



# THE ROCK'S WARRIORS

ANNUAL NIL PROGRAM



ESM





# THE CHALLENGE

## STANDING OUT IN AN ULTRA COMPETITIVE CATEGORY



Despite having one of the biggest stars in the world as a founder, ZOA faced an uphill battle to make noise in a category filled with **noise, personality, & in-your-face branding.**





# THE INSIGHT

## NEED INFLUENCERS WHO BLEND ASPIRATIONAL & ATTAINABLE

### BRIDGING THE INFLUENCE GAP

OUR NFL & NCAA ESM ATHLETES CAN BE THE BRIDGE BETWEEN  
THE **ASPIRATIONAL** STARS OF ZOA AND THE **ATTAINABLE** MICRO INFLUENCERS



ASPIRATIONAL

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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**.





# THE IDEA

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



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.



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# THE RESULTS

## OVER 120 MEDIA PLACEMENTS WITH OVER 1B IN REACH

Forbes

B/R BLEACHER  
REPORT

Sports Illustrated

yahoo!

Street & Smith's  
SEJ SPORTS  
BUSINESS  
JOURNAL

ON3

THE  
NIL DEAL

BOARDROOM

BLACK  
ENTERPRISE

TheStreet

BVM  
SPORTS

### 120 MEDIA PLACEMENTS

### 1.09B MEDIA REACH

### 2.2K SOCIAL MENTIONS

### 42M SOCIAL IMPRESSIONS

# \$10M+

## ADVERTISING VALUE EQUIVALENCY (AVE)

👁️ Meltwater

July 19, 2023 - Present

# ESM



THIS IS  
**ESM**

