

ELEV 8 SPORT

Group 8 Takis Pitch-an-Athlete Fall 2025
MARKETING



ELEV 8 SPORT MARKETING

MEET THE TEAM:



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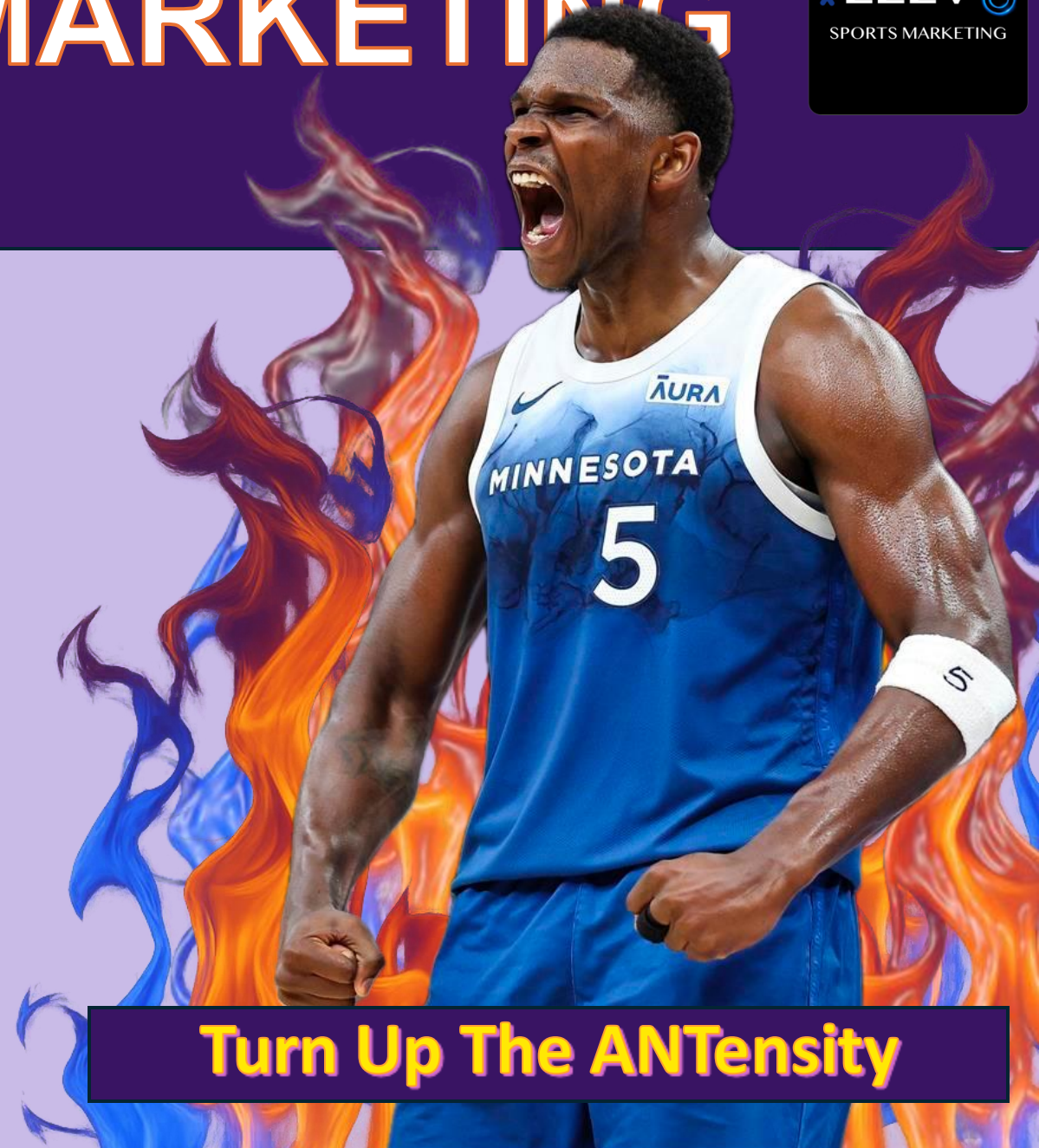


Ava Weisheit

ELEV8 SPORT MARKETING



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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

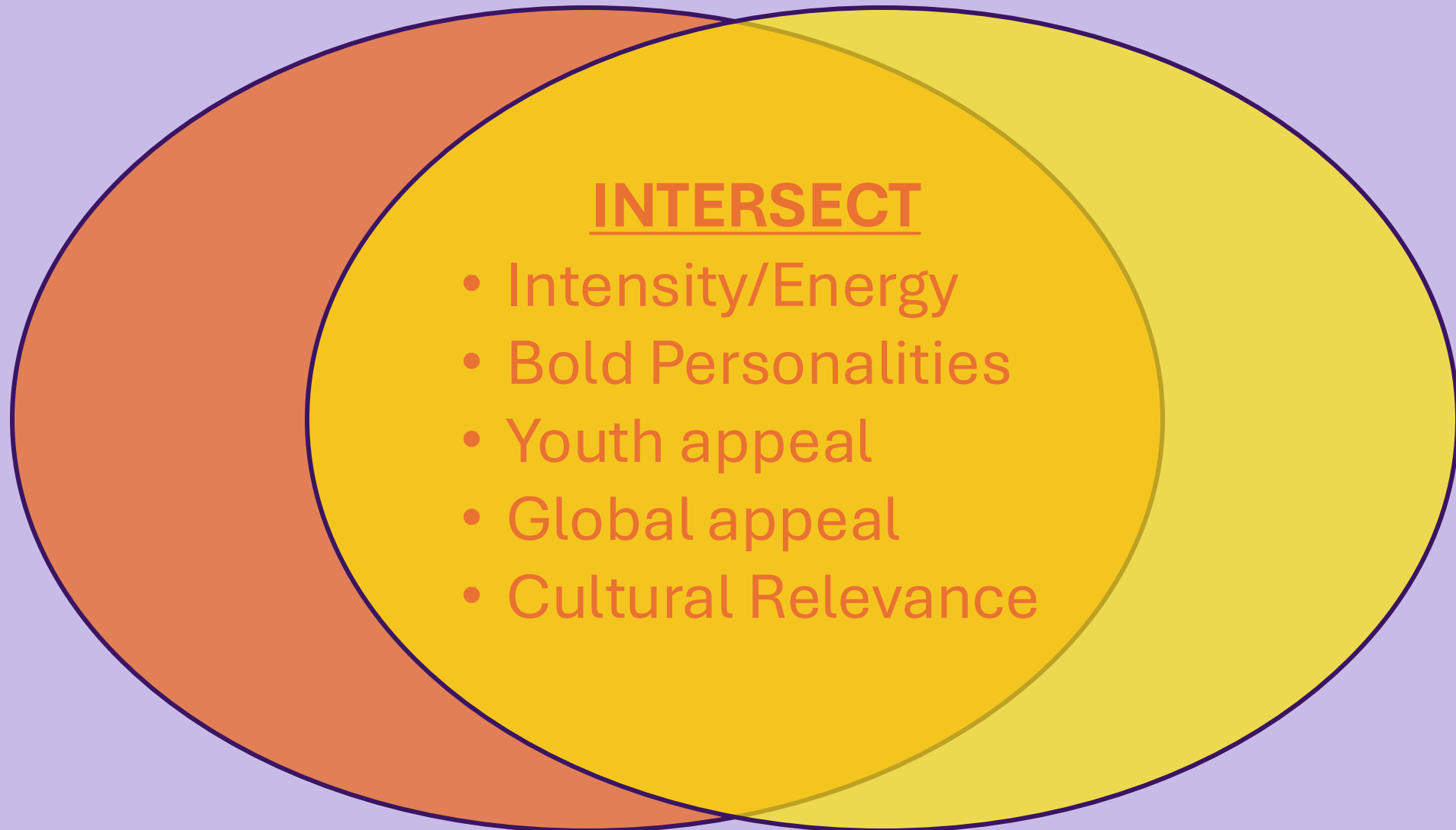
- Vibrant colors
- Edgy and fun
- Wide flavor range
- Affordability
- Distinctive packaging

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?



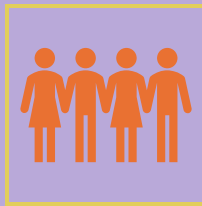
Alignment of Target Markets



Youth/Young Adults: Ages 13-34

Takis & Edwards: Aim towards younger demographics

Edwards applies to a larger male population than female



Race/Ethnicity

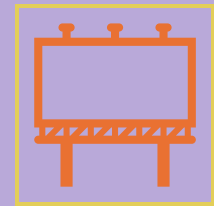
Both have a diverse audience, but a strong presence amongst Latino, Black, and Gen Z fans



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



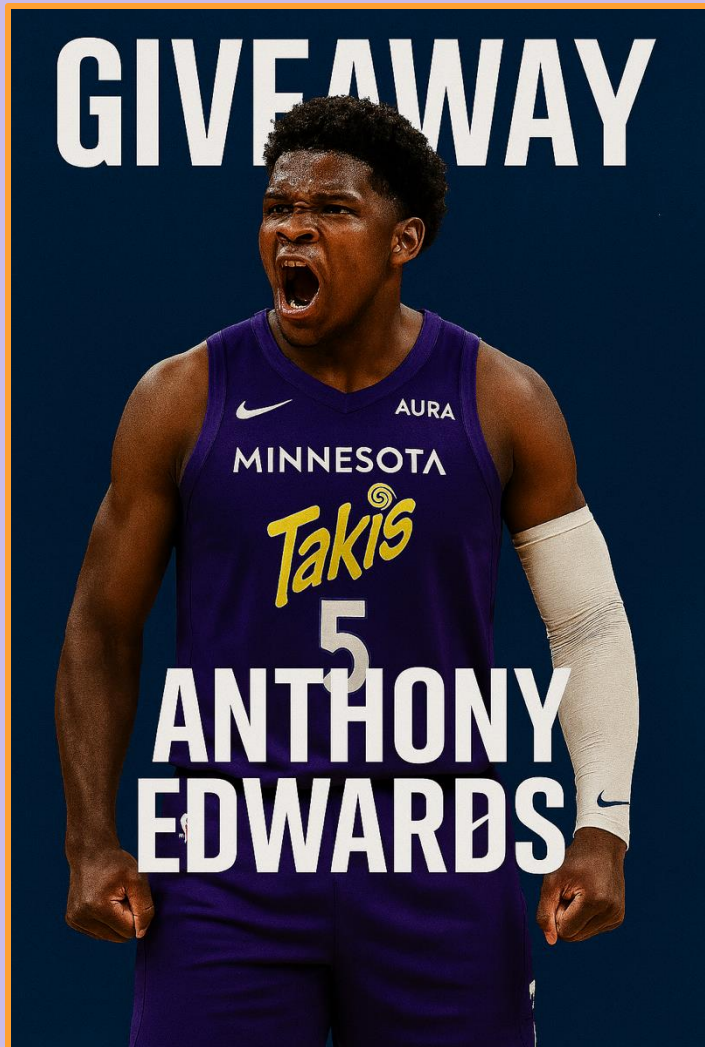
Limited “Takis Inferno: Turn Up the ANtensity”

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



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

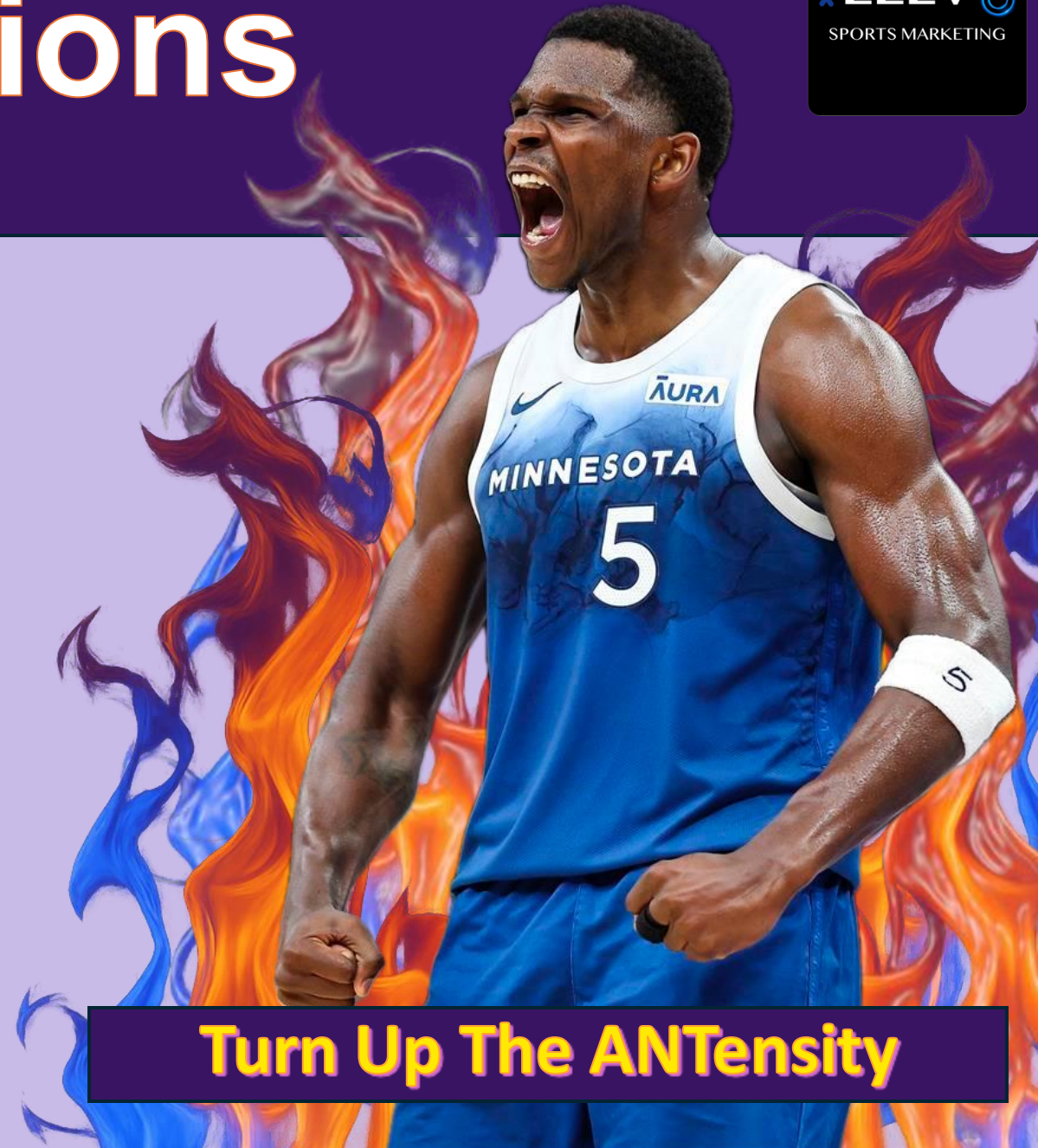


Takis

The Takis logo is rendered in a bold, yellow, stylized font with a thick purple outline. Above the letter 'i' is a purple spiral graphic. Above the letter 'k' is a plume of yellow and orange smoke or fire. The entire logo is set against a black rectangular background.

Advertisement

Questions



Turn Up The ANTensity