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Brands Win Championships



Synopsis

Defense doesn't win championships. Defense wins games. Brands win championships. In ten years, the most consistently successful college athletic programs will be those with the strongest brands, not simply the strongest defense or most explosive offense from year to year. It's not just about x's and o's anymore. It's about polarizing uniforms on the field and massive billboards in Times Square. It's about making your brand sexy to seventeen- and eighteen-year-old blue-chip athletes. And this is your guidebook on how to reach them. Inside, you'll find three simple brand-building steps that can take your program from bad to good or from good to great.Â

Jeremy Darlow is a brand marketing professional who, during his time at adidas, has worked with schools like Notre Dame, Michigan, and UCLA, and athletes like Robert Griffin III, Dwight Howard, and Lionel Messi. He works to help NCAA athletic programs and athletes build and elevate their brands to elite levels.Â

"A must-read for anyone in sports marketing. This book sees the future and shows you how to get there." - Nate Scott, USA TODAY Sports, For the Win

"Win or lose, here's how to build a national reputation for your college sports brand" - Al Ries, Author, Positioning: The Battle for Your Mind

"Brands Win Championships offers a practical primer on how to build your brand with story and perception" - Tim Newcomb, Sports Illustrated

"Die hard fans-that one concept, that one overlooked idea-is just one of the big ideas you'll find inside this book that's not actually about sports " - Seth Godin, Author, Linchpin

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Customer Reviews

Great resource for sports marketers and designers alike. It's a one of those books you can jump in

and read sections that pertain to your work, or read all the way through cover to cover. I would also recommend high school Athletic Directors and coaches read this to understand where the future of athletics is heading. This is a must-read for anyone in the field or considering it.

You don't need to be an Athletics Director to get use out of this book. The books strategies work for every business and brand, with your audience being the potential recruits. The cross-applications of these high-level brand building strategies and simple, guerrilla campaign ideas are limitless. If you are marketing anything across any medium, you'll come away with many ideas to strengthen and promote your brand. There are a number of straight up brand strategies (both for Social Media as well as the real world) outlined that anyone can quickly read and successfully execute day one. Jeremy also goes deeper into brand theory and development in the second section of the book. Reading this part of the book will cause you to reevaluate your own brand, personal or professional, through a critical lens and come out better for it on the other side.

So impressed with Darlow's handle on how to succeed in college athletics. Concise and actionable, this book is a must-read for college athletics administrators. It's a digital world, where anyone can have national and international reach. How will you take best advantage of it? Darlow lays out a workable step-by-step plan for departments off all sizes. On my must-read list, right after Maxwell's 21 Laws.

Jeremy Darlow's *Brands Win Championships* is an informative and engaging read. Having little exposure and knowledge about the sports marketing world, I finished with a sufficient understanding of the key marketing concepts and tools that drive success in college athletics. I found this book highly entertaining and thought provoking.

A smart, fascinating, well put-together book that tackles a subject that is paramount to any current collegiate athletic program. Jeremy Darlow does a great job of opening your eyes to the 'New World' of collegiate athletics and what it means to not only field a great team but to create a brand that sustains and grows it. This book gives great insight into why certain programs seem to always be successful and why some only have that one big run. Whether you are a college administrator, marketing student or just a sports fan this book is fun to read and is loaded with detailed information and out-of-the-box thinking.

This is an excellent piece because it goes beyond the cliché of a successful person sharing their success stories. For example, I have interned at a school that launched a football program just six years ago. In the first three years of the program's existence it rose from a FCS program to an FBS program. Much of what is said in the book can be applied to programs with rich and established cultures, but coming from a program that has had to cultivate culture from the ground up, I can say that Mr. Darlow's three principles prove solid. I don't know if our Athletic Director got the chance to read, but since 2014, we have simplified our logo, launched an online store, created traditions for fan experience left and right, and saw a Cinderella run and a game winning shot in NCAA for our men's basketball program turn a lot of eyes our way. Brands Win Championships can be used effectively to dissect any situation and take the most opportunity out of it. This rings true for the Texas A&Ms of the world and those of us just starting out in creating a culture. It is all about sharing your story, and I appreciate Jeremy Darlow for taking these ideas and putting them into a text that is relatable and will be a source of reference for me throughout my career.

Fantastic book that demonstrates how the field of sports marketing is changing right before our eyes. This is a must read for anyone studying or working in the field of sports marketing. As a college professor who heads up one of the few sports marketing programs in the US, I will definitely make sure all of my students read this important work. Darin W. White, Ph.D. Chair, American Marketing Association Sports Marketing Academic Society & Professor of Marketing at Samford University

I've been shifting through graduate work for the past year now in my pursuit of a Masters in Integrated Marketing Communication at Florida State University. In my time in Tallahassee I've embedded myself in the athletics culture here, largely contributed to by the Football program. Between my studies and now this most recent read, I've firsthand witnessed Jeremy's observations and talking points in action, and in my line of work, have even assisted in executing them on behalf of the University's athletic department. If you want an inside look at how the best of the best take their programs to the limit, you owe it to yourself to read 'Brands Win Championships'. I recommend this work not just to sports marketers and athletic departments looking to take their program to new heights, but to all marketers who wish to apply these theories to their own field.

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