

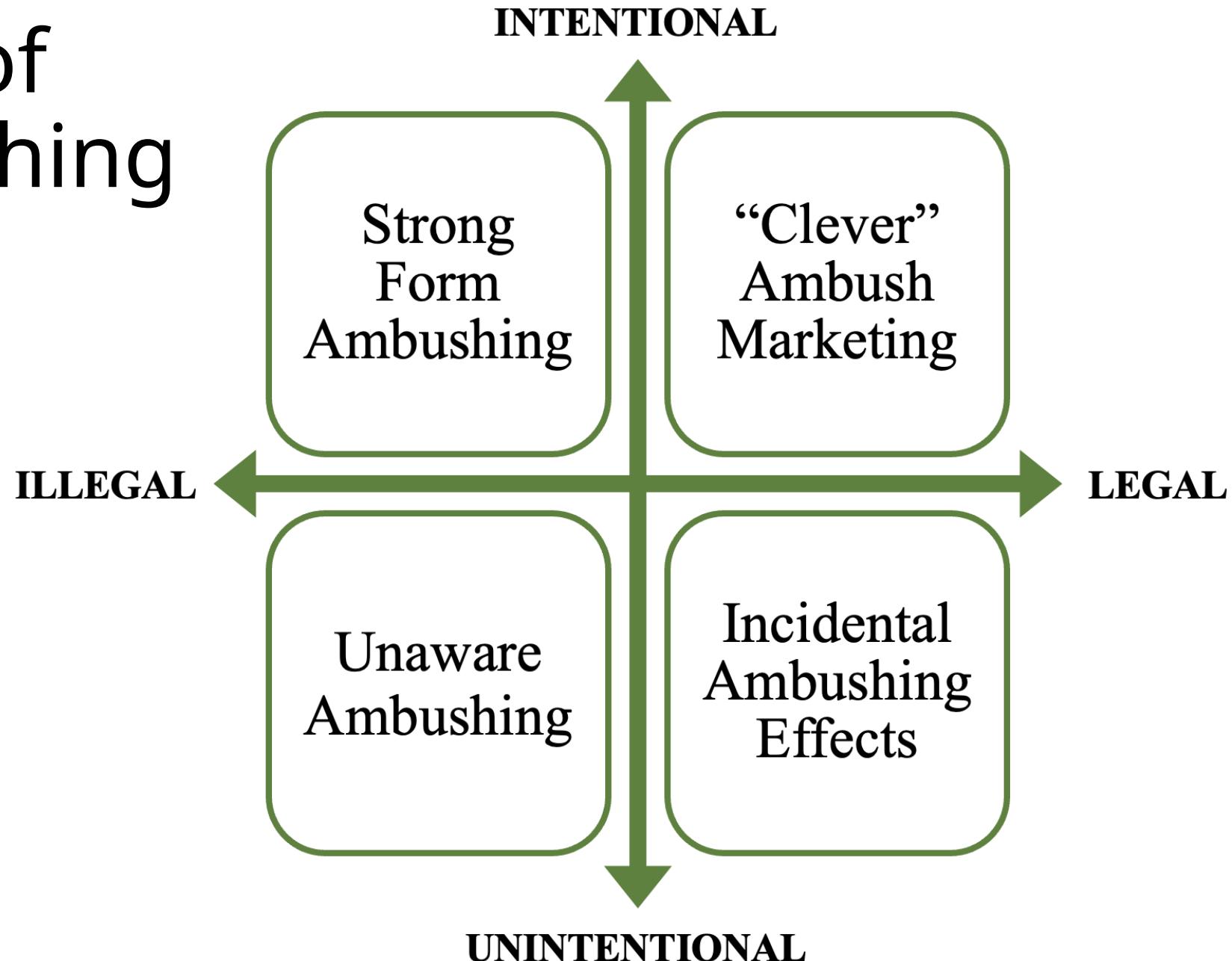
Sponsorship in Marketing

Chapter 10: Ambushing and Consciousness-washing

What is Ambushing?

The incursive, obtrusive or associative activities of a brand intended to yield a range of benefits similar or comparable to those typically achieved by brands that have a formal, contractual sponsorship agreement with an event.

Types of Ambushing



Ambushing

- **Ambushing at a distance** via advertising can use event themes.
- **Protection against ambushing** begins with leveraging the event with the right kind of message for the situation
- **Counter-Ambushing** through “naming and shaming” can create better memory for the ambusher.
- **Counterintuitive thinking about ambushing** finds some occasions where the ambusher can help the true sponsor be remembered.

CONSCIOUSNESS-WASHING

- *Green-washing*
- *Rainbow-washing*
- *Woke-washing*
- *Health-washing*
- *Sports-washing*

The case of sports-washing often hinges strongly on perception manipulation via association.

Sports-washing terminology differs somewhat from other areas of consciousness-washing where an entity wants to appear “green” or “woke.”

Ambushing and Consciousness-washing Questions

- 1. Is ambush marketing just smart business as long as it does not break the law?*
- 2. In fighting ambush marketing, who should be responsible: the host venue or organizer or the sponsoring brands?*
- 3. Consciousness-washing is widely criticized but can one argue in support of some of the activities discussed as laundering image, or are the critics right?*
- 4. Are there additional forms of consciousness-washing in sponsoring?*