

2K League:
Reaching a Wider
Audience



NBA2K
LEAGUE

Business of Basketball





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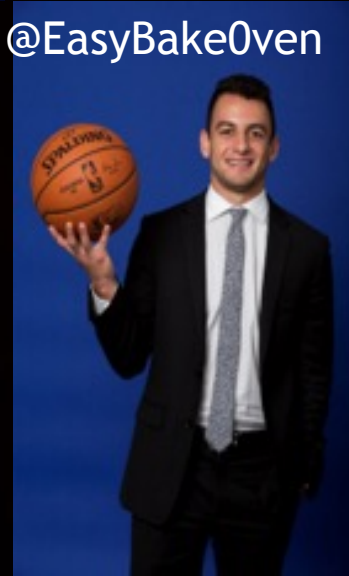
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The Problem: Our group was tasked with solving an awareness problem: How can we most efficiently activate this product to increase visibility?





who are our fans?

	eSports Fans	NBA 2K League Followers	Avid NBA 2K League Followers	NBA 2K League Followers Under 25	NBA 2K League Followers Age 25+	2K League Followers Core NBA Fans	2K League Followers Casual NBA Fans
	N=1,000	N=299	N=156	N=143	N=156	N=166	N=114
Gender							
Male	80%	93%	94%	92%	94%	94%	94%
Female	20%	7%	6%	8%	6%	6%	6%
Age							
13-17	15%	8%	8%	16%	0%	9%	4%
18-34	75%	84%	81%	84%	84%	85%	84%
35-40	10%	6%	7%	0%	12%	5%	8%
41 or more	0%	2%	3%	0%	4%	1%	4%
21 or more	72%	78%	78%	54%	100%	77%	81%
Avg. Age	25.4	26.1	26.1	20.2	31.5	25.9	26.7
Ethnicity							
Black	17%	26%	25%	27%	26%	29%	24%
White	62%	49%	46%	45%	53%	42%	62%
Hispanic	15%	18%	21%	22%	15%	22%	14%
Asian	10%	8%	9%	9%	8%	8%	5%





- Locked In (Revamped)
- Short Form Content
- Influencer Strategy
- Big 3 Partnership
- Gamification
- 2K League: Popular Culture
- Corporate Social Responsibility (CSR)

Locked In (Revamp)



Key Goals of Locked In 2.0

“Build more content and information about the programming and players who represent the teams, to reach the general public”

Giving fans compelling new information about their favorite players and teams

Allowing the fans to understand the dynamic of team through the opportunity to witness conflict and conflict resolution

Combining off-court footage with 2K game play



Our Recommendations for Locked In 2.0

Structural Changes

Team focused (4 during the season)

Follow a new team after each marquee event

3, 15 minute episodes per team

Content Changes

Locations for filming: team house, practice facility, 2K League Studio

Emphasize team relationships and conflict

Each episode ends with team's weekly match up





Benefits of Locked In 2.0

Retain ability to tell personal stories

Extends narrative to team dynamic

Provides variety

Introduces fans to players/teams outside of their natural purview

Increased sponsor visibility

Potential for current and future sponsors to get airtime on NBA 2K original content like never before

"Sign players with well-rounded personalities, not strictly skill-based individuals."



Short Form Content



Create Short Form Content



Create short, digestible content with considerable capacity for sharing

Attract new partners to 2KL brand

Highlight various 2KL stakeholders

Generate excitement, especially in offseason, with player personality and competitive narrative





How To / Tutorials

Player-led instructional or tip videos on a particular area of the game

Clears confusion on skill level of 2KL players

Attracts general 2K fans



#NBA2KLEAGUE #GrizzGaming

HOW TO SHIELD IN NBA 2K19 | Grizz Gaming Tips



Front Office Facetime

Off-season preview show
with front-office personnel

Express purpose to gear more
from front office realm of 2KL

Incorporation of strategy aspect
where a team discusses offensive
or defensive strategy





Gaming Panel Short Form Show

Gather 3-4 2KL players to play a non-sports video game

Moderated discussion with influencer about gaming career/development

Easy space for player personality to come out in comfortable environment



Influencer Strategy





Influencer Marketing Strategy

Opportunity for massive exposure

→ Considerable room for expansion of 2k League Influencer strategy

The impact of 2K YouTubers

→ 82% of consumers said they were very likely to follow the recommendation of an influencer they follow

→ Chris Smoove: 4.5m subscribers
CashNasty: 3m subscribers



Current Influencer Strategy

Relationship with youtubers like CashNasty, T Jass, SGK7

Success and impact of current IG Live and YouTube activity not reaching full potential

Opportunity for paid promotions in Season 3

Authentic tune-in advertising on YouTube content and Twitch streams



Short Form Content Integration



Opportunity to increase audience for short form content – the influencer effect

Promotion on influencers' platforms

Guest-Hosting Gaming Panel talk show

Enhancing studio experience



Big Idea: KG and Area 21

Member of 2K family with platform to speak about it

→ Guest announcer in 2k18

1-2 minute recap of weekly 2K League action

→ NBA TV opportunity



The Big 3 Partnership



What is the BIG 3?



Professional 3 on 3 basketball league founded by Ice Cube in 2017

12 teams, 17 locations, 11 week season (June-August)

Rosters made up of former NBA and international players

Broadcast on CBS and CBS Sports on Saturday's and Sunday's





Why the BIG 3?

Over 100,000 viewers age 34 and under

→ 13,484 fans in attendance per event, up 25% from inaugural season

Cross promotional content and press coverage opportunities

→ Social media content

Increased access to retired players and influencers

→ Actionable promotional resource from the new CBA

Start-up sports leagues on similar timelines

→ Season schedules align



Why the 2K League for BIG 3?

Opportunity to reach a younger audience

92% of 2K League fans are 35 or younger

Only 25% of BIG 3 fans are 35 or younger

Opportunity for BIG 3 to cultivate relationship with an NBA League and 2K Sports

Ice Cube has expressed interest in both NBA and gaming opportunities

Cross-promotional, content, and press coverage opportunities

Increased opportunities for BIG 3 players

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Age		
13-17	15%	8%
18-34	75%	84%
35-40	10%	6%
41 or more	0%	2%
21 or more	72%	78%
Avg. Age	25.4	26.1

Ice Cube Says EA, 2K Sports Interested in BIG3 Video Game

TIM DANIELS
JULY 21, 2018

B-R BLEACHER REPORT



How to Activate?

- Ice Cube, Michael Rappaport, and Big 3 players on stream in the 2K League playoffs and finals

→ Leveraging Big 3 players social platforms

- NBA 2K League activations in arena at BIG 3 events

→ 2-on-2 NBA 2K in the concourse featuring 2k league players

→ 3-on-3 basketball on court featuring 2K & BIG 3 players and vice versa

- Addition of BIG 3 teams, players, and logos into NBA 2K video game

→ Ability to purchase BIG 3 merch in Park Mode



Gamification



NBA 2K League Pick'Em

Pick winners of weekly match-ups between teams

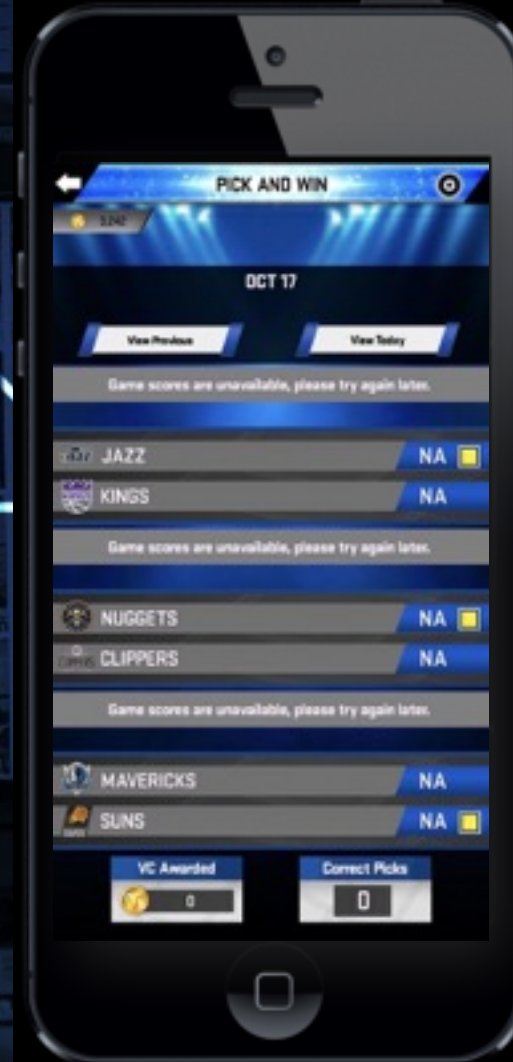
→ **Make picks via 2K League app or website**

→ **2K has developed similar app for NBA**

Earn prizes or “points” based on number of correct picks

→ **Public leaderboard to keep track of top scores**

→ **Grand prize at end of the season to most accurate user**



Partners who could provide prizes



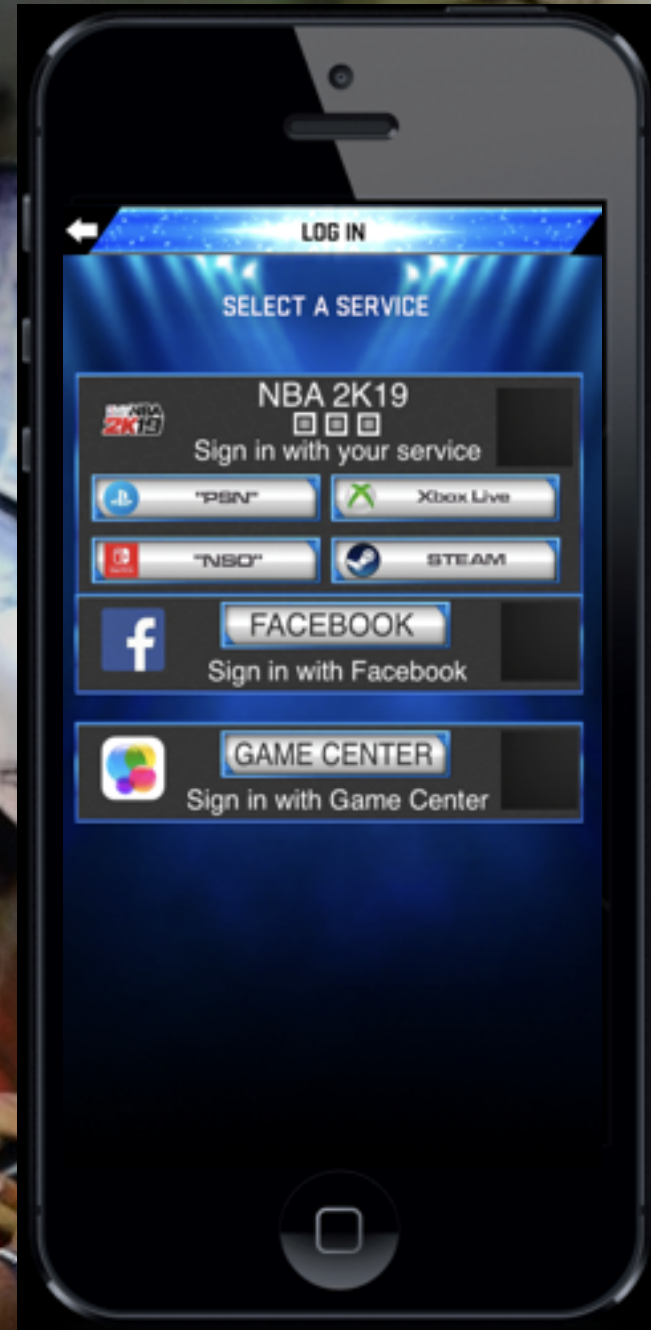
Pick'em Opportunities

Drive fans to 2K League app and website

Increase fan engagement

Familiarize fans with idea of sports betting

Significant data capture through login information via email, social media, or gamertag



THE POWER OF LOOT DROPS

Rewarding Fans:

Enriches viewer experience

Attracts eSports and video game participants

Encourages growth of engagement around the league

The Loot:

MyPark Gear

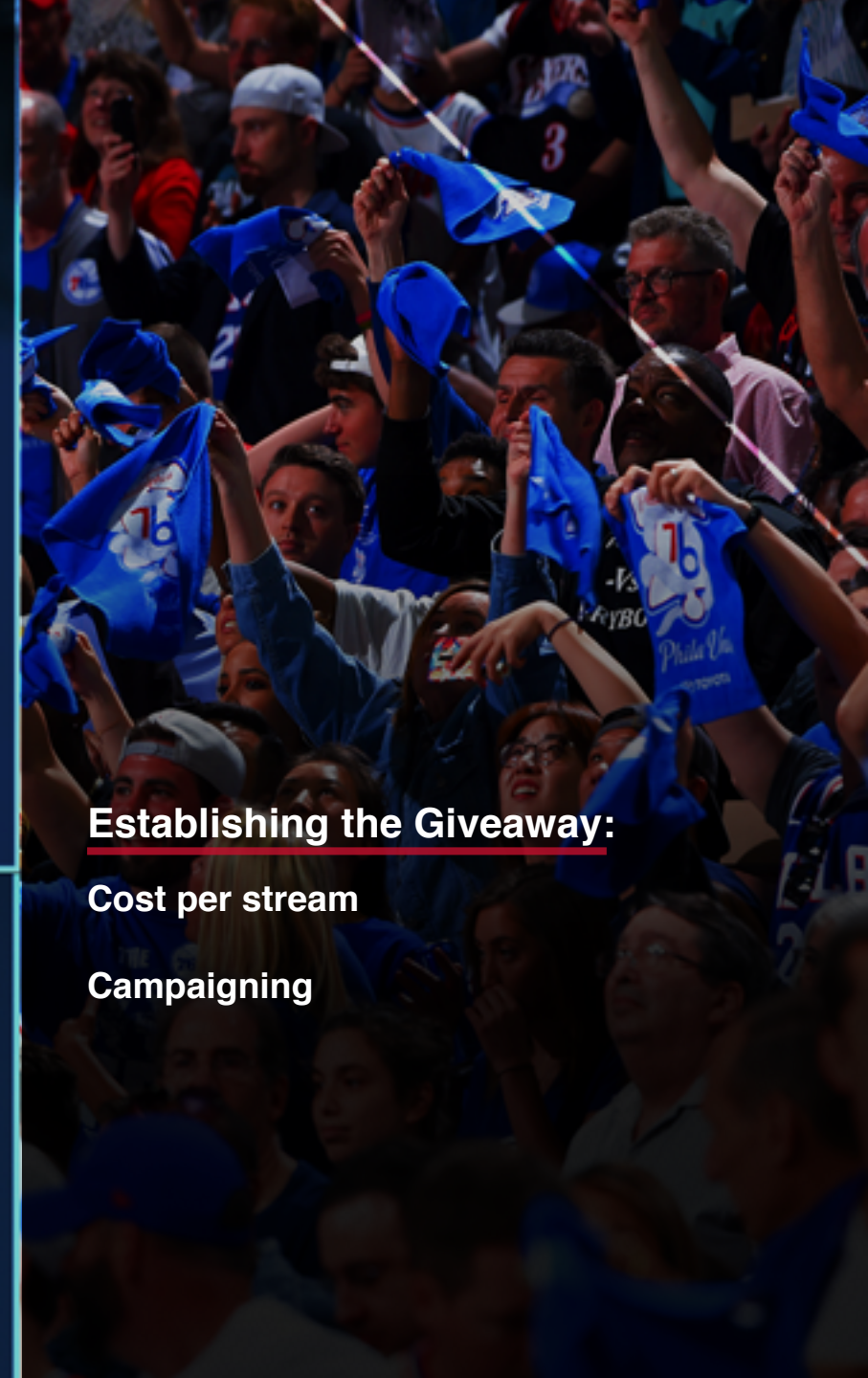
MyPlayer Customization (i.e. Tattoos, Hair Styles)

Emotes

Establishing the Giveaway:

Cost per stream

Campaigning



More Fantasy & Gaming



Bracket Challenge for Banner Chain Tournaments and Playoffs

→ Quick and easy to complete, engaging, short term payout

Eliminator Challenge

→ Pick a winner every broadcast or week, lose that team, larger long-term payout

2K League Popular Culture





Highlight Sneaker Culture

Partner with media distribution companies

Leads to opportunity for sponsors

Bring in non-endemic sponsor

Integrate influencer into programming



Prospective Partner: *Complex*

COMPLEX

Complex's Social Media on
Following:
Instagram: 4.7 million
YouTube: 3.9 million subscribers

The NBA 2K League currently has no media distribution partner, Complex is a brand on the forefront of innovation surrounding the future of cultural trends today

?

Complex has produced some of the most iconic digital content around sneaker and streetwear culture in this day and age



"NBA 2K League players could wear cool kicks, hats, and jerseys .. [it] might be a better opportunity for product placement and more sponsorships for players."



Bring in Non-Endemic Sponsor

Potential brands to engage

ASOS
marketplace

Madhappy.

WARBY PARKER
eyewear

Goal of increasing awareness through new social channels and connecting with fans through lifestyle brands

[Warby Parker Case Study](#)



Deepening the Relationship with Complex

Complex Con Activation

Sneaker Shopping

Complex Closet Series

Integrating 2K League into non-sneaker/streetwear Complex platforms

?



Corporate Social Responsibility



Goals of Corporate Social Responsibility

Bolster company image/brand
→ Positive public perception

Boost employee morale
→ Sense of pride with work/fans

Engage with potential consumers
→ Indirect marketing

**Increased media coverage/
content**

Inspire future esports gamers





NBA 2K League – Kids Camp

MISSION: Cultivate the future loyal 2K League viewer

Each team hosts 1-2 day camp(s) in respective city

→ Electronics in round-table set up for kids to compete

→ Professionals share passion and tips for the game

Grow enthusiasm for the league at a young age

→ Inspire youth through competition, interaction with pros and interaction with a community of gamers

→ Talk about life as a professional gamer

→ Grow popularity through distribution of 2KL merchandise





Philanthropic Ideas

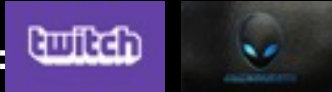
St. Jude Play Live

Global fundraising campaign to fight child cancer

Play favorite games to raise funds/awareness

Raised \$11,000,000 last year

Powered by:



Child's Play

Improving lives of hospitalized children through the power of play

Interactive maps showing kids wish list

Over 180+ hospitals, \$44,500,000 raised

2K My Cause

3 v. 3 tournament in off-season, winner receives money for charity of choice

Players can choose to play with any two 2KL players

1-2 day event, increased content

NBA 2K Cares

Opportunity to join in-community initiatives

Similar approach to NBA cares



THANK YOU!

