



CASE STUDY

Three-Point Play

Promoting a sports team during a pandemic is certainly a challenge. The Brooklyn Nets, like many teams, sought a way to reach out to their most loyal fans during the COVID-19 shutdown.

They opted to send a bottle of Frank Family Napa Valley Cabernet Sauvignon—a really nice bottle—to their most loyal fans. The art was simple and elegant. To further the branding, we replaced the back label on each bottle with a custom “Brooklyn Nets label”. This complemented the Brooklyn “B” logo on the front. Each bottle was drop shipped to suite holders and season ticket holders along with a

card from the team thanking them for their continued support.