



# XENITH SOCCER

**SPONSORED STUDIO 2019**





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## BRIEF

Xenith wants to enter into a field where brands are already flooding the market.

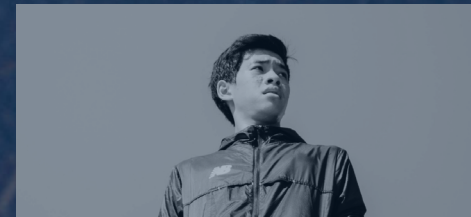


## RESEARCH

- \* Soccer is a sport that impacts more than just the people on the field.
- \* Soccer is a declining sport worldwide. Xenith wants to do this to enable play.

## TARGET MARKET

- \* Soccer Players (High School – Pro)
- \* Soccer Players (Parents secondarily)



## SOLUTION

Xenith is known for our innovations in football, but how can a brand known so well for one sport come out and tackle a whole new one?

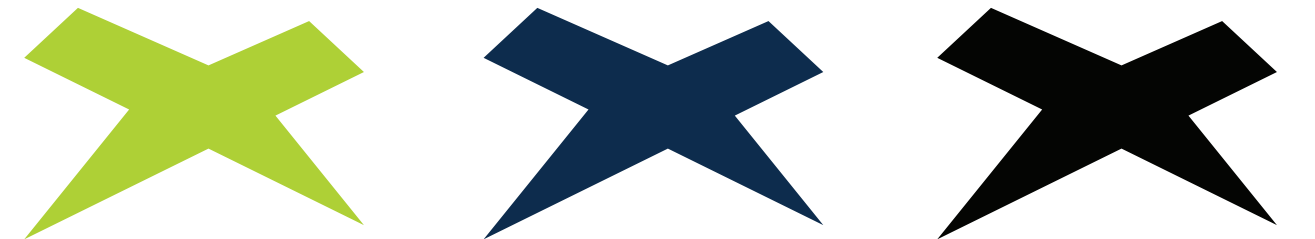
We called on our brand values of being athlete-centric, and found a way to disrupt a new industry: soccer. Because of the intense emotions and spirit surrounding the sport, we knew that the players wouldn't be sold on performance alone. So, we're pushing athletes to recognize that soccer is a sport that lives with them on and off the field, because **Soccer Moves Us.**

# SOCCER MOVES US



# DESIGN ELEMENTS

Xenith Soccer is disrupting the market with bright and daring colors like lime green and bright teal. The new Xenith Soccer brand will carry out this new look throughout our executions.



## PRIMARY COLORS



### Xenith Green

PMS 3570 U / 2283 C  
RGB 174 / 209 / 54  
HEX #AFD136  
CMYK 19 / 0 / 63 / 35



### Xenith Blue

PMS 541 U / 2965 C  
RGB 16 / 45 / 78  
HEX #102D4E  
CMYK 79 / 42 / 0 / 69



### Xenith Teal

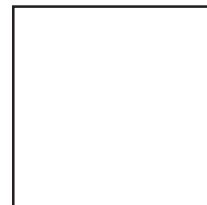
PMS 319 U / 7465 C  
RGB 63 / 182 / 178  
HEX #3FB6B2  
CMYK 65 / 0 / 2 / 29



### Xenith Orange

PMS 150 U / 714 C  
RGB 253 / 163 / 99  
HEX #FDA363  
CMYK 0 / 36 / 61 / 1

## SECONDARY COLORS



### Xenith White

PMS N / A  
RGB 255 / 255 / 255  
HEX #FFFFFF  
CMYK 0 / 0 / 0 / 0



### Xenith Black

PMS PROCESS BLACK U / C  
RGB 0 / 0 / 0  
HEX #000000  
CMYK 0 / 0 / 0 / 100

### Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()

### Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()

### Montserrat Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()**





# VOICE OF TONE

**CONFIDENT**

**COMPETITIVE**

**RELIABLE**

**HUMBLE**

# IMAGERY

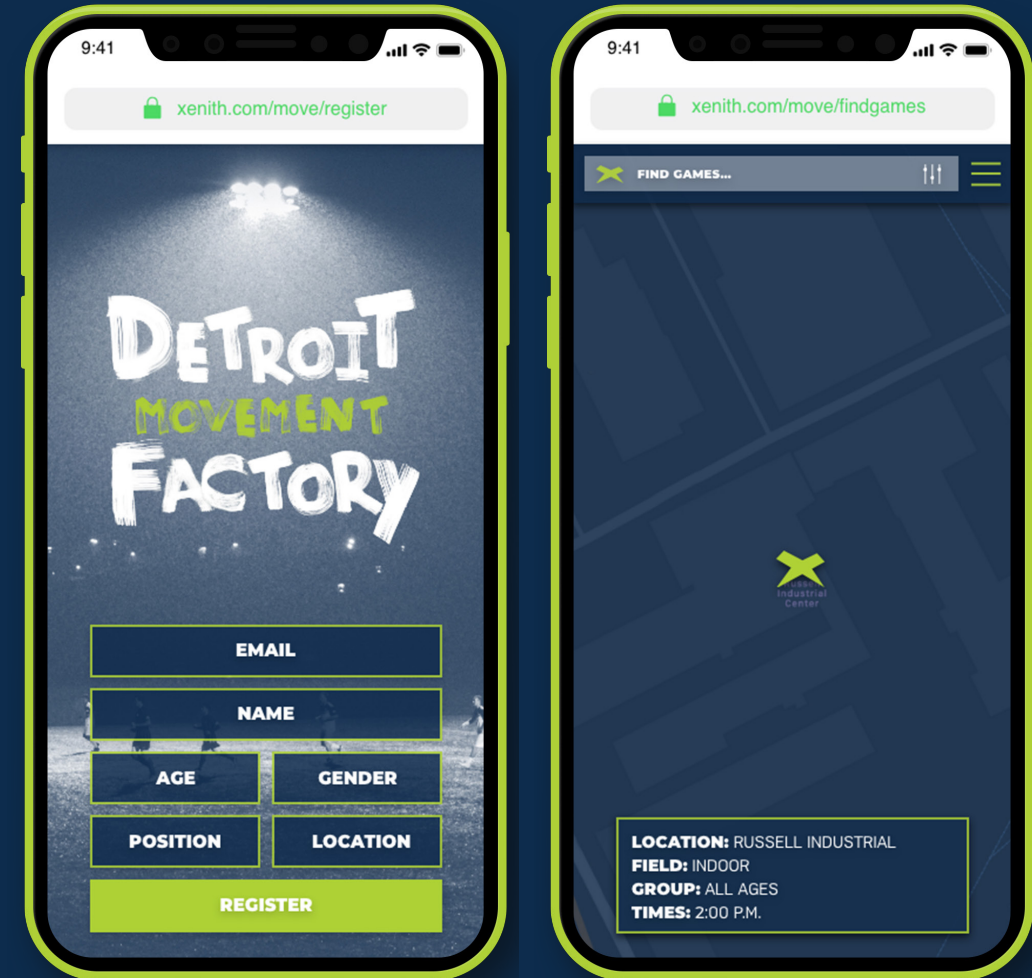
# PRE LAUNCH



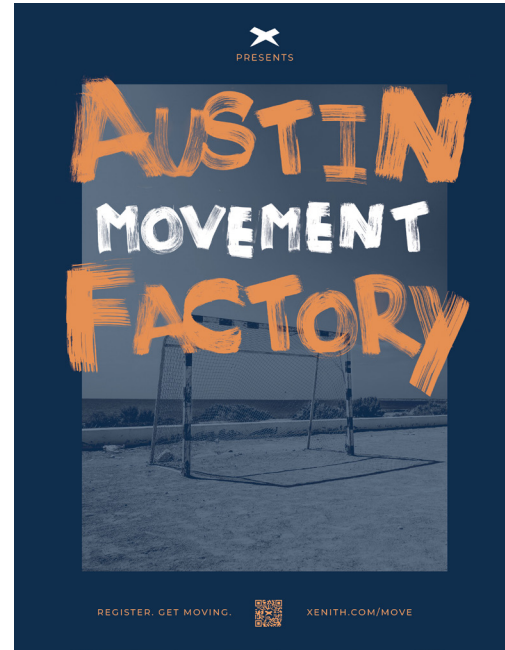
## MICRO-SITE



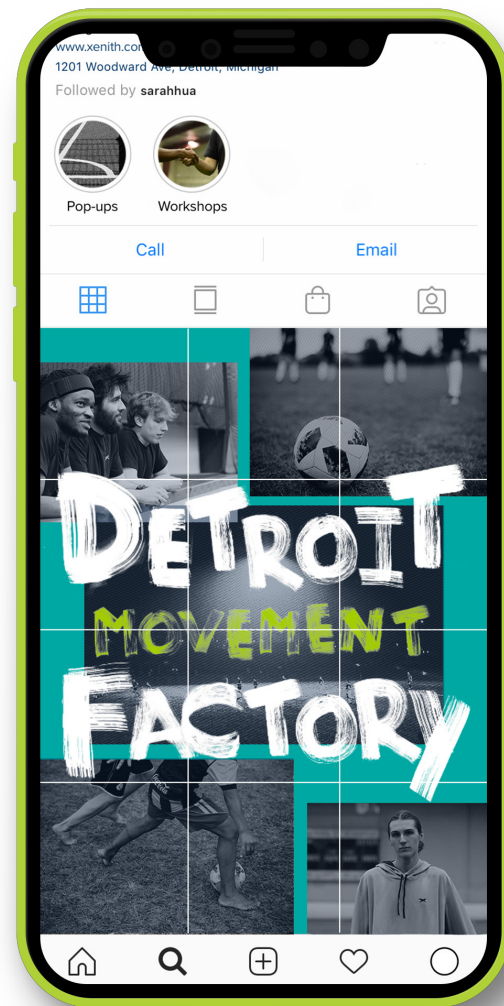
## MOBILE-SITE



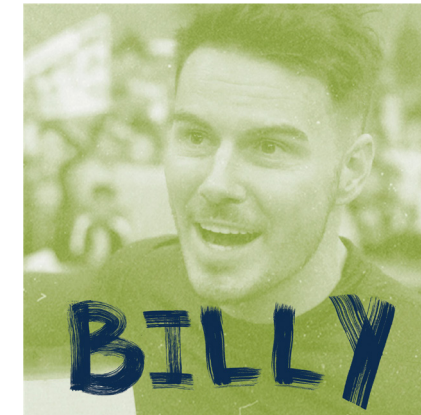
# OUT OF HOME



## SOCIAL



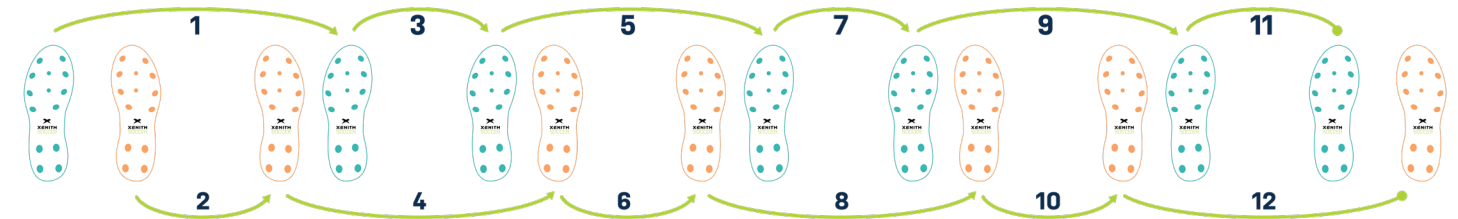
## BRAND AMBASSADORS



## POP UP NETS



## FLOOR DECALS

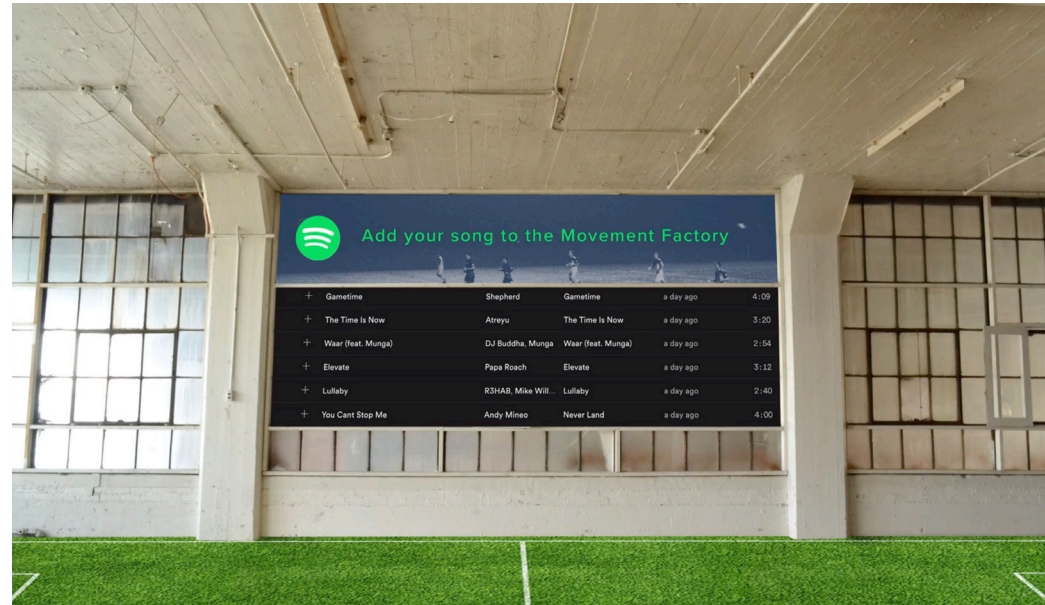




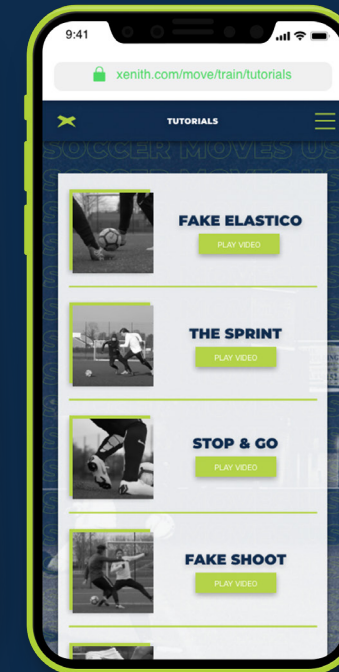
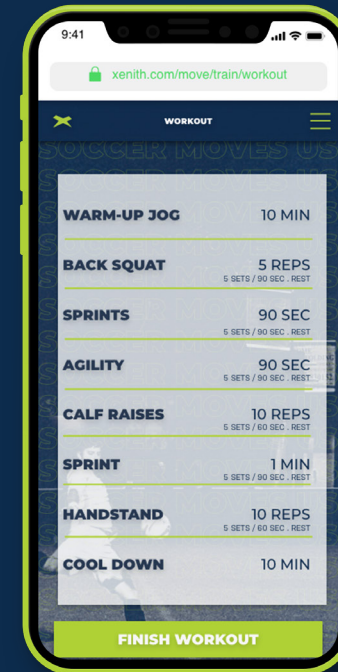
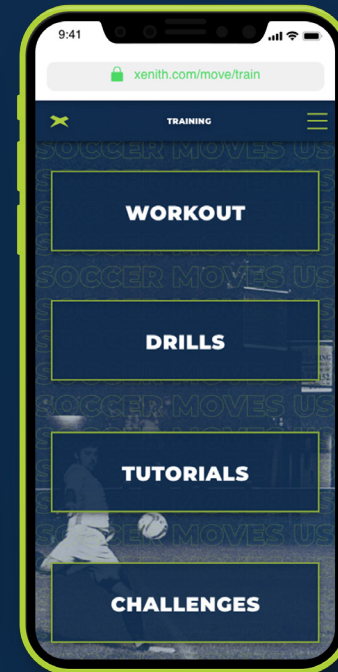
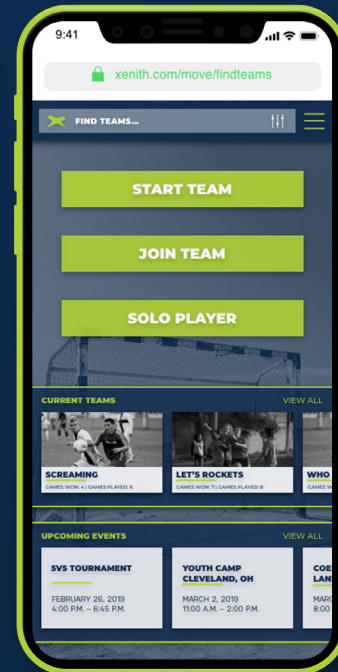
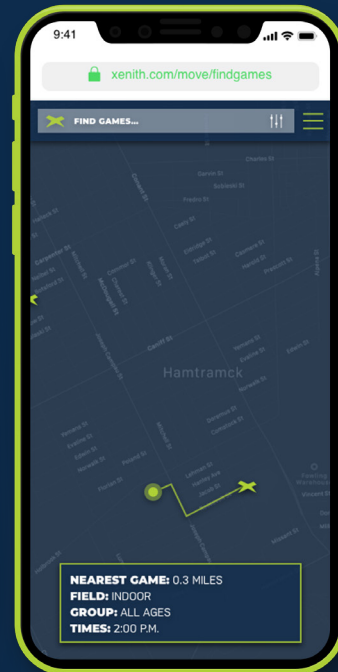
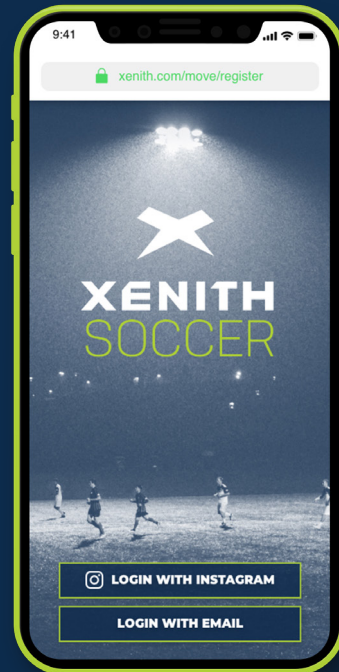
# LAUNCH

To launch this brand extension, Xenith Soccer will be hosting a series of tournaments in warehouses within major soccer cities, called the Movement Factory. The first event, hosted in our hometown of Detroit, will trigger the full release of our products and our initial campaign activations.

# MOVEMENT FACTORY



# MOBILE-SITE





# PRODUCT DESIGN

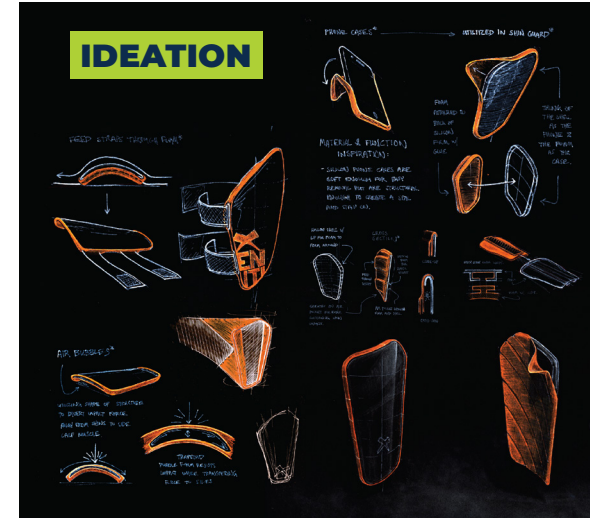
# STRATOS GUARD

The Stratos Guard come as a two piece shin guard where the padding is removable. Players almost never wash their shin guards, allowing sweat and dirt to build up, leaving bacteria ridden film that causes unbearable odors. Utilizing Xenith's already established reconditioning process, players can snap the plastic shell out of the gasket built into the padding and send the padding to Xenith for cleaning. This gives players an obvious reason to clean their shin guards which they would not do otherwise.

Not only that, but the padding is open around the shin bone, removing the surface area that creates a gasket of sweat during play. This opening also disperses pressure away from the shin bone to the muscles on the sides of the leg. Couple with this, the plastic shell raises over the opening in the padding, eliminating contact with the shin bone almost entirely.

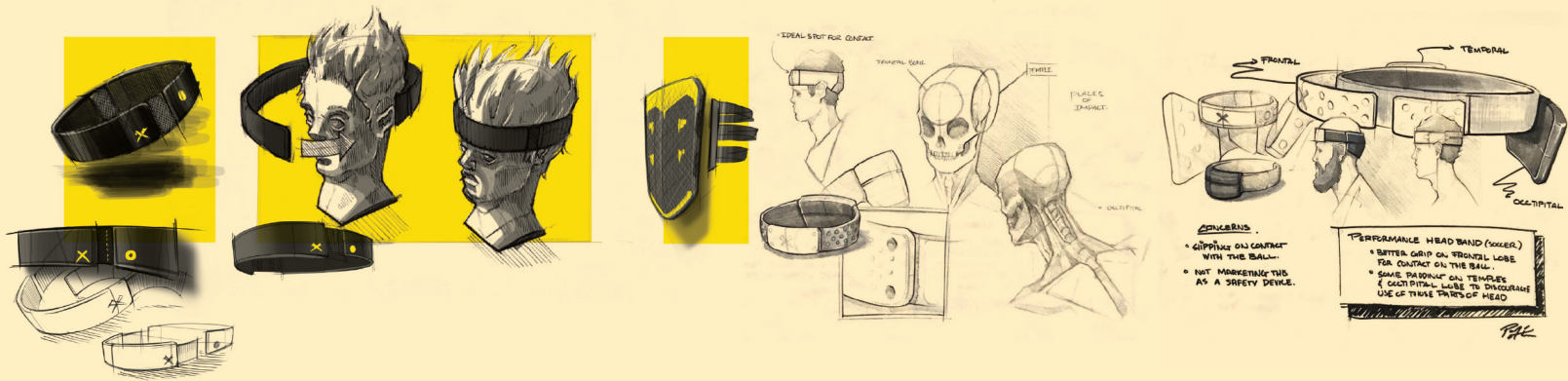
The strapping system has a wide elastic strap that doesn't twist during play while also wicking moisture. This adds to the players comfort, making the shin guard barely noticeable during game play. Players often don't practice with shin guards because they have to wear high socks to hold the guard in and guards with straps twist and leave painful burns on the shin. The Stratos Guard is an easy strap on solution that is comfortable and doesn't require the extra layering of a high sock that stops most players from wearing a guard in practice.

**ETHAN PRICE**



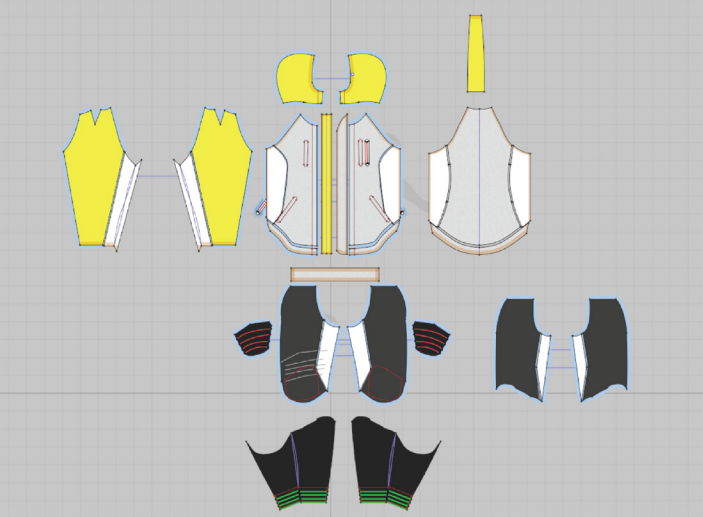
# PERFORMANCE HEADBAND & PROTECTIVE GEAR

PAUL O'HARA



# ELITE 24

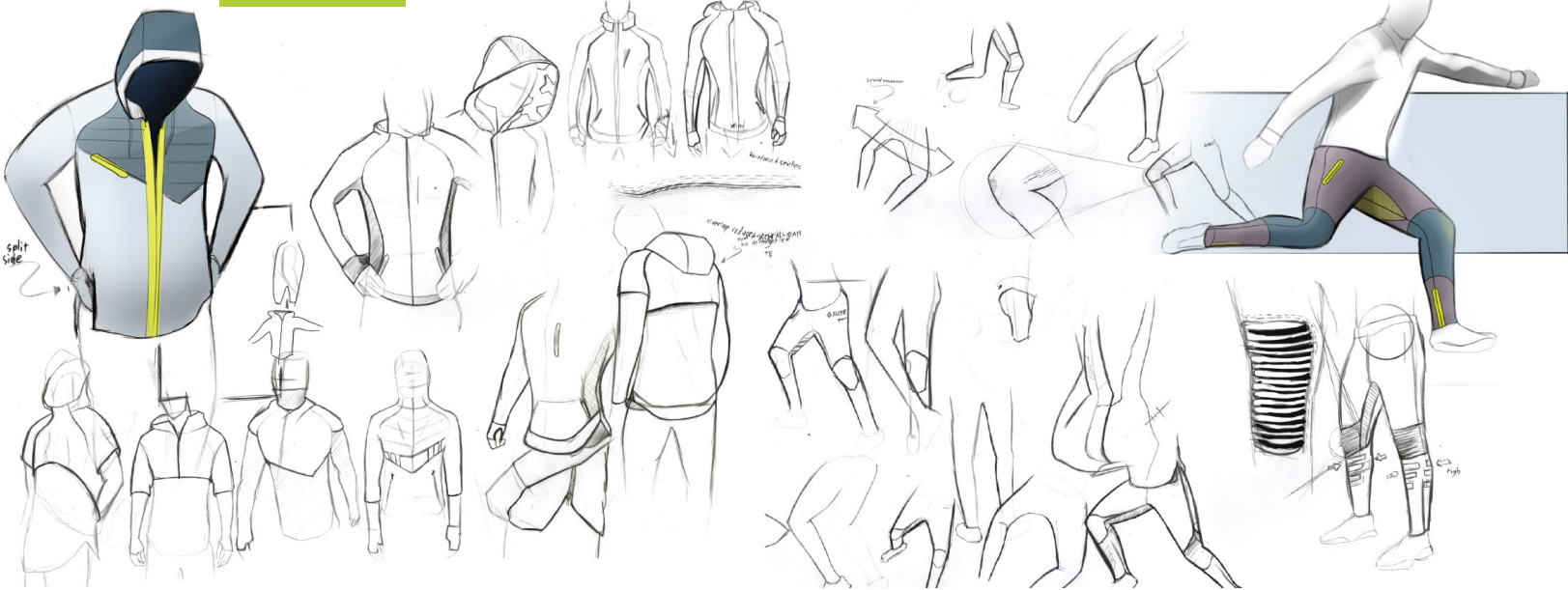
Xenith Elite 24 is designed for the lifestyle of dedicated players on and off the pitch. Help them get to the game, and boosting performance as they play.



**IBRO CHUNDUSU**



## IDEATION



## FINAL DESIGN



# KIDS PROTECTION

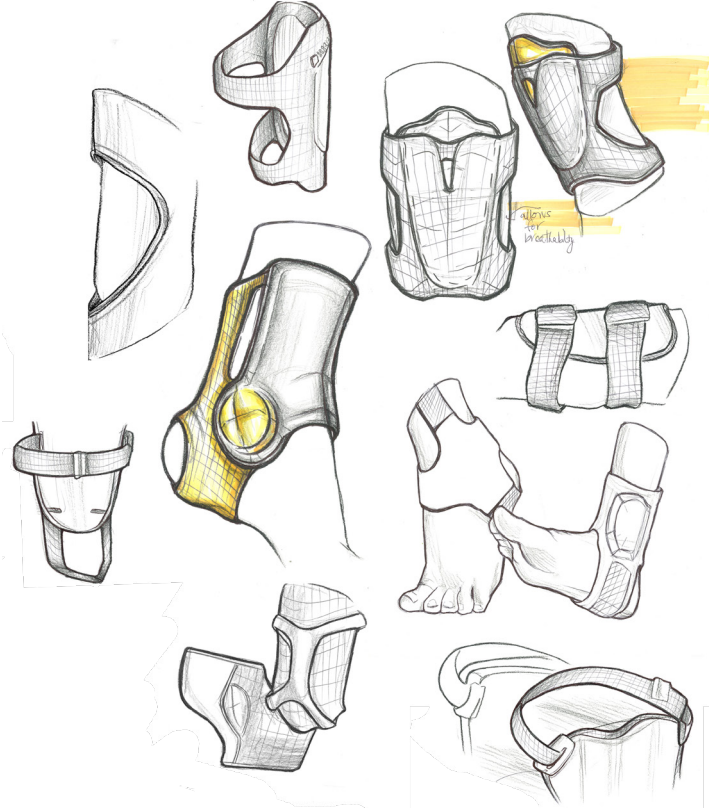
## SHIN GUARD & ANKLE BRACE

Empowers kids to put on gear themselves. Involving them in the game of soccer more. Puts parents at ease without having to aid in dressing child.



ALYSSA LANGE

### IDEATION



### FINAL DESIGN



# TACTICAL SOCCER BAG

How might I improve the soccer bag silhouette and fix the storage and breathability problem while updating the style potential and adding to the swag of the player?

The Ninja Tech Soccer Gear is inspired by tactical combat gear mixed with high performance apparel. These two styles combined create a futuristic feel that works well in the realm of athletic apparel. This theme really utilizes the idea of fashion meets function.

## KEY FEATURES

- Top flap closure to keep clothes inside clean
- Detachable shoulder strap (backpack/cross body bag)
- Accessories pocket
- Recycled soccer goal net pouches on exterior to contain cleats, shinguards & ball

Keeping ball & cleats on the exterior of the bag keep it from smelling & getting it dirty, allowing a longer lifespan & showing everyone that you are a soccer player.

**NOAH SMITH**



## IDEATION



## FINAL DESIGN



# POST LAUNCH

The initial drop is over, but we're not done yet. Throughout the rest of the summer, Xenith Soccer will keep introducing community-driven activations around the country to keep people moving with soccer and engaged with Xenith after the tournaments end.



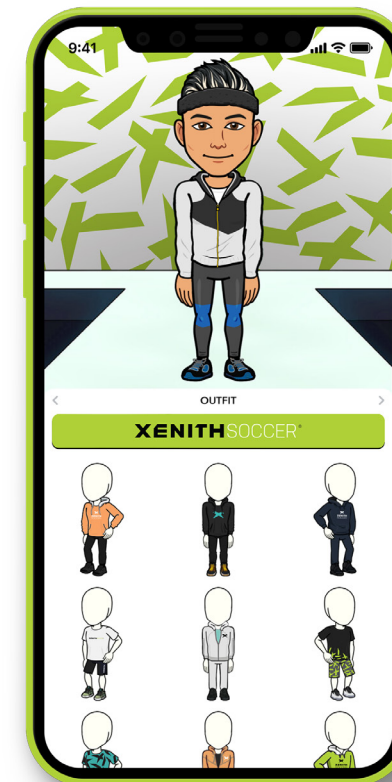
## YOUTH DAY



## INTERACTIVE KIOSKS



## SNAPCHAT



## ADVERTISING TEAM

SARAH HUA

MORGAN PARKER

MEGAN GRAHN

HANNAH STEPHENS

KATIE GRAINGER

RACHEL DERIEU

## PRODUCT DESIGN TEAM

PAUL O'HARA

NOAH SMITH

IBRO CHUNDUSU

ETHAN PRICE

ALYSSA LANGE

SOCCER  
MOVES US

## SPECIAL THANKS TO

MATT MCPHAIL

MATT REA

RYAN SULLIVAN

BRYAN CARROLL

GRANT GOULET

