



LMU Athletics – External Relations
2016-17 Fan Engagement and Branding Campaign

#LIONSTRONG

A beginning

Wanted a campaign that could become a rallying cry. Something that the student-athletes would stand behind, one that unify the LMU community, and one that could be used across campus.

Find new ways to connect to “fans” (students, staff, alums, community, faculty, etc.)

Has to be more than a phrase we put on stuff. Has to celebrate who we are, celebrate who our fans are. What are we going to do with it?

- Why: Celebrates in every way what makes Lions strong. The simple crimson LION binds every one, celebrating everything from a career goal record, a home winning streak, to a fan’s consecutive games watched streak and the kids helped by the efforts of the SAAC community projects.
- Culture: It has to be something the student-athletes can embrace. It begins in the locker room. The Golden State Warriors “Strength in Numbers” campaign began as a rally cry in the locker room from their head coach and spread to an NBA championship.
- Every member of the Pride has a story. This campaign provides an opportunity to tell these stories through a unique, artistic approach that represents the voices of the players, the fans and the community. #LIONSTRONG is a unifying rally cry that allows everyone to get involved.

Where to begin?

- Look at multiple SWOT analysis we have done over the years – Who are we? Our strengths? Our opportunities?
- Something the student-athletes can get behind
- Social Media friendly, simple, play on strength, unity, with a tie to LMU’s branding (LMU, Lion, Lions) built in to campaign
- Thus, started with research on what it means to be a Lion.

What is a Lion?

- Highly distinctive, most recognized animals in human culture.
- Lions hunt in coordinated groups
- Have the loudest roar of the cats
- Lions are unique in that they are the only species of cats that form social groups for survival of the species – PRIDES.
- Only species of cat to display unique features from one another (dimorphism) – differences

- Very territorial - their territory protection is most pronounced in any cat species
- Their social grouping is based around success of the species:
 - coordinated hunting does allow for more successful predation but also ensures that non-hunting members reduce per capita calorific intake;
 - others take a role raising cubs, who may be left alone for extended periods of time.
 - Members of the pride regularly tend to play the same role in hunts and hone their skills. The health of the hunters is the primary need for the survival of the pride, and they are the first to consume the prey at the site it is taken.
 - Other benefits of the pride include possible [kin selection](#) (better to share food with a related lion than with a stranger)
 - Protection of the young
 - Maintenance of territory, and individual insurance against injury and hunger

At LMU, we are Lions...

- Lions are the most recognized in human culture.
- They are unique in that they are the only one of their species to form groups. Prides. These prides are formed based on the most basic of principles, a Lion is stronger when in a group.
- Each Lion plays a role within the Pride that makes it stronger.
- Each role is important and each Lion is out to for the strength of the Pride.
- To be at LMU is to be a Lion. And to be in the Lion Pride, you are strong.

#LIONSTRONG

To be #LIONSTRONG is to be a part of a pride that will make you stronger. It will make you better.

To be #LIONSTRONG is to play a role that is bigger than just one Lion.

To be #LIONSTRONG is to pick-up a member of your pride because you know they will pick you up.

To be #LIONSTRONG is to be celebrated for your differences, for they too play a role on the pride.

To be #LIONSTRONG is to defend your home turf at all costs.

To be #LIONSTRONG is to have the loudest of roars, it is known by others when they are in the presence of Lions.

To be #LIONSTRONG is to care for those around you, to protect and teach those younger than you.

To be #LIONSTRONG is to be a part of the most revered families.

#LIONSTRONG

Together, We Are LMU Lions.