

Advertising of sportswear



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With the progress of society and development of people's ideology, more and more people realize the importance of having a healthy body. So they spend time to do sports after the living standards had been improved. The first thing they have to do is to choose some suitable sports wears. There are several kinds of sportswear for different sports, such as running, swimming, playing balls, skating and climbing. These make the eye confused. At this moment, advertisements are useful to help people.

According to the modern advertisements about sportswear, people can get information easily to decide. Advertising is a form of communication whose purpose is to inform potential customers about products and services and how to obtain and use them. These advertisements can be classified into three kinds—for showing professional of athletes, for showing comfortable feelings and for showing sexual & fashion on athletes.

First kind of advertisements is showing professional sportswear. Professional sportswear is designed for the professional athletics. It is usually used in matches or trainings. So, the sell points that must be shown in the image are reducing the resistance and produce the athletes. Because of these two causes, the advertisements about professional sportswear must show the traits that are based on four sports characteristics—protective functions, isolation functions, ventilate and diathermanous abilities and Clothing physiology. Adidas had manufactured a series of waterproof sportswear in 2007.

In those advertisements, we can see the special material that shows that it protects athletes from water and good for ventilating. Another example is about Columbia Company. Columbia Sportswear Company is a United States

company that manufactures and distributes outerwear for sports. Their advertisements always show someone climbing, wearing isolation sportswear. This kind of images is based on athletes and sports characteristics.

Adidas 2007(waterproof) Columbia, outerwear The professional sportswear is always looked vocational. Because of emphasize the sports' specialties, it is not really suitable for daily exercises. Nowadays, people pay more attention to the comfort of clothes. So, they wear casual sportswear instead of professional sportswear. A kind of Adidas's sportswear that invites a star to be the prolocutor is showing the comfortable sportswear that can wear in daily life. Customers decide to buy before look at sports environments and self conditions.

About environment, for example, if you do sports outdoor, your sportswear should be suitable for the temperature. For self conditions, if you do exercises in gymnasium, your sportswear can not be loose to avoid the sportswear touch the sports equipments. But when you do yoga, you can not choose loose sportswear to protect from flying down. And the fatter person should choose the diathermanous sportswear. So, different sportswear advertisements need different characteristics for different situation. The images must show the different points to let customers find the excellences in a glance.

Adidas casual sportswear Sportswear for yoga Some young persons do sports for having a wonderful figure. They think that makes them more sexual and fashion. They do sports more times, the figure is better. The figure is better, they like wear sexual and fashion sportswear more. So, the

advertisements should be interesting, memorable, and enticing enough to encourage customers' selection over the hundreds of other possible entertainment choice that are in competition for the customers' attention. Most research on sexuality in media promotion has focus on images promotion specifically. For example, Soley and Reid(1985) reported that, there are 20. 8%of the advertisements images appearing during the 1982~1983 season contained references to sexuality.

Similarly, after analyzing Walker's (2000) research, 21. 5% of the images in1998 features sexual behaviors (up from 13. 3% in 1994), and 23. 4% is about sexual language (up from 11. 3% in 1994). According to these statistics, more and more companies and organizes realized the sexual visualize in advertisements can help them to catch customers eyes. I agree that some persons only pay attention to the advertisements with sexual visualize and will not to buy it because of station or some other things, but the fashion sportswear is suitable for everyone, whatever age, gender or appearance. Fashion can be defined that "are popular in a culture at any given time".

The style is changing every second, and " fashion" refers to the latest version of these styles. I think that there are some different styles in fashion at same time. So, the advertisements' images are important. The customer can only get the information about the productions through the images. Fashion is very important for people. No one want to be an out of style person, right? If you seem to be fashion, you are great-hearted and healthy in others' mind. This is the reason why more and more advertisements' images references to sexual and fashion visualize.

Have you realized that PUMA dropped behind Adidas or Nike before? And now, PUMA has been more better and more slap-up than others. Do you know the reason? In 1993, PUMA is going to break down. After one year, a new CEO, called J ochen Zeitz joins in the company. From 1994 to 2001, PUMA's saleroom is twice than 1993. Why? Because he put him focus on product suitable sportswear and using suitable advertisements. He classifieds the customers into five groups: Innovator, Early-Adopter, Early Majority, Late Majority and Lag g ard. And then, he catches the different characteristics of each group to product sportswear.

This example tells us, using suit advertisements to the case is rather than having a lot of perfect productions but do not have success advertisements to let customers know. Sportswear can make people to be seemed professional, comfortable, sexual and fashion. People will always pay attention to it. The useful way to let customers know the productions is using advertisements' images. Only success images can catch eyes. So, follow this direction, the different kinds of successful images is appearing. There are a great numbers of the images that suitable for each group. Now we know, if a company has great images in advertisements, the productions can be sold better.