

PG SPORTS REBRAND

NARRATIVE

PG Sports is an Eco-friendly athletic apparel brand that is proud to be made in America to help support the economy, and as well as the environment with the use of quality materials. PG Sports is committed to provide premium quality products, and to deliver value with efficient services.

At the same time, PG Sports creates awareness by supporting charities from local to national events. It inspires audiences with motivational designs and seeks to provide fresh sports apparel EVERYWHERE & ANYWHERE.

VALUES

Eco-friendly – uses materials that help the environment.

Committed – provides premium quality products.

Efficient – delivers quality service.

Charitable – Supports charities from local to national events.

Proud – Helps support America's economy.

Motivated – Provides fresh sports apparel everywhere & anywhere in the US.

Inspiring – Inspires audiences with motivational quotes and slogans.

SWOT ANALYSIS

Objective: To identify the internal and external factors of the company to further develop a strategic planning process.

STRENGTHS <ul style="list-style-type: none">• Professional athletes from NFL, MLB, NHL and MLS are already wearing the brand.• Most products are American made, which supports local small businesses and help the growth of the economy.• Provides philanthropic efforts for various charitable foundations. Makes shirts for breast cancer awareness and the military. Supports local events charity walks and Little League Baseball.• Most of the apparel is of cotton and rayon made.	WEAKNESSES <ul style="list-style-type: none">• Offers products/services in the US only, which decreases the opportunities to grow internationally.• Targets mostly the male audience.• Low on revenue to provide on large marketing campaigns.• Has a small variety of items for sale.• Has a weak online presence with the actual website.• Does not have the facilities to print.• Does not have a FAQ section and a newsletter.
OPPORTUNITIES <ul style="list-style-type: none">• Looking to ship internationally.• Looking to expand on the apparel line for the female audience.• To expand across the US and the world to create larger brand recognition.• To partner with different	THREATS <ul style="list-style-type: none">• Decrease of product/ service costs from the competition.• International competitors, people buying from China or from other online stores• The downturn in the economy affecting the production.• Certain designs could be less

<p>companies to help PG Sports grow on a larger scale.</p> <ul style="list-style-type: none"> • To constantly look for ways to be a more Eco-friendly company. 	<p>provocative resulting in lesser sales.</p>
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SWOT Analysis

The strengths determine the benefits that differentiate the company versus the competition, and the opportunities become essential in creating future strategies for the development of the company. The product being American made becomes key in helping the growth of the economy. Also the support given shows a real care for the community. The company also thinks ahead in expanding nationally and internationally, as well as partnering with prospective clients in order to create more jobs and helping the economy.

COMPETITIVE REVIEW

Objective: To analyze and understand what the competition does in terms of marketing strategies.

<p>Project Company: PG Sports</p> <p>Similarities:</p> <ol style="list-style-type: none"> 1. All sports apparel brands. 2. All big with social media and blogs. 3. All have pro athletes and celebs wearing their gear. 	<p>Competitor Company #1: Freshletes</p> <p>Similarities:</p> <ol style="list-style-type: none"> 1. All sports apparel brands. 2. All big with social media and blogs. 3. All have pro athletes and celebs wearing their gear.
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<p>Differences:</p> <ol style="list-style-type: none"> 1. Looks into improving the quality of materials in order to help the environment. 2. It's more personal since the founder is the only one running the company, which at the same time is available all 7 days of the week. 3. Offers a better customer experience through quicker response time and delivery. 4. Delivers sports news daily via social media. <p>Onliness Statement (USP): PG Sports is the only online sports brand who prides itself on American made products to help the US economy grow, whom also delivers sports news daily and fresh apparel in a personal way by connecting real life athletes to regular fans, and who also consciously seeks to improve the quality of its materials to help the environment.</p>	<p>Differences:</p> <ol style="list-style-type: none"> 4. Gets more involved with musical artist such as rappers to wear the brand. 5. Does collaborate with athletes and rappers. 6. Provides a support section for time efficiency. <p>Onliness Statement (USP): Freshletes is the only online sports brand that collaborates with athletes and rappers and provides additional support to facilitate answers in advance from frequently asked questions.</p>
<p>Competitor Company #2: Routine Baseball</p> <p>Similarities:</p> <ol style="list-style-type: none"> 1. All sports apparel brands. 2. All big with social media 	<p>Competitor Company #3: 22Fresh</p> <p>Similarities:</p> <ol style="list-style-type: none"> 1. All sports apparel brands. 2. All big with social media

<p>and blogs.</p> <p>3. All have pro athletes and celebs wearing their gear.</p> <p>Differences:</p> <p>4. Focuses on baseball only.</p> <p>5. Have a playlist to connect with the baseball player's lifestyle.</p> <p>6. Have 5 retail stores across the US.</p> <p>Onliness Statement (USP): Routine Baseball is the only online sports brand that has moved from the online scene and has already expanded across the US with a unique lifestyle that connects fans with music and pro baseball players.</p>	<p>and blogs.</p> <p>3. All have pro athletes and celebs wearing their gear.</p> <p>Differences:</p> <p>4. Ships to US and Canada for bigger market opportunities.</p> <p>5. Sell online throughout the US, but headquarter in Regina, Saskatchewan.</p> <p>6. Focuses on baseball and Canadian football.</p> <p>Onliness Statement (USP): 22Fresh is the only online sports brand to focus on baseball and Canadian football, headquarters outside the US and ships to Canada to expand their market opportunities.</p>
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Competitive Review Analysis

It is essential to know what the competition does in order to find ways for differentiation. PG Sports differentiates by constantly improving the quality of materials in order to help the environment. This fact allows the company to be unique in the production of quality items by giving the user a greater sense of comfort, and knowing the good it does for the environment. Similarly, PG Sports provides philanthropic efforts by supporting local events as it looks forward to help the community. It also provides a more personal approach by connecting the founder with professional athletes and regular fans. This idea gives the company confidence and satisfaction by believing in the delivery of a greater customer experience.

Awareness of Market Positioning

The awareness of market positioning provides an action plan with key elements to show differentiation and to create brand awareness.

- **Brand Positioning**

PG Sports is the only online sports brand who prides itself on American made products to help the US economy grow, whom also delivers sports news daily and fresh apparel in a personal way by connecting real life athletes to regular fans, and who also consciously seeks to improve the quality of its materials to help the environment.

- **Value Proposition**

To athletes and sports fans, 18-35, who seek for a fresh and original look and want higher quality items to can help the environment as much as possible, PG Sports produces Eco-friendly items that give customers the confidence of having products that are comfortable and of premium quality.

- **Sustainable Competitive Advantage**

PG Sports provides professionally US made products that are of premium quality and environmentally friendly. Unlike the competition, PG Sports offers a better customer experience through quicker response time and delivery, all 7 days of the week.

BRAND STRATEGIES AND MEDIA MIX

The following strategies are based on analysis and re-positioning statements to determine how to deliver the development and why, throughout different media mix.

1. This strategy will focus on the creation of visuals for the brand identity.
 - Infographic with the research data
 - 3 horizontal logo concepts and a survey
 - Static and dynamic mood boards

- Business collateral: business card, letter head, envelope and invoice
- Websites: company website redesign

The brand assets will help create the visual identity, which will increase brand recognition, and help determine the look and feel of the company.

2. To target a 18-35 year old audience with online and printing advertising to create brand awareness about the reduction of polyester, and the use of high quality items that help the environment.
 - Pro athletes and regular fans will help advertise PG Sports apparel within their current locations.
 - The online advertising campaign will take place in social media with publications about the quality materials being used and the reducing of non Eco-friendly materials such as polyester.

3. GIVE SOMETHING AWAY FOR FREE

- Create a subscriber's list to have audiences give away their email addresses in order to build PG Sports' customer data base for future advertising campaigns such as mail blasts.
 - Use social media to create call to actions for audiences to enter in random draws and win a free tee.
4. Reach out to pro athletes for collaborations.
 - Use social media to connect.
 - Present the brand and ask for their emails afterwards.
 - Stay in contact through email for future projects.
 5. Create a referral program.
 - Ask previous customers to take a 5-10 question survey at [surveymonkey.com](https://www.surveymonkey.com).
 - Have the survey link printed on the receipts with a call to action.

- Add a testimonial section within the main website.

Project Conclusion

1. PG Sports rebranding becomes essential by putting in practice Eco-friendly methods within the American sports industry. Their services are of time efficiency, designed for pro athletes and fans, all focused on premium quality to benefit the user and the environment.
2. The research obtained, allows PG Sports to reposition the company in the market place as the only sports brand to connect pro athletes and fans at a personal level like no other.
3. The brand strategies and creative ideas developed by PG Sports permits the company to reenter the market as a stronger brand with new opportunities ahead.
4. These opportunities motivate the company to establish a new perspective in the American sports industry. They'll create brand awareness and recognition by contributing with an experience of comfort, consciousness and care. (the 3 C's)