

Activity Sheet 1.1


Sporting Fashion or Fashioning Sport

Sports-kit manufacturers are incredibly important to the sports and to the fans. Read the following information about the 1998 World Cup and some of the companies involved. Critics say the companies are getting too powerful. What do you think?

1998 World Cup

France v Brazil or ... Nike v Adidas?

- Final watched by 1.7 billion viewers
- Official merchandising raised £800 million
- European TV rights for the next two World Cups is £1.12 billion
- FIFA estimates final revenue from 1998 is £20 billion

ADIDAS	NIKE 
Dominates the European market in sports kit, especially football	Dominates the USA market in sports kit, especially athletics and basketball
Bought exclusive official sponsorship rights. This gave them permission to use the logo and name of the competition	Could not refer to the World Cup but used lots of footballing images for marketing
Official kit supplier to French team, the competition winners	Official kit supplier to the Brazilian team, the competition runners-up
Set up a Football Village, which had 800,000 visitors, shop points spread all around, big screen to view Adidas-sponsored 4-a-side children's competition	Set up Nike Park, which had 450,000 visitors; all had to exit via shop tents, aimed at children. Also set up outreach workshops to train children around France
Also sponsored Spain, Argentina, France, Romania, Yugoslavia, Germany	Also sponsored South Korea, USA, Holland, Nigeria, Italy (and non-qualifiers Russia, Slovakia, Poland and Portugal)
Spent £12.5 million on TV adverts during the competition	Spent £24 million on its World Cup advertising campaign