

Client: AMAZULU

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Description: Amazulu New Logo Rationale

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RATIONALE FOR LOGO

We have retained the image of the shield as a universal symbol of defence, power, strength and bravery. It also represents a warrior spirit, which is particularly relevant in the context of both players and Amazulu consumers.

The corporate colours of green and white have remained the same, with green depicting growth, life and prosperity and, in combination with white; vitality and balance.

To further underscore the powerful brand statement the logo should make, we have utilized a powerful font, used in uppercase, to emphasize the message.

THE BIG IDEA

The Big Idea is to create a strong analogy between Amazulu – players, consumers and fans - and King Shaka’s warriors. Thus we have built the pay-off line, “Only the Brave”, around the concept that many may train to play soccer, but only the bravest of warriors can be chosen to play for Amazulu. Thus, to be selected as a player is seen as aspirational. In this context. With Amazulu consumers in mind, the payoff line, “Only the Brave” is also relevant as an epithet for our target market – the “Early Adopters” - those young consumers who are constantly hunting down the

newest trends, and want to be seen as trend setters. Because, to be a trendsetter and follow the up-and-coming new trends and brands, no matter what their inspiration, is also considered to be brave.