



City of Cambridge

50.

IN CITY COUNCIL

June 20, 1994

COUNCILLOR TRIANTAFILLOU
COUNCILLOR BORN

WHEREAS: Colorful banners were installed over the streets of Cambridge promoting the World Cup Soccer Games; and

WHEREAS: The banners contain advertising for commercial companies; and

WHEREAS: The banners were installed without proper authority from the City Council contrary to city ordinances; now therefore be it

RESOLVED: That the City Manager be and hereby is requested to submit a written report detailing how and why the banners were installed and who was responsible for the decision and who owns the banners; and be it further

RESOLVED: That the City Manager inquire of the owners whether said banners can be substituted for ones without a commercial message and whether other reasonable mitigation measures can be taken.

In City Council June 20, 1994.

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk

A true copy;

ATTEST:-

A handwritten signature in cursive script that reads "D. Margaret Drury".

D. Margaret Drury
City Clerk

Marketers get kick from World Cup

by STACY NEASE
JOURNAL STAFF

Reebok International Ltd. is a "nonofficial" backer riding the coast of World Cup soccer in hopes of a global business boost.

The \$3 billion, Stoughton-based athletic footwear and apparel maker is pursuing several aggressive soccer-related marketing and advertising activities, including promotional tie-ins with General Mills' Wheaties cereal, Sprint Communications Co. and The Athletes Foot.

"The World Cup is obviously a huge event for all sneaker companies," said Bruce Angus, Reebok's associate category leader for Soccer Worldwide.

It is a big event for many companies, as an estimated 600 million people are expected to watch each of the 52 games, according to the World Cup Organizing Committee in Los Angeles. As a result, all sorts of businesses are trying to scorp from the games, which begin next week.

Reebok's strategy includes using the Reebok logo over soccer balls on boxes of Wheaties. Also, some of the cereal's 15-ounce boxes feature Reebok soccer endorsements from the national teams of Mexico, Brazil and Colombia.

At selected Athletes Foot stores, Reebok is offering a free \$10 Sprint Prepaid Calling Card depicting an image of Reebok soccer endorsers, with the purchase of \$35 worth of Reebok products.

TV ads feature Reebok soccer stars Carlos Valderrama of Colombia, Dennis Bergkamp of Holland and Gabriel Batistuta of Argentina to run during Univision's World Cup telecast and CNN's "World Soccer Weekly."

At least one published report said Reebok will spend \$2 million to advertise on Univision during the World Cup. Reebok officials would

not confirm the figure or say how much the company is spending on the soccer effort.

Reebok is also providing uniforms and footwear to the Russian national team and providing footwear for more than 75 players.

However, the company is not an official World Cup sponsor and its decision to join in a soccer-related marketing blitz—along with its main rival Nike Inc.—has raised questions over whether it is infringing upon Adidas America's rights. Adidas America paid approximately \$10 million to become an official World Cup sponsor.

Beaverton, Ore.-based Nike, which also is not an official World Cup sponsor, is running commercials featuring Nike-sponsored soccer players.

"It's wrong to me because when you use that type of mentality and the average person sees that, they think they're an official sponsor," said Stephen Disson, managing director of D&F Consulting Ltd., a sports marketing group in Washington, D.C.

But according to Reebok's Angus, Adidas may own the official right to use the World Cup logo, but "it does not mean that Adidas owns soccer by any stretch of the imagination," he said.

Adidas, which acquired the rights to use the official World Cup logo and have a fieldside billboard, is not surprised that other competitors are trying to cash in on the games.

"They're just trying to get into the game. They're just figuring out if it's a good business. It's something we've known for quite some time," said Tom Kain, Adidas America's soccer business unit manager. "The World Cup will become a big boardroom marketing blitz."

Sandy Briggs, executive director of The Soccer Industry Council of America, based in North Palm Beach, Fla., says marketing toward big sporting events is becoming increasingly commonplace, regardless of

whether the company has paid to become an "official."

Yet some are labeling the practice "ambush marketing" and accusing nonsponsors of capitalizing on events companies pay millions of dollars to be "officially" affiliated with.

"It's no different than any other type of ambush, whether it's pirating records or tapes. It's just not viewed as strongly as with an actual product," said Disson of D&F Consulting.

While the World Cup's marketing arm, World Cup '94 Marketing, has cautioned Reebok, along with a dozen other companies, for soccer-related marketing activities, it is not concerned with any current Reebok campaign, said Richard Levine, general manager and general counsel of World Cup '94 Marketing.

"I haven't seen any current activities on the market that I consider an ambush," he said.

According to Levine, "ambush marketing" constitutes a public display of promotional activities that incorrectly establishes, infers or implies an entity, other than a 1994 World Cup official entity, is affiliated with the World Cup.

Levine said World Cup officials will protect sponsors from unofficial "ambush marketers" by taking them to court.

Reebok says it's just looking to promote its soccer business and "ride along the wave" of the World Cup, Angus said. He would not make any sales projections as a result of the promotions.

"Our marketing activities happened



Reebok and Wheaties are teaming up for a World Cup promotion.

before the World Cup and will continue during the World Cup and after the World Cup," Angus said.

Reebok began manufacturing and marketing soccer-related products worldwide 18 months ago. Before, it only offered such products in the United Kingdom.

The World Cup's hierarchy has added to the sponsorship confusion. While official international sponsors—which pay about \$20 million for the rights—are selected by Switzerland-based ISI Marketing, the World Cup Organizing Committee in Los Angeles chooses marketing partners, like Adidas America and Sprint, which pay about \$10 million for partnership rights.



City of Cambridge

50.

IN CITY COUNCIL

June 20, 1994

COUNCILLOR TRIANTAFILLOU
COUNCILLOR BORN

WHEREAS: Colorful banners were installed over the streets of Cambridge promoting the World Cup Soccer Games; and

WHEREAS: The banners contain advertising for commercial companies; and

WHEREAS: The banners were installed without proper authority from the City Council contrary to city ordinances; now therefore be it

RESOLVED: That the City Manager be and hereby is requested to submit a written report detailing how and why the banners were installed and who was responsible for the decision and who owns the banners; and be it further

RESOLVED: That the City Manager inquire of the owners whether said banners can be substituted for ones without a commercial message and whether other reasonable mitigation measures can be taken.

In City Council June 20, 1994.

Adopted by a yea and nay vote:-

Yeas 5; Nays 4; Absent 0.

Attest:- D. Margaret Drury, City Clerk

A true copy;

ATTEST:- *D. Margaret Drury*

D. Margaret Drury
City Clerk

50

June 14, 1994 Councillor Triantafillou

Whereas, Colorful banners were installed over the streets of Cambridge promoting the World Cup Soccer Games;

Whereas, The banners contain advertising for commercial companies;

Whereas, The banners were installed without proper authority from the City Council contrary to city ordinances; *now therefore be it*

Now therefore, ~~be it~~ *Resolved*, that the City Manager is hereby requested to submit a written report detailing how and why the banners were installed and who was responsible for the decision and who owns the banners; *and be it further resolved*

Resolved Further, that the manager inquire of the owners whether said banners can be substituted for ones without a commercial message and whether other reasonable mitigation measures can be taken.

City of Cambridge

MASSACHUSETTS

In City Council June 20 1994

Order 50

YEA	NAY	ABSENT	PRESENT	
✓				Ms. Kathleen L. Born
✓				Mr. Francis H. Duehay
✓				Mr. Jonathan S. Myers
	✓			Mrs. Sheila T. Russell
	✓			Mr. Michael A. Sullivan
	✓			Mr. Timothy J. Toomey, Jr.
✓				Ms. Katherine Triantafillou
	✓			Mr. William H. Walsh
✓				Mayor Kenneth E. Reeves

5

4

0

0



City of Cambridge

50.

IN CITY COUNCIL

June 20, 1994

COUNCILLOR TRIANTAFILLOU

WHEREAS: Colorful banners were installed over the streets of Cambridge promoting the World Cup Soccer Games; and

WHEREAS: The banners contain advertising for commercial companies; and

WHEREAS: The banners were installed without proper authority from the City Council contrary to city ordinances; now therefore be it

RESOLVED: That the City Manager be and hereby is requested to submit a written report detailing how and why the banners were installed and who was responsible for the decision and who owns the banners; and be it further

RESOLVED: That the City Manager inquire of the owners whether said banners can be substituted for ones without a commercial message and whether other reasonable mitigation measures can be taken.

Born,

Consent Order #50 CM 211

Councillor Triantafillou re: the
banners for the World Cup Games.

In City Council June 20, 1994