

Large-scale Sports Events and Shanghai City Brand Marketing

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Abstract:

These days, sports events, especially large-scale famous sports events, have increasingly become a language without national boundaries, and their potential huge commercial value has also been recognized by more and more scholars. Although its huge economy and brand effect in the city have also been paid more and more attention by the society, there are still some problems in the research which deserve further consideration and discussion compared with the practical development of sports events. How to facilitate the development of Shanghai city brand through the development of sports events, improve the brand image of Shanghai, and explore the economic and social value behind it has become an urgent problem to be solved. Based on the summary and analysis of sports events and city brand, this paper further explores the current situation and future prospects of Shanghai using sports events to develop city brand.

Keywords: *City Brand, City Marketing, Large-scale sports event.*

I. INTRODUCTION

In recent years, it has been witnessed that the charm reflected by sports events, especially famous sports events, has become a language that transcends national boundaries, which contains huge commercial value, and has led to a new economic field, that is, "Competition Economy".

At present, Shanghai has a series of sports events, including Chinese Super League (CSL) Shanghai Division, Formula 1 racing car, Tennis Masters Cup, HSBC Cup Golf and other world-class sports events. However, it should also be recognized that Shanghai is still in the exploratory stage of using sports events to market its city image compared with the mature sports events and venue system in European and American countries. From the perspective of sports events and city brand image, this paper will analyze the current situation of Shanghai

and put forward further suggestions based on successful examples abroad.

II. POTENTIAL INFLUENCE OF LARGE-SCALE SPORTS EVENTS ON URBAN DEVELOPMENT

2.1 Promoting the Development of Urban Economy

Looking back on history, the success of almost every modern large-scale sports event can significantly promote the economic development of the host city. The 1964 Tokyo Olympics boosted Japan's GDP from 10.01% to 26.1% a year before the Games. Economists call this phenomenon the "Tokyo Olympic Scene". Sydney attracted \$8.7 billion in overseas investment for the 2000 Olympic Games. It can be seen that holding large-scale sports events has a positive and far-reaching impact on the urban sports industry (fitness and entertainment industry, competition and performance industry, sports lottery industry, sports goods industry, sports insurance industry, sports information, talent training, etc.). In essence, the multiplier effect of sports consumption and the relevance of sports industry invisibly promote the development of urban economy and society and other related industries, and promote the optimization of urban economic structure.

2.2 Accelerating the Construction of Urban Infrastructure

Analysis of relevant industry data shows that large-scale sports events are often accompanied by large-scale municipal infrastructure renovation and construction. However, the preparation and holding of large-scale sports events requires not only professional sports venues, but also other related urban infrastructure, including transportation, accommodation, communications, ecological environment and other related industries.

2.3 Increasing Tourism Income of Urban Tourism

In 2004, after the F1 Formula Vehicle Race was settled in Shanghai, the internationally renowned AC Nielsen Company conducted a special survey on the driving and radiating effects of F1 on the economy, which is limited to seven industries closely related to F1 events, namely hotel industry, tourism industry, catering/retail industry, transportation industry (car rental, taxi and aviation), exhibition/conference industry, advertising industry and real estate industry. The survey results showed that F1 China Stop has played a great positive role in promoting Shanghai's economic growth and social benefits. It is also found that the current benefit of business increment in six industries except real estate during F1 period is 1.53-1.73 billion yuan.

2.4 Promoting City Brand Image and Visibility

There is no doubt that the high level of international media attention and coverage in advance of large-scale sports events will greatly enhance the visibility of the host site and improve its city brand image. For example, the Sydney Olympic Games in 2000 brought about a 10-year advance in the effectiveness of Sydney's city brand image, which greatly increased the enthusiasm and expectations of Sydney and even Australia around the world. By this chance, Sydney has also made active and effective use of this opportunity to publicize and disseminate Sydney's city image through various media means and successfully shape Sydney into a fascinating tourist city. During that period, Australia invited more than 3,000 foreign media to Australia, assisted by local officials, to interview various places, focusing on the fashion changes in urban and rural areas. These media have produced about \$2.3 billion worth of publicity materials, which have been widely disseminated around the world. These works have greatly changed the image of Australia as a "vast wilderness" in the world's people's original impression and created a strong modern image with urban culture among international tourists.

In many cases, the success of the event will bring favorable public opinion environment to the city. Audiences will generate associative cognitive thinking between the venues of the event. The name of the event will also be widely associated with the corresponding venue, so as to improve the city's exposure and reputation at home and abroad.

2.5 Improving the Service Quality and Management Level of Tourism Industry in Host Areas

It is easy to understand that the good and sustainable development of urban tourism cannot be separated from the high-quality service and management level. For a city or even a country, large-scale sports events, especially international famous brand events, are often a great challenge and test. Usually, the organizer of the event will plan the overall marketing of the event through professional companies, and meticulously stipulate the service content and quality of the event reception. In this process, a series of requirements and regulations strongly promote related industries to improve service quality and management level, and gradually conform to international standards. Moreover, the close cooperation and coordination of the host city government is also the key to the success and high quality of the contest.

III. LARGE-SCALE SPORTS EVENTS AND CITY BRAND IMAGE

It can be said that the image of a city is a general, abstract, rational summary and evaluation of the city by the public both inside and outside the city. It is also an external form of transmitting information and ideas between the city and the public, and between the city and

the city. As a local brand, city image is absolutely immeasurable intangible assets. A good brand image of a city can greatly promote and facilitate the development of urban economy, attract tourists from all walks of life to travel, sightseeing, shopping, housing and investment development. On the other hand, a good image of the city will also significantly improve the visibility of the city and increase public trust in the government.

In order to further explore the sustainable development of the city, city managers began to plan, market and build the city purposefully. In this context, events have been a powerful tool for urban marketers to market cities in recent years. That is to say, they usually use events to shape the city's characteristics and brand image, so as to achieve the effect of marketing the city. As a kind of special events in cities, sports events have the characteristics of scarcity of resources, widespread influence and pluralism of values. Therefore, they are easy to attract the attention of the media society and can be used as a powerful tool for urban marketing.

From the historical perspective, China's urban brand marketing has basically undergone three stages of development: the sales period before 1997; the marketing promotion period before 2007; now it is entering the period of international brand strategy upgrade in an all-round way. Back before 1997, there was hardly any city brand awareness in China, and the popularity of a city depended largely on the propaganda of the Party and government organs. Since the return of Hong Kong in 1997, China has held such large-scale activities as "Hong Kong Beijing Week" and "Hong Kong Tianjin Week" to promote Hong Kong's cities as a whole through authoritative media. These pioneering activities have made mainland cities realize for the first time that cities can be promoted as brands. In 2000, CCTV4 Channel's "China News" column began to launch urban tourism promotion advertisements. At this time, the city brand marketing is gradually recognized and accepted by most cities. Moreover, with the holding of the Beijing Olympic Games, the era of internationalization brand strategy of the city's overall image has quietly arrived.

Over the past decade, Shanghai has witnessed tremendous changes in this aspect. In the preliminary stage, Shanghai simply accepted the mandatory task of competition issued by the state or occasionally held a large-scale sports event; then, Shanghai gradually applied for and operated the events according to the needs of the city. At the same time, it closely combines urban economic development and social needs, and strategically embarks on the road of holding international sports competitions. Before 1995, the international sports events held in Shanghai were mainly limited to Asian intercontinental competitions. Since 1995, the number of world-class sports competitions held in Shanghai has gradually increased. In 2002, the Tennis Masters Cup held in Shanghai can be regarded as a symbol of Shanghai's entry into a higher level in hosting international sports competitions. Before the Masters Cup, several road

shows, press conferences and other promotional activities were held in Beijing, Hong Kong, Wimbledon, New York and Tokyo; during the competition, the media all over the world reported the opening and closing ceremonies of the competition. 426 TV stations in nearly 150 countries and regions broadcast the competition for nearly 900 hours, with a total audience of 70 million people. Undoubtedly, these promotional activities and publicity reports have displayed Shanghai's good image as a new international metropolis and created great space for the development of Shanghai's tourism industry. It can be said that the large increase of inbound tourists in Shanghai in 2003 is closely related to the success of the event.

Seoul, South Korea is a good example for Shanghai to learn from. Seoul successfully hosted the 10th Asian Games in 1986, the 1988 Olympic Games and the 2002 World Cup Football Match. More importantly, Seoul continuously promotes the city's international image and accumulates the city's brand equity through these large-scale sports events, thus enabling the rapid development of city marketing. Especially during the 2002 World Cup between Japan and Korea, Kim Dae-jung, then President of Korea, personally acted as the spokesman for Seoul's city brand image and sent an invitation to the world "Welcome to Seoul, Welcome to Korea."

IV. HOW TO MAKE USE OF LARGE-SCALE SPORTS EVENTS TO CARRY OUT SHANGHAI CITY BRAND MARKETING?

4.1 Refining Sports Events and Creating City Marketing Slogan

Since the theme and slogan of sports events are usually put forward in the bidding process, this slogan can also be developed into a city marketing slogan. For example, the idea of "cooperation, competition and development" put forward by Guangzhou in hosting the 16th Asian Games conveys to the world the clear positioning of the Guangzhou government for the future development of the city. Similarly, the slogan of the Beijing Olympic Games is "New Beijing, New Olympics" which expresses the expectations of the Beijing government for urban development. For example, the slogan of the 30th London Olympic Games is "one city, one world", which expresses the rich, multi-cultural and racial background of London as an international metropolis and the psychology of taking all cultures into account.

Although there are many famous sports events in Shanghai, none of them can really connect people with Shanghai in the first sense. Therefore, Shanghai should explore the development of one or two events in depth and combine their connotations with Shanghai's urban image so as to further deepen people's perception and impression.

4.2 The Stadium and Facilities of Sports Events Become Urban Landscape

We all know that the "Bird's Nest" and the "Water Cube" Stadium of the Beijing Olympic Games have become a new urban landscape after the Beijing Olympic Games. Although Shanghai has a large number of sports venues, these have not become the city's visual identity symbols. Due to the lack of uniqueness, apart from the function of the building itself, there is no way to market it as an urban landscape.

4.3 Rebuilding the City's Humanistic Characteristics by Combining Sports Events

Holding large-scale sports events can build a platform for shaping and disseminating the city's humanistic characteristics. In the past, a series of sports events with distinct main bodies embody the local urban humanistic characteristics, such as Harbin International Ice and Snow Festival, Weifang Kite Festival, and Guangzhou International Dragon Boat Invitational Competition. In terms of culture, Shanghai's culture has always emphasized that all rivers run into sea, and it is good at absorbing foreign cultures. Therefore, it is time to consider how to highlight this feature when introducing sports events, so that the events can have both an international perspective and Shanghai's cultural characteristics.

4.4 Sports Events Show Regional Characteristics and Shape the Geographical Characteristics of Cities

Geographical characteristics refer to the differences and uniqueness of the local area in natural geography and human geography compared with other regions. In 1988, the theme song "Hand in Hand" of Seoul Olympic Games adopted a chant of "Arirang" from the Korean folk song "Arirang", which became the most famous theme song of the Olympic Games. Similarly, the emblem of the Sydney Olympic Games shows Australia's unique landform and Aboriginal inhabitants, reflecting the strong local characteristics. Since the beginning of the last century, Shanghai has gradually become known all over the world due to its superior geographical location and rich regional characteristics. Therefore, the regional characteristics of Shanghai as a venue for holding large-scale sports events in Shanghai should not be neglected.

IV. CONCLUSION

Large-scale sports events are a special and important tourism resource, which can bring a series of favorable factors for the city to host, such as a large number of tourists, increasing local tourism revenue, enhancing the visibility of the host site and so on. Nowadays, the process of internationalization in Shanghai is getting faster and faster. Against this backdrop, it is necessary to study the impact of holding large-scale sports events on the development of cities, which is of great significance for Shanghai to take advantage of the opportunities of

large-scale sports events to accelerate its development and create a good brand image of the city.

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