

How hibbetts got started

In 1945, Rufus Hibbett founded the company under the name Dixie Supply Company, inc. The company renamed this company Hibbett & Sons in the year 1952. In the 1960s, the company renamed to Hibbett Sporting Goods, inc. *hibbett's* Company Perspectives where to offer a high level of customer service and competitive prices for quality athletic equipment, footwear, and apparel for team and individual sports. In the company's 1998 annual report Hibbett President Michael J. Newsome commented that there were three options open to retailers in the sporting goods industry: "Stand idly on the sidelines and let the world pass you by; 'slug it out' for incremental market share; or cater to a genuine need. *We prefer the latter.*"

How hibbetts brand themselves

The company targeted special publicity opportunities in its markets to increase the effectiveness of its advertising budget. To further differentiate itself from national chain competitors, Hibbett preferred promotional spending in local media. Hibbett also used local radio, television, and outdoor billboards to reinforce name recognition and brand awareness in the community. [News Article](#)