Brand identity plays an efficient role in achievement of the goals by businesses/organizations. Thus, it is intended to improve the market performance by providing competitive advantage. Moreover, brand identity constitutes a significant source for this goal and renders businesses different. From this aspect, the culture of brand identity formation represents marketing intelligence. Marketing intelligence is the capability of sector businesses to make their abilities to comprehend, identify, analyse, assess and regenerate the whole internal and external environment functional and generate dynamic results in the process of brand formation with the purpose of improving the tactical and strategic decision-making processes culturally and communicatively. In this paper, the marketing culture components of TTF (Turkish Football Federation) for brand identity formation were analysed through hypotheses. 309 surveys were obtained from Football Base Associations of Western Mediterranean Region. Brand identity was expressed through the factors of innovativeness, service quality, internal communication and sales force which meet hypotheses having been accepted according to the research model as a consequence of the analysis.