ORIGINAL ARTICLE

Introducing Retro Products İn The Sports Industry With Augmented Reality Applications

ALI ÇEVİK, MEHMET MUSTAFA YORULMAZLAR

Institute of Health Sciences, Department of Physical Education and Sports, Faculty of Sports Sciences/Sport Management/Marmara University, Turkey Research. Assistant.ORCID:0000-0002-3664-6626, ali.cevik@posta.marmara.edu.tr
Institute of Health Sciences, Faculty of Sports Sciences, Sports Management, Marmara University, Turkey Assoc. Dr. ORCID:0000-0002-1051-0798,2: mehmet.yorullmazlar@posta.marmara.edu.tr

ABSTRACT

The sports industry has caused differentiation in marketing strategies with the effect of globalization. As a result of this differentiation, manufacturers have put the demands of their customers at the center of production. In the study; It is aimed to reveal the interaction elements within the scope of the retro marketing application area activities in the promotional videos of the Nike brand to impress people. The sample of the study consists of 4 promotional videos: Nike Air Max 2090 Cloud, Explore Air Force I City, Build Your Nike Air Max 2090, Nike Air Max 720 Day, featuring augmented reality technology with the retro products of the Nike brand. Density sampling method was used while determining the sample. Density sampling covers the best or most information-rich examples of the investigated phenomenon, rather than extreme or unusual cases. "Basic Qualitative Research Model" was applied as a research method. The main purpose of basic qualitative research is to reveal and interpret the meanings created by people. As a pattern in the study; document analysis technique was used. Documents used in qualitative research consist of four types: Public records and personal documents are the first and second types, popular culture documents are the third type, and visual documents including movies, videos, and pictures are the fourth type. This study consists of videos in the visual documents section of the fourth type. Analysis of the data obtained in our study; It was carried out according to 5 main titles and 10 sub-titles within the framework of "Retro Marketing Application Area in Sports" As a result; The Nike brand used augmented reality technology to present its products with a combination of old and new features to its consumers within the framework of retro marketing and to enable them to establish an emotional connection with the past. Under the title of images of the retro marketing application field in sports; It was observed that the redesign of AirMax and Air Force shoe models, which are identified with the brand and the titles of giveaways and themed games/events were emphasized in game day promotions.

Keywords*: Sports Industry, Communication, Retro Marketing, Augmented Reality, Promotion.*

INTRODUCTION

Technological developments in the world cause competition among global brands. In order to increase their market share, brands engage in various activities by taking advantage of the attraction of sports and benefit from the social power that transforms sports into an industry[1]. Sports industry; It provides goods, products and services to sports activities and consumers and creates the necessary conditions for its formation. It is professional work associated with sports such as sportive product, logo, franchising, promotion, advertisement, entertainment, food[2].It also includes services in the production and marketing of sports-related items[3]. Differences in technology and market have changed the way sports are consumed[4]. Thanks to digital technologies, brands can interact with their customers on a global scale through various digital platforms[5]. Communication on digital media platforms combines entertainment and business services. The activities carried out here add new values to the brand. Attractiveness in digital platforms is important to create opportunities in global sports marketing[6]. One of the marketing methods used by companies, businesses and brands today is retro marketing. Retro marketing is to offer a product or service produced in the past to consumers by adapting it to today's technology conditions. It takes place in a wide spectrum such as the use of old advertisements or promotions, retail stores inspired by the past, products inspired by its design, the revival of old brands[7,8]. In order to create a retro product, it is necessary to combine old-fashioned elements with the latest or current functions in terms of function and performance[9].For companies, using the retro style is important in terms of local and global marketing communication. Firms emphasize retrospective, local authenticity, the elements of history and tradition with their local marketing campaigns. In global communication; they highlight the characteristics, history and eternal values of the brand. Because of these situations; Retro marketing is to focus on goals to improve brand value and strengthen brand image[10]. Sports marketing is one of the areas that applies retro the most. One of the methods used to introduce retro products in sports is augmented reality applications.With augmented reality technology, people can access three-dimensional information that takes place in the real world. With the help of augmented reality technology, people can direct real objects and examine them according to their wishes. Unlike two- and three-dimensional objects; They can include videos, audio files and information related to text within the platform[11]. Augmented reality is an up-to-date technology application in which objects between the real and virtual world are transmitted to users with digital information and different experiences are provided to these users. With this technology, the individual can make his life easier by bringing him information that is not within sight[12].

Augmented reality is also used in terms of meeting consumers with the brand, making promotions, conducting market research, determining prices, customizing products, and managing consumer services and relationships. It is

also important for the application to provide more functional and enjoyable interaction with consumers[13,14]. Sports applications are at the forefront of the areas where augmented reality technology is used most effectively. Within the framework of this information; In our study, it is aimed to reveal the interaction elements of the augmented reality technologies made by the Nike brand for the promotion of retro products, according to the application area of retro marketing in sports.

MATERIALS AND METHODS
The aim and importance of the study
Ethics committee report of this article was accepted with protocol number 209 at the meeting of Marmara University Health Sciences Institute Ethics Committee on 11.11.2019. In the study; Augmented reality technology applications made by Nike, which has an important place in the sports industry and is the first among sports brands, for the promotion of retro products took place. It is aimed to reveal the interaction elements in the retro marketing application area of the Nike brand in the introductory videos in order to influence individuals and consumers. Since there is no previous study examining retro marketing and augmented reality technologies in the field of sports, this study will contribute significantly to the literature.

The universe and sample of the study
The universe of the study consists of sportswear brands on global scales. BrandZ database company performs statistical analysis to reveal the value of brands in the world. According to BrandZ's data; The fact that Nike took the first place among sports brands constituted the starting point of our study[15]. The Nike brand, which tries to establish an emotional bond with its consumers, used augmented reality technology applications together with retro products. 4 promotional videos with augmented reality technology together with the retro products of the Nike brand constitute the sample. Density sampling method was used while determining the sample. Density sampling covers the best or most information-rich samples of the investigated phenomenon, rather than extreme or unusual cases[16]. Among the qualitative research methods, generally heuristic approach-based studies use density sampling[17]. The heuristic approach aims to discover and make sense of the nature of the event or phenomenon studied on, through self-experiences and the researcher's subjective explanations[18]. The heuristic approach is the only research approach that enables human experiences to establish subjective and creative connections between the researcher and the researched phenomenon (taking into account the researcher's tacit knowledge)[19].

The Model of The Study: As a research method, "Basic Qualitative Research Model" was applied. A researcher leading basic qualitative research studies how people interpret their lives, how they construct their worlds, and what meaning they add to their experiences. In this respect, the main purpose of basic qualitative research is to reveal and interpret the meanings created by people[20]. As a pattern in the study; document analysis techniquewas used. Documents used in qualitative research consist of four types: Public records and personal documents are the first and second types, popular culture documents are the third type, and visual documents including movies, videos, and pictures are the fourth type. This study consists of videos in the visual documents section of the fourth type[20,21].

Data Collection Tools: The video images that will be included in the findings part of our study have been accessed from Google Search Engine, YouTube, Vimeo platforms and the websites of the agencies that design promotional videos for brands. Access to 4 videos titled Nike Air Max 2090 Cloud, Explore Air Force I City, Build Your Nike Air Max 2090, Nike Air Max 720 Day, which combines the Nike brand, retro product and augmented reality technology application, was provided via social networks open to the public.

Analysis of Data
The analysis of the data obtained in our study was carried out according to 5 main titles and 10 sub-titles created by Scola and Gordon (2018) within the framework of Retro Marketing Application Area in Sports. The elements in the videos are defined and revealed according to the titles in the table. These titles are 1. Images. 1.1. Logo/ jersey/ sneakers etc. redesign of products. 1.2. Retroactive jerseys. 2. Retailing 2.1. Retro-oriented sports goods retailers. 2.2. Team retro products. 3. Area (Place, Location) 3.1. Product/team honor list. 3.2. Historical indicators. 4. Game day promotions. 4.1. Giveaways. 4.2. Themed games/events. 5. Promotion. 5.1. Traditional elements in advertisements. 5.2. anniversary celebrations.

The Limitations Of The Study
The limitations of the research were taken from the platforms where the promotional videos were published between January-December 2020. and these videos consist of content that includes Nike brand, retro products and augmented reality application.

RESULTS

Table 1. Analysis of Nike Air Max 2090 Cloud Promotional Video

The name of promotional video:Nike Air Max 2090 Cloud Video Link [22]				
1.Images	**2.Retailing**	**3. Place**	**4.Game Day Promotions**	**5.Promotional Elements**
Redesign of Air Max 2090 Shoe Model 1.1.	2.1. - 2.2. -	3.1. - 3.2. Air Max 2090	4.1. - 4.2. Rap Music List	5.1. Famous People in Rap Music 5.2. -

In Table 1, the Nike Air Max 2090 Cloud promotional video is analyzed. Under the heading of Images; Redesign of Air Max 2090 shoe model is included. In the title of the place; Air Max 2090 and its historical display are emphasized. Under the title of game day promotions; rap music list event was included. Under the title of promotional elements, the presence of famous people in rap music is used as traditional elements in their advertisements.

In Table 2, the Nike Air Force I Explore Your City promotional video is analyzed. Under the heading of Images; The redesign of the Air Force I shoe model is included. Within the framework of game day promotions; Shanghai event map with data matrix was given as giveaways and guiding to various sporting activities were

qualified as themed events. Under the heading of promotional elements; The slogan "Just Do It" is among the traditional elements they use in advertisements. Calling the Golden Age of the Air Force I shoe model was stated as an anniversary celebration.

Table 2. Analysis of Nike Air Force I Explore Your City Promotional Video

The name of promotional video: Nike Air Force I Explore Your City Video Link [23]				
1.İmages	2.Retailing	3. Place	4.Game Day Promotions	5.Promotional Elements
1.1.Redesign of Air Force I Shoe Model 1.2. -	2.1. - 2.2. -	3.1. - 3.2. -	4.1. Shanghai Event Map with Datamatrix 4.2. Quidance to Various Sporting Activities	5.1.Slogan "Just Do It" 5.2. The Golden Age of the Air Force I Model

Table 3. Analysis of Build Nike Air Max 2090 Promotional Video

The name of promotional video: Build Nike Air Max 2090 Video Link[24]				
1.İmages	2.Retailing	3. Place	4.Game Day Promotions	5.Promotional Elements
1.1. Redesign of Air Max 2090 Shoe Model 1.2.	2.1. - 2.2. -	3.1. Transformations of Air Max Shoe Models 3.2. Air Max 2090	4.1. Air Max 2090 Painting Magazine with Datamatrix 4.2. Air Max 2090 Color Design and Development	5.1. - 5.2. -

Table 3 analyzes the Build Your Nike Air Max 2090 promotional video. Under the heading of Images; A redesign of the Air Max 2090 shoe model is shown. In the framework of the title of the place; The transformations of the Air Max shoe over the years have been expressed as the product's honor list. Air Max 2090 and its historical display are emphasized. In the title of game day promotions; A certain number of consumers were given the Air Max 2090 coloring magazine with datamatrix as a giveaway. The color design and development work of the consumers for the Air Max 2090 model on the magazine were considered as themed events.

Table 4. Analysis of Nike Air Max 720 Day Promotional Video

The name of promotional video:Nike Air Max 720 Day Video Link[25]				
1.İmages	2.Retailing	3. Place	4.Game Day Promotions	5.Promotional Elements
1.1 Redesign of Air Max 720 Shoe Model 1.2 -	2.1. - 2.2. -	3.1.- 3.2.-	4.1. Winning %20 Discount 4.2. Air Max 720 Multi-View Stickers guided by Datamatrix	5.1. Slogan "The Future is in the Air" 5.2. Air Max Days

In Table 4, the Nike Air Max 720 Day promotional video is analyzed. The redesign of the Air Max 720 shoe model has been seen within the framework of the Images title. In the title of game day promotions; Giving a chance to win 20% discount to customers who come to the store was considered as a giveaway and their access to multiple image stickers for the Air Max 720 model by being guided by a data matrix code was evaluated as themed games/events. In the title of promotional elements; The slogan "The Future is in the Air" is among the traditional elements they use in their advertisements for Air products. Air Max days are expressed as anniversary celebrations.

DISCUSSION AND CONCLUSIONS

In the globalizing world, sports are also seen as an area that spreads in social life and contributes to the emergence of culture and interaction within the society. Within the framework of this view, sports appear as a system of symbols used in the production of dominant ideologies and in ensuring social consent[26]. It can be said that the new technologies in the system bring many opportunities in presenting information about sports and in the realization of effective sports marketing activities[27]. In the sports market, one of the most important tools that can provide effective communication with the consumer is promotion or advertisements. It creates awareness in consumers, provides information, determines customers' preferences and leads them to purchase[28].In order to convey this information to the consumer in a meaningful and accurate way, brands need promotional videos. In the Nike Air Max 2090 Cloud promotional video, Nike company offers its customers in Brazil to have a pleasant time with their smartphones as a result of staying at home during the pandemic process, to access the music lists and special content of Brazil's famous rap artistsDjonga and McSofia and provided an augmented reality experience to its users for the promotion of the Air Max 2090 model. In this experience, the user logs into the Air Max Cloud.com.br page. After accessing the web page, the Air Max 2090 shoe appears in motion when the user holds up the smartphone to the sky and focuses on. After clicking on the shoe, Nike's special files can be accessed. Therefore, with this application, it can be said that Nike has created a public service advertisement for its consumers to stay at home during the pandemic period.In the Nike Air Force I Explore the City promotional video, the Nike brand produced the Air Force I 07 PRM shoe model, which is offered to its consumers in limited numbers. Shoe wrapping paper turns the Japanese city of Shanghai into an interactive map. People who buy this shoe can make a reservation simply by scanning the data matrix on the map and participate in the community runs and events organized by Nike in Shanghai for free, thanks to the augmented reality experience. Giving the message of Just Do It with the application made to celebrate the golden age of the city is important in terms of mobilizing people and encouraging sports.In the Build Your Nike Air Max 2090 promotional video, Nike company created the Nike Air Max Painting magazine during the Covid-19 period in order to fulfill the wishes and desires of its consumers in the city of Japan. This magazine was given as a gift to 1000 people who shopped at Nike stores in Japan by random method

selection. The journal consists of 56 pages. The magazine features interviews with young Japanese influencers such as model/YouTuberAoiIhara, filmmaker Spikey John, hip-hop group KandyTown and No Plastic, and environmental activist Mona. The magazine has a drawing of the Air Max 2090 shoe model. Consumers can paint this drawing in different ways according to their own taste. At the end of the painting, when they focus their smartphones on the data matrix on the magazine, a 3D painted version of the shoe appears on the screen. Also, after finishing the customization, they can sign the design and create an animation that can be shared on their social channels. In the light of this information, Nike tried to discover the creativity of its consumers with this study. At the same time, it is seen that it aims to increase interaction with customers and non-customers on social media, to drawattention to the features of the product and to increase sales.In the Nike Air Max 720 Day promotional video, the Nike brand offered its customers an augmented reality experience in 13 languages in 183 stores across Europe as part of the Air Max week celebrations**.** An inscription was hung at the entrance of the store saying "Play to share the mood, ask for the details inside". Employees in the store inform customers about the game. Customers can start the game by showing the camera of their mobile devices to the accredited cards with data matrix hanging around the necks of the personnel. Those who complete this game have the chance to win 20% discount on their purchases and access various online stickers and gifs of Air Max and Air Max 720 products.Nike's efforts to impress its consumers with augmented reality technology experiences and to increase their interest in stores are thought to be effective in showing the value and image of the brand. Nike has reached more than 80 million people on social media with its augmented reality promotional videos. Visits to official websites increased by 22%. Revenue from sales of Air Max products increased by 32%. In addition, such digital activities carried out by the Nike brand during the pandemic process increased direct-to-consumer sales by 13% and digital sales by 36%[29].One of the reasons why the Nike brand is ranked 21st among all global companies and at the top among sports brands is that it invests significant money in promotional (advertisement) and promotional campaigns**.** In 2020, it spent only $3.59 billion on these activities. Nike's sales revenue in 2020 is $37.4 billion, and it spends approximately $1 in promotional (advertising) expenses for every $10 of sales[30]. Therefore, the Nike brand carries out mobile-based campaigns such as augmented reality technology to interact with the Z generation youth who use social media extensively and prefer their smartphones for content consumption[31]. As a result; The Nike brand, within the framework of retro marketing, used augmented reality technology to present its products with a combination of old and new features to its consumers and to enable them to establish an emotional bond with the past. It has been observed that the redesign of Air Max and Air Force shoe models, which are identified with the brand, is emphasized under the title of images of the retro marketing application area in sports, and the titles of giveaways and themed games/events are emphasized within game day promotions.

REFERENCES

1. Yoon, S. J.,and Choi, Y. G. Determinants of successful sports advertisements: The effects of advertisement type, product type and sports model. Journal of Brand Management. 2005; 12(3), 191-205.
2. Ekren, N.,Çağlar, A. B. (2003). Sports Economics: A Theoretical Framework. Activejournal, 32, 1-2.
3. Zhuo, L.,Guan, X., and Ye, S. (2020). Quantitative Evaluation and Prediction Analysis of the Healthy and Sustainable Development of China's Sports Industry. Sustainability, 12(6), 2184.
4. Szymanski, M.,Wolfe, R. A., Danis, W., Lee, F., and Uy, M. A. (2021). Sport and international management: Exploring research synergy. Thunder bird International Business Review, 63(2), 253-266.
5. Koronios, K.,Dimitropoulos, P., Travlos, A., Douvis, I., and Ratten, V. (2020). Online Technologies and sports: A newer af or sponsorship. The Journal of High Technology Management Research, 31(1), 100373.
6. Nambisan, S. (2017). Digital entrepreneurship: Toward a digital technology perspective of entrepreneurship. Entrepreneurship Theory and Practice, 41(6), 1029-1055.
7. Brown, S. (1999). Retro-marketing: Yesterday's tomorrows, today! Marketing Intelligence and Planning, 17, 363–376.
8. Fort-Rioche, L., and Ackermann, C. L. (2013). Consumer innovativeness, perceived innovation and attitude towards "neo-retro"-product design. European Journal of Innovation Management,16, 495–516.
9. Brown, S.,Kozinets, R. V., and SherryJr, J. F. (2003). Teaching old brands new tricks: Retro branding and the revival of brand meaning. Journal of marketing, 67(3), 19-33.
10. Grębosz, M.,&Pointet, J. M. (2015). The "retro" trend in marketing communication strategy of global brands. Journal of Intercultural Management, 7(3), 119-132.
11. Yuen, S. C. Y.,Yaoyuneyong, G., and Johnson, E. (2011). Augmented reality: An overview and five directions for AR in education. Journal of Educational Technology Development and Exchange (JETDE), 4(1), 11.
12. Furht, B. (2011).Handbook of Augmented Reality, Springer, New York, pp:3-10.
13. 13.Shankar, V.,Venkatesh, A., Hofacker, C., and Naik, P. (2010). Mobile marketing in the retailing environment: current insights and future research avenues. Journal of interactive marketing, 24(2), 111-120.
14. Javornik, A. (2014). Classifications of augmented reality uses in marketing. In 2014 IEEE International Symposium on Mixed and Augmented Reality-Media, Art, Social Science, Humanities and Design (ISMAR-MASH'D)[Poster].(pp. 67-68). IEEE.
15. https://www.kantar.com/campaigns/brandz(Date Accessed: 05.03.2021).
16. Morgan, D. L. and Morgan, R. K. (2008). Single-Case Research Methods For The Behavioral And Health Sciences. SAGE Publications.
17. Mays, N. and Pope, C. (2000). Qualitative Research In Health Care: Assessing Quality İn Qualitative Research. BMJ: British Medical Journal. 320(7226), 50.
18. Denzin, N. K. and Lincoln, Y. S. (2008). The Landscape Of Qualitative Research, New York: Sage.
19. West, W. (2001). Beyond grounded theory: The use of a heuristic approach to qualitative research. Counselling and psycho therapy research, 1(2), 126-131.
20. Merriam, S. B. (2013).Qualitative Research: A Guide to Design and Application. (Translated by S. Turan, Ed.). Nobel Publications. Ankara.

21. Yıldırım, A. and Şimşek, H. (2013). Qualitative research methods in the social sciences. (9th ed.). Seckin Publications. Ankara.
22. https://www.youtube.com/watch?v=vn4ktkqm478 (Date Accessed: 04.09.2020).
23. https://www.akqa.com/work/nike/unpack-your-city/ (Date Accessed:10.10.2020).
24. https://vimeo.com/438824141 (Date Accessed: 15.11.2020).
25. https://vimeo.com/417148537(Date Accessed:05.08.2020).
26. Terlemez, M.,Yorulmazlar, M. M. (2020). Effects of Sportive Globalization in Turkey. International Journal of Social Science, 3(2), 81-86.
27. Çavuşoğlu, B., Öztürk, G., Kara, B. (2011). Strategic importance of internet use as a new media tool in sports marketing studies: The Examination of the web pages of sports clubs in Turkey and England. International Journal of Human Sciences, 8(1), 1342-1363.
28. Alpaslan, K., Ay, S. M. (2018). Investigation of the Effects of Advertising on Consumer Preferences of Sports Science Students in terms of Different Variables. Istanbul University Journal of Sport Sciences, 8(2), 124-145.
29. https://www.marketingdive.com/news/nike-aims-phones-at-the-sky-in-search-for-sneaker-shaped-ar-cloud/577523/ (Date Accessed: 01.05.2021).
30. https://www.statista.com/statistics/685734/nike-ad-spend/ (Date Accessed: 05.05.2021).
31. https://www.campaignlive.co.uk/article/akqa-nike-turn-sky-canvas-creativity-air-max-ar-drive/1682566 (Date Accessed: 07.05.2021).