

# ALL FOR CITY

## THE SITUATION

01

As a newly-launched MLS team, STL CITY SC faced the challenge of building its identity in a city where many fans were unfamiliar with the team's players and the sport of soccer itself. The goal was to introduce the club to St. Louis in a way that resonated deeply with the community, turning casual interest into passionate support.



02

## PROJECT GOALS AND OBJECTIVES

The primary objective was to establish a personal connection between the diverse fanbase and the club by highlighting player personalities and providing exclusive, behind-the-scenes content. By extending the club's reach beyond the soccer community, the strategy aimed to broaden support and strengthen the brand's presence throughout the city.

## IMPLEMENTATION STRATEGY

03

I developed a research-backed proposal for creative activations that included diversifying content and offering fans immersive experiences, such as behind-the-scenes interviews and social media takeovers by players. This proposal was well-received by the creative team, leading to the successful implementation of several initiatives that enhanced fan engagement.



04

## THE RESULTS

The pitch deck I developed became a crucial source of inspiration for the creative team, guiding them to implement behind-the-scenes interviews, player challenges, and social media takeovers that significantly boosted fan engagement. These activations, rooted in the strategies outlined in the deck, allowed the team to successfully connect with fans on a deeper level, ultimately strengthening the brand's presence in St. Louis.

