

## IT'S WHAT I GREW UP WITH



A group of us headed to a sports bar in Denver for week three of the NFL season – it’s football, what can I say. Am sure most of you know the drill at a sports bar during the season – big screen TVs everywhere with groups huddled in front of and under each of them. The scene could be described as a branding manager’s dream: it’s a cross-section of America where people choose and root for different teams (or different brands) and actually pay big money via the likes of jerseys to fly their favorite team’s colors.

Never wanting to miss an opportunity to learn, our group decided to split up and find out more in regards to the allegiance of those who were gathered under one TV or another. We felt pretty safe in our quest due to the fact that the crowd was pretty rowdy...and beer seemed to be flowing; at least enough to cause groups of fans to allow us into their inner-circles for a few questions.

Do recall that the sports bar we were in, is in Denver. Denver is “mad” about their Broncos; they happened to be playing at the same time. Interestingly, half the bar was rooting for the Broncos while the other half was rooting for other teams.

We circled back as a group after an hour or so of poking and prodding. After each other shared their findings, one stood out head and shoulders above the rest: the vast majority of spectators were rooting for teams they grew up with. Even though most of the people we spoke to live in the Denver area (some for decades), they still are incredibly loyal to the team they grew up with. While our “survey” of sorts was clearly not statistically

scientific, we did speak one-on-one with quite a few brand-loyal fans.

So, the question for you the brand manager is: What are you doing to build brand allegiance with youth/young consumers? You know...the future of your brand. It’s probably wise to focus on your core consumer the best you can, but what are you doing to introduce your brand to young consumers and build brand advocates out of them?

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**PROTECT THY BRAND:** Do everything you can to enable consumers to “grow up” with your brand.

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