

# CLUB BRANDING STRATEGY

"We are aligned to the Club Vision and Brand Promise"

## VISION:

To be the most acclaimed cricket club in Auckland for our on and off field exploits.

## CLUB VALUES:

**Smart** is about process improvement, **Traditions** are important, **Attitude** is about having fun, **Return** is about adding value to our members, our sponsors and other stakeholders, **Club** reflects who we are and our unique culture.

## BRAND PROMISE:

You will experience a **long history** of **tradition**, a strong sense of **camaraderie** and **spirit** that is **uniquely University cricket**.

## BRAND PERSONALITY:

Organised and well managed, Spirited, Competitive, and welcoming.

### SENIORS

1. Traditional "club" fixtures with Victoria & Waikato Universities.
2. Fingletoads cricket.
3. Club and individual player records & recognition unique to AUCC.

### JUNIORS

1. Traditional fixtures programme second to none.
2. Fastest growing junior club in NZ.
3. Club records & player recognition unique to AUCC.

### FACILITIES

1. Best playing and out-door practice facilities in Auckland.
2. First class standard wicket.
3. Home of the Auckland Aces.

OUR PROOF POINTS DIFFERENTIATE US FROM OUR COMPETITORS