Research on Sports Marketing Communication Model of Beijing 2022 Winter Olympic Games from the Perspective of Cultural Marketing

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**Abstract.** With the rapid development of the global sports industry and the rapid promotion of the global economy, sports marketing brings more and more considerable benefits to the event enterprises. And sports communication plays an increasingly obvious role in expanding the influence of large-scale events. More and more large-scale sports events, including the Olympic Games, seek to maximize the comprehensive benefits through a combination of these two methods by sports marketing communication. From the perspective of cultural marketing, this paper analyzes the characteristics and interactive relations of the five main bodies of sports marketing communication—sports organizations, media, sponsors, audiences/consumers and intermediary companies, and explores the sports marketing communication mode of the 2022 Beijing winter Olympic Games.

**Introduction**

With the rapid development of global sports industry and the rapid promotion of global economy, sports industry plays an increasingly prominent role in promoting national economic and social development. As an important part of China's sports industry, the ice and snow industry has a broad prospect of development, injecting new vitality into the sports industry. In particular, the successful bid for the 2022 Beijing winter Olympic Games has brought great opportunities and challenges to the prosperity and development of China's ice and snow sports. On February 25, 2018, the Pyongyang winter Olympic Games concluded, and the winter Olympic Games officially entered the "Beijing cycle". In this period, how to effectively combine Olympic marketing and communication in the new media era, and realize the maximization of sports marketing and communication benefits of the 2022 Beijing winter Olympic Games has become an important topic worth exploring.

Either the spread and development of social culture is closely related to the media, sports as part of the social and cultural activities, it obtained widely crowd's attention, must through the media means, so the rise of sports communication times, the sports policy, culture, sports knowledge carry on and play a positive role, but also with their own information transmission of high efficiency and large capacity to promote the development of sports industry. At the same time, due to the ornamental and public welfare characteristics of sports and the appeal and social influence of sports events, successful sports marketing can maximize the promotion of corporate image, brand awareness and audience/consumer loyalty, which is an important link in the development of sports industry. Along with the rapid development of the sports industry and media industry, the evolvement of the high speed based on mass media sports communication platform, load of sports culture products production and output task of sports marketing communication, has become a big events effectively promote competition and development, the attention economy mining build events brand\cite{1}. This research from marketing cultural Angle, the five main body of sports marketing communications, sports organizations, media, sponsors, fans group/consumer, the characteristics and the interaction relationship of agency, give full consideration to the spread of the
Olympic spirit and various interests of the subject, to explore the sports marketing communication mode of the 2022 Beijing Olympics.

**Sports Marketing Communication Subjects and Their Mutual Relations**

Spread sports marketing is marketing theory in the application and development in the field of sports and news spread, is not a single commodity marketing and superposition of news transmission, it is to show the game process and show high levels of body activity as the main content, meet the demand of sports audience/consumer spirit of sports culture products as the core content of culture, the integration of marketing and news dissemination activities linkage.

**Sports Organizations**

Sports organization is an organization with specific interests, member size, rules and regulations, organizational structure and sports resource guarantee, which is specialized in covering the content of the essential attributes of sports. Sports organization is the initiator of sports marketing communication and the owner of sports culture products. The performance and market value of marketing communication will be greatly determined by the marketing methods adopted by sports organizations, how to spread and promote sports products themselves and sports culture products.

**Mass Media**

With its advantages of fast speed, wide range and great influence, media has become the fastest and most direct means to influence public life, and its influence on human life is expanding day by day. Through the communication process, the media establishes a variety of relationship chains and networks with audiences, enterprises and social development, giving full play to the functions of channels and platforms. The key channel of sports marketing communication is to realize the information transmission and sharing through the interaction of multimedia platform.

**Sports Sponsorship**

Sports sponsorship is a branch of sponsorship. At sporting events and sports stars marketing communication, as object of sponsorship, sports sponsorship is a tournament or star sponsors and sponsor marriage object, the former to the latter providing money, goods and services support, while the latter by advertising, named, patent and other intangible assets in return, make both equality and mutual benefit, mutual benefit business. In the process of sports marketing communication, the sponsor not only conveys personal spiritual products and events to the audience, but also conveys the information of the sponsor. Sponsors in the process of product promotion and publicity, also expand the influence of the object of sponsorship, mutual benefit and mutual benefit, both sides of the audience attention has been improved.

**Audience/Consumer**

The object of sports marketing communication is not only the audience, but also the consumers. This group is the "biggest capital" of sports marketing communication. They are the experiencers of sports products (including sports culture products and related non-sports products and services). With the rapid development of sports and the changes of social politics, economy and culture, audience/consumer, as a social and cultural phenomenon, has been widely concerned by people. It is not only the "product" of sports events, but also an important new force in the development process of sports events. In particular, large professional leagues, their audience/consumers have gradually become the "core" and "largest capital" of professional leagues.

**Intermediary Companies**

The intermediary's business is divided into two parts. First, sports resources (athletes, events, etc.) operation, namely sports economy; second, sports strategy consulting, namely sports marketing. Therefore, in the operation of large-scale events, the intermediary companies should undertake the planning service of sports marketing communication. However, due to the whole nation system,
social ideology and the development status of China's sports industry, sports resources have not yet been fully marketized, sports events have a high risk of operation, and the role of intermediary companies in sports marketing communication has not been fully played.

The Relationship between Sports Marketing Communication Subjects

As sports organizations, mass media, sponsors, the audience/customers, continuously explore and practice of intermediary companies, sports marketing spreading sponsors to sports, competition and cooperation enterprises to expand the role of influence is more and more obvious, spread by sports marketing is becoming more and more substantial gains spread effect and marketing. In the mode of sports marketing communication, each subject is an interest subject: in order to achieve good communication effect and marketing performance, each subject must be fully connected, and the expected communication effect and marketing target can be achieved more efficiently through the positive linkage between each communication subject. In big events of sports marketing communication activities, organizers under the strategy of the company by the media, to create and maintain the audience/interests of consumer groups, attract sponsors to constantly strengthen brand image, enhance the influence of the event, which further guarantee to link each benefit main body, obtain win-win in the communication activities..

Sports Marketing and Communication Concept of Beijing 2022 Winter Olympic Games

Sports marketing communication is the application and expansion of marketing theory in sports events and news communication. On the first level, sports marketing communication is a process in which an enterprise brand connects with the consumer market through the platform of sports events and improves the competitiveness of the enterprise brand. Second, sports marketing communication is a process to meet the needs and desires of sports event organizers, audiences/consumers and relevant enterprises, and to enhance the brand influence of sports events and the output of sports cultural products.

As for the marketing communication concept of Beijing 2022 winter Olympic Games, the agenda of article 33-36 of Olympic agenda 2020 on marketing strategy and the joint market development agreement signed by the Chinese Olympic committee and the Beijing Olympic bid committee have made clear the direction. Sports marketing communication of 2022 Beijing Olympic Games emphasizes the promotion of humanistic and public welfare communication of Olympic brand culture, that is, emphasizes the "world-changing power" of sports as cultural products to broaden the non-commercial use of the Olympic brand[2].The Chinese Olympic committee should fully study and scientifically analyze the relationship between Olympic marketing and Olympic brand communication, and grasp the unprecedented opportunities and challenges brought by the 2022 winter Olympics. The combination of olympism and sponsors will build up the long-term vitality of the international Olympic movement and the sustainable development of the sponsoring enterprises. Not only does it not discourage the sponsors, but also ensures the public welfare of the Olympic brand. It not only ensures the legalization of Olympic marketing, but also humanizes the spread of Olympic brand.

Construction of Sports Marketing Communication Model for the 2022 Beijing Winter Olympics

According to the analysis, the current sports marketing communication of Beijing 2022 winter Olympic Games should further clarify the rights and responsibilities of the five major communication subjects on the basis of accurately understanding the concept of sports marketing communication, strengthen the interaction, maximize the vitality of sports marketing communication, and achieve the optimization of benefits. The organizers of the event owner of cultural products and events, namely the games organizing committee, combined with the development of intermediary organizations formulate strategies, with the rising of social scene and interactive network of new media, batch manufacture and maintain the matrix of IP, attract sponsors
continuously strengthen the brand image of the 2022 Beijing Olympics, the final event influence through ascension and the related interest subjects, multi-win-win situation in marketing communication activities, to achieve the 2022 Beijing Olympics are of great sports value, the high output of commercial energy[3]. Therefore, the sports marketing communication model of Beijing 2022 winter Olympic Games from the perspective of cultural marketing is shown in figure 1.

Figure 1. Sports Marketing Communication Model of Beijing 2022 Winter Olympic Games.

As shown, intermediary company as the spread of the sports marketing planning, for sports organizations provide information and the goal of the project plan, as well as including course development, marketing, promotion, such as a full set of planning scheme, to implementation of the project, the team of the event, the packing of the athletes, forms a partnership the legal process through signing, etc. Under the influence of China's sports system, social ideology and the special strategic status of the winter Olympics, the Winter Olympic Committee is actually responsible for the content undertaken by intermediary organizations for the Beijing 2022 winter Olympics. In other words, the Winter Olympic Committee shall be the actual owner of the cultural products and the main planner of marketing and communication programs. The established marketing communication plan will be divided into two major directions: event marketing and event communication. The former mainly cooperates with sponsors, which can protect the rights and interests of both parties to the greatest extent and enhance the influence of the event brand and sponsors through corresponding sponsorship strategies. The latter, on the basis of communication strategies, promotes the popularity of the winter Olympics, promotes the spread of Olympic culture and facilitates the publicity and promotion of event brands through multimedia platforms including television, advertising and the Internet. In this mode, the audience of event communication and the consumers of event marketing are the "core capital" of event marketing communication. When the audience/consumers reach a certain identity and stickiness for the event, the corresponding marketing communication effect will be greatly enhanced.

Conclusion

From the marketing cultural Angle, the five main body of sports marketing communications - sports organizations, media, sponsors, audience/consumer, the characteristics and the interaction relationship of intermediary company analysis, fully considering the concept of marketing communications of the Olympic spirit and various interests of the subject, build in 2022 Beijing Olympic sports marketing communication mode. By further combining the characteristics of the games, development opportunities and the nature of the main body of sports marketing
communication, the model is constantly adjusted and optimized, so as to give full play to the "world-changing power" possessed by sports and continuously improve the comprehensive benefits of sports marketing communication of Beijing 2022 winter Olympic Games.

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