

TEAM CANADA 1972

1972 SUMMIT SERIES HOCKEY TEAM INC.



ÉQUIPE CANADA 1972

ÉQUIPE DE HOCKEY DE LA SÉRIE DU SIÈCLE 1972 INC.

SOCIAL MEDIA & DIGITAL MEDIA MARKETING STRATEGY

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STYLE GUIDE

LOGOS

There are three main logos used in a variety of situations. All logos can be used on a black background as well, which is illustrated below.

All three logos incorporate the original Team Canada 1972 logo:



Application: This logo is useful when there is a limited amount of space, or when you do not need text to convey the brand.

The next logo uses limited text:



Application: This logo is most beneficial when you are working within a spot where you must fill the space vertically, since this logo has the text but has a bigger height than the logo below.

The last logo is the main logo with the most amount of text:



Application: This is the main logo as it provides the most amount of information through text. This logo works well on as a header on letterhead or digital files.

STYLE GUIDE

FONTS

The main header font is called “FjallaOne”. This bold text is typically used with capital letters to make a strong statement. FjallaOne can be found online at fontsqirrel.com.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

The paragraph text is called “Playfair Display”. This sans-serif font compliments the bold title through the slight curl as the tail of each letter. Playfair Display can be found online at fontsqirrel.com.

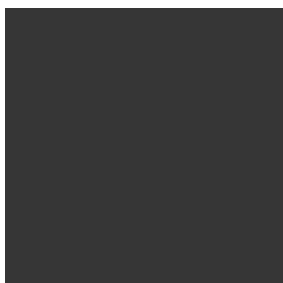
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

COLOURS

There are four main colours used continuously through marketing as a way to ensure the Canadian culture and history is prevalent throughout the entire brand.



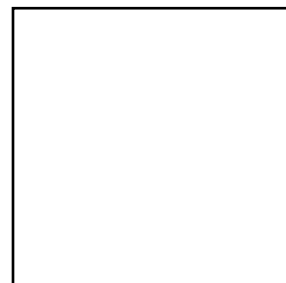
RGB: 169,0,0
HEX: #A90000



RGB: 54,54,54
HEX: #363636



RGB: 0,0,0
HEX: #000000



RGB: 250,250,250
HEX: #ffffff

*The grey is important as it appears clearly on both a black and white background.

SOCIAL MEDIA

OVERVIEW

Social media is a great platform to reach out to a large audience, targeted at a variety of ages. Your social media platforms need to diversify in order to attract and maintain members from all age groups.

Each platform needs to focus on:

- Providing one or two sentences of information then link the rest of the article, interview, or media release to your website Media Centre.
 - o It is difficult to read thousands of words on the Facebook page, especially when the post will open up a new tab for Facebook. Instead, provide a sentence or two to capture the audience. Once the user clicks to read more, it will link them directly to the website.
- Incorporate more summary videos and pictures.
 - o Social media is moving towards quick and simple videos, providing a short (between 30 sec-1 min) explanation of a situation or story. Similar to the point above, by providing a short inspiring or captivating video or picture, this will capture the audience to click and find out more, linking them directly to the website.
- Share related news, interviews, and media releases to your social media instead of copying and pasting.
 - o When posting articles from other news sources, such as Canadian online newspapers or other corporations, it is important to click “share” if there is an option. This directly connects your social media to another news outlet, and distinguish between the content you post and news posted about you.
- Use a communal hashtag, such as #TC72 or #TeamCanada1972 to create a trending online presence.
 - o By establishing a hashtag, this can be used across all social media platforms to connect content and users to your accounts, which in turn will hopefully lead them to your website.

*Recommendation: Use Hootsuite to manage all social media websites by posting in a timely manner and posting across many platforms.

SOCIAL MEDIA

OUTLINE

Facebook

Facebook is one of the main forms of social media you can use to connect with the largest audience. While your current Facebook page has good interaction, it could incorporate a wider audience by providing alternative media. For example, Facebook is moving towards video and pictures to provide a brief summary. These videos and pictures provide a hook line to capture the audience, making them click on to read more. The “Read More” section will link to the website which provides the entire story. It is important to make posts both about the Summit Series history as well as what the company and players are doing now, in order to keep a balance between history and current/upcoming events.

Facebook Posts should include:

- Summary videos
- Summary pictures
- Shared news articles from other Facebook company accounts

Some Sample works:



Example of Summary Picture.



Screenshot from a Summary Video.

SOCIAL MEDIA

Additional Concepts:

- Video: “Where were you during Game 8?”
 - o To capture the true impact it had on the Canadian public, filming people’s honest reaction and responses to where they were. Used to attract a younger audience to understand the importance of The Summit Series.
 - o Could also create an interactive element where you ask the public to send in videos of where they were during the eighth game.
- Video or Picture: “On This Day” ...
 - o Highlights important aspects of the Summit Series, such as Esposito’s speech (See above), the winning goal of game 8, team bonding in Stockholm, or the conflicts in Moscow.
 - o Could also highlight important awards or titles, such as the day Team Canada was inducted in Canada’s Sports Hall of Fame or earning the title of Canada’s “Team of the Century”
 - o These videos or pictures would connect the Summit Series history to present time, and encourage a younger audience who is unaware of the history to click on the website to learn more.

Twitter

Twitter already limits your word count, which could be difficult in phrasing certain posts. This is where summary pictures and videos could be very useful as it can provide a quick summary outside of the 140 word count limit. By posting a picture or video, the actual text could just include a hashtag and a link to the article on your website. Twitter will use many of the videos and content which is posted on your Facebook page, but can also be used to provide a platform for a certain audience who are active on Twitter.

Additional concepts:

- Re-Tweet posts who use your hashtag
 - o This will encourage active participation as users enjoy being recognized by companies, especially from players or teams who they admire.
 - o Will also generate a balanced newsfeed, including original posts and user-generated content

SOCIAL MEDIA

- Re-tweet related articles from other companies
 - o By directly re-tweeting, you connect your Twitter to that companies, which can in turn, result in continuous sharing and posting back and forth
- (long-term) Interactive contests
 - o You could post a contest saying that everyone who retweets your tweet, or many answers a question directly will be entered to win merchandise

Instagram

Instagram would be targeting a younger audience, more so high school students and young adults. Therefore, the content must focus on capturing the attention quickly, as the attention span is much shorter than those of grown adults. This is also the age group who have not experienced the Summit Series personally, but may have heard of it through parents or friends. The content must encourage the user to click into the website to learn more. Instagram will also use summary videos and pictures made for Facebook as it will capture the audience.

Additional Concepts:

- Players birthdays
- What players are up to now
- “Re-gram” from other users who use the hashtag

SnapChat

SnapChat is a long term goal, as SnapChat is typically used within a younger audience. Once the School Curriculum is more established as a national event, you should create a simple GeoTag (see to the right) to use during the week of the school event. This would encourage user generated content and active participation. These photos could also be saved and posted later on various social media platforms, as a #throwback to the event.



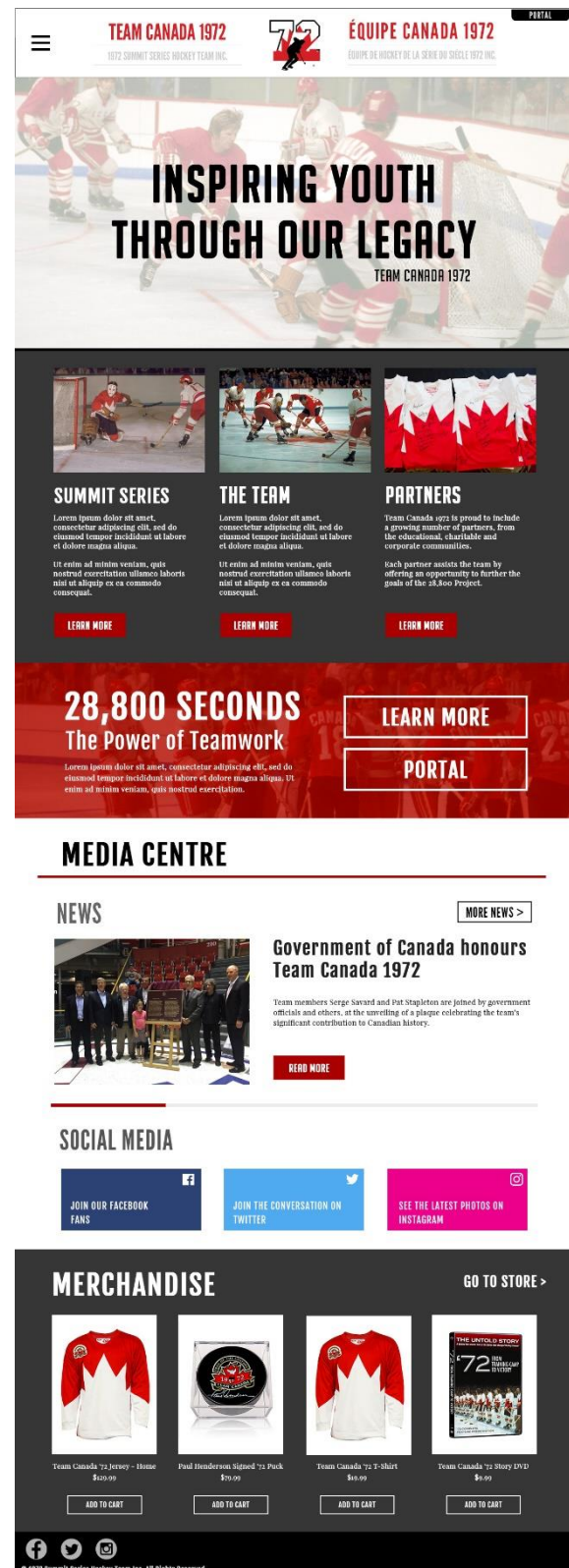
WEBSITE

We have completely revamped the design of the website, by incorporating a homepage video, adding page elements to the homepage to make it dynamic, as well as adding lots of colour and images.

We added sections for almost every page onto the homepage for easy information and access. The header is sticky, which means it doesn't move when the super scrolls down the page, which means the hamburger navigation menu button in the top left is always available to open.

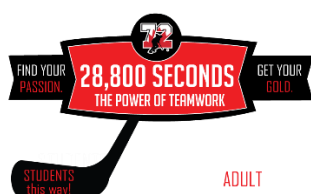
We put a button for the Portal in the main header as we feel it is a significant aspect which should always be at easy access.

Each page has its own layout, but all follow the basic design outline to ensure cohesion throughout the entire website.



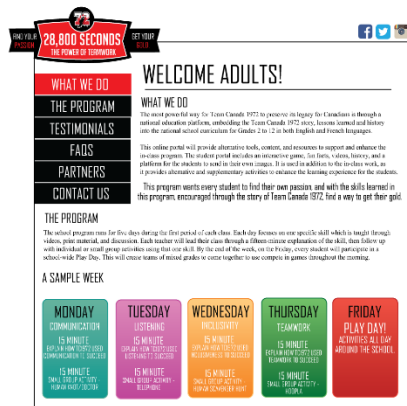
PORTAL

One of our main focuses was the School Curriculum, so we decided to incorporate an interactive Portal for Students and Adults to check out. See Below:



When a user clicks on the Portal in the top right corner, they will be brought to a new page. This page introduces the 28,800 Seconds Portal. They will chose between “Student” and “Adult”. The hockey sticks moves to where the mouse is hovered over.

Both parents and teachers can use this portal as a resource to gain more



understanding about the 28,800 Seconds Venture, focused on the school curriculum.

The adult side provides information about the program such as what they do, the goal of the program, and an example of how the curriculum would look over a week. Adults can read about student participation, testimonials from students and teachers, FAQs, Partners, and a form to Contact the Board of Directors of Team Canada 1972.

There is also a link to the social media pages.

The student side brings the user to a login page where they must use their school account to log in. This can be used to ensure the safety, as well as to collect data. The student will then be taken to this activity page:

The student page includes an interactive “choose your Own story” adventure, where they must apply the skills they learned in the classroom to a virtual game. Students follow the Moose character through a set of activities, puzzles, and other games. The student side also includes Fun Facts and History about The Summit Series, and A Student Gallery where students can upload their own pictures.



MEDIA CENTRE

We have created a Media Centre to bring together the social media, related news, press releases, gallery, and contact into one place. The page consists of the three social media widgets and the related news section. The social media widgets can be used to scroll the pages of each social media account. The Media Centre is also an archive of both the current website and Facebook posts. This is where articles, interviews, and press releases will be categorized into a database. On each news article, there will also be a comments section. See Pictures below:

 (0) comments

Welcome to the discussion.

Log In

This login page will direct you to a sign in page, where the user can log in with a pre-existing account such as Facebook, Yahoo, or Google, or create an anonymous comment to join in the discussion. (see to the right).

Sign in with an existing account

Sign in using Facebook or another account.

 Facebook

 Yahoo

 Google

It is important for us to use pre-existing accounts to attract user participation through comments on the website as it allows anyone who has any of the accounts to stay involved. Rather than using a third-party platform, such as WordPress or Tumblr, we are able to connect directly through Facebook and other social media platforms through the website. The alternative of a third-party platform would require a user to create a new account, which could be troublesome and a nuisance.

MERCHANDISE

LOGO DESIGNS

With a dynamic logo, it is easy to break down certain elements into their own individual element, or combine with others to create alternative logos with the same brand, for example:

- The symbolic leaf
- The numbers "72"
- The name or any combination of the words or slogans



Examples:



MOCK UPS AND CONCEPTS

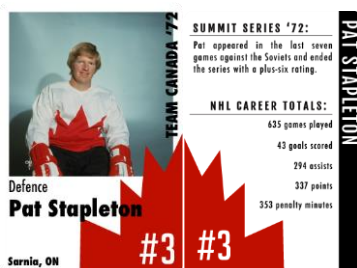
Hat:



Sweater:



Trading Cards:



NHL Throwback Game:

