Red Grange: Marketing A Myth

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Publication Date
2015

Abstract
This article examines the legendary Red Grange, one of the most famous football players in American history. Taking the stance that Grange's wild success and notoriety was more a result of excellent marketing and advertising strategy than actual football talent, particularly in the professional game, this article argues that Grange owes more of his fame to clever marketing and a sly agent than athletic talent. Including in-depth examinations of Grange's statistics, career, and a critical look at secondary sources, this paper will expose the marketing machinery that turned a collegiate football player into an American legend.

Recommended Citation
Available at: https://digitalcommons.iwu.edu/constructing/vol16/iss1/5

Stik has seen the myth of creative chaos in action. He remembers talking to another artist who worked in a squat studio. "It was completely cluttered with plastic dolls, broken tennis rackets, pallets and all sorts. He was like, 'Hey man, out of creative chaos comes art. I can take this thing' – he reached across the room – 'and this' – he reached over to other corner of the room – 'and stick them together and make a third thing. Isn't that great?' And I said, 'But where's the glue?'"