



# Riding the waves of success: unveiling the sports branding of the ASIAN beach games 2008 Bali

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## ABSTRACT

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Riding the Waves of Success: Unveiling the Sports Branding of the Asian Beach Games 2008 Bali" investigates the strategic and creative efforts behind the branding of the Asian Beach Games held in Bali in 2008. This research outlines the comprehensive approach taken to create a unique brand identity, different and memorable for the event, in line with the spirit of the game and Bali's unique cultural background. Through careful planning, innovative design, and effective communication strategies, branding initiatives. The research aimed to capture the essence of beach sports while showcasing the spirit and hospitality of Bali to a diverse international audience. This study uses a qualitative method. The research results provide insight into the key elements of the branding process, highlighting its impact in promoting the sport, fostering regional cooperation, and leaving a lasting impression on participants and spectators.

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## 1. INTRODUCTION

The branding of sporting events plays a crucial role in shaping perceptions, fostering engagement, and amplifying the overall experience for participants and spectators alike. This research paper, titled "Riding the Waves of Success: Unveiling the Sports Branding of the Asian Beach Games 2008 Bali," delves into the intricate process of developing and implementing a compelling brand identity for the Asian Beach Games held in Bali in 2008. By examining the strategies, challenges, and outcomes of this branding endeavor, we aim to glean insights into the effective utilization of branding in the context of international sporting events.

Sporting events serve as platforms for cultural exchange, athletic prowess, and regional cooperation. However, amidst the plethora of events vying for attention on the global stage, effective branding becomes imperative to differentiate and elevate the profile of a particular competition. The Asian Beach Games 2008 presented a unique opportunity for Bali to showcase its scenic beauty, rich culture, and hospitality to a diverse audience of athletes, officials, and spectators. However, to fully capitalize on this opportunity, it was essential to craft a cohesive and captivating brand identity that encapsulated the essence of beach sports while resonating with the spirit of Bali.

Prior research in the field of sports branding has underscored the significance of creating authentic, visually compelling, and culturally resonant brand identities. Studies by Frederick and Patil (2016) emphasize the role of branding in enhancing the economic value and marketability of sporting events (Frederick & Patil, 2016), while Hatch and Schultz (2010) highlight the importance of aligning branding strategies with the cultural context of the host region (Hatch & Schultz, 2010). Moreover, research on destination branding by Pike (2009) provides insights into leveraging place-based attributes to create memorable visitor experiences (Pike, 2009).

In addressing the branding challenges of the Asian Beach Games 2008 Bali, several solutions and strategies were employed. Incorporating elements of Balinese culture, such as traditional motifs, colors, and symbols, into the brand identity to create a sense of authenticity and connection with the host destination. Designing a visually striking logo and promotional materials that captured the dynamic and energetic nature of beach sports while evoking the natural beauty and serenity of Bali's coastal landscapes. Implementing a comprehensive communication strategy to effectively promote the event across diverse channels, including traditional media, digital platforms, and on-site branding, to maximize visibility and engagement. Engaging local communities, businesses, and stakeholders in the branding process to foster a sense of ownership and collective pride in hosting the games, thereby enhancing support and participation.

Branding has become an important management priority for all types of organizations. Marcomers notes that there are five important components in branding (Zagonel et al., 2019), namely positioning, storytelling, design, price, and customer relationship. This is the value of positive branding in a component if the perception of its quality is greater and higher than the perception of the sacrifices made by consumers. For this reason, marketers must have the ability to create positive experiences in their efforts to communicate branding. Branding is in a unique position to obtain these aspects because branding can utilize the impulses of national aspiration that underlie human aspirations (Gobe, 2010).

The concept of beach sports branding is often used to analyze how branding creates value. Beach sports branding is the effect or results obtained from marketing a product with its branding name compared with the effects or results that would be obtained from non-comparative marketing of the same product in the beach sports industry in the 2008 Asian Beach Games in Bali. It turns out that consumer-based branding equity analysis is critical. The most common models for measuring branding equity from the consumer perspective were proposed by (Asker & Longwel, 1994). Aaker (1991) considers branding equity as a synopsis of the advantages and disadvantages that customers have related to a branding or symbol and which drives the value of a product or service. Keller draws on Aaker's conceptual framework and suggests a customer-based beach sports brand equity model that treats customer knowledge as the primary driver of beach sports branding equity.

There are several reasons to apply Keller's (2001) customer-based branding equity concept to measure the brand equity of beach sports branding in the 2008 Asian Beach Games in Bali (Keller, 2001). First, this model provides more detail than other models regarding the considerations needed when measuring branding equity. Second, compared with other models. This fosters a more useful insight dimension of consumer knowledge structures that determine dimensions of branding equity that can be at least partially controlled by club managers. Third, several of Keller's main ideas have been successfully adapted into the context of beach sports.

In other words, beach sports branding is a strategy to market the country's image in the eyes of the international community at the 2008 Asian Beach Games in Bali. Apart from the positive image of the country, this branding also contributes to strengthening identity, increasing exports, and attracting investors and foreign tourism (Montanari et al., 2018). This beach sport has also become branding within a country which aims to increase

exposure, reputation and products from that country. The concept of beach sports branding is not only for consumer products: it can also be applied to services and renewables in beach sports destinations. Beach sports destinations are a combination of aspects of many individual products and services that can be difficult to bring together. Because strong beach sports branding protects itself from competitive threats by reducing substitutability, and in a market saturated with many similar beach sports destinations, differentiation becomes the only way to conduct a survey.

By exploring the implementation and outcomes of these branding solutions, this research aims to offer valuable insights into the effective utilization of branding strategies in the context of international sporting events, with implications for future event organizers and destination marketers.

## 2. RESEARCH METHOD

This study uses a qualitative method. In the general definition, qualitative methods are a type or type of social science research that collects and processes numerical data and attempts to find out the meaning of these data to help and understand the phenomena of social life. In this analysis, data is concentrated in the form of processes, values and interactions so that it can discover the characteristics and qualities of a phenomenon. Then, in this case, the explanation is also inductive, that is, it comes from the general and will focus on the specific. The advantage of the qualitative method is that it is a way of exploring that digs deep (not just on the surface) and this acknowledges the author's existence in the same reality so that the author's personal opinion can also be expressed again (subjective). In this research it is also used to make it possible to collect rich and detailed information about individuals. This method allows for increased depth of understanding of cases and situations without generalization (Chowdhury & Shil, 2021). Then also study academic literature regarding research work related to the image of a country's brand. Researchers also collect data contained in print media.

In this research, data processing techniques were carried out where the results of interviews, observations and secondary data documents were collected to be processed and interpreted in accordance with the research objectives. Primary data in this writing is data from interviews and observations. Meanwhile, the secondary data used in this writing is data obtained from the documentation method. Documentation takes the form of literature research, namely reviewing information contained in various literature, and also downloaded from internet sites (websites), online journals, and also books related to this research in branding beach sports for the Asian Beach Games. 2008 in Bali.

Data analysis techniques in research using hermeneutic phenomenology, data analysis has similarities with critical analysis. In a narrative analysis, there are at least two most important things in it, namely story and storytelling. In narrative theory, at least we get details in the use of grammar, descriptions of various important features, and narrative traditions that have developed in human culture. Everything must contain a clear structure and have complete writing. Ricoeur calls it emplotment, which consists of a sequence of episodes and logical connectivity (King et al., 2008).

## 3. RESULTS AND DISCUSSIONS

Respondents consistently highlighted the importance of incorporating Balinese cultural elements into the branding of the Asian Beach Games 2008. The use of traditional motifs, colors, and symbols not only resonated with local communities but also enhanced the authenticity and appeal of the brand identity among international audiences. Participants praised the visually striking logo and promotional materials used for the games, noting their ability to capture the essence of beach sports and the natural beauty of Bali's coastal

landscapes. The dynamic and energetic design elements were perceived as effective in attracting attention and generating excitement about the event.

Stakeholders emphasized the significance of a comprehensive communication strategy in promoting the Asian Beach Games 2008. By leveraging traditional media, digital platforms, and on-site branding, organizers were able to reach diverse audiences and generate anticipation for the event, ultimately contributing to its success. Local communities expressed a strong sense of pride and ownership in hosting the games, citing their involvement in the branding process as a key factor. By engaging stakeholders from the outset and soliciting their input, organizers fostered a collaborative spirit that enhanced support and participation in the event.

The research findings provide valuable insights into the branding of the Asian Beach Games 2008 in Bali and offer several points for discussion: The incorporation of Balinese cultural elements into the branding of the games highlights the importance of authenticity in destination branding. By celebrating the unique identity of the host destination, organizers were able to create a meaningful and memorable experience for participants and spectators alike. The visually compelling design elements used in the branding of the games demonstrate the power of visual storytelling in capturing the spirit of a sporting event and its host location. Through effective use of color, imagery, and typography, organizers were able to convey the excitement and energy of beach sports while showcasing the natural beauty of Bali's coastal landscapes.

The success of the branding initiative can be attributed in part to the strategic communication efforts employed by organizers. By leveraging a mix of traditional and digital media channels, as well as on-site branding opportunities, organizers were able to maximize the reach and impact of their messaging, generating excitement and engagement leading up to and during the event. The involvement of local communities in the branding process reflects a participatory approach to destination management and event planning. By engaging stakeholders from the outset and soliciting their input, organizers not only fostered a sense of ownership and pride but also tapped into local expertise and resources, ultimately enhancing the success of the event. The findings regarding beach sports branding in the 2008 Asian Beach Games in Bali are that the credibility of destination branding is important. Emphasizes that the message of beach sports destinations must be a reinforcement of what already exists and not a fabrication, not delivering on what its branding promises will have a negative impact on generating return visits and could damage its reputation (Heimlich & Ardoin, 2008). The challenge in branding a beach sports destination is bringing together all the different aspects of a place, especially if the place is as large and diverse as a country or region. Gilmore (2002) states that branding identity for large coastal areas such as countries and regions must be broadly inclusive (Gilmore, 2002). Of course, certain aspects of a beach sports branding destination will be promoted more than other aspects to certain groups, but these aspects must be linked back to the branding of the country and region in the 2008 Bali Asian Beach Games.

According to Simon Anholt (2009), beach sports branding is the management of a destination through strategic innovation and coordination of economic, social, commercial, cultural and government regulations (Anholt, 2010). Dinnie (2008), beach sports branding is also identifying a brand attribute as something that the beach must have in order to create a foundation that is applied to create a positive perception from the audience (Dinnie, 2008). Mart et al., (2020) in beach sports branding research stated that in a communication context the image of a beach goes through three stages of communication, namely primary, tertiary and secondary (Mart et al., 2020). From various points of view regarding beach sports branding. Hexagon branding is most suitable to be used as a reference in evaluating beach sports branding compared to other concepts which focus on efforts to implement beach sports branding at the 2008 Asian Beach Games in Bali.

The 2008 Asian Beach Games was the first Asian level competition in beach sports and was held in Bali, Indonesia on 18-26 October 2008. The 2008 Asian Beach

Games was attended by 45 countries and regions throughout Asia. The first Asian Beach Games was the second Asian multi-event held in Indonesia after the 1962 Asian Games in Jakarta. However, the choice of Indonesia as host was not initially proposed by Indonesia itself, even though there were 6 other countries interested in holding this sporting event. This is an honor and trust for Indonesia, especially for the province of Bali.

Then, 10,000 athletes and 45 countries will participate in this match. The Asian Beach Games is a multi-sport event that will be contested every two years, involving 13 sports from 45 countries. The participating countries that will appear are East Asia, Southeast Asia, South Asia, Central Asia and West Asia. The sports that are competed in are beach sports that are not competed in at the Olympics, such as surfing, windsurfing, dragon boating, beach volleyball, beach sepaktakraw, beach soccer, triathlon, marathon swimming, paragliding and woodball. Asian beach games for the first time because it has complete infrastructure such as good beaches and complete hotels. To achieve optimal results in this competition, Indonesia has carried out coaching from an early age during training camps.

The 2008 Asian Beach Games in Bali was a golden opportunity for Indonesia to build national branding. Chairperson of the Bali Organizing Committee (BAGOC) Rita Subowo, stated that the 2008 Asian Beach Games were more than just a sports competition, but rather a branding medium for promoting Indonesia's vision in the eyes of the world (Fauzi and Hapsari, 2018). Even though the budget that must be covered is not small, many countries are interested in hosting multinational sporting events. This is because in various multinational sporting events it is seen as an important element in the branding process of a country (Moisescu, 2009). Multinational sporting events such as the Asian Beach Games are able to attract extraordinary media coverage and this increases global awareness of the host country and country. The host country can actively exploit this opportunity and take advantage, especially in improving the country's image and competitive position (Black & Westhuizen, 2004).

One example of the use of multinational sports activities as a branding medium is Indonesia in the 2008 Bali Asian Beach Games. Indonesia is considered capable of utilizing the 2008 Asian Beach Games as a medium to increase the country's visibility and the importance of its existence to the world. The momentum of the 2008 Asian Beach Games was successful in reflecting a signal of Indonesia's strength in the fields of sports, economics and global politics (Greyser, 2008). This beach sports match will be eagerly awaited by people from all over the world to watch and even go directly to the venue for the sports match. Becoming the host country for beach sports events is something that is highly anticipated and dreamed of because the arrival of tourists to watch the games provides an opportunity in the form of an economic boost, causing developing countries to compete to host sporting events.

The many events that occurred in 2008, such as the Asian Beach Games, will create their own hype among the community. Therefore, big tournaments like the Asian Beach Games can be an attractive event for brands to create opportunities to get the attention of beach sports enthusiasts. This branding requires consideration of a two-layer experience and users of various distribution channels in order to reach a wider audience. What distribution channel is best depends on the target audience and branding needs. Because at this time the euphoria of beach sports matches is not only focused on watching the matches live or on television or radio broadcasts. However, with technological developments, currently sports fans enjoy various sports offerings via live streaming or social media content such as Facebook, Instagram and Twitter.

The 2008 Asian Beach Games in Bali have actually created a whirlwind of publicity and attracted public attention throughout the world. In this situation, for many parties it is used to convey brand messages or product branding for beach sports. The influence of the media economy has dramatically changed the world of sport, with sports organizations increasing their focus on communications and assets such as branding and reputation.

More strategic communication in the sports industry takes broader consideration and deeper reflection on how the world of sport is intertwined with communication and the processes of creation, selection and retention of interactive meaning (Weick, 1979). The Asian Beach Games event is used for their benefit to reach millions of people and form more personal connections with viewers and supporters

The branding of the Asian Beach Games 2008 in Bali serves as a compelling case study of effective destination branding and strategic event management. By integrating cultural authenticity, visual storytelling, strategic communication, and community engagement, organizers were able to create a cohesive and memorable brand identity that contributed to the success and legacy of the games.

#### 4. CONCLUSION

The branding of the 2008 Asian Beach Games in Bali is a prime example of how strategic branding can have a transformative impact in the realm of global sporting events. By seamlessly integrating Balinese cultural elements, utilizing visually arresting design, and executing strategic communication tactics, the branding initiative effectively highlighted the distinctive features of beach sports and the host destination. This cohesive brand identity not only increased the visibility and marketability of the games, but also instilled a sense of shared pride and regional collaboration. The implications drawn from this research resonate across multiple sectors: it underscores the critical role of strategic branding in enhancing the status and impact of sporting events. Aligning branding strategies with the cultural fabric and aspirations of the host location allows organizers to create memorable experiences for participants and spectators. Incorporating local heritage into the branding will deepen the connection with the community and resonate with diverse audiences, ultimately making the event distinctive and leaving a lasting legacy. Engaging local stakeholders throughout the branding process will foster a sense of ownership and collective commitment to the success of the event. A comprehensive communications strategy across multiple channels is essential to maximize the reach and impact of branding, ensuring effective promotion and engagement before, during, and after the competition. While this study offers valuable insights, it recognizes the limitations inherent in its focus on the branding of the 2008 Asian Beach Games in Bali, which encourages future exploration into broader contexts and more robust methodologies. Nevertheless, the findings enrich our understanding of the critical role of branding in the success of international sporting events, as well as providing actionable guidance for practitioners and academics.

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