



Editorial

The final issue of 2001 comes at a time of enormous global turmoil. An economy that was already experiencing a downturn was further hit by the tragic events of September 11. While the articles that appear in this issue were obviously written prior to those particular events, this is the context in which they must be interpreted. Each of the research papers deals with issues that will, if anything, become more pertinent in the months ahead.

In the first research article, Janet Hoek and Philip Gendall from Massey University in New Zealand explore the contentious subject of ambush marketing. Hoek and Gendall examine the case that the New Zealand Rugby Football Union brought against Canterbury International Limited (CIL) when it changed kit suppliers from CIL to adidas. The legal judgement found that CIL had a right to exploit its previous association with the legendary All Blacks team "the Invincibles" even though the firm's formal arrangement with the NZRFU had come to an end. As such, it brings a valuable lesson for those involved in sponsorship arrangements as to future rights that sponsors may have even after agreements have ended.

The second article by Tony Lachowetz and his colleagues from the University of Massachusetts at Amherst, the National Basketball Association and Robert Morris College explores ways in which professional basketball teams go about trying to retain their corporate partners. As pressure grows on investment decisions of all types, there is little doubt that property owners are going to have to work even harder at keeping current partners satisfied with their investments.

The final research paper by Mark Lyberger from Kent State University and Larry McCarthy from Seton Hall University finds that consumers have grown increasingly disillusioned with various aspects of commercialisation surrounding the National Football League's Super Bowl. At a time when event organisers are likely to become increasingly pressured to retain interest in their properties the issues focussed upon in this paper are certainly germane.

The interview features a discussion between Kimmo Lipponen, Director of Corporate Marketing at Nokia, and Dr Christine Green from the University of Texas at Austin. Lipponen provides insight into the way in which Nokia links its corporate citizenship and sponsorship initiatives to assist in the development of one of the world's major brands. He also discusses the strategies behind the development of some of Nokia's major properties, including the Nokia Sugar Bowl college football championship in the US and the snowboarding world cup.

The Industry Analysis is provided by sports marketing consultant Simon Rines who explores the ways in which Guinness exploited its association with the 1999 Rugby World Cup. In a detailed assessment of the various leveraging activities that Guinness undertook, Rines analyses the returns on Guinness' investment in some of the firm's major markets around the world.

I hope that you find the issue interesting and informative.

John Amis, PhD
Editor

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