



CASE STUDY 005

NESCOO

Role: Brand Manager

Presented By:
Kendra Murray

CLIENT SUMMARY



CLIENT:

Nesco is a rising streetball and YouTube phenom making waves in the basketball creator space. Known for his gritty, intense 1-on-1 matchups—like those in the Nesquik Creator Court series—he’s earned a reputation as one of the most "unbeatable" players in the creator basketball world. With explosive athleticism, raw skill, and viral highlight reels, Nesco has become a standout name in streetball culture.

Goals

COMMUNITY ENGAGEMENT AND EVENTS

Nesco is more than a streetball sensation—he’s a community-first athlete using his platform to uplift others. He recently partnered with the YMCA to host a Youth Skills Clinic, where he taught fundamentals, shared his journey, and mentored the next generation of players. Through a creative content seeding campaign with Under Armour, he spotlighted accessible, high-performance training gear while staying true to his grassroots style. Nesco also collaborated with Cornbread Hemp Seltzer to promote wellness and recovery, bridging lifestyle and purpose. Whether on the court or in the community, Nesco continues to lead with impact, authenticity, and heart.



GOALS & OBJECTIVES



Campaign Creation

Branded and marketed events such as Cornbread Hemp, Under Armour and Nesco's Skills Clinic.

Celebrity Game –
Brotherly Love

Created KICK Streaming
account



Analytic Comprehension

By tracking engagement metrics, I identified what content resonated with the audience, allowing us to refine strategies.

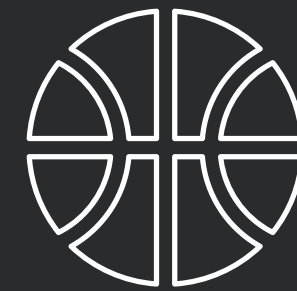


Partnership and Sponsorship Development

Created professional sponsorship decks and outreach materials

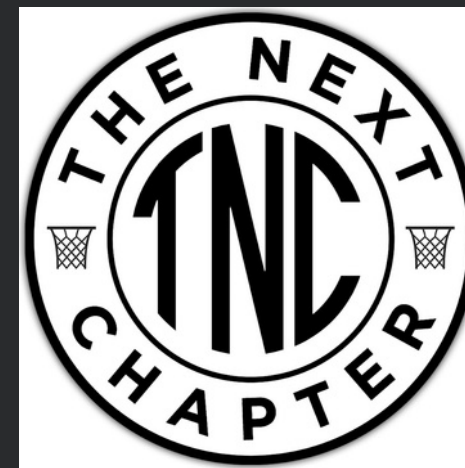
Secured local and corporate partnerships

NESCO'S PARTNERS/AFFILIATES



CURRY BRAND

Nestlé
Nesquik



FLYER CREATION PROMOTIONAL CONTENT

