

CLEVELAND BROWNS



HOME UNIFORM RE-DESIGN & INTRODUCTION OF “B” BRANDING

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OVERVIEW

This four-page marketing brief highlights a re-branding effort to better position current Browns' appeal more upscale. It also creates a new merchandise revenue stream to generate improved community awareness and better nationwide casual fan support with the introduction of what I refer to as “**B**” branding.

My strategy starts with a new home uniform re-design. Appendix 1-2-3-4 displays (two) uniform alternatives: one all brown; the other, an alternative brown jersey/orange pants combination. It's similar to the Browns' color scheme of the 1970's.

Appendix 1 & 2

- Depicts the all brown uniform. However Appendix 2 displays a gold, right-shoulder “numbering” honoring Pro Bowl attendance the previous year (see page 7).

Appendix 3 & 4

- Depicts different belt & buckle combinations on the brown jersey/orange pants uniform.

Re-branding contains two parts:

- A home uniform re-design that honors Browns' franchise tradition, yet boldly creates a solid-brown look, with commanding current-day presence.
- The use of the scripted letter “**B**” on the uniform sleeve and belt buckle. This helps focus fan attention upon a tangible Browns' branding point. It better penetrates a national fan base and furthers franchise awareness outside the Browns' Midwest region.

Six Appendix drawings visually show my strategy while the marketing brief explains:

- How letter “**B**” branding creates revenue stream opportunities in both a male/female target market, with refreshing designs that play-off bold uniform striping.
- New product offerings such as scarves and belts, increase avid fan support through personalization. New sweatshirts & baseball hat designs align with casual-fan daily use through bold yet understated appeal.

MARKETING PLAN BRIEF

HOME UNIFORM REDESIGN

For the first time in Browns' history the Cleveland uniform will be all brown for their home field presence. Although new, this bold redesign honors Cleveland's traditional NFL appearance and embraces its vivid striping scheme predominant on their helmet for many years. At the same time, it bravely creates a solid-brown uniform that establishes a striking modern appearance, appealing to the avid and casual fan. Appendix 1 shows this brown jersey/brown pants combination. Notice the thick orange stripe running down the pants, balanced by thick white striping finishing off the look. Socks also display thicker orange/brown striping complementing the pants before finishing off all white into the shoe. White shoes with orange accents and black soles complete the uniform's appearance. The shoe's black soles complement the Browns' black/white helmet striping, and remain untouched. (*Appendix 8 and 9 display vintage Browns' uniform combinations and current Browns' uniform offerings, respectively.*)

The new brown jersey re-design uses an orange V-neckline with white piping to add color into the middle of the jersey. It creates a visual center line for the uniform. The V-neck splits the jersey's numbering and points straight down to the new "B" belt buckle. The "B" buckle conjures up a "superhero" image and provides tremendous marketing potential with Cleveland fans. Wide orange & white stripes on the jersey's sleeves also frame the new "B" on its outside edge. A complete "B" branding discussion follows on the next page.

(For an alternative home uniform look, orange pants with brown/white striping can also be incorporated and accessorized with a brown or white belt buckle as shown in appendix 3 & 4. The white belt, with white or brown buckle design, offers additional options to fashion conscious fans.)

While the new all-brown uniform respects traditional Browns' design, the subtle modernization provides the distinct advantage of hiding the football more readily. The all-brown uniform matches the brown football quite effectively. In this respect, Browns' players carrying the ball, achieve a subtle home field advantage.

“B” BRANDING

For the first time on players’ sleeves and belts the Cleveland uniform highlights a scripted letter “B”. This “B” branding gives the franchise a tangible identity fans can readily classify and grasp, as opposed to the Browns’ “half-helmet” emblem as the team’s only logo. Important to note, “B” branding does not disturb the momentum the bulldog or dog-pound imagery has built-up since the mid 1980’s. The “B” actually sets up a polite distinction in that the “B” better represents the players and Cleveland franchise, while the “woofing” bulldog imagery represents Cleveland’s enthusiastic fan base.

Baseball Hat: “B” branding allows for a classy merchandising campaign to unfold and develop around the letter itself. Prominently displayed on accessories of all kind the “B” becomes the national identity for the Browns’ franchise—much like fans treat NY Yankees (NY) or Boston Red Sox (B) merchandising. Examples of “B” branding are displayed in Appendix 5 & 6. They show bold brown hats with embroidered “B’s” in either solid orange or orange outline, for an even more subtle effect. This elegant “B” design creates a baseball hat fans can wear and feel they are part of a stylish *private* club that requires some inside knowledge of to understand its association to the Cleveland franchise.

This chic “B” design will appeal more to the casual and non-fan market segment, both male and female, and have more universal appeal than current Browns’ hat offerings displaying the “bulldog,” Browns’ “half-helmets” or current typographical B—referring to nothing tangible on the uniform itself (see Appendix 7). The new “B” hats attempt to become the sought after branding fans nationwide choose for their stylish appeal and ties to Cleveland—much like (NY) hats worn proudly by Yankee fans throughout the world. A “B” hat, therefore, has more opportunity to achieve national acceptance and exposure through episodic television and cinematic inclusion than does current bulldog or “half-helmet” hat designs.

Belt Buckle: Complementing the hat is a brand new “B” belt buckle accessory too. It’s created to accent fans everyday blue jeans look (Appendix 6). The orange belt with brown buckle displays an embossed “B.” It mimics the belt displayed on the new Browns’ uniform and will become the sought after fan accessory. (Consumer feedback from casual Browns’ fans in California indicate a high approval rating for the “B” hat/belt combination.) Females, in particular, support this subtle accessorizing opportunity.

Sweatshirts: Other “**B**” branding merchandise opportunities (Appendix 5) are thick brown sweatshirts with large “**B**’s” emblazoned across the back. The large “**B**” employs a subtle orange drop shadow to set-off the large letter “**B**.” This type of bold, yet understated design, appeals to Cleveland’s fans old and young, because both market segments appreciate the tough “**B**” message the apparel shouts, while permitting the wearer to blend into social gatherings without screaming the word Cleveland. The sweatshirt also displays an orange/white striping on the left arm, encircling the bicep to further establish the Browns’ connection.

The young lady’s sweatshirt displays a bold orange/white striping in “skunk-like” fashion down the middle of the brown sweatshirt. Without blatantly screaming *Browns*, the new merchandising feeds off letter “**B**” branding and the distinct bold striping that is Cleveland’s heritage. Both sweatshirts use an orange or white V-neckline complementing the new Browns’ uniform neckline. In addition, the female rendered in Appendix 5 also wears the new Browns’ orange belt with “**B**” buckle.

The Scarf: However, most importantly, both fans in Appendix 5 also display another accessory to the new “**B**” branding strategy—the monogrammed Browns’ scarf. A unisex Browns’ “**B**” scarf serves two purposes: the thick scarf keeps fans warm during the cool autumn; and it also serves as the perfect “pom-pom” to raise and wave during the game—much like Pittsburgh’s “terrible towel.” Therefore the “**B**” scarf can create Cleveland’s own sea of fluttering orange color throughout the stadium on game day. And, unlike “terrible towels,” Cleveland’s “**B**” scarf is not brought to the game as a separate item to show support. It is worn *naturally* as a functional garment of clothing, removed and shaken when needed. Therefore the scarf can function as daily promotion that avid, casual and non-fans can wear throughout their communities during the chilly winter months as desirable fashion.

The scarf also displays an embroidered “**B**” in one corner of the muffler, while the adjacent corner is customized for each fan individually with their name embroidered along the bottom edge. This monogramming makes the scarf traceable to each owner—bonding the fan to the team, and vice versa. The vivid orange scarf compliments dress coats and jean jackets alike. It will become the all important item fans needs to show support and create the sea of fluttering orange on game day.

The “**B**” scarf promotion can also co-brand with the local drinking establishments (pubs, sports bars) where 10% discounts can be offered on drinks to customers wearing their mufflers. Other muffler discounts can be created to coincide with team playoff births and Super Bowl admittance, in addition to fans displaying their scarves during off season promotions. Think “Muffler Night Mondays in March/April/May,” for instance.

BLACK/BROWN STRIPE MARKETING CAMPAIGN

After the initial year of the all-brown uniform launch, a follow up promotion can ask fans whether to keep the Browns' helmet striping black/white, or switch it to brown/white, to better match the new uniform designs. Voting can take place on-line and be tied to individual e-mail addresses for tracking. Voting can be done at the stadium on game day too and tied to fan scarf purchases as well. And voting can be linked to an active on-site database for real time updates.

A “*Be-Black or Be-Brown*” advertising campaign can launch with local sports radio and be economically promoted through local television news channels. Scarf giveaways to all local television news personalities will further help penetration the market and generate support. The “*Be-Black or Be-Brown*” vote will stimulate franchise awareness and hypothetically give fans a say in the appearance of their team. This builds community support and market buy in with the team. Marketing can culminate on opening day (2007) when the new brown stripe is unveiled to the public on players' helmets, or the black stripe is voted to remain. Either way, fan polarity is created as Browns' striping conversation ensues among the fan base. (Shoe sole color will also follow either a change to brown, with a brown stripe vote, or remain black.)

Including the Cleveland fan base in the Browns' uniform design options will bring the team to the forefront of community awareness, increase NFL penetration with the casual & non-fan market segment citywide and drive ticket and merchandising throughout the year to the avid fan.

GOLD RIGHT SHOULDER NUMBERING

Appendix 2 displays a gold, right-shoulder pad number. It's different from the other white numbers on the uniform. This gold number is a designation awarded to those players sent to the NFL's Pro Bowl the previous year. The gold number pays tribute to an individual player's accomplishment and achievement. It's a special way to honor and highlight a player's achievement for the entire following season, when fans will forget. It creates another level players can strive to achieve and be recognized for.

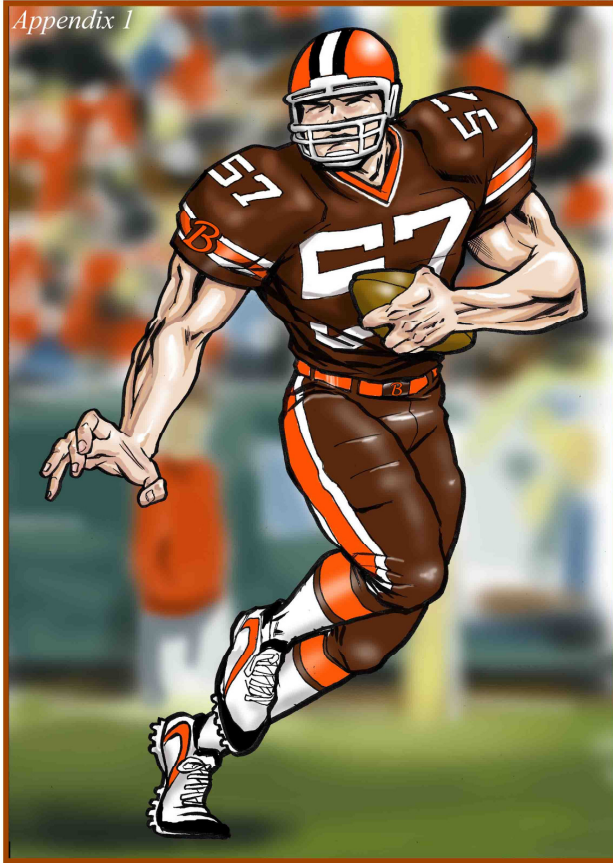
The perfect game-day sight would be to see several gold numbers displayed on Browns' offensive and defensive sides of the playing field.

CLEVELAND BROWNS

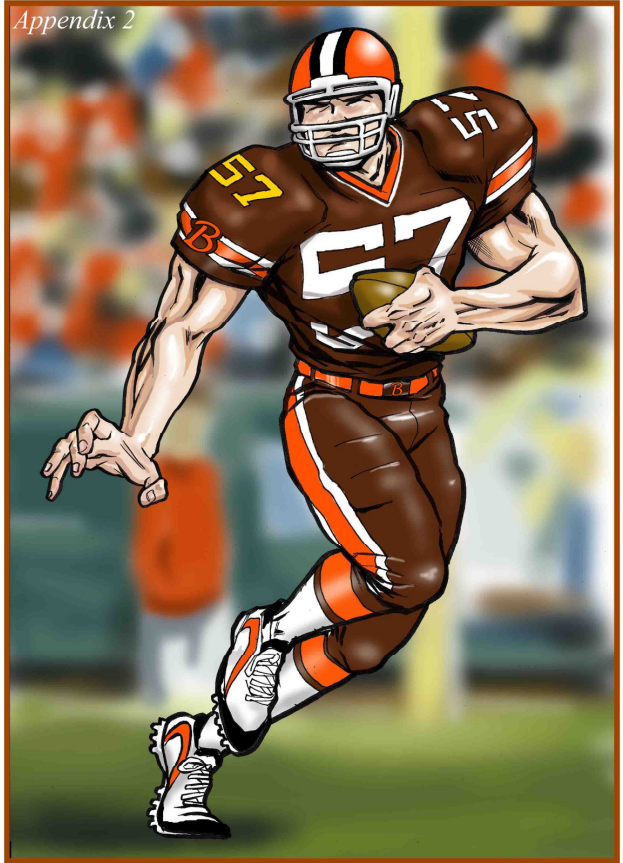


APPENDICES

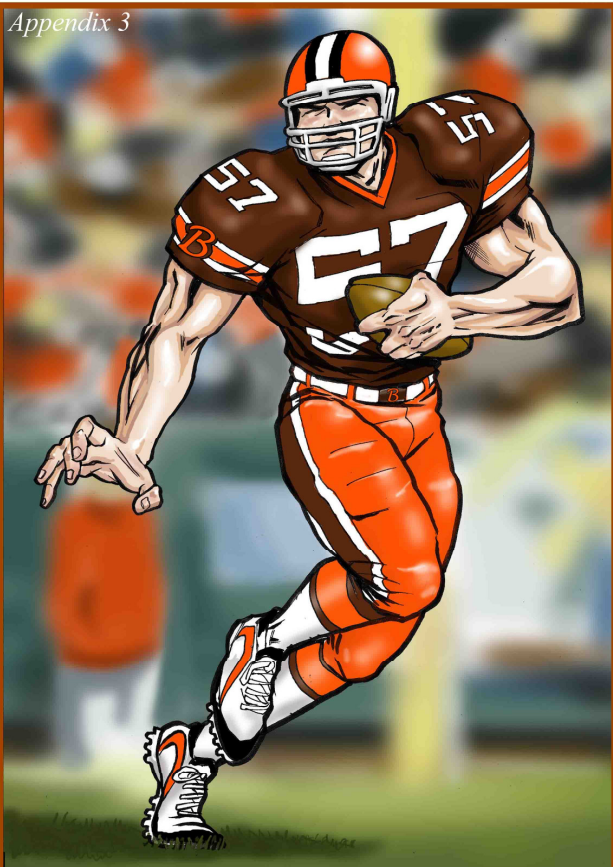
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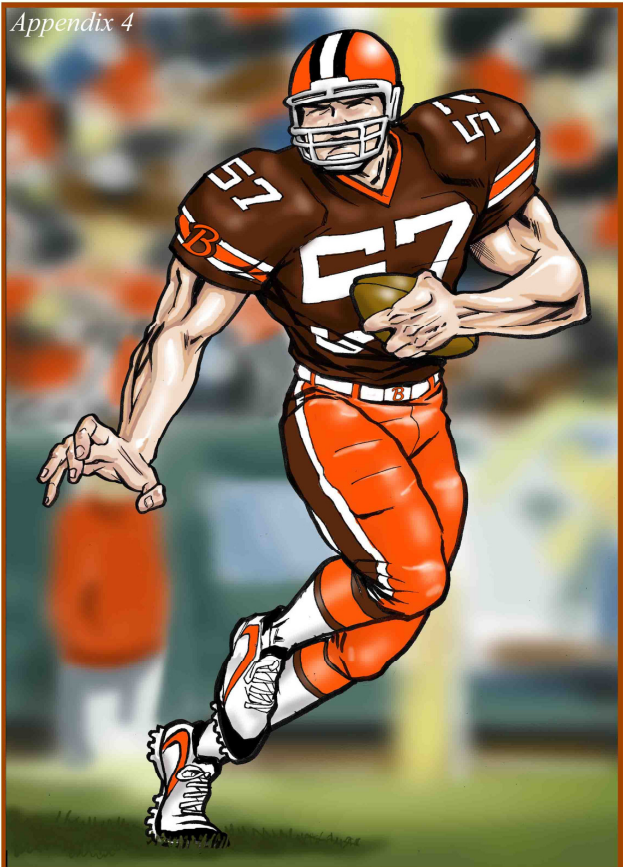
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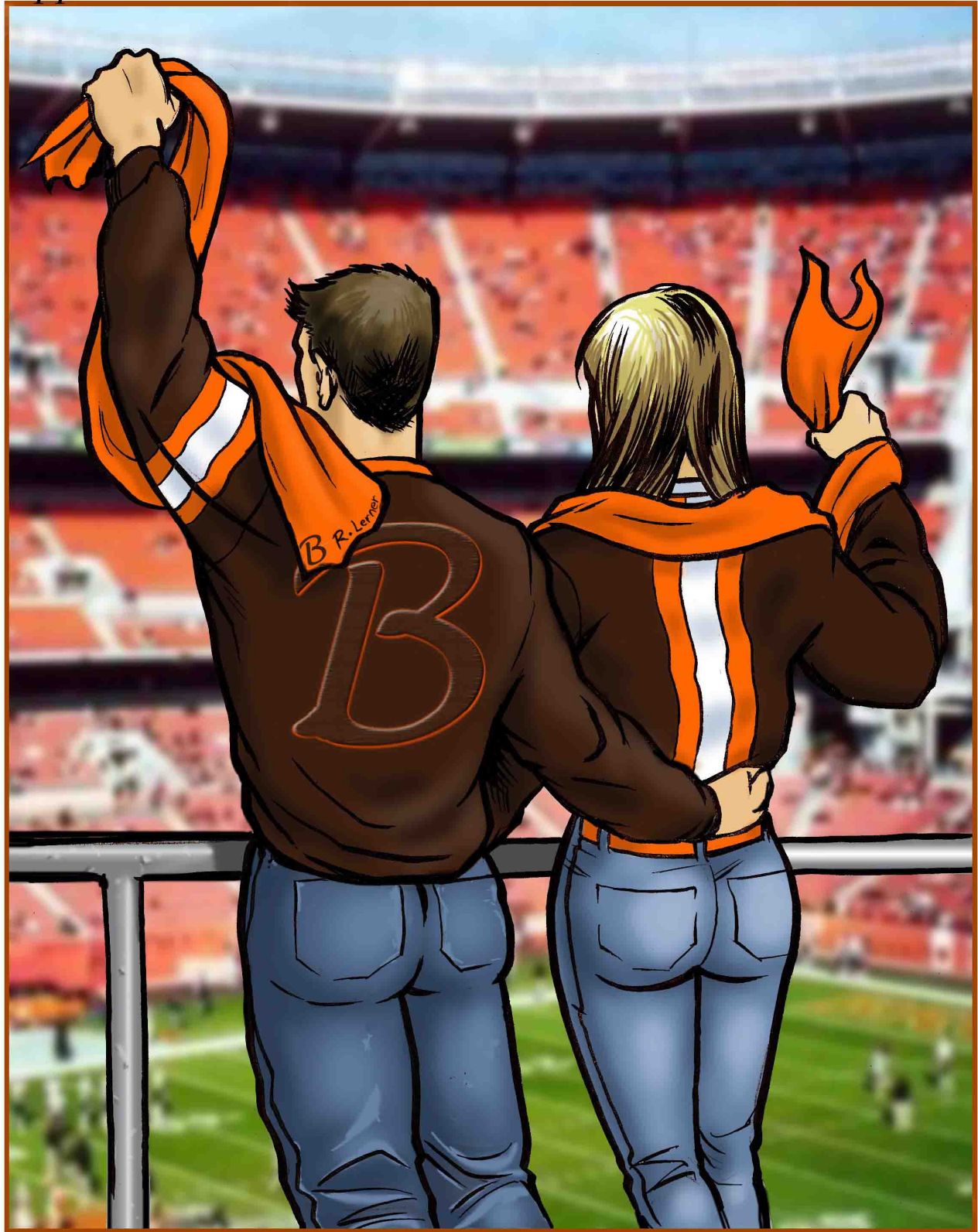
Appendix 3



Appendix 4



Appendix 5



Appendix 6



Appendix 7

Current Browns' Hat Merchandising



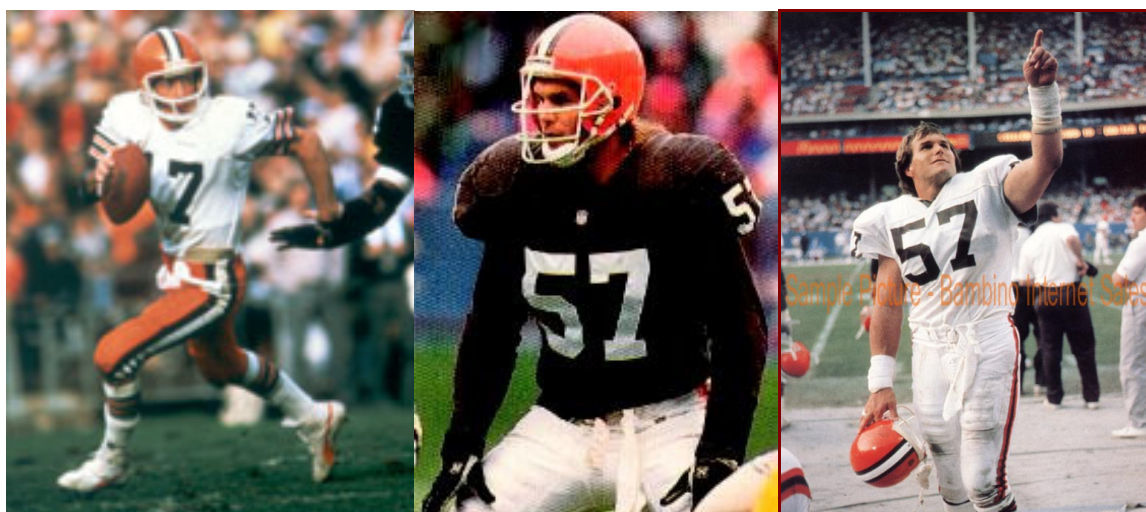
Old Stadium



New Stadium

Appendix 8

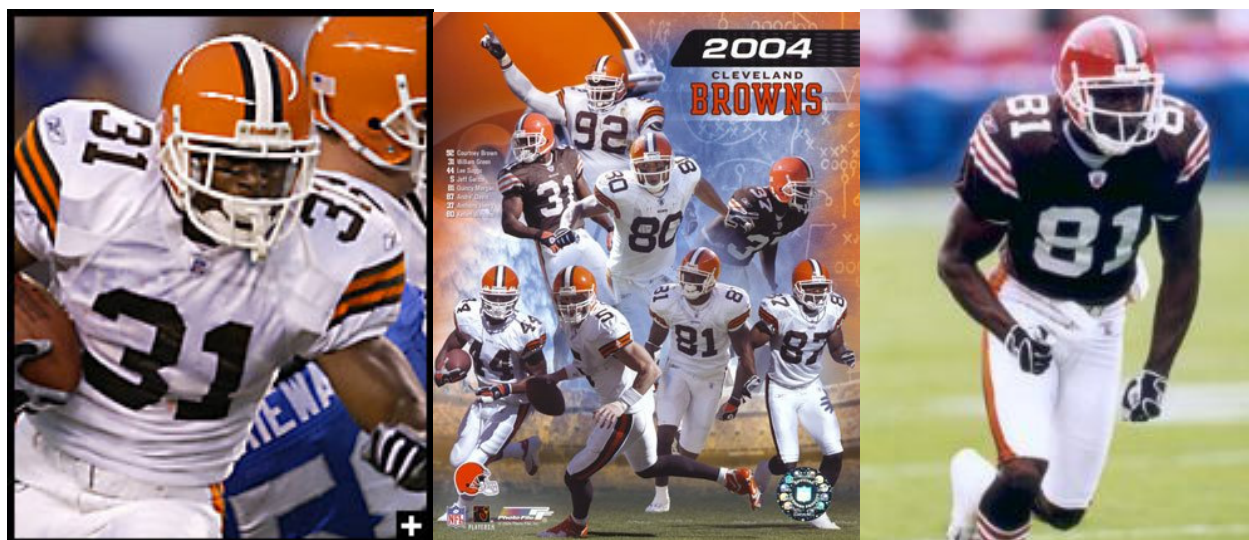
Vintage Brown's Uniforms



Clay Matthews 1978-1993

Appendix 9

Current Brown's Uniforms



Appendix 9

Current Brown's Uniforms (continued)

