

An Analysis of the Optimization of ANTA's Marketing Strategy

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Abstract: ANTA's announcement of Irving as the face of their basketball division, alongside record revenue growth, underscores the potency of strategic marketing in driving profitability and brand recognition. This paper explores the significant impact of effective marketing strategies on business development, using the case study of ANTA's collaboration with NBA player Kyrie Irving as a focal point. By adopting SWOT analysis, this paper delves into the pivotal role of marketing in leveraging strengths, addressing weaknesses, seizing opportunities, and mitigating threats. Moreover, it elucidates Irving's multifaceted influence, from his on-court prowess to his social media presence and philanthropic endeavors, underscoring the immense value he brings to brand partnerships. This paper further examines the synergies between ANTA's brand strengths and Irving's influence, emphasizing the competitive edge attained through strategic collaboration. While the study identifies the importance of marketing strategies, it also acknowledges areas for future research, advocating for deeper empirical analysis and case studies to enhance insights into maximizing marketing efficacy. Ultimately, this paper underscores the paramount importance of robust marketing strategies in optimizing business competitiveness and driving sustained growth in dynamic market landscapes.

Keywords: ANTA, Kyrie Irving, Marketing strategy.

1. Introduction

ANTA's recent signing of NBA player Kyrie Irving on July 12 has a profound impact on the company's growth and revenue. By appointing Irving as the Chief Creative Officer, ANTA has leveraged his star power and expertise to enhance the brand's image and drive profits. One of the key initiatives Irving is involved in is the design of an exclusive logo and personal product line for ANTA Basketball, which is expected to further boost the company's financial performance. In 2023, ANTA experienced a remarkable 16.2% increase in revenue, reaching a record RMB 62.36 billion (US\$8.63 billion). This growth was driven by the success of the namesake brand, which saw its revenue grow by 9.3% to RMB 30.31 billion [1]. These impressive figures highlight the power of effective marketing strategies in elevating brand awareness and attracting a larger customer base. Successful marketing strategies not only enhance brand visibility but also have the potential to drive product or service sales. By understanding and meeting customer needs, companies can foster customer loyalty and retention, which in turn contributes to sustained profitability. Furthermore, innovative and targeted marketing approaches can open doors to new markets and appeal to diverse

customer segments, expanding the company's reach and revenue streams. To navigate the complexities of the market, businesses employ various analytical tools, such as a SWOT analysis [2]. This method allows companies to gain insights into their internal strengths and weaknesses, as well as external market opportunities and threats. Armed with this knowledge, companies can strategically position themselves to capitalize on market opportunities while mitigating potential risks. The significance of a robust marketing strategy for driving business development cannot be overstated. It not only forecasts future growth but also enhances customer retention and guides a company's competitive strategies. ANTA's partnership with Kyrie Irving exemplifies the power of effective marketing, as it has not only elevated the brand's image but also contributed to its sustained success and profitability. By continuously refining their marketing approach, companies can remain competitive, expand their market share, and secure their position in the industry [3].

2. Technical Attainment and Playing Style

Brand identity has become a top priority for branding. As the demand for branding grows, a number of professional service (design, advertising, consulting) firms have come into existence. These companies are mainly responsible for the design related to brand identity, which has become one of the main businesses of many advertising agencies that have flourished in the last century [4]. In the modern professional basketball league, players have evolved from being mere athletes to becoming pivotal figures in commercial branding and marketing. Kyrie Irving, one of the top basketball players, possesses commercial value that extends beyond his on-court performance and stems from his personal traits and image. A comprehensive analysis of Irving's characteristics allows for a better understanding of his value in the business world. One of the key elements contributing to Irving's commercial value is his technical prowess and playing style. As an exceptionally skilled point guard, Irving's superb dribbling and scoring ability make him the focal point of attention on the court. His technical performance not only garners the applause of fans but also captures the interest of numerous commercial brands. In business collaborations, Irving's technical advantages serve as a significant selling point, attracting more partners and creating additional business opportunities. In addition to his on-court abilities, Irving excels in social media engagement and personal image development. His active participation in various social media platforms and frequent interaction with fans have not only bolstered his popularity but have also strengthened the emotional connection he shares with his supporters. Furthermore, Irving's unique style and personalized image have garnered a substantial fan following. In the realm of business partnerships, Irving's social media presence and personal image provide brands with broader exposure and deeper market penetration. Irving's character also shines through his positive attitude towards off-court activities and philanthropy. Owen told Interface News, "The core elements included in the design of the signature shoe are love, forward thinking, visual craftsmanship, listening to the community, focusing on charity, and helping those in need. It's a product that will use a lot of craftsmanship and ensure comfort, amongst all the details "I'm involved in" [5]. His active involvement in charitable endeavors and commitment to promoting social good highlight an aspect of his personality that can be leveraged by brands to enhance their corporate social responsibility image. By aligning themselves with Irving's values and contributing to meaningful causes, brands can enhance their reputation and cultivate customer loyalty. To fully comprehend Irving's commercial value, one must consider his multifaceted attributes, including his technical skills, social media presence, personal image, and philanthropic activities. By understanding and leveraging these facets of his character, businesses can forge stronger partnerships with Irving, thereby enhancing their brand image and expanding their market reach. The modern professional basketball league has transformed players into more than just athletes, with Kyrie Irving exemplifying the commercial value derived from personal traits and image. His technical abilities,

social media engagement, personal image, and philanthropic endeavors all contribute to his overall commercial value. Businesses that recognize and capitalize on these aspects of Irving's character can form stronger partnerships with him, ultimately enhancing their brand image and expanding their market reach in the process.

3. Social Media Presence and Personal Image Building

Since the 20th century, the development mode of China's sports brand enterprises has mainly been to use the expansion of stores to increase turnover, although this channel expansion has temporarily promoted the economic development of their enterprises, but it has also left serious problems for the enterprises. Along with the continuous development of domestic sports brand enterprises, the internal conflict between domestic sports brands has become more serious, while the localized management strategy of international sports brand enterprises for the Chinese market has also gradually shown its effectiveness [6]. ANTA, as a leading sporting goods brand in China, has always been at the forefront of innovation and strategic partnerships to enhance its international influence. One such collaboration opportunity has presented itself in the form of Kyrie Irving, a renowned American basketball star with Native American heritage. This unique combination holds great potential for ANTA to expand its presence in the competitive US market. By leveraging ANTA's brand strengths and incorporating Irving's heritage, the partnership can provide ANTA with new inspiration and direction in developing the US market. The incorporation of Irving's Native American heritage can lead to the creation of unique product lines and innovative marketing campaigns. ANTA, being an international brand, can design and launch a series of products that pay homage to Native American culture, including basketball shoes and apparel inspired by the rich traditions and symbolism of the Native American people. This strategic move not only captures the attention of American consumers but also establishes a distinctive brand image for ANTA in the American market, setting it apart from its competitors. The combination of Irving's Native American heritage and ANTA's dedication to quality and innovation can create a broader market space for the brand to thrive in the US. Native American culture holds significant esteem in today's society, with increasing recognition and appreciation for its rich history and traditions. By collaborating with Irving, ANTA can incorporate Native American cultural elements into their product design, marketing activities, and overall brand strategy. This integration will attract a dedicated consumer base interested in supporting brands that embrace and celebrate diverse cultures. Through this strategic partnership, ANTA can expand its influence and market share in the US by appealing to consumers who are captivated by Native American culture. The incorporation of Native American heritage into ANTA's offerings will not only attract attention but also establish a deeper emotional connection with consumers who value cultural appreciation and authenticity.

Furthermore, this collaboration enables ANTA to tap into Irving's personal brand and influence, as he embodies the values of determination, resilience, and cultural pride. His affiliation with ANTA and the incorporation of his Native American heritage will resonate with consumers who resonate with these values, further boosting ANTA's image and market appeal. The collaboration between ANTA and Kyrie Irving holds immense potential for both parties. By combining ANTA's brand strengths with Irving's Native American heritage, ANTA can create unique product lines and marketing campaigns that resonate with American consumers. This strategic move will not only differentiate ANTA from its competitors but also establish a deeper connection with a dedicated consumer base. Through this collaboration, ANTA can expand its influence, market share, and brand image in the highly competitive US market. As a sunrise industry in China, sports industry has a broad development prospect and potential. ANTA's development model also provides an example for the development and construction of other sports brands in China [7].

4. Off-Court Activities and Philanthropy

Kyrie Irving, a top basketball player known for his exceptional skills on the court, has also established a significant presence in the business world. His influence extends beyond the realms of athletics, as he becomes the face of various brands and forms lucrative business partnerships. By delving into the concept of Kyrie Irving's star effect, we can gain a better understanding of how his influence impacts business sales and awareness. One of the key aspects of Kyrie Irving's star effect is its ability to significantly boost the sales of a company's products. As a highly respected basketball player, his image and fame attract a vast number of fans and supporters. When companies choose Kyrie Irving as their brand ambassador, they not only benefit from his exceptional performance on the basketball court but also leverage his influence and extensive fan base on social media to market their products. Due to his endorsement, Kyrie Irving's fans and supporters are more inclined to purchase the endorsed brand's products, ultimately leading to a substantial increase in the company's sales. Furthermore, Kyrie Irving's star effect plays a vital role in increasing business awareness. Being an internationally acclaimed basketball superstar, Kyrie Irving's name and image are widely recognized. When companies opt to collaborate with him, their brands gain greater exposure and attention. Whether it be on the court or in everyday life, Kyrie Irving commands a tremendous amount of attention, which effectively enhances a company's visibility and brand image. By closely analyzing the strengths of the ANTA brand and Kyrie Irving's influence in the basketball world, it becomes evident that their partnership can be fully exploited to create a robust marketing cooperation strategy. To ensure a successful collaboration, measures can be implemented to address potential disadvantages and market threats. This can involve developing a clear brand positioning strategy and establishing a comprehensive risk management plan [8].

By seizing the opportunity to collaborate with Kyrie Irving, ANTA and its co-created products can gain a competitive edge in the market, further solidifying the company's position in the sports footwear and apparel industry. Consumers are more likely to develop an interest in and desire to spend money on brands associated with Kyrie Irving. Moreover, Kyrie Irving's personal image enhances the professionalism of ANTA's sports products, making them more appealing to potential customers. Kyrie Irving's star influence extends beyond the basketball court and leaves a significant impact on the business world. Through his endorsement, companies can witness a substantial increase in sales, as his image and influence attract a large fan base. Additionally, working with Kyrie Irving enhances a brand's visibility and image, ultimately leading to increased awareness. By thoroughly examining the potential of a partnership between ANTA and Kyrie Irving, businesses can leverage their respective strengths and create a successful marketing strategy. The collaboration not only solidifies ANTA's position in the market but also attracts consumers who are drawn to Kyrie Irving's image and professionalism [9].

5. Conclusion

In this paper, the study delves into the strategic integration of NBA star Kyrie Irving into ANTA's marketing campaigns, aiming to shed light on the significant impact it has had on the brand's growth and market positioning. By investigating Irving's dual roles as both the face of ANTA Basketball and its Chief Creative Officer, the research reveals how his involvement has played a pivotal role in driving the company's revenue and enhancing its brand image.

A notable example of the profound effect of celebrity endorsements in sports marketing is seen in 2023, after Irving's endorsement, when ANTA experienced a remarkable 16.2% revenue increase, reaching an unprecedented RMB 62.36 billion. This staggering growth emphasizes the power and influence that celebrity endorsements can have on a brand's financial success. To gain a

comprehensive understanding of ANTA's marketing strategy, a thorough SWOT analysis was conducted. This analysis revealed how the company leverages its strengths, addresses its weaknesses, capitalizes on market opportunities, and mitigates potential threats. The study showcases how Irving's involvement goes beyond typical endorsements, as he actively participates in product design and branding. This level of involvement not only boosts sales but also strengthens customer loyalty and attracts new customer segments. As a result, ANTA is able to maintain a sustained competitive advantage. The essay concludes by asserting that integrating an athlete of Irving's caliber into strategic marketing initiatives is not just about amplifying brand visibility, but also about fostering significant market penetration and profitability. The success of ANTA's model serves as a valuable reference for other companies aiming to enhance their marketing strategies through celebrity endorsements. The implications of this research are crucial for predicting future trends in sports marketing. By understanding the power of celebrity endorsements and the importance of athlete involvement in product design and branding, firms can navigate the complexities of brand development in competitive markets more effectively. This study provides valuable insights and guidance for companies seeking to optimize their marketing strategies and capitalize on the benefits of celebrity endorsements [10].

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