

DIGITAL TOOLS IN STRATEGIC GLOBAL SPORTS BRAND MANAGEMENT**Daniil Kulikov¹, Irina Kuzmina-Merlino², Guillaume Bodet³**

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Abstract

Research Purpose. The purpose of this research is to examine the strategic use of digital tools in global sports brand management, with a focus on how these tools, including the Strategic Colour-Coded System (SCCS), can enhance global fan engagement.

Research Methodology. This study employs a mixed-methods approach, combining qualitative analyses of sports marketing strategies with quantitative data on fan engagement and market penetration. It specifically investigates the implementation and impact of the SCCS in translating and distributing content to international audiences, evaluating its effectiveness in the context of global sports.

Findings. The findings will display how the SCCS can enhance the global management of sports brands, facilitating deeper engagement with diverse audiences and enabling sports entities to effectively penetrate new markets. The study highlights how to connect with spectators in Europe and Asia utilizing SCCS and digital platforms.

Originality and Practical Implications. This study introduces the Strategic Colour-Coded System (SCCS) for sports brand management, a digital tool that enhances global audience engagement by facilitating cross-cultural fan interaction and strengthening connections in a global sports context. It offers valuable insights for sports federations, clubs and marketers aiming to expand internationally.

Keywords: Global sports; Brand management; Digital tools; Strategic Colour Coding System SCCS.

JEL codes: M31, O32.

Introduction

Current societal and economic changes are fuelled by human creativity, innovation, and digital transformation, enabling rapid idea adaptation. Digital transformation is crucial for both global entities and individuals, enhancing business operations (Mahraz et al., 2019). This transformation is driven by innovative management and new digital tools, which provide growth opportunities. Technological advancements also redefine how business entities serve both local and global spectators (Varriale et al., 2023). Many digital platforms now use advanced tools to provide subtitles, aiming to capture viewer attention, including in the sports industry (Raedts & Roozen, 2024). Platforms like Netflix and YouTube offer double subtitles that link visual and auditory elements effectively. While studies show subtitles do not change viewer attitudes towards commercials, they do improve content understanding across entertainment and education levels (Raedts & Roozen, 2024). The authors of this paper seek to address the gap in complete comprehension for non-native speakers at beginner and intermediate levels of the originally distributed language by utilizing the Strategic Colour-Coded System (SCCS).

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According to Kulikov and Kulikov (2024), implementing the Strategic Color-Coded System (SCCS) in subtitle distribution enhances viewer engagement by improving text comprehension. This method utilizes colour coding to highlight key information, making content more accessible and engaging for diverse audiences. By facilitating better understanding, SCCS contributes to more effective communication and audience interaction. According to the authors' research, the Strategic Colour-Coded System (SCCS) is defined as a translation method where each word in the original language is assigned a specific colour. This same colour is used for the corresponding word in the translated language, creating a direct visual link between the two languages. In cases where words cannot be directly translated due to language differences, these words are marked in black colour in both the original and translated texts. Additionally, phrasal verbs and expressions requiring non-literal translation are coloured identically in both the original and translated languages to preserve the text's essence. Furthermore, the authors of this research suggest that subtitles have become a key tool in content distribution and global audience engagement. If certain subtitles are unclear or alter the word order from the original to the translated language, they can complicate comprehension and increase cognitive load. Several digital platforms address this issue by allowing users to hover over words for translations, but this approach can be time-consuming and overwhelming with frequent use. In November 2015, the UN General Assembly (2015) adopted Resolution 70/1, setting the 2030 Agenda for Sustainable Development. This introduced 17 Sustainable Development Goals (SDGs) to build on previous goals. The agenda emphasized sports' role in promoting development, peace, and empowerment, highlighting its benefits in health, education, and social integration (UNGA, 2015: 10). Esports have rapidly grown in popularity, challenging traditional sports like ice hockey and football. Despite traditional sports leading in revenue, esports events like the League of Legends World Championship draw more viewers than major events such as the FIFA World Cup and NFL Super Bowl (Campbell et al., 2021).

This research investigates whether the Strategic Colour-Coded System (SCCS) can enhance engagement by making sports content more accessible, thereby retaining viewers who may not understand the language of distribution. The study combines elements of strategic global sports management to explore potential synergies in global brand management and cross-industry benefits. The purpose of this research is to examine the strategic use of digital tools in global sports brand management, with a focus on how these tools, including the Strategic Colour-Coded System (SCCS), can enhance global fan engagement. The authors established the following research questions:

RQ1: How effective is the Strategic Colour-Coded System (SCCS) in attracting and engaging a diverse global audience for sports content, and does it significantly enhance their engagement compared to traditional translation methods?

RQ2: Can the use of the SCCS in sports content translation and distribution lead to a measurable increase in the long-term retention of newly acquired viewers, especially those with limited proficiency in the content's original language?

RQ3: How do international audiences find it different to understand and enjoy sports content when using the SCCS compared to regular translation? Specifically, how does it affect ease of access and understanding for non-native speakers of the language?

Literature Review

Digital tools in global sports brand management

In today's economy, sports play a crucial role, with each sport aiming to attract and captivate audiences through unique player and club branding. Each sport, including football, volleyball, basketball, hockey, and e-sports, is in intense competition with each other for fan engagement (Jankovic & Stojanovic, 2019; Romero-Jara et al., 2023). According to Mullin et al. (2013), the task of sports marketing is to satisfy the needs of consumers by offering a wide range of activities. The focus of all sports marketing actions is the acquisition and retention of these viewers (Abeza et al., 2020; Mullin et al., 2013). A variety of global charity strategies are implemented to attract diverse audiences and address domestic issues. Due to the expanding influence of media communications on sports in society, sports clubs are turning into communication channels focused on global markets and business management (Kulikov et al., 2024). Global events like the Olympics not only boost the host venue's image and economy but also elevate

the country's global status and foster long-term benefits. In the sports world, the integration of social media is crucial, with athletes and teams using these platforms to connect with spectators globally. Yet, there is no dedicated theory of glocalization (Roudometof, 2016). The principle of glocalization suggests that it shapes global trends starting locally (Holton, 2007). Sports clubs widely use social media to promote their athletes, with platforms like Facebook being used for updates, discussions, etc. (Smith & Sanderson, 2015). Identifying effective fan engagement strategies is complex, with much research centred on social media marketing's impact on sports fans. The ability for spectators to interact with each other and athletes fosters community and participation, while avoiding any incitement of violence (Hussain et al., 2022). Social media platforms employ modern digital tools and advertising strategies to engage consumers (Zhang, 2023). Audiovisual Translation (AVT) enhances viewer engagement on social media through subtitles and dubbing, enhancing its accessibility (Violita & Cholsy, 2023). Orero (2009) notes that AVT research largely focuses on dubbing and subtitling, underlining their importance in boosting audience engagement. However, there is no scientific evidence that Strategic Colour-coded translation enhances product distribution or comprehension for digital consumers. This rapid spread of information resembles the historical Silk Road, turning information into a profitable commodity shared globally (Steenkamp, 2021). Social media platforms are vital for athletes and clubs to engage global audiences. These platforms are crucial for branding and sharing content to provide spectators exclusive insights. The NHL's Global Series in Europe attracts European spectators. Connecting North American hockey with Europe and Asia requires substantial investment in scouting, coaching, and advertising. Spectators worldwide seek closer connections with their favourite athletes and teams (Su, Baker, Doyle, & Yan, 2020). According to Bouchet et al. (2013), although brands are mainly intangible, they also take form in tangible aspects such as names and marketing materials. Nike and Adidas thrive by effectively branding their symbols and slogans through unique player and club identities (Romero-Jara et al., 2023). Many sports entities strive to find a more connective path for their consumer engagement through signals such as images, songs, colours, or a combination of colours. According to Pavlov's research, 'Pavlov's dog,' dedicated to conditioned reflexes, shows how a neutral signal (the sound of a bell) can be associated with a meaningful one (presentation of food), therefore demonstrating the fundamental principle of learning through associative signals (Boakes, 2023). In this study, culture refers specifically to the national and regional levels that influence fans' perception of global sports brands. This allows us to explore how SCCS (Strategic Colour-Coded System) can strategically bridge linguistic gaps through direct colour translation signals for sports fans from different countries, improving global brand management strategies in sports.

Colours in SCCS activate brain attention towards their corresponding translations, thereby facilitating learning and comprehension outcomes. This enhances content accessibility for global brand engagement, making it more competitive and distinctive among its competitors. Pavlov's approach underscores its connection, as the dog associates the bell with food, whereas Fortunato et al.'s (2014) research highlights its connection in neuromarketing between learned associations and consumer behaviour. For example, just as the dog associates the bell with food, modern neuromarketing consumers associate certain brand elements (colours or slogans) with emotional states, influencing purchasing and engagement decisions. Additionally, the brain processes emotional responses to products using the subconscious mind, which can activate certain brain regions responsible for decision-making through a variety of visual and auditory signals, similar to Pavlov's dogs responding to the sound of the bell. Additionally, understanding the cultural and demographic influences on sports consumers can lead to strategies like the Strategic Colour-Coded System (SCCS). SCCS facilitates content understanding and distribution in the target language, expanding market reach and promoting long-term consumer engagement through digital streaming platforms such as YouTube and Netflix.

Modern history of engaging new consumers through digital streaming platforms such as Netflix and YouTube and its perspectives

Streaming platforms have enhanced global audience accessibility with subtitles, making content more comprehensible and engaging for diverse viewers (Alm, 2021). They have shifted education from traditional classrooms to media-rich environments, simultaneously revolutionizing digital education and entertainment (Webb, 2015). Research indicates that subtitles can reduce cognitive load, making foreign language content more accessible (Frumuselu et al., 2015). Furthermore, a study by Winke et al. (2010)

shows that subtitles can improve engagement and comprehension for viewers. This aligns with findings that platforms like Netflix merge entertainment with accessibility for diverse audiences, serving both entertainment needs and enhancing comprehension across different viewer groups. These platforms, including YouTube, have proven effective for both education and entertainment (Kohler, 2015). Their accessibility enhances viewer engagement by stimulating both auditory and visual channels, allowing the brain's hippocampus and amygdala to process information more effectively through enhanced emotional and imaginative engagement while watching TV series (Simic et al., 2021). Subtitles on platforms like Netflix attract subscribers by offering both original and translated language options. However, this method of information distribution has revealed gaps that the author aims to address. Consider a scenario where a viewer struggles to understand two or three words in a ten-word sentence, displayed with its translation below. The word order in the translation may not correspond directly to the original, potentially confusing the viewer. The authors suggest that the SCCS method could be recognized as an approach, which enables direct comprehension through colour coding, thereby enhancing viewer engagement. In summary, social media platforms like Facebook and Instagram play a key role in engaging global sports audiences and building fan communities, while streaming services like Netflix and YouTube enhance engagement through subtitles, making content more accessible for entertainment and educational purposes.

Research Methodology

Based on the literature review, a survey was developed in which the SCCS method was examined as a digital tool for better brand governance and more sustainable fan engagement. This study explored how SCCS could influence brand governance by enhancing brand reach and interaction through visually engaging, language-accessible content. The literature review identified theoretical gaps and potential in global content distribution. Notably, no information was found on the use of the SCCS for global brand distribution and audience engagement. This review was crucial to developing a survey aimed at determining if SCCS can attract global audiences to sports, brands, or athletes, retaining viewers initially through accessible, visually engaging content and potentially converting them into long-term consumers or loyal spectators. The authors used a two-step approach: first analysing existing research in global brand management, social media, and linguistics, and then conducting a survey. This study manually analysed a total of 117 scientific publications from Scopus, ResearchGate, Google Scholar, Springer, and HAL, covering topics such as sports social media marketing, digital transformation in sports, fan engagement, subtitles, audiovisual translation, multilingual content distribution, cognitive science, commercialization, and global sports branding. In the first stage of analysis, 18 scientific papers were excluded, followed by an additional 50 papers in the second stage due to irrelevance. The remaining 50 sources were meticulously reviewed and analysed by the authors, forming the basis for developing interview questions tailored to each group.

The literature review shaped surveys and interviews for three groups using the SCCS concept: language experts (linguistic scientists, English teachers, multilingual, and cognitive science researchers), international spectators, and sports general managers. Each group of respondents as well as each participant of the survey was well-aquainted with the concept of SCCS and its utilization. A sports story episode about soccer and hockey which contained 645 words was translated with SCCS (Strategic Colour-Coded System) from English into 12 languages (Russian, Latvian, French, Spanish, Chinese, Sindhi, Hindi, Georgian, Armenian, Japanese, Modern Standard Arabic, and German) (SCCS, 2024a, 2024b, 2024c, 2024d, 2024e, 2024f, 2024g, 2024h, 2024i, 2024j, 2024k, 2024l) using SCCS. This episode was distributed to participants via a YouTube link which was presented through a 6-minute cartoon animated video using its SCCS subtitles for each language. Each participant was required to watch the story at least once to become familiar with the SCCS approach before providing feedback through a survey.

A total of 510 questionnaires were distributed personally, resulting in 379 responses from 379 respondents, with each participant completing one survey. The study aimed to target at least 10 respondents per group and received responses from 40 hockey club general managers, all of whom are fluent in both English and one of the 12 target languages into which the story was translated. This research involved 37 language experts all of whom are qualified scientists who hold either some research

experience or high H-indices in the areas of English language teaching and cognitive science. Each language expert received a story with the SCCS content, which was translated from English into one of the 12 languages in which they professionally operate. Additionally, 302 international spectators were arbitrarily selected, each of whom received a story with the SCCS content translated from English into one of the 12 languages corresponding to their native language. The research aimed to assess whether the SCCS approach could attract a diverse global audience to sports content by providing an opportunity to comprehend new words in the original language and gauge interest in its further implementation by sports managers.

For the interpretation of the results of the survey, a graphical method was applied; all figures included in this article were prepared by the authors and reflect the findings of their research. The study presents a strategic approach for global brand governance in sports by introducing the SCCS (Strategic Colour-Coded System). Unlike previous works, its research investigates a completely novel path of consumer engagement through SCCS subtitles. The survey conducted for this study has research character in nature; the data collected is used for research purposes only. Survey participants were informed of the purpose of the study, and an informed consent statement was obtained from them.

Research Results

This part of the paper presents the respondents' answers to four questions that were posed to 40 hockey club managers. The answer to the first question *“How effective do you believe the Strategic Colour Coded System SCCS will be in attracting diverse audience attention towards your brand, and do you think it will enhance their engagement more than traditional translation methods?”* is presented in Figure 1.

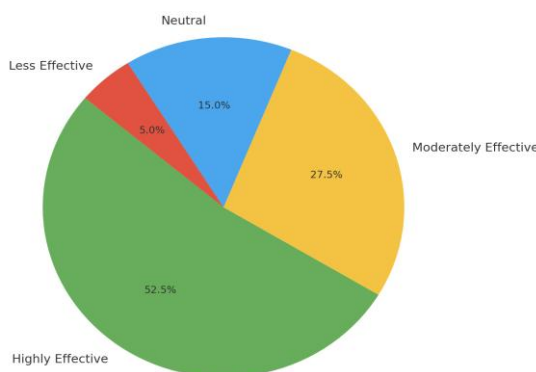


Fig. 1. Effectiveness of the Strategic Colour-Coded System (SCCS)

Fig. 1 assesses the SCCS approach for audience engagement as highly effective (52.5%), particularly for sports content. 27.5% of respondents assess this method as moderator-effective, which means it is more engaging than traditional methods. Neutral evaluation gave 15% of participants, and only 5% of respondents considered this method less effective than traditional. Overall, SCCS is seen as a promising tool for engaging international audiences and improving viewer retention by making sports content accessible.

The distribution of respondents' answers to the second research question *“Can the use of the SCCS in sports content translation and distribution result in a noticeable increase in the long-term retention of newly acquired viewers, especially those with limited proficiency in the content's original language?”* is shown in Figure 2. Figure 2 assesses the Strategic Colour-Coded System (SCCS) for viewer retention as potentially effective, according to 52.5% of respondents, SCCS could aid retention by enhancing comprehension through visual cues. Additionally, 32.5% believe SCCS is highly likely to increase retention by improving understanding and memory. Neutral evaluation was given by 12.5% of participants, and only 2.5% of respondents considered this method unlikely to benefit viewer retention compared to traditional methods.

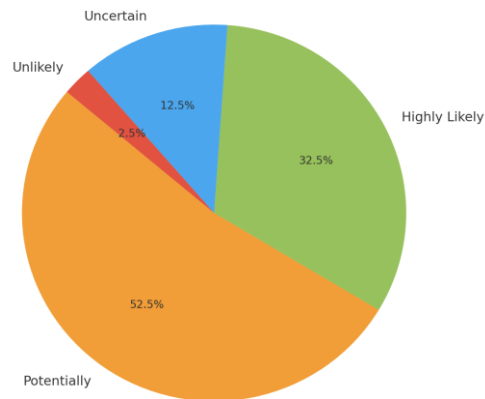


Fig. 2. Long-term Retention of Viewers Using SCCS

Overall, SCCS is viewed as a beneficial tool for enhancing viewer retention, making sports content more accessible and engaging for a broad audience.

Respondents' answers to the question about the ease of perceiving content *“How do international audiences differ in their understanding and enjoyment of sports content when using the SCCS compared to regular translation? Specifically, how does it affect ease of access and understanding for those who do not speak the language natively?”* is shown below.

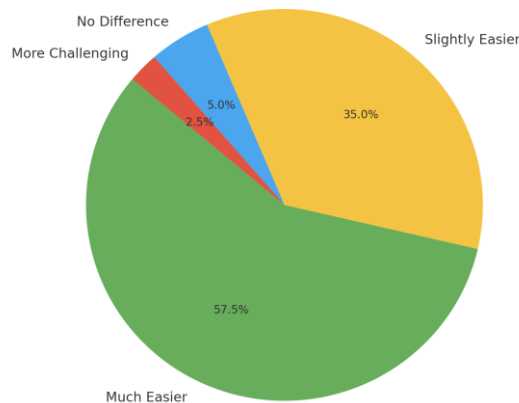


Fig. 3. Effect of SCCS on Ease of Access and Understanding for Non-Native Speakers

Fig. 3 shows how the SCCS impacts access and comprehension of sports content for non-native speakers as 57.5% of the respondents noted that SCCS significantly enhances accessibility and enjoyment, whereas 35% concluded that with SCCS understanding process is slightly easier. However, 5% of the respondents experienced no benefits compared to standard translation, and only 2.5% found the colour-coding confusing. Overall, SCCS is viewed positively for enhancing content access and enjoyment for international audiences, with most finding it easier than traditional methods.

The fourth question addressed to general managers *“Would your club be interested in implementing a pilot version of the SCCS method to assess its impact on attracting an international audience and improving global brand management?”* was aimed at gauging interest in the system for global brand management. Two-thirds of the respondents gave positive answers; 25.6% of general managers remained neutral, and 5.1% were already satisfied with the current tools and approaches which they already utilize. Overall, most clubs are interested in SCCS, indicating a positive outlook towards using innovative methods to engage global audiences.

In general, the SCCS is perceived positively by general managers and has proven its ability to attract attention, enhance engagement, improve viewer retention, and simplify content comprehension for international audiences marking it as a valuable tool in the global sports industry. Most sports clubs recognize the potential benefits of SCCS, reflecting a forward-thinking approach to engaging and retaining global audiences. The minor criticisms and neutral perspectives provide valuable feedback for further refining the system.

For the authors of the study, it was certainly important to find out the opinion of language experts (teachers, linguistic scientists, multilinguals) on the proposed system of training. This group of respondents, which includes 37 language experts, was asked to answer seven questions. The answers to the first question “*What best describes your experience and background in language teaching, linguistics, and multilingual communication?*” indicate the diverse professional groups of language experts and give the opportunity for holistic assessment of the SCCS approach. The professional groups of the survey participants are as follows: language teacher (47.2%), scientific linguist (27.8%) who conducts linguistic research, multilingual communicator (13.9%) proficient in at least four languages, and others (11.1%).

Regarding language teaching experience (the second research question), respondents differed considerably: one-third of respondents have more than 25 years of work experience; less than 10 years - 40% of the total number of survey participants. Overall, these findings reflect a respondent base with a robust and diverse range of experiences in linguistics.

Figure 4 reflects the distribution of respondents' answers to the third question “*How effective do you believe the SCCS is in attracting the attention of a diverse audience to sports?*” 46% of respondents found the SCCS a moderately effective method in engaging a broader audience with sports content, whereas 27% believe SCCS greatly enhances the accessibility and comprehension of sports content.

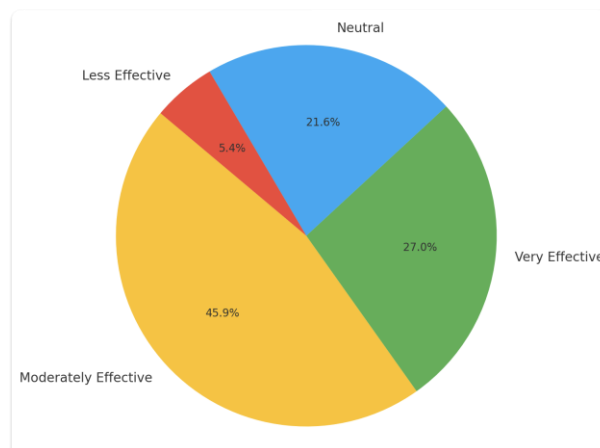


Fig. 4. Effectiveness of SCCS in Attracting a Diverse Audience to Sports

Nonetheless, 21.6% of respondents remain neutral regarding the effectiveness of SCCS in attracting a diverse audience to sports, and only 5.4% of respondents perceive SCCS as a less effective method for engaging viewers. Overall, opinions on the effectiveness of SCCS range from moderate to very effective, with a general trend towards positivity. In general, SCCS is seen as a promising tool with areas for improvement to fully realize its potential in engaging global and multilingual audiences in sports.

More than half of the respondents find the proposed SCCS more attractive than traditional methods. The fourth research question was “*Compared to traditional translation methods, does the SCCS significantly enhance viewer engagement with sports content?*” Figure 4 compares the SCCS with traditional translation methods and according to 54.1% of the respondents indicate that SCCS does offer advantages over traditional methods and can enhance engagement to some degree, whereas 29.7% find that SCCS greatly improves viewer engagement, suggesting that for many, SCCS is a substantial upgrade on traditional approaches. Nevertheless, 13.5% report no noticeable difference in engagement levels

between SCCS and traditional methods, pointing to a potential variability in effectiveness based on specific use cases or viewer preferences; and only 2.7% number of respondents suggest that engagement might decrease over time with SCCS compared to traditional methods, possibly due to factors such as novelty wearing off or complexity in usage.

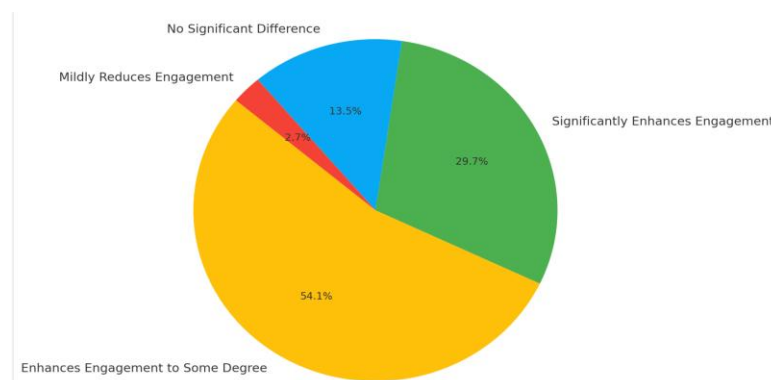


Fig. 5. SCCS Impact on Viewer Engagement Compared to Traditional Methods

Overall, SCCS is generally seen as more effective than traditional translation methods in enhancing viewer engagement with sports content. This suggests that SCCS holds significant promise as a tool for increasing viewer interaction and retention by making sports content more accessible and engaging to international audiences.

Question 5 “*Can the SCCS lead to a measurable increase in the long-term retention of newly acquired viewers, especially those with limited proficiency in the original language?*” was aimed to evaluate the impact of the SCCS on the long-term retention of viewers, particularly those with limited proficiency in the original language and according to 43.2% respondents SCCS improves retention, suggesting that it has a positive impact on maintaining viewer interest over time, while 18.9% believe that SCCS significantly enhances long-term retention, indicating that for many SCCS is a considerable improvement over traditional methods in keeping new viewers engaged. However, 35.1% remain neutral, on whether SCCS affects long-term viewer retention; and only 2.7% of respondents view SCCS as having minimal impact on long-term retention, which might indicate issues such as complexity or insufficient adaptation to SCCS.

Overall, the perception of SCCS’s effectiveness in improving long-term viewer retention is mostly positive. This indicates that SCCS is seen as a beneficial tool for attracting and retaining new audiences, especially those who may struggle with language barriers, thereby making sports content more accessible and engaging to a broader international audience.

Question 6 sought to ascertain respondents' views “*How do international audiences perceive the ease of accessing and understanding sports content when using SCCS compared to conventional translation?*” As a result, the following responses were received. 40.5% of the respondents believe that understanding distributed context has become moderately easier with SSCC, while 37.8% see SSCC as a significant improvement in context. Overall, most of the respondents believe SCCS improves the ease of accessing and understanding sports content over traditional methods.

The answers to the seventh research question “*In your expert opinion, what are the potential limitations of the SCCS in the context of sports content translation and distribution?*” allowed the authors to summarize the survey of professional linguists.

Several experts consider the SCCS an innovative tool for enhancing viewer engagement and language acquisition. However, challenges include its unsuitability for those with colour blindness or visual impairments, a limited colour range complicating long texts, and the potential for increased cognitive load in fast-paced sports content. Implementing SCCS could be resource-intensive and challenging to

scale across sports and languages. Despite its innovative approach, its effectiveness may be limited by technical and cognitive challenges.

Spectator Experience Feedback: Exploring SCCS methodology in Sports digital content

This section of the article analyses the responses of 302 international spectators. First, the mother tongue of the respondents was ascertained; thus, the geography of the respondents is shown in Figure 6.

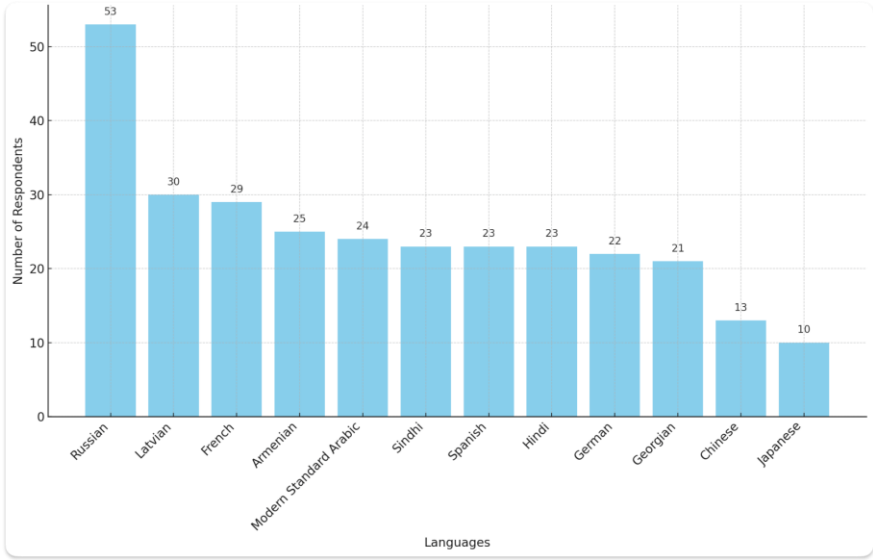


Fig. 6. Spectators by language groups

Fig. 7 shows a diverse group of spectators, providing an opportunity to holistically assess SCCS as a digital tool for global brand governance. The distribution of opinions of the respondents who answered the second question “*What is the main reason you watch Netflix or similar platforms like YouTube that offer translations from the original language to your native language?*” is shown in the figure below.

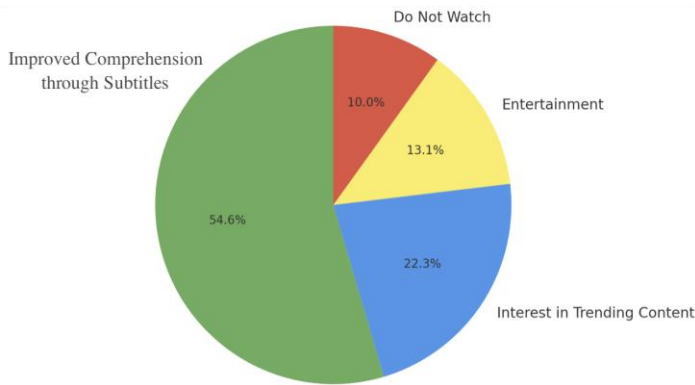


Fig.7. Reasons for Watching Platforms Like Netflix and YouTube

Figure 7 shows why people watch platforms like Netflix and YouTube. According to 54.6% of spectators, the main reason for watching Netflix with reliable subtitles is improved comprehension through subtitles, whereas 22.3% watch such platforms due to its trending content which engages their consumer attention. Only 13.1% have the purpose of entertainment while viewing platforms such as Netflix or YouTube, and only 10% do not watch such platforms showing a lack of interest in digital content.

Overall, accessibility and effective subtitles are key drivers for usage, highlighting the importance of quality translations in engaging viewers.

An analysis of respondents' opinions on the question “*What was your first impression of the SCCS?*” revealed the following. A third of the respondents believe that SCCS is an innovative concept due to its novel approach to context distribution. However, another third of respondents found SCCS confusing during the initial stages but acknowledged its usefulness for consumers. 11.4% of the total number of participants were intrigued by the concept showing their curiosity in its SCCS approach; 7.4% of participants were not initially interested, likely due to the complexity and adaptation period required for SCCS. Other opinions were: 5.4% of respondents indicated that different colours were distracting their attention while watching the content with SCCS; 3.7% of respondents indicated that SCCS is not an interesting concept for such content distribution purposes and 3.3% were totally confused with the SCCS approach. Overall, SCCS is mostly seen as an innovative and useful approach which can aid in attracting and retaining new digital consumers due to its more comprehensible way of distributing content, though it presents some initial challenges for some participants.

The next question sought to understand the extent to which language as a means of communication can generate interest in watching sports programs. Figure 8 shows the engagement level to sports stories with SCCS indicating that 27.3% of participants find SCCS enhances engagement after initial acclimatization. Whereas 26.7% were motivated to learn English, highlighting SCCS's educational benefits, also 24.7% were interested in the interactivity of SCCS translations which differed from their experience compared to traditional translation methods, only 12.7% preferred the simplicity of traditional translation methods and 8.7% were unsure about SCCS impact on their content consumer experience.

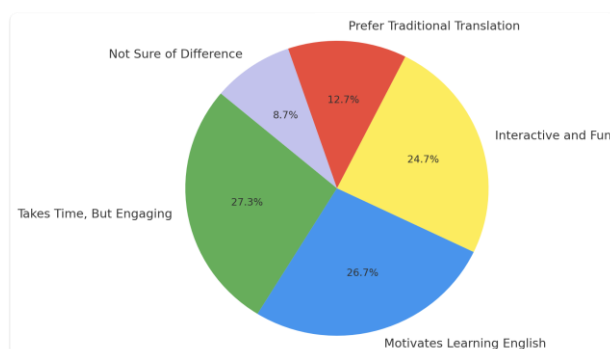


Fig. 8. Engagement with SCCS in Sports Translation

Overall, SCCS is generally well-received for sports translations and shows its potential for global content distribution, though there is a preference for traditional methods among some viewers.

“*How much did the colour-coding in SCCS help you understand and enjoy the sports stories?*” was the next question of interest to the authors. It was discovered that 37.5% report SCCS significantly improves their enjoyment and understanding of SCCS, whereas 24.4% of respondents confirm the ability to see some benefits but find the colour translation distracting probably due to its increased cognitive load. At the same time, 17.7% of respondents feel SCCS does not affect their experience; other 16.1% of respondents indicate that SCCS made them more interested in SCCS distributed content, and only 4.3% of respondents were totally confused and decided not to use SCCS while watching sports content. Overall, while many find SCCS beneficial, enjoyable, and easier to understand the original language of distributed content, a minority of respondents indicated that SCCS has no effect on their experience, or it was a totally confusing concept for them.

In conclusion, the general opinion regarding the application of the Strategic Colour-Coded System is positive, with many finding it an innovative and effective tool for enhancing viewer engagement. While some initially found the colour-coding distracting, most grew to appreciate its utility in improving understanding and retention of content.

Conclusions

The study explores the potential of the Strategic Colour-Coded System (SCCS) as a digital strategic tool to support sports federations and clubs in establishing a long-term global presence. The result of the study shows that this method can be used by sports clubs in strategic management to attract and engage a diverse audience, significantly enhancing their engagement compared to traditional translation methods. This is provided by using colour coding to distribute content visually, making it easier for viewers to follow, understand and learn from the content.

These findings are suggestive; further research is needed to validate SCCS's impact on global strategy approaches and its long-term effect on viewer retention, learning outcomes, and brand awareness. The introduction of SCCS in sports content translation and distribution has shown a measurable interest towards the long-term retention of viewers, particularly those with limited proficiency in the original language. The study also identified potential problematic aspects of the method such as potential distractions from the colour-coding system, and also suggested further investigation to optimize its implementation in diverse settings and among different language groups. International audiences report that SCCS enhances the ease of understanding of sports content for non-native speakers breaking down language barriers that traditionally hinder viewer enjoyment and comprehension. However, further research on the length of the distributed lines and the pacing in content distribution is needed to validate the best strategy for such content distribution.

The authors of this study assert that combining listening, reading, and viewing with the SCCS approach enhances cognitive brand perception globally for viewers. The Strategic Color-Coded System can attract viewers by enhancing content accessibility while also expanding the audience and interest in sports content. The overall perception of SCCS remains positive, with sports organizations expressing interest in its adoption and language experts advocating its use in educational settings.

The results of the study showed that this approach not only broadens the appeal of sports content but also broadens the appeal of sports content, facilitating the realisation of a sports clubs' global strategy management through digital tools. Further direct research is required to fully support this conclusion and explore the long-term impact of SCCS on global strategy and brand management.

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