



Root Sports to Boost Fan Engagement with Regional AT&T SportsNet Rebrand

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A fresh graphics package and a new logo form the foundation of the regional rebrand of Root Sports to AT&T SportsNet.

Created by strategic branding and marketing agency Troika, the rebrand in the Pittsburgh, Rocky Mountain and Southwest areas aims to help the network "heighten the experience as we transform our visual effects capabilities further," said Bill Roberts, head of content for AT&T Sports Networks, in a statement.

The assets focus on a more iconic graphics package that combines photography and animation to replace the purely animated assets used before. The package also include a new AT&T SportsNet logo featuring the AT&T globe and signature blue color. The on-air transition went into effect July 14, preceded by the visuals being gradually introduced throughout the regions via off-channel and promotional efforts.

Gil Haslam, creative director at Troika, said SportsNet was looking to raise the bar when it comes to delivering experiences for fans. With the agency's new focus on expanding marketing services around enhancing engagement at live events, working with SportsNet on the rebrand was an ideal collaboration.

"We developed the 'Fan Connection' concept to drive the visual identity, generate deeper connections to home teams and cities, and heighten the fan experience," Haslam said.

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The sports network reaches a combined 13 million households across 22 states, with exclusive rights to produce and distribute live events from more than 25 teams and conferences. In Pittsburgh, for instance, the network has exclusive coverage of 150 Pirates games, 70 Penguins regular-season games and first-round playoff games and press conferences for Steelers coach Mike Tomlin. The channel also airs football and men's basketball games for Pitt and West Virginia, as well as select WPIAL football games, according to the Post-Gazette.

The Northwest region will remain under the Roots Sports brand. It serves as the television home for the Seattle Mariners, Seattle Seahawks, Seattle Sounders FC, Portland Timbers, Gonzaga Bulldogs, Big Sky Conference and Mountain West Conference.

Patrick Crumb, president of AT&T Sports Networks, said under the rebrand, the local sports coverage the network is known for will remain the same, along with existing team partnerships and programming, while the network amplifies its storytelling initiatives.

"We have a history of bringing insider access and compelling sports coverage into our fan's homes and that will continue," Crumb said. "But we have had the same visual effects since 2011, so with this rebrand and new graphics packages, we're excited to bring a new look and features to our teams and their fans for a truly immersive feel."