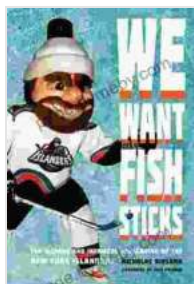


The Bizarre and Infamous Rebranding of the New York Islanders



We Want Fish Sticks: The Bizarre and Infamous

Rebranding of the New York Islanders by Nicholas Hirshon

★★★★☆ 4.5 out of 5

Language	: English
File size	: 4620 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 312 pages
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In 2018, the New York Islanders unveiled a new logo and branding that was met with widespread ridicule. The new look was so unpopular that it was quickly abandoned, becoming one of the most infamous rebranding disasters in sports history.

The Islanders' new logo was a cartoonish rendering of a fisherman, complete with a fishing rod and hat. The team's colors were also changed from blue and orange to black and white. The new look was met with immediate criticism from fans and media alike. Many people felt that the new logo was not befitting of a professional sports team, and that the new colors were too bland.

The Islanders' ownership group defended the new branding, arguing that it was meant to appeal to a younger audience. However, the new look failed to resonate with fans, and the team's attendance and merchandise sales declined. In 2020, the Islanders announced that they would be reverting to their old logo and colors.

The Islanders' rebranding disaster is a cautionary tale for any sports team considering a major change to its branding. It is important to carefully consider the opinions of fans before making any changes, and to ensure that the new look is in line with the team's history and tradition.

What Went Wrong?

There are many factors that contributed to the Islanders' rebranding disaster. Some of the most common criticisms of the new look included:

- * The logo was too cartoonish and not befitting of a professional sports team.
- * The new colors were too bland and did not stand out.
- * The new branding did not reflect the team's history and tradition.
- * The team did not adequately prepare fans for the change.

In addition to these factors, the Islanders' rebranding was also hurt by the fact that it came at a time when the team was struggling on the ice. The Islanders had not made the playoffs in several years, and their attendance was declining. This made it difficult for fans to get excited about the new look.

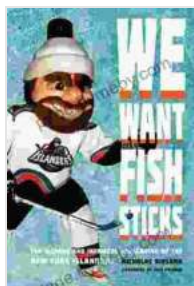
Lessons Learned

The Islanders' rebranding disaster is a valuable lesson for any sports team considering a major change to its branding. Here are a few key lessons that

can be learned from this case study:

Get fan feedback before making any changes. It is important to carefully consider the opinions of fans before making any changes to a team's branding. This can be done through surveys, focus groups, or social media. **Make sure the new look is in line with the team's history and tradition.** Fans are more likely to accept a new look if it is consistent with the team's past. **Prepare fans for the change.** It is important to give fans plenty of time to adjust to a new look. This can be done by gradually introducing the new branding over time. **Be patient.** It takes time for fans to get used to a new look. Don't expect them to embrace the change overnight.

The New York Islanders' rebranding disaster is a cautionary tale for any sports team considering a major change to its branding. It is important to carefully consider the opinions of fans before making any changes, and to ensure that the new look is in line with the team's history and tradition.



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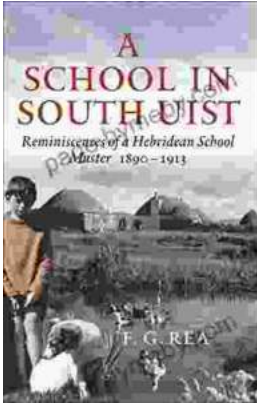
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