

Marketing Report
2010 USAS Convention
Dallas, Texas
Submitted by Vice President Traci C. Lunsford
September 17, 2010

Thank you to all that have supported the marketing efforts this past year. Many ideas and recommendations have been made in an attempt to bring about a broad-based awareness of USA Synchro.

Status of activity since convention 2009

- Final approval of the new USA Synchro logo.
- Applied for a Google Grant – thank you Kaycee Wiita.
- Worked with VP's (C.Mitchell, T.Smith, S.Darst, B.Hazle, G.Jasontek, A.Eng, M.Knight) and made recommendations and suggestions of those items we would like to see on the website as it evolves.
- Created list of SEO (Search Engine Optimization) words along with committee to incorporate into the website, forwarded to office.
- Worked with VP Membership, Carole Mitchell, to bring the magazine back in print. Based on the cost analysis, we needed 1,000 intents to subscribe. Unfortunately the last update was at 86.
- Working on a :30 animation spot ideally for TV. Received the music rights to avoid paying royalties. The spot could also be used for promotional purposes.
- Developed a new Marketing Kit for synchronized swimming clubs utilizing material provided by the office. Thank you Anne Schulte for creating the new layout and organizing it. The kit is in the final draft stages and will be posted online once finished, target date is mid Oct.
- Outlined USA Synchro's brand positioning based on the research of Ken Markman & Spring Design Partners, and presented it at the Board of Directors meeting in Jan. (Outlined on back)
- Recommended a launch plan of the new logo and image of USA Synchro prior to Jr. Nationals as a springboard into Jr. Worlds.
- Collaborated with Anna Eng on a Marketing Plan to increase awareness and drive ticket sales for Jr. Worlds and presented it to the board and office staff. Thank you Anna for putting it together.
- Collaborated with Anna Eng, Nicole Querze, Jordan Dillon and Taylor Payne on a call to promote the Jr. National Team going into Jr. Worlds. Nicole started the Jr. National Team Facebook page, and she and I updated it daily through Jr. Worlds. Nicole was very instrumental in taking the ideas from the call and having the team implement them which included blog updates, Facebook, and a blanket drive in Indianapolis.
- Worked with the Jr. National Team in an attempt to get an Ellen DeGeneres Flag. Although we didn't get the flag, I believe the team had fun participating. Thank you Kim Lo Porto and Sue Nesbitt for allowing the team to participate.
- Edited and made recommendations along with Ann Eng to the Style Guide for the new logo. Still a work in progress.

Respectfully submitted,

Traci Lunsford-VP Marketing

WHAT IS A BRANDING?

A brand is the combination of consistent visual, written and verbal elements that are used in marketing. It is the basic functions that have always been necessary to make a business successful. It's an ongoing process to increase the public's awareness of your business name and logo.

Draft your Brand DNA or Essence—Purpose, Points of Difference, Personality, Promise (From Branding Consultant and author Karen Post)

Your brand purpose: a logical snapshot of what you provide the market.

Your brand points of difference: things that are truly distinct that your competitors can't copy. While great customer service is important, it's not a point of difference; many of your competitors will claim the same thing. A point of difference can include a visual symbol, story, color scheme, proprietary process or product, historic milestone, physical characteristic, or combination of several of these.

Your brand personality: a collection of human-like traits and adjectives that best describe your brand.

Your brand promise: the emotional side of your purpose. If you were a tailor, your purpose would be to make and alter clothes and your promise would be to give people confidence when their clothing fits just right.

USA SYNCHRO Brand DNA

USA SYNCHRO brand purpose

Mission Statement "United States Synchronized Swimming exists to provide leadership and resources for the promotion and growth of synchronized swimming, to achieve competitive excellence at all levels and to develop broad-based participation."

USA SYNCHRO brand points of difference

Only female Olympic sport with no male counterpart.

USA SYNCHRO brand personality

Patriotic, Powerful, Perseverance, Personality, Performance, Precision

USA SYNCHRO brand promise

To be "The Ultimate Team Sport" The Olympic sport of Synchronized Swimming.