



LOS ANGELES LAKERS



COMMUNICATION AUDIT: NBA LOS ANGELES LAKERS

BRIEF SYNOPSIS

The Los Angeles Lakers was founded in 1946 and is the second most successful team in the NBA. The Lakers are known for notable players like Magic Johnson, Kobe Bryant, Kareem Abdul-Jabbar, Shaquille O'Neal, and current player LeBron James. The team has built a strong reputation and presence for Los Angeles with its talented players and team success. The team's home court is at the Crypto.com Arena. Due to their rich history, iconic players, and devoted fanbase, the Lakers are one of the most well-known and influential teams. The communication techniques of the organization includes weaknesses that can be reframed to strengthen the Lakers.

GAME NOTES

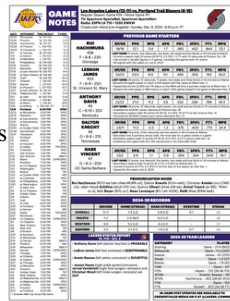
STRENGTHS

- Extensive details of information
 - Full season with results and upcoming games
 - Detailed player stats and highlights
 - Categorized team records
 - Player's injury reports
- Unique player profiles with in-depth information
- Organized
- Easily accessible
- Includes approaching milestones

[HTTPS://WWW.NBA.COM/GAMENOTES/LAKERS.PDF?LS=FOOTER_NAV](https://www.nba.com/gamenotes/lakers.pdf?ls=footer_nav)

WEAKNESSES

- Limited amount of visuals
- Font is difficult to read
- Lacks team narrative
- Lacks team history/connection to historical moments



MEDIA GUIDE

STRENGTHS

- Unique cover
- Advertises ways to watch the Lakers
- Comprehensive information of team
- Well-structured layout
- Accurate information
- Good use of visuals
- Easy accessible
- Concise media guidelines

[HTTPS://LALWEB.BLOB.CORE.WINDOWS.NET/PUBLIC/LAKERS/MEDIA-RELATIONS/2024-25-LAKERS-MEDIA-GUIDE.PDF](https://lalweb.blob.core.windows.net/public/lakers/media-relations/2024-25-lakers-media-guide.pdf)

WEAKNESSES

- Overwhelming amount of information
- Stats history layout is overwhelming
- Lacks personal side of Lakers
- Lacks use of graphics/color
- Lacks attention grabbing element
- Doesn't advertise mobile app

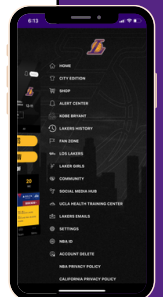
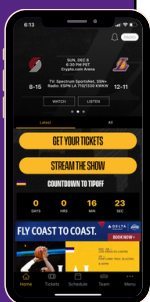
MOBILE APP

STRENGTHS

- Easy to navigate (user-friendly)
- Gives live game updates and stats
- Includes team news and history
- Has player and roster information
- Visually appealing game schedule
- Ability to purchase tickets
- Social media hub
- Community engagement
- Shop feature
- Game countdown

WEAKNESSES

- Too many features
 - Side tab has too many options
- Awkward layout of tabs and features
- Too many tabs to click to get to information
- Poor loading quality





SOCIAL MEDIA CONTENT

STRENGTHS

- Cohesive content/branding
- High quality content
- Real-time engagement during games
- Reveals game information and recaps
- Good mix of video and photo content
- Consistent content across platforms
- Highlights players and game moments
- Showcases behind-the-scenes in unique ways
- Very active and posts minutes before games start

WEAKNESSES

- Lots of sponsored content that is emphasized
- Player focused content
 - Doesn't include a good mix of player content
- Lacks consistent engagement with fans
- Doesn't address social media trends
- Too much focus on highlights

INSTAGRAM, X, FACEBOOK



ADVERTISING

STRENGTHS

- Strong brand recognition and identity
 - Iconic logo, players, colors, jerseys, and jersey numbers
- Use of star players is very effective
- Reaches targeted audiences through cross-platforms
- Lots of partnerships
- Creative, inspirational, and emotional campaigns

WEAKNESSES

- Too much focus on LA market/audiences
- Very focused on Kobe or central players
- Low engagement
- Inconsistent advertising messages



REDESIGN 1

Media Guide

To strengthen stakeholder engagement with the Lakers' media guide, I propose a modernization of the guide from a document to interactive media. This redesign will help the Lakers' media guide transform into an interactive and user-friendly experience while relaying all of its crucial information. The current media guide is too long and overwhelming, therefore making stakeholders less likely to engage with it. Making the media guide into an interactive experience and condensing the length of the document will increase engagement because it will be less intimidating and easier to understand.

Key Components of the Redesign:

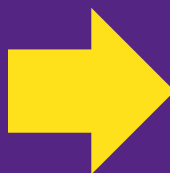
- Instead of long details of information, it will be concise information with summaries of key facts.
- Implemented using visually appealing infographics to display team statistics, historical moments, and player notes, making data more appealing and easier to absorb.
- Add game clip highlights, player interviews, or behind-the-scenes footage to complement the written aspects of content
- There will be clickable statistic tables where users can filter player stats by season, game, points, assists, and more.
- Interactive charts that highlight career achievements, yearly performances, and player development.
- Clickable timeline of team history where users can explore notable years and games, or milestones.
- Incorporate live social media updates to keep the media guide updated with the latest Lakers news, fan engagement, and team activities.
- Include an interactive "Contact Us" section for media inquiries, featuring clickable links to email, social media, or direct contact forms.



Condensed page of player information example:



ANTHONY DAVIS
2015-16 Three Chicago Bulls... 2016-17 Three Chicago Bulls... 2017-18 Three Chicago Bulls... 2018-19 Three Chicago Bulls... 2019-20 Three Chicago Bulls... 2020-21 Three Chicago Bulls... 2021-22 Three Chicago Bulls... 2022-23 Three Chicago Bulls... 2023-24 Three Chicago Bulls... 2024-25 Three Chicago Bulls...



- 2014-15
- bullet point
- bullet point
- bullet point

- 2015-16
- bullet point
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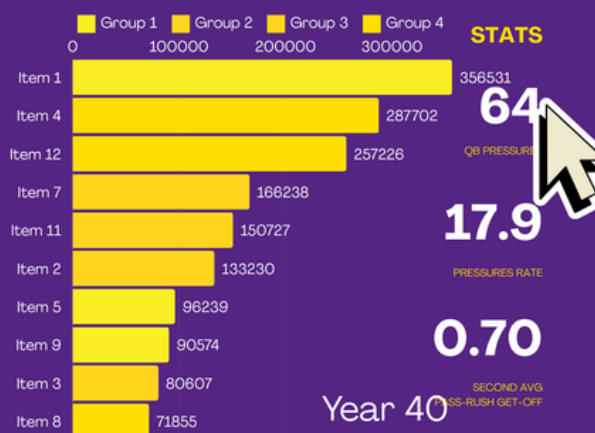
- 2013-14
- bullet point
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- bullet point

Anthony Davis



Clickable statistic table example:

LAKERS TIMELINE STATS



REDESIGN 2

Social Media Content

To strengthen the engagement of stakeholders with the Los Angeles Lakers social media. I propose that the Lakers engage in social media trends to diversify their content and create more consistency in their fan engagement. Consistent engagement helps the Lakers create deeper connections with fans. When the Lakers interact daily with fans, then fans feel valued, and this kind of connection can go beyond the sport. By participating in trends and staying up to date, the Lakers create a community where fans feel like they are a part of more.

- Fans who feel involved in the team's social media presence are more likely to stay loyal. Fans' ongoing interaction of likes, comments, and shares displays their loyalty and they feel a sense of belonging to a community. Loyal fans who feel connected to the team are more likely to advocate for the Lakers to their peers.

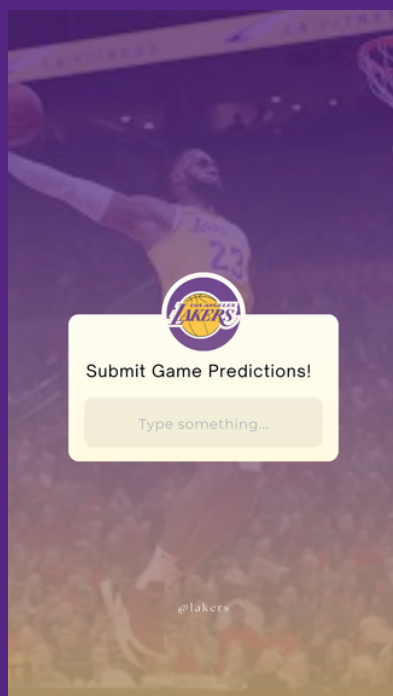
Component of Redesign:

- Engage in social media trends. For example, memes or dancing trends.
- Upload content that opens fans to converse in

Daily social media trends go viral, so when the Lakers participate in trends or create content that resonates with viral content, they can reach new audiences who aren't normally Lakers or NBA fans. The Lakers can boost their visibility on social platforms, especially among younger audiences who closely follow trends. This expanded reach helps attract new global fans. When the Lakers actively participate in or create content around trending topics, they generate excitement, leading to more interactions from fans and followers.

Social media is an important space for fans to connect with the team and each other. By consistently engaging, sharing content, and being part of trending conversations, the Lakers can generate buzz about their team and organization which can lead to increased merchandise and ticket sales.

Interactive Instagram Story Example:



Dance Trend Example: Savannah Bananas Baseball Team participates in trending dance videos

