

"If you help build the bandwagon, you won't have to jump on..."

- Can take subtle digs at Knicks bandwagon fans
- Play up that they are the "new" team in NY
- Is less "Brooklyn-centric" than previous campaigns
- Doesn't promise immediate results, emphasizes "rebuilding"

 Build
Style

 Build
Success

 Build
Tradition


old/new uniforms
Players wearing suits

- Celebrating players
- happy fans

- Nets locker room
- Pregame warm ups

 Build
Loyalty

 Build
History

If you
 Build
the bandwagon, you
won't have to jump on

- die hard fans
- merchandise

- banners on ceiling
- Playoff clips

- logo
- players