



What Does the Wolfpack Ninjas Brand Mean?

“...the strength of the Pack is the Wolf,
and the strength of the Wolf is the Pack.”
—Rudyard Kipling, *The Law of the Jungle*

Wolfpack Ninjas as a **brand** represents dozens of top Ninja sport competitors **banded together** to achieve the **mission** embodied in the organization's tagline: Making the world healthier one kid at a time.

Brand...

A “brand” is more than a logo. It is a promise to a tribe. The logo, the website, the swag, and every word, image, social post, and event represent the brand to current and prospective members of the tribe.

Banded together...

The Law of the Jungle (both the poem quoted above and the metaphorical “jungle” of the business world) means that the Wolfpack Ninjas brand relies on the strength of each individual team member's personal brand and also strengthens each member's individual brand. That banding together is the basis of the Wolfpack Ninjas tribe.

Current tribe members, in widening concentric circles, are:

- Wolfpack Ninjas Pro Team Members
- Wolfpack Ninjas executive staff
- Wolfpack Ninjas employees/contractors
- The friends and families of all above
- Wolfpack Ninja Tour attendees
- The social followings of all above.

Prospective tribe members are:

- People. If you have a body, you're an athlete. Therefore, you fall within the Wolfpack Ninjas...

...Mission

“Making the world healthier one kid at a time” applies to kids of all ages. At Wolfpack Ninja Tour 2.0, we watched our sport include and impact everyone from Matt Wilder's son to Jessie Graff's mother.

The word “kid” signals Wolfpack Ninjas' commitment to improving young people's health and fighting childhood obesity. “Kid” narrows the focus to help sponsors, media and the public at large understand our brand. Still, our brand promise applies to anyone and everyone who wants to join our tribe.

The more wolves, the stronger the Pack.



How the Wolfpack Ninjas Brand Helps Achieve Our Mission

The Wolfpack Ninjas Way lists Wolfpack Ninjas' core values as Integrity, Respect, Fun, Dedication, Inspiration and Giving. All those internal values may fuel the behavior – by each “Wolf” and the “Pack” as a whole – that expresses our brand and influences audience perception of our brand.

Additionally, the Wolfpack is subject to The Law of the Jungle in commerce. There, we trade on external values, listed in ascending order from mundane-building-block-fundamentals on up to the highest level of transformative power.

Athleticism. Wolfpack Ninjas are athletically accomplished role models of health, fitness, strength, agility, flexibility, speed, adaptiveness, competitiveness, and the courage to try, fail and prevail, physically, psychologically and emotionally. That is the basis of the brand's credibility, thus its license to converse with audience, the chance to change hearts and minds to our mission, gain attractiveness to sponsors, increase audience, and change more hearts and minds.

Authenticity Becomes Starpower. Wolfpack Ninjas exude their inner personalities and/or crafted personae/character arcs in person, on TV, in earned media coverage, and in social media. Wolfpack Ninjas then capitalize individually and as a group on all their authenticity has earned them in sporting/social/commercial currency.

Cool Factor. Despite mainstream TV popularity, Ninja still stands on the fringe of major American sport. That creates leverage, a cresting wave that many on the outside looking in can still catch in time to become cool: a relative lack of the adult interference that plagues organized youth sports; rewards for individuality; inclusion of the abused, the purple-haired, the marginalized, and the just-plain eccentric – who all bring built-in social causes as story and sponsorship hooks.

Fan Friendliness. Willingness to afford unique and meaningful access that far surpasses other celebrity-fueled sports/entertainment enterprises. Long, live interactions with kids whose eyes light up, who give voice to the impact of their heroes, who bear witness and become advocates and sway their parents and peers and peers' parents and their social circles to consume all things Wolfpack Ninjas, including sponsor brands.

Inspiration. As all the above attributes accumulate audience, Wolfpack Ninjas have the platform, position and power to provide outstanding health, fitness, nutrition and social-emotional information/inspiration that improves kids' lives and ultimately improves our society.

Healthier world

One kid at a time

Mission accomplished.