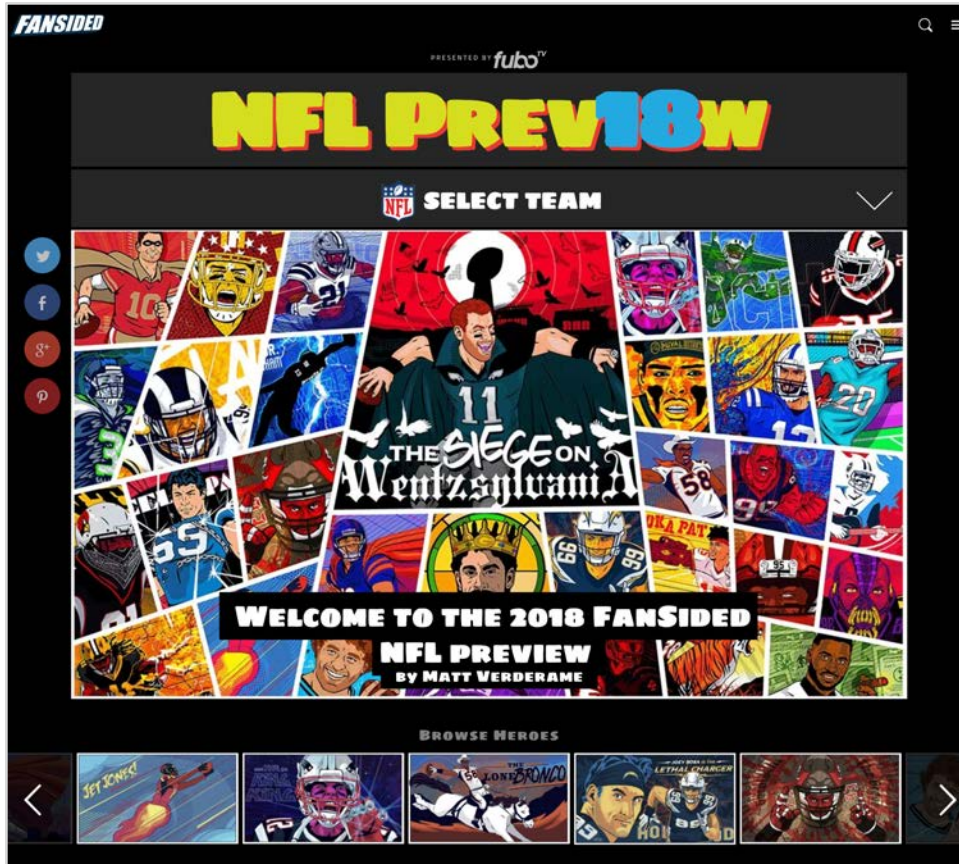




## NFL PREVIEW ILLUSTRATION SERIES

In collaboration with Sports Illustrated and Fansided, MKTG developed a dynamic illustrative campaign for all 32 NFL teams. The designs were used across multiple platforms from social to editorial, including SI KIDS magazine.





## DIGITAL CAMPAIGN

In addition to being used in SI Kids magazine, the artwork led the design for Fansided's NFL 2018 Preview mini-site. The designs were also used to engage fans throughout the season on all their sites and social channels.