In our project, we uncovered a problem based on research that we identified. I’ll first introduce the problem as we have articulated it, then motivations for solving the problem, and finally, review the literature which led us to this research topic.

Our Problem & Motivation: Sporting good companies aim to increase visibility and positive associations of their brands among potential consumers.

One very popular way companies accomplish this is by providing branded team apparel to high-school and college athletic teams.

Companies tend to particularly focus their sponsorship on highly successful, and therefore highly visible teams with a record of wins.This approach is overly costly based on projected ROI, wasting valuable company resources.

Our motivation is to save these companies from unnecessary spending, and propose an alternative strategy which is more economical. Our solution is for Oculytica, LLC to outline which Olympic teams and athletes to target for sponsorship, using different criteria than competing companies, who focus only on high-achieving athletes and teams. The goal is to engage athletes early in their careers, during their high-school years, and expose the brand to a wide potential customer base.

This will allow you to outpace competitors who continue to use the popular, but potentially unsustainable, model.

**We arrived at our solution through study of related work**

Jensen, Wakefield, Cobbs & Turner write about the large investments in sponsorships that many sporting goods companies make. They conclude that most companies are unwisely paying more than expected ROI.

Wang & Kaplanidou describe the concept of emotion-lifting within the context of sports, and the effect it has on spectators of sporting events. They argue that even negative emotions induced by sports (such as a team loss) can be used to encourage consumers to make purchases.

Research by Mazodier, Corsi and Quester (2016) shows that effective advertising messages are those that are typical of an event. Typical messages are most effective at transferring associations of an event to a brand.

Taken together, this research presents an alternative, but not yet popularized, tactic for sporting good companies’ marketing strategies. Oculytica, LLC, in using these works to inform and guide this analysis, hopes to generate a new and innovative strategy for sports sponsorship.

Next, we’ll cover the (insert next section)