



Client Videos



ESPN tasked Broadstreet to design and deliver a video case study that captured how ESPN and Gatorade successfully partnered to reach the growing number of female athletes.

Broadstreet created a video in the iconic SportsCenter format and featuring Gatorade's CEO, the video collectively elevated the two brands. Following the screening of the case study to over 2000 media buyers, ESPN immediately deepened a relationship with one of their hardest to reach clients resulting in a multimillion dollar sale.

By taking two distinct brands and enhancing their messaging to deliver new insights to a target audience, Broadstreet told a story that helped ESPN and Gatorade connect with media buyers that might have otherwise missed the opportunity.