


**Grace Casper**

NESN - Marketing Portfolio

Photoshop & Illustrator Graphic Examples



**P | LETS GOBUCS**

**18% INCREASE IN YOY SEASON AVERAGE RATING**  
DATA FOR HOUSEHOLDS

**18% INCREASE IN RATINGS FOR AGES 25-54**  
AS OF GAMES THROUGH JULY 29TH

**46% INCREASE IN RATINGS FOR AGES 18-34**  
PIRATES RESONATING WITH A YOUNGER AUDIENCE

**SPORTSNET PITTSBURGH | SNP 360**



**TRADE DEADLINE SPECIAL**

**LIVE TONIGHT 5<sup>ET</sup>**

**NESN | NESN 360**

**INSIDE**

**PENGUINS**

**—HOCKEY—**

EXCLUSIVE LOOK INTO  
PENGUINS DEVELOPMENT CAMP

**SUNDAY 5:30 & 6 PM**  
FOLLOWING PIRATES POST-GAME

**SPORTSNET PITTSBURGH | SNP 360**

## Announcement Video Executions

*\*Pending Local Availability*

	Teaser	Q&A	Meeting Brick
Concept	Hype-style introduction to new PxP announcer with minimal VO and dramatic music in background; we watch the new person enter the Garden 'for the first time' and step into the booth, put their headset on and at the end, we finally see their face - the new face & voice of the Boston Bruins.	In a Vogue '73-Questions' style video, a one-shot camera follows the new PxP announcer through the Garden as they answer rapid-fire questions to introduce themselves to fans. Fans will feel connected to the person via relatable questions and on-the-spot answers. <i>*Hopefully Brick is host/VO</i>	As their first official interview together, the new PxP announcer will sit down with Brick and give fans an inside look into the chemistry and excitement of NESN's new dynamic duo. The two will chat about the upcoming season and the moments they're looking forward to.



## FAN MEMORY



"Sox clinch in '86 is my favorite because that's when my dad and grandfather started teaching me about how historic and great the Red Sox are, and I've never loved another team more since then! Go Sox!"

- Richard from New Bedford, MA

#### Penguins graphic

- Helped to promote linear show
- worked with creative services team on concept, proof, delivery

#### Trade deadline

- Supported coverage of timely moment/fast paced segment day for sports

#### Bruins Media Day

- Inspiration photo included
- Briefing creative team on photo/video concepts for Bruins media day
- Source photos that highlight player personality

#### Pirates Sales Positioning Graphic

- Analyzed stats- viewership stats to identify metrics that are important to sales
- Created infographic for sales to use to upsell and retain clients

#### Fan Favorites

- Managed a fan contest by selecting a winner, owning prize fulfillment
- Creating a graphic to feature fan memory on-air during a Red Sox game broadcast and across all social media platforms (to over 1 million followers across channels)
- Coordinated with production on date/time to fit in fan segment into broadcast schedule

#### Penguins Media Day (attach doc)

- Came up with new creative concepts for media day execution
  - Proposed marketing lines to promote tune in to games
  - Streaming app (SNP 360) promotional offers
  - Creative visual concepts to showcase player personalities
  - Briefed senior director of marketing on media day plan

#### Judd Sirott Video Concept (<https://youtu.be/j0QyA2a99OA?si=8GH7qtXgD9y14j9N>)

- Supported a marketing plan for the announcement of the new play by play announcer of the Boston Bruins
- Built out creative concept using inspiration from "Vogue's 73 Questions" trend to introduce new person to fans and get to know him/establish connection
- Video was shot at TD Garden and published across all social channels

#### Influencer Roster

- Created a roster of notable females in the Boston area (influencers/athletes/sports analysts) to attend the Women's Celebration Red Sox game on behalf of NESN

#### Marketing Meetings

- Joined meetings across customer care, digital marketing, social/content planning, sales/finance,

#### Overall

- Collaboration with Marketing team, Content Planning Team, Talent Management team