



**Sports image  
is not  
sports marketing**

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- Sports image born not to compete, rebut or refute other specialities.
- It complements knowledge and provide better material to media and their audiences.
- Its source is the public image, a specialty released in 1960.
- The essence of sports image is: what people is perceiving of athletes or institutions.
- Test how they are behaving in and out of the field, and how true is their image with what they do, act and what their body language is communicating.

An example: people think “Chicharito” Hernández has a better sports image than Cuauhtemoc Blanco. It is the perception.

Many people love and others hate Jose Mourinho. The same situation happens with Pep Guardiola, Cristiano Ronaldo and Messi. It is just perception.

- Sports image is BEFORE and marketing sports is AFTER the life of an athlete.

Successful sports image case:

More athletes link themselves with brands. In England, Wayne Rooney was the “image” of Coke Zero’s ads, but finally the company ended up their relationship and hired Chicharito Hernández because he was the best athlete that represents the values of the brand.

- To establish a strong and an powerful sports image strategy an athlete needs:

Define their personality and know the limits and scope of their temperament, abilities to speak with media and relationship with fans knowing which messages are sending their body language.

- Sports image is a puzzle which pieces must assemble appropriately to communicate a total positive impression:

1. Athletic abilities
2. Communication skills
3. Attitude
4. Personal style and look
6. Character
7. Body language

8. Public exposure

9. Personality

If one of these elements is weak, sports image will not be credible and could disappear quickly even if marketing campaigns are successful.



“El rostro real del deportista”

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