

London 2012 will be hit by ambush marketing



Dalton Odendaal, Senior Manager of Sponsorship for London 2012, has admitted that the Olympic Games will be hit by ambush marketing. Even though he has a team of three working to protect the brand, and the UK has introduced fresh legislation to protect companies' association with the games, Odendaal admits that he will not be able to stop all ambush marketing.

Speaking to the BBC he said: "I don't think we will stop it, or at least I acknowledge very creative things will be done. But what we would like to stop are the crude attempts."

Ambush marketing is the name given to any marketing activity around an event which involves no payment to the event organisers. Famous examples include brewer Bavaria giving Dutch fans orange lederhosen at the 2006 FIFA World Cup, Qantas's use of the slogan "Spirit of Australia" at the 2000 Sydney Games where the slogan was "Share the Spirit", and Nike's sponsorship of several teams at the 1998 FIFA World Cup, where Adidas was an official sponsor.

What do you think? Is ambush marketing a legitimate and creative form of marketing or is it a cheap and parasitical gimmick?