



CONTACT:

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MANAGING DIRECTOR

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WHAT IS
// JUMP
ECONOMY?

A white line-art illustration on an orange background. It depicts a pair of sneakers in mid-air, as if jumping or falling, positioned above a single coin. The coin is shown with its obverse side, featuring a profile of a person. The sneakers have laces and distinct sole patterns. The entire graphic is rendered in white outlines.

WHAT IS JUMP ECONOMY?

"JUMP ECONOMY builds better bridges between brands and gaming audiences.

I love marketing, and I also love games. Gaming is a powerful medium that should be embraced and leveraged by brands as effectively as sports, music and entertainment to authentically engage audiences and drive growth.

Right now, its full marketing potential is not being realised.

I bring intensive, non-endemic brand marketing experience together with gaming industry expertise and relationships to help clients assess and unlock sustainable success with the right gaming audiences.

In the gaming space, brands only get a few chances to get it right - make sure you're making the right jumps in the right places."



Sam Possible, Managing Director

JUMP ECONOMY IS FOR:

BRANDS ENTERING GAMING

We provide informed, experienced and marketing-first guidance on how your brand can engage your target audience with gaming - minimizing risk and ensuring a clear strategy that isn't locked to a high-spend solution.

IP HOLDERS ENGAGING BRANDS

We bring intensive brand-side experience to gaming publishers, developers and IP holders; sharing insight to maximise the potential for an appealing commercial or contra partnership proposition.

WHITE LABEL AGENCY SUPPORT

With both client-side and client-facing experience - we flexibly plug into your agency's projects with a suite of capabilities across creative strategy, planning, execution account management and business development.

WHERE JUMP ECONOMY FITS IN

WE PLUG INTO THE MARKETING JOURNEY TO SHARPEN YOUR OFFERING TO GAMING AUDIENCES

Diagnostic



**Gaming Market
Orientation**



**Insight, Reporting
and Research**

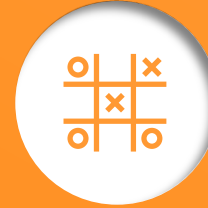


**Audience
Segmentation**

Strategic



Targeting

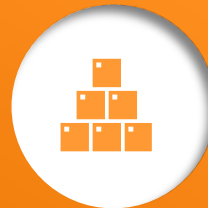


**Brand
Positioning**



**Objectives &
Measurement Setup**

Tactical



Product



**Value &
Conversion**



Communications



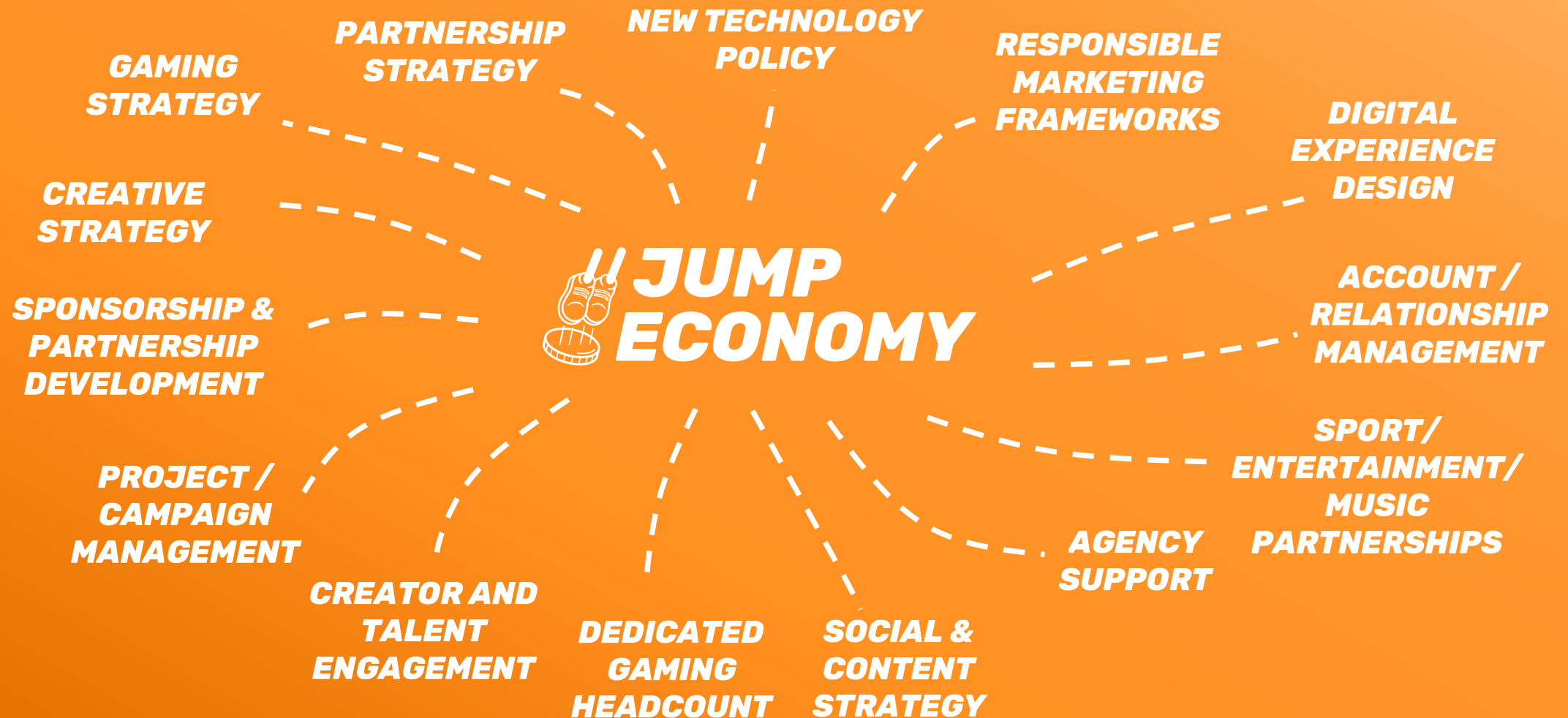
**Distribution &
Activation**



Partnerships

CAPABILITIES

ADDING VALUE WHEREVER YOU ARE IN YOUR PIPELINE



ABOUT ME

EXPERIENCE

2018	2019	2020	2021	2022	2023	2024	2025	2026
			Coca-Cola				Red Bull	
fuzetea COSTA COFFEE Honest	 	 	 		  	 	 	
TCCC Europe New Category Launches Fuze Tea Costa Coffee RTD Coke Energy Honest Aquarius	Coca-Cola Gen-Z Strategy Coca-Cola x Diesel Collaboration Coca-Cola x Stranger Things Season 3	Sprite Relaunch Coca-Cola Global Xmas 2020 (Dir. Taika Waititi) What The Fanta? Campaign	'Open That Coca-Cola' feat. Tyler the Creator and Addison Rae TCCC Portfolio European Gaming Strategy	Pac-Man x Fanta Global	Coca-Cola x League of Legends: Wild Rift McLaren F1 x Burger King x Coca-Cola Mini-MBA with Mark Ritson (Grade 'A')	EURO 2024 'Believerboard' Digital Experience (ESA Nomination) Red Bull x Nikon x Reebok x Popeyes x Gopuff x Oakley	Red Bull X Pioneer DJ X Umbro X Curry's X Christopher Ward	Jump Economy Founded

EXPERIENCE CONT.



2024 – 2026

GAMING, CULTURE & SPORT PARTNERSHIPS, RED BULL UK

UK Market | Business Development | Sponsorship & Partnerships | Networking | Relationship & Account Management | Sports/Culture/Entertainment Marketing | Social & Content | Athlete/Talent Collaborations



2018 – 2024

MARKETING, GAMING & SPORT PARTNERSHIPS, THE COCA-COLA COMPANY



Global & European Market | Brand Management | Partnership & Sponsorship Expertise | Gaming Culture Transformation | Effectiveness Measurement | FMCG Marketing | Talent Collaborations | Market Research | Insights | Digital Experience Design



2023

'A' GRADE, MINI-MBA IN MARKETING

Market Diagnosis | Marketing Strategy | Marketing Tactics

BRANDS I HAVE WORKED WITH:



MY NETWORK:



SCOPE OF DELIVERY

INSIGHT

- OPPORTUNITY ASSESSMENTS
- RESEARCH / ANALYSIS REPORTS
- SHORT TERM CONSULTATIONS
- LUNCH & LEARNS

STRATEGY

- STRATEGIC TREATMENTS
- STRATEGIC RETAINERS
- WORKSHOPS

EXECUTION

- SHORT TERM PROJECT (<6 MONTHS)
- FULL YEAR PROJECT (<12 MONTHS)
- PARTNERSHIP DEVELOPMENT
- EFFECTIVENESS MEASUREMENT

EDITORIAL

- ADVERTORIAL REPORTS
- CONFERENCES
- PANELS

UNIQUE PROJECTS

Not every scope of work may align with the above. Please get in touch and we can understand how Jump Economy can support your upcoming projects.

Get in touch:

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