



Overview

In 2007, Blue Equity purchased SFX Tennis, SFX Events and SFX Media, followed shortly by Game-Seven Sports Marketing, Team Championships International, Blackwave Sports, Humarks, Worldwide Football and Management Group International. The division was a global leader in sports and entertainment management and media serving clients and customers worldwide. The combined entity's services include client representation and management, television production, media rights and distribution, event promotion, production, management, grassroots event participation, experiential events and corporate hospitality as well as sports marketing and consultation. SME was responsible for creating the new name, brand positioning, visual identity, tagline, branding campaign and website.

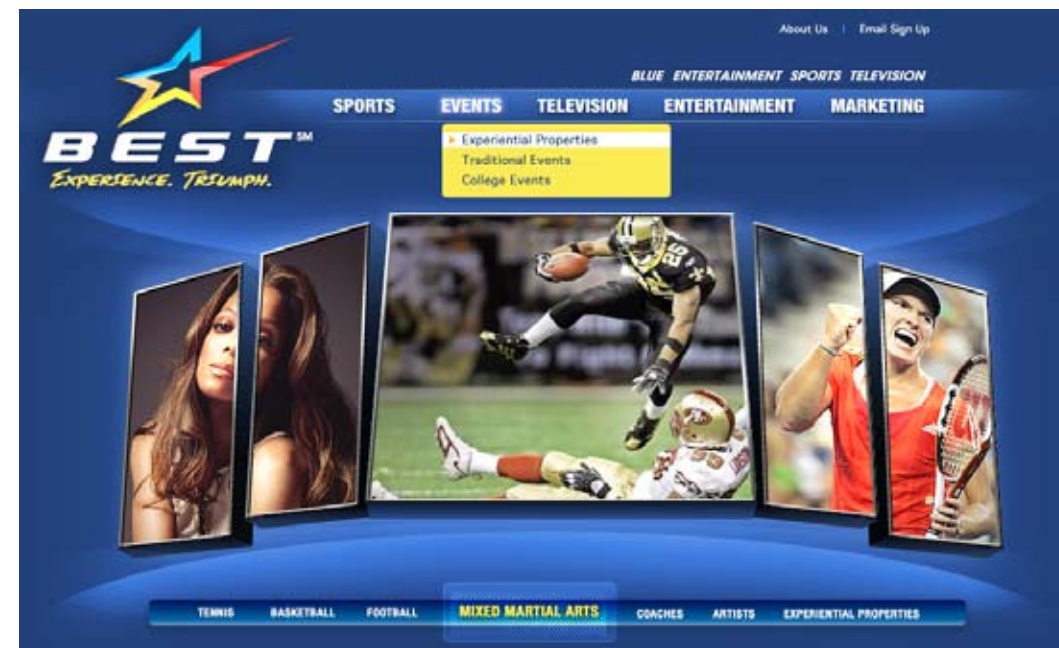
Challenge

While each brand had standing in its respective market, Blue Equity wanted to create one unifying brand positioning. The brand needed to combine the heritage of each new unit with the vision and prestige of the Blue Equity brands. It had to appeal to diverse global audiences, including world-class athletes and corporate partners as well as fans of their athletes and musical and competitive events.

The organization's vision is to consistently elevate talent and originate content. With a wide array of extraordinary content for audiences, sponsors and media and with the support of unparalleled human capital, the organization delivers legendary levels of performance to clients and partners.

The client was in a unique position for a "new" company: it had a 250-year heritage. SME had the opportunity to build on that heritage and prestige while defining what the new brand would mean to clients, customers, partners and employees worldwide.

Website



The design and functionality of the BEST site provides access to corporate information, fan and ticket buyer details and athlete and property information within a clean and dynamic environment.

Solution

SME developed a unifying positioning focused on a strong and prestigious heritage, global reach and commitment to excellence. The name BEST is coined from the group's composition, Blue Entertainment Sports Television suggesting excellence and heritage. The star mark was inspired by the strength of their talented clients, the level of care and professionalism of their service and the production and performance of their properties and events. Luminescent and prestigious, it communicates the promise of 250 years of combined experience.

Experiential Properties



Advertisements



What's in a name? Everything. headline draws attention to the acronym which forms the brand name as well as the inherent promise that is delivered by a name as strong and direct as BEST.

"SME is Blue Equity's branding partner and they have done a tremendous job for us. Thanks to SME's knowledge and expertise, our BEST brand has an exciting identity and positioning, ready to establish itself as a leader in the sports and entertainment industry."

Jonathan Blue, Chairman and Managing Director
Blue Equity LLC

"Blue Equity's acquisitions of leading sports and entertainment brands demanded a leading branding partner. SME developed the brand identity necessary to position our partners, clients and customers for long-term success."

Mike Principe, Chief Operating Officer
Blue Equity LLC

Mike Principe and Jonathan Blue

