

**ADVERTISEMENT AND SLOGAN IN THE BRAND POSITION: AN ANALYSIS ON
BEŞİKTAŞ FOOTBALL TEAM**

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ABSTRACT

Football has become a part of global industry with globalization and the national football teams have begun to compete with world teams. Creating brand value has become highly important at this juncture, where competition stands out. The football teams aim to position their own brands as international brands by developing a variety of projects. In the scope of this research, the commercial of “Come to Besiktas”, seemingly prepared with the philosophy of “come whoever you are” and has been shared by Besiktas Club on digital platforms, was investigated by using semiotic analysis method. With the obtained results, this research aims to determine the importance of advertisements and slogans in brand positioning

Keyword: Advertisement, Brand, Slogan, Football

JEL code: M37

INTRODUCTION

Advertisement as a part of marketing communication, works to achieve to build a brand style, to raise the brand awareness and/or persuade the target mass for a monetary value. Slogans are used for supplementary elements of advertisements and empower the persuasion of an advertisement resulting in remembrance. Slogans are also used for raising awareness and solidify the position of the advertisement.

In the scope of this research, the signifier and the signified of the fixed tweets prepared along the Mevlana Celaleddin Rumi’s “Come whoever you are” comments “Come to Beşiktaş” themed advertisement movie, its pictures and contents, shared by the official twitter account of the Turkish football team Beşiktaş, are analyzed according to Roland Barthes’s semiology methods. This work attempts to state the importance of advertisements and slogans at the brand positioning with the data on hand.

BRAND

Brand could be explained as a name or symbol which explains a good or service to the consumer (Tokol, 1994, s.94).

Brand identity consists of marketing elements such as name, symbol, design, personality, slogan (Ateşoğlu, 2003, p.259-260; Ustakara and Aydemir, 2016, p. 17). Brands find their places in the memories of consumers thanks to their unique symbols and slogans. Slogans reinforce the

brand's position and contribute to the capture of diversity and differences (Ateşoğlu, 2003, p.262). The slogan is an integral part of a brand from the elements of the brand identity. It differentiates the brand from other brands and strengthens its position and allows the brand to be recognized and remembered among the others (Kırkçbir and others, 2016, p.291). The remembrance of the brand depends on the plausibility of the slogan and how easily it is remembered that the advertisement uses (Mengü, M., 2006, p.114).

Advertisement

Advertisement or “Reklam” in Turkish is derived from the Latin verb “clamere” which means “Call”. The advertisement consists of actions that for a certain price try to introduce the products and services to the target groups (Babacan, 2015, p.57). According to Kotler and Armstrong an advertisement is any non-personal presentation and promotion of ideas, products or services by a particular sponsor (Kotler ve Armstrong, 2011, p.436).

Advertising is part of the marketing mix and branding process, with the aim of ensuring that the product and its duplicated presentation of the building communication has been composed (Mengü, 2006, p.109).

As a form of persuasive communication, the market environment, product, and target audience must be thoroughly analyzed to ensure that the advertisement can send effective messages to the targeted audience (Topsümer and others, 2014, p.71).

If a negative attitude towards the product or service being advertised in the target consumer has been developed and it is tried to be replaced with advertising, then the emotional component of a new hold must be emphasized severely (Topsümer and others, 2014, p.69).

An advertising strategy is the creation of advertising messages about the advertised brand, such as the advertiser's product benefits, value, and customer satisfaction. While the advertising strategy is being established, there are obligations such as determining the logon, determining the slogan and fulfilling legal requirements.

The advertising strategy includes what is said about the product or service opponents and consumers are defined and the ways of reaching the previously determined aims are evaluated (Güz, 2004, p.21).

Cultural components such as belief, language, religion, habits, traditions and customs are taken into consideration in order to increase the international market share and to gain advantage in competition management and it is seen that the message strategies in communication are formed according to those (Aktuğlu and Eğinli, 2010, p.168).

It is very important for global brands to be able to draw attention of consumers and to memorize their brands to consumers. And to achieve this it's not important to do good advertisement, but also to determine the correct advertising strategy (Onurlu and Zulfugarova, 2016, p. 496).

Institutions are trying to find and implement different strategies to compete with competitors in global markets, where new products and services are entering and competition is getting harder, sometimes national or local institutions are pulled out of the global market. Cultural globalization is affecting the international advertising strategies of global brands in Turkey (Aydoğan, 2017, p. 554-555).

Slogan

A slogan is a sentence or phrase that clearly expresses the basic corporate value (Daft, 1994, p.127). The slogan is a word from English and can be translated into Turkish as a verb "vecize" or maxim "özdeyiş" (Ateşoğlu, 2003, p.260).

For institutions, slogans are viewed as part of the institutional identity and are used to position the institutions in the minds of consumers-viewers (Peltekoğlu, 2014, p.565). Slogans are becoming one with the brands and placed in the minds of crowds. Some institutions may invite the target audience to act through slogans, or they may emphasize the quality of what they offer. Slogan era started with Kodak. "You press the button. We do the rest."

Slogans are often used to create an institutional identity through advertisement (Babacan, 2015, p.227). Most companies use a slogan or discourse to convey special meaning to employees (Daft, 1994, p.127). Slogans are words and phrases that convey the basic values of the businesses to employees and clients in the shortest way possible (Şener, 2010, p.271).

Slogans are used on products, in advertisements and in promotional tools. Generally the slogans used in the advertisements, are also used in different places within the scope of the marketing program. Slogans are powerful tools to create brand value and a strong brand awareness (Yıldırım, 2015, p.68). The slogans in advertisements are the most effective ones in terms of increasing brand awareness and remembrance degree (Ateşoğlu, 2003, p.261). Kotler says that the repeated use of the same slogan in the advertisement has a hypnotic and subconscious influence for the brand image (Kırkbir and others, 2016, p. 292). Slogans give descriptive and persuasive information about the brand. Slogans have a positive influence on their brand and they act as the bearer and conveyor of brand value (Dahlen and Rosengren, 2005). Slogans are very important in brand building process and to be remembered is considered as one of the most effective indicators of the success of the slogan (Kohli and others, 2013, p.31).

If the slogans are used on international level, it is of utmost importance they be chosen that they won't be misunderstood in cultural perspective (Babacan, 2015, p.57). Global brands use their successful slogans all over the world in their original form (Ateşoğlu, 2003, p.263).

As you create a slogan or make a good argument for a brand, you need to think into a few directions. At the official level, short, striking and compelling statements should be used in order to get the attention of the target mass and to get it remembered. On the semantics level, an advertisement should be relevant and interesting to the consumer in order for it to be picked out from all the other ad stimulants. It is important to plan advertisement expenses and a budget on

the basis that most ads shared on TV, internet or radio are noticed and recognized the most and the advertisement campaigns are remembered at a high degree (Martinez, 2012, p.50-51).

FOOTBALL TEAMS AS BRANDS

Looking at Turkey, there are three football teams which can be easily considered as brands (Ustakara and Aydemir, 2016, p. 17). Brand positioning in the football is attempted through disciplines such as public relations and advertising through marketing communication components.

With the use of public relations in sports field, the aim is to establish a relation between the target mass and sports events. Public relations in sports could be seen as a managerial communicative activity and many sports units like athletes, teams, trainers or organizations and not only sports businesses use public relations activities consistently. (Katırcı, 2015, p.40-41). Advertising in Sports field can be explained as the application of actions created for a specific price, being personal in the communication of sporting goods, and aiming to influence and convince the consumer (Katırcı, 2015, p.40).

The advertisement made through sports covers a large part of the sports industry. What makes them attractive to the advertisement agencies are those fundamental factors: sports being segmented according to the specific target markets, the broad demographic profile, sport's own image and that large portions of society are interested in sports (Pitts and Stotlar, 1996, p.224-225).

Technological developments and technological innovation in conjunction with it enabled the sports teams, to be online, to participate in internet and social media platforms, to introduce themselves to the target audience in a more effective way and to establish interactive communication with the target audience (Ataizi, 2015, p.117).

With the development of network technology, brands are seen to interact actively with consumers (Ustakara and Aydemir, 2016, s. 17). Almost all Super League Football Teams have social media accounts with serious follower numbers. The fans are following all kinds of activities of their favorite team and interact with each other (Ataizi, 2015, p.117).

THE RESEARCH

The Topic and Aim of the Research

The purpose of the research is to conduct an examination based on the use of slogans in advertising on international branding. The slogans serve as a carrier of brand value are used in advertisements for purposes such as increasing brand awareness, remembering and persuading the target audience. In this context, from the three major football teams, which are known as international brands, the subject of the research is "come to Beşiktaş" advertisement of Beşiktaş.

Football teams develop various projects to compete with other football teams from time to time.

One of them, Fenerbahçe launched a project with “We aim 1 million” slogan, Galatasaray another one with “Where were we?” slogan following with Beşiktaş’s “Come to Beşiktaş” serving to their international brand strategy in a successful manner. The whole project started with a simple fan movement: Beşiktaş fans wrote to Diego Costa’s (who plays football in Spain) official twitter account “come to Beşiktaş” and the whole project spiraled to the other footballers being written to. The fans also wrote to Pepe before his transfer; and after his transfer he made some comments about how his decision was influenced by the fans. Seeing that this movement was supported by all the fans and supporters, Beşiktaş administration transformed it into a project aiming to be recognized as a world team. The project was supported by the transfer videos of the footballers. After seeing that this project was receiving positive feedback Beşiktaş Management decided to widespread the movement and a professional advertisement video was filmed. Beşiktaş was positioned as a young, dynamic, innovative and modern iconic brand, embracing all people regardless of their language, ethnicity and religions, used the verses of Mevlana Jalal ad Din Rumi’s most know poem “Come, come, whoever you are. Wanderer, worshiper, lover of leaving. It doesn't matter. Ours is not a caravan of despair. Come, even if you have broken your vows a thousand times. Come, yet again, come, come.” (Fotomaç, 2018). The Launching Meeting of “Come to Beşiktaş” advertisement video has been done on 15 January 2018 at Vodafone Park- home stadium of Beşiktaş and the video has been shared on the official social media accounts of the said football team. Even UEFA shared the advertisement video “Come to Beşiktaş” of Beşiktaş on its official twitter account with a “Great message of inclusion from @ Beşiktaş” message and congratulated and supported Beşiktaş on its project.

The Method of the Research

We can understand what advertisements express, how they express, and how they work only through analysis (Williamson, 2000, p.15). For this research we employed the semiotic analysis method. Semiology as a scientific discipline was born on the breach of 20th century as a way to explain and shelter concepts like indicator, symbol, structure and systems. Roland Barthes, who worked on this specific scientific discipline, working on different cultural systems and actually was the one responsible for the acknowledgement of it in an independent discipline explains the principles of semiology in four points. 1) Language and Word, 2) Showing and Displaying, 3) Index and system, 4) Signifier and signified (Mengü, 2012, pp.502-504). Barthes has *analyzed* the modern myths of capitalist societies and according to him those *myths* are a way to *legalize* the fundamental values of the capitalist system and normalizes those values (Dağtaş, 2003, p.64). Barthes intends to explain wider meanings dependent on certain cultural connotations with the signified (Stevenson, 2015, p.76). The data has been derived from the official advertisement video of “Come to Beşiktaş” shared on the official twitter account of the football team, but the launching meeting has been done on 15 January 2018 with the attendance of FikretOrman, the Chairman of Beşiktaş Club. The visuals and the content’s signifier and signified have been *analyzed* using Barthes’s semiotic analysis method. Slogan have been accepted as one unit with the advertisement and studied from the language perspective using signifier and signified.

Findings and Analysis of the Research

The advertisement video shared on the Beşiktaş’s official twitter account has the length of a

minute and shows a young women taking off her clothes from a black burqa to a black swimsuit surrounded with big black and white balloons. Following this scene are a number of visuals showing people from different lifestyles, clothing styles, nationalities, *ethnicities* and sexes. While the visuals are flowing the poem of Rumi “Come. Come. Whoever you are “ can be seen from 3rd to 8th seconds of the video, following that we see the rest of the poem “Ours is not a caravan of despair. come, even if you have broken your vows a thousand times.” From Mevlana Jalal ad Din Rumi. Several famous footballers like CenkTosun and Pepe are also casted for the advertisement video and are making gestures which can be read as “Come” as a non-verbal message. There are also several unique places to Turkey and Istanbul like mosques and Maiden Tower to be seen. On every visual the *colors* black and white have been used. From the 47th second of the video all the people -famous or not- *casted for the video can be* seen making the eagle stand of Beşiktaş. The advertisement video flows with the *panoramic* views from Vodafone Park, after that the *screen* shows six fans from different *nationalities* doing the eagle stand and the scripture of “Come to Beşiktaş”. Following that we see the logo of Beşiktaş and the Slogan as a hashtag of “#COMETOBESİKTAŞ”, below the page we see the official social media accounts of Beşiktaş. After that the screen goes black, white and then goes complete dark, ending the *video with a dark screen*. The chosen advertisement melody is a *synthesis* from Anatolian Region and Foreign music.

Title	Come. Come. Whoever you are. #ComeToBeşiktaş#Rumi
URL	https://twitter.com/Besiktas
Period	1 min
The Date of Loading	15 January 2018
Like Count	108B
Number of Tweets	4015
Number of Retweets	76B
Date of Access	17 February 2018

ANALYSIS



Figure 1

**Visual Analysis of the First Example:
Visual Message (Visual Indication)**

Visual Units (Indications)	Units of Content (or displayed units)	
	Signifier	Signified
Semazen	A dervish on sema	Jalal al Din al Rumi, Mevlevi Order, twirl around oneself- lose oneself through music, peace, embracing other cultures
Colors:		
Black	One color only	Nobility, seriousness, dignity, loneliness, silence, worthiness, uncertainty, distress, darkness, closure, disappearance
White	One color only	Purity, cleanliness, innocence, transparency, honesty, openness, brightness, lightness, eternity, space

Semiotic Analysis of the Advertisement's Proclamation

Semazen: On this advertisement we see the signifier as a semazen on a sema, having the signified referring to Jalal al Din al Rumi, Mevlevi Order, twirl around oneself- lose oneself through music, peace, embracing other cultures as visual indicators. As we connect those signified with Beşiktaş, the conveyed message would be that the Beşiktaş Football Team, its fans and players would also have the same ones. The semazens seen before the vertical pillars leaves the impression of power, pride and confidence.

Color Analysis:

The colors used on this advertisement are exactly the same ones of the Beşiktaş Club.

White: The color is referring to the signified of purity, cleanliness, innocence, transparency, honesty, openness, brightness, lightness, eternity, space and can be found on the advertisement on the rock of the semazen, at the "Come Come" scripture and on the pillars of the place. White is also one of the institutional colors of Beşiktaş Football Team.

Black: The color has the signifier of looking dark because of the lack of color, but the signified has several other as in nobility, seriousness, dignity, silence and worthiness and is also one of the institutional colors of Beşiktaş Football Team. Black and white symbolize the opposition as well as togetherness. Black-white can be found on the pillars as an indicator of power, decisiveness and pride. Normally semazens wear only white, but on this video they have a combination of white and black referring to togetherness and integration despite of differences and opposite powers. After that the screen goes black, white and then goes complete dark, ending the video with a dark screen. The chosen advertisement melody is a synthesis from Anatolian Region and Foreign music.



Figure 2

**Visual Analysis of the Second Example:
Visual Message (Visual Indication)**

Visual Units (Indications)	Units of Content (or displayed units)	
	Signifier	Signified
Woman	Adult Woman	Elegant, naïve woman wearing clothing characteristic to Arabian Culture (possibly from Arabia), a modern hand bag on hand, beside a man
Man	Adult Man	Strong, wearing clothing characteristic to Arabian Culture (possibly from Arabia), beside a woman
Train	A series of wagons taken by one or more locomotives used to transport passengers and cargo, on the railway	Reminiscing of travel and journey, an open door of the train, calling the people with “ come, wherever you come from, our door is open to you” slogan.
Colors:		
Black	One color only	Nobility, seriousness, dignity, loneliness, silence, worthiness, uncertainty, distress, darkness, closure, disappearance
White	One color only	Purity, cleanliness, innocence, transparency, honesty, openness, brightness, lightness, eternity, space

Semiotic Analysis of the Advertisement’s Proclamation

Woman: As a signifier there is an elegant naïve woman wearing clothing characteristic to Arabian Culture (possibly from Arabia), a modern hand bag on hand, normally according to their own culture they would not stand together but we see them side by side; the signified leads us to the call of the advertisement “Come” no matter what the culture, sex, clothing style referring to the brand and slogan of the advertisement. Woman and man standing together with their roles in a society based on their sexes represents an opposition but as they are standing together there is also a sense and emphasis to togetherness.

Man: As a signifier there is a strong man, wearing clothing characteristic to Arabian Culture (possibly from Arabia), normally according to their own culture they would not stand together but we see them side by side; the signified leads us to the call of the advertisement “Come” no matter what the culture, sex, clothing style referring to the brand and slogan of the advertisement. Woman and man standing together with their roles in a society based on their sexes represents an opposition but as they are standing together there is also a sense and emphasis to togetherness.

Train: As a signifier there are series of wagons taken by one or more locomotives used to transport passengers and cargo, on the railway, but in this advertisement the signified of train leads us to travel, journey, hospitality, waiting and being waited on the train station referring to the brand slogan and strategy.

Color Analysis:

The colors used on this advertisement are almost the same colors used by Beşiktaş.

White: The color white makes an allusion to purity, cleanliness, innocence, transparency, honesty, openness, brightness, lightness, eternity, space, and is also one of the institutional colors from Beşiktaş, can be found on the clothing of the woman.

Black: Its signifier is as follows; because all the lights are absorbed by the object it seems like it is black. The color black makes an allusion to nobility, seriousness, dignity and closure as a signified is also one of the institutional colors from Beşiktaş. Black and white symbolize the opposition as well as togetherness and are together as we see them. Black can be found on the clothing of the man.

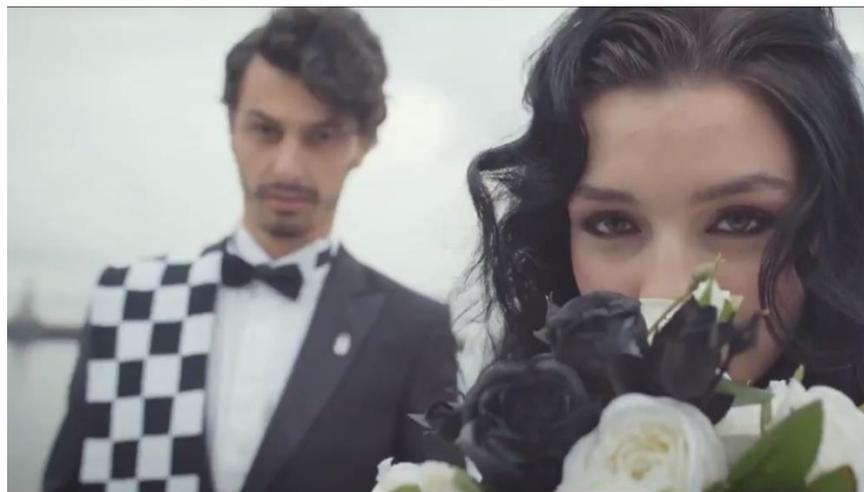


Figure 3

**Visual Analysis of the Third Example:
Visual Message (Visual Indication)**

Visual Units (Indications)	Units of Content (or displayed units)	
	Signifier	Signified
Bride	A beautiful and dressed up woman on her way to her wedding	Togetherness, integration, marriage, joyfulness making a home together, bliss on the front
Groom	A man on his way to his wedding	Togetherness, integration, marriage
Colors:		
Black	One color only	Nobility, seriousness, dignity, loneliness, silence, worthiness, uncertainty, distress, darkness, closure, disappearance
White	One color only	Purity, cleanliness, innocence, transparency, honesty, openness, brightness, lightness, eternity, space

Semiotic Analysis of the Advertisement’s Proclamation

Bride: As a signifier there is a beautiful and dressed up woman on her way to her wedding, but as a signified the bride gains a different role; a woman being together with a man through holy matrimony, togetherness, an integration despite of any differences.

Groom: As a signifier there is a man on his way to his wedding; but as a signified there is an allusion to togetherness, integration, marriage resulting in coming together despite of differences and an reference to the brand strategy.

The woman-man binary opposition of Carol Pateman is mostly used to explain/represent the liberal distinctions and opposition circle: women are seen as the representative of nature, sensitivity, personality, love, special, ethics, attribution, specific, subjective; men are seen as the representative of political, intellectual, justice, public, philosophy, power, success, universal and freedom (Stevenson, 2015, p.124). Normally woman-man are on the opposite sides but here at this advertisement they are seen together and this togetherness is attributed to Beşiktaş. Beşiktaş is seen a cumulative value consisting of nature, personal, emotional, love, private, intuition, morality, attribution, specific, subjective cultural, political, intellect, justice, public, philosophy, power, success, universal, freedom.

Color Analysis:

White: The color white makes an allusion to purity, cleanliness, innocence, transparency, honesty, openness, brightness, lightness, eternity, space, and can be found on the Wedding Dress of the Bride and on the roses she holds on her hands, as well as on the grooms scarf and his frock.

Black: The color black makes an allusion to nobility, seriousness, dignity and closure and can be found on the grooms jacket, bowtie, scarf and the roses on the brides hands.



Figure 4

Visual Analysis of the Fourth Example:

Visual Message (Visual Indication)

Visual Units (Indications)	Units of Content (or displayed units)	
	Signifier	Signified
Footballer	A Man Playing Football	The Portuguese football player Pepe, once played at Real- Madrid
Colors:		
Black	One color only	Nobility, seriousness, dignity, loneliness, silence, worthiness, uncertainty, distress, darkness, closure, disappearance
White	One color only	Purity, cleanliness, innocence, transparency, honesty, openness, brightness, lightness, eternity, space

Semiotic Analysis of the Advertisement’s Proclamation

Footballer: As the signifier; man playing the football game; this figure gain the signified at the advertisement as someone from a different nationality but playing for a Turkish Team, doing a “Come” gesture with his head- someone from an international football team.

Color Analysis:

Black and White: Black and white symbolize the opposition as well as togetherness. The colors can be found on the T-Shirt and Jacket of the footballer.



Figure 5

**Visual Analysis of the Fifth Example:
Visual Message (Visual Indication)**

Visual Units (Indications)	Units of Content (or displayed units)	
	Signifier	Signified
Fans	People with an attachment to the players and players sports club, their colours or flags	Six fans, each from different nationalities, doing the characteristic eagle stand from “Beşiktaş” and “Come to Beşiktaş” scripture
Stadium	A stadium is a place where team games, athletics competitions and various	Vodafone Park, The Stadium is the home to Beşiktaş Football Team, Eyrie, home

	ceremonies can be organized and the audience can watch it on an appropriate seating area	
Colors:		
Black	One color only	Nobility, seriousness, dignity, loneliness, silence, worthiness, uncertainty, distress, darkness, closure, disappearance
White	One color only	Purity, cleanliness, innocence, transparency, honesty, openness, brightness, lightness, eternity, space

Semiotic Analysis of the Advertisement’s Proclamation

Fans: With the signifier perspective, they are people with an attachment to the players and players sports club, their colors or flags; There are six fans, each from different nationalities, doing the characteristic eagle stand from “Beşiktaş” and “Come to Beşiktaş” scripture has an allusion to the international brand strategy of Beşiktaş as an signified.

Stadium: From the signifier perspective a stadium is a place where team games, athletics competitions and various ceremonies can be organized and the audience can watch it on an appropriate seating area; as a signified is this place a home to the Beşiktaş Football Team, Vodafone Park, Eyrie, and people are invited to their home. The advertisement is inviting the audience to participate. The stadium can be seen from various points emphasizing the point that the audience is not there at the moment and is invited to come.

Color Analysis:

White: The color white makes an allusion to purity, cleanliness, innocence, transparency, honesty, openness, brightness, lightness, eternity, space, and can be found on the T-Shirts of the fans.

Black: The color black makes an allusion to nobility, seriousness, dignity and closure and can be found on the trousers of the fan group. Through the use of the both colors the advertisement is allusive to the institutional colors of Beşiktaş and also giving a message of the togetherness of the opposite colors.

Slogan Analysis

Signifier “Come to Beşiktaş (Beşiktaş’a Gel)

Expression	Content
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“Come to Beşiktaş (Beşiktaş’a Gel)”	Signifier	Come to Beşiktaş Football Team
	Signified	Come, but not only as a footballer, but also as a fan, come to meet, come to support

CONCLUSIONS

With the globalisation process the football sector is also industrialising and the competition and rivalry between football teams is standing out. Football teams are a brand on themselves with their logos, slogans, symbols and other institutional identifying elements on their way to becoming an international brand. The technological development gave football teams more incentives and possibilities for communicative means in form of online platforms, internet and social media mediums, a better opportunity to present itself to the target mass and interactive communication. Beşiktaş fans have been using social media actively and they began to write to the footballers social media accounts they thought would come to Beşiktaş “Come ToBeşiktaş”; it affected the transfer processes in a positive manner and Beşiktaş Management decided to prepare a project on that basis. The message strategy has been prepared on the Mevlana Jalal ad Din Rumi’s Teachings and the advertisement which has an immense place in composing the image building of the brand, has been shared on the official social media accounts of Beşiktaş Sports Club as a part of international brand strategy. While on the internationalising road, Beşiktaş has positioned itself as a brand embracing other cultures but values its own culture and identified itself with Rumi on this base. Rumi is an important figure of the Turkish culture and society, with an emphasis on embracing all other nations, religions, languages etc. and Beşiktaş has used those values with its own logo, symbols, position, institutional colours and advertisement slogan for this advertisement campaign. To create an international image the advertisement and slogans has been prepared in English. Slogan had been repeatedly called during the advertising videos in order to be processed on subliminal basis. It is seen that advertisement and message strategy serve very effectively to achieve a successful international brand positioning.

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