

**A SMATTERING OF OTHER TINY CONTENT FOR
CLIENTS WHO LOVE US, AND WE LOVE BACK.**

SOME ADS FOR PET HEALTH SUPPLEMENTS



SOME ADS FOR AN ED TECH PLATFORM

WARNING!

thejuice turns children into
critical thinkers

thejuice wants our
children to be well informed.
Are we ok with this?

thejuice

You're going to need more
shelves for all those new
teacher of the year awards.

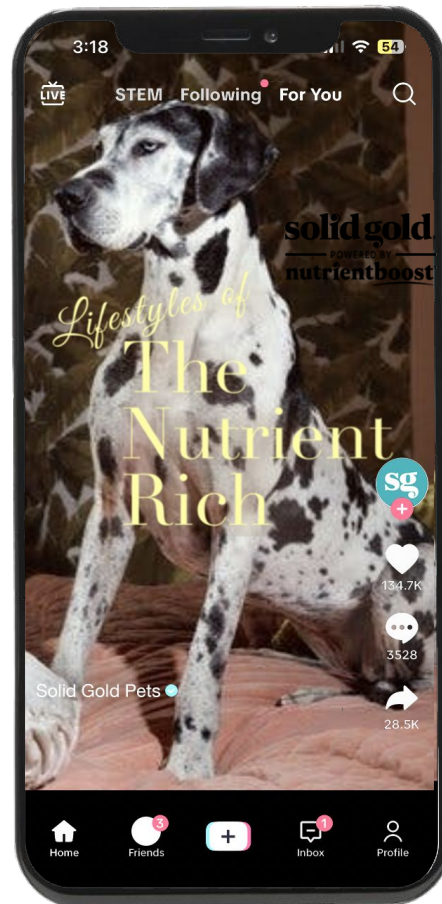
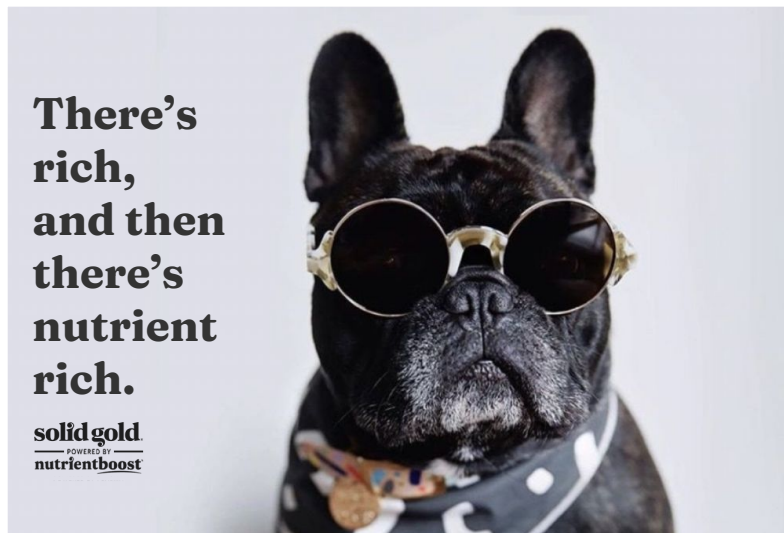
thejuice

The whole district's GPA just
went way up? You're going to
have some explaining to do.

SOME ADS FOR A REGIONAL SPORTS NETWORK



SOME ADS FOR REALLY GOOD DOG FOOD



**AN ENTIRE LAUNCH FROM SCRATCH FOR THE NEW YORK
FRANCHISE OF AN INDOOR PRO GOLF LEAGUE LEAGUE**

When it comes to New York sports logos, the most successful ones are those that claim their own brand story vs telegraphing the sport they're in by including obvious icons like basketballs or hockey pucks.

And the ones that can be reduced to the simplest, "N" and "Y" - Mets, Yankees, Giants - leave the most lasting impression as they lean heavily on hometown pride. By sporting the New York mark, everyone knows exactly where you come from - and where you're coming from.



And when you look at the most iconic brands in today's urban/street/hip-hop culture which is germane to NYC, you notice a pattern. Everything is bold. Simple. Loud. Honest. No serifs, two-colors at most if not black and white. These are cues we can take when developing our mark.



Logo - Primary Wordmark

***KINGS of
NEW YORK***

New York Sports Wordmark Logos

Mets™

GIANTS

New York Yankees™

**KINGS of
NEW YORK**



New York Sports Teams Letterform Logos



KoNY



A full-page portrait of golfer Rickie Fowler. He is wearing a white baseball cap with a black crown logo and 'RFS' on the side, dark sunglasses, and a grey zip-up jacket. He has a goatee and is looking off to the side with a serious expression. His arms are crossed, and he is holding a golf club. The background is a high-contrast, black and white image of a city street with tall buildings and a car. The title 'KINGS of NEW YORK' is overlaid in large, bold, yellow letters. The name 'RICKIE FOWLER' is at the bottom in smaller yellow letters.

KINGS of NEW YORK

RICKIE FOWLER



I'd say that's about a 2 Wood.

**KINGS of
NEW YORK**



NATIONAL PAID SOCIAL

TIKTOK

:06--:10

HEADLINE: WHAT IT FEELS LIKE TO BE A NY GOLFER.

VO/SUPER: If my wife's book club keeps going,
I'm gonna have to play through.

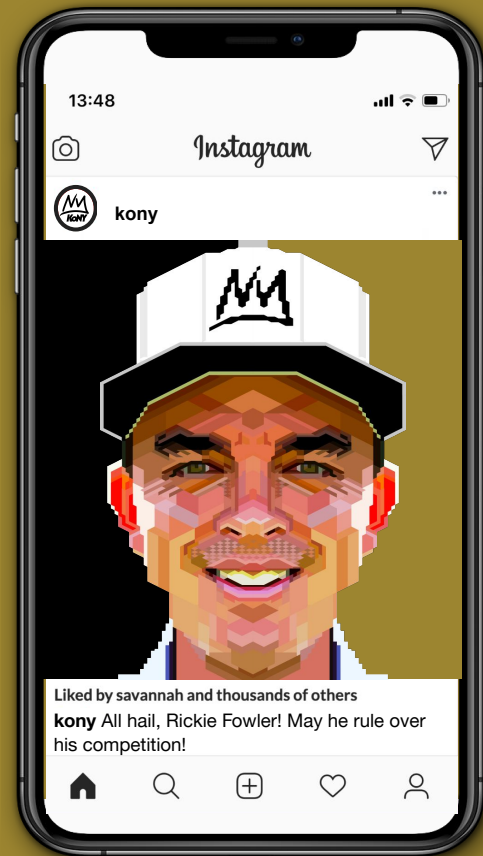


TACTICAL SOCIAL

Static Image Posts

IN-FEED /4:5

Post Copy: All hail, Rickie Fowler! May he rule over his competition! #kingsofnewyork #tgldgolf



NATIONAL PAID SOCIAL

FB/IG STORY VIDEO

:06-:10

HEADLINE: JUST PRETEND THE WATER ISN'T THERE.

VO/SUPER: Can you drive across the East River without a car? Maybe with a 3-wood.



NY CELEBRITY TACTICAL SOCIAL

FB/IG STORY VIDEO

4:5 / SOUND-ON / :06-:10

HEADLINE: WHICH KING OF NY WOULD YOU PLAY GOLF WITH?

POLL STICKER:

Answer 1: 50 cent

Answer 2: LL COOL J





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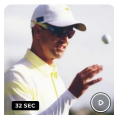


KINGS of NEW YORK



New York
Becomes Latest
Addition To TGL,
Joining LAGC...

© 2023 TGL



Welcome to TGL:
Adam Scott

© 2023 TGL

TEAM HISTORY



LATEST



TEAM HISTORY

The rich heritage of golf in New York dates back to the late 1800s, The Amateur Golf Association Of The United States (founded 1894) was the first







MM
"HEAVY
IS THE
CROWN"

KoNY