How the NBA Empire was Built
Brand Globalization and Scale Analysis of National Basketball Association

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ABSTRACT

In this era, more and more people are attracted to basketball and other competitive sports. As a result, major sports leagues were bred. And my passage is specifically focusing on one super successful case——The National Basketball Association. It is basically a case study for the marketing strategy of NBA. In this process, the author utilized the information from academic passages and cautiously analyzed them with my own experiences. The author found that there was so much to study when the researchers look at this enormous business empire. The author hopes the analysis can provide reference significance for other scholars.

Keywords: NBA, Brand globalization, Scale analysis, Basketball association, Marketing.

1. INTRODUCTION

NBA, as a quite successful enterprise case, naturally does not lack the analysis of its business behavior. However, in the process of my search, the author found that the summary of NBA marketing methods is always fragmented, incomplete and intermittent, so the author tried to summarize more aspects together and try to make a more complete summary with more reference significance. The significance of this paper is to analyze the business behavior and charm (or objective factors) of NBA from marketing. "Why is the market image of NBA so successful?" It will be a topic that we have been studying. We will start from multiple angles, mainly from the two angles of basketball itself and marketing. The author mainly used a lot of data analysis to complete the main structure of this article, supplemented by my personal thinking about this alliance. This article is not lack authenticity and reliability. The main significance of this article will be to provide a reference model for entrepreneurs with similar ideas in the future. Maybe they can get some inspiration from the NBA model.

As people known, the NBA is extremely popular in the world, there are many reasons. Overall, NBA is not only selling tickets of games and purely basketball marketing. But also creating a culture that is unique to the NBA, a culture based on basketball and derived from everything. The culture of basketball and everything related. And that culture is what truly benefits the NBA. When you look at the revenue of the NBA versus the revenue of other basketball leagues, it's not in the same tier.

2. THE BRIEF INFORMATION OF NBA

2.1. The development of basketball trend

First, the content of NBA adapts to the development of basketball trends. When basketball was first invented, the fantastic viewing of the court was far less than today. People can only pass and shoot some of the simplest shots. In the later 1990s, the mainstream of basketball was a physical confrontation. People began to like to see the picture of hand to hand combat on the basketball court. Nowadays, a strong body is not enough to become the only standard for playing in the NBA. People like to see wonderful passing, handling, and perfect shooting in basketball games. Now, the most important thing in basketball is skills. Therefore, from the enlightenment to the present, it is not difficult to see that the style of the times is constantly changing. What the NBA does is comply with the development of the times and turn the game into what most players like and what the audience likes to see. For example, in 2004, the NBA canceled the hand check rule, thus encouraging players to make more drives. At that time, drives were the most ornamental and the favorite of the audience. （Here's a brief explanation.

Hand check means that some hand movements of the defender can contact the attacker without being convicted. After the abolition of this rule in 2004, the defender can't put his hand on the attacker during defense, which greatly reduces the quality of defense and the attacker can attack more calmly.）Starting from the change of rules, NBA began to advocate attack more and conform to the needs of the times. At that time, people were tired of high-intensity physical confrontation and few goals. The rules to encourage attack appeared, which greatly increased the players' hit rate and made the game more exciting.

2.2. The balance of all teams

The NBA attaches great importance to the balance of strength of all teams. The balance here does not mean that the strength of all teams is exactly the same at every time. After all, it is extremely difficult to do. The NBA gives every team a "chance". The draft mechanism and transfer mechanism give the team a great operating space and avoid the situation that the strong team is always strong and the weak team is always weak. At the draft conference, the worse the team's record in the season, the more chance they have to get the top signing, so that they have the best young blood to strengthen. The transfer mechanism gives players and teams a lot of room to operate. Each contract is like a game of chess. The strategies of players and teams will also attract a lot of attention. Because each team has salary restrictions, coupled with the luxury tax system, each team will generally have only one or two stars, so that the strength of the team tends to be balanced. The NBA aims to shape this scene of competition for hegemony and provide a guarantee for ratings and attention.

2.3. The exclusive customization of professional basketball rules

NBA's exclusive customization of professional basketball rules is well considered. It is also a basketball game, but the rules of FIBA and NBA are different. The NBA rules are made exclusively for the most talented people in basketball in the world. The rules of NBA create a more ornamental basketball game. The rules of NBA League are developing with the times. In general, they are to limit the inexplicable skills of individual players to affect the ornamental behavior of the game. For example, in the 1990s, Buckley's attack in the League was unparalleled, mainly because of his excellent physical quality, while his signature back singles were almost invincible. This style of back-to-back singles affected the appreciation of the game to a certain extent, so the league adopted the five second rule of back-to-back singles, that is, back-to-back singles can not exceed five seconds, which limits Buckley's play to a certain extent, but improves the brilliance of the game. Moreover, the three-point line expansion and three

second area expansion of the NBA are all because there is no lack of powerful monsters and accurate shooting masters in this league. This is also why any NBA player can dominate in other leagues. The competitive level of NBA is unparalleled.

2.4. The animal nature of NBA games

Also, from a psychological prospective, the content of NBA games aroused people's primitive animal nature. American scholar Peter Greenberg said that large-scale entertainment violence has never been so rampant in American sports[1]. Although not as good as football, basketball also pays great attention to physical confrontation. It is difficult for people without steel bones to survive in the confrontational League of NBA. Conrad Lorenz pointed out that human aggressiveness is a real unconscious instinct [2], NBA rules allow a certain degree of confrontation, such as the setting of a reasonable collision zone. Even if the field violence has never faded in the long river of NBA development, because competitive sports have aroused people's unconscious aggressiveness. As Fisk pointed out, in the sports broadcast by the media, the male body is given glory, and its combination of strength and flexibility is captured in close-up and slow motion [3]. But relatively speaking, the NBA always controlled the violence in the game in an ideal and acceptable range. Whenever a player has a large range of actions, these pictures will be continuously replayed by the technical platform. On the one hand, they are to facilitate the referee's judgment, on the other hand, these pictures can also meet the audience's appreciation of these powerful moments. People desire to appreciate this release of violence, and the NBA accurately grasps the boundary between real violence and sports competition, which will not cause too much harm to players and the appreciation of the game. The key to the realization of this model in NBA is the continuous improvement and accurate formulation of rules. Every year, the NBA summarizes the behaviors that harm the content of the game and introduces new rules to limit these behaviors. For example, in the off-season zone of 2021, the NBA made a statement on the behavior of individual players cheating fouls with redundant extension actions of hands or feet, and the new season will make targeted penalties for these actions to improve the effectiveness of the rules. In addition to improvement, the enforcement of NBA rules is also ruthless. The most famous example is the Auburn mountain palace incident. It took place in the game between the Pacers and the pistons on November 19, 2004. It is the largest, most severely punished and worst affected group fight in NBA history. The cause of the incident was Ron Artest lying on the technical stage and a fan spilled beer on him, causing Artest's mood to get out of control. Artest rushed to the audience and beat the fans. Stephen Jackson followed and beat the fans. The players joined the regiment. Artest was suspended for 73

games and stopped paying all his salaries because of violent beating of fans, resulting in a loss of up to $4.995 million. Jackson was suspended for 30 games and Jermaine O'Neill was suspended for 15 games. There are also players suspended from the pistons. Fans who provoked and participated in the incident were also punished accordingly. Because of the infamous Auburn Hill Palace incident, the name developed into one of the pronouns of NBA group fighting. From the severity of its punishment, it can be seen that the NBA still pays great attention to the occurrence of stadium violence. The NBA maintains an appropriate court intensity from the beginning to the end.

3. THE EXTERNAL FACTORS OF NBA MARKETING

Aside from the profound sports connotation of this basketball game itself, NBA must also have its excellence in marketing, otherwise it can not shape such a huge market (attach the marketing scale data of NBA). Next, the author summarizes some special features of NBA marketing.

3.1. Star strategy of NBA

When people mention the marketing strategy, star strategy would come to the first. Among the people who watch NBA, the fans of teams are far less than the fans of stars, because the NBA is well aware of the value of the star effect, it makes every effort to create the image of stars, with each team actively attempting to do so. These stars are no longer athletes, they are ICONS in all walks of life and around the world, each one of them being made into a personality that is as compelling as a drama. Compared to the minor leagues, every aspect of the stars' lives is known. So one of the things that separate the NBA from other leagues is that it's not just about basketball, it's also about the surrounding news, which brings considerable exposure to the NBA. In addition, with the emergence of international stars, NBA began to sell itself in different ways to attract fans from various countries who follow NBA international players [4].

The NBA is good at dramatizing the game. Such as the star duel, the old enemy battle this attractive drama. NBA is very good at hyping the heat of the game to the climax through some topic rehearsals, speculation and marketing. For example, the best image of an old enemy is the fight between the Los Angeles Lakers and the Boston Celtics. Even if the leading stars in their team are constantly changing, a large number of fans will continue to pay attention to the game between their two teams because of their gratitude and resentment. Whenever they meet in the regular season or playoffs, "yellow and green war" can always attract additional attention for the league and further enhance the heat. This is the duel

between the traditional giants. There is also a duel between stars. For example, in recent years, Kat Anthony towns and Joel Embiid are the most influential figures in the center position in recent years. Because they have some disagreements on the field, and even there are scenes of fighting, it is also very hot for them to compete with each other every time.

3.2. Global industrial expansion of NBA

Besides these broad strategies, NBA has also made great efforts in global industrial expansion, which is difficult for some local small enterprises. Next, there are a few points to analyze these strategies.

NBA receives more excellent players from all over the world every year. As a local basketball league in the United States, NBA is easy to over localize the league. For example, the discipline of local players entering the league is much higher than that of international players. However, NBA attaches great importance to the exploration and investigation of international players and urgently needs basketball talents from all over the world. In 1976, after the NBA merged with ABA, it began to attract more international players [5]. In order to keep the basketball wizards all over the world, NBA teams sent many scouts to different places for investigation. In addition to potential players in American universities, scouts will also detect international free agents who are interested in signing NBA teams, or the overlords of some small leagues. NBA scouts are a huge organization, which ensures that the NBA can effectively and continuously inject high-quality fresh blood. International players will encounter more difficulties than local players in the United States because of distance, too far away from home or regulations of the National Basketball Association. At this time, there is no lack of recruitment of NBA teams. In the NBA, the level of basketball is not divided by national boundaries. At the same time, it is also extremely conducive to the localization and characteristics of NBA publicity around the world. As Houlihan emphasized the different displays and acceptance of global sports forms under different local cultural backgrounds [6].

3.3. The advertisement method of NBA

In addition, the NBA has also made a lot of efforts in broadcasting the main way for audiences around the world to watch the NBA. Not only made great efforts in the appearance, but also did the surrounding work incisively and vividly. In May 1999, hoop's Chinese magazine NBA time and space was released in China, which is the first printed publication officially authorized by NBA in Asia [7]. Later, in February 2006, NBA officially authorized Xinchuan broadband to exclusively operate the online live broadcast of NBA events [8], and then to Tencent sports and major platforms. From the

picture, objectively speaking, even if the charm of basketball itself attracts many fans, the NBA has made great efforts in controlling the live atmosphere and broadcasting pictures. Unlike many serious leagues and sporting events, the NBA Live atmosphere is very active. There are not only midfield performances to liven up the atmosphere during the break, but also live DJs and explanations from former NBA players to boost the passion of the game. So almost no NBA game will become boring. In addition, in terms of technical support, the NBA fully displayed all the details of a game. In this most important game, there will be more than 40 camera positions on the court to record every action on the court. The NBA's live technology is unparalleled. It is not only a comprehensive record, but also reflected in the detailed processing of all pictures. For many people who do not understand basketball, the picture of NBA is also very attractive. In terms of off-site marketing, NBA conforms to the development of the times and occupies its own world in the information age. In 1986, Chinese people watched NBA games on TV for the first time. In today's highly globalized NBA, people don't have to wait for the video sent by David Stern to watch NBA games. Instead, since the 2003-2004 season, NBA regular season event programs were broadcast to 212 countries in more than 42 different languages through 151 different television partners, and at least 3.1 billion people could watch NBA events [5]. NBA broadcasting went all over the world. The NBA will vigorously publicize before and after each game. Both the media organizations cooperating with the NBA and the official statements of the NBA will win people's attention. During the game, many multimedia will be prepare to broadcast the live situation. The NBA has made a lot of money by relying on live real-time pictures. In addition, NBA off-site news, such as transaction rumors and lace news, are also reported all over the world, so that fans all over the world can enjoy the happiness brought by NBA. NBA is not only a basketball game, a commercial League, but also the world's top basketball culture. As Broughton believes, new media has opened the door for NBA players to show themselves off the court on new media [9]. These performances build a culture that belongs to the players alone, or the off-site culture of the NBA. This culture is expanding among fans. Friends' discussions on NBA, promotional videos played on the big screen and charming star cards have spread to every corner of the United States in the life of NBA fans. This is indeed the embodiment of the disregard for the sense of distance in the information age.

4. CONCLUSION

In a word, NBA, a legendary League, cannot be summarized in a few words. These points the author summarized only some personal analysis of NBA. Maybe the NBA president does not think so. This article only represents his personal opinion. This case is

undoubtedly the most interesting and dynamic one for me. The author hopes the people who read this article can be inspired. The NBA has the largest fan base in basketball, not only because of its appeal, but also because of its legendary marketing techniques, which are used in every corner of the world, using every marketing technique imaginable, the halo effect, colour schemes, etc. Beyond the glossy surface, the NBA's culture is, as the author said, layered and intriguing, and it's easy to see why the NBA is the biggest basketball league in the world.

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