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A Cross-Cultural Comparative Analysis of Print Advertisements:
FIFA World Cup Sport Magazine Issues

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Bellarmino University Senior Honors Thesis
Under the Direction of Dr. Julie Toner
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Abstract

This study analyzes advertisements in the top sports magazines in the United States and United Kingdom, *Sports Illustrated* and *SPORT* respectively, during the 2014 FIFA World Cup. Sports magazines see an increase in sales during the time of the FIFA World Cup, meaning companies will put more effort into the production of their advertisements as the audience is larger and more diverse. The study uses content analysis methods to gain insight into the informational content and gender representation in the advertisements. The results demonstrate both hard and soft-sell approaches to selling goods and services. The study uses predictive analysis to suggest the target market for each advertisement, specifically if the athletic female segment is being successfully targeted.

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Literature Review

Much research has been done on the topic of information content analysis, specifically following Resnik and Stern's fourteen (1977) informational cues method. Informational cues are things found within advertisements which give information about the good or service. Things such as the price, contents, and packaging of the good or service are considered informational cues. Information content analysis involves determining how informational advertisements are through their content via cues and what their use of those cues means for their marketing strategies. Topics studied previously have been discovering differences in advertising information content between different countries such as the United States and Australia (Dowling, 1980), the United States and Canada (Johnstone, Kaynak, and Sparkman, 1987), and the United States and the United Kingdom (Weinberger and Spotts, 1989). Dowling found Australia's commercials had more informational content than the United State's commercials. The results of the other studies found the United States has more information cues than the United Kingdom and English Canadian advertisements, but fewer cues than French Canadian advertisements. These studies illustrate how advertisers use varied marketing strategies for different countries. The present study will be comparing marketing strategies within the United States and United Kingdom to ascertain if one strategy is more successful with women over the other.

Resnik and Stern's fourteen cues were also used to study informational content in different sporting events. The study done by Kim, Cheong, and Kim (2012) looked at the differences in informational content of the Super Bowl from 2001-2009. They studied if there was a trade-off with being entertaining and being informational. With the popularity of the Super Bowl and many people watching just for the commercials, they predicted a negative

relationship between entertainment value and informational content. Their results found there is no trade-off between being entertaining and informational and the commercials got more informative every year. This is important for the current study because magazine advertisements are one of the few channels advertisers can use to market their products during the FIFA World Cup because soccer games do not have commercials during the games. Informational content for commercials was also compared between men and women's sports such as the 1990 Men and Women's U.S. Open by Shani, Sandler, and Long (1992). Their study found there were no differences in marketing styles or informational content between the men and women's matches. They also found male representation to be higher than women's for all matches, despite more women watching the women's matches than men. Wyatt, McCulloch, and Wolgemuth (1998) did a similar study about the 1996 and 1997 NCAA Final Four basketball tournaments, where the commercials for the men and women's games were compared. They emphasize the growing popularity of sports by women and how advertisers are slowly realizing and taking advantage of the growing market segment.

For gender representation, the current study will be using Mager and Helgeson's (2011) nine categories. Their research over the differences in gender representation from 1950-2000 found changes towards greater female representation in advertisements due to the increase in the feminist movement and consumerism. Gender representation has been studied in regards to differences within the cultures of countries and changes over the years. Tartaglia and Rollero's (2015) research about the differences in portrayal of Italian and Dutch occupational roles in advertisements showed men to be portrayed more in working roles while women were more objectified. Patterson, O'Malley, and Story (2009) studied the representation of women in Irish magazines. They believe advertisers use hypersexual and stereotypical portrayals of women to

appeal to the largest audience and create a shock-factor. For the United Kingdom, Furnham and Skae (1997) researched male and female portrayal. They wanted to discover if stereotypical portrayals of men and women in television advertisements had changed between the years 1979 and 1995. The results showed the stereotypical roles were still present, but not to the same degree. Focusing instead on sports magazines, Cuneen and Sidwell (1998) studied gender representation in *Sports Illustrated for Kids* from 1989-1994 to determine if male and female representation was even. They found there was a 12:1 ratio of men to women in the advertisements. Their results also showed men were portrayed mostly in prominent and supporting roles, while women were in the background. Hardin, Walsdorf, and Hardin (2002) likewise examined *Sports Illustrated for Kids* but from 1996-1997 and found similar results. Their study discovered men were portrayed in more active roles than women, typically playing sports or doing other physical activities. For the current study, these results illustrate the lack of female portrayal in athletic and professional roles especially when compared to male portrayal.

Aside from the Olympics, very few international sporting events compare with the FIFA World Cup. With an estimated one billion viewers watching the 2014 final match, the popularity of the World Cup is unlike any other event (“2014 FIFA World Cup reached 3.2 billion viewers, one billion watched final”, 2015). Due to the popularity, sports magazines will feature FIFA World Cup news and interviews to attract fans to buy their magazine. For advertisers, this means the amount of people looking at their advertisement in the magazine will be higher than normal and the advertisements should therefore reflect the larger and more diverse audience. While Fink and Kensicki (2002) cite “*Sports Illustrated Media Guide*”, which reports *Sports Illustrated* had twenty million subscribers in 2002 and seventy-seven percent of them were men, the present study is predicting advertisers will expect more women to read the magazines because of the

widespread popularity of the FIFA World Cup making more of them interested in buying sports magazines where they normally may not.

The FIFA World Cup is arguably the largest and most popular event in most of Europe and it is starting to pick up traction in the United States. The purpose of this study is to find out if there are differences in the advertising strategies used for the United Kingdom, where the FIFA World Cup is very popular, and the United States, where it is just starting to become popular. The differing popularity of the FIFA World Cup along with the differences in culture in the two countries will result in a better understanding of the companies' marketing strategies.

Prior research done regarding advertisements for the FIFA World Cup is limited, but reveal important insights into marketing strategies for this mega-event. As briefly mentioned before, soccer games do not have commercials during the games, so the channels advertisers must use to connect with audiences are through print advertisements in commercials, billboards around the stadiums, and being sponsors of the games. Chavanat, Martinent, and Ferrand (2009) studied the effect of sponsoring the FIFA World Cup games on a company's brand image. They determined a sponsorship campaign was a poor investment if a strategy of activation was not implemented. Activation strategies are methods in which a company will further interact with consumers as a way to increase the overall experience, these include internal communications and hospitality during the events. Ambush marketing is another strategy widely used by advertisers. This strategy involves not becoming an official sponsor of the games, but still trying to get viewers to associate your product with the event. Companies do this to avoid paying the large sponsorship fees. Nufer and Bühler (2010) found in some cases, sponsors do not achieve high levels of recall or improved brand image after the games, which implies ambush marketing may be the cheaper and more successful option.

Looking now at magazine advertisements during the FIFA World Cup, Noel, *et al.* (2017) looked at advertisements for alcohol in eight countries to determine if their content violated certain guidelines. The results of their study showed countries marketed alcohol as a psychoactive substance which will help you achieve “mental, physical, sexual and social success,” which went against many of the guidelines in place in the countries researched (Noel, *et al.*, 2017, p. 70). While this study focused only on alcohol advertisements, it again showcases the concept in which companies will market differently in various countries to account for cultural differences. Conradie’s (2011) paper found the most successful advertisements for the FIFA World Cup were those in which the benefit to the audience members of buying the good or service was easy to determine. They concluded advertisements could be complex and multilayered, but as long as the benefit the consumer gained through purchasing the product was clear, it would be well received.

Contribution

The present study is a cross-cultural comparative analysis where it will be determined how *Sports Illustrated* and *SPORT* are targeting women as athletic consumers as the popularity of the FIFA World Cup increases, specifically in the United States. In addition to the growing popularity of soccer in the United States, the amount of women participating in and watching sports is on the rise, meaning companies should adjust marketing strategies to obtain the profits of the expanding female sports market segment. The first hypothesis being tested is: the United States uses hard sell marketing strategies while the United Kingdom uses soft sell marketing strategies. The second hypothesis is: *SPORT* advertises more gender neutrally than *Sports Illustrated*.

This study will first investigate the differences in sports marketing strategies in the United Kingdom and the United States, namely the hard-sell versus soft-sell approaches to test the first hypothesis. The hard-sell approach is defined as the use of many informational cues in an advertisement. It is more direct and believes consumers buy based on rational decisions. Morgan explains in “Difference in Marketing Strategy Towards Men & Women” men rely on concrete information and data to make purchasing decisions. Soft-sell marketing involves using fewer cues in a more indirect method. Advertisers who use this believe consumers make buying decisions based on emotional responses and feelings (Okazaki, Mueller, Taylor. 2010). Morgan attributes this marketing strategy as being more successful with women who respond better to more comprehensive data and an emotional connection with their advertisements.

This study’s second focus will be on to whom the print ads are trying to appeal. Approximately forty percent of women in the United Kingdom watched the FIFA World Cup in 2010 and it was predicted this percent would be even higher for the 2014 FIFA World Cup, yet many of the print ads are aimed heavily towards men (Sweeney, 2010). Is there a cultural reason behind this, or is it just a failure to advertise appropriately for the given viewers? The female sports marketing segment is continually growing, yet many companies are failing to target women. If the findings align with this hypothesis, the hope is to see improvements toward a more accurate representation in advertisements in future FIFA World Cups and in the female sports marketing segment as a whole.

Theoretical Contribution

The study will shed some insight into global advertising campaigns and how they differ by country. The FIFA World Cup is a good fit for the current study because of its worldwide

popularity. Companies know the magazines including news and articles about the FIFA World Cup will get read more than the typical magazine, so it is expected for the companies to spend more time and money on the advertisements. The result of the increased focus on the advertisements will give helpful insights into the way those companies see the viewers of the FIFA World Cup in the two countries.

For gender representation, these findings will show where improvements can be made towards advertising female portrayal more accurately. Women make up the largest percent of the buyers for households, yet advertisers are directing the majority of their advertisements to men (Shani, Sandler, Long, 1992). If advertisers took a more gender-neutral approach to their advertisements they would appeal more to women and could capture a larger part of the market.

Managerial Implications

The managerial implication of the study is to help companies see the potential of the growing female sports segment in order to obtain the possible profits. Although the FIFA World Cup only happens once every four years, the impact on companies' profits of learning how to correctly advertise for men and women's segments is something a company can use for the future. As was mentioned in "Courting Women Using Sports Marketing: A Content Analysis of the U.S. Open," in 1989 men spent \$4.6 billion on athletic footwear and apparel while women spent \$4.3 billion, yet the study discovered there were no significant differences in marketing styles between women and men's sporting events as they were both directed towards men (Shani, Sandler, Long, 1992, p. 377). The number of women participating in and spectating sporting events is increasing by considerable amounts, largely in part due to the enactment of Title IX in 1972 which banned discrimination based on sex in education programs and activities

receiving federal funding, such as many school sports. Zuk (1995) reports in “On the Ball and Off the Wall” girls participating in interscholastic athletics increased from 300,000 to 2.4 million between the years 1972 and 1995. It is important for companies to see not only how rapidly the female sports market is growing, but also women must be advertised to differently than men.

Another thing companies need to consider is how consumers in the athletic market are best advertised to based on their gender. Wyatt, McCulloch, and Wolgemuth claim men want to see their favorite athletes and other athletic men in advertisements in what they call “hero worship” (1998, p. 49). This means men will be more enticed to buy a product if their favorite athlete is endorsing it. They say women are not as persuaded by seeing professional athletes as women are bigger participators than viewers of sports. In their paper they quote Levin who says:

The first rule in motivating an active woman to buy a product is to respect them. Women want to be talked ‘to’ not ‘at’ and women want to see women portrayed as strong and capable. Women do not want to see women portrayed as sex objects, dependent on men, or having a place only in the home. (1998, p. 49)

Marketers have long been using the tagline “sex sells,” but advertisers need to see sexualized women do not sell to most women and other strategies must be implemented if they want to appeal to the female market segment. Kane’s (2011) article studied how different ages and genders react to the ‘sex sells’ approach. They found women and older men were offended by the sexualized images of female athletes in magazines, while young men were intrigued, but not enough to have interest in what the woman represented. Even though this was one study, it shows there may be fallacies in overly sexualizing women as a marketing strategy to appeal to male audiences. Peters, Holmgren, and Oswald (2015) researched how men and women reacted

to stereotyping within advertisements, specifically those which portrayed women as a home worker. Their results found women were put off by those advertisements, while some men reacted positively to them. A study done by Infanger, Bosak, and Sczesny (2012) looked at the stereotypical portrayal of women within advertisements and saw women in communal roles, such as mothers, were more well received than portrayals of women in “agentic” roles, like businesswomen (p. 225). Their findings explain how advertisers may be continuing to portray women in stereotypical roles because they are found to be more effective, especially with male audiences.

Methodology

The magazines studied were the top sport magazines in the United States, which is *Sports Illustrated*, and the United Kingdom, which is *SPORT*. *Sports Illustrated* had approximately 3.1 million readers as of 2014, while *SPORT* had 300,000 as of 2013 (Coddington, 2014 and “Mag ABCs,” 2013). Six issues of *Sports Illustrated* were chosen from during the time of the 2014 FIFA World Cup, June ninth to July twenty-first, which included eighty-three total advertisements (*BackIssues.SI.com*). Six issues of *SPORT* were selected from the same time, issues 357 to 362, which included 142 total advertisements (*Sport-Magazine.co.uk*).

Advertisements not analyzed in the current research were those for television shows, movies, events, and charities. The current researcher chose not to include these advertisements because they were not trying to sell a product or service and would therefore use different marketing strategies. The researcher also decided to count advertisements appearing in multiple issues in the analysis as many times as they were present, rather than considering them only once. They determined only counting repeated advertisements once would inaccurately

represent the statistics later calculated. If advertisements were present in multiple issues it can be assumed the company felt their advertisement was appropriate for the magazine's target market and they would have success advertising several times through this medium. It was also considered if an advertisement with multiple informational cues appeared in many issues, by simply counting it once would underreport how informational the total advertisements were by bringing the average informational cues per advertisement down.

The advertisements were analyzed for informational content and gender representation. The following informational cues looked for within the advertisements were based off of Resnik and Stern's (1977) fourteen cues: price or value, quality, performance, components or content, availability, special offers, taste, packaging or shape, guarantees or warranties, safety, nutrition, independent research, company-sponsored research, and new ideas. Price or value cues were seen if the price of the good or service was on the advertisement or if a claim about the value was made. Quality cues included claims about the durability or longevity of products and good experiences with services. Performance cues were promises of how well the product or service will do what is advertised. Components or content cues involved details about the things included in a product or service, such as add-ons or features. Availability cues were information about where to find the product, such as a website or store. Special offers were deals or additional value added. Taste cues were specific details about aspects of flavors of food or drinks. Packaging or shape cues included specific comments about the product's look or how it was packaged. Guarantees or warranties are mentions of a guarantee of performance or quality. Safety cues included promises of how safe a product is. Nutrition cues were mentions of health benefits of a product. Independent research cues were mentions of research done outside of the company regarding safety, quality, or nutrition of a product or service. Company-sponsored

research was research done by the company about the safety, quality, or nutrition of a product or service. New ideas were mentions of a new addition to an existing product or service or a new invention.

Gender representation was determined using Mager and Helgeson's (2011) categories for representation which included counting the number of men, number of women, number of suggestive men, number of suggestive women, number of men with only body parts shown, number of women with only body parts shown, determining the estimated age of men, estimated age of women, and perceived gender role. Suggestive men and women were determined by whether or not they were portrayed in a provocative or sexualized position. Perceived gender role involved determining what role the man or woman was in, such as a professional, athlete, service, sports fan, or familial. To be determined to be in a professional role the male or female had to either be in business or attire or be shown doing work. An athletic role was determined if they were wearing a jersey or were shown playing a sport. For a service role the male or female had to be shown performing a service like bartending or waitressing. Sports fans were people who were either in the stands or were shown watching a game on television. Familial roles were determined if an adult was shown with children who were presumably their own. Any role not fitting into one of these categories was deemed as 'other,' such as models.

The advertisements in the two magazines were analyzed from top to bottom and the presence of each of the fourteen cues was noted. Cues were denoted by if they were present in the advertisement, but not by how many appeared. For example, if an advertisement had two cues for quality it was only counted as one, but if it had cues for quality, taste, and performance it counted as three. The researcher chose to do this because they determined if an advertisement had one cue appear multiple times versus one which had three different cues appearing once, the

latter would actually have more information. For gender representation the amount of men and women were counted, or estimated if the number was too large or unclear to precisely determine.

After completing the analysis of the 225 total advertisements, all of the cues were added up for each category and divided by the total number of advertisements, showing the average number of cues. Since hard and soft-sell is generally looking at total informational content of an advertisement, the researcher determined it would be best represented through the average number of cues per advertisement. The same process was completed for gender representation. For estimated age and role, the sum is shown.

Results

Table 1:

Informational Content	<i>Sports Illustrated</i>		<i>SPORT</i>	
	Sum	Average	Sum	Average
Price or Value	17	0.207	38	0.273
Quality	31	0.378	24	0.173
Performance	43	0.524	55	0.396
Components or Content	39	0.476	51	0.367
Availability	39	0.476	67	0.482
Special Offers	16	0.195	34	0.245
Taste	19	0.232	3	0.022
Packaging or Shape	9	0.110	3	0.022
Guarantees or Warranties	6	0.073	19	0.137
Safety	4	0.049	1	0.007
Nutrition	13	0.159	11	0.079
Independent Research	0	0.000	5	0.036
Company-Sponsored Research	1	0.012	4	0.029
New Ideas	0	0.000	2	0.014
Total Cues Per Advertisement	237	2.890	317	2.281

Table 2:

Gender Representation	<i>Sports Illustrated</i>		<i>SPORT</i>	
	Sum	Average	Sum	Average
# of Men	160	1.951	201	1.439
# of Women	56	0.683	43	0.309
# of Suggestive Men	4	0.049	10	0.072
# of Suggestive Women	13	0.159	3	0.022
# of Men with only body parts shown	7	0.085	12	0.086
# of women with only body parts shown	5	0.061	1	0.007

Table 3:

<i>SPORT</i>	Men Estimated Age	Women Estimated Age
Younger (<20)	1	0
Middle Aged (20s-40s)	69	23
Older (50+)	7	0

Table 4:

<i>Sports Illustrated</i>	Men Estimated Age	Women Estimated Age
Younger (<20)	7	3
Middle Aged (20s-40s)	37	17
Older (50+)	6	1

Table 5:

<i>Sports Illustrated</i>				
Role	Male	Male (%)	Female	Female (%)
Familial	23	14.4%	7	12.5%
Athlete	69	43.1%	0	0.0%
Professional	11	6.9%	1	1.8%
Sports fan	10	6.3%	5	8.9%
Service	0	0.0%	1	1.8%
Other	47	29.4%	42	75.0%

Table 6:

<i>SPORT</i>				
Role	Male	Male (%)	Female	Female (%)
Familial	7	3.5%	6	14.0%
Athlete	110	54.7%	14	32.6%
Professional	26	12.9%	5	11.6%
Sports fan	16	8.0%	5	11.6%
Service	7	3.5%	1	2.3%
Other	35	17.4%	12	27.9%

Analysis

For informational content Table 1 shows average total cues per advertisement was 2.890 for *Sports Illustrated* and 2.281 for *SPORT*, which is the most important figure for determining which marketing strategy was being used. Performance, components or content, and availability were seen most in both magazines' advertisements. *Sports Illustrated* had more informational cues per advertisement than *SPORT* except in the following categories: price or value, guarantees or warranties, independent research, company-sponsored research, and new ideas.

When it comes to gender representation, *Sports Illustrated* showed three times as many men as women, while *SPORT* showed almost five times as many men as women per advertisement (Table 2). The analysis of the number of suggestive men and women per advertisement found *Sports Illustrated* had more suggestive women, while *SPORT* had more suggestive men. For both magazines, the number of men and women with only body parts showing was higher for men than for women. Estimated age sees its biggest difference in *Sports Illustrated* where 75% of men are determined to be between the ages of 20 and 50 whereas for *SPORT* almost 90% of the men fit in this age range (Table 3 and 4). Looking at women in *SPORT* 100% are in the middle-aged group while there are 81% in *Sports Illustrated*. *Sports Illustrated* had no women in athletic roles, while *SPORT* had 33% in the role (Table 5 and 6). On the other side, men were portrayed as athletes 43% of the time in *Sports Illustrated* and 55% of the time in *SPORT*. These results point toward the acceptance of the hypothesis, in which the United States magazine is aimed more towards men than gender-neutral audiences than the United Kingdom magazine.

Discussion

The first hypothesis being tested was whether soft and hard-sell were still being used in the United Kingdom and the United States, respectively. Based off of the results, since *Sports Illustrated* had more average total cues per advertisement it can be reasoned the hard-sell approach was being used. With *SPORT*, the advertisements had fewer informational cues and focused most of their cues on content and components, availability, and performance. This is consistent with the soft-sell theory in which the informational cues present are the most pertinent for the product or service; they do not have many excessive cues.

For marketing companies and advertisers, knowing if your target market is more accepting of a soft or hard-sell approach is important if you want to have the most successful campaign. For advertisers in the United States they will want to continue with the hard-sell approach as research has shown it is what most Americans are most receptive to (Bradley, Hitchon, Thorson. 1994). In the United Kingdom they see the soft-sell approach as being the most successful for their audience. Based off the current research *SPORT* and *Sports Illustrated* are both using the appropriate approach for their target market. However, in regards to men and women's preferences for informational cues, because the United States uses the hard-sell method, which is better received by men, it points to the conclusion of the United States' advertisements being more targeted towards men. The United Kingdom's use of the soft-sell approach is more accepted by women. These results also begin the analysis towards the acceptance of the second hypothesis.

The second hypothesis was despite the growing number of females watching sporting events and the FIFA World Cup, the advertisements in *Sports Illustrated* would be targeted more towards men while *SPORT* would be more gender-neutral. Advertisers want to appeal to their

target market by representing them using their product or service in the advertisement. This means if a company thinks several 20 year-old men will be reading the magazine, they will have a 20-year old male showcasing the product or service. The findings showed the male-to-female ratio in *Sports Illustrated* is 3:1 while *SPORT* is 5:1. In addition, *SPORT* had more suggestive men than women, while the reverse was true for *Sports Illustrated*. Although *SPORT* has far more men than women in their advertisements, some of the men were portrayed suggestively, implying those advertisements were aimed towards women. Estimated age of the male or female pretty consistently showed the middle-age (20s-40s) range being most represented in both magazines. This is not a surprising find because as Eby (2013) estimates, sixty percent of viewers for Major League Soccer are within the age range of 18-54.

Despite being one of the more subjective forms of analysis, perceived role gives a clearer prediction of the advertisers' target market. *Sports Illustrated* had 43% of its males in athletic roles and 14% in familial roles, while for females the other and familial roles were most seen with 75% and 13%, respectively. This result implies the advertisers' target market was males because they were mostly portrayed as being athletes and fathers, while women were represented mostly in matronly roles. If *Sports Illustrated* wanted to target women they would portray them as athletes or professionals similar to men, but they did not. For *SPORT* the most prominent role for males was athlete with 55% of the representation and 'other' coming second with 17%. For female roles the representation was relatively even among all categories, with athlete being the highest at 33%. This suggests *SPORT* targets more gender-neutrally than *Sports Illustrated*. Since females are not just portrayed as mothers, but rather as athletes and professionals it points towards them as being a target for those advertisements. Although *SPORT* has five times as many men as women in their advertisements, the women are not posing suggestively and are

portrayed in roles other than those of mothers. *Sports Illustrated's* advertisements on the other hand, were more directed at men. With an average of about two men per advertisement and the majority of them being portrayed as athletes or professionals, as opposed to women who appeared less often in the advertisements and were largely portrayed as models.

Men were most represented in both magazines as being athletes, which shows advertisers were targeting athletic men as their audience. Therefore, by *Sports Illustrated* not having any athletic women, it shows the advertisers did not see the athletic female market segment as something worth making adjustments in their marketing strategies for, despite research showing the segment is growing. *SPORT*, on the other hand, did a better job of targeting athletic women with their advertisements. Even though *SPORT's* ratio of men to women was 5:1, the women in their advertisements were portrayed in more athletic roles than familial or other roles, which better suits the women who will read those issues.

Conclusion

The results show the hypotheses presented at the beginning of the study are consistent with what is seen in the advertisements. It was expected the United States would still be using the hard-sell strategy, having more average total informational cues per advertisement and appealing more towards men, than the United Kingdom, which uses the soft-sell approach, having fewer informational cues, and appealing more to women. *Sports Illustrated* was found to have higher average total cues per advertisement than *SPORT*, which results in an acceptance of the hypothesis. The gender representation of the two magazines was consistent with the hypothesis because both *Sports Illustrated* and *SPORT* appeared to have advertisements directed more towards men although *SPORT* was relatively more gender-neutral than *Sports Illustrated*.

Even though *SPORT* had fewer total women in their advertisements, the women were portrayed as athletes and professionals, unlike *Sports Illustrated*, which had a large number of women, but who were mostly portrayed as models.

These findings lead to the conclusion in which *Sports Illustrated* is not targeting women as athletic consumers well with their use of hard-sell strategies and females portrayed mostly as models. *SPORT*, on the other hand, is doing a better job of targeting women by using the soft-sell approach and mostly portraying women as athletes. These results could be due to the differences in the popularity of soccer in the two countries. Since soccer is widely popular in the United Kingdom, with both men and women watching it, advertisers see women as significant athletic goods consumers in the market. Because soccer has only recently started to become popular in the United States, many advertisers may not yet recognize the female athletic segment as one worth changing marketing strategies for. As the popularity of soccer in the United States continues to rise and get closer to the level seen in the United Kingdom, advertisers may begin to market more gender neutrally once they see soccer as a sport enjoyed by men and women. While this study does not take into account other cultural variables or explanations for the differences, the variations in popularity reveal a possible piece of the larger puzzle of why *Sports Illustrated* is not targeting athletic women as well as *SPORT*.

Future Research

Directions for future research could be to determine if advertisements designed to appeal to men are more or less effective on male, female, or gender-neutral audiences. Stern and Resnik's and Mager and Helgeson's methods could be used together again to analyze print advertisements during the times of different sporting events, such as the Olympics or the Super

Bowl. The results of the current study could be compared with a similar test done for the 2018 FIFA World Cup to determine if the continued increase in soccer in the United States changed *Sports Illustrated* female athletic portrayal.

Another line of future research would include an analysis of gender representation in digital advertising for sporting web sites. Print media has shown a steady decline of readers/subscribers with the emergence of on-line content. This shift from print to digital has driven a reallocation of advertisers marketing dollars. A primary benefit of digital advertising is the ability to customize the on-line ad content to the specific reader through the use of cookies. Cookies track the web pages a person visits and reports this information back to a company, which compiles and segments the information to sell to advertisers. Advertisers can then create multiple advertisements with different cues to appeal to very specific reader panels. The analysis could show advertisers have changed behavior on gender representation digitally while their approach in the print media remains stuck in time.

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