EA SPORTS APP CAMPAIGN STRATEGY

MEET THE TEAM



SALLIE
COPY



ELIZABETH
CREATIVE



ALEX
STRATEGY



MARTINA
STRATEGY



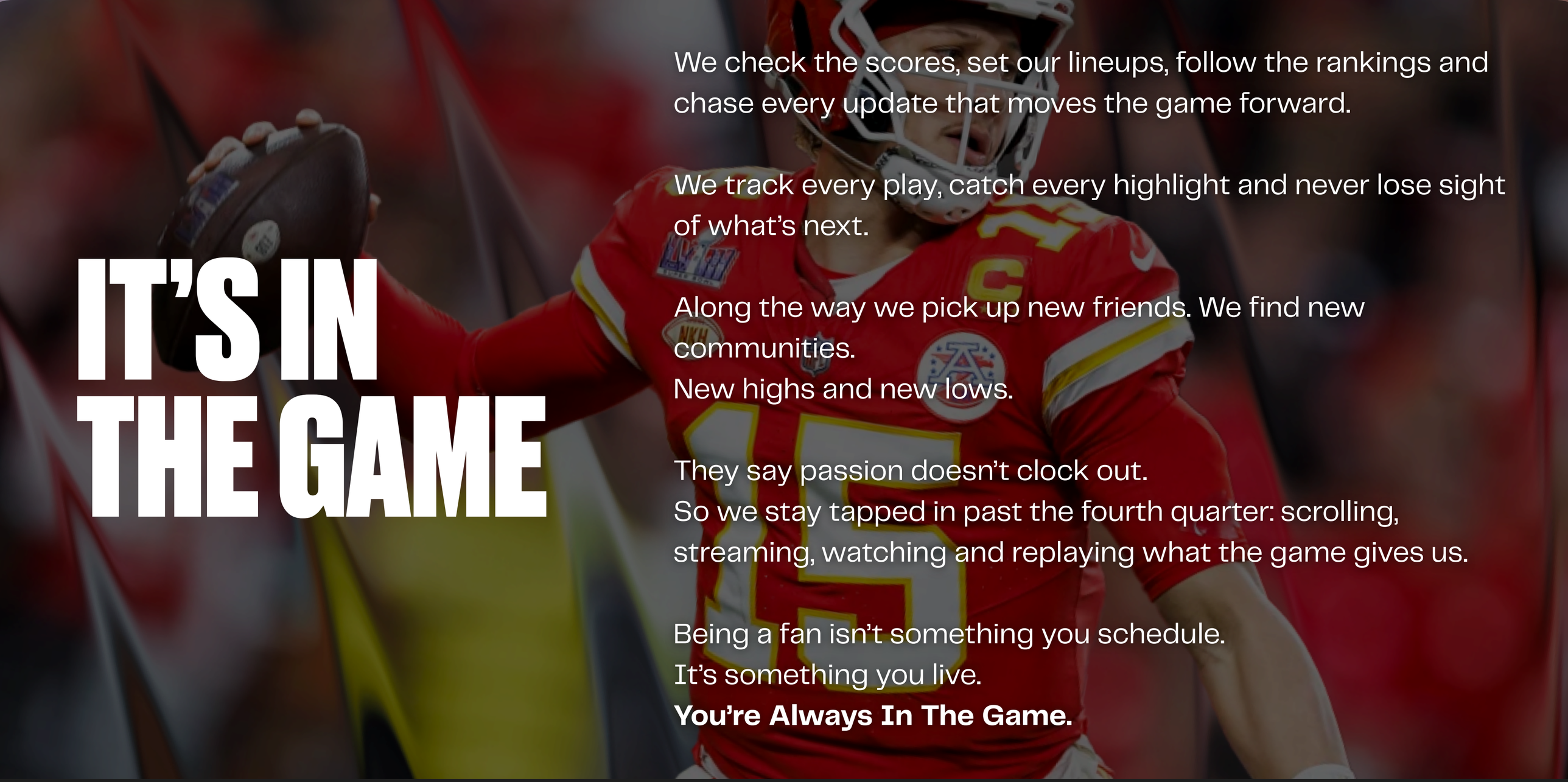
GUILLERMO
CREATIVE



KELSEY
STRATEGY



SAM
STRATEGY



IT'S IN THE GAME

We check the scores, set our lineups, follow the rankings and chase every update that moves the game forward.

We track every play, catch every highlight and never lose sight of what's next.

Along the way we pick up new friends. We find new communities.
New highs and new lows.

They say passion doesn't clock out.
So we stay tapped in past the fourth quarter: scrolling, streaming, watching and replaying what the game gives us.

Being a fan isn't something you schedule.
It's something you live.
You're Always In The Game.

EA SPORTS PEOPLESPR

TODAY, WE LOCK IN THE NEXT ERA OF FANDOM.

We’re defining how real-time connection, constant access and digital community turn everyday moments into game moments: from kickoff to group chat to highlight replay. We’ll explore the opportunities ahead, the goals we need to achieve and the creative ideas that can spark real momentum and growth.

AGENDA

01

OVERALL CONTEXT

02

RESEARCH OVERVIEW

03

THE ECOSYSTEM

04

QUESTIONS

EA SPORTS BACKGROUND

- EA Sports is a division of Electronic Arts known for top sports gaming franchises
- Authentic, league-licensed sports simulation with a global player base
- The EA Sports App is the central hub for EA Sports players, offering game updates, stats, rewards and personalized content





THE BRIEF

Develop an integrated PR campaign to expand awareness and adoption of the EA Sports App among Gen Z football fans across the college and NFL landscapes.

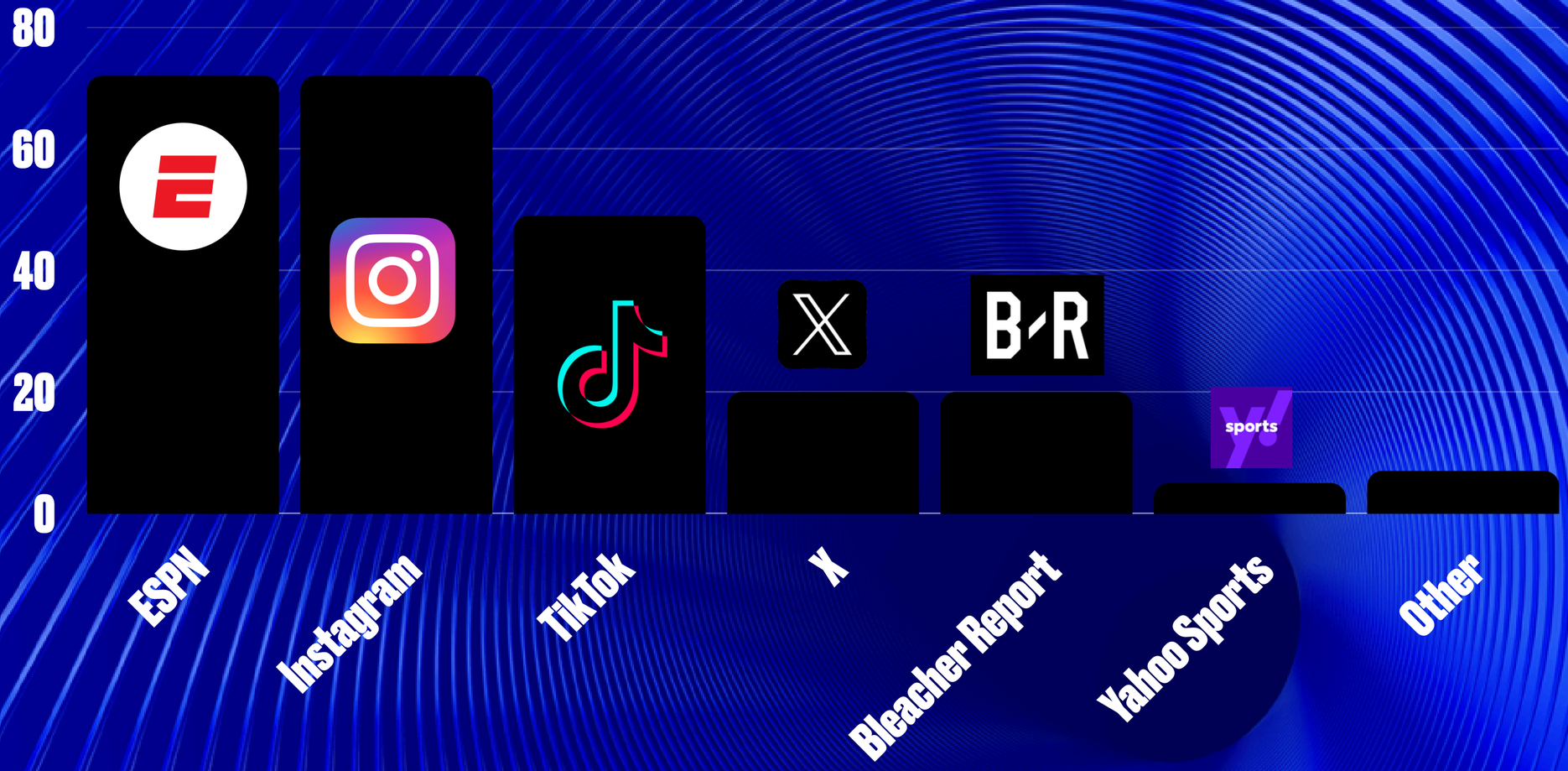
Primary Objectives:
Establish the EA Sports App as the essential second-screen companion for live football experiences. Establish EA Sports as the platform fans rely on for real-time engagement, community connection and cultural participation.



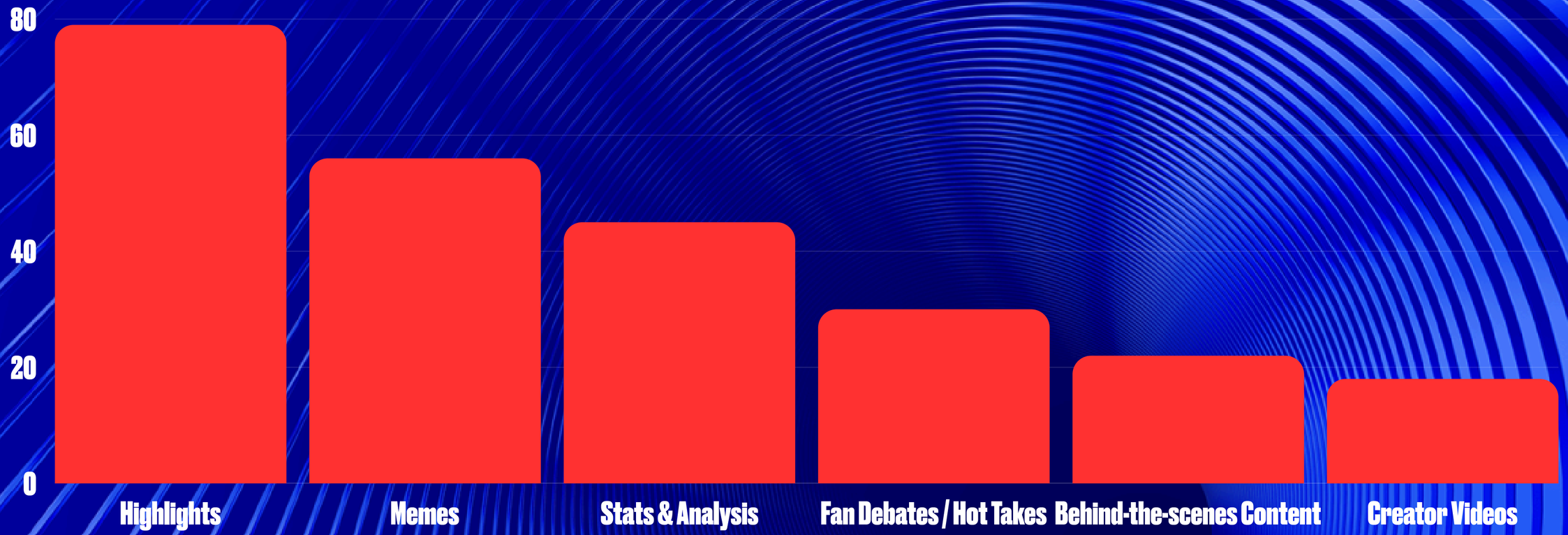


THE PLANNING

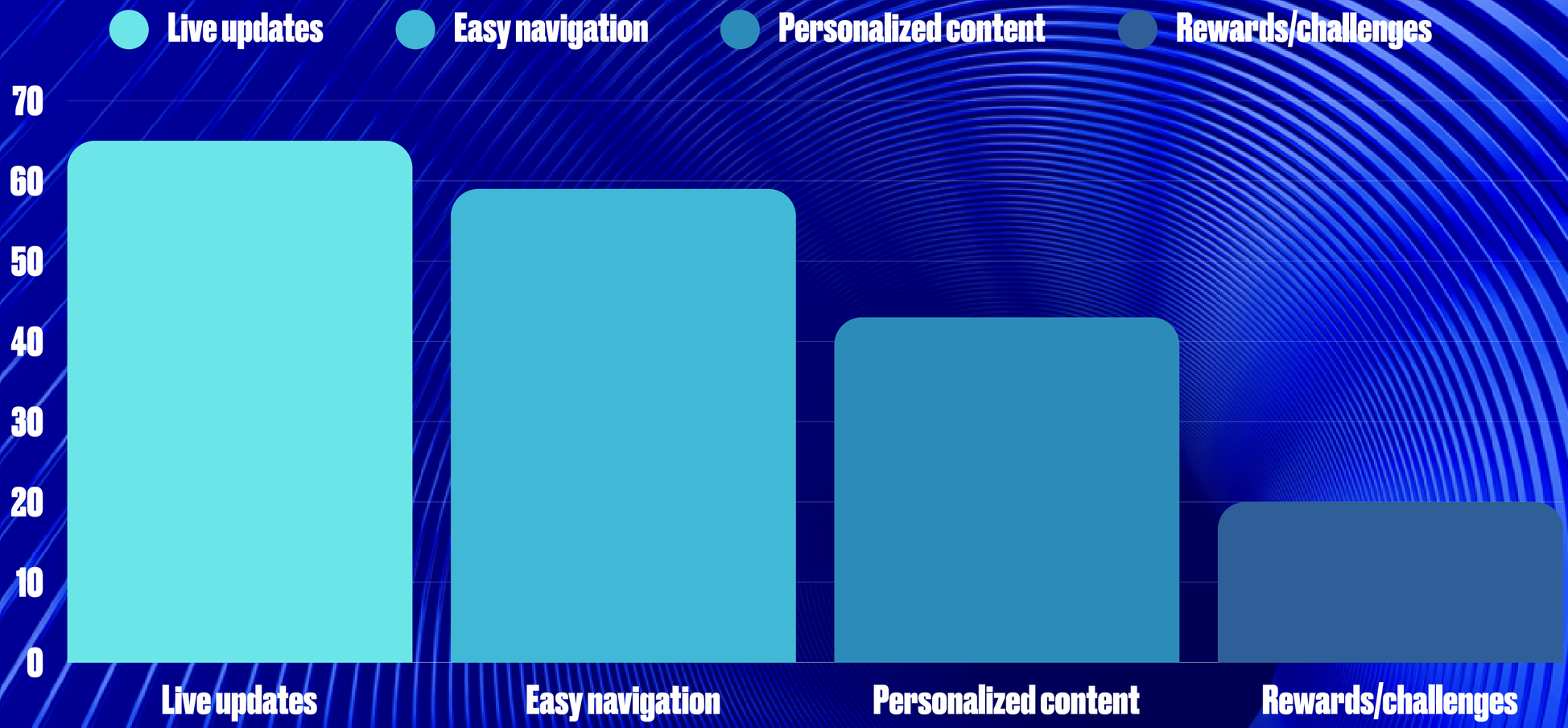
App Usage During Football Games



Types of Football Content Engaged With



Features That Would Motivate Gen Z to Download a Sports App



RESEARCH INSIGHTS

- Football is a social experience first.
- Digital fandom is fragmented.
- EA is seen as a gaming brand – not a sports culture brand.

“GIVE US ONE APP THAT FEELS LIKE A SATURDAY TAILGATE.”

PERSONAS



MEET JOHN

Profile: College student (18–22) who watches football with friends every weekend.

Motivation: Football = social ritual; wants shared experiences and fun game-day energy.

Frustrations: Using multiple apps; ESPN feels cluttered and corporate.

Digital Behavior: Constant second-screen use; bounces between Instagram, TikTok and ESPN.

What They Want: One app with highlights, memes, live updates and social rewards their friend group can use together.



MEET GRIFFIN

Profile: Data-driven fan (20–24) who manages fantasy teams and tracks stats in real time.

Motivation: Wants fast, accurate info to stay ahead of friends in fantasy and betting.

Frustrations: Switching between multiple apps; lack of clean, personalized dashboards.

Digital Behavior: Heavy notifications user; follows analysts and sports creators.

What They Want: A streamlined hub with real-time stats, fantasy tools, personalized alerts and daily engagement incentives.



MEET EMILY

Profile: Younger Gen Z fan (17–21) who prefers highlights and creator content over full games.

Motivation: Stays in the loop through viral clips, athlete personalities and sports culture.

Frustrations: Sports apps feel too technical and lack personality; EA feels “just gaming.”

Digital Behavior: Lives on TikTok and Reels; engages with meme edits and creator reactions.

What They Want: A fun, culturally relevant feed: short clips, creator collabs and an inclusive, easy-to-use second-screen experience.

THE CAMPAIGN

RECOGNIZABLE.

AUTHENTIC.

MEMORABLE.


ALWAYS
IN THE
GAME
EA
SPORTS

THE ECOSYSTEM

1. POP-UP
2. SOCIAL MEDIA
3. PRINT ADS
4. COMMERCIAL
5. OP-ED

TACTIC 1: POP-UP

SECOND STADIUM TOUR

- The EA Sports App keeps fans “Always In The Game.” Our activation makes that literal.
- The EA Sports RV is a mobile, immersive “Second Stadium.”
- Transforms every place into a tailgate.




EA SPORTS
EA SPORTS
GAMEDAY
GAME-DAY


FOOD & BEVERAGES
MERCHANDISE
EA SPORTS
LA KINGS
8
17
39

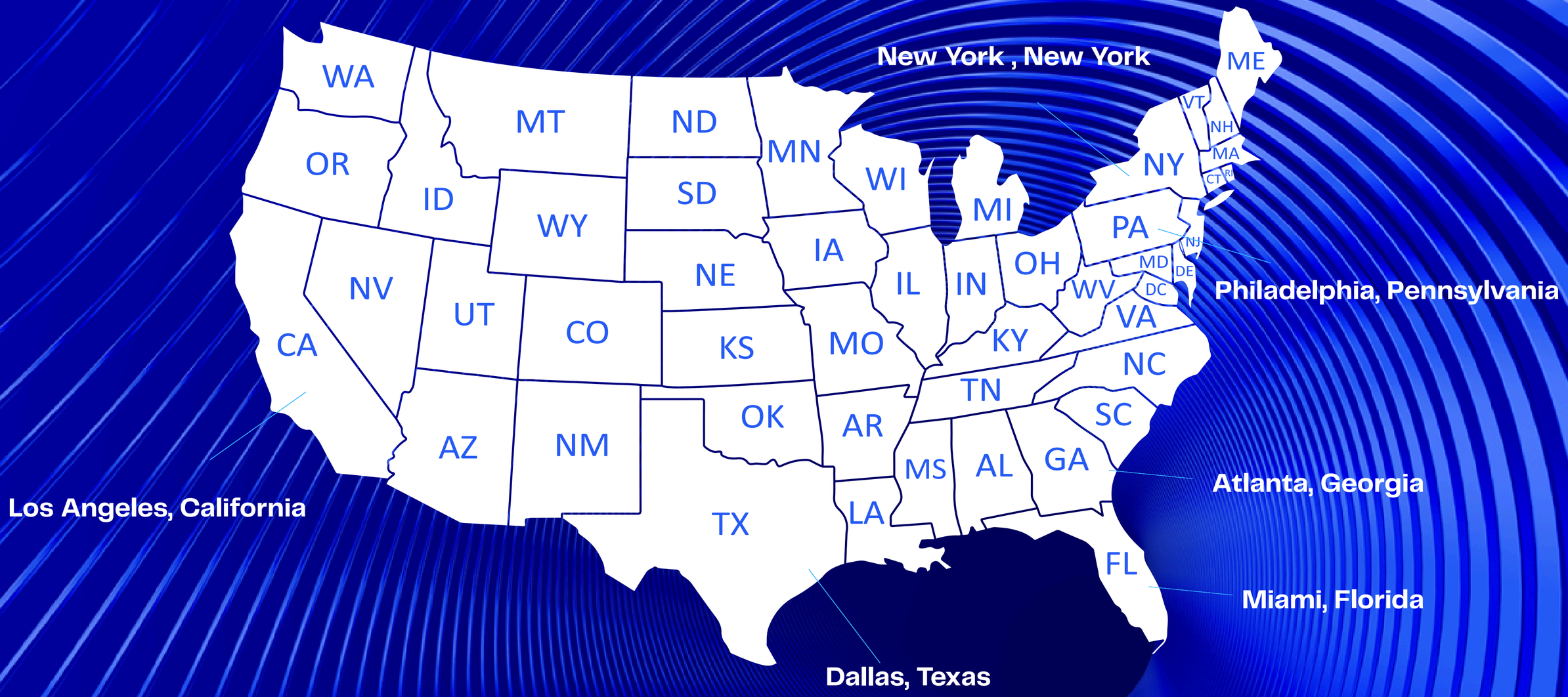
LOGISTICS

- LED scoreboard walls showing live app data
- Game simulators + skill challenges powered by the app
- EA Sports merch hub (tailgate gear, limited drops)
- Creator + athlete surprise appearances
- Download-to-enter challenges
- UGC Opportunities – The Confession Box.








New York , New York
Philadelphia, Pennsylvania
Atlanta, Georgia
Miami, Florida
Dallas, Texas
Los Angeles, California
WA
OR
CA
ID
NV
MT
WY
UT
AZ
CO
NM
ND
SD
NE
KS
OK
TX
MN
IA
MO
AR
LA
WI
IL
MS
MI
IN
KY
TN
AL
OH
WV
GA
FL
SC
NC
VA
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ME



Todd Gurley

Eli Manning





Dez Bryant



Brian Dawkins

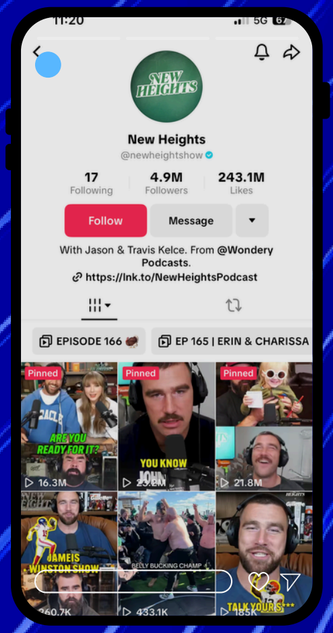


Devin Hester

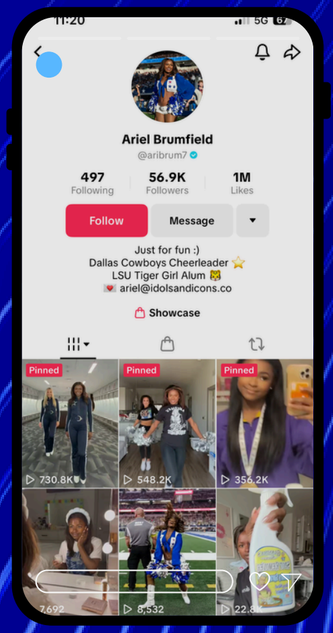
Reggie Bush



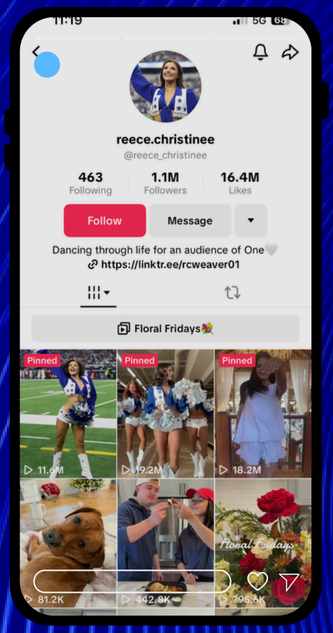
INFLUENCERS



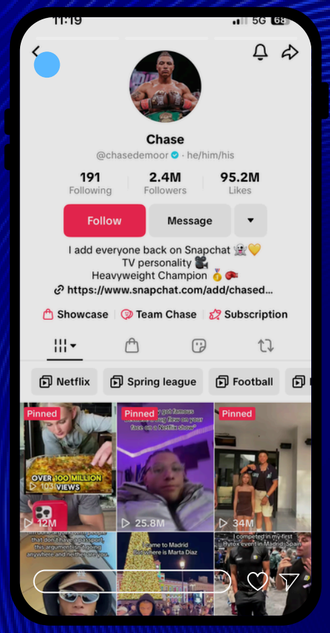
Jason Kelce



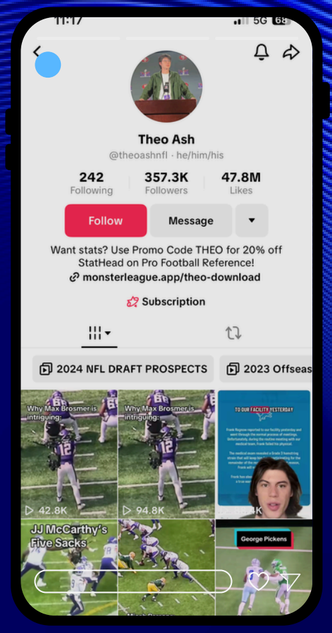
Ariel Brumfield



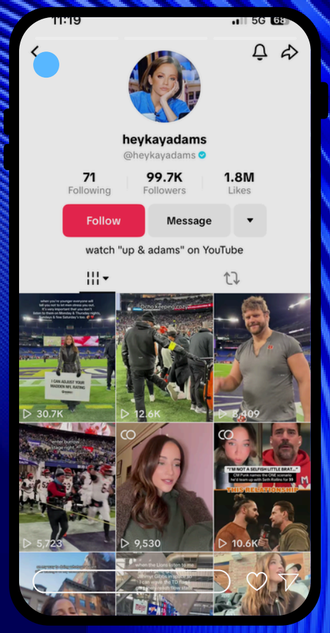
Reece Weaver



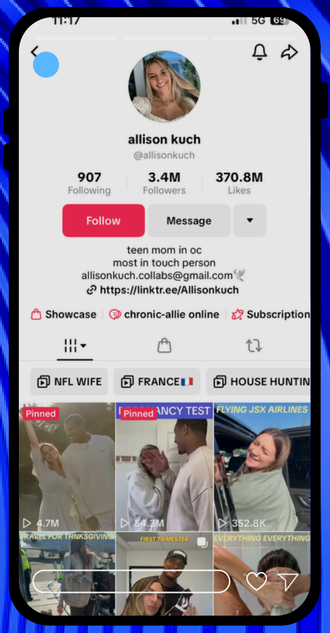
Chase DeMoor



Theo Ash



Kay Adams



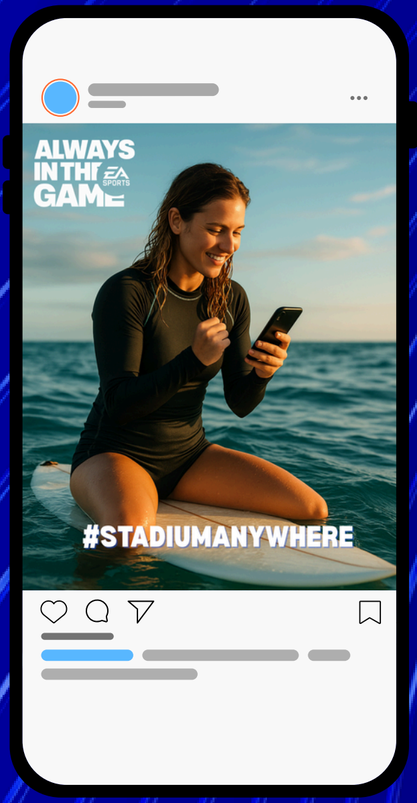
Allison Kuch

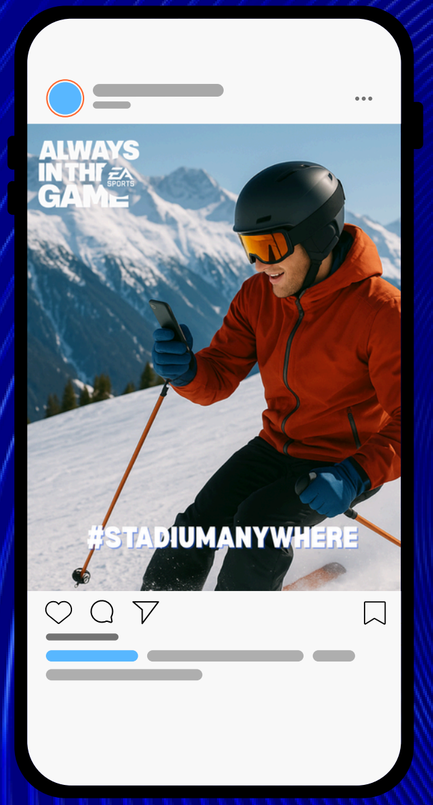
TACTIC 2: SOCIAL MEDIA

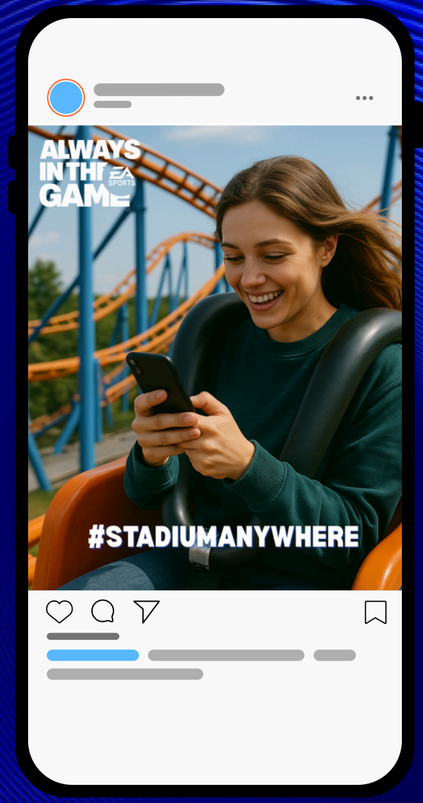
THE STRATEGY

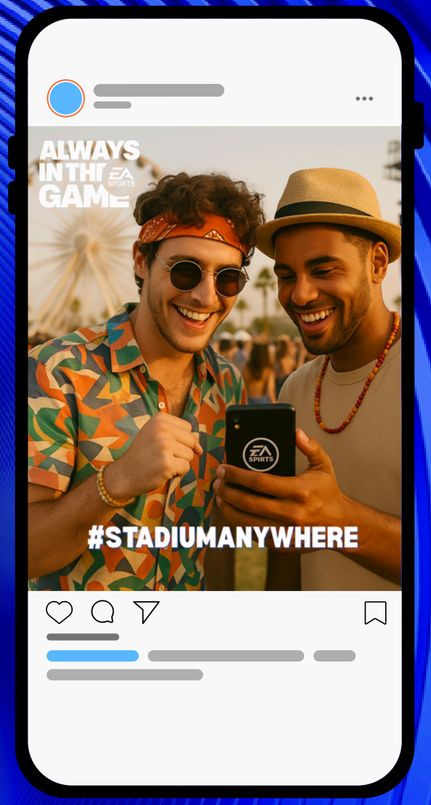
1. SECOND STADIUM TOUR
   - RV TOUR → WHO'S ON THE BUS?
   - CONFESSION BOX → #STADIUMANYWHERE
   - THE EXPERIENCE → GENERAL CONTENT
2. PRINT & TV → THE AMPLIFIERS; HIGH-IMPACT STORYTELLING MOMENTS THAT WE REMIX, REPACKAGE AND REDISTRIBUTE ACROSS OUR SOCIAL PLATFORMS.

#STADIUMANYWHERE









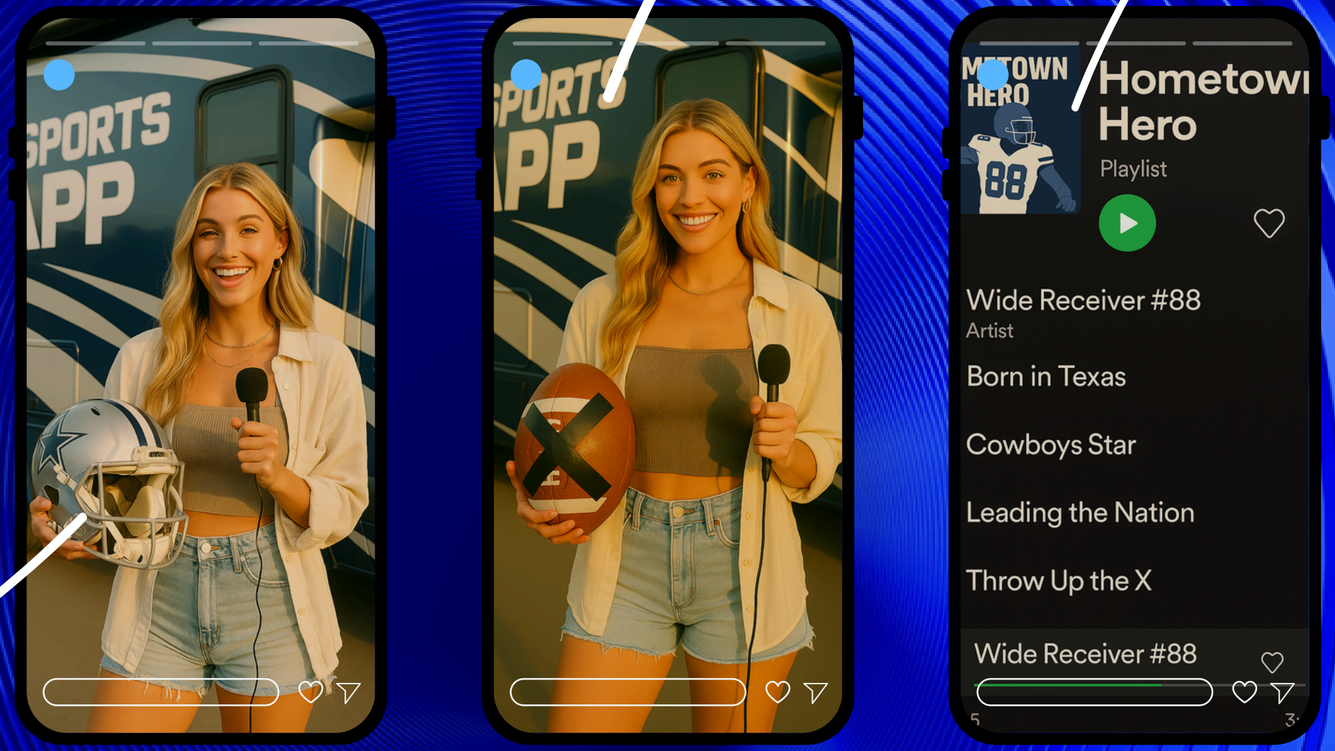
WHO'S ON THE BUS?

- Builds anticipation around each RV tour stop by teasing the mystery athlete
- Audience becomes part of the guessing game, increasing engagement, repeat viewership and social buzz leading up to each reveal

Hint #1: Cowboys player

Hint #2: Signature Celebration

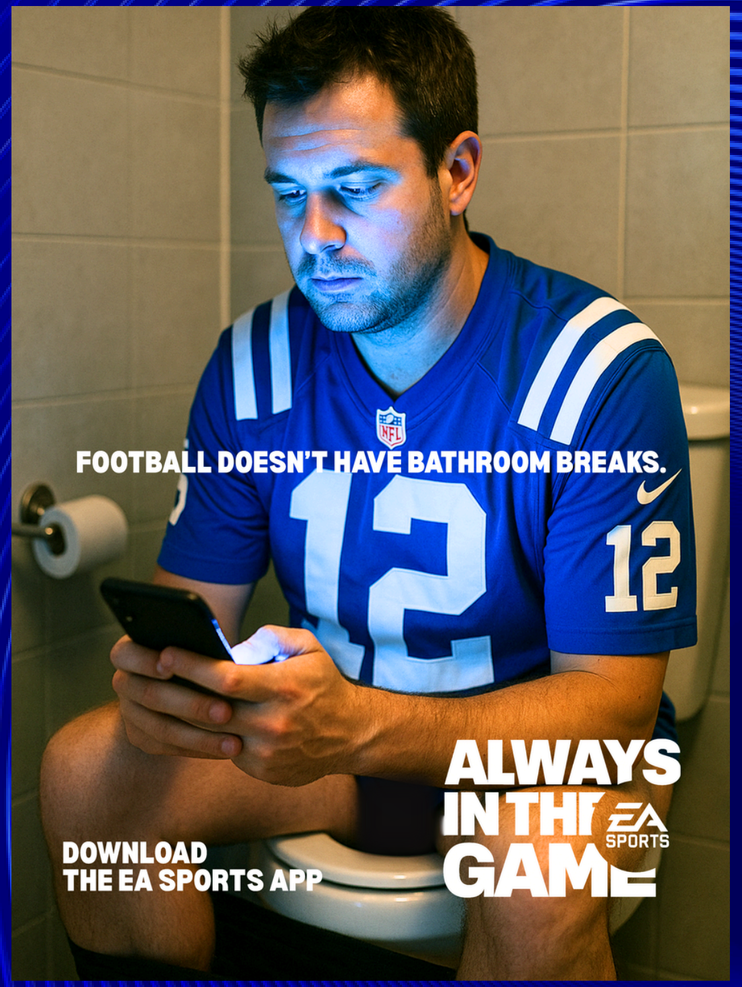
Hint #3: Playlist with relevant tracks



TACTIC 3: PRINT ADS

PRINT ADS


MADNESS DOESN'T STOP FOR CLASS
NORTH
1
CAROLINA
DOWNLOAD
THE EA SPORTS APP
ALWAYS
IN THE
GAME
EA SPORTS


FOOTBALL DOESN'T HAVE BATHROOM BREAKS.
12
12
DOWNLOAD
THE EA SPORTS APP
ALWAYS
IN THE
GAME
EA SPORTS


THANKSGIVING TURKEY ISN'T AS GOOD AS FOOTBALL
8
8
DOWNLOAD
THE EA SPORTS APP
ALWAYS
IN THE
GAME
EA SPORTS

TACTIC 4:
TV COMMERCIAL



CLIP 1: FAN ERUPTS IN CHEER WHILE IN PUBLIC RESTROOM. MANIC GAME-DAY ENERGY.



CLIP 2: FAN CARRYING CHAOTIC OVERLOAD OF GROCERIES. NEARLY DROPS BAGS TO CHECK APP.



CLIP 3: FAN WATCHES GAME, PRETENDING TO FILM BIRTHDAY GIRL AT HER PARTY.



CLIP 4: JOB CANDIDATE CAN'T HELP BUT CHECK EA Sports APP DURING INTERVIEW.



CLIP 5: MOTHER CHECKS THE SCORE OF THE PACKERS GAME AFTER GIVING BIRTH.



CLIP 6: WOMAN SCREAMS "YES" IN RESPONSE TO THE WINNING GAME.

TACTIC 5: THE ATHLETIC OP-ED

THE ATHLETIC OP-ED

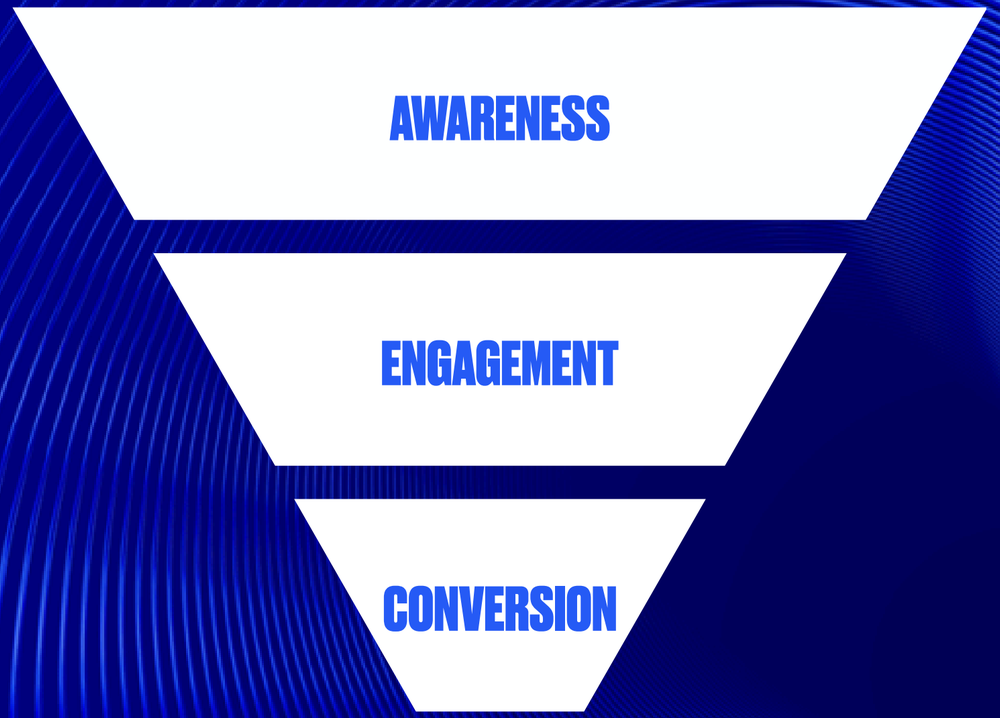
"The problem is that much of the sports landscape has not fully caught up with the fans."



MEDIA LIST

Category	Outlet	Pitch Contact	Why They Fit
Traditional Sports	247Sports	Brady Quinn	Fan experience analysis, not recruiting
Traditional Sports	Bleacher Report	Master Tesfatsion	Culture-first sports storytelling
Sport Culture	Barstool Sports	Jack Mac (Jack McGuire)	Fan antics + virality
Sport Culture	Overtime	Zach Weiner	Gen-Z fandom + NIL creators
Sport Business	Sports Business Journal	Michael McCarthy	Sports media & streaming shifts
Sport Business	Adweek	Robert Klara	Experiential marketing + campaigns
Entertainment	TMZ Sports	Gary Trock	Athlete appearances + viral IRL moments
Entertainment	Hollywood Reporter	Alex Weprin	Sports + entertainment industry crossovers

HOW WE WILL MEASURE SUCCESS



CAMPAIGN SUMMARY

A NEW ERA OF FANDOM

↓

A STRATEGIC RESPONSE

↓

THE IMPACT

THANK YOU, QUESTIONS?