

The Chicago Blackhawks: Greatest Sports Business Turnaround Ever?

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Poor Reputation

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- 2008 ESPN called them the "Worst Franchise in Sports"
- Had not won a Stanley Cup in 46 years
- Players, fans, sponsors, and prospective employees felt alienated

Strengths

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- Two promising rookie players, Patrick Kane & Jonathan Toews
- Hired John McDonough to strengthen front office staff

Opportunities

- The Toronto Raptors business that occurred from TV rights for the annual playoffs
- Also helped him pay player and managerial salaries that had not been paid

Weaknesses

- Team's reputation was poor in front of fans
- Had not won a Stanley Cup in 46 years
- Players, fans, sponsors, and prospective employees felt alienated

Threats

- The Toronto Raptors business that occurred from TV rights for the annual playoffs
- Also helped him pay player and managerial salaries that had not been paid

Keys to Success

- Realistic analysis of organization to find and correct shortcomings
- Making amends with fans and players for company's previous actions
- Changing the way people perceived the team
- Finding creative ways to increase attendance and participation in the programs offered by the organization

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Alienation of Players, Fans, Sponsors, & Prospective Employees

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- Star players were traded away for less talented players
- Home games were not broadcast on TV
- Terrible record and poor public image did not attract good sponsors
- Front office staff of less than 20 people when most sports organizations had over 100

Weaknesses

- Poor decisions made by front office staff
- Refusal to televise home games
- Firing of National Anthem singer Wayne Mesmer

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Threats

- Poor public image
- NHL ranked last among NFL, MLB, & NBA
- Equipment requirements for hockey

Strengths

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- Two promising rookie players, Patrick Kane & Jonathan Toews
- Hired John McDonough to strengthen front office staff

Opportunities

- Tie to family liquor business that secured him TV rights for the end of the season
- Also helped him pay player and managerial salaries that had not been paid

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Brand Association

- Very iconic logo
- Fan loyalty to one sport
- Very accessible
 - Fan Zone
 - Community
 - Merchandise
- Youth Hockey
 - Leagues
 - Concussion clinics
 - Camps taught by former players

Brand Message Thecasesolutions.com

- Stronger. Smarter. Together.
- Stronger - stronger and working together better than before and keeping team relations strong
- Smarter - use resources wisely and make decisions carefully
- Together - team working well together and staff working to provide the best for the team and fans
- Not only a slogan to get fans involved with the team, but also a code for the team to live by