Chapter 6

Stadiums as a Narrative Space in Advertising

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ABSTRACT

Football, which forms a fun part of our lives and takes part in our daily chat topics, is naturally the focus of attention of advertisers. The stadiums, where football is transformed into a feast, serve as a billboard with live atmospheres. Field edges, the area where the technicians stand, footballer and spectators create an environment for advertising narrative. It is television that reproduces football for advertising. Technology has a major contribution to the creation of this. Thus, anyone who cannot go to the match will have the feeling of being in the stadium. The purpose of the football matches broadcast live on television, is to reach an audience which cannot watch the match in person. The audience is presented with a lifestyle along with by-products.

INTRODUCTION

Advertising practices that are in all aspects of life cannot be considered separately from sports. Sports is a pastime activity that includes both entertainment and performance. Messages or contents that involve performance in them are accepted by broad masses (Baudrillard, 2013, p. 17). This is why they reach numerous people and become popularized. The history of popular entertainment may be dated back to performance. War, religion, sports and other aspects of public life have been productive places for the prevalence of performance for centuries (Kellner, 2010, p. 20). Sports, especially football, have maintained its popularity without loss so far.

Since the Industrial Revolution, football has become inseparable from stadiums. With the Industrial Revolution, the rich and ruling class that had a monopoly of taking part in professional sports left the football that used to be played in an amateur way in fields to professional athletes, and they took part in the process of building stadiums, that is, transforming sports into money.

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Stadiums, a few of which newly appeared in each season or those that existed were rejuvenated, became spaces of weekend activity. They became spaces that were centers of attraction which appealed to spectators who had a tendency towards consumption and had multiple functions other than watching football with restaurants where people could eat, stores where people could shop from, museums and cafes where people chatted.

Football, which constitutes an entertaining part of our lives and is included in our daily conversation topics, is naturally a focus of interest for advertisers. Stadiums where football is turned into a celebration serve as billboards for advertisements with their vibrant ambiance. The billboards around the stadium, the inside of the pitch, platforms on the edges, the area where coaches stand, footballers and spectators constitute spaces for the narrative of advertising.

In this context, football games, in which many products are displayed, are the favorite of advertisers. The uniforms, shoes, bags, socks, hair bands, even water bottles of football players carry the logo of the products advertised. It is observed that football lovers who want to identify themselves with the football player that their team likes demand these products.

What reproduces football for advertising is television. Technology has contributed a lot for creating this situation. This is how everyone who are not able to go to the stadium can have a feeling of being there. The purpose of live broadcasts of football matches on television is not just having the viewers who are not able to go to the stadium watch the match at home. This also presents a lifestyle to the viewer with side products.

STADIUMS AS SPACES FOR PERFORMANCE

Since the Industrial Revolution, football has been maintained in stadiums. With the Industrial Revolution, football became no longer an amateur activity that is experienced for fun, but it was handed out to professional footballers due to the need for strong labor, and it became a professional performance that is experienced in stadiums. From those years on, stadiums have existed in varying forms. Stadiums, a few of which newly appeared in each season or those that existed were rejuvenated, became spaces of weekend activity. With the advancement of technology, stadiums are no longer spaces where matches are watched. Modern and technological stadiums are a new business model. For new revenue streams to be achieved, new businesses and platforms that would unlock the revenue stream have been established (Deloitte, 2018, p. 11).

New stadiums equipped with technology have also turned into areas of social activity. By the time the spectator enters the stadium by getting their ticket scanned; they are able to access the internet and achieve social media integration without paying an extra price. They may be directed by modern displays and sound systems. There are also museums that present the history of the club which may attract the interest of fans, opportunities of getting photoshopped photos taken with the footballers and areas where people can play computer games or hold events. Moreover, products may be promoted at various stalls in the stadium, and sample products may be distributed. Various advertisements are shown on large-screen televisions in the stadium. Comfortable and large seats are covered in advertisements. Comfort increases, and stadiums that are intertwined with shopping malls are being built (İnal, 2008, p. 126). Stadiums have become spaces that are centers of attraction which appeal to spectators who have a tendency towards consumption and have multiple functions other than watching football with restaurants where people may eat, shops where people may purchase products from, stores where people may buy