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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. — 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. — "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

"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

"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

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

"This is your road map to building a winning brand." -- Howard Schnellenberger, Head Football Coach, University of Miami, 1983 National Champions

I'm a high school coach/school administrator and I strongly recommend this book to anyone who needs/desires to increase their knowledge on marketing. Although the author's message is directed to ADs & operations personnel at the collegiate level, the lessons taught in this book are applicable to an academic institution at any level, or businesses of any industry. Simple, quick read that keeps you connected through the author's use of real life examples of some of the most successful marketing strategies in the world of sports over the last decade. This book has been my "go to" resource for implementing a new marketing strategy for the private K-12 school that I work at. I would strongly suggest that college marketing professors start using this book in their upper level and graduate courses. Even if you are just a coach and have no part in your school's marketing efforts, this book will help you build a better program.

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.

"Brands Win Championships" is a book that should be on every aspiring or current sports marketer's "to read" list. Darlow uses specific examples to show how effective various marketing strategies can be, and how to tailor those strategies to your school. His methods and processes would help marketers at all schools be successful, no matter what conference or division they're in. He even provides examples on how college athletics and their sponsors (ex: adidas and "their" schools) can work together to execute marketing plans that help both sides. As a fairly recent college grad who can't afford grad school, I've been looking for sports marketing books for a "personal/make shift" grad school (there aren't many). "Brands Win Championships" was a great addition to my list, and I'm already reading it a second time to make sure I didn't miss anything.

I am a graphic design teacher and assistant football coach at a high school. When I saw Darlow's book advertised online I had to see what it was all about. Brands Win Championships is an interesting book that gives a lot of perspective as to how current programs have become successful and the role that their marketing played in their success. This is a great book for fans of sports and or marketing. It would also be a great book to read if you work involves promoting a school or organization. Darlow was able to pull from a lot of experiences he has had which makes the book a great read. The book is very engaging to the reader as there space to write down notes, and each section is ended with a summary infographic that covers all of the main points. This is the first review I have ever written for anything on here, so I highly recommend this book!

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.

Jeremy Darlow's 'Brands Win Championships' should be in every sports marketing arsenal. Darlow's three phase approach positions your team to establish a long-term culture of success. From fans to recruits and alumni, Darlow's tactics offer practical insight into your program's past, present and future. 'Brands Win Championships' is filled with concepts to build your brand and shape your program. Position your program for success with this great and easy read!

'Brands Win Championships' is an absolute must read for anyone in the collegiate sports marketing space. Jeremy lays out the way the industry works, then helps you change the way you think about sports marketing. I've already begun to apply strategies learned in the book at my place of work, and I now view sports marketing through a different lens. The book is also interactive in that you can do your own "case study" of your brand as you page through the book. The exercises were helpful in identifying brand strengths/weaknesses at my current workplace. If you're in collegiate sports marketing, it's a no-brainer: this should be on your office bookshelf now, and forever.

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