



ADVERTISING & INTEGRATED MESSAGING

# DRIVING BUSINESS WITH HIGH EMOTION

THE MILWAUKEE BUCKS CASE STUDY



# REBRANDING THE MILWAUKEE BUCKS

You might be thinking that the NBA is a unique category and not applicable to the challenges that your brand experiences, but that's far from the truth. Like any other category, sports franchises have to market themselves successfully or they eventually will have to close or move to another city.

To succeed in the NBA you have to feed to the fan base an emotional message. You have to create fanatical emotion. Reigniting it when it's lost is the hardest challenge, especially if the franchise isn't winning. The elements that were used in this case study to build the Milwaukee Bucks franchise can apply in any product category.

The most important factor of all was client collaboration. We succeeded by working closely with the Milwaukee Bucks internal team to leverage our strengths in an efficient and successful manner.





# BOTTOMING OUT.

An NBA team is a major civic branding element. After 45 years, the Milwaukee Bucks had gone from one of the most successful franchises, to the worst team in the league. Ownership was stale. Fan interest was at an all time low. Our goal was to reignite the flame and save a major asset to our city and keep them from moving to a new one.



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## A NEW THEME LINE

# OWN THE FUTURE.

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We collaborated with the Bucks to support the new theme line, Own The Future, by prominently featuring it in all creative executions. This was the aspiration and anthem for the team as it started to grow into a championship team. We also committed to using the tagline for multiple years. Building the brand image of a team is a journey and we invited fans early on to invest emotionally and financially into the Milwaukee Bucks.



## NEW OWNERS CREATES UNCERTAINTY AND CHANGE



CLICK TO PLAY

STIR was hired just before new ownership had acquired the team. The new owners, Wesley Edens and Marc Lasry were a new breed of businessmen from New York who were excited to make big changes in Milwaukee.

We created this spot to build enthusiasm and support for the new era.



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## BEGINNING IN THE PAST



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What do you do when the team you're marketing is one of the worst teams in the league? You tap into their heritage.  
We reminded Milwaukee of the Bucks heroic past and rally the fans around the new changes.  
We created this TV spot to build enthusiasm and support for the new era.

## SELLING HOPE AND FACING CRITICISM



CLICK TO PLAY

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New ownership also came with new possibilities for the future. All bets were off. The Bucks hired former Hall of Fame player Jason Kidd. He was young and unproven, but he had star power. However, there were a lot of questions around town about Jason. What were fans expecting of him? Was he aware of the expectations and pressure Milwaukee was putting on him? We addressed these questions and introduced his arrival with this spot. We used an influential sports media personality as the voice on the radio.



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## A NEW LOOK GOING FORWARD



By the second year, the Bucks were ready to reveal their new look and logo. STIR built a new set of graphic standards, template print, outdoor and a moving video to express the optimism and sense of momentum that the Bucks brand had captured.



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## NBA IN MILWAUKEE: TRENDY & TRENDING



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## MARQUES JOHNSON RADIO



CLICK TO PLAY

Milwaukee is a conservative city. But the NBA is a world-class trendsetter. As we hit our stride in finding a voice for the Bucks, we needed to build closer ties between the team and the community. We needed to connect with millennials and the urban population and make them feel an attachment to the team. We did this by creating a TV spot that juxtapose Bucks game footage mixed with shots of neighborhood basketball courts across Milwaukee. The music track was created by local Milwaukee rapper Pizzle to further the community connection. The spot takes us into the heart of the city; to the basketball courts, streets and community that make the Bucks proud to call Milwaukee their home.

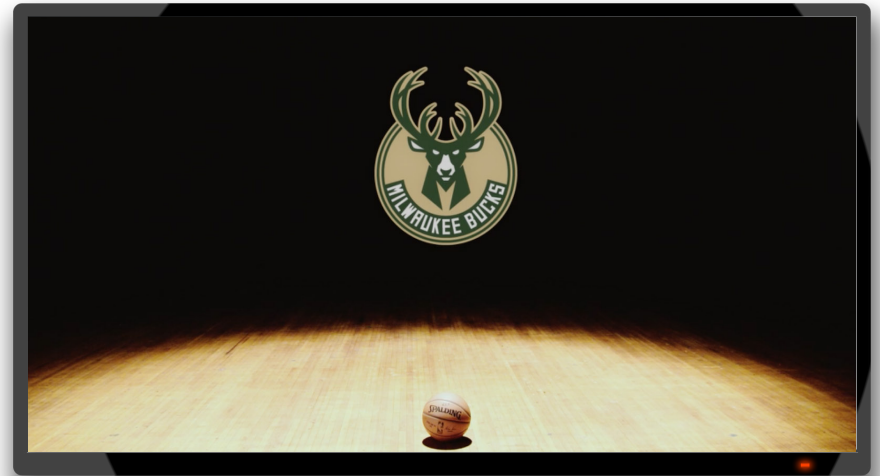


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## NBA IN MILWAUKEE: TRENDY & TRENDING



CLICK TO PLAY



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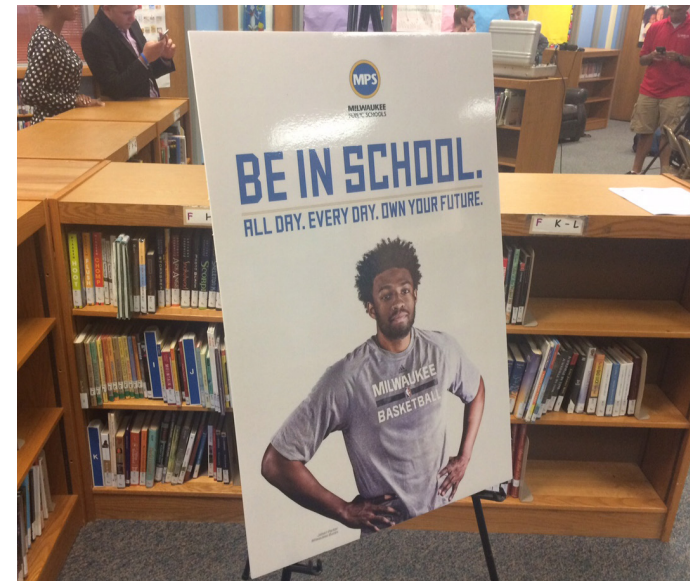
## IN THE COMMUNITY

JABARI PARKER  
MILWAUKEE BUCKS

# BE IN SCHOOL.

ALL DAY. EVERY DAY. OWN YOUR FUTURE.

 **MILWAUKEE  
PUBLIC SCHOOLS**



STIR teamed up with the Bucks offering our services gratis for community based initiatives such as the Milwaukee Public Schools initiative.



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# THE RESULTS WERE A SLAM DUNK

- » 29% INCREASE IN FAN INTEREST ACCORDING TO NEILSEN SCARBOROUGH
- » NAMED WIRED MAGAZINE TOP 10 BRAND REBOOTS
- » NBA'S LARGEST INCREASE IN GATE RECEIPTS
- » #3 IN NBA PAID TICKETS GROWTH
- » 21% INCREASE IN INDIVIDUAL TICKET REVENUE
- » 97% INCREASE IN YOY RETAIL SALES
- » 2016 NBA DIGITAL INNOVATOR AWARD WINNER
- » HIGHEST AVERAGE ATTENDANCE SINCE 2010



***“Our partnership with STIR has been instrumental in the success we’ve had rebuilding the image of the Milwaukee Bucks franchise. STIR is a tremendous teammate.”***

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**Dustin Godsey: VP of Marketing, Milwaukee Bucks**





**BELIEVE IT OR NOT, YOU HAVEN'T SEEN THE WHOLE STORY.**  
**FOR MORE DETAILS, OR TO SEE MORE CASE STUDIES, CONTACT BRIAN BENNETT, PRESIDENT.**  
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