

hpl
DIGITAL
SPORT



CAPABILITIES **PRESENTATION**

not paper lantern

Giving brands across fantasy, betting, and e-sports

A BOOST TO GAIN A COMPETITIVE EDGE.



We help brands create relevance with modern audiences.

Our team consists of some of the most talented strategists, designers, engineers, and marketing experts in the agency world.

As competition among betting platforms and media outlets surges, it will be critical to

**UNDERSTAND THE
ESSENCE OF THE
SPORTS BETTOR**

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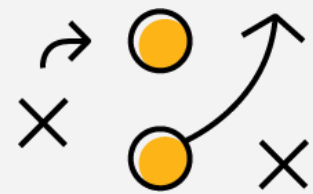
**USE THAT KNOWLEDGE TO
CREATE THE CONTENT
AND EXPERIENCES**

that this market demands.



—Ed Moed,
CEO HPL Digital Sport

While each client has its own unique set of requirements,
**THE SPIRIT OF EVERY
ENGAGEMENT IS THE SAME.**



We work in small, ultra-collaborative, interdisciplinary teams that are purpose-built.



We have deep relationships in this market and truly understand what motivates key audiences.



We've created our own specialized formula to build brands and acquire customers for our clients, based on extensive experience.



We are data intensive from day one and apply science and logic to drive ongoing performance.

WE SPECIALIZE IN USING MODERN TACTICS

**to build brand relevance and acquire customers
in an increasingly crowded market.**



**We can redefine your product and who
is apart of your universe** – because it
has to be different and truly appealing.



**Building trust has never been
more important** – who trusts you
and recommends you will be key.



**Get scrappy and innovate with how
to leverage content/media** –
your number one focus should be
on your most loyal customers.



OUR FORMULA

BRANDING

- Brand Strategy
- Design
- Content Creation

REPUTATIONAL GROWTH

- Earned Media
- Communications
- Crisis Management

PERFORMANCE MARKETING

- Growth Marketing
- Social Media
- Influencers

Let's discuss

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