Changing the Game

StellarAlgo Brand

More fans.

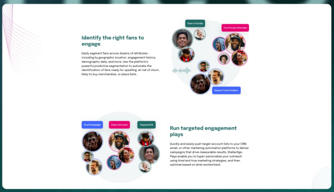
Better engagement.

The Challenge

The world of professional sports is charged with energy and passion.

StellarAlgo struggled to capture that passion with their brand and explain their product offering in a way that each target audience could understand. Historically, they relied heavily on their technical expertise and ability to create value for data teams. However, as the company grew, they needed to make it easy for marketing teams and executives to see the value of the platform. To achieve this, they needed the support of a strong brand and visual identity system.

The Solution


Fans in Florida
First Known Attendee
Season Ticket Holders
Email Campaign
Sales Outreach
Targeted Ad

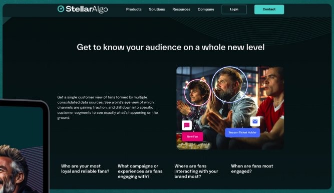
Identify the right fans to engage

Easily segment fans across dozens of attributes - including by geographic location, engagement history, demographic data, and more. Use the platform's powerful predictive segmentation to automate the identification of fans ready for upselling, at risk of churn, likely to buy merchandise, or place bets.

Run targeted engagement plays

Quickly and easily push target account lists to your CRM, email, or other marketing automation platforms to deliver campaigns that drive measurable results. StellarAlgo Plays enable you to hyper-personalize your outreach using tried and true marketing strategies, and then optimize based on what worked best.

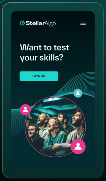
Each aspect of the new brand is documented in a comprehensive brand system and sales enablement toolkit that supports sales, marketing, and team expansion. We evolved the visual brand system and incorporated AI to help the Stellar team communicate the full power of the StellarAlgo platform.


StellarAlgo
Products
Solutions
Resources
Company
Login
Contact
New Fan
Season Ticket Holder

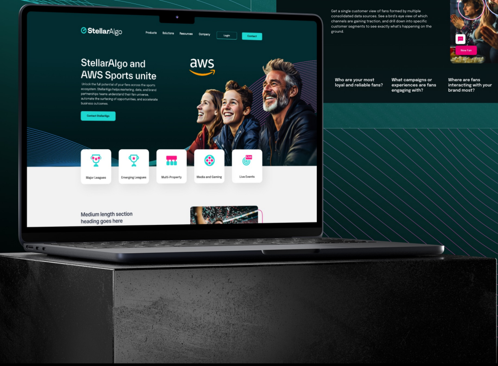
Get to know your audience on a whole new level

Get a single customer view of fans formed by multiple consolidated data sources. See a bird's eye view of which channels are gaining traction, and drill down into specific customer segments to see exactly what's happening on the ground.

Who are your most loyal and reliable fans?	What campaigns or experiences are fans engaging with?	Where are fans interacting with your brand most?	When are fans most engaged?


StellarAlgo
Lets Go

Want to test your skills?


StellarAlgo
Products
Solutions
Resources
Company
Login
Contact
aws
Contact StellarAlgo
Major Leagues
Emerging Leagues
Multi-Property
Media and Gaming
Live Events
Live

StellarAlgo and AWS Sports unite

Unlock the full potential of your fans across the sports ecosystem. StellarAlgo helps marketing, data, and brand partnerships teams understand their fan universe, automate the surfacing of opportunities, and accelerate business outcomes.

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We refreshed the original brandmark and evolved the visual language for StellarAlgo.

The brandmark showcases how StellarAlgo helps sports and entertainment brands accelerate success – and there's always room for more. The logo also captures the precision and detail that Stellar delivers to their customers.

Logotype

S
S
StellarAlgo
S
S

Typography + Colour

A bold and vibrant application of colour energizes the Stellar brand and effectively captures the passion of fans.

Aa

Everett

Gable Green
Hex Code #032C30

Teal
Hex Code #007D7A

Turquoise
Hex Code #1DD7D1

Iceberg
Hex Code #D3EAE9

Zircon
Hex Code #EFF2F7

Deep Pink
Hex Code #FC1684

ABCDE
FGHIJK
LMNOP
QRSTV
UWYZ

Everett

abcde
fghijk
lmnop
qrstv
uwyz

123456
7890 //

Bringing the StellarAlgo office to life with AI

- Unique, branded imagery for larger-than-life wall decals, leveraging generative AI to avoid common stock imagery
- Vinyl “Stellar Wave” decals for the glass walls throughout the office
- Custom pink neon sign: “Turn up the passion” that showcases the brandmark

Let's GO
StellarAlgo

StellarAlgo

TURN
UP THE
PASSION

TURN
UP THE
PASSION

ARTHUR ASHE

TURN
UP THE
PASSION

The Impact

StellarAlgo has received an overwhelmingly positive reaction to their brand from their internal team, existing and prospective customers, and investors. The company has experienced rapid and accelerated growth...

Grew team size from

46 to 85+

Added company hubs in

Toronto and Vancouver

Launched a US subsidiary with team members in major

US markets

Signed a multi-year deal and partnership with the

NBA in January 2023

66 new partners including

NBA / NHL / MLS / NFL / WarnerBros. / Discovery Sports / Toyota

Increase in organic web traffic six months post-launch

29%

Became an

AWS Sports Industry Partner

Thank you!

StellarAlgo 2023

Turn up the Passion