

**How the  
National Basketball Association  
Put The Bounce In Basketball:  
If You Promote it, the Fans Will Come!**

NBA



# Branding

## Branding

- Branding is the process of creating an identity for a product using a distinctive name or symbol
- Branding makes a product distinctive in the marketplace, just as your name makes you unique in the society in which you live
- Brand is the name, term, design, symbol, or any other feature that identifies the goods, service, institution, or idea sold by a marketer
- Brand equity refers to the reputation that name or symbol connotes



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## NBA

- NBA example of how to establish a brand name and then extend it in many directions
- Created great model for building brand equity
- Basketball making a run at Soccer for the most loved sport in the World

