



SPORTSBIZ MADNESS 2021: CASE STUDY TOURNAMENT

CASE STUDY #1: MINOR LEAGUE BASEBALL RE-BRAND

INSTRUCTIONS

- 1) Read/review the case study with your team (student group or class).
- 2) Review the evaluation criteria.
- 3) Create a response to case study.
- 4) Submit your response **to your teacher**.
- 5) Be sure to include a team name, the names of team members, your school and class period.
- 6) Reminder: Your entries are limited to **no more than two pages!**

IMPORTANT: If you send something via Google Docs, please remember to make sure you turn on permission to review/edit the document!

GOOD LUCK!

BACKGROUND

Minor League Baseball teams have historically implemented some of the most creative promotions in the history of sports marketing. From wild concessions offerings to wacky mascots and bobblehead giveaways, teams have run the gamut with their promotions. One of the latest marketing tactics being deployed by Minor League Baseball teams at all levels is a complete franchise **rebrand**.

As an example, last year the Florida State League's Fort Myers Miracle announced they would become the "Mighty Mussels" as the team overhauled their branding. Other teams who gave their franchise identity a brand refresh include the Missoula Osprey, rebranding as the "PaddleHeads", and the Kannapolis Intimidators who became the "Cannon Ballers". These rebranding efforts included new logos, franchise colors, and mascots.

SCENARIO

You have just been hired as a brand consultant by the Indianapolis Indians, a Minor League Baseball team in the Midwest Division of MiLB's Triple A East League. The Indianapolis franchise is one of the oldest in Minor League Baseball history, establishing its roots in the city in 1902.

In 1996, the team moved into a new ballpark in downtown Indianapolis, renaming the stadium "Victory Field" in celebration of team's long history of on-the-field success. The franchise would see an immediate attendance surge and the ballclub now attracts nearly 650,000 fans to the park every summer. As a result, the franchise has been profitable for 35 straight years, a remarkable feat for a minor league sports team. However, the team has faced some public backlash recently for its use of the nickname "Indians" and decided the time is right for a re-brand.

Because Major League Baseball has opted to delay the start of this year's MiLB season because of the pandemic, you have a few months to give the franchise a brand overhaul.



CASE STUDY #1: MINOR LEAGUE BASEBALL FRANCHISE RE-BRAND

YOUR CHALLENGE:

The organization has asked you to develop a new brand identity for the franchise, beginning with the 2021 season. Your report and presentation must address the following:

- Identification of a new name for the franchise
- Determination of brand colors
- Development of a new logo either with a sketch, drawing or graphic design (entries will **NOT** be evaluated on artistic ability, the concept and rebrand strategy will determine which entries move on to the next round of the tournament)
- Introduction of a new mascot
- Example of at least one piece of branded merchandise featuring the new logo

Your report and presentation must also include the following:

- Explanation of why the team should re-brand and how your vision for the new identity will help the franchise to continue its long history of success
- Description of how you chose the new nickname and why it will be supported by the community while generating excitement with the fan base
- Overview of how the new brand will help the franchise to increase merchandise sales this summer (including a merchandising strategy)

BEFORE YOU BEGIN:

We would recommend a brief review of unit six and unit seven in SCC's textbook to make sure you have a firm grasp on the sports business concepts most applicable to this case study. This will also help with your explanation of the importance of a solid execution of a rebrand strategy.

You will also want to do some research online to learn more about the city of Indianapolis, its baseball roots, and anything else that will encourage the community to support the team's new image and identity.