AEG Rebrand
Process Book
What is Brand?

A brand is a conversation about our products and services.
It’s how others talk about us when we are not in the room.
If a brand is a conversation, then it is imperative we have a voice that means something to people.

Why Are Brands Important?

Consumers love and trust some brands.
They believe in the inherent superiority of the experience so much, that even in a negative economy 60% are often or always willing to pay more for a branded product or service*.

*Harris Interactive Customer Experience Impact Report
AEG Brand Promise

As the world’s leading sports and live entertainment company, AEG creates the kind of environments where the dreams of others can ignite and flourish.

We have a portfolio of branded assets that have defined and continue to re-define the future of entertainment.

We deliver innovation that inspires athletes, teams, artists and fans ... giving the world reason to cheer.
Brand History

Who is AEG?

AEG is the most visionary company in the sports and live entertainment industry. We own and operate sports teams and events, concert tours, music festivals as well as the venues in which they are staged, giving us the unique ability to apply our high-quality standards to all aspects of the fan experience.

What Does AEG Stand For?

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What is AEG?

The Anschutz Entertainment Group (AEG) is an American worldwide sporting and music entertainment presenter and a subsidiary of The Anschutz Corporation. It is the world’s largest owner of sports teams and sports events. Under the AEG Live brand, it is the world’s second largest presenter of live music and entertainment events after Live Nation.[1][2] AEG Live was started in 2002.[3]

Who is Philip Anschutz?

Philip Frederick Anschutz is an American entrepreneur. Anschutz bought out his father’s drilling company, Circle A Drilling, in 1961 and earned large returns in Wyoming. He has invested in stocks, real estate and railroads. He then began investing in entertainment companies, co-founding Major League Soccer as well as multiple teams, including the Los Angeles Galaxy, Chicago Fire, Houston Dynamo, San Jose Earthquakes, and the New York/New Jersey MetroStars. Anschutz owns stakes in the Los Angeles Lakers, Los Angeles Kings, and venues including the Staples Center, The O2, London, and the StubHub Center. Anschutz also invests in family films such as The Chronicles of Narnia and Ray. Forbes ranks him the 38th richest person in the U.S. with an estimated net worth of $11 billion as of 2014.[3]
AEG Brand Attributes

VISION

PASSION

COMMITMENT

INTEGRITY

EXCELLENCE

PARTNERSHIP

INNOVATION

EVOLUTION
What is AEG’s Brand Architecture?

Today, the AEG brand is positioned as both an endorser brand and a portfolio brand. In some instances, AEG is linked to its brands as an endorser that stands behind them in spirit and substance, letting each asset hold a unique identity. In other cases, the individual brands are presented to consumers, and the parent company or portfolio brand name is given little or no prominence.

**ENDORSER BRAND**

Uses a common endorsement for all operating units, and the parent brand functions in a subordinate manner to each operating unit brand. The endorsing parent brand plays a supportive and linking role, and the product brands and the endorsing brands each have their own brand attributes, including a name, logo, brand promise, position and personality.

**PORTFOLIO BRAND**

A Portfolio Brand Architecture keeps separate identities for many or all of its brands. The belief is that the parent does not provide brand equity that would benefit the individual brands.
Brand System

TAKEN FROM: https://medium.com/building-asana/circling-ourselves-the-story-behind-asana-s-rebrand-e8247516705a#p0hglgwfw
Current Brand

AEG Partnership Overview

AEG LIVE TOURS

DELIVERING MARQUEE GLOBAL CONCERT TOURS INCLUDING:

- Katy Perry
- The Rolling Stones
- Enrique Iglesias / Pitbull
- Justin Bieber
- Ed Sheeran
- Carrie Underwood
- Selena Gomez
- Celine Dion
- Kenny Chesney
- Elton John
- Cher
- Paul McCartney
- Taylor Swift
- George Strait
- Jake Owen
- Bon Jovi
- J. Cole
- Cage The Elephant
- Sigur Ros
- Kraftwerk
- …and many more!

AEG FACILITIES

One of the world’s leading venue owners and operators creates the kind of environment where our sponsors, artists, and audiences can thrive.

According to Pollstar, AEG Facilities accounts for 80% of the ticket sales in the top 5 arenas. (non-sports games)

1. The O2 - London, UK
2. Barclay’s Center - Brooklyn, NY
3. AccorHotels Arena - Paris, France
4. STAPLES Center - Los Angeles, CA

2010 edition

UNIQUE PARTNERSHIP OPPORTUNITY
Current Logos

- AEG
- AEG
- AEG
- AEG
- AEG

- AEG Connect Summit
- AEG Earth
- AEG Source
- AEG Encyre
- AEG Community Volunteer
- AEG Fit
- AEG Themestar
- AEG Digital Media
- AEG Diversity
- AEG World
- AEG Energy Services
- AEG Turf Pro
Competitors Live Nation
Welcome to Oak View Group

We are here to be a positive disruption to business as usual in the sports and live entertainment industry.
Competitors Spectra Experiences
Competitors Red Light Entertainment
Inspiration Talent Agencies

CAA
Creative Artists Agency

WME

Paradigm Talent Agency

APA

ICM Partners

UTA

The Weinstein Company
Visual Research: Miscellaneous Entertainment
Visual Research: Star
Visual Research: Star
Visual Research: Star
Visual Research: Star
Visual Research: Star
**BEHIND THE CREST**

**THE CREST** is our badge of honor, and proudly lays over our hearts.

**THE LETTERS** we proudly chant in support of our nation’s fearless spirit, reminding us to never give up.

**THE 13 STRIPES** from our flag honor our nation’s independence and represent our federation’s beginning.

**THE COLORS** stay true to our nation’s colors with the red and blue drawn straight from the flag.

**THE NEW OFFICIAL FONT**, 90Minutos, was custom designed by renowned typeface designer Tal Leming to complement the lettermarks used in the crest and allow for the integration of text with the crest.
Visual Research: Single Letter Mark
Visual Research: Spotlight
Visual Research: Angles