

WNBA BRAND  
DEVELOPMENT

# Portlandia Drops

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# SWOT

## Strengths

- **Portland has strong fan base**
- **Fans show up rain or shine**
- **games are accessible by public transportation**
- **Moda Center is already known**

# SWOT

## Weaknesses

- **Don't have many teams - Aren't known for their sports**
- **Blazers are not currently performing well**
- **Blazer ticket prices are low**
- **People either attend games regularly, or not at all**

# SWOT

## Opportunities

- **Basketball fans are already present in the moda center**
  - **Concert goers also engaged in Moda center**
- **Portland is currently in a comeback**
- **No scheduling conflicts between WNBA and NBA seasons**

# SWOT

## Threats

- **Portland WNBA teams have failed before**
- **Would be competing for space in Moda center with other events and concerts**
- **Potential of getting lost amongst other events in Portland**

# **INTRODUCING THE PORTLANDIA DROPS**





# BRAND BREAKDOWN



**DARK BLUE, LIGHT  
BLUE, WHITE**



**CATCH THE DRIP,  
FEAR THE DROP.**



**DRIZZLE THE  
RAINDROP**



# MEET DRIZZLE



# PROMISE

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**We promise to empower the Oregon community through basketball, inspire a love for the game, and champion equality and representation in sports. We promise to stay true to Portland roots while adding a fresh spirit to the game and city.**

# PERSONALITY

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The tone of the Portlandia Drops is confident and encouraging. We want the people in Portland to feel safe and have fun inside the Moda Center. The Portlandia Drops will channel Portland's uniqueness to stand out from the rest.

## **CONFIDENT**

This team thrives on hard work and determination, never backing down from a challenge and remaining confident during adversity.

## **EMPOWERING**

With Portland's deep sense of community and social justice, this team prioritizes equality, representation, and lifting up voices that need to be heard on and off the court.

## **FIERCE**

Portland fans are known for their loyalty and enthusiasm. This team mirrors this with a fiery, high-energy play style that ignites the crowd and create meaningful bonds with the fans.

## **BOLD**

To reflect the city's reputation for embracing new ideas, this team is unafraid to redefine the game, both on and off the court, by fostering creativity and boldness.

# PURPOSE

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**As a new Women's National Basketball team, we are determined to bring a fresh new image to women's basketball by encouraging confidence and strength to all women to pursue their passions on and off the court. We proudly push the boundaries in game strategy and fan experience to set a fun new standard in women's sports.**

# POSITIONING

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**The Portlandia Drops represent the heart of the Pacific Northwest. This is a team that inspires fearlessness, empowerment and leads with unwavering confidence, on the court and in the community. We are committed to set a new standard in the WNBA by being unapologetically ourselves and embracing the quirkiness that is Portland.**



# MARKETING PLAN

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- Halftime promotional videos and interactive games at Blazers, Timbers, and Thorns games
- Advertisements on buses and trains
- Philanthropic engagement within the community
- Strong social media presence leading up to season

## **FIRE AND ICE CAMPAIGN**

**To create a cohesive and synonymous environment within the Moda center between the Blazers and Drops, we will play into their differences in a fire and ice theme. Working together to create a fun, energetic, and eye-catching visual presence in the Moda center. This will prompt Blazer fans to support the Drops by showing the teams as a unit and by incorporating them into the Blazer culture and fan base.**

**Moda  
Center  
Presence**



# PLATFORMS

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## INSTAGRAM: “Catch the Drip, Fear the Drop”

- for pregame, have a “best dressed player” that the fans vote on during warm ups and post each game on Instagram with tagline
- engage fans by doing a best dressed series on the jumbotron -> best dressed wins merchandise (Drop Drip)

## PRINT ADVERTISEMENTS:

- posters around the Moda Center, and other Portland sporting arenas/outlets
- posters or deals at local thrift shops



# LAUNCH DAY

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**THE PORTLAND ROSE FESTIVAL**  
**MAY 23, 2025**



**“THE PORTLAND ROSE FESTIVAL HAS INSPIRED THE PUBLIC TO GATHER AND CELEBRATE AGAINST A BACKDROP OF HISTORIC EXTERNAL FORCES FOR 117 YEARS, DEMONSTRATING HOW OUR COMMUNITY CAN CARRY ON TRADITIONS, HONOR DIVERSITY, AND CELEBRATE UNITY.”**

**COMBINE PORTLAND’S RICH HISTORY AND CULTURE WITH THE LAUNCH OF A NEW WOMEN’S BASKETBALL TEAM**



# LAUNCH DAY

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- **PORTLANDIA DROPS ROSE PARADE FLOAT**
  - **FT. THE MASCOT AND TEAM MEMBERS INTRODUCING THE TEAM TO PORTLAND AND THE WORLD**
- **MAY IS THE PERFECT “IN-BETWEEN”**
  - **FOLLOWS THE END OF THE NBA SEASON AND...**
  - **THE WNBA SEASON BEGINS**
- **THE DROPS WILL BE ADVERTISED THROUGHOUT THE 2025 WNBA SEASON AND NBA SEASON AFTER THE PARADE, GETTING READY TO HIT THE COURT IN THE FOLLOWING 2026 SEASON**

# MARKETING CALANDER

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**May 2025:** LAUNCH

**May–Sept 2025:** advertising/posters/videos  
throughout WNBA arenas

**Oct–Apr 2025–2026:** advertising throughout NBA  
season

**May 2026:** GAMETIME



# MERCHANDISE PLAN



The diagram consists of a dark blue header with the title 'MERCHANDISE PLAN'. Below the header, a horizontal line separates it from a light blue section. Three vertical lines descend from this horizontal line, each ending in a dark blue circle. These circles are positioned above the three sub-headers: 'ITEMS TO LAUNCH', 'IDENTIFIABLE ITEMS', and 'INFLUENCERS'.

## ITEMS TO LAUNCH

- rain coat
- ponchos
- hats/beanies
- sweatshirts/shirts
- jerseys

## IDENTIFIABLE ITEMS

the classic raindrop would be featured to keep the merch synonymous with the team

## INFLUENCERS

#catchthedrip

key individuals to rep brand:

- Damian Lillard
- Haley Cruse Mitchell (former UO athlete)
- local Oregon content creators and athletes







**THANK YOU!**