

S O C C E R S U M M I T 2 0 1 6

Chris Walling



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SPALDING



**GOLF
CANADA**



GOLF
ASSOCIATION OF ONTARIO



TOP FLITE



Jumpstart



OMHA



Ben Hogan



HUMBER

Callaway
✓

mongoose

19015
WWW.MONGOOSERASH.COM





Be Better

Be Different

Be Cheaper

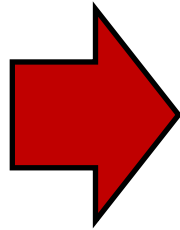
...Or Be Gone

















Callaway®



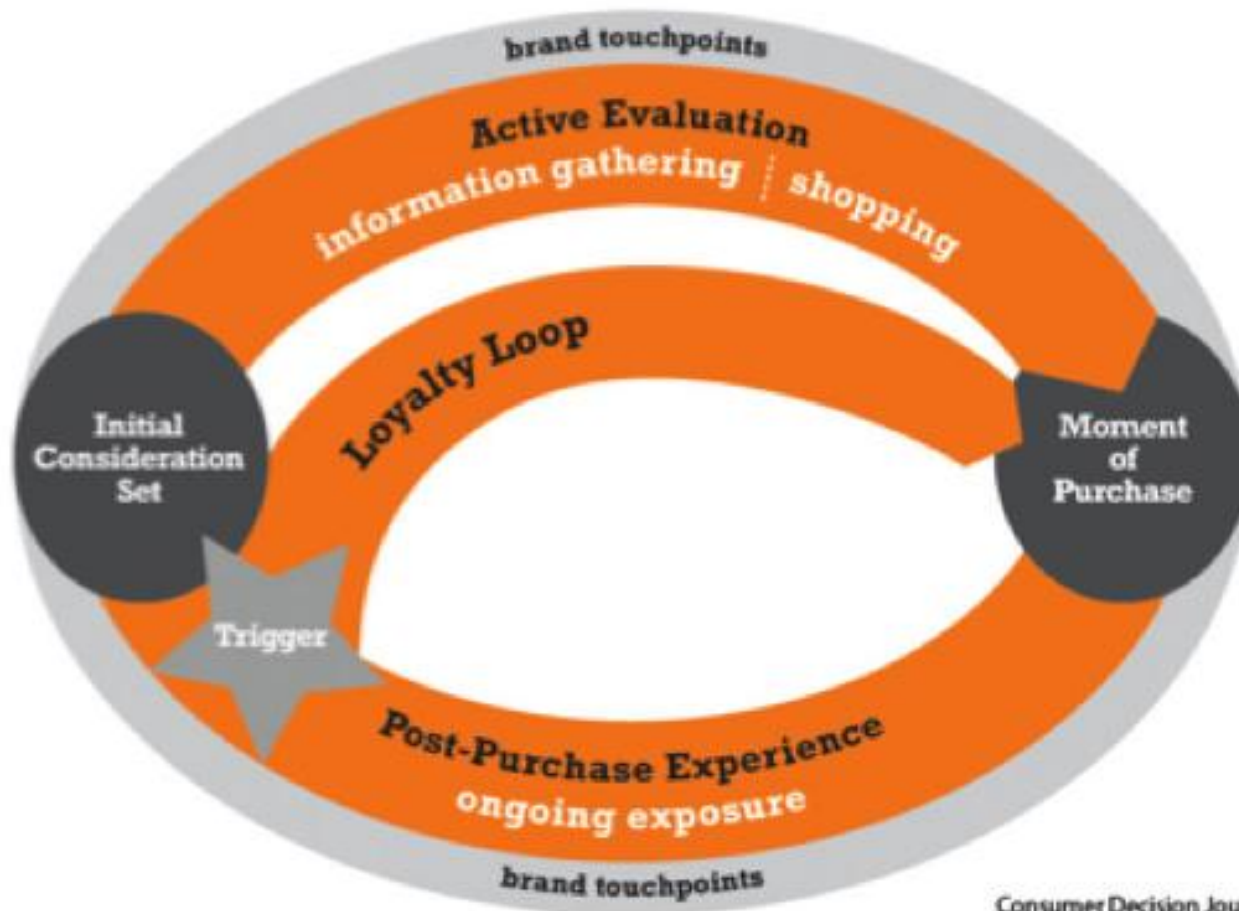
WHERE

DOES

IT

START?





Consumer Decision Journey:
A McKinsey Solution







the **experience**

the **User**

Context

visual design

interaction design

information architecture

development

technology

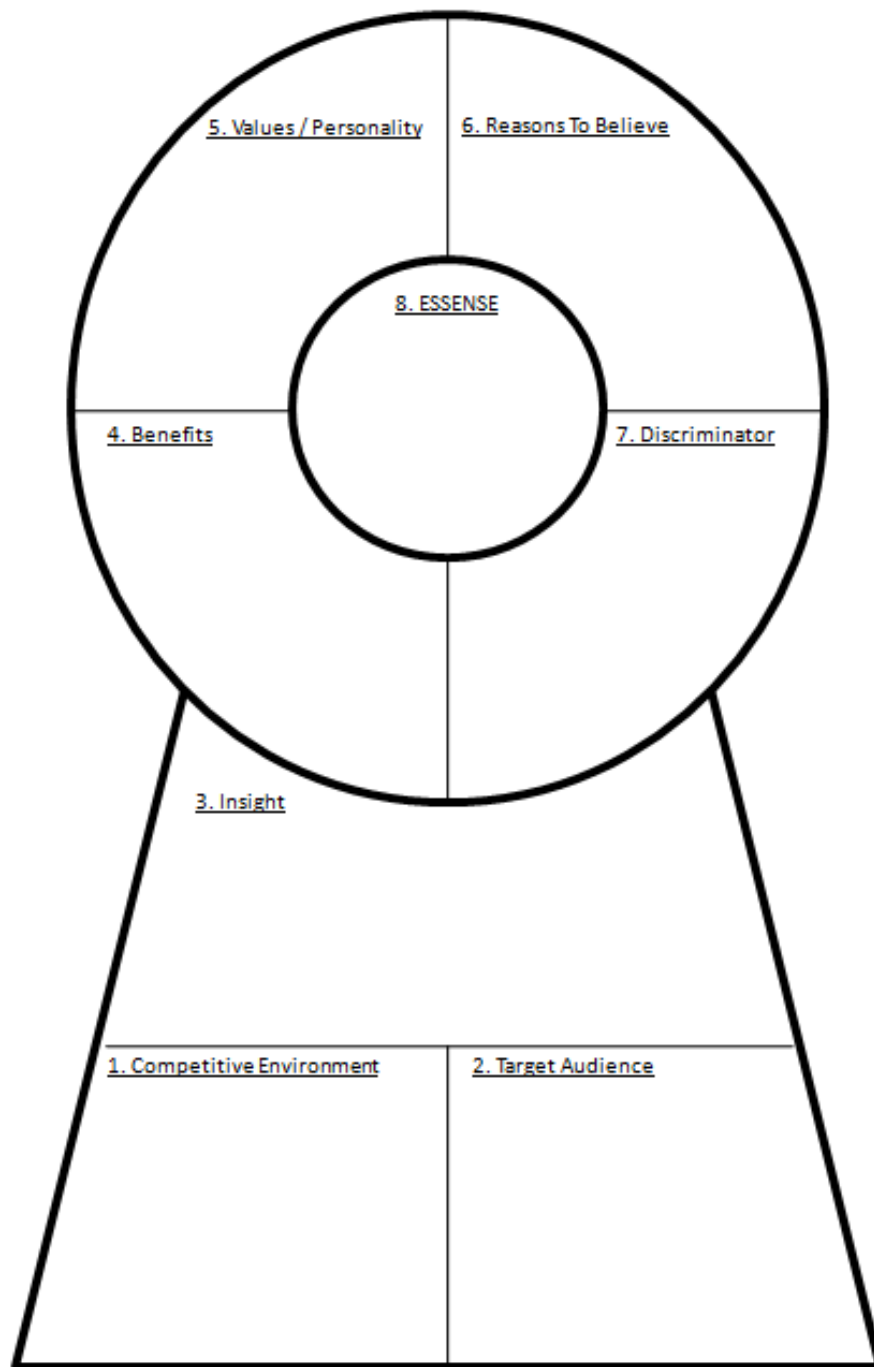
content/media



**DEFINE
YOURSELF**

**BEFORE
SOMEONE DOES
IT FOR YOU...**

HERE'S HOW:



The Brand Key



**To bring inspiration and
innovation to every
athlete in the world.**

**ITS NOT
JUST THE
LOOK & FEEL
OF YOUR
BRAND...**

A black and white photograph of Simon Sinek. He is a Black man with a mustache, wearing a white dress shirt. His hands are clasped together in front of him, and he is looking off to the side with a thoughtful expression. The background is dark and out of focus.

Simon Sinek
TEDTalks
***“The Power
Of Why”***

Brand Values & Beliefs

Brand Culture



Brand Attitude





WESTJET







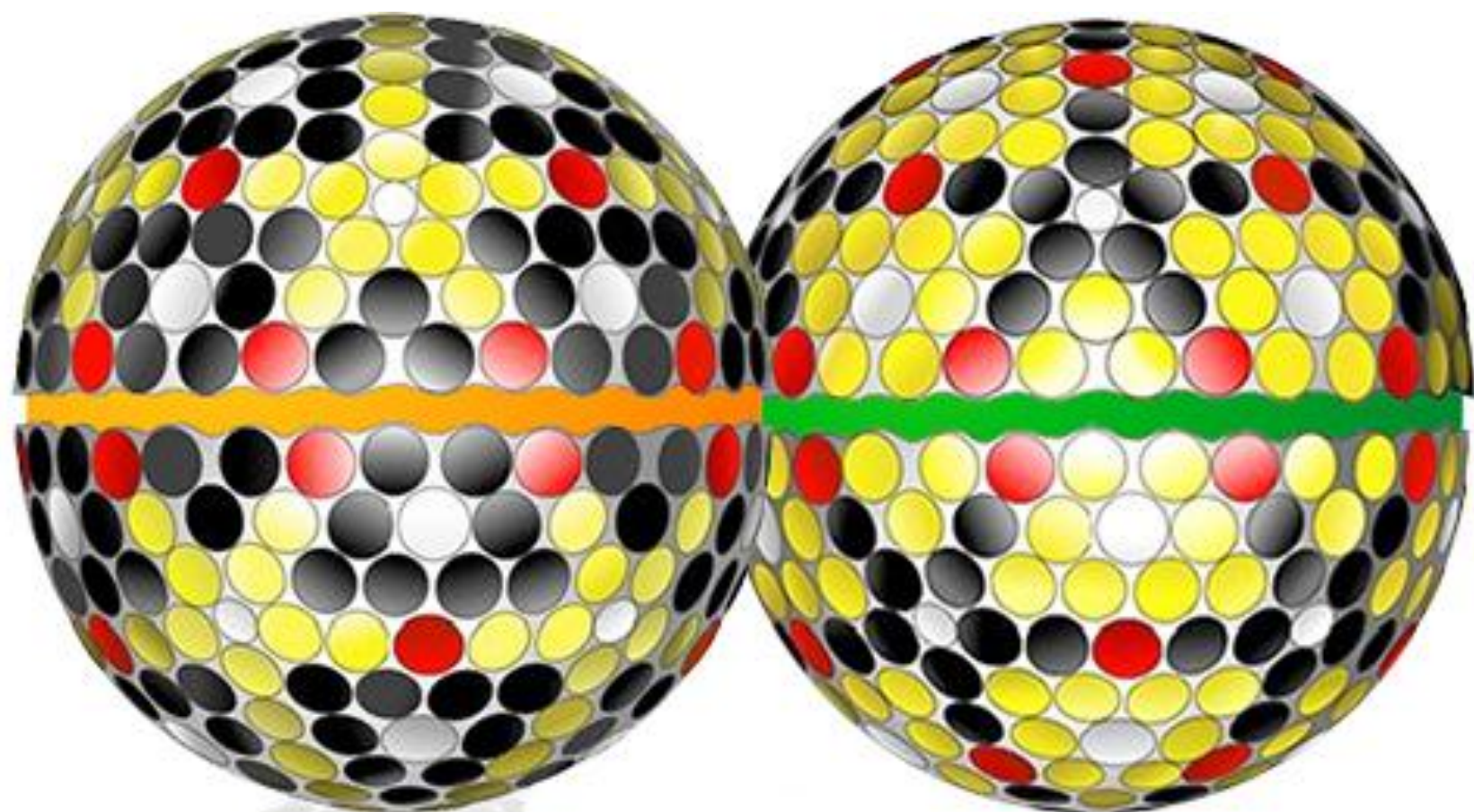
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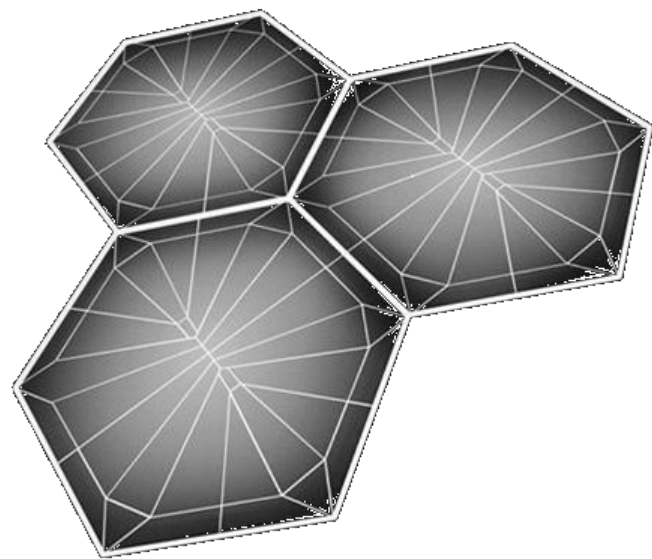
Demonstrably
Superior

Pleasingly
Different













1:14 / 6:52







\$2B

In 10 Years

A woman with dark brown, wavy hair and bangs is looking directly at the camera with a wide-eyed, open-mouthed expression of shock or surprise. She is wearing a white, long-sleeved top with a delicate lace pattern. The background is a light-colored, textured wall.

How Does This Affect You?



INSIDE THE MIND OF THE CONSUMER



I DON'T SEE OUR
BRAND OF PICKLE
RELISH ANYWHERE.

INCONCEIVABLE,
THIS IS A "BRAND
LOYALIST."

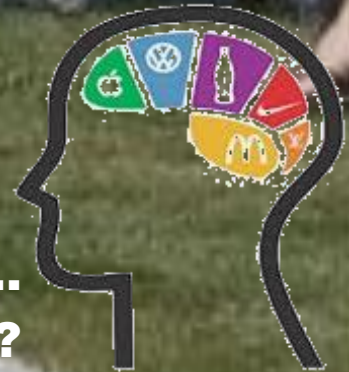


TOM
FISH
BURNE

**What Do
They Want?**

**What Does
He Want?**

**Yes...You Administer...
But Where Do You Really Fit In?**









Start For Fun...



...Play For Life





**Start For Fun
Play For Life**

**Your Local
Club
Business**



Think global

act local





Start For Fun ... Play For Life

Your

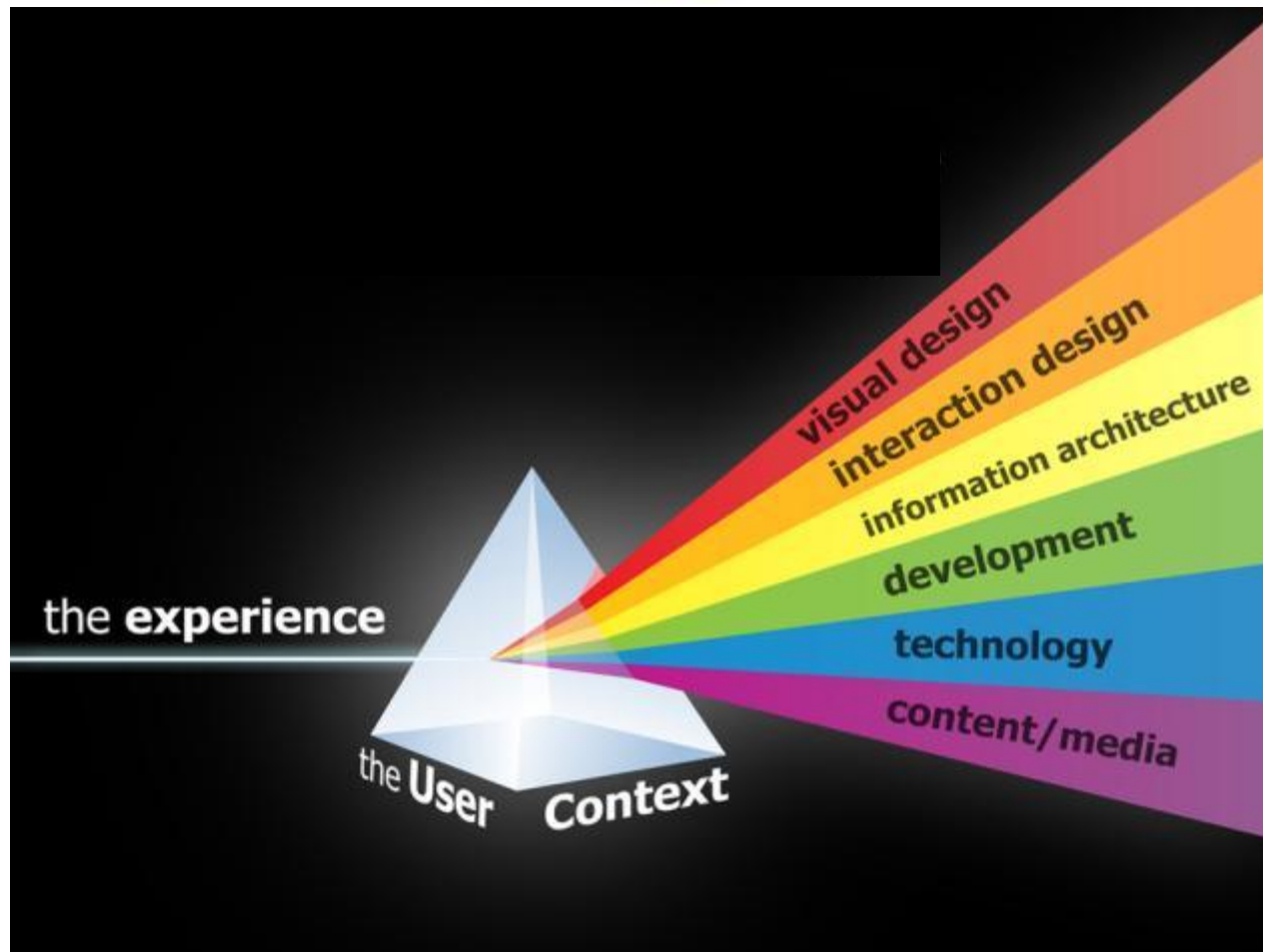
Your

Your

Values

Promise

Experience







HAPPY PRIDE WEEK | 2015





AUG 5 | **NOIS DOVER LANDS**
THE FIRST DOVER LANDS



AUG 14 | **ELVIS WEEK**
THE ELVIS PRESLEY BIRTHDAY



AUG 18 | **HELIUM DISCOVERED IN 1868**



AUG 27 | **CELEBRATING AN AMERICAN HERO**
THE AMERICAN HERO BIRTHDAY



SEPT 3 | **LABOR DAY BBQ**
THE LABOR DAY BBQ



AUG 28 | **"LION" IN ESSEX**



AUG 31 | **BLUE MOON**
THE BLUE MOON BIRTHDAY

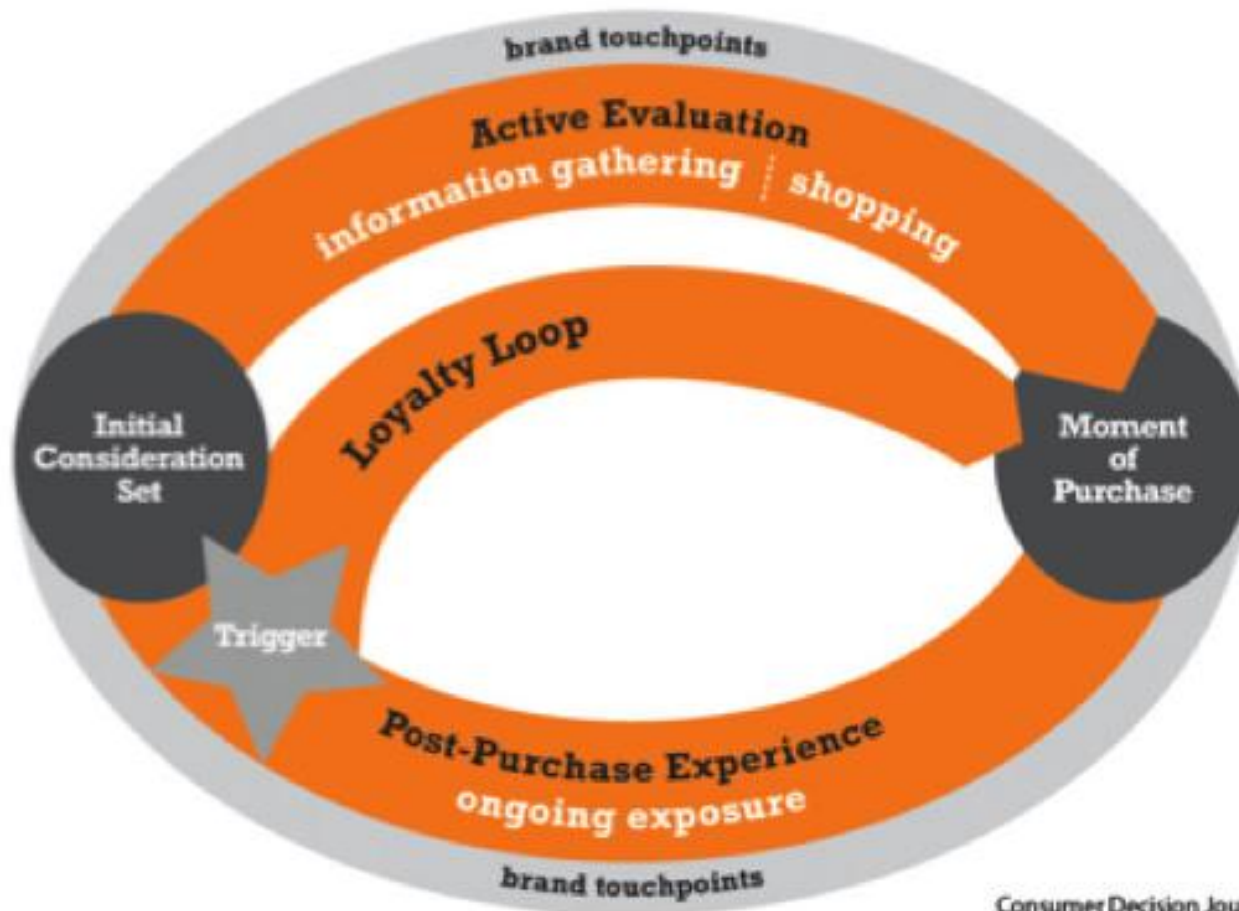


SEPT 5 | **FOOTBALL KICKS OFF**
THE FOOTBALL KICKS OFF



SEPT 6 | **HAPPY STAR TREK™ DAY**
THE HAPPY STAR TREK™ DAY





Consumer Decision Journey:
A McKinsey Solution

Events & Results Are Great

Where Do You Fit?

How Do You Add Value?

The Ontario Soccer Association
Sports & Recreation

Bring Your Brand Promise To Life

Via Content & Engagement



Timeline

About

Photos

Reviews

More

Like





Define Yourself...

...Before Someone Does It For You

Be Better

Be Different

Be Cheaper

...Or Be Dead

Think About Experience

***...Treat Others The Way You'd
Want To Be Treated***



Questions?

Thank You.

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BRANDFIRE
MARKETING GROUP