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Brands Win Championships

By Jeremy Allen Darlow

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 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...


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Reviews

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