



The Volleyball Brand: What Makes It Unique?

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I. Why does it matter?

1. #1 principle of marketing – what sets you apart?
2. “Unique” as a four-letter word
3. NCAA Brand Strategies managers

II. A necessary but not sufficient condition for crowds

1. Nothing sells itself
2. Strategic Plan + deliverables
3. Selling is harder for “insiders”

III. Unique Factors to volleyball in United States

1. Non-contact, team sport
2. Engaged empowerment
3. No widely played, funded or marketed men’s counterpart
 - a. Good news
 - i. Women’s game is not a stepchild
 - ii. Creates opportunities in the women’s product market niche
 - b. Bad news
 - i. ½ the participants of basketball, soccer, softball/baseball
 - ii. Sports marketing to date has been about reaching a male demographic
4. Soon to be the only NCAA team sport with a fall and spring discipline

VI. Other Observations

1. Recession resistant
2. Adaptable to new media - webcasting