

**"Effect of Sports Marketing Tools like Celebrity
Endorsement, Sponsorship and Event Marketing on
Sales of Prepaid Services Provided by Mobilink
Pakistan"**



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DEDICATION

We dedicate this research to our Families and Friends. We
love you all.

ABSTRACT

This is an exploratory study on finding the impact of Sports Marketing tools like sponsorships, celebrity endorsement and event marketing on sales of a telecom service company, Mobilink, in Pakistan. In the study the existence of a relation and impact of each tool on sales was to be determined. The research was conducted on data collected through questionnaires from 138 company respondents (sales staff, customer service managers and brand managers along with 100 Mobilink customers (for getting market perspective). The data was then put through factor, percentage and correlation analysis. A final SWOT analysis of the company was then done. The study proved that a relation does indeed exist between the Sports marketing tools and sales. The research also showed that there is a large majority of Pakistani people who can be influenced by sports marketing. The customers helped in identifying a gap between the marketing tools used and the quality of actual services provided by Mobilink. Even so sales showed increase and out of the three tools studied, celebrity endorsements created the most value in terms of increased sales. It was recommended that Mobilink move to create a strategic fit between sports marketing and quality of services of Mobilink packages to help the company improve sales.

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