



Building your brand

Ticket Summit Vegas

15 July 2010

Ticket Summit 2010













Branding is not the same as marketing or advertising.

It's not logos and taglines.

And it's not websites and business cards.

A **brand** is the promise your company, product or organization makes to the marketplace, so customers know what to expect from you.

Brands stand for important & relevant ideas

 <p>Reliability</p>	 <p>Fans serving fans</p>	 <p>Magic</p>
 <p>Authenticity</p>	 <p>Performance</p>	 <p>Comfortable escape</p>
 <p>Safety</p>	 <p>Simplicity</p>	 <p>Productivity</p>
 <p>Achievement</p>	 <p>Opportunity</p>	 <p>Freedom</p>

Branding is the process of examining, defining, communicating and delivering on that promise so that it is differentiating, relevant and true.



The branding process

Intelligence

What do I know about myself, my audiences and my competitors?

Strategy

How do I articulate what makes me different from others in the same arena?

Brand positioning
Brand promise
Brand personality

Identity

How do I capture and express my brand promise and personality?

Names
Logos
Taglines

Communications

How do I maintain a connection with my audiences over the life of the relationship?

Websites
Marketing
All touchpoints

Our client

Pittsburgh-based ticket broker specializing in professional and college sports in and around the city.

One-man shop, just decided to get serious about selling tickets full-time after growing the business year after year part time.

Intelligence

What do I know about myself and
my audiences?

Intelligence

Purpose & ambition

What's your reason for being? The idealistic motivation for doing the work that you do?

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.....

.....

What's your vision for the company? Your audacious 10-year goal?

.....

.....

.....

Intelligence

Purpose & ambition

What's your reason for being? The idealistic motivation for doing the work that you do?

I want every kid growing up in Pittsburgh to know what it's like to be in the stands with all those other fans for a big moment. And I want every grown-up to remember that feeling, too.

What's your vision for the company? Your audacious 10-year goal?

I'll always be a Pittsburgh fan, but I could see doing the same thing for fans in other cities. Maybe one or two other cities at most.

Intelligence Your SWOT

Strengths

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Weaknesses

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Opportunities

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Threats

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Intelligence

Your SWOT

Strengths

Sports-focus

Access to great seats

Opportunities

I've been talking with local
restaurants about creating
dinner & game "packages"

Weaknesses

Sports focus—I have to let
my regular clients go other
guys for concert tickets

Threats

Hard for a small guy to keep
up with technology advances

Intelligence

Your customers

Who are the end-users?

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.....

.....

What qualities or attributes are important to them?

Who are the decision-makers?

.....

.....

.....

Are there different qualities or attributes important to *them*?

Intelligence

Your customers

Who are the end-users?

Pirates, Penguins,

Pitt, Steelers fans

What qualities or attributes are important to them?

Great seats

Timing & availability

Price

Trust

Are there other decision-makers or influencers?

Spouses & Families

Are there different qualities or attributes important to *them*?

Fun

Experience

Strategy

How do I articulate what makes me different from others in the same arena?

Strategy

Brand positioning

Your **brand positioning** is your specific point of differentiation in the market compared to your competitors.

Strategy

Brand promise

Your **brand promise** is a vivid description of the positioning that motivates you, unifies your people and makes your clients believe in you.

Strategy

Brand personality

Your **brand personality** is the human attributes that guide how you act and how you want to be perceived.

Strategy

The positioning spectrum

Functional

Emotional



What you make
Product & services

How you do it
Your people/Unique approach

What you make possible
Customer benefit

Strategy

The positioning spectrum

Functional

Emotional

The most
tickets

Superfan

There when
it happened



What you make
Product & services

How you do it
Your people/Unique approach

What you make possible
Customer benefit

Strategy

The positioning spectrum

Functional

Emotional

The most
tickets

Superfan

**There when
it happened**



What you make
Product & services

How you do it
Your people/Unique approach

What you make possible
Customer benefit

Strategy

Brand promise

When you're a fan, every game is important. With more hard-to-get tickets for the teams you love, we make sure you're there in the stands for the amazing plays, big wins and come-from-behind victories you, your friends and your family will always remember.

Strategy

Brand personality

*Passionate, Involved,
Fun*

*Informed, Influential,
Up-to-date*

Enthusiastic

Loyal

Connected

*Devoted, Trustworthy,
Reliable*

Together, these are your **brand platform**
–the touchstone for creating and evaluating
all communications and brand activities.

Positioning	There when it happened
Promise	Every game is important
Personality	Enthusiastic, Loyal, Connected

Identity

How do I capture and express my brand positioning, promise and personality?

Identity

Developing a brand name

A successful brand name:

- Help customers understand something about what you do and what they get from you
- Communicates specific attributes and differentiators
- Should be free from any negative linguistic or cultural associations
- Is easy to remember and easy to pronounce
- Is available for trademark and URL registration

Identity

The naming brief

Attributes

Loyal, connected, enthusiastic

Modern, savvy, easy

Differentiators

Immediacy, local flavor & know-how

Kind of name

Descriptive or associative, NOT abstract

Functional requirements

TM in US only

Available as URL in some form

Identity

Naming exploration

About Pittsburgh:

Pittsburgh Fan

Three River Tickets

YinzerTix

YinzerSport

YinzerPro

Hometown Tickets

About the experience:

Longtime Fan

Big Fan

Game Day

At The Game

Winning Tickets

Local Hero

Identity

Naming exploration

About Pittsburgh:

Pittsburgh Fan

Three River Tickets

YinzerTix

YinzerSport

YinzerPro

Hometown Tickets

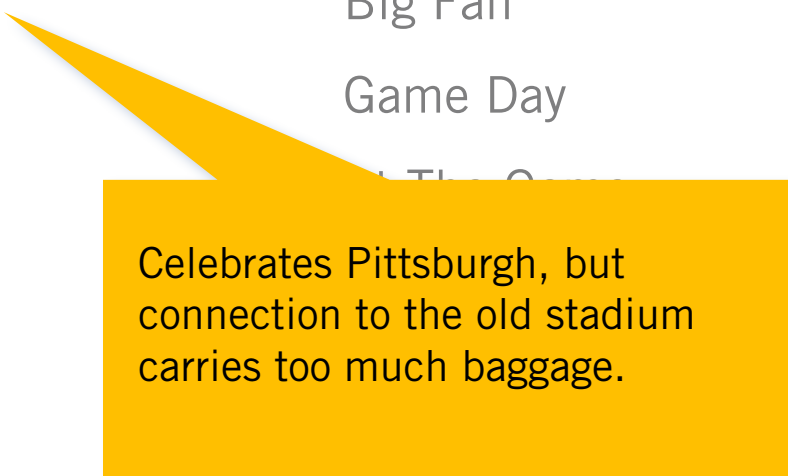
About the experience:

Longtime Fan

Big Fan

Game Day

Let The Game Begin



Celebrates Pittsburgh, but connection to the old stadium carries too much baggage.

Identity

Naming exploration

About Pittsburgh:

Pittsburgh Fan

Three River Tickets

YinzerTix

YinzerSport

YinzerPro

Hometown Tickets

About the experience:

Longtime Fan

Highlights your geographic focus, but allows you to extend outside of Pittsburgh (and even outside of sports)

Winning Tickets

Local Hero

Identity

Naming exploration

About Pittsburgh:

Pittsburgh Fan

Three River Tickets

YinzerTix

YinzerSport

Perfect! Captures the excitement of being at the game, not specific to any sport. But someone's already got it registered...

About the experience:

Longtime Fan

Big Fan

Game Day

At The Game

Winning Tickets

Local Hero

Identity

Naming exploration

About Pittsburgh:

Pittsburgh Fan

Three River Tick

YinzerTix

YinzerSport

YinzerPro

Hometown Tickets

About the experience:

an

Speaks directly to the right audience; Evokes an authentic hometown pride, but is it serious enough?

At The Game

Winning Tickets

Local Hero

Identity

Naming exploration

About Pittsburgh:

Pittsburgh Fan

Three

Yinzer

Yinzer

YinzerPro

Hometown Tickets

Best of both worlds? Connects the emotional experience with the hometown aspect. Portable to other cities.

About the experience:

Longtime Fan

Big Fan

Game Day

At The Game

Winning Tickets

Local Hero

Identity

Legal issues

- Conduct a web search to make sure the name is not already in use by someone in a similar business
 - Even if they don't have it registered with the US Patent & Trademark Office, they can establish rights by using it first
- Contact a trademark attorney to do final TM search and registration
 - There are business advantages in protecting your brand name the right way—and avoiding infringement suits from others
 - Online service providers make it affordable
 - Legalzoom.com
 - Secureyourtrademark.com
 - Trademarksetc.com

Identity

Final brand name

Local Hero Sports Tickets

Identity

Final brand promise

When you're a fan, every game is important. With more hard-to-get tickets for the teams you love, **Local Hero Sports Tickets** makes sure you're there in the stands for the amazing plays, big wins and come-from-behind victories you, your friends and your whole family will always remember.

Identity

Developing a logo

A successful logo:

- Captures an idea; balances what the brand name is already communicating
- Reflects the brand's personality
- Is practical; respects how and where it will be used

Identity

Logo concept: Sports, sports, sports



Identity

Logo concepts: The players, the customers



Local Hero
Sports Tickets



Local Hero
Sports Tickets



Local Hero
Sports Tickets

Identity

Final logo



Communications

How do I maintain a connection with my audiences over the life of the relationship?

Communications

Customer touchpoints



Jonathan Smith



Local Hero Sports Tickets
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Pittsburgh, PA 15222-4620
T 412-555-0000 F 412-555-0001
jonathan_smith@localhero.com

www.LocalHero.com



Local Hero Sports Tickets
123 Penn Avenue
Pittsburgh, PA 15222-4620
T 412-555-0000 F 412-555-0001
jonathan_smith@localhero.com



Customer Name
1234 Chartwell Drive
Pittsburgh, PA 15241

September 20, 2010

Thanks for choosing Local Hero.

Take a minute to make sure that the tickets you got are the tickets you ordered. If you have any questions about anything, please call me or email me right away.

Enjoy the game!

A handwritten signature in black ink, appearing to be "Jonathan", written over a white background.

Jonathan
412 555-0000
jonathan_smith@localhero.com

Today in Pittsburgh sports history

September 20, 1907: Nicholas Maddox is the first Pirates pitcher to throw a no-hitter by defeating Brooklyn, 2-1, at Exposition Park.

Today in Pittsburgh sports history
September 20, 1907: Nicholas Maddox is the first Pirates pitcher to throw a no-hitter by defeating Brooklyn, 2-1, at Exposition Park.

From: Jonathan@localhero.com

Date: December 15, 2010 2:44 PM

To: kbarnhart@corebrand.com

Subject: December 23, 1972: The immaculate reception

Karl:

On December 23, 1972, with 22 seconds left in the game, Franco Harris came out nowhere to catch a deflected pass a few inches from the ground. He raced up the field for a touchdown that gave the Steelers a 13-7 win. The play became known as “the Immaculate reception.”

Don't you want to be there the next time the Steelers make history?

Check out our [web site](#) for the best seats to the best games. And don't forget that Steelers tickets are a great Christmas present.

Yeah, there's no way the Pirates are retaining Church.

by **Charlie** on Jul 11, 2010 7:35 PM EDT [reply](#)

a lesson learned from the capps mess

maybe neal feels that it will raise or at least keep church's value constant. remember when the rumor came out several weeks before capps got dfa'ed. then neal tried to trade him, and no one wanted him. why pay when you can get him for free. btw apparently they must feel he has some value. if neal says we may cut church nobody will give us anything.

by **localhero** on Jul 11, 2010 7:55 PM EDT [reply](#)

agreed

Before july 31st, I generally consider anything said by NH about a veteran to be fluff.

by **johnnycuff** on Jul 11, 2010 8:58 PM EDT via mobile [reply](#)

I wouldn't necessarily hate him as a NRI.

But that's probably about as far as I'd go.

by **localhero** on Jul 12, 2010 10:09 AM EDT [reply](#)

Agreed.

And he had the staff figuring out that Dana Eveland wasn't worth keeping around as a good evaluation. Somehow trading a prospect away for him and then figuring out he was garbage was a success while taking a few months to find out if a guy who had spent his entire career as a catcher or 3B could play 2B was a

Brand behavior

Be vocal. Talk about the teams and the players, and give fans a forum to talk back.

Make sure that anyone that works for you knows what's going on with the local teams and players.

Answer emails and return phone calls in a timely manner, so no one misses out on a game.

Sponsor a local little league team.

Questions?



Branding that works, metrics that matter.

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