

# 8 ELEV SPORT Group 8 Takis Pitch-an-Athlete Fall 2025 MARKETING



# ELEV 8 SPORT MARKETING



## MEET THE TEAM:



Nathaniel Gouker



Sophie Guerrettaz



Jack Huber



Logan Reinhart



Nick Sonnenklar



Aaron Thomas

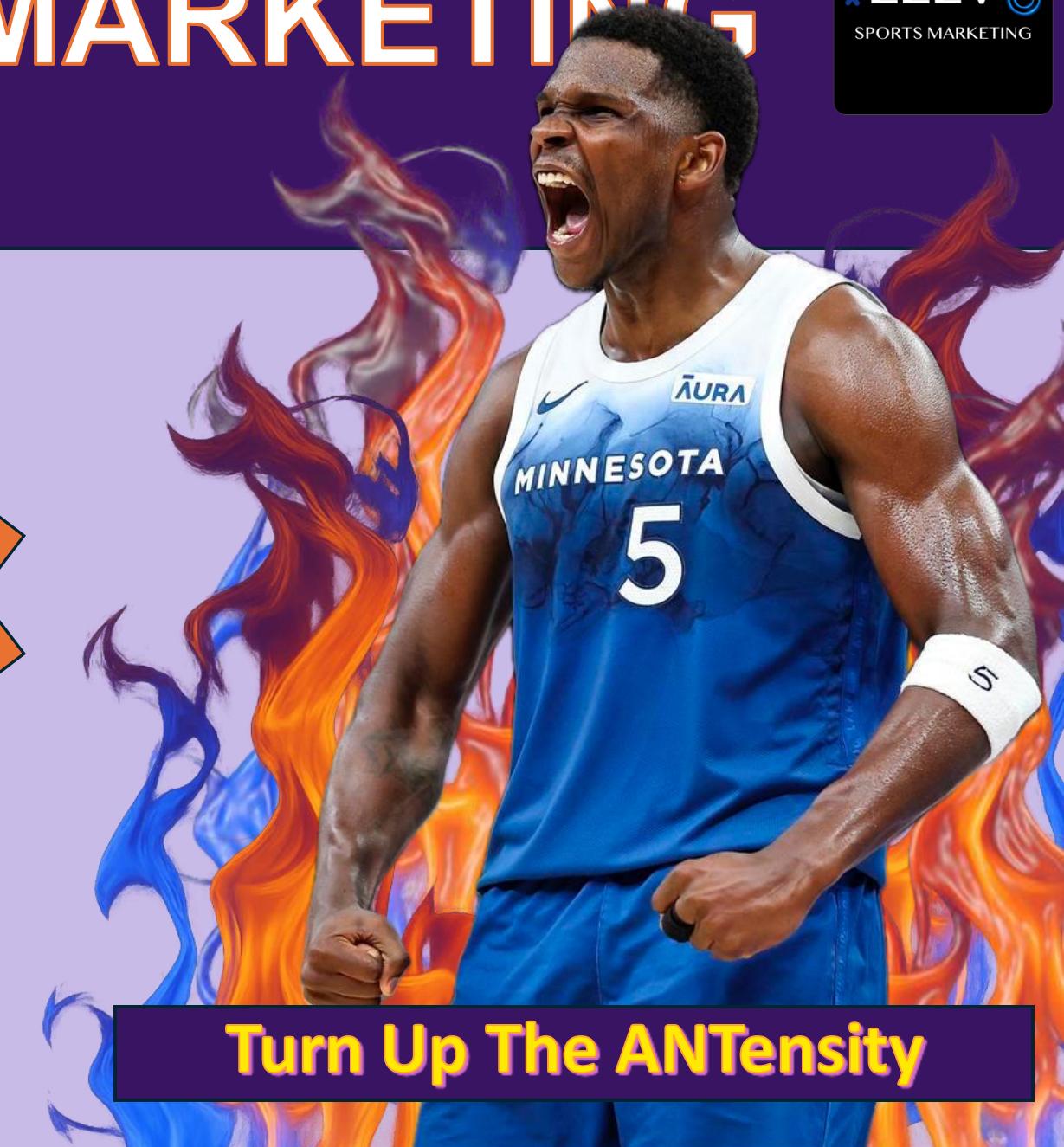


Ava Weisheit

# ELEV8 SPORT MARKETING



Group 8 Takis Pitch-an-Athlete Fall 2025



Turn Up The ANTensity

# Who is Anthony Edwards?

- Who is Anthony Edwards?
  - Born in Atlanta, Georgia
  - #1 player in the class of 2019 & McDonalds All-American, committed to play at UGA
  - Picked #1 overall in 2020 by the Minnesota Timberwolves
- Since then:
  - 2x All-NBA performer
  - 3x All-Star
  - 2024 Olympic Gold Medalist
  - Multi-year deal with Adidas worth around \$50 million



# About ANT: SWOT Analysis

## Strengths

- Elite Athleticism & Explosiveness
- Scoring Versatility & Development

## Weaknesses

- Emotional Control / Discipline Issues
- Consistency & Efficiency Fluctuations

## Opportunities

- Becoming a Franchise Cornerstone / Face of the League
- Brand & Endorsement Growth.

## Threats

- Injury / Burnout
- Behavioral / Disciplinary Consequences
- High Competition & Evolving NBA Landscape



# Takis Timeline



**1999: Invented in Mexico**



**2001: Entered US markets and exclusively sold in convenience stores**



**2012: Barcel USA opens a distribution plant in Texas to accommodate the national demand for Takis**



**2015: Expands to Canada**



# Face the Intensity

- Takis offers over 10 different product lines each promising a bold and intense experience
- 40 different flavors are included
- Takis are targeted towards daring snackers who are looking to spice up their cravings



# Brand Associations

## TAKIS

- Vibrant colors
- Edgy and fun
- Wide flavor range
- Affordability
- Distinctive packaging

## ANTHONY EDWARDS

- Elite athleticism
- Charismatic personality
- Intense confidence
- Young star power
- Authentic and relatable

# How Their Brands Intersect:

What makes Takis and Anthony Edwards a Perfect Match?

## INTERSECT

- Intensity/Energy
- Bold Personalities
- Youth appeal
- Global appeal
- Cultural Relevance

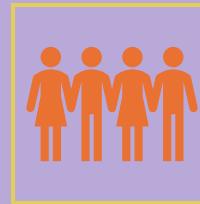
# Alignment of Target Markets



## Youth/Young Adults: Ages 13-34

Takis & Edwards: Aim towards younger demographics

Edwards applies to a larger male population than female



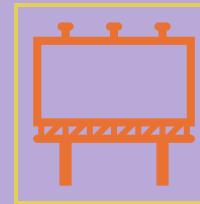
## Race/Ethnicity

Both have a diverse audience, but a strong presence amongst Latino, Black, and Gen Z fans



## Cool/Bold/Edge

Takis: Daring intense flavor  
Edwards: Confidence & swagger



## Pop Culture Appeal

Takis: Leans into trends and social media  
Edwards: social presence/trending

# Campaign Goals and Objectives

## Goals

- Brand Positioning and Awareness
  - Build community
  - Brand Longevity

## Objectives

- Product Packages
- Promote Tik Tok ads

## Slogan

“Turn Up The ANTensity”



## Concept

- Intensity
- Confidence
- Youthful Energy

# PRODUCT PACKAGING PROTOTYPE



*Limited “Takis Inferno: Turn Up the ANTensity”*

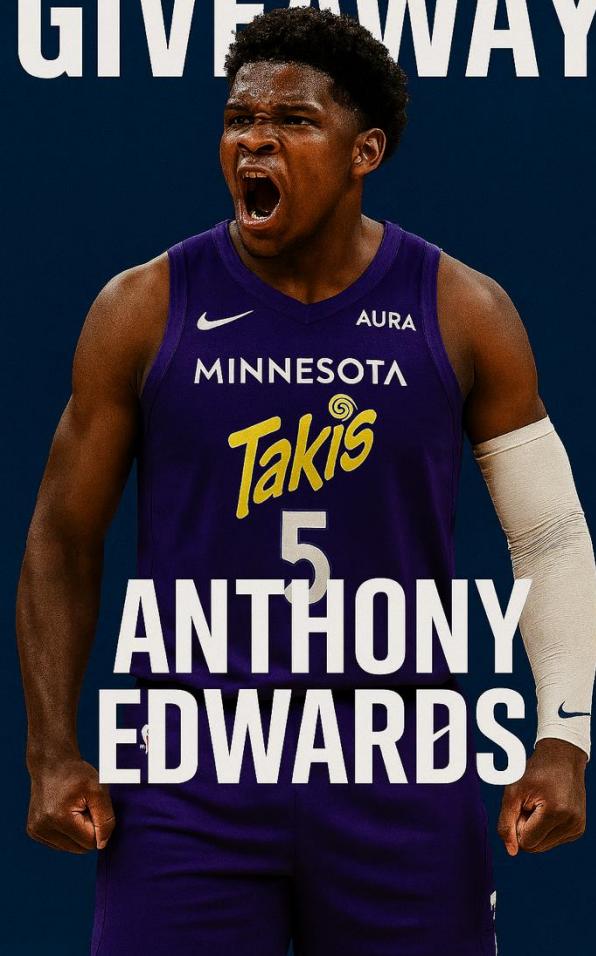
*Eye-catching shelf presence drives impulse buys*

*Appeals to basketball fans, especially younger audiences*

*Limited-time availability creates urgency and hype*

# Online Engagement and Giveaway

## GIVEAWAY

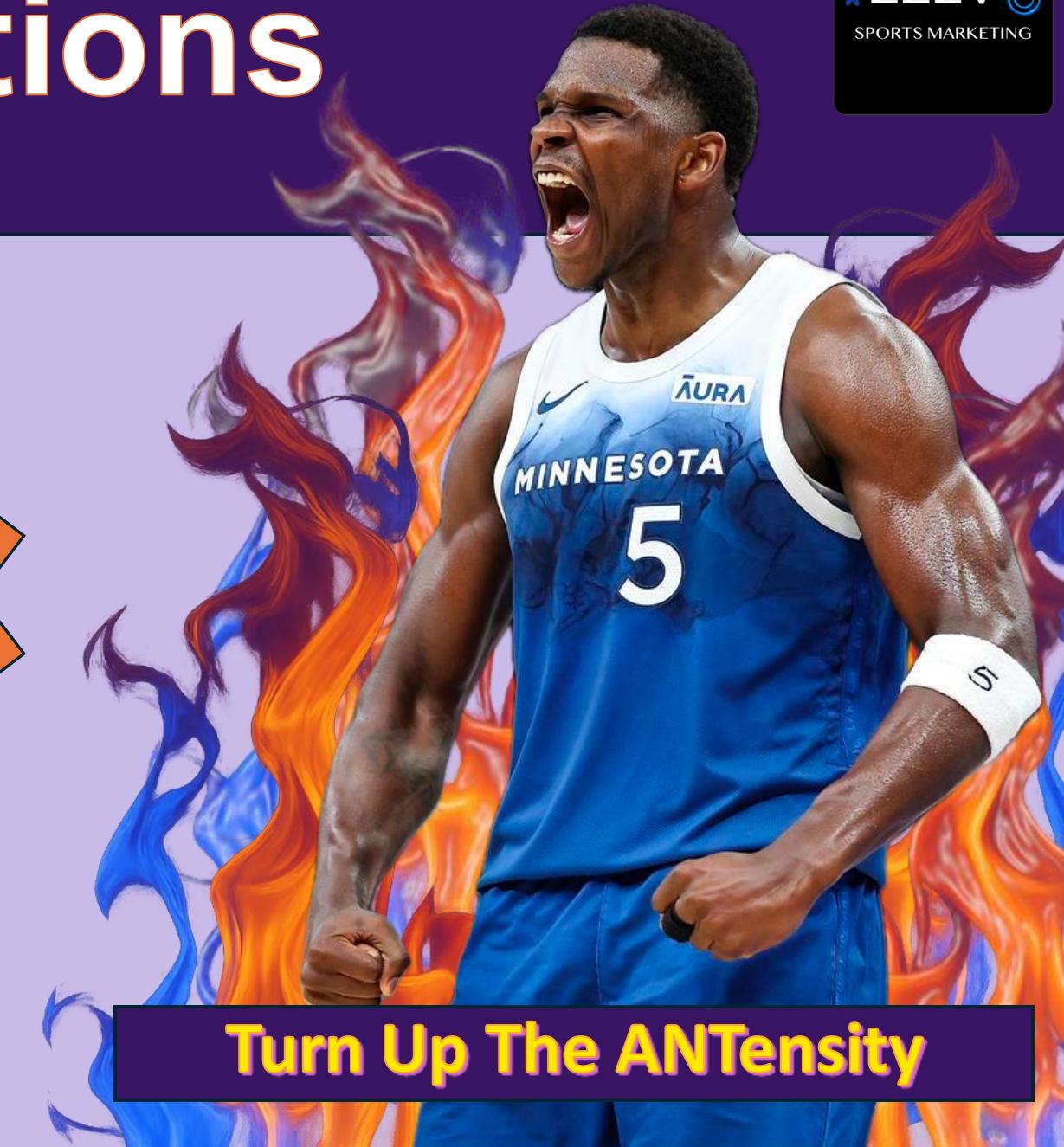


1. Take a photo or video showing off your skills
2. Post your content to social media with the hashtag **#turnuptheANTensity**
3. Automatically entered to win tickets to a Timberwolves game & meet Anthony Edwards



Advertisement

# Questions



Turn Up The ANTensity