



IF YOU BRAND IT, THEY WILL COME

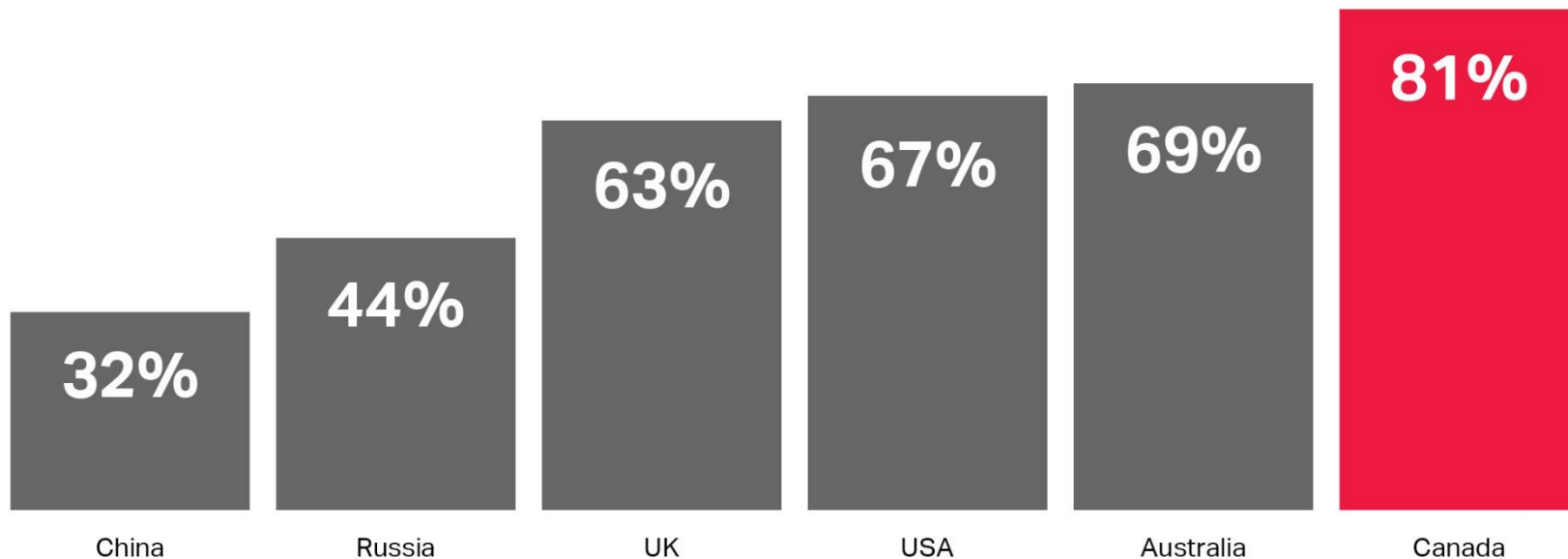
BEN HULSE, HULSE & DURRELL

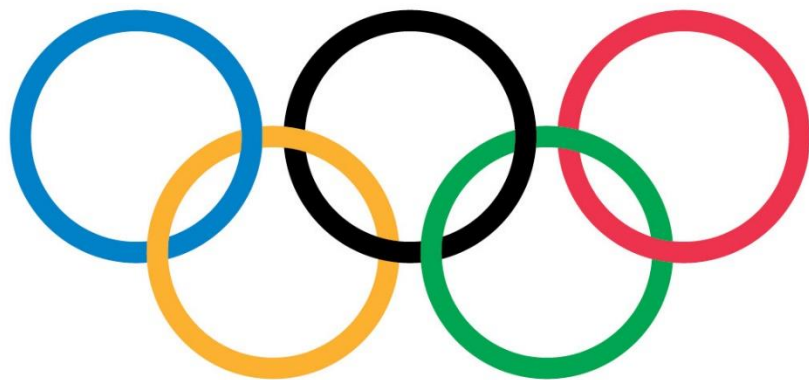
Hulse&Durrell

vancouver
2010









**SWIMMING
CANADA**

CHALLENGE

- Virtually no brand equity remaining with stakeholders
- Clear need to attract the next generation of swimmers
- All programs from grassroots to high performance disconnected
- Lack of pride in the brand and organization

PROCESS

- Setting Objectives
- Analysis of Current Brand
- Investigate Values & Themes
- Historic Research
- Development
- Approvals
- Deployment & Launch

OBJECTIVES

- Position as an elite sport and activity
- Catalyst for growth in partnerships and revenue
- Connect with all Canadians — especially youth
- Unite and instill pride in the organization
- Highly merchandisable
- Timeless, authentic brand

TASKFORCE & TIMELINES

Rebrand taskforce

- Small group of key staff, partners and industry-experts
- Contribute strategic perspective at key milestones

Timelines

- 5 months for rebrand process
- 5 months for implementation (web, apparel, print, etc)

ANALYSIS

LOGO LANDSCAPE ANALYSIS



Programs



Events & High Performance



Provincial Partners



LOGO ANALYSIS



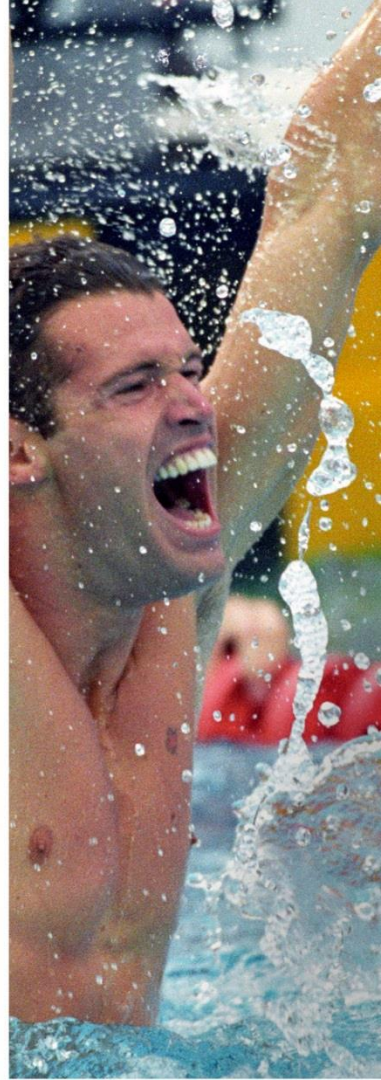
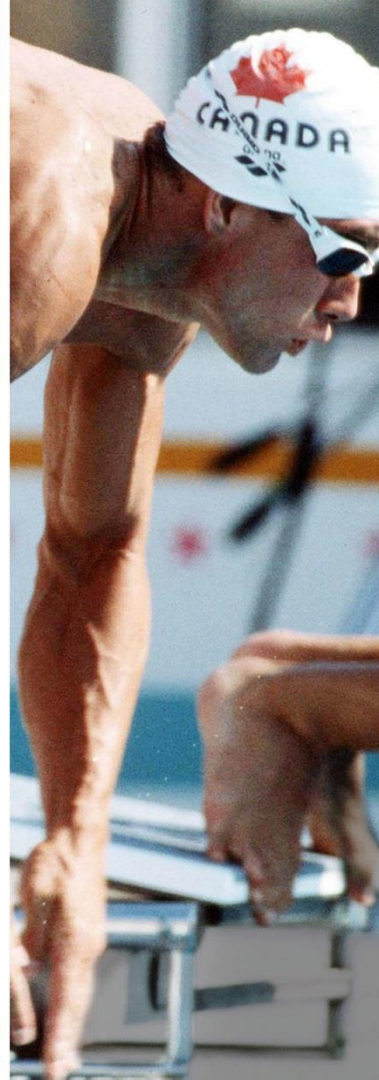
LOGO ANALYSIS



LOGO ANALYSIS



RESEARCH



OLYMPIC PICTOGRAM CHRONOLOGY



Tokyo 1964



Mexico 1968



Munich 1972



Moscow 1980



Los Angeles 1984



Seoul 1988



Barcelona 1992



Atlanta 1996



Sydney 2000



Athens 2004



Beijing 2008



London 2012



Rio 2016



CANADIAN AMATEUR SWIMMING ASSOCIATION (1970)

FINAL RESULTS



1971 NATIONAL SWIM CHAMPIONSHIPS
(55th ANNUAL)

JULY 8, 9, 10 & 11

CORONATION POOL - EDMONTON, ALBERTA



LOGO EVOLUTION



1960s - 1980s



1980s - 2005



2006 - 2014

300 HRS LATER...











SWIM·A·THON
NAGE·O·THON





**EASTERN
CANADIAN OPEN**
**OMNIUM CANADIEN
DE L'EST**

SWIMMING
CANADA
NATATION



TEAM CANADA MEDIA GUIDE

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**SWIMMING
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23 hrs

Watch TSN's documentary on the Rio 2016 Canadian Swim

Team: www.bit.ly/4323

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124
RETWEETS

18
FAVORITES



9:55 AM, Sept 19th via web · Details

Reply to @swimmingca



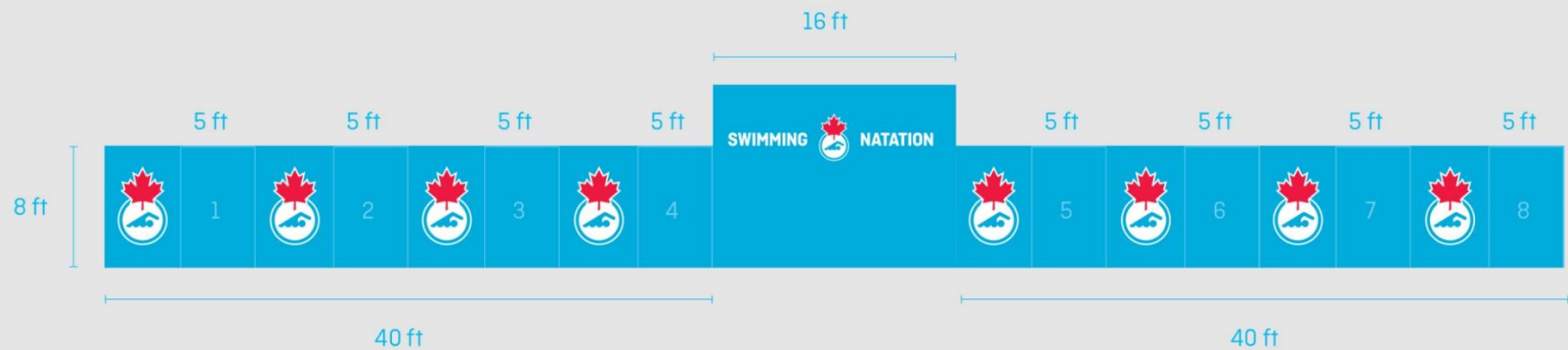
TORONTO 2015
APRIL 1-4 AVRIL



TRIALS
ESSAIS
2015

ATHLETE · ATHLÈTE







REGISTRATION



COACH
REGISTRATION



MEET OFFICE



INSCRIPTION



INSCRIPTION DES
ENTRAÎNEURS



BUREAU DE LA
COMPÉTITION







RESULT

(THE FIRST 6 MONTHS)

RESULT

- Comprehensive and cohesive brand system that takes advantage of every brand touchpoint
- Tangible equity built with key partners
- Clear interest from wider audience via social media
- Massive pride within the organization
- Athletes love it
- Extremely merchandisable
- Saves time and money

It saves me time and money.

— Chris Wilson, Director of Marketing, Swimming Canada

The pride in our new brand is immeasurable. From our staff to partners to the public, we now have a brand that everyone wants to be associated with.

— Chris Wilson, Director of Marketing, Swimming Canada

It's the best of both worlds. Heritage is at play, yet the brand says 'we're progressive and moving forward.' This makes us feel good about being associated with the organization.

— Andrew Shibata, VP Brand Marketing, RBC

**CURLING
CANADA**

CHALLENGE

- Recognized need to modernize the brand
- Need to connect with youth
- Massively diversified brand
- Brand is not merchandisable

LOGO LANDSCAPE ANALYSIS

Primary Logo



Event Portfolio



Hall of Fame



Programs & Properties



Events



LOGO ANALYSIS

**CANADIAN
CURLING
ASSOCIATION
CANADIENNE
DE CURLING**



RESULT

(THE FIRST 6 MONTHS)

RESULT

- Key partners 'enamoured' with new brand
- Partners now proud to be associated
- New brand aiding sponsorship retention
- Lifted morale of entire organization
- Athletes love it
- Launched 1st national merchandise program in history

TAKEAWAYS

TAKEAWAYS

These strategic rebrands:

- Improve sponsor retention
- Enhance revenue
- Position for growth with youth demographic
- Unite and motivate staff
- Increase impressions
- Save time and money

**TO ATTRACT THE
BIGGEST BRANDS
IN THE COUNTRY,
YOUR BRAND HAS
TO MEASURE UP.**

**FOR FULL CASE STUDIES + INFO,
PLEASE VISIT...**

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