



DOMINIC BURNAM

BRAND PLAN/
EVALUATION

DEVELOPED BY:
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C O N T E N T S

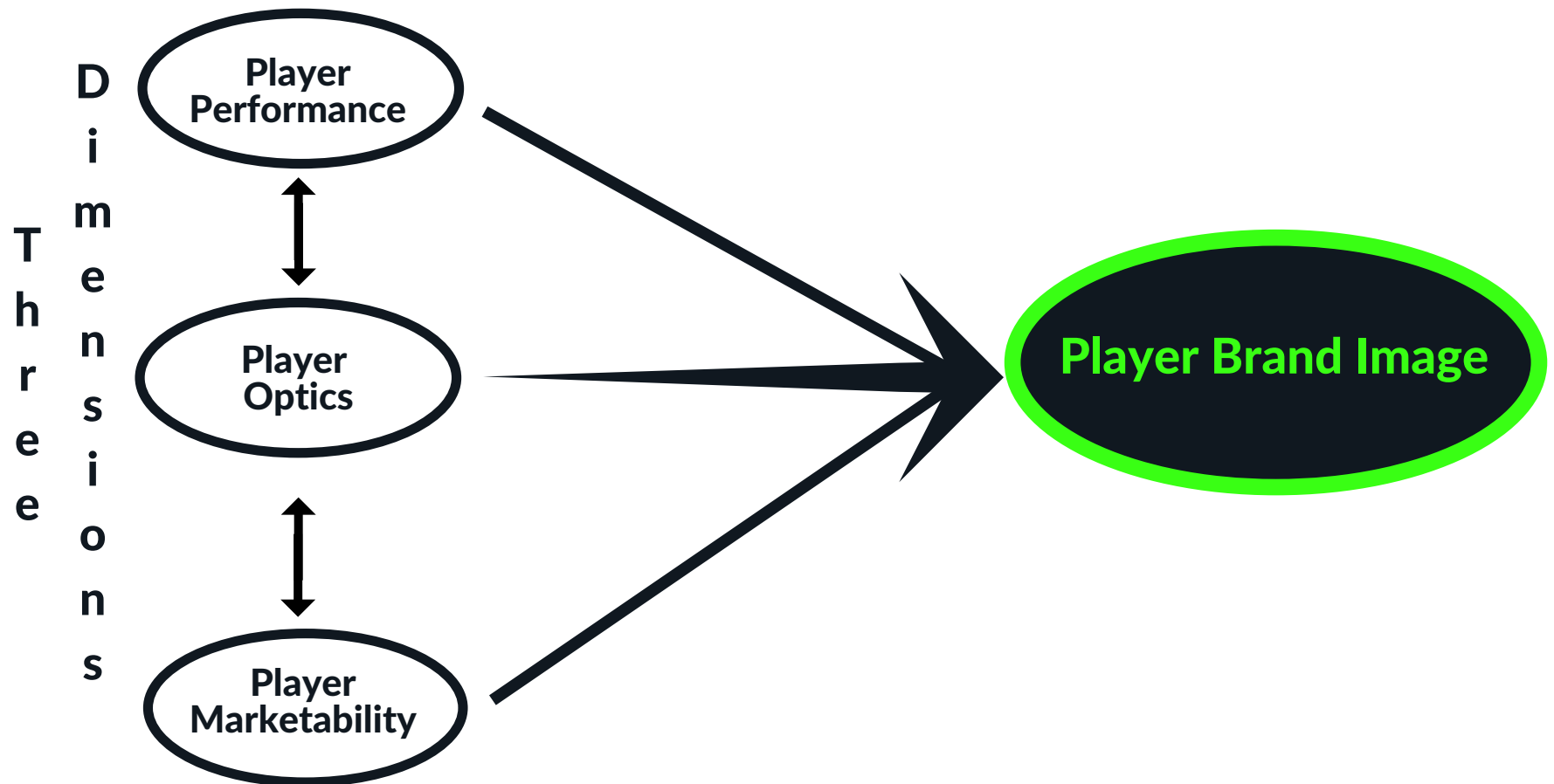
- **Purpose**
- **Model of Player Brand Image (MPBI)**
- **On The Field**
- **Off The Field**
- **Positioning Strategy**

PURPOSE

The purpose of this brand evaluation is to provide a framework approach to define and develop The Dominic Burnam brand on and off the field. Using the domains and sub domains outlined in the Conceptual Model of Player Brand Image (MPBI) we seek to establish brand equity and create a brand that is motivating, competitive, engaging and relatable.

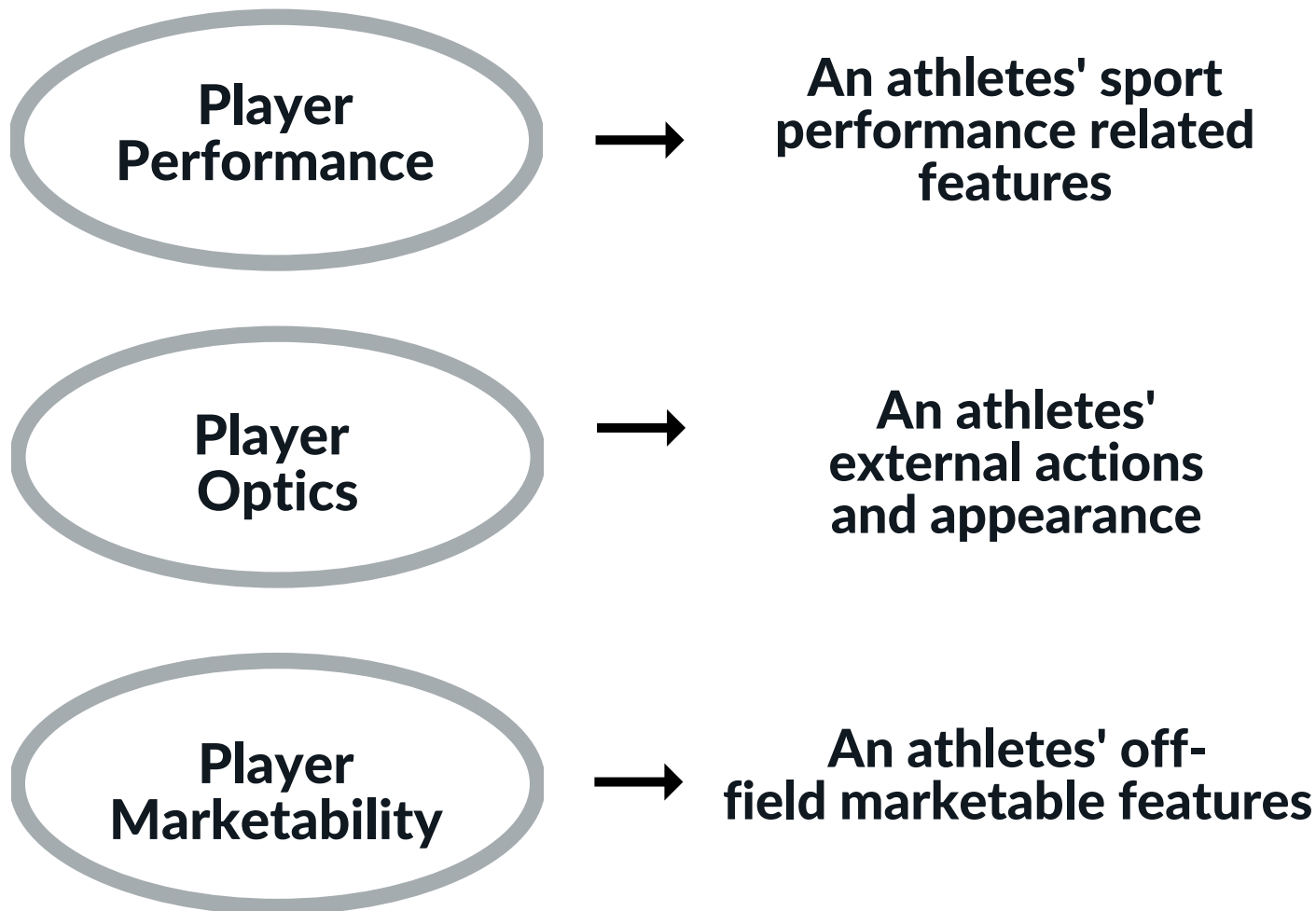
Model of Player Brand Image (MPBI)

MPBI consists of three first order dimensions of player expertise, optics and marketable lifestyle. These three dimensions are further divided into ten associations sub-dimensions to build a viable brand.



Model of Player Brand Image (MPBI)

MPBI Defined: The Three Dimensions



On The Field



MPBI Dimension 1 : Player Performance

Player Performance: Dominic Burnam -Position: Wide Receiver

Sub-Dimension 1 : Player Expertise

a critical characteristic for endorsers. Your skills make you recognizable.

Sub-Dimension 2 : Competitive Style

performance characteristics individually and with the team. Identification with a unique playing style develops and leads to loyalty.

MPBI Dimension 1 : Player Performance Cont'd

Player Performance: Dominic Burnam -Position: Wide Receiver

Sub-Dimension 3 : Sportsmanship

virtuous behavior that the public deems as appropriate (respect for teammates, opponents and the game, fair play, integrity etc. Sportsmanship is symbolic when attracting endorsements, partnerships and fans/consumers trust.

Sub-Dimension 4 : Rivalry

an athletes competitive relationship with other athletes. Rivalries enables fans to develop a clear understanding of what your personal identity is and is not. It also promises excitement fans between two athletes

*Off
The
Field*



MPBI Dimension 2: Player Optics

Player Performance: Dominic Burnam -Position: Wide Receiver

Sub-Dimension 1: External Actions & Appearance

Comes in many forms, mind set, attitude, character contributes to physical attractiveness.

Sub-Dimension 2: Symbol

Personal style, unique features or fashion that expresses your personality or character.

Sub-Dimension 2: Body Fitness

attractiveness can also be determined how physically fit an athlete's body is.

MPBI Dimension 3: Player Lifestyle

Player Performance: Dominic Burnam -Position: Wide Receiver

Sub-Dimension 1: Life Story

An appealing interesting off the field personal/public life story that includes a message that reflect personal value.

Sub-Dimension 2: Role Model

Ethical behavior that society deems worth emulating.

Sub-Dimension 3: Relationship Effort

All around interactions with fans and the public.



*Positioning
Strategy*

POSITIONING STRATEGY

OUR APPROACH

Top Messages to Communicate

- 1. Who are you? (Dimension 3)** - on and off the field with your following and public. Person, Player etc. Competitive, Motivating, serve as inspiration for others to achieve their goals.
- 2. Brand Partnerships (Dimension 1)** - Why you are valuable to brands. Sports related, lifestyle related etc. Brands partnerships you would to establish Nike, Jordan, Adidas, FashionNova.
- 3. Community Creation Efforts (Dimensions 1, 2, 3)**- Through serving as in inspiration/motivation...Creating a space/community led by you via social media that connects you with others- #BurnamBelievers

POSITIONING STRATEGY

BRAND ENHANCEMENTS

Short Term:

- **Brand, build and strengthen online presence:** logo, hashtags, social media engagement strategy.

Long Term:

- **Establish an off the field presence and exposure:** Connecting with followers to create a community that illustrates a positive impact.

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