Product and Price with its Importance of Sport Campaign

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Young people aged between 25 to 35 years in the United States of America are ailing from dangerous diseases like diabetes, blood pressure, and obesity. This is due to diet and food staffs they take. Below is an explanation on how to prevent the menace using campaign strategies to help the youths.

Successful sports marketing and the campaign can linger in the minds of youth, while the ineffective one can be a waste of financial resources. However, the plan scheduled should aim at the youth with appropriate products. Therefore, the maker should focus on extreme sports, casual sports fan, and focus on their efforts on Olympics (Fila & Smith, 2006). The companies promoting the campaign need to develop advertisements whether they are billboards, through TV media, or radio. Research outcomes should give the goals of the ads, but an advertisement maker should create content that best speaks to target audience (Cryole, 2005). Therefore, they should use team colors, slogans, and sports imagery to create a link between the product and the sport.

The campaign includes federal government –supported programs such as National high blood pressure education program and National Youth Anti-drug Media Campaign. The campaign addresses a diverse audience and presents available evidence for their success in reaching and affecting them (Bethesda, 1995). Peoples affected with high blood pressure may be involved in simple sports activities, which do not require a lot of straining like darts, swimming, and walking races. On the hand, the ones under the influence of drugs can be involved in sporting activities such as ball games, races, and cycling. These does not require heavy financial funds.

Theory of Reasoned Action suggests that, "A person's behavior is determined by his/her intention to perform the behavior and that this intention is, in turn, a function of his/her attitude toward the behavior and his/her subject norm" (Terry, Gallois, & McCamish, 1993). This theory of planned behavior holds that only specific attitudes towards the behavior in questions can be expected to predict that behavior.

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