

Hatch Awards - Flyers

The last few seasons for the Flyers haven't been the best. For one: Covid had decimated attendance, keeping people cooped up at home for years. And second? Well... the team has stunk on ice for about a decade. As a result, 2022 marked the lowest home attendance the Flyers had in 49 years. Clearly, things for this storied Philly franchise needed to change.

But the good thing about being on the bottom is there's nowhere to go but up. People love an underdog. Philly, especially. And with a new head coach, a new philosophy, and a whole new roster of young players, the Flyers were primed for a fresh start. They needed a new look for a new team to energize a whole new fan base. That's where we came in.

The Flyers are a rare breed: Tough. Passionate. Rowdy. The same can be (and often is) said about their fans. Philly's a bit notorious for its dedication to their teams. Whether on the ice or in the stands, Philly is a tenacious town. It's an absolute truth we all share. And if you want to bring people together, sharing's where you start.

We needed to position the franchise to highlight that shared tenacity - and show that the team was as dedicated to Philly, as Philly was dedicated to them. Because if you think you need to be tough to be a Flyer... try being a Flyer's fan.

In the end, #LetItFly captured more than just this new crop of superstars in the making... It highlighted the passion, energy, and grit that everyone brings to the ice. Whether they're on it or not.

As of today, Flyers attendance is up by nearly 5% YOY... even after three years of a global pandemic and the worst attendance in almost half a decade. We're thrilled to witness the impact our revitalized campaign has had on ticket sales and fan attendance. We can't wait to see what happens next.