



School Athletics Rebranding Project



Project Description:

Like any professional or collegiate sports team, your high school athletics program is a brand. While it might not have the recognition outside of your community like the Yankees or Lakers enjoy, your school brand likely has a high level of loyalty and affinity on a local level. For this project, you will be required to form a group that serves as a branding agency. The High School Athletics Department has contracted your company to develop a rebranding strategy that strengthens the bond with your community, ultimately helping to draw bigger crowds at sporting events and helping to sell more tickets, concessions and school branded merchandise. Part of your responsibility includes the process of introducing a "secondary" mark (logo) that will be featured in everything from football programs to apparel. Your group will be required to present your rebranding strategy to the class.

Project Details

Branding is an absolutely critical component of any sports or entertainment property's marketing strategy. But before any sports or entertainment marketer can embark in a rebranding effort, they must first have a very firm understanding of what elements define a successful brand. They must also have a very good handle on the existing brand that they hope to further develop...how do consumers (fans) feel about the brand? What do they associate the brand with? Follow the steps below to create your group's rebranding strategy, then prepare a presentation that includes visuals to pitch (sell) your ideas to the class.

Examine and evaluate your school's existing logo: *What message does it convey to fans of your school athletics? How is it currently being used? Where is it being used? Do fans like it? How does it represent your community? Is it unique? How so?*

Design a secondary logo: *Where will it be used? What products will feature the logo? What message does it convey to fans of your school athletics? How does it represent your community?*

Create a tagline or slogan: *Create a tagline or slogan to be used throughout the school year in association with your athletics program's events.*

Integrate the brand: *Apply your new logo to various marketing materials...make new letterhead, create new school merchandise, communicate your brand message through social media platforms, develop business cards...do everything you can to get your brand "out there" to elevate levels of brand awareness.*

Tell your brand story: Explain how you came up with your strategy and why your rebranding efforts will be a success (be sure to include that in your presentation to the class)!