

Mock Campaign for CT RollerGirls Rebranding

Background

Founded in 2006, the CT RollerGirls was the first flat-track roller derby league in Connecticut following the sport's modern resurgence in the early 2000s. The league is player owned and operated, and it consists of two units: an "A" team that travels throughout the country to compete for international rankings and a "B" team that plays in the Northeast and helps to develop up-and-coming skaters.

In 2014, the CT RollerGirls decided to rebrand its "A" team, previously known as the Stepford Sabotage, for the start of the 2015 season. The league chose to rename the team the **Connecticut All-Stars** to reflect its primacy as the state's oldest and most well-established women's roller derby league.

Assignment Parameters

The CT RollerGirls advertises its games, which are known as **bouts**, via grassroots marketing through the distribution of postcard-size (4" x 6") flyers. These flyers are one of the league's main sources of visibility, so it was important that they be integrated into the rebranding campaign.

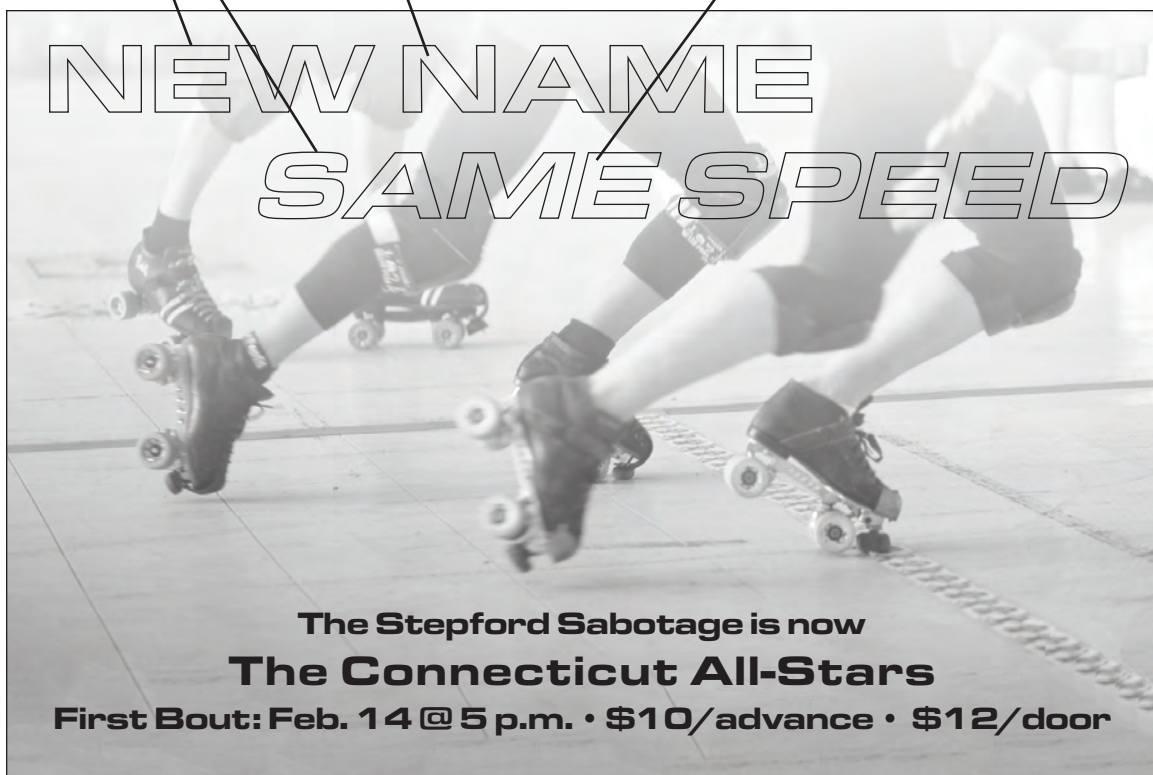
In designing the flyers, it was important that they include some use of the team's new colors and name, as well as eye-grabbing copy to attract fans. For the team's first bout as the Connecticut All-Stars, a cycle of three postcards was produced to advertise both the game and the team's new image.

CT RollerGirls Rebranded Postcard Flyers


Secondary color
(text outline)

Primary color
(text interior)

Primary color
(text interior)



Color Palette

 Navy Blue (primary color)

 Pink (secondary color)

 White (piping)



NEW NAME SAME SPEED

**The Stepford Sabotage is now
The Connecticut All-Stars**
First Bout: Feb. 14 @ 5 p.m. • \$10/advance • \$12/door

Front #1



Eyes front, fresh meat! This ain't your grandma's roller derby. It ain't even your mother's roller derby. This is modern women's flat track. And if you think roller derby is still the elbows-flying, bare-knuckle-brawling sideshow of yesteryear, you've got another thing coming.

Roller derby is speed. Roller derby is body checking. Roller derby is five-on-five full contact with some of the best female athletes on quad skates today.

Come see what all the excitement is about and cheer on YOUR internationally ranked home team, the Connecticut All-Stars, this season at the CT Sports Center in Woodbridge.

Crash helmet not required.

Home season
Feb. 14 • March 14 • April 11
May 9 • June 13

Doors @ 5 • First Whistle @ 5:30

21 S. Bradley Road, Woodbridge, CT 06525

Reverse (all)



NEW NAME HARDER HITS

The Stepford Sabotage is now
The Connecticut All-Stars
First Bout: Feb. 14 @ 5 p.m. • \$10/advance • \$12/door

Front #2



NEW NAME SAME STARS

The Stepford Sabotage is now
The Connecticut All-Stars
First Bout: Feb. 14 @ 5 p.m. • \$10/advance • \$12/door

Front #3