

BRAND CRITIQUE AND ANALYSIS

The Wilson logo is displayed in a stylized, bold, black font. It features a large 'W' followed by 'ilson'. A small registered trademark symbol (®) is located at the end of the word. The logo is positioned on a white background that is part of a larger geometric design on the left side of the slide.

Sara Bowar
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BRAND OVERVIEW

HISTORY AND FOUNDING:

- Wilson was founded in 1914 in Chicago, Illinois
- leading manufacturer of high-performance sports equipment, apparel, footwear, and accessories
- Trusted partner of major sports leagues
- go-to partner that ensures amateur to pro athletes can perform at their best
- all NFL, NBA, WNBA, U.S. Open, games are played using Wilson balls

DEMOGRAPHICS:

- competitive and recreational athletes
- professional leagues, college teams, and young athletes training



MISSION, VISION, AND UNIQUE SELLING POSITION

MISSION:

“empower every human to live like an athlete”

VISION:

“we believe that through the power of sport,
we have the ability to change lives”

UNIQUE SELLING POSITION:

- they are trusted partner of multiple major sports leagues
- known for their innovative products



PRODUCTS

KEY PRODUCTS:

- SPORTS EQUIPMENT
- APPAREL
- FOOTWEAR
- ACCESSORIES



SELLING VS. TELLING :

- HIGHLIGHTING SUPERIOR QUALITY
- PROFESSIONAL ENDORSEMENTS
- BUILDING EMOTIONAL CONNECTIONS
- GRASSROOTS EFFORTS



HOLIDAY CAMPAIGN FOCUS

"share the game"

- their campaigns emphasize sports as a way to bring people together

key products being pushed during the holiday season are products that we connect with gift giving

CUSTOM GIFTS ALWAYS WIN

Create one-of-a-kind gifts for your favorite players. Order by 12/02 to ensure delivery before 12/24.

FREE

*Personalization on
Quick Ship Footballs*



GIVE THE GIFT OF GAME

Give them the joy of sport. The thrill of the win. The unbreakable bonds of team. Give the gift of game and delight every player, fan and athlete on your list.

WILSON'S 'GIFT OF GAME' CELEBRATES SPORT THROUGH THE SPIRIT OF THE SEASON

VOICE AND TONE

VOICE:

- professional
- empowering
- expertise
- driven

TONE:

- energetic
- supportive
- inclusive
- accessible

Social Medias Posts

- sporting energetic captions paired with action-packed visuals
"take your game to the next level with the new Pro Staff racket-crafted for champions, designed for YOU."

Product Pages:

- informative yet motivational
"Built for the serious player, the A200 glove offers unmatched durability and precision to help you dominate the diamond."

Campaign Taglines:

- short and impactful
- "Wilson: Where Champions Play."

Parts of their story are they leaving out?

- leaving out personal stories
 - could include consumers personal stories to showcase why their brand is important

PERSONIFYING THE BRAND

If Wilson were a person, he would be an energetic, athlete, who values hard work, tradition and has a deep passion for sports.

Wilson would likely be a dedicated coach while also being a retired athlete who still competes in amateur games.

He would love the traditions of sports and would remain in his players lives even after they stopped playing for him because he values relationships.

He would have created a top-tier training program.

Daily routine:

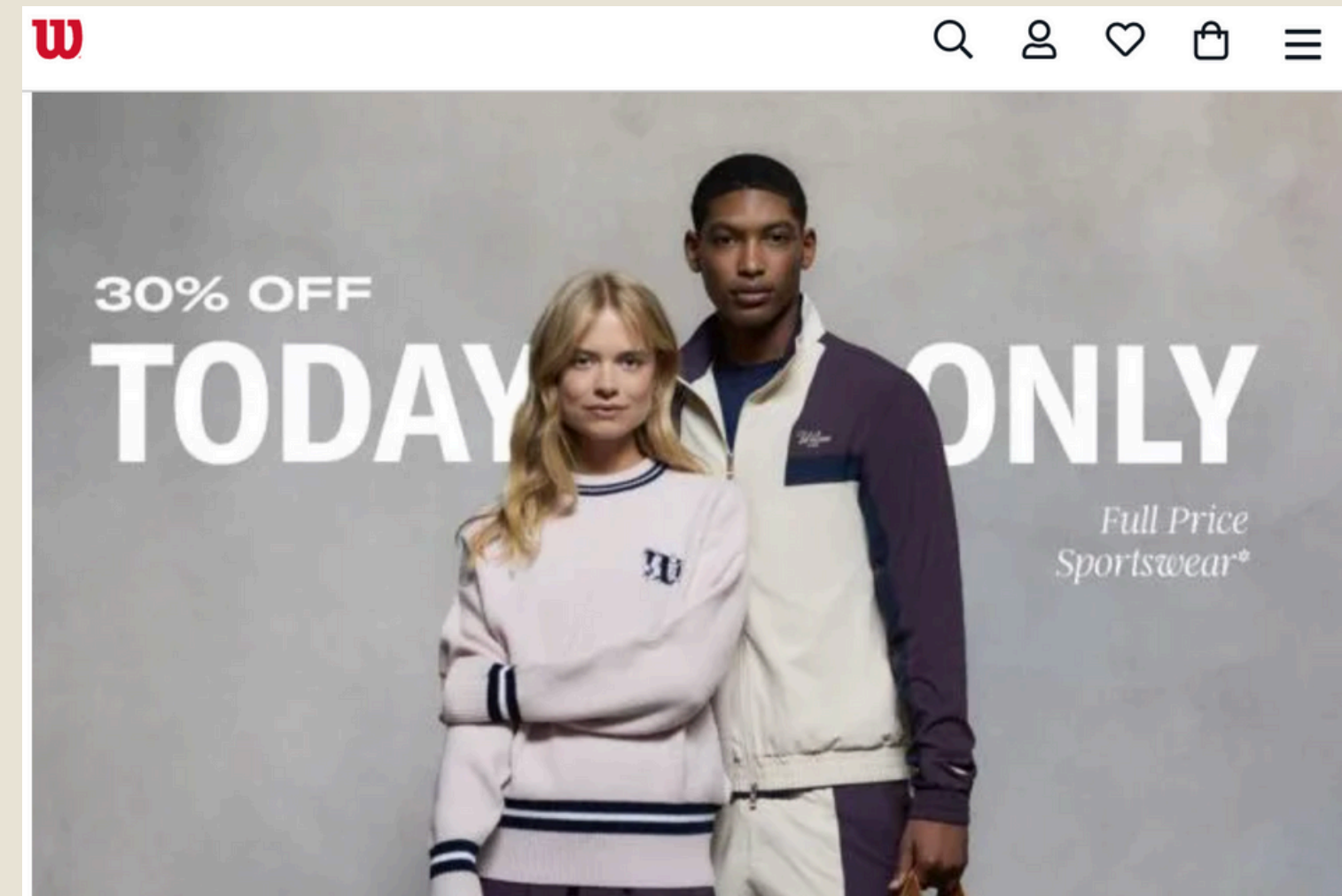
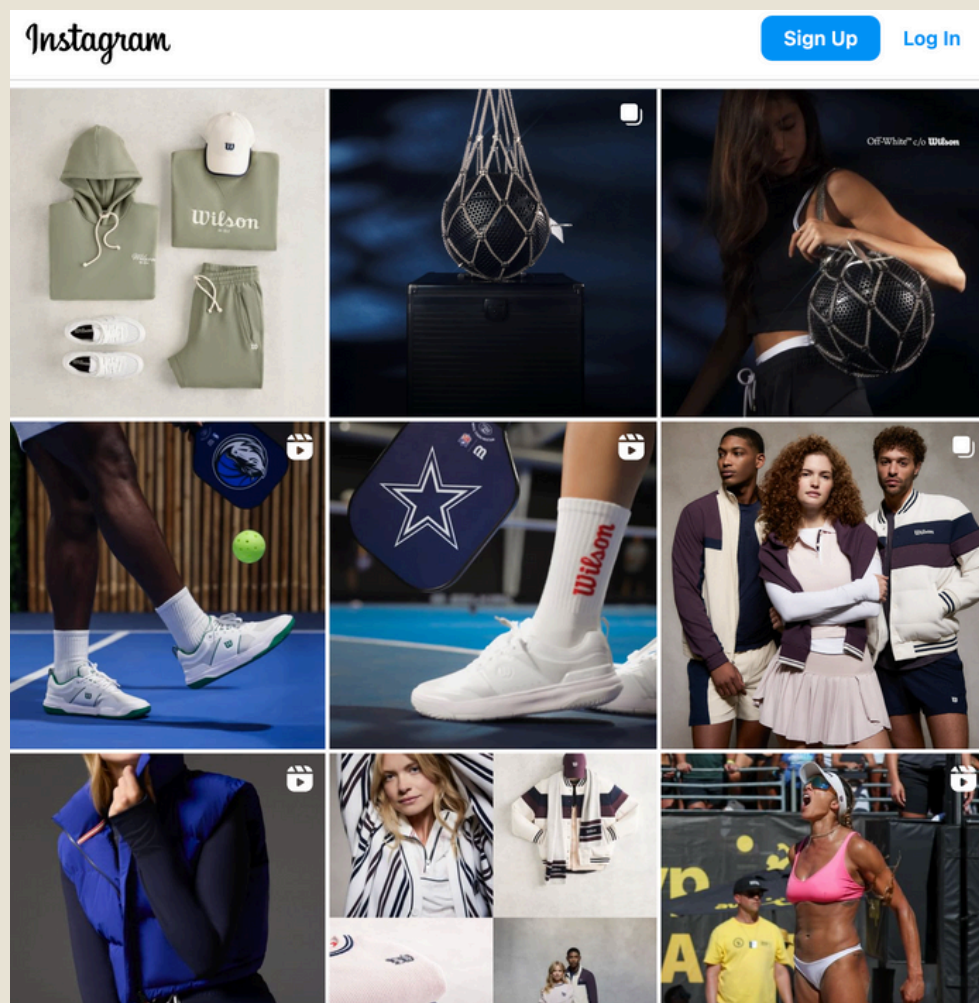
- morning start with intense training session
- cold plunge
- afternoons spent mentoring young athletes and launching new products
- evenings might involve reviewing game footage or planning next big community sports event



BRANDING

A well-established brand that is evident across its digital platforms, including its website, app, and social media. They do a good job of maintaining a consistent look, feel, and tone across them, strengthening its image.

1. They maintain a strong, consistent visual identity across all its digital platforms. Color scheme of black, white, and red, and strong use of high-quality, action-oriented imagery create a unified look.
2. It's messaging remains consistent across channels.
3. It's ability to tell stories, especially those of athletes and their journeys, aligns well with its mission of being more than just a product company.



Following

Instagram: 1.2 million followers

Facebook: 3.5 million followers

Twitter: 200,000 followers

YouTube: 50,000+ subscribers

- indicates a large and diverse audience
 - professional athletes
 - sports enthusiasts
 - everyday players

Age range: primarily 18-44

geography: while a global brand, a significant portion is based in the U.S.

sports interest: the majority of followers are likely engaged in tennis, baseball, basketball, and softball



Brand Positioning Statement

For the everyday to professional athletes, Wilson is an athletic-wear and sporting goods/equipment company that offers accessibility and inclusion so customers can be the athlete they want to be because Wilson has shown extreme innovation and willingness to make a difference.

Rating:

I give this company an A-

- overall they did a great job at telling their story but think they could make some subtle improvements that would make a vast difference

1. Share personal stories of the everyday athlete
 - follow along with a local championship team and promote them and share their stories
2. boost social media engagement with more creative and engaging campaigns
 - could feature local athletes
3. leverage technology for innovation
 - smart technology; smart rackets or basketball to help improve shots