaborate with influencers to create content that inspires, leveraging the event's excitement to motivate personal health, beauty, and wellness goals.

### Interactive Challenges:

Launch challenges or competitions that encourage participation, using the event as a backdrop to promote health and wellness products with the help of influencers that match your brand image and values.



# Lifestyle Influence

## Adrenaline/Adventure

A different approach to lifestyle-based influencer marketing can be for brands to tap into the heightened sense of adrenaline and excitement that tends to surround big sporting events.

Many sports involve **physically extreme challenges** and achievements that can have an **inspirational impact on audiences and consumers**. Brands like Red Bull, for instance, are renowned for integrating their brand with extreme sports, **leveraging events to highlight the extreme, adventurous spirit** of its products and sponsored athletes.

## Strategies for Collaboration

### Sponsorship:

Sponsor athletes or teams that embody the brand's adventurous spirit, gaining visibility at the event through strategic collaboration with influencers associated with those events.

### Experiential Marketing:

Create event-themed experiences or adventures that align with the brand, offering consumers a taste of the excitement and adventure and promote these experiences through influencers.



# Passion and Euphoria

## Emotional Engagement

The collective emotional journey of sporting events—be it the national pride at the Olympics or the intense rivalry of the European Football Championship—offers a unique opportunity for brands. **Sports can bring together people from all different backgrounds and cultures around a passion and experience.** Still, sometimes there can be a real gap between the professionals and their fans that's not always easy to bridge. Coca-Cola's "Taste the Feeling" campaign, for example, captured the joy, anticipation, and camaraderie of football, illustrating how brands can tap into these emotions to enhance their appeal.

## Strategies for Collaboration

### Real-Time Engagement:

Leverage social media to engage with fans in real-time during the events by collaborating with influencers who can bring in engaged and/or niche audiences, sharing in the highs and lows.

### Celebratory Promotions:

Launch promotions or special editions that celebrate the event, tapping into the collective euphoria and promoting those specials through influencers that represent your brand image.

Influencer marketing has grown to be a

**\$21.1  
billion**

dollar industry in 2023 and the potential for influencer marketing during big sporting events is immense, offering brands a chance to engage with a global audience in new, exciting and meaningful ways. By joining in on the collective excitement and passion, brands can and should use these events to connect with their audience and consumers in an impactful way. By exploring the different approaches, brands and marketers can tap into the marketing potential of events like the Olympic Games and European Championship without sacrificing their brand image or values. By strategically planning and executing their campaigns to resonate with the spirit of these sporting spectacles, brands can not only enhance their visibility but also forge deeper connections with their audience, ensuring their message is not just seen but felt.



Don't miss out on the opportunity to take your brand to the next level and drive tangible results through influencer marketing.

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