

FIFA warns against ambush marketing

JOHANNESBURG: FIFA has warned against ambush marketing within the precinct of all 2010 host stadia and f parks during the upcoming tournament to ensure the FIFA brand is protected.

By Nthambeleni Gabara 7 May 2010



FIFA's rights protection manager, Mpumi Mazibuko said they would deploy teams in all host city stadiums and f parks to ensure that no brand but the FIFA brand is used around commercial restriction zones.

"This will form part of our Rights Protection Programme aimed at tackling organised ambush marketers, counterfeiters and unauthorised traders who seek to profit from an event to which they have not contributed," he said on Thursday.

He was speaking at a media briefing to explain the thinking behind FIFA's protection of its brand.

According to Mazibuko, the use of any official mark or any modified variations which create an unauthorised association with FIFA are strictly not allowed.

FIFA considers its trademarks to be "2010 FIFA World Cup South Africa", "2010 FIFA World Cup", "FIFA World Cup", "World Cup", "World Cup 2010", "Football World Cup", "SA 2010", "ZA 2010," "South Africa 2010", "Ke Na - Celebrate Africa's Humanity", "Soccer World Cup" and "Zakumi".

However, advertising and merchandising using material related to football or the host country in general is allowed.

FIFA's marketing director, Thierry Weil, said while the World Cup was the biggest platform for traders to sell and advertise their goods; it was also the most difficult aspect to manage.

Weil urged people not to view the world football governing body as a bully or as a law unto itself.

"We are flexible and we are not coming to close down every business opportunity to local residents, we are also committed to providing local vendors an opportunity to trade during the tournament," he said.

During the tournament, Weil said both formal and informal traders can sell coldrinks to soccer fans in neutral, clear glasses or bottles and food from unbranded wrappers at both the stadia and fan fest precinct.

The City of Johannesburg 2010 director, Sibongile Mazibuko said they have recently re-advertised by-laws with regard to trading during the World Cup.

She said informal traders would also be provided with designated areas at fan parks and stadia to make it easier for fans to identify them.

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