

KENTUCKY DERBY

137 

CHURCHILL DOWNS

5.7.11



CHURCHILL DOWNS MAY 2, 2009



KENTUCKY DERBY 136™



KENTUCKY OAKS
CHURCHILL DOWNS • MAY 6, 2011



The Kentucky Derby, long seen as a premier, annual horse-racing event, hired SME to develop a new brand identity system for The Run for the Roses to better express the "America's Original, Extravagant, Glamorous Springtime Sports Party" positioning. The strategy was to present the brand as a lifestyle brand; one with application and relevancy 365 days a year and across a wide range of business and licensing categories.

SME also created complementary event marks for the 135th, 136th and 137th Kentucky Derby and Kentucky Oaks. Finally, SME created such sub-brands as KD Party, Road to the Roses (KD's fantasy game), Taste of the Derby and Derby Nation – the Kentucky Derby's social media brand.

THE SERVICES

Setting The Standard

- Audit and Analysis
- Identity
- Brand Graphic Guidelines
- Positioning and Communications Platform
- Interactive Sales Presentation
- Sizzle Video