

BIG BACON

THEORY OF IMAGE & MARKETING

4-H EXPLODING BACON ROBOTICS CLUB



TEAM 1902

Hidden Slide – JUST FYI

TEAM
1902

- **Description of this presentation:** Exploding Bacon will be teaching the importance of branding, marketing and community involvement. We will go over how to develop an image for your team, make it consistent through out your pit, your paperwork, your spirit wear and your robot. Branding is more than how you look; it is the personality of the team. We will help you to become recognizable inside the FIRST community and out.
- **AND SMILE!!!!**



Table of Contents

**TEAM
1902**

- Know Your Team
- FIRST Branding
- Finding your Niche
- Marketing to the FIRST Audience
- Marketing Outside of FIRST
- Outreach & Community
- Sponsors

Why are you here?

**TEAM
1902**

Develop a
Team Brand

Learn how to
Document

Update Your
Existing Brand

Re-Brand Your
Team's Identity

A Clear Identity

**TEAM
1902**



Will help you
market to

- sponsors
- teams
- judges
- community

Know Your Team

**TEAM
1902**

Start with a Mission Statement

- Discuss what you want to do
- Include values, inspiration, strengths
- Be real and specific.
- Be Short, sweet and to the point....

Our Mission Statement

Have Fun, Doing Cool
Things that Help People.

Identifying Your Team

TEAM
1902

- Use our Strategic Planning worksheet
- Research additional strategic planning techniques
- Outline the qualities & benefits your team offers

STRATEGIC PLANNING	
Mission Statement (why are we a team)	
Vision Statement (clear & inspirational long term statement)	
Brainstorm and prioritize your top...	
Values	
1.	
2.	
3.	
4.	
5.	
Goals/Priorities	
1.	
2.	
3.	
4.	
5.	
<i>Use as a tool by evaluating team decisions based on whether or not they align with the values & priorities you have identified.</i>	
To better guide your team in decision making create	
<ul style="list-style-type: none">• Business Plan• Marketing Plan• Social Media Plan/Guidelines	

4-H Exploding Bacon, Team 1902 | explodingbacon.com | info@explodingbacon.com



Learn & Adapt

TEAM
1902

- What's worked for your team in the past? What has worked for other teams in your area? And, outside the area?
- What is not working for your team?
- Collect examples (find good team websites, inspiration may come from outside FIRST as well)
- What do other teams do that you like?

Changes may take time, be patient

Why is Your Image Important?

TEAM
1902

- Know who you are
so others will know who you are.
- Know your message and make it easy for
your team to be consistent
- Know who your audience is,
so you can be more effective.

Understand the FIRST Community

TEAM
1902

- FIRST is a special community
- Core Values
- Own Language (ie. cooperatition, gracious professionalism)
- Events
- Online Community
- Outreach



Developing Your Team's Brand

**TEAM
1902**

- Resources available to your team. Check with Sponsors & Parents.
 - Software
 - Talents
- Develop your logo, tagline and team message (elevator speech)
- Let your team personality shine.
- Integrate your brand into every aspect of your team.

Branding Your Identity

**TEAM
1902**

TEAM IMAGERY INVENTORY

Team #			
Team Name			
Logo Fonts			
Logo Colors			
Tagline			
PANTONE (Print)	CMYK (Print)	RGB (Web & Word)	HEXIDECIMAL (Web)
Complimentary colors			
Complimentary fonts			
Logo file locations			

Should have available jpgs, pngs or gifs (transparent), vector artwork

Website Information

Domain login:	
Hosting co. login:	
Website interface:	

Communications Audit

Channel	Graphics colors/ logos/fonts tagline	Your voice/ tone	consistent message	Audience(s)	Schedule	Team & FIRST Branding consistency	Contact Info
Website							
Facebook							
Twitter							
Blog							
Print							

4-H Exploding Bacon, Team 1902 | explodingbacon.com | info@explodingbacon.com

- Logo Description & Construction
 - Colors: Pantone, RGB and Hexidecimal
 - Fonts
 - Proper Use of logo
- Supporting Elements
- Logo sizes & Clear Space
- Logo Use on Dark Colors
- Logo Dos & DO NOTs
- Program Names in Text
- Tagline Options
- Where to find rasterized and vector artwork
- Printed Materials
- Imagery, PowerPoint and Social Media



FIRST Re-Branding & Guidelines

TEAM
1902

FIRST Branding Guidelines

(www.firstinspires.org/brand)

- Logos
- Branding efforts
- Season games





Build Relationships
Marketing is
anything you create
or share that tells your
story. - *Ann Handley*

Marketing to the *FIRST* Audience

TEAM
1902

- Marketing to Judges
 - Binders
 - Team Information sheet
 - Judge Whispering
 - Pit Design
 - Presentation boards, pictures, and print materials
- Marketing to Teams
 - Pit Design
 - Giveaways
 - Overall Image
- *The FIRST* Community at large
 - Outreach

Logos

TEAM
1902



Lessons Learned About Shirts

TEAM
1902

Your team's
uniform is
your most
valuable
marketing
tool.

Be consistent.



Branding Your Team

**TEAM
1902**

- Have your KIDS create a logo
- Be consistent
- Be memorable
- Be unique
- Bright Colors
- Lego Accessories
- Fewer Colors are Cheaper
- Dress Code



Find your Niche

TEAM
1902

Look at your community

- Schools
- Sponsors
- Organizations
- Students
- Parents
- Governments
- Other connections

Documentation



Some Possible Judge Packet Material

**TEAM
1902**

- Business Plan
- Marketing Packet
- Community Outreach Information
 - Press Releases and Articles
 - Flyers & Marketing Materials
 - Thank you letters
- Digital Media
- Team Handbook
- Brochure

Tips for Binders/Boards/Posters

**TEAM
1902**

- Bring recommended materials
- Keep them neat & clean
- Only include the most important information
- Make sure it is readable to the audience
- Theme it to be more memorable
- Include Pictures

Judge Whispering

TEAM
1902



- Make sure everyone is prepared, so they feel confident
- Practice Q & A for robot, core values, project
- Practice presentations
- Games: Jeopardy, trivia, kahoot
- Practice, Practice, Practice



Marketing to Other Teams

TEAM
1902

- Giveaways (clappers, pens, balls, bandanas, aliens)
- Peer Awards
- Use your strengths to help other teams
- Developing relationships with other teams
- Workshops and Seminars *(like this)*
- Mentoring other year around
- Pins/Buttons

Can you pick us out of a crowd?

**TEAM
1902**



Pins and Buttons

TEAM
1902



We've Got Spirit, Yes We Do!

**TEAM
1902**



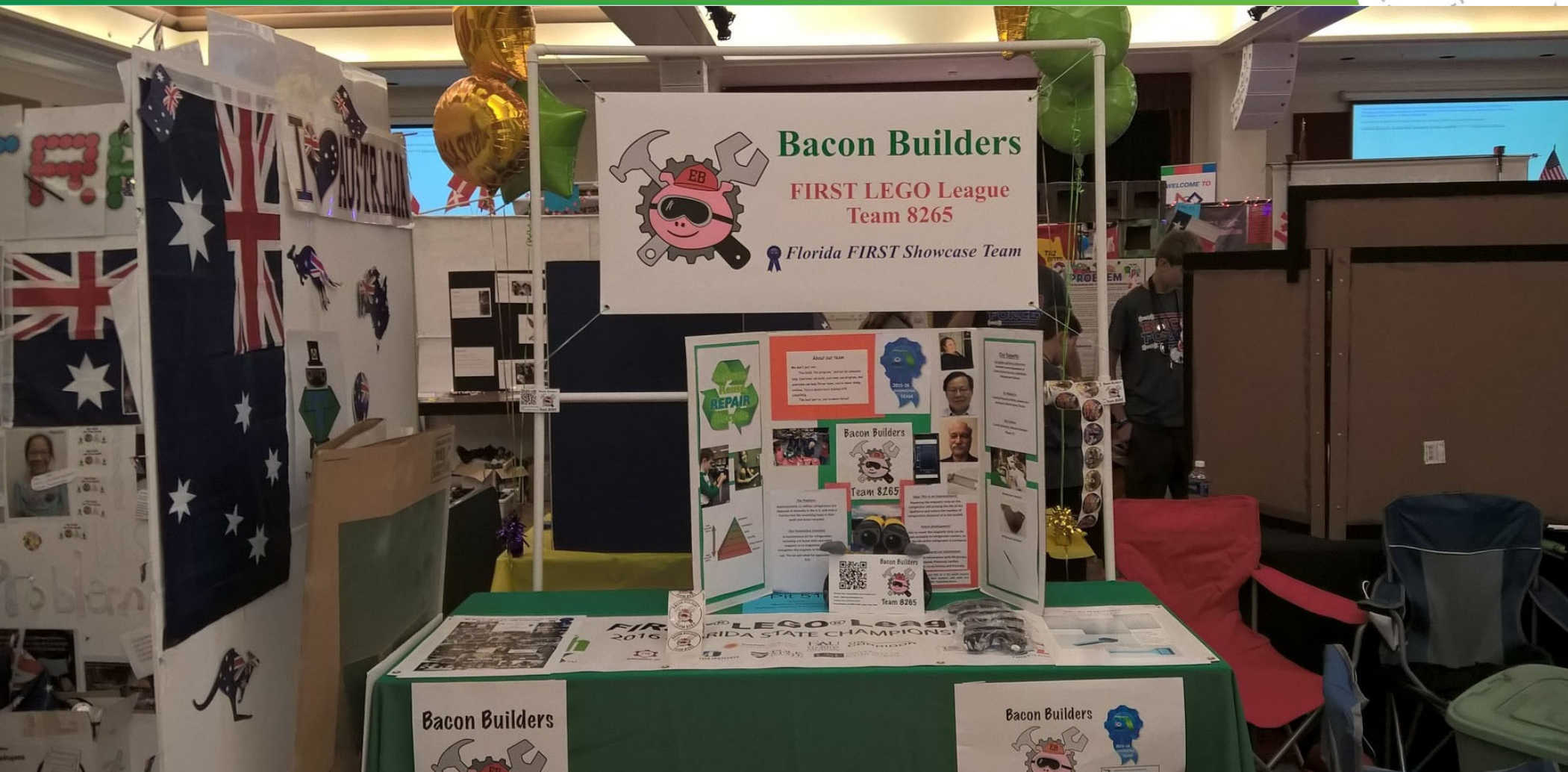
Can they hear you coming?

TEAM
1902



Pit Identity

TEAM
1902



Benefits

TEAM
1902

- Fundraising
 - Sponsor Demos
 - Professional Conferences
 - Local Businesses
 - Associations, Clubs and Chamber of Commerce
- Member Recruitment
 - School Demos
 - Science Programs
 - Summer Camps
 - Community Outreach

Outreach and Community



The FIRST Community

**TEAM
1902**

FIRST Outreach
– professional
conferences
and events

Outreach gives your students a low stress environment to learn how to talk about their team, robot and FIRST – before they share their story with judges.



Marketing Outside *FIRST*

TEAM
1902

- Community Outreach
 - Girl Scouts/Boy Scouts
 - Libraries
 - Science Centers
 - Schools
 - Farmer's Markets
 - Professional Conferences
 - Business Organizations
- Local Media
 - Press & News
 - Social Media
- Sponsors
 - Newsletters
 - Thank You's



Engage in the Worldwide Conversation

TEAM
1902



Social Media Strategy

TEAM
1902



- Target Your Audiences
- Select your channels
- List your Goals and Objectives for each
- Identify key persons responsible for managing sites and creating content
- Develop/reinforce relationships

Engage your audience

TEAM
1902

- Content: create, engage and be relevant
 - Produce the content for your audience
 - Communicate **with** your audience, not **to** your audience
- Use good video and pictures
- Spelling and grammar MATTER
- Keep a casual tone when writing for social media
- Post about build season, outreach, sponsors, FIRST and STEM news
- Schedule release of posts to maximize message impact
- **Consistent Image and Branding of your team**



Use Video!



TEAM
1902

Focus on creating a quality video with valuable content for your audiences.

1. Get to the point.
2. Keep them short.
3. Include a call to action.
4. Use a script.
5. Speak conversationally.
6. Edit out mistakes.
7. Post on social media/website

In addition...

TEAM
1902

- Educate your team
 - Share – Retweet -  
 - Message
- Employ numerous admins to share the responsibility
- Watch for up and coming channels
- **Experiment to see what works best for you**

Marketing to Potential Sponsors

TEAM
1902

- Unique
- Marketing Packet
 - Business Plan
 - Budget
- Presentations
- Activity Book
- Sponsor Levels



Benefits of Good Imagery

**TEAM
1902**

- More Memorable
- Leave a Good Impression
- Press/Media
- Fundraising
- Member Recruitment



Be a team your community and sponsors can count on



Gracious Professionalism is the greatest asset for your image.

Check Out

TEAM
1902

- #FIRSTLikeAGirl: *share your story*
www.FIRSTLikeAGirl.com
- FIRSTAlliances.org: *add your team to the directory and find resources*



Survey

TEAM
1902

Please visit explodingbacon.com and scroll down to click on

BIG BACON SURVEY

and tell us what you found helpful with this workshop or where we can improve to help you better.

Thank you

#OinkOinkBoom

