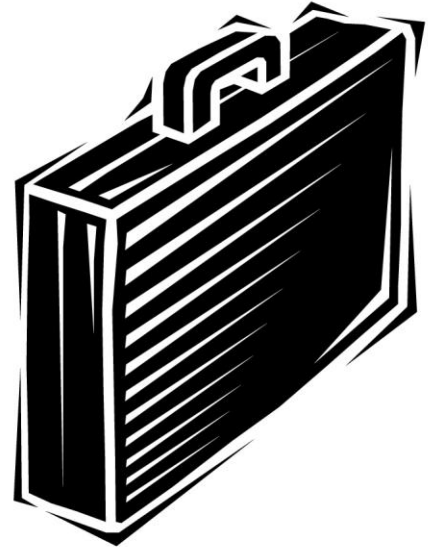




BUSINESS



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Who's For Sale?

Pre-Visit Activity:

Consider some of the qualities needed to give an individual a marketable image. In groups, select current individuals from the area of sports and entertainment. Determine what qualities make them a marketable commodity.

Hall Visit Activity:

Select one Hockey Hall of Fame Honoured Member and gather information on what qualities the individual possesses that would be deemed appealing from a marketing perspective. Be sure to check the Esso Great Hall computer terminals for information on the player.

Post-Hall Visit Activity:

Using the information collected, design a program to market this “franchise” player.

What kind of thematic approach would you attempt to implement? How could the player’s skills, personality and standing in the following areas, assist you in developing the theme?

1. Community
2. Region
3. Nation

Develop an advertising campaign. What kind of products would the player endorse? Why? Who is your target group? Why? How does this relate to your initial theme? What are the overt and implied messages? Do a comparative analysis between a regional versus a national campaign.

It’s All in What You Wear

Pre-Visit Activity:

Sport fashion has become an additional source of revenue. Examine a variety of catalogues, travel to clothing stores, or look at the type of clothing students wear at your school. Make a list of clothes and specify which team or sport they are associated with.



Hall Visit Activity:

During your visit to the Hockey Hall of Fame, wander through the displays and pay particular attention to the jerseys. Select your favourite jerseys for the following areas of hockey: International Women’s teams, Major Junior A, Minor Professional, and University or College Hockey.

For all categories, examine the uniform design, the colour scheme and the implied message (sport psychology now becomes part of the process). Then determine what the marketing appeal would be regionally, nationally or both.



Post-Hall Visit Activity:

With the assessment from your visit, design a merchandising plan that would emphasize the uniform design, colours or message. What types of products would you attempt to develop; for what target group and; at what scope; region or nationwide? Your assignment should also contain a product line catalogue. For possible examples, go to the online shop at www.nhl.com.

... And now a message from our sponsor

Prior to coming down to the Hockey Hall of Fame, watch Hockey Night in Canada on Saturday night. Pay special attention to the commercials; but in particular, the major sponsors. List the sponsors, the length and frequency of the advertisement and during what segments the advertisements fall: for example; Coach's Corner airs after 20 minutes of game action.

Hall Visit Activity:

Travel through the Hall and note what sponsor is associated with what zone. What is the primary theme of the displays in the zone? How does the sponsor attempt to blend with the theme? What is the appeal for the corporate sponsor to associate their product with the game of hockey and the Hockey Hall of Fame? Be sure to check out www.hhof.com for a complete list of sponsors and much more.

Post-Hall Visit Activity:

A new zone is being created: Native Hockey at the Hockey Hall of Fame. Select a corporate entity to sponsor this zone. How would they amalgamate their corporate image with the game of hockey and native issues? Design a commercial for a spot on Hockey Night in Canada. In which segment would you place the advertisement?

Logo-ly Speaking



Pre-Visit Activity:

Examine the two logos. The one on the left is the Hockey Hall of Fame's former logo and the one on the right is the current design. What image does each design try to create? How does each relate to or complement the status of the Hockey Hall of Fame? Which do you prefer and why?

Hall Visit Activity:

During your visit to the Hall, take note of the logos on the various jerseys. Select one logo from each of the following hockey leagues: National (NHL), International (IHL), American (AHL) and Canadian (CHL). Describe each for design, use of colour, appeal, target group and message.

From your previous study of the Hall's logos, record a variety of products and particular target groups: age, sex, economic status and attachment to the product. Assess how successful the Hockey Hall of Fame's logo establishes the potential for commercial gain.

Post-Hall Visit Activity:

In class, assess the marketability of each logo and design a strategy for an advertising campaign. What types of product potential can be developed?

Hidden Treasures

Pre-Visit Activity:

Prior to your visit, familiarize yourself with the following words: memento, souvenir, collectible and artifact. What is the association with these words and the business world? Try to bring in examples of each to illustrate the distinction.

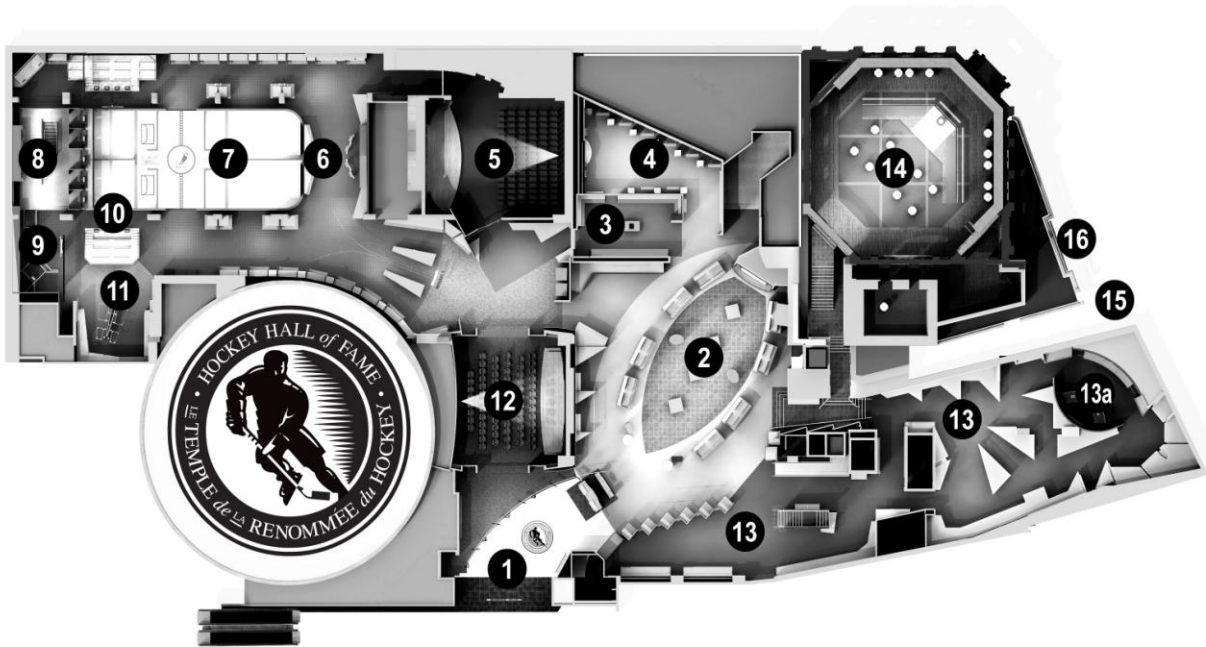
Hall Visit Activity:

In your travels through the Hockey Hall of Fame select 10 items that would be deemed a collectible, memento or souvenir. Describe each item and why you think this particular item would be of interest to the Hockey Hall of Fame.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

GUIDE MAP

Floor plan of the Hockey Hall of Fame



1. Entrance Foyer Displays
2. NHL Zone
3. Canadiens Dressing Room
4. VIA Rail Stanley Cup Dynasties
5. Hartland Molson Theatre
6. Panasonic Hometown Hockey
7. NHLPA Be a Player Zone
8. TSN/RDS Broadcast Zone
9. EA Sports NHL Slapshot Zone
10. Pepsi Game Time
11. Upper Deck Collector's Corner
12. Esso Theatre
13. Tissot World of Hockey Zone
- 13a. Global Game Encounter
14. Esso Great Hall & NHL Trophies
15. Spirit of Hockey Retail Store
16. Exterior Sculptures