

# How the New York Red Bulls Achieve Year-Round Fan Engagement

Keeping Work in Motion

 cheqroom

# Let's get to know each other



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# Agenda

01

**Evolution of the Sports & Media Landscape**

02

**Top 3 ways to boost year-round engagement**

03

**Lessons Learned & Looking Forward**

# Introduction

## The Evolution of Sports Media

From traditional broadcasts  
to social media:

A shifting landscape





# 3 Ways to Boost Year-Round Engagement

1

**Evolve Your Brand**

# 3 Ways to Boost Year-Round Engagement

## The NY Red Bulls Brand Evolution

From 2006 to now: Building a strong community and presence in the US



# 3 Ways to Boost Year-Round Engagement

2

**Tell Your Story**

# 3 Ways to Boost Year-Round Engagement

## The Art of Storytelling in Sports

Creating emotional connections: building loyalty through shared experiences



# 3 Ways to Boost Year-Round Engagement

3

**Experimentation &  
Testing**

# 3 Ways to Boost Year-Round Engagement

## Experimentation in Content Creation

Balancing innovation with brand consistency:  
Capturing unexpected moments





All Welcome

Captain Morgan

Continental

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# Wrap Up

**Lessons Learned &  
Future Outlook**





**Thank you!**