





## THE CHALLENGE

# STANDING OUT IN AN ULTRA COMPETITIVE CATEGORY







# NEED INFLUENCERS WHO BLEND ASPIRATIONAL & ATTAINABLE



Despite a product that could appeal to athletes and non-athletes alike, the brand had to do a quick positioning pivot to reach everyday people instead of just athletes.

ZOA needed to tell their performance story through influencers that were seen as **both aspirational and attainable.** 





## WHAT IF ZOA USED NIL TO BRING THEIR NEW BRAND POSITIONING TO LIFE?



WHAT IT WHAT IT WEARS TO BE A WARRIOR SAN ATHLETE MUST BE THE EMBODIMENT OF SOMETHING BIGGER

Like DJ & ZOA, our athletes are always striving for something bigger. They're always seeking to blow away expectations, to transform perspectives, and doing it their own way.

As part of the new "FUEL SOMETHING BIGGER" brand positioning and campaign, ZOA strived to celebrate the "everyday warriors" who are achieving their goals in the kitchen, in their office and, even, in the recording studio.

While the larger brand campaign was focused on traditional channels, ZOA wanted to tap into younger generations through influencers who could embody two messages:

- 1. ZOA is still for elite athletes
- 2. **ZOA** is helping to FUEL **SOMETHING BIGGER**





### THE CREATIVE

# A COLLECTION OF THE NCAA'S MOST ELITE ATHLETES

#### THE ROCK'S WARRIORS

ESM helped ZOA create an annual NIL program called, "The Rock's Warriors," featuring the most high-profile athletes in collegiate athletics who embodied the meaning of "FUELING SOMETHING BIGGER."

ESM not only selected the athletes using ESMiQ, but also procured the athletes to be part of an upcoming marketing campaign, to create content across social media platforms, and be tapped to support national and regional retail partnerships and philanthropic events across the country to promote ZOA.

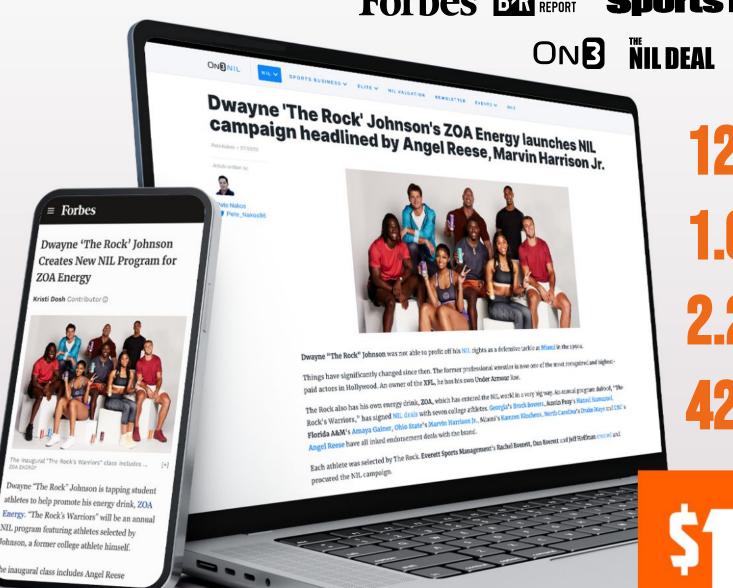




# OVER 120 MEDIA PLACEMENTS WITH OVER 1B IN REACH

Forbes En Bleacher Sports Illustrated yahoo! SEJ BUSINESS

**BOARDROOM** 



120 MEDIA PLACEMENTS 1.09B MEDIA REACH

**TheStreet** 

2.2K SOCIAL MENTIONS

**42M SOCIAL IMPRESSIONS** 

ADVERTISING VALUE EQUIVALENCY (AVE)

Weltwater

July 19, 2023 - Present



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