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Article: Carnival atmosphere keeps Big Baller Brand in the spotlight
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Lavar Ball made a huge statement by unveiling the Big Baller Brand's debut shoe, the ZO2, earlier this month. After his name was headlined in countless articles and blogs in the days ensuing the announcement, many thought the buzz surrounding the shoe would die down. However, by keeping his face on television screens through media appearances on networks such as Fox Sports and ESPN among others, Ball is not planning on leaving the spotlight any time soon. It was bold enough for him to price his shoe at twice the average cost for a high-end pair of name-brand sneakers, but his comments about his philosophy behind the shoe have helped to propel him to a new level of absurdity. Whether it has been becoming the number one trending topic on Twitter or tripling the value of the Big Baller Brand from \$1 billion to \$3 billion, Lavar Ball is not comfortable with hiding in the shadows of inconspicuousness. He would rather be on the minds of all members of the sports world for days, weeks, and months at a time.

Some may think Lavar Ball can be excused for his ridiculous pricing strategies as a result of his outrageous behavior, but the numbers do not add up in his favor. Ball was asked last month about how many pairs he had sold, and he responded with 495. Is it a coincidence that the price point of the ZO2 also happens to be \$495? As if he was unreliable enough, it seems as if Ball could have mixed up his numbers, or his product has apparently taken an enormous hit in the shoe market. In order to run an effective business, the owner of that brand needs to understand the concept of supply and demand. If there is no demand for a shoe, there is no way that the brand will be able to support itself in the long run. By launching a shoe brand for a player that has not even been drafted yet, fans will soon forget about it until this coming fall, when Lonzo Ball will supposedly wear the ZO2's on the hardwood. It seems as if playing for the Los Angeles Lakers will be the only way to salvage enough attention to keep the BBB afloat.

To create and value a brand at a shade under Donald Trump's net worth for a trio of brothers that have not even sported NBA uniforms yet is absolutely ludicrous. The pressure on Lonzo (and soon his brothers) to live up to their father's business valuation and expectations may become insurmountable, and Lonzo's career could suffer based on his father's actions. If Lavar can find a way to meet with a consultant or hire a financial expert to run the Big Baller Brand, there might be a light at the end of the tunnel for the ZO2 shoe. However, if Ball cannot find a way to change his behavior, he could take his entire family down with him. In order to be successful at the next level, Lonzo, LiAngelo and LaMelo have to keep their eyes on the prize – and by prize, I don't mean the money involved with the Big Baller Brand.

I'm talking about success in the NBA.