

Campaign Imminent: Fox Sports hires new creative AOR to boost awareness

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Brand: Fox Sports, sports network operated by Fox Broadcasting

Opportunity: In the latest burn in the war between rivals ESPN and Fox Sports, the latter has reportedly appointed Wieden & Kennedy, NYC as its first creative AOR. W+K had been making ads for ESPN since 1995 and the glory days of Dan Patrick and Keith Olberman rocking the SportsCenter desk. But, Wieden and ESPN mutually parted ways at the end of 2016, perhaps signaling that the account is in play (research here).

Both networks are facing an uphill battle. Millennials are cutting the cord, limiting Fox and ESPN's ability to reach new viewers on old school cable. And online sports media is saturated more than ever. But Fox Sports is ready to invest more in creative than it has in the past to rise above the clutter, meaning there will be much more advertising revenue in play here.

So, male-focused sellers should start going after this larger traditional and digital media budget. Also, start setting the groundwork for the 2018 FIFA World Cup, which will be Wieden's first major focus, Ad Age reports. Vizeum, now part of Dentsu Aegis's 360i, handles media.

Additional Insight

Incumbent: Pereira & O'Dell had worked with Fox Sports on a project basis.

Digital Breakdown: For the last 12 months, \$5.8 million has garnered 502 million impressions, double the \$2.6 million spent on 303 million impressions in 2015, Pathmatics reports. Both years, site direct desktop made up about 65% of their spend. Last year, the remaining 35% was split between site direct mobile and desktop video.

TMZ was targeted the most last year, at 43.5 million for 206.4 million desktop, desktop video and mobile impressions. I didn't realize guys watched TMZ...interesting. Next up were nhl.com, imleagues.com, hulu.com, coed.com, mlbtraderumors.com, hollywoodreporter.com, nba.com, sports.yahoo.com and yardbarker.com.

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