

# Love. company case

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Company Case Affiliation: Meaning of ESPN Brand to Consumers Consumers regard the ESPN brand as a fundamental component of consumption bundles across the company's market share. Specializing in numerous sports that fit the demands of different consumers, ESPN is a symbol of cross-market coverage of consumer needs through mass media and related mediums. SportsCenter has earned the company a name in its line of business, effectively taking over a significant market share in that line over rival companies. This program is the company's first and at the same time the most popular (Plunkett, 2006).

The SportsCenter program has successfully integrated and coordinated consumer welfare into the company. As a result, the consumers highly value ESPN brand. It is on this principle that the company has successfully pursued growth and development, diversely and dynamically meeting consumer tastes and preferences. Consumer satisfaction has, therefore, played a fundamental role in ESPN brand expansion. Expansion strategies have seen the company becoming a diverse and dynamic network with ABC.

#### ESPN's Business Aspect

Consumer-ESPN is characterized by several core benefits. Accessibility to sports new is not limited. On the same note, sports schedules and all games that are set to take place are made available to those who need them. In other words, ESPN is efficient and effective in offering sports entertainment. ESPN's products' diversity considers every aspect of a consumer. ESPN's actual is offered in different packages. Latest sports updates are televised. To endure that consumers are not glued to the TVs, the company makes its product available through website, magazine, radio station and mobile

telephone application (Plunkett, 2006). Point of accessing the product is, therefore, not limited. In relation to augmented product, ESPN can be relied upon for any given aspect of the sports industry.

#### ESPN's Brand Equity

Brand equity of the ESPN is very strong. ESPN and ABC effectively coordinate their activities in a bid to ensure reliability by the consumers. Numerous sports events are made available for the various consumer categories that the company has identified in regard to its brand. In other words, media coverage has been successfully integrated in the company's means of reaching out to the consumers (Plunkett, 2006). It is through this factor that ESPN's brand equity has become stronger over time. Brand equity and brand value are intertwined in this case. Easy access to the ESPN brand has enhanced consumer loyalty. Product and/or service delivery by ESPN is, therefore, of great value across different consumers.

#### Co-Branding Efforts involving the ESPN Brand

Co-branding efforts by the company come with both benefits and risks. One of the core-branding efforts is ESPN's integration with ABC. The benefit here is that the viewing audience is now larger. However, adding another station is likely to lead to reducing numbers of fans. ESPN on ABC is another co-branding effort. In this case, access to sporting activities is improved, but it is not guaranteed that the expected outcome will be realized. ESPN has mobile applications. Access to products is diversified, but breakeven problems may be experienced in a year (Plunkett, 2006). Finally, ESPN360.com is another undertaking that relates to co-branding effort. The benefit of this effort is that videos can be accessed at any time by request, and at the

same time, websites reach out to masses easily. However, this enterprising effort may not be profitable in the long run.

### Brand development Strategies

Brand development is a crucial business aspect for ESPN. Strategies that aim at successfully pursuing brand development should be effective and efficient prior to company's operations and performance (Plunkett, 2006). Creativity and innovativeness have characterized ESPN's past activities, aimed at taking sports to the next level. Consumer access to sports news and events has been the primary objective of the company. Future brand development is a crucial factor to consider. It is necessary that the company studies changes in consumer behavior over time, so as to forecast future demand trends. Future consumer expectations are essential to consider today. This will help the company build a firm ground of operation, performance and expansion in the long run, taking into account consumers' diversity and dynamism.

### Reference

Plunkett, J. (2006). Plunketts entertainment and media industry almanac. New York: Plunkett Research Ltd.