



Wholistic Growth For Generations



BRAND YOU

CONSULTING GROUP

our best BRAND is YOU

BACKGROUND

In 2005, Who Got Game was started after a Florida coach & teacher known as the McHardy brothers had been involved with student sports for years. They then developed the concept based on the initial need of their environment to start a free obesity prevention program that targeted inner city public schools within the state of Florida. The concept of **Who Got Game** was formed in regards to that idea, keeping a sporting concept that would easily resonate into the minds of the people within the community.

The brothers wanted to create an obesity prevention program that promoted healthy living in it's' entirety. They began to put together the program and wanted to expand it so that the youth could participate in the development of a online publication promoting a healthy lifestyle through workshops and events. They teamed up with the local Big Brother Big Sister program in Florida to start a youth internship for kids to create and publish the online magazine. The online magazine's first issue was published with great success but the brothers felt as if the brand of the business needed a more specific purpose. With the overwhelming increase in obesity amongst our youth, they felt as though they had a great target market. Incorporating new tactics and enlisting the help of specialized individuals, the owners began to put a solid team together.

Original Logo.



CREDIT STAFF

The Challenge.

Who Got Game knew that their current brand would take some restructuring if it would have the set impact that they needed. Their primary focuses were:

- To create a new name, logo, & tagline
- To redesign their website
- Market their message in a crisper, professional way to reach more people

It was clear that Who Got Game needed to be more proactive in order to gain the initial interest of potential sponsors.

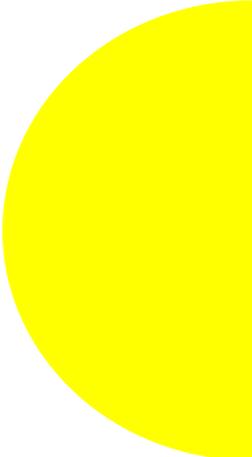
The website needed to be more relevant, contemporary and engaging. The site required a more sophisticated online donation system, as well as integration with social media to reach more donors. And they needed the ability to update the site without technical knowledge.

Assessing the Situation

Brand You Consulting Group was called in to help restructure Who Got Game's brand identity.

After doing thorough research, BYCG deduced that Who Got Game needed more than a name, logo, site revamp. It needed aid in leadership positioning, a strategic uplift and a new marketing message.

Our Ideas.

1. Give Who Got Game a brand makeover. Change the current perceived message of the organization to give it better leverage and brand visibility.
 2. Position Who Got Game as a professional & holistic obesity prevention organization that is the primary source of free obesity prevention resources within the urban and rural Florida community.
 3. Increase understanding of the organization's mission, and drive more people to participate in programs and services and to attend events (such as leveraging the events for greater publicity).
 4. Increase the fundraising base and results for the organization (increasing the amount of donors, the kinds of donors and the size of contributions.)
 5. Provide a stronger foundation for receiving sponsorship to host the organization's obesity prevention camps and workshops.
 6. Create a more viable platform for organizational growth and expansion into outside markets.
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Brand Objectives

Make Who Got Game's name match the seriousness of their core message. Change their logo and tagline to reach a broader audience.

Ensure consistency across all communications.

Use various mediums of technology to effectively to promote Who Got Game's programs and events.

Provide a foundation for growth and ongoing marketing.

Get Fit. Stay Fit.

Marketing Objectives

Increase understanding of the organization's mission, and participation in programs, services and events.

Position Who Got Game in the marketplace as the go-to free obesity prevention program in the local Florida area.

Increase awareness of Who Got Game, initially in the organizations local city of Port St. Lucie Florida.

Gain interest in magazine, event & workshop sponsorship.

New Logo.



Web Design



Product Placement



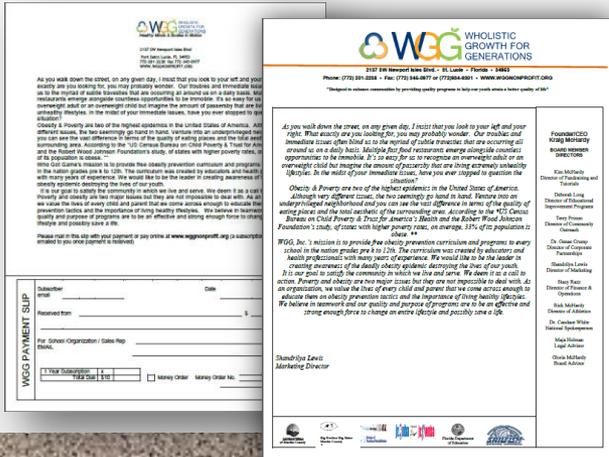
Business Card Designs



Branding & Marketing

Product Pitches

Fundraising Packages



Redesign



Our Solution.

Brand You Consulting Group worked vigorously to re brand and re introduce WGG into their market. This entire process, from the start of the research to re emergence of Wholistic Growth for Generation's Brand took 9 months. The resulting brand update and new marketing tools will last many years and will help WGG grow. They now have the visual tools and messages to help them tell their story effectively and present a professional, unified image to their audience as well as potential employees.

The new logo has been used on all of the company's paraphernalia, given visibility at sporting events, online through search engine marketing and a myriad of other mediums. The company has maintained a consistent message and have built new partnerships and expanded into more prestigious markets, yielding them a higher return on their investment. They have been able to obtain corporate sponsorships and expand the size of their initial staff.

With the help of BYCG, WGG was able to obtain a Google Adwords Grant generating up to \$10,000 per month ad spend which has allowed them to target an even larger market at a faster rate. Overall, the campaign exceeded expectations and continues to exceed benchmarks.

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