

BRAND AND LICENSES - COMMUNICATION IN MANAGEMENT TOOLS SPORTING ORGANISATIONS

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Abstract: *In any organization in decision making and to adopt an appropriate course of action is obvious the importance of information. Classified as art or entertainment, sport has not patented investment. Brands and sports licenses are an interesting field where sports organizations evolve through market transaction values which will soon become the largest consumer market in the world.*

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1. Introduction

One of the most significant ways to generate good information can come from management reporting process to a long-term planning. A long-term planning should be based on accurate information, no matter where they come: historical sources, current and appropriate future projects. Because proper planning is an ongoing process, it must become part of the information retrieval system used by the organization.

2. Communication Management in sport

Types of information to be processed and used in the management of sport organizations are:

- Internal information - is developed and maintained within the organization and therefore tends to be relatively easy to obtain. Such information are on budget, personnel, inventory, etc. participants.
- External information - usually coming from organizations or from outside sources combined, therefore, it is increasingly difficult to obtain. The society becomes more complex, legal provisions and restrictions are more numerous. Therefore, managers must have a wide variety of legal information include: legal authority and power on the operation of the organization, taxation and taxation systems, building and safety regulations, certification and personnel records; auditing.

A second type of information external success of a sports organization, is the

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detailed knowledge of external sources of funding and their procurement.

The transmission of information stored on various media, communication is very important. Communication is the process of transmitting information and to achieve mutual understanding through symbols. The essence of communication is the transfer of mutual understanding.

In all conditions, the process of communication requires the existence of background elements: transmitter, receiver, message, encoding, decoding, environment, noise, feedback channel.

The communication process occurs when an individual - transmitter - materializes, the specific behaviors intended to send a message to another person - the receiver. The message is preceded by its translation into a language that can make sense for the receiver - codification.

The act of communication can take place on verbal, nonverbal or written. After receiving the message, the receiver makes a translation into its own language, which is a decoding. Through verbal or nonverbal response, the receiver is known sender that the message was received (feedback). Communication takes place in each particular case, in an environment that can influence the process. In the process distortion may occur due to disturbance (noise).

From the perspective of "mutual understanding" as a key objective of the communication process, transmit and obedience play a role as important.

Effectiveness of communication is subject to the same extent of compliance with specific rules in the fields of information transmission and that of her obedience.

Correct transmission of information in complying with certain requirements, namely:

- Start statements with "I", ensuring accountability and exposing their post personal position;

- Formulate sentences clear, concise and direct to facilitate understanding of the message;
- Located in your home negotiating position to prove, without doubt, respect for party position;
- Insist on calm, in case you need to reach an agreement;
- Make reference to party behavior and not the person (personality) was to avoid defensiveness or aggressive.

Listening in turn implies a number of requirements and rules:

- Try to talk (when you need);
- Ease the situation of the speaker;
- Show him that you want to listen;
- Avoid them distract;
- Try to put yourself in his place;
- Be patient;
- Master your temper;
- Do not launch into arguments and criticism;
- Ask questions (if any);
- Stop talking.

The first condition for understanding a message is to listen carefully and observe the following:

- a) focus attention on the content, even if the message transmission form or behavior and dress the speaker is poor;
- b) useful and interesting points detected, however it may seem dull or boring message, from your point of view;
- c) searching keywords and key ideas, details beyond that I can divert attention;
- d) practice thinking for themselves, knowing that attention, memory and thought processes is improved by reference to various topics, or you are not familiar;
- e) control their own image, even if the message reaches a critical point of your hidden and secret world;
- f) delay responses for or against, until you are sure that you understand the entire message properly.

In the process of communication, active listening involves verbal or nonverbal response from one who listens (receiver), to support effectively those who transmit (transmitter).

Rules of active listening are: to be very careful all the time; showing the actual and permanent attention to the speaker and to his message; expressing interest in nonverbal behaviors (eye contact, smile, mimicry, gestures, movements, position) to maintain a neutral attitude by encouraging the speaker to voice message, without influence, and in case of intervention, we use words as short, neutral; agree or disagree without personal; to act as a supportive factor; helping the speaker to not lose track of ideas; repeating the last sequence of positive tone of his message, to summarize the speaker's message; emphasizing the essential elements of the message received, focusing its core ideas; small reaffirmed the conclusions; to ask questions regularly, helping the speaker to clarify, summarize, detail bringing into question the possible consequences; to check and confirm understanding; to use silence as long as the main aim being to get a complete message and get more information.

Active listening is essential to understanding the message transfer of information.

In the communication process and distortion may occur due to transmitter, receiver, or specific environment, such as: physical disability of participants in the act of communication: verbal, auditory, vocabulary or grammar issues, features of cultural models, previous experience of participants, difficulties in expressing a clear message or difficulties in receiving the correct message, aggressive or defensive behavior and type of positive or negative involvement in the communication process, the volume and message size, form and route of transmission of the message, time, duration, time-related pressure, environmental features: location, temperature, lighting, external factors disturbing.

Effectiveness of communication is subject to compliance also set specific rules in the fields of information transmission and that of her obedience.

The essence of communication is therefore the transfer of mutual understanding.

The process of communication requires the existence of background elements: transmitter, receiver, message, encoding, decoding, environment, noise feedback.

Effectiveness of communication is equally subject to compliance with specific rules set in the fields of information transmission and that of her obedience.

The first condition for understanding a message is to listen carefully.

In the process of communication, active listening involves verbal or nonverbal response from the listeners, to support the efficient transmitting.

The use of "technical questions" in the process of communication requires specific knowledge and skills.

In the process of communication may appear distorted due to the transmitter or specific environment. Avoid distortions in the communication process enforce general rules and specific requirements.

Detection of possible barriers to the communication must develop a specific strategy in each particular case: who initiates the communication? (Transmitter), how to communicate? (Resources used), when you communicate? where is the communication? who makes the communication? (Receiver).

3. Brands and their impact on sport

Classified as art or entertainment, sport has not patented investment. Brands in sport is an interesting field where sports organizations evolve through market transaction values which will soon become the largest consumer market in the world.

Brand is a symbol that sends consumers the promise of a complex set of characteristics, expectations, benefits. Although most sports organizations, clubs

and associations, has a logo, few of them have resorted to trademark registration. In particular, in sport it can appear as a name, a logo or a symbol, but is more than business name or product / service it.

There are gathering signs and brand names sports complex protected separately or combined - combinations of words with graphics, and sound marks (Olympic Anthem) or spatial (mascots global competition, continental). Sports brands and extend the potential value from obscure brands, trade marks quite common, preferred, in unanimously recognized brands.

Potential brand depends on its ability to make the consumer to view its levels of meaning, or complex:

- to evoke the values of the organization;
- to project a certain personality;
- suggest product attributes;
- to suggest the type of consumer thereof.

We can say that the potential brand depends on its ability to communicate. True brands are those that possess and transmit both functional and emotional qualities.

Important messages for the consumer are those related to values, culture and personality that mark suggests. Evocation of the power sports brands is considerably facilitated by the fact that any sports brand is the carrier of messages that circulated widely recognized and integrated values of specific cultures. The best known sports brand in the world is "Olympic circles".

There is a direct link between hierarchies' sports and sports brands. Autonomy allows horizontal sport development and dependence assumed by affiliation allows the mechanism functional sport. The same subordination and autonomy have sports brands, with each brand then a territory of sport, not only defined by national law and international relations but also the subject of sports organizations.

A classification of these trademarks sports could look like this:

- local brands (belonging to local partners who practice a sport-specific: eg - oina);
- national brands (cubes belong powerful National Federation, National Olympic Committees);
- international brands (owned international sports federation)
- global brands (Olympics, International Olympic Committee).

Sports brands need not be a protection for unauthorized use. For this mark should be registered.

There are other sports brand protection measures. Such unauthorized use may be limited by its specific provisions within the scope of legislation:

- Copyright law
 - Nairobi Treaty, which protects Olympic circles as property of the International Olympic Committee
 - Special items included in sports law
 - Legal provisions on fraudulent advertising
 - Law on protection of individual privacy.
- Sports organizations can provide trademark protection by:
- sponsorship contracts, supply of equipment or licensing
 - coordination of marketing contracts with the television
 - press conferences where the company unlawfully used trademark sports organization
 - avoiding sports brands in the advertising of tobacco and alcohol
 - sporting regulations applicable compliance: Olympic Charter, Sports Ethics Code; Olympic Brands.

Olympic brands are:

- Olympic symbol - represented by the five linked circles and created in 1915 by Baron Pierre de Coubertin, symbolizing the five continents. Circles are located in a protection zone are intangible and property International Olympic Committee. No Olympic brand can not

be used alone in any promotional communications partner. It must be accompanied by a partner link name to show the Olympics.

- Olympic motto - "Citius, Altius, Fortius" urge to excel, addressed to those involved in the Olympic Movement. NOC - sites can not use the Olympic motto in promotional communications.
- Olympic flame symbol to mark the opening of the ancient Olympic Games, the goddess Athena altar flame lit in Olympia, and resumed in 1936 Olympic Games in Berlin so. Torch is considered a unique, historical value, hence the special communication impactor. The torch can not apply any logo or endorsement partners.
- Olympic names - are words or phrases that creates a link with the Olympic Games or the Olympic family members (official sponsor of the Olympic Games.)
- Olympic Anthem - is the "Sing" lyrics Costis Palamas, Spirou Saramati music dating from 1896 and approved by the International Olympic Committee in 1958, Session 55 (Tokyo). Not be granted the right to use in promotional communications.
- Olympic flag - the symbol of the Olympic Movement. Partners can use the Olympic flag in marketing communications.
- Olympic Creed - the words give the Olympics theme, Pierre de Coubertin in 1894. Can be used by partners to time Olympic cycle, in a manner that reflects the content and role and obligation to mention his author.
- Olympic medals - are unique to each Olympic Games and may include: ranking medals and medals of participation.
- Historic Olympic marks - posters, logos, mascots and icons of previous Olympics.
- Olympic logos - are integrated designs Olympic circles associated with other distinctive elements. Each National Olympic Committee (NOC) and the

Organizing Committee of Olympic Games (COJO) have the right to create their own logo that is subject to approval by the International Olympic Committee. Partners can use the combined brands and logos of the organizing committees of the Olympic Games and Olympic National Committees. Combine design must be approved by the parties.

4. Licenses in sport

The Olympic and professional sports, licenses fail to develop very well the communication, promotion and last but not least, the business of sport.

There are two ways of dealing with licenses in sports:

- From a global perspective, licenses called promotional license, which means addressing all of the rights granted by a sports organization to another unit. This sponsorship would fall into the category of "coverage" of licenses.
- From a vision specialist and very much accepted, licensing is the process by which a contract basis, an organization gives to another person or company rights to use trademark, logo or its name on products for retail sale, on payment of certain rights usually based on wholesale price of each product sold.

In sports licenses are concessions. They require operating grant temporary right of sports brands.

There are two types of licenses:

- Retail licenses are granted to producers applying a sport logo products to be sold in retail stores.
- Licenses for use of a product by a firm sports trade in promotional actions designed to stimulate sales of its products.

Today every organization, whether the licensor or license holder, use licenses for two major objectives: profile and advertising.

From the perspective of sports organizations to licensors, licensing problem involves:

- profits derived from licensing - can vary significantly depending on the type of property covered by the license, but primarily licensed brand value and its place of exposure.
- through licensing, sports entities enjoy free publicity - the bearers of messages in favor of sport and the team are supporters, using or wearing products bearing the insignia of your favorite team or club.

A sports organization to create a program license, the following steps should be mandatory:

- a) Creating a property (logo) to represent an organization whose operation communicational, commercial and propaganda to be possible under existing legal regulations.
- b) Registration of property, to protect them against unauthorized use them.
- c) Evaluation of the retail market for products that are to apply the mark.
- d) Developing an appropriate product mix for sports logos - the most used category of products is the clothing. Licensing program can be extended to other product categories: antique pieces, works of art; publications, toys, electronic games, jewelry, accessories.
- e) Evaluation distributors market - at this stage it is important to identify retail distribution channels serving the targeted customer segments and product categories sold included in the licensor.
- f) Finding and identifying producers interested in acquiring the license.
- g) Contract of sale, - license agreements are contracts relating to the conditions and location of disposal and use of a property. The provisions of these contracts relate to: property mark; products, contract

duration, rate of royalty, common payments, exclusivity, date of sale of products; warranty. Insurance against civil liability if the product would be detrimental to consumer personal, whether or not to apply that logo.

- h) Developing relationships with retailers.

5. Conclusions

The sports organizations, correct and latest information is required in decision making and the adoption of appropriate course of action. It is important to quickly obtain accurate information from massive amount of information available.

The need and importance of information in any organization are obvious, some recent studies showing that a manager spends 80% of the time, daily, operating between 150 and 300 "transaction information".

Decision-making should be based on accurate information to make direct references to the subject matter. Inaccurate or irrelevant information can only lead to bad decisions.

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