



## AGENCY PROFILE

**TEAM EPIC IS A SPONSORSHIP & LIFESTYLE MARKETING PARTNER TO ICONIC BRANDS ACTIVATING THE BIGGEST SPORTS AND ENTERTAINMENT PROPERTIES.**

### TRANSLATING EMOTION, TRANSFORMING SPONSORSHIP

We believe that if you can successfully translate the power of human emotion, uncover the insights about what is most relevant and inspiring to consumers then you can transform sponsorship, transform engagement, and transform the value brands can get from their partners, properties and consumers. Leveraging our strong negotiation clout and a track record of identifying the right sponsorships and events matched to our clients' needs, Team Epic has a deep history of leading transformation; from pioneering naming rights to creating new sponsorship categories, to activation that inspires conversations and sharing.

While we are proud to work with iconic brands, we believe it's less about the company you keep and more about how long you keep the company, and Team Epic enjoys longstanding client relationships built on trust, and a track record of high performance delivery.

Team Epic is an agency of 150 inspired, passionate professionals who thrive in our industry- leading culture designed to be absolutely people centric. We invite you to visit our offices where the "buzz" is palpable and invigorating.

We recently joined forces with MKTG – the leading experiential and lifestyle marketing agency that numbers 450 people worldwide, and 7,000 brand ambassadors in our database. Our combined agencies will anchor the MKTG global lifestyle marketing agency and have the unparalleled resources of the Dentsu Aegis network at its disposal.

### CASE STUDY: FedEx/NFL "Air & Ground"

When FedEx became our client in 1993, the company was dominated by its Express Air service. However, it's no longer simply the company that delivers "absolutely, positively, overnight" but rather it competes in a highly complex environment that includes Express, Ground, Freight, and International delivery services and it owns and operates the FedEx Office retail network.

## CONTACT INFO

**Michelle B. Berg, Executive Vice President**

michelle.berg@anepiccompany.com

203.831.2076

www.anepiccompany.com

### Our Approach

FedEx needed a dynamic new sponsorship approach to address its evolving business model, and it also needed breakthrough activation programming. Accordingly, Team Epic worked with FedEx to develop a multi-year strategic plan which segments sponsorship opportunities according to their role within the portfolio, the objectives they are intended to achieve and how they will be measured. FedEx now enjoys one of the most prominent and successful sponsorship portfolios in the industry.

The foundation of the FedEx sponsorship portfolio is the NFL. FedEx needed a breakthrough promotional program that reinforced the leadership position of its two primary brands FedEx Express (overnight air delivery) and FedEx Ground, would resonate with fans and be relevant for years to come. Our rationale for selecting the NFL was driven by research identifying it as the most popular sport for FedEx's key targets, and we were convinced the Air & Ground platform we created would allow us to develop programming that was highly relevant to our business (Express & Ground) and it corresponded perfectly with the attributes of passing and rushing so important in football.

Team Epic worked with FedEx to ensure that the Air & Ground campaign was fully integrated within almost every aspect of its business by utilizing a through-the-line channel activation approach which included Air & Ground weekly player voting programs, content development, social media programming, local market events, retail promotions, themed user group promotions, an aggressive PR outreach program...and more. And as the business needs of FedEx have evolved we have refined programming that has elevated the brand, generated revenue, impacted key markets and promoted new services.

### Results

The Air & Ground campaign has generated billions of impressions, tens of millions of dollars in incremental revenues, themed campaigns that are 5-7 times more effective than similar non-themed promotions, and has impacted hundreds of thousands of VIP customers. And while a business success for FedEx, the campaign has consistently been named by the Promotional Marketing Association (PMA) as one of the most effective long term campaigns in the industry.