GIANT STEPS FOR BRANDING AGENCY PRINCIPALS

Principals â€“ the branding and design brains behind new AFL team â€“ Greater Western Sydney Giants

Australia's leading independent branding agency, Principals today revealed its intense behind-the-scenes work with Team GWS, to create a total brand strategy for the launch of the Australian Football Leagues (AFL) newest club Greater Western Sydney Giants.Greater Western Sydney Giants was announced this week, the culmination of a challenging brief handed to Principals by the club to narrow down the 20,000 name suggestions for the team, and develop a brand identity to launch the AFLs 18th Club into an entirely new market Greater Western Sydney drawing on a supporter base that includes Western Sydney, ACT, South Coast and Southern NSW.Since June this year, Principals has worked with Team GWS to create the complete brand strategy from the vision, positioning and personality, to the team name and team colours through to the design of one of the guernseys, and marketing and promotional collateral.With debate stirring over the chosen name for the club, Principals Creative Director Simon Wright said: Most AFL teams have traditional names and identities dominated by animals, but we wanted to create an identity that breaks with conventions. This is a new Club so we couldnttrade on history and tradition. We wanted to create something big and bold and for the future.The focus for all branding and associated work was on a target audience of 8 to 12 year old kids with the understanding that the club will take some years to develop and become part of the Australian sporting landscape.Greater Western Sydney Giants CEO Dale Holmes said: We recognise our vision is bold to become a top quartile Australian sporting club in an area bigger than France and as culturally diverse as Europe, but we want to tap into a community mind-set towards a better future, and set a massive goal to be football for the future, and to dare to think like Giants.The team at Principals (www.principals.com.au) behind this project includes:Simon Wright, Creative DirectorTessa Shaw, Brand StrategistGabriel Mello, DesignerTui Horo, Project DirectorGreater Western Sydney Giants will play its first game in the 2011 NAB Cup, joining the AFL competition in 2012. The team mascot will be developed in 2011.

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