



BIGbacon

Theory of

Image & Marketing



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**TEAM
1902**

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- Program Branding
- Be a team/brand your community and sponsors can trust

Why are you here?

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Develop a
Team Brand

Learn how to
Document

Update Your
Existing Brand

Re-Brand Your
Team's Identity

A Clear Identity

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Will help you
market to

- sponsors
- teams
- judges
- community

Know Who You Are

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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

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- 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	

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Learn & Adapt

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- 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?

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- 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.

Identify Your Audiences

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- FIRST Community
- Local FIRST Community
- Your Local Community
- Sponsors
- School
- Parents
- Governments
- Others?



Understand the FIRST Community

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- FIRST is a special community
- Core Values
- Own Language
- Events
- Online
- Outreach



Lessons Learned

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Everyday Shirts

Developing Your Team's Brand

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- Resources available to your team
 - 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

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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							

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- 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

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FIRST Branding Guidelines

(www.firstinspires.org/brand)

- New Logos
- New Branding efforts





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

Building Relationships

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- Marketing Within the FIRST Community
- Marketing Outside the FIRST Community

Marketing to the *FIRST* Audience

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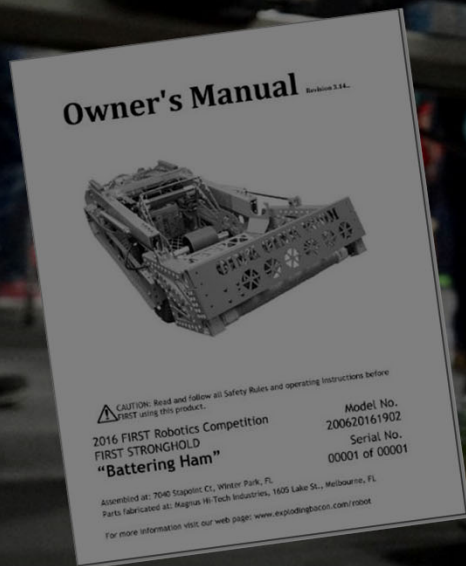
- Marketing to Judges
 - Judges Packet
 - Judge Whispering
 - Pit Design
 - Presentation boards, pictures, and print materials
- Marketing to Teams
 - Pit Design
 - Giveaways
 - Overall Image
- *The FIRST* Community at large
 - Chief Delphi, Reddit
 - Off Seasons
 - Outreach

Some Possible Judge Packet Material

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

Engineering Design Manual & Robot Cards



Marketing to Other Teams

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- Robot Cards
- 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*)
- Off-Seasons
- Mentoring year around (FRC, FTC or FLL)
- Trading Shirts
- Pins/Buttons

Can you pick us out of a crowd?

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Pins and Buttons

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We've Got Spirit, Yes We Do!

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Can they hear you coming?

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Mascots

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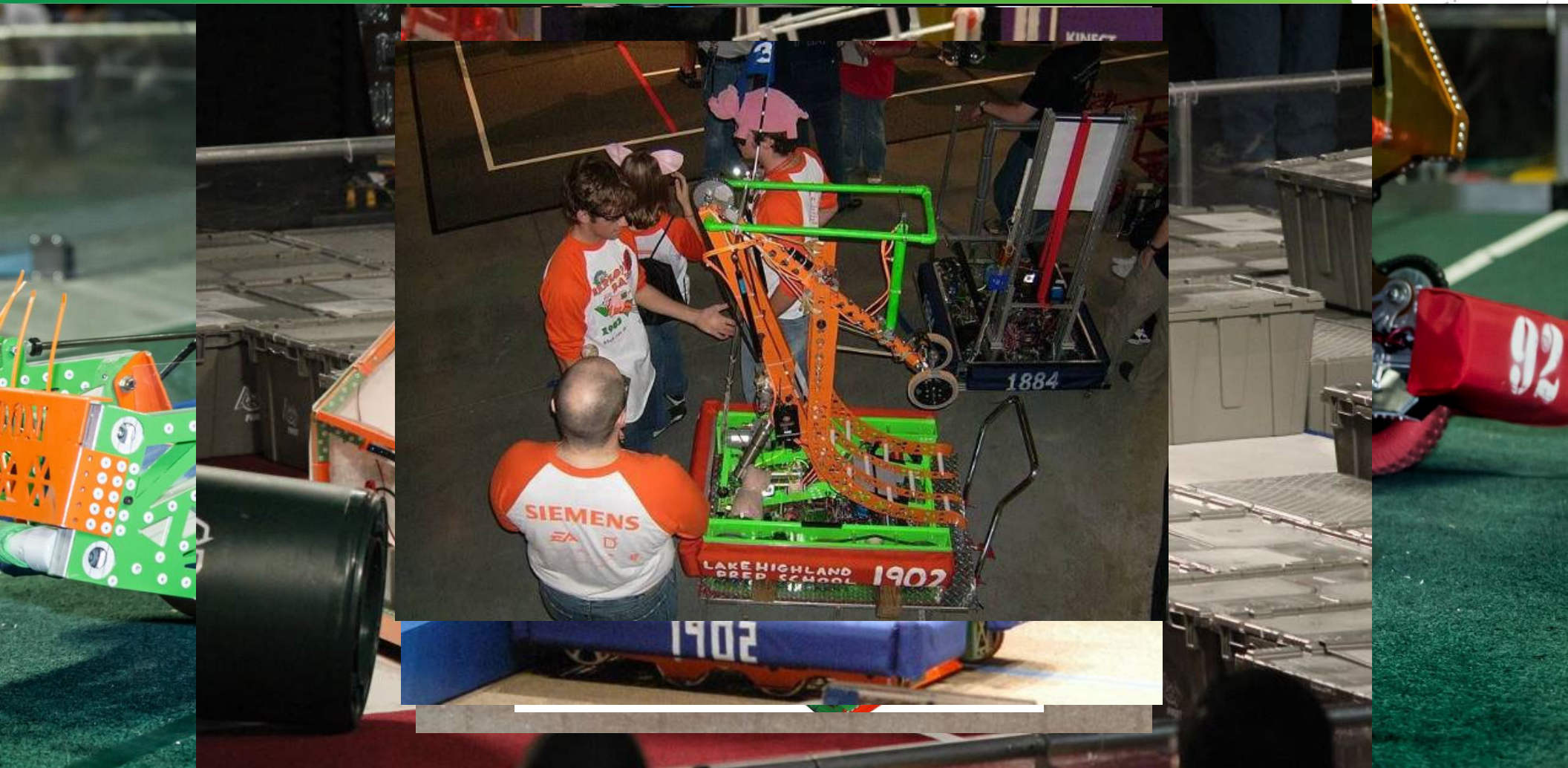
Pit Identity

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BRANDING YOUR BOT!

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Embracing your Image!

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Judge Whispering

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- Pit Test
- Practice Sessions
- Games: Jeopardy, trivia, kahoot
- Presenting Chairman's to your Team
- Practice, Practice, Practice

The FIRST Community

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- Chief Delphi
- Reddit
- FIRST Discord
- Off Seasons
- FIRST Outreach – professional conferences and events
- Competitions in other levels



Marketing Outside *FIRST*

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



Benefits

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

Outreach and Community

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Find your Niche

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Look at your community

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

Find your Niche

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Considering all those possible groups...

- Local identity
- What opportunities do you have with them?
- What programs are they already supporting?
- Can you engage them to help you with your goals?
- Is there something they need help with?

Find your Niche

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More possible considerations

- What are the programs you have already started?
 - Is their potential for existing programs to grow?
- What is the make up of your team members?
 - Cater to your team's existing identity
- What are the interests of your team members?
- Has another team created a similar program?
- Is there a team that would be a good match to collaborative with?



Marketing to Potential Sponsors

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



Branding Your Sponsor Levels

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10K and above – Wilbur’s Inner Circle

- Company name or Logo (Large)
on T-shirt and Robot
- Company name on promotional
materials
- Link on team website
- Logo displayed in pit

5K-10K - Power Pig

- Company name or Logo (Medium)
on T-shirt and Robot
- Company name on promotional
materials
- Link on team website
- Logo displayed in Pit

1K-5K - Big Bacon

- Company name of Logo (Small)
on T-shirt and Robot
- Company name on marketing
materials
- Link on team website

500-1K – Squealer

- Company name on T-shirt
- Company name on marketing
materials
- Link on team website

0-500 – Piglet

- Listed on website
- Our *un-dying* love and gratitude



Keep Your Sponsors Informed

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- Sponsor Dinner
- Newsletters/Emails
- Use pictures
- Keep the message short and to the point
- Thank them often!



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Social Media Strategy

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- 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



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- 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**



In addition...

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- 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**

Use Video!

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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

Press Releases and Media

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2015 Press Release

FOR IMMEDIATE RELEASE:

Pigs Will Fly at Local Robotics Competition

Orlando, Florida

February 25, 2015

This March 13th and 14th, Exploding Bacon will join 63 other FIRST teams from around the country at the UCF CFE Arena to compete in FIRST's 2015 game, Recycle Rush.

4-H Exploding Bacon Robotics, a high school robotics team celebrating it's 10th year anniversary, has spent the last few weeks building a robot to compete in this year's FIRST Robotics competitions. This team of 31 students has work closely with professional mentors to complete by a six week deadline of February 17th, 11:59pm.

Teams will be competing in high energy matches throughout the weekend in order to decide who will represent the Orlando Regional at the World Championship event in St. Louis later this year. Colleges and professional companies set up booths to encourage students to continue with science and technology as a career choice.

Opening ceremonies begin each day at 9am and the competition runs until the closing ceremonies, which is around 5pm.

You can download pictures for print use at www.explodingbacon.com/orlando-regional/

ABOUT 4-H EXPLODING BACON ROBOTICS:

4-H Exploding Bacon Robotics is a Orange County 4-H club that helps students explore STEM by combining the principles of 4-H and the tenets of FIRST's Gracious Professionalism. Because we are a 4-H team, we are able to draw students from all over the state of Florida. Drawing from 4 counties, and 13 different schools plus homeschoolers. This gives student without a first team at their school or homeschoolers to participate in FIRST.

In addition to competitions, Exploding Bacon demonstrates their robots at various events, including the Orlando Maker Faire, the Orlando Science Center's Otronicon, and Orange County Public Library's Dorothy Lumley Melrose Center. In total, Exploding Bacon has participated in almost 40 events in the Central Florida area over the past year alone.

For more information about 4-H Exploding Bacon Robotics, please visit www.explodingbacon.com or contact explodingbacon.team1902@gmail.com.

ABOUT FIRST:

FIRST (For Inspiration and Recognition of Science and Technology) is a non-profit organization that promotes STEM (Science, Technology, Engineering and Math) to 6-18 year olds by engaging them in exciting robotics competitions. These competitions are designed to challenge students and inspire them to learn more about science and technology. The program also prepares them to be future leaders in STEM industries and businesses around the world.

For more information about FIRST, please visit www.usfirst.org.

ABOUT RECYCLE RUSH:

This year's game, RECYCLE RUSHSM, is played by two Alliances of three robots each. Robots score points by stacking totes on scoring platforms, capping those stacks with recycling containers, and properly disposing of pool noodles, representing litter. In keeping with the recycling theme of the game, all game pieces used are reusable or recyclable by teams in their home locations or by FIRST at the end of the season.

###

Bacon: Makin' a Booming Impact in Our Communities

@explodingbacon

Facebook Twitter YouTube Instagram

OBOT



it fun of designing
robot
avoid

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NOVEMBER/DECEMBER 2015



So Should You Re-Brand or Update?

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Rebranding or Updating Your Team

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- Evaluate Pros and Cons
- Are you re-branding or updating your branding?
- Is your current or new branding a more accurate representation of team?
- Is your team confused with others or not clearly identified?
- Ask for outside input

Evolution of Our Branding

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Program Branding

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Have a program you would like to share?

- Meet and discuss the
- Develop mission, flyer, long and short descriptions
- Language that describes your efforts – there are particular words we emphasize with our programs.



Developing a Branding for your Program

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- Research team programs inside and outside FIRST.
- Identify your program's target audience.
- Create a mission statement for your program.
- Outline program's benefits.
- Create a program logo & tagline. (if appropriate)
- Develop a program message and elevator pitch.
- Share the program on FIRSTAlliances.org
- Let your program shine.
- Be a program your community and sponsors can trust



Benefits of Good Imagery

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- More Memorable
- Communicate your message
- Press/Media
- Fundraising
- Member Recruitment



Be a team your community and sponsors can count on



Gracious Professionalism is the greatest asset for your image.

Survey

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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

