

# "Stitches" Centennial Brand Campaign Spot

## THE CHALLENGE

The goal of "Stitches" was a simple one: to write a love letter to the city of Boston that honors generations of players, alumni, fans and partners. Created to kick off the club's centennial season and brand campaign – Blood, Sweat & 100 Years – the short film celebrates the history of the first professional hockey franchise in the United States, what the Bruins mean to the Boston community, and how the team's storied past is connected to its hopeful future.

## THE GAMEPLAN

We used a gold thread as our visual device to connect 100 years of history – the same gold thread Bruins players have worn since 1924. Stitches is the expression of that fabric, with a nod to the grit and toughness of the Bruins; the stitched lips, sweaty jersey and battered bodies.

TD GARDEN

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BLOOD  
sweat &  
1924 2024  
100 YEARS  
A CENTURY OF BRUINS HOCKEY

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We see the story through the eyes of a lifelong Bruins fan – "the Stitcher" – who had the game passed down to him, keeping it close, and then he passes it on to the next generation. This allowed us to relive the past and nod to the future. The Stitcher sits in his workshop surrounded by a century of memories and artifacts. He begins by pulling gold thread from a spool ... and the rest is history.



## THE HIGHLIGHTS

We built the set using authentic Bruins memorabilia and artifacts. Old newspapers, game programs, equipment, autographs, old toys, sticks, Jerseys, pucks, family photos, and more. All the elements we showed needed to be true to the DNA of a Boston Bruin: grit, toughness, passion, family, and community.

The story plays out chronologically, starting with the Stitcher looking up at a photo from 1924. We move from the origin story to trailblazer Willie O'ree to Bobby Orr to Ray and Phil. The goals. The fights. The Boston Strong crowd taking over the national anthem. The team captains passing their torches.

Then we're transported to the present day. The Stitcher admires his work as his granddaughter walks into his workshop. He holds up his old Bruins jersey on which he stitched a commemorative centennial patch, and hands it to his beloved granddaughter – passing on 100 years of tradition and lore to the next generation.

A custom score was the final piece of the puzzle that brought the spot to life. It needed to feel timeless and match the energy and ebbs and flows of the film. Our score, created in partnership with the Boston Landmarks Orchestra, takes us on a 3 ½ minute roller coaster of emotion, with the cello motif picking up at the end to signify the nod to the next 100 years.



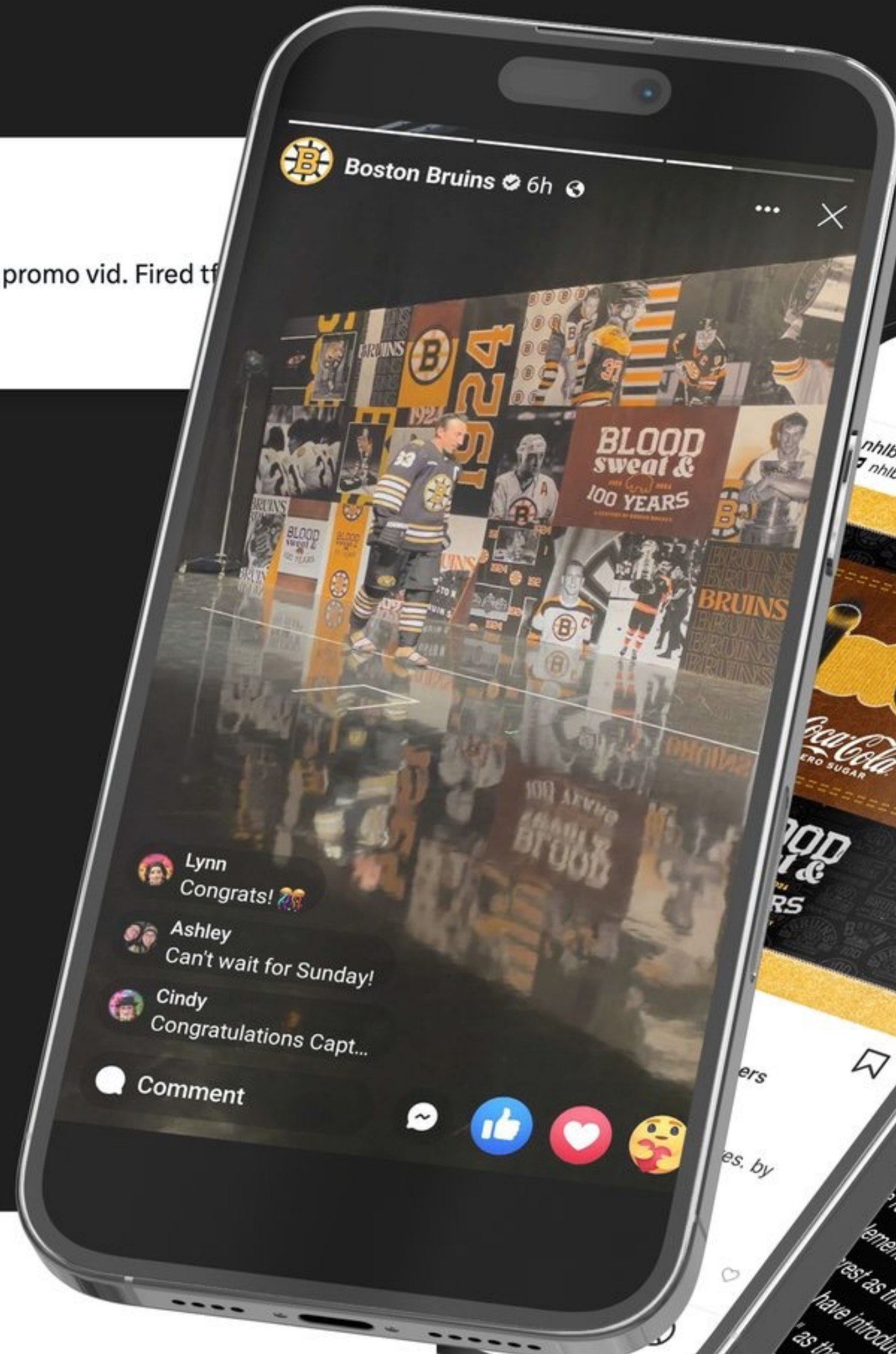










## THE RESULTS

- 1.7 million impressions
- 780K+ video views across Bruins social
- Highlighted in ESPN as one of "[The Best NHL Season Hype Videos](#)"
- NESN feature: [Bruins' Centennial Season Hype Video Will Get Boston Fans Amped](#)

 **ncryptpt**   
@ncryptpt  
holy this is a 12/10 execution of a promo vid. Fired t  
10:51 AM · Oct 11, 2023 · 2,219 Views



 **@sandroidmusic**  2 weeks ago  
Goosebumps! Let's gooo!      
👍 17 🗨️ Reply

 **AJ King** @HailTh3\_King · Oct 11  
Ready to run through a brick wall  
🗨️ ↻️ ❤️ 7 📊 727 📌 📤

 **@homer3799** 2 weeks ago  
That was awesome! Now I'm pumped for the season. Go Bruins!!  
👍 2 🗨️ Reply