

A LEAGUE OF THEIR OWN



FEATURED LEADER

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TELL US ABOUT YOUR COMPANY AND YOUR EXPERTISE IN SPORTS MARKETING AND ACTIVATIONS.

rEvolution's an integrated sports marketing agency strategically designed to help not just bring brands to sport's biggest events, but make them the main event. We take a great amount of pride in being the brand behind the brands, telling their unique stories in the right arenas and authentically connecting them to sports' biggest fans. Simply put, we connect brands with fans.

Integration's in our DNA. We approach our work from the foundation of our three service pillars of strategy, activation and measurement to deliver best-in-class ideas, execution and evaluation, made possible through our integrated services model. This is at the core of what gives us an edge in creating meaningful campaigns that truly connect brands to the most passionate fans – no matter the platform.



HOW ARE YOU UNIQUELY QUALIFIED TO HELP BRAND MARKETERS CONNECT WITH SPORTS FANS?

rEvolution's rooted in the sports and lifestyle space in a way that no other integrated agency is. We're independent and platform neutral—meaning we represent brands, not selling athletes, leagues or teams. We're never beholden to anyone, which frees us to strategically craft the right sports marketing campaigns that make the most sense for each of our brand partners. And with subsidiary agencies rEv YOUTH and REV/XP, our clients enjoy unmatched expertise within youth marketing and across the emerging esports and gaming industries, all backed by the integrated services discussed above.

As one rEvolution across our global offices, we're built with in-house capabilities that expand the U.S. and UK across every department, allowing us to manage and bring to life every aspect of a client's campaign anywhere in the world.

TELL US ABOUT A RECENT SPORTS ACTIVATION YOU'RE PARTICULARLY PROUD OF.

We're a leader in soccer marketing, and have been very involved in the space, from both a domestic and international capacity, for years. Just this past summer, we had a large hand in two of the sport's biggest events—2019 World Cup and Concacaf Gold Cup Final.

U.S. Soccer chose rEvolution to design and activate its official 2019 World Cup semifinals and finals watch parties for all fans to celebrate the U.S. Women's National Team's historic win. Additionally, we helped longtime women's soccer supporter Continental Tire produce and distribute content leading up to and during the tournament, including TV commercials starring USWNT's Alex Morgan and Tobin Heath that were nationally broadcasted throughout the entire tournament.

Concacaf also selected rEvolution to develop and execute a Gold Cup Union Station takeover the week leading up to the Final between the U.S. and Mexico. With a 24-ft. Gold Cup trophy front and center, the station activation caught the attention of national and international media, visiting fans and station commuters, lending itself to a packed stadium and the most-watched non-World Cup soccer telecast ever.

