

SEATTLE STORM

Founded in 2000, by the Basketball Club of Seattle, the Seattle Storm team is now one of only six independently owned basketball teams in the WNBA. In 2008, the team split their ties with the Seattle Sonics when the NBA team moved to Oklahoma. The team is owned by three women, of the company Force Ten Hoops, which is comprised of Dawn Trudeau, Lisa Brummel, and Ginny Gilder. These three business women and civic leaders, all Storm season ticket holders, stepped forward to purchase the Storm in 2008 so that the team could remain in the city of Seattle. Their actions were driven by their shared commitment to the importance of giving back to the community and to the larger philosophy that women and girls should have the chance to compete at every level, sport or otherwise. Today, the Seattle Storm is still the only representation of professional basketball in the city of Seattle.

The Seattle Storm team plays in the Western Conference and has qualified for the WNBA playoffs eleven out of sixteen times, taking home two conference titles and two national titles in 2004 and 2010. The team name derives from Seattle's weather and their energy in the league and on the court.

THE PRODUCT

Sports Entertainment. The Storm brings outstanding professional basketball to a diverse and growing fan base. The Storm plays an active role in the community. The team promotes literacy, health and fitness, as well as support for women and girls' youth basketball. The Storm provides a sense of tribal identity, legitimization of queers and their families, and family oriented fun.

ESTABLISHED REPUTATION

The Storm is perceived as a family friendly and community oriented professional team. Also, as one of Seattle's most successful sports teams. They are considered friendly and approachable with a loyal fan base.

PERSONALITY

Strong. Confident. Community-Driven. Philanthropic. Youth centric Friends. Neighbors. Champions.

THE AUDIENCE

Primary: The Storm's primary audience includes basketball fans and sports enthusiasts, with a majority representation of families, girls, and children. *Secondary:* Target markets that have potential for growth include the 20 to 40 year old age demographic.

Additionally, there is the potential to market the Storm's basketball games as youth safe spaces, viable for safe social outings for teens. Lastly, the Storm could grow in attendance by marketing games to seasonal tourists.

WHAT PEOPLE MIGHT ALREADY THINK:

Women's sports aren't as high paced or exciting as men's.

WHAT WE WANT THE AUDIENCE TO DO:

The Seattle Storm would like to expand their potential fan base and increase attendance at Storm games and events. They'd like their fans to increase their loyalty to the team, purchase wear and display more Storm merchandise, and engage in their philanthropy programs.

KEY ATTRIBUTES UNIQUE FROM COMPETITORS:

The Storm holds two of Seattle's twelve championship honors. It boasts a team of players who not only play professionally for the WNBA but also for 10 other international women's leagues. The Storm's team is comprised of women who uphold a reputation of integrity and respect for all players, on and off the court.

POSITIONING:

The sports team is mainstream in their branding. The Storm's opportunity to reposition its company image within the marketplace: There is an opportunity to bring the Storm into a light of being 'exciting' and out of the shadow of the Sonics by marketing their games as a full entertainment experience.

THE MESSAGE:

The Seattle Storm is the area's one and only basketball team, empowering and positively influencing women, girls, and the local sports culture and environment.

STATEMENTS TO CUT THROUGH ALL THE CLUTTER:

"Don't underestimate a brewing storm"

"The Storm: a team to be a part of"

OTHER MAJOR POINTS TO COMMUNICATE:

We are champions, and we want you on our team.

We are proud to represent Seattle.

WHY SHOULD CONSUMERS CARE

The Seattle Storm is valuable to community strengthening efforts through their philanthropy support of literacy, health, fitness, girls sports, and the environment. For example, with the "3's for Trees" program the Storm plants a tree in the Mountain to Sound Greenway for each three-point-er they make. Through the communal love of sports the Seattle Storm cultivates local pride as a winning team and builds a more unified community. The Storm continues to expand sports equality for women both with their success as a team and their esteemed recognition of individual player's talents as members of international basketball teams.

We believe in the spirit of the game and our fans.

With the support of our community we gain strength and unity.

We are trailblazers.