

EVERY NIGHT

Re-discovering 'Brand DNA'



OBJECTIVES

Faced with declining ticket sales, wavering fan interest and unsatisfactory team performance, Palace Sports and Entertainment partnered with SME (1999 - 2001) to help revitalize their premier sports brand property – the Detroit Pistons.

SOLUTION

Through an in-depth study involving team officials, fans, partners and the media, SME developed a long-term brand strategy focusing on a return to the core values of their most successful period in history – The Bad Boys Era. That team was hard working, tough and passionate and won two NBA Championships. Those values have again become the foundation of the Detroit Pistons brand. They are operationalized throughout the enterprise and inspired the *Every Night* brand communications platform.

SERVICES

- Consumer Insights
- Strategy & Tactics
- Communications Platform
- Engagement
- Print, Outdoor, Television and Radio Advertising Campaign

“It has been a remarkable turnaround here, and SME gets all the credit in the world for getting us on the right bus.”

Tom Wilson,
CEO,
Palace Sports and Entertainment