

Power Branding Part II

This is not an advertisement. It is a public interest article.



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Ivanko Barbell Company

It has always been a phenomenon in human interaction that names with high recognition and reverence confer power. If it's a person, you tap into that power by dropping the name in conversation. If it's a place, you tap into that power by mentioning you've been there. If it's a thing, you tap into that power by mentioning that you own it or use it. This holds true in all walks of life, including fitness.

What are the names in fitness that confer the most power on those who associate with it? A good example

is Gold's Gym. It is the Mecca of West Coast body building, the training venue of Arnold Schwarzenegger and Lou Ferrigno, and it is one of the oldest and most revered icons in fitness worldwide. Equipment manufacturers want to supply Gold's Gym just for the exposure. It is a perfect example of seeking power by association, a perfect example of Power Branding.

Are there any other names in fitness that confer similar power by association? One way to find out is to go to any news rack anywhere in the world and page through the fitness magazines. What names are used most often for their power of association? What brand of equipment do you see most often in the cover photos? What brand do you see in the supplement ads, in fitness equipment ads, in the articles on fitness training and competitions?

We happen to know the answer to those questions. In fact, the name used most often has appeared on the covers of so many fitness magazines over the past 40 years, its manufacturer has lost count, but it's in the hundreds. In fact, the name in question appeared on three covers just last month. And as the only U.S. brand whose products are approved by the International Powerlifting Federation for international competition, this name is televised around the world



Aloha High School
Beaverton, OR



Walsh University
North Canton, OH.



Caesar's Palace
Las Vegas, NV.



Marist College
Poughkeepsie, N.Y.

in competitions including the Special Olympics and the European Powerlifting Championships

The manufacturer behind this name enjoys complimentary advertising exposure rivaling the biggest advertising budgets on the planet. To appear on magazine covers, big corporations spend millions of dollars, but all a certain manufacturer has to do for the same exposure is to keep making the products that publishers and advertisers consider to be the best on the planet.

Every club would like to have a look and feel like no other place in town, a reputation as the best place to pursue health and fitness goals. A big part of realizing this vision is associating with brands that are the most widely recognized and revered by end users. No one seeking a world class image would think of associating with lesser brands. Product and name recognition go hand in hand toward the elusive goal of perfection. That's what is meant by "the evolution of Power Branding".



Just imagine the power your name derives from its association with the most widely recognized and revered brand of equipment on the planet.



Chico Sports Club
Chico, CA



Pleasant Grove High School
Elk Grove, CA.

Ivanko Barbell Company was founded by Tom Lincir in 1967, and it is the leading provider of professional and commercial grade barbell and dumbbell products worldwide. Your comments or questions are welcome.

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YMCA
New Brighton, PA.



Fitness Time Clubs
Kingdom of Saudi Arabia



Sports Club Kahana
Maui, HI.