

Hello

A thick, orange, hand-drawn brushstroke graphic that forms a stylized, irregular shape, possibly resembling a letter 'e' or a swirl, positioned behind the main text.

EMBLEMATICA

YOUR STORY. YOUR BRAND.

A Natural Hat-Trick

*Building blocks of brand
for hockey leaders*

Presented to BC Hockey by:
Tom Mayenknecht and Anthony Abrahams, **Emblematica**

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Our Desired Outcomes

- Consensus understanding of what Brand is and what it means in hockey participation and development
- Take-away knowledge on the basics of Brand Building (minimum professional standards)
- Heightened sense of priority on brand development for hockey associations throughout BC

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What is Brand?

What does the term “Brand” mean to you?

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What is Brand?

What does the term “Brand” mean to you?

- *It is the place your association – or you yourself -- holds in the eyes, ears and minds of your registered “customers”*
- *Market response =*

Recognition. Understanding. Engagement.

- *Brand is NOT logo/it is everything behind the logo*

A Natural Hat-Trick Leadership Brands

**What brands matter to you –
Personally? Professionally?**

A Natural Hat-Trick Leadership Brands

**What brands matter to you –
Personally? Professionally?**

- *Hockey sector*
- *Sports & Entertainment sector*
- *Global business*

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Brand Building 101

Why devote any time or energy to Brand in the world of youth hockey or the hockey industry in general?

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Brand Building 101

Why devote any time or energy to Brand in youth hockey?

- *Clearer identity*
- *Internal direction and culture*
- *External = Awareness. Understanding. Engagement.*
- *Membership relations*
- *Stakeholder relations*
- *Partner association (i.e. sponsors/media)*

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Brand Building 101

Why devote any time or energy to Brand in youth hockey development?

- *Make the most of your promotional budget*
- *Differentiate yourself from other sports associations (or other lifestyle options)*
- *Help build hockey participation*
- *Break through the clutter with a strong personal brand*

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The Quadrant Process

developed by Emblematica

- Landscape
- Foundation
- Framing
- Finishing

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The Story Telling Process

developed by Emblematica

- Context
- Narrative
- Voice

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Building Blocks of Brand

- Mission
- Vision
- Values
- Mantra (tagline or qualifier)
- Language: Key words. Key messages.
- Visual identity/Audio identity

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Sample - Customer Perspectives

- What words would you like your “customers” to use to describe your programs?
- What words would you like your “customers” to use to describe your customer service?

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The Basics of Brand Building

**What every youth hockey association can
– and should – do**

- Pop your club or league “bio”! Or “mantra”!
- Frame your story
- Promote your mission, vision, values and mantra (live and breathe those principles in every point of contact)
- Streamline your web site
- Push your social

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The Basics of Brand Consistency

How to sustain your reputation over the long term

- Actions (i.e. decision-making, program development, etc.)
- Logo usage & standards
- Other simple ways to apply Brand

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Brand Building 101

Q&A

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Brand Building 101

Your
Checklist

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Brand Building 101

Mission

Vision

Mantra

Values

Key Words

Key Messages

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Brand Building 101

Visual Identity/Audio Identity

Web site/Digital

Social

**Actions/Discipline/Living Your
Brand**

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The Story Telling Process

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