

## ANTI-AMBUSH MARKETING POLICIES AND STRATEGIES. CASE STUDY OF 2010 FIFA WORLD CUP AND EURO 2012

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ambush marketing protection, as well as national policy and strategy related to: brand management, brand protection, protection of sponsors' rights, consumer education and marketing communications programme. The cases of 2010 FIFA World Cup and The 2012 UEFA European Football Championship are studied.

In conclusion, apart from implementing legal framework as to defeat such practices as some hosting countries have already enacted, some implications and actions which sport event organizers ought to take in order to improve consumer knowledge about the role of the sponsorship and to increase consumer public opinion against ambushers are suggested.

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### Abstract

Over the past twenty years major sport events with their massive audience create great opportunity for world-wide companies to showcase their brands and products. The value of international events and the enormous costs associated with the official sponsorship status have led to an increase in the number of companies which are finding creative ways to associate themselves without any official designation with the event and engage in the tactic of "ambush marketing" (Graham 1997).

The aim of ambush marketing is to obtain more of the gains associated with an official event sponsorship but without incurring the same extent of its costs (Meenaghan 1994, 1996, Dacko 2008). "Ambushers" are becoming increasingly statute at developing ways to circumvent legal attempts to control non-sponsor marketing strategies.

Therefore, the aim of the paper is to introduce and categorize various methods and strategies of protection of ambush marketing during mega events. As ambush marketing has shifted over time from broadcast sponsorship campaigns and venue surrounding advertising to more off-site venue marketing, it is also important to analyze how the organizers of major sport event prevent the event itself, the sponsorship rights and how they deal with ambush marketing issue.

The methodological part indicates that the critical realist approach was applied in the study, and information was provided about research methods and techniques used when carrying out this research. These included a systematic literature review, semi structured interviews and analyses of the contents of legal and policy documents issued by governmental and nongovernmental organisations.

The results described the nature and directions recorded in the development of transnational policy in relation to

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