

Tiger woods essay

[Business](#), [Marketing](#)



Slide one Tiger Woods is one of the worlds greatest golfing and sporting super stars. Born in 1975, his golfing career began early and in 1994, he already had won three United States Amateur titles alongside six junior titles. In 1996, away from sports, Tiger woods launched his foundation which raises funds to help talented but poor golfers to get their golfing careers on the roll. Tiger Woods is married to Elin Nordegren and they have two children together.

Slide Two & Three He won masters for his first major in 1997, won another in the following year and from 1999, Tiger won a series of back to back player of the year awards until 2004 His win of the masters in 2001, made him the first golfer to ever hold all professional majors at a single go. He shares the record for low score to par in professional majors, winning the British open by just eight strokes. His change of a swing made his golfing career suffer a set back in 2004 but it was up and running before one year was over, clinching two majors. In the year 2008, Tiger won a play off which was topped up by his win of the Accenture WCF championships in 2009.

Brand Tiger. Slide four Undoubtedly, tiger Woods has had a revolutionary effect on the golfing World as player and he has had an immense influence on the fortunes of television companies among others. Tournaments at which Tiger participates reportedly pull in double viewer ship compared to those tournaments that Tiger misses, in addition, Woods has had an influence on TV programs as well as schedules, programs and shows, columns as well as websites have been created about, or to involve Tiger Woods.

He too, has made a fortune, according the British broadcasting corporation he is reported to have made \$ 650 million in prize advertising, corporate outings, perfume lines, endorsements money among other revenues. Tiger is the world's highest earning golfer and in 2008 alone, Tiger reportedly made over seven million dollars in prize money, a further \$110million off the course, better yet he raked in a \$127 million the following year, \$24 in prize money . Tiger ScandalSlide fiveIn November 2009, Tiger Woods was involved in an early morning car crash which triggered off rumors alleging he did have affairs with multiple mistresses; Tiger was reportedly driving under the influence.

On, the second of December, Tiger confesses, albeit indirectly on his official website of having cheated on his wife, on December 9, 2009, play girl magazine said it had been approached to buy nude pictures of Tiger Woods and that it intended to publish them, if it could verify their authenticity but Tiger obtains a court injunction banning the publication of those photographs. Following these events, Tiger cancelled several golfing and business engagements, and these cancellations terminated in Woods issuing a public apology for marital infidelity and taking an indefinite leave from golf to help sort out his private life. Sponsors ReactionSlide sixTiger Wood's value fell dramatically especially since he was perceived as an inspirational and a trusted pair of hands. In an interview with the BBC, an executive at Davies Brown, a company that specializes in estimating celebrity power estimates that, Tigers score on inspiration and trust fell by over 60%.

Following these scandals and his subsequent announcement of breaking indefinitely, several sponsors moved first to drop Tiger Woods as their front man and public relations and several such engagements. First off Gatorade which announced it was ending the production of the Tiger Woods focus line and the company said that it did not envisage a helpful role for Tiger in its promotions thus ending Tiger's endorsement deal though they would continue their association with Tigers foundation. Gillette on its part announced that it was reducing its use of Tiger Woods in its promotions. A similar step decision was reached Proctor and gambol.

AT&T issued a statement of support for Tiger but announced that it was reevaluating its position, a precursor to dropping him. The consulting firm Accenture terminated a sponsorship deal that was meant to take six years saying in a statement, that it no longer considered Tiger Woods to be a fit envoy of the company. Other companies that reconsidered their positions include Harley Davidson, Cisco as well General Motors. On the brighter side, Nike stuck with Tiger Woods, issuing a statement in support of what it termed the world's greatest golfer, among the world's greatest athletes. Tag Heuer, a luxury watch maker, took a similar decision, but both Nike and Tag Heuer reduced advertisements as well as endorsements in which Tiger featured in what they termed as sensitive markets but continued those adverts in other markets.

In fact, Tag Heuer-Nike-Tiger Woods relationship has been fruitful. Chinese consider the Tiger affair as manly and boosts their self esteem (www.bbcnews/sports/golf/Tigerwoods).

MarketingSlide sevenThe decision by varied companies depended on the type of their products as well as the companies values. Marketing partnerships between celebrities and 'top of the range' companies aim at exploiting the credibility and trust worthiness and the knowledge, skill or experience of the celebrity. The sponsors and marketers who did have endorsement deals with Tiger, and whose products or values required credibility and trust sought to distance their businesses from Tiger Woods since their position would have been compromised. This is the motivation behind such Companies as Accenture pulling out of endorsement deals (Taplin, 1963). Companies with macho images, for instance Gillette stuck with Tiger since the manly image of Tiger did not suffer and even if it did, it is unlikely that their customers would boycott their businesses' products on the account of Tiger's infidelity.

Nike prides itself with success on the field, and making equipment and others to facilitate such and thusly will always want to be associated with sporting successes. Thus they chose to stick with Tiger Woods for his success on the field and not his escapades off the pitch; this is as well because Nike's products hinge on reliability, efficiency and ease of use rather than the credibility or trust worthiness of an endorsement (Nylén, 1993). Other companies that did stick with Tiger Woods include luxury goods makers like Tag Heuer which are lifestyle product, those products that owners would flaunt and like to have if they can. Buyers considered Tiger as a role a lifestyle model and if he wears Tag Heuer, then they would also like one regardless of what he gets up to in his bedroom. Thus, companies like Tag

Heuer, stuck behind since some aspects of Tiger's celebrity power did not entirely get washed away in the saga (Hirsich, 2000).

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