



SITUATION

The Boston Bruins engaged SME to evolve the 2005/2006 ...it's called Bruins campaign into a longer term positioning activating intangible brand dimensions of home, tradition and loyalty. The objective was to create an idea about the brand that is independent from on-ice performance and sustainable.

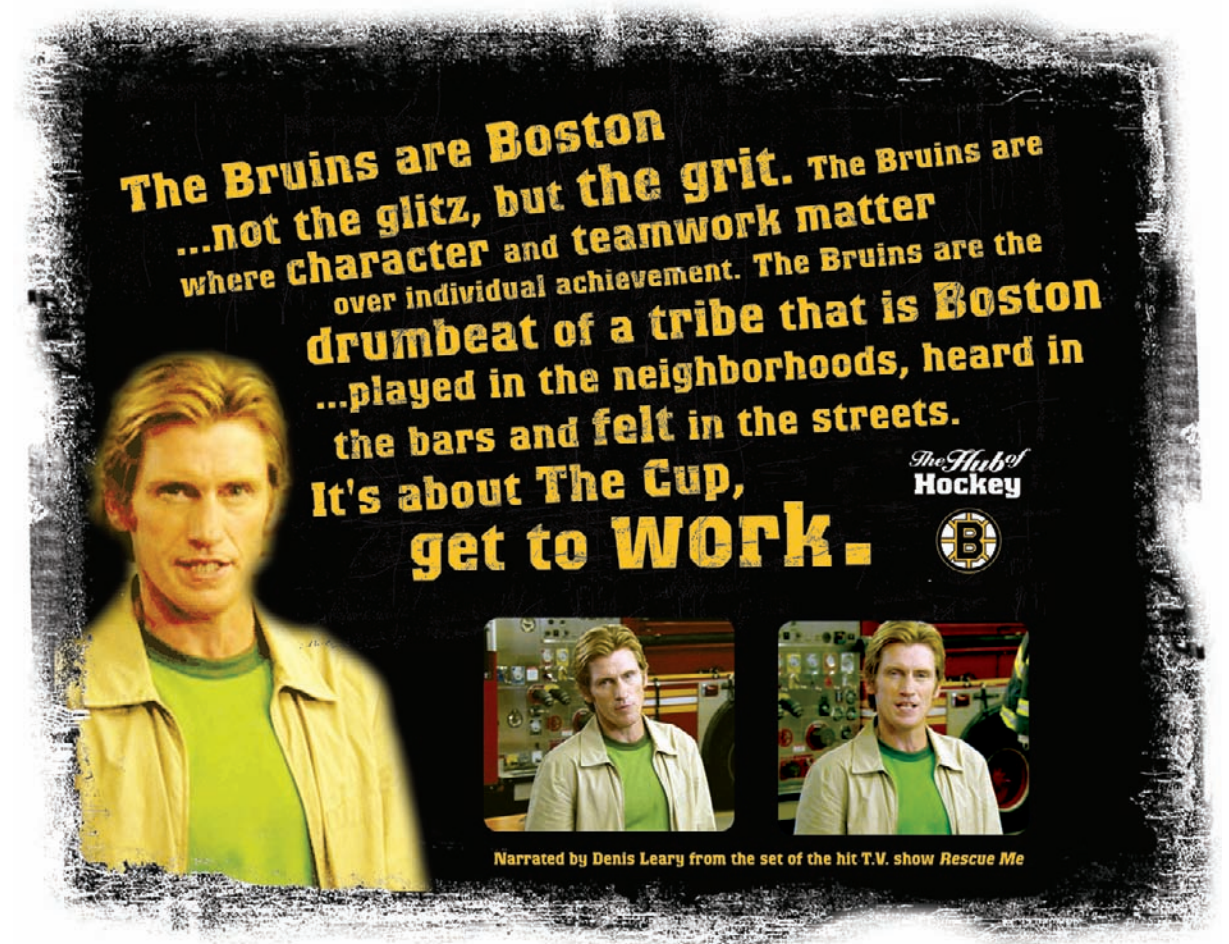
RESULTS

SME created The Hub of Hockey campaign; a compelling platform reflecting the team's rich heritage and positing the Boston Bruins brand at the epicenter of all things hockey. The Hub of Hockey is scalable to grass roots and youth initiatives, high school/collegiate hockey and partner opportunities.

The Hub of Hockey was inspired Oliver Wendell Holmes, who in 1858 read ..."Boston is the hub of the universe, all roads lead to it." The campaign's visual expression was influenced by those words. Paul Revere Script was employed as the headline font; rich sepia tones on parchment backgrounds, faded photographic images of players are all in use. Advertising headlines key off of this concept - The Habs Are Coming! The Habs Are Coming! . A classic, stately look and feel is produced, evoking patriotic roots, intensifying the emotional bond to fans and partners and positioning the brand as a destination of the heart.

SERVICES

- Brand Positioning
- Campaign Naming
- Campaign Identity
- Look Tools Kit
- Print Advertising
- Graphic Standards Guide



PRINT ADVERTISING



BROADCAST ADVERTISING



Open with music track panning camera
Cam Neeley: Passion. Pride. Loyalty



Cam Neeley:
Character...this is The Hub of Hockey.



Ticket Sales Donut



Fade to black with
....The Hub of Hockey 