

# Research on Cross-border Joint Marketing Strategies in Different Business Sectors-Taking Sports Business and Luxury Business as Examples

Zongtai Qiao \*

Lanzhou Country Garden School, Lanzhou, China

\* Corresponding Author Email: jjones75162@student.napavalley.edu

**Abstract.** In the modern business environment, cross-border joint marketing strategies have become a powerful means to fully utilize the strengths of different industries and create mutually beneficial partnerships. This thesis explores the dynamics and effectiveness of cross-border joint marketing, using joint marketing in the sports business and luxury business sectors as examples. Through a comprehensive analysis of case studies and relevant literature, this paper analyzes the strategic approaches, challenges, and implications of these partnerships. The findings reveal the potential of these partnerships to enhance brand visibility, customer engagement, and overall business growth. By delving into the intricate interactions between sports and luxury, this study provides new insights into how cross-border co-marketing can drive innovation and success. The importance of this study lies in the fact that it will provide practitioners, researchers, and policymakers in the sports business and the luxury business with practical insights into cross-border joint marketing strategies. In an ever-changing business environment, understanding how to leverage cross-border collaborations to achieve strategic goals and how to maximize the benefits of shared resources will be critical to long-term business success.

**Keywords:** cross-border co-marketing, sports business, luxury, brand visibility.

## 1. Introduction

In today's ever-changing business environment, traditional marketing strategies can no longer meet the changing needs of enterprises. Under such circumstances, cross-border joint marketing strategies have gradually emerged as a powerful way for enterprises to create value together with partners from different fields. By integrating expertise and resources from various fields, cross-border cooperation can bring enterprises a wider range of market opportunities and innovation possibilities. This thesis will focus on the use of cross-border co-marketing strategies in sports business and luxury businesses, aiming to reveal the dynamics and effects behind such strategies.

The main objective of this thesis is to explore the strategic approaches, challenges, and impacts of cross-border joint marketing strategies by analyzing in-depth cases from the sports business and luxury business sectors. This study hopes that this research will lead to a better understanding of how collaboration between different business sectors can promote innovation, enhance brand value, and provide insights for companies to find new ways of growth in a competitive market.

Cross-border co-marketing is a rapidly evolving phenomenon across various business sectors. However, it's particularly intriguing when applied to the seemingly disparate worlds of sports and luxury. The sports industry thrives on qualities like vitality, teamwork, and fervor, whereas the luxury sector revolves around notions of excellence, exclusivity, and unparalleled experiences. The fusion of these distinctive characteristics holds the potential to create unique business opportunities and captivate diverse markets. Therefore, it becomes imperative to delve into the exploration of cross-border collaborations in both the sports and luxury sectors, comprehending their strategic significance and deciphering the methods to generate synergies between these seemingly distinct domains.

This thesis will be discussed in five main parts. The first part is the introduction, which focuses on the rise and importance of cross-border joint marketing strategies in modern business, as well as the purpose and significance of this study. The next part will elaborate the relevant concepts and theories of cross-border marketing and explore the characteristics of sports business and luxury business and

their interaction. Then, we will analyze in-depth the cross-border joint marketing strategies in the field of sports business and luxury business through case studies, exploring their strategic objectives, impacts, and challenges. Finally, we will summarize the findings, propose implications for business and academia, and look forward to future research directions.

## **2. Overview of Cross-border Joint Marketing Strategy**

Cross-border joint marketing strategy refers to the cooperation of brands between different business fields to realize the common interests of both parties through joint promotion, resource integration, and market development. The core of cross-border co-marketing strategy is the complementarity of brands and the overlap of target audiences [1]. Cross-border joint marketing can promote innovation, expand market share, and bring new experiences to consumers. This strategy is particularly prominent in cross-border collaborations between the sports business and the luxury business, as they cover two distinctly different fields but share certain commonalities. Crossover marketing has been used in many industries, such as fashion, technology, and entertainment. The collaboration between the sports business and the luxury business is particularly notable. The sports industry places a strong emphasis on emotional connections and the unity of teams, while the luxury sector is known for its commitment to quality and delivering unparalleled experiences. The collaboration between these two distinct fields can infuse fresh vitality into brands and unlock exceptional market value. Sports businesses are marked by elements of competition, dynamism, and collaborative teamwork, whereas luxury enterprises place a premium on top-notch quality, opulence, and prestige. However, in cross-border cooperation, they can learn from each other and create distinctive cooperation models. For example, the cooperation between sports brands and luxury brands can integrate sports elements and fashion elements to bring consumers a new shopping experience. This complementarity and mutual influence can lead to more recognition and resonance in the market for brands in both fields.

## **3. Case Study: Cooperation between Sports and Luxury Brands**

### **3.1. Nike and Off-White**

The Case of Nike x Off-White Collaboration Among the crossover collaborations in the field of sports business and luxury business, Nike's collaboration with luxury street brand Off-White has attracted much attention. This collaboration is characterized by the launch of limited-edition sneakers that combine sports functionality with high-end fashion elements. The uniqueness and scarcity of these limited-edition sneakers sparked a high level of consumer interest, and the collaboration was widely covered by the media [2]. This case highlights how collaboration between two very different fields creates a new market value and appeals to a wider group of consumers.

### **3.2. Hublot and FIFA World Cup**

Hublot x FIFA World Cup Collaboration Another noteworthy case is the collaboration between Hublot and the FIFA World Cup. Luxury watch brand Hublot became the official timepiece of the FIFA World Cup and launched a limited edition of watches specifically designed for the World Cup. The partnership highlights the combination of precision craftsmanship and a global sporting event, giving Hublot's brand reputation a boost. At the same time, the FIFA World Cup gained an enhanced image of luxury and elegance from the collaboration [3].

### **3.3. Louis Vuitton and NBA**

Luxury brand Louis Vuitton has teamed up with the NBA (National Basketball Association) to launch a series of limited-edition merchandise inspired by the NBA team logo, including leather goods, apparel, and accessories. This collaboration combines fashion and sports elements and has

attracted the attention of a whole host of fans and fashion enthusiasts alike. [4] The collaboration was first announced in 2020, and a series of limited-edition items were released in the following months.

The collaboration covers several product categories, including handbags, leather goods, apparel, shoes, and accessories. The merchandise is inspired by the NBA team logo and related elements, combining Louis Vuitton's luxury style with the NBA's basketball culture. The merchandise is stylized to incorporate Louis Vuitton's iconic patterns and the NBA team logo to create a unique and stylish sports look. In some of the merchandise, the NBA team logo has been reinterpreted and intertwined with Louis Vuitton's patterns and materials to create a visually striking effect. Most of these items are limited editions, adding to their scarcity and appeal. The collaboration was publicized with the help of social media platforms, generating a lot of attention and discussion through fashion bloggers, celebrities, and basketball stars. Louis Vuitton initiated a range of promotional initiatives in conjunction with the NBA, encompassing promotional advertisements in fashion magazines, campaigns on social media platforms, and the launch of events. These efforts served to further amplify the visibility of their partnership and enhance the brand's influence. This collaboration has garnered significant attention and sparked discussions among basketball aficionados, fashion enthusiasts, and celebrities alike. Limited-edition items from this collaboration have been enthusiastically acquired, integrating the sports elements of the NBA seamlessly into their fashion lifestyles. In summary, the "Louis Vuitton x NBA" collaboration can be deemed as a triumphant fusion, merging the realms of luxury brands and sports culture to craft a distinctive fashion encounter that resonates with a diverse array of consumers.

By analyzing the cases of cross-border joint marketing between sports businesses and luxury businesses, it can be found that cross-border cooperation can bring multiple benefits to brands. Both partners can work together to expand market share and enhance brand value through complementary brand images and target audiences [5]. We can see how cross-border cooperation between sports businesses and luxury businesses creates unique value in the market. These collaborations not only attract more consumer attention but also create a new resonance between brands. This resonance is not only reflected in the product itself but also in the brand's emotional connection and market positioning. Through the cooperation between sports and luxury goods, it is possible to combine the positivity and passion of sports with the high quality and luxury of luxury goods to create a unique brand image [6]. However, cross-border cooperation also faces some challenges, such as how to maintain brand consistency and uniqueness in the cooperation and how to balance the requirements of the two fields. Nevertheless, successful cooperation can bring wider market recognition, value-added branding, and increased consumer loyalty.

## **4. Insights of Cooperation between Sports and Luxury Brands**

### **4.1. Market Value of Cross-Border Joint Marketing**

Through the case study, we can see that the cross-border cooperation between the sports business and the luxury business creates unique value in the market. This kind of cooperation not only innovates in product design but also achieves positive results in brand communication and market recognition. The cross-border cooperation has injected new vitality into the brand, attracted consumers from different fields, and enhanced the brand's popularity and influence.

### **4.2. Implications for Cooperation Strategies**

From the above case, we can draw some implications for cross-border cooperation strategies. First, there should be a certain degree of fit between the brand positioning and values of the partners to ensure the consistency and sustainability of the cooperation. Secondly, innovation is the key to successful collaboration, and both partners can create new and unique products and experiences by integrating their respective areas of expertise. In addition, limited editions and uniqueness can generate consumer interest and desire, thus enhancing market appeal.

Cross-border cooperation, as an innovative marketing strategy, has achieved a certain degree of success in the field of sports business and luxury business. However, with the ever-changing market environment and evolving consumer demands, cross-border cooperation faces new challenges and opportunities in the future. As market competition intensifies and consumer demands diversify, cross-border joint marketing strategies will become more common in the business world. Future trends include more cross-border cooperation, innovative forms of cooperation, and the application of digital marketing tools [7].

## **5. Challenges Encountered and Solutions**

Although cross-border joint marketing strategies have a wide range of applications in the sports business and the luxury business, there are also some challenges and obstacles.

### **5.1. Blending Sports and Luxury Cultures for a Unique Brand Experience''**

Sports business and luxury businesses are culturally different and require companies to develop appropriate cross-border joint marketing strategies to overcome cultural barriers [8]. Companies can try to integrate cultural elements from both fields to create a unique experience. For example, combining the elements of sports and the elegance of luxury goods creates a brand image that is both energizing and prestigious. In cross-border cooperation, clear communication is crucial, and the method of communication can be demonstrated through spokespersons. Hiring spokespersons or ambassadors with the cultural backgrounds of both parties can increase the sense of cultural identity. These spokespersons can better communicate the brand's cross-border characteristics.

### **5.2. Selecting Reliable Cross-Border Partners to Safeguard Brand Image**

Cross-border joint marketing may have a positive or negative impact on a company's brand image, and companies need to choose their partners carefully to avoid negative impacts on their brand image [9]. The brand reputation of the partner should be one of the key factors in the selection. Check the partner's collaboration history and reputation to find out how they have performed in past cross-border collaborations. If they have had negative issues with other collaborations, the decision to collaborate may need to be reconsidered. If the partner has a poor reputation, it may affect the positive perception of the brand image. Before formalizing the partnership, consider a small testing phase to assess the partner's impact on the brand image. If problems arise, adjustments can be made before formalizing the partnership.

### **5.3. Key Strategies for Successful Cross-Border Joint Marketing Resource Integration**

Cross-border joint marketing requires enterprises to share resources and integrate them, which is a complex task for enterprises. Therefore, enterprises need to develop appropriate resource integration strategies to ensure the smooth implementation of cross-border joint marketing [10]. It is crucial to realize good enterprise shared resources and integrate them in cross-border joint marketing, which can maximize the advantages of both parties and create more value. Clarify the common goals and expected benefits of both parties before the cooperation begins. This helps ensure that resource sharing and integration are designed to achieve common strategic goals. Evaluate the resources of both parties, including technology, manpower, capital, and market channels. Determine the resources that can be shared between the two parties and identify areas that can be integrated. Look for resource complementarities, i.e., the resources of both parties can complement each other to provide a more comprehensive solution. Ensure that the sharing of resources creates greater value. Establish open channels of communication to ensure that both parties can share information, discuss issues and make decisions in a timely manner. Communication is critical to the success of resource sharing and integration.

## 6. Conclusion

This study reveals the positive impact of such collaborations on brand value, market recognition, and consumer engagement through an in-depth study of cross-border joint marketing strategies in the sports business and luxury business sectors. Through the case studies, we have seen the innovation and resonance of the fusion between partners and the unique value that collaborative strategies create in the marketplace. Although cross-border collaborations face some challenges, they can be overcome through adequate communication, collaborative program development, and innovative thinking.

The implementation effect of cross-border joint marketing strategies needs to be evaluated objectively. Through the analysis of market data and consumer research, the market share growth, brand awareness enhancement, and changes in consumer loyalty of both partners can be assessed [11].

Cross-border joint marketing strategies between the sports business and the luxury business demonstrate unique value and opportunities for innovation in the marketplace. Through the innovation and integration of partnerships, companies can realize increased brand value, enhanced market recognition, and boosted consumer engagement. In the future, as the market develops and technology advances, cross-border cooperation will continue to bring new opportunities and challenges to businesses.

For the future of this study, in addition to sports business and luxury business, the study could be expanded to include more diverse fields such as technology, entertainment, and health. By comparing cross-border joint marketing strategies across different sectors, common success factors and industry-specific differences can be identified. With the advent of the digital age, social media has had a profound impact on cross-border joint marketing. Future research could focus on the role of digitalization and social media in cross-border joint marketing and how these platforms can be better utilized to achieve joint marketing goals. Technologies such as big data and artificial intelligence can be explored to optimize cross-border joint marketing strategies and more accurately predict market trends and consumer demand.

Meanwhile, Data may be more readily available in some areas of business than others, which may lead to an imbalance in data. This may limit the depth and breadth of the study. The sources and limitations of the data need to be transparently stated in the study to ensure the credibility of the study. The study may be affected by sample selection bias as only cases from the sports business and luxury business domains were selected. This may lead to limitations in the findings of the study, which cannot be generalized to other business domains. In order to enhance the external validity of the study, consideration could be given to adding more cases from different fields to gain a more comprehensive perspective.

## References

- [1] Keller, Kevin Lane. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson Education India, 2011.
- [2] Murtas, G., et al. "Co-branding Strategies in Luxury Fashion: The Off-White Case." *Journal of Strategic Marketing*, 2022: 1 - 20.
- [3] Semens, A. "Football Sponsorship." *Routledge Handbook of Football Studies*, 2016: 111 - 123.
- [4] Narang, J. S. "Non-Fungible Token-The Hype & Legal Aspects." *Legal Spectrum Journal*, vol. 1, 2021: 1.
- [5] Aaker, David A. *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. Simon and Schuster, 2012.
- [6] Aaker, David A., and Erich Joachimsthaler. *Brand Leadership: Building Assets in the Information Age*. Simon and Schuster, 2000.
- [7] Kapferer, Jean-Noël. *The New Strategic Brand Management: Advanced Insights and Strategic Thinking*. Kogan Page Publishers, 2012.

- [8] Zeithaml, Valarie A. "Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence." *Journal of Marketing*, vol. 52, no. 3, 1988: 2 - 22.
- [9] Liu, Q., & Liu, Z. "A Study on the Marketing Model of Cross-Border Alliance." *International Journal of Business and Management*, vol. 7, no. 10, 2012, pp. 81 - 88.
- [10] Pappu, R., Quester, P. G., & Cooksey, R. W. "Consumer-Based Brand Equity: Improving the Measurement-Empirical Evidence." *Journal of Product & Brand Management*, vol. 14, no. 3, 2005: 143 - 154.
- [11] Varey, Richard J., and Bernard R. Lewis. "A Broadened Conception of Internal Marketing." *European Journal of Marketing*, vol. 33, no. 9/10, 1999: 926 - 944.