

# **UNITED BASKETBALL ALLIANCE CASE STUDY**

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## ABOUT THE BRAND:

The United Basketball Alliance (UBA) is the first men's professional basketball league in India; comprising of eight teams. Headquartered in Pune, it is the premier men's professional basketball league in India. The United Basketball Alliance has had 4 seasons from 2015-2018

### Social Media Stats:

#### Facebook:

191,980 Followers

#### Instagram:

12.9K Followers

#### Twitter:

1,586 Followers

#### Youtube:

4,088 Subscribers



# THE RESULT:

Total Reach: January 2018 - March 2018

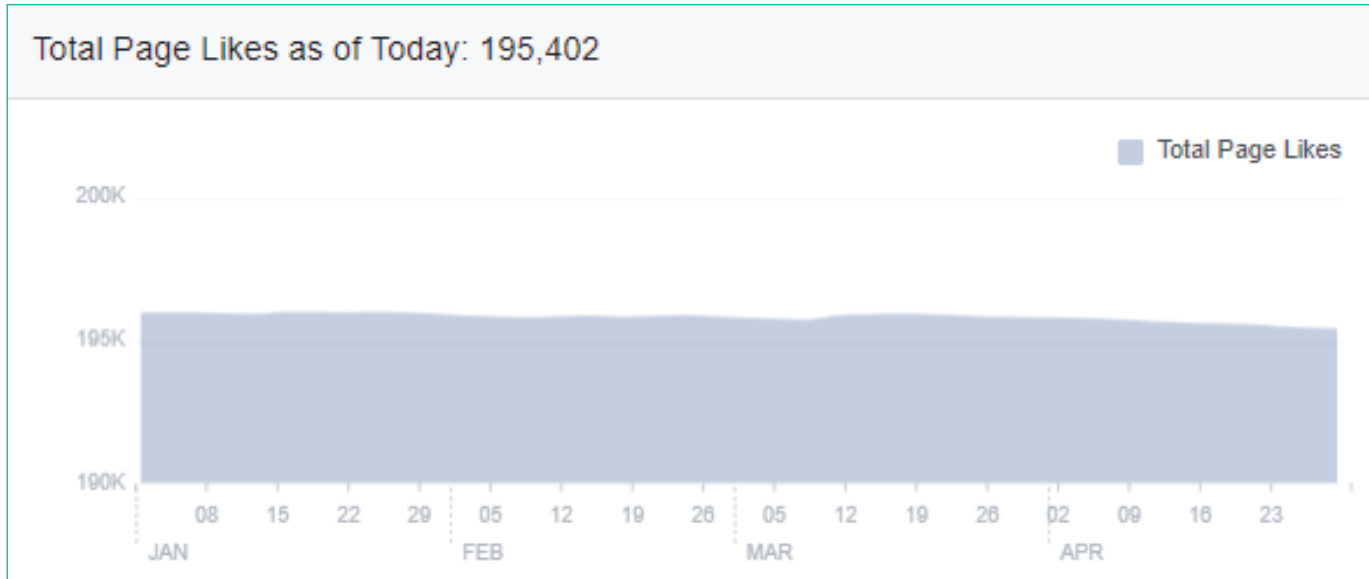


Total Post Reach: January 2018 - March 2018

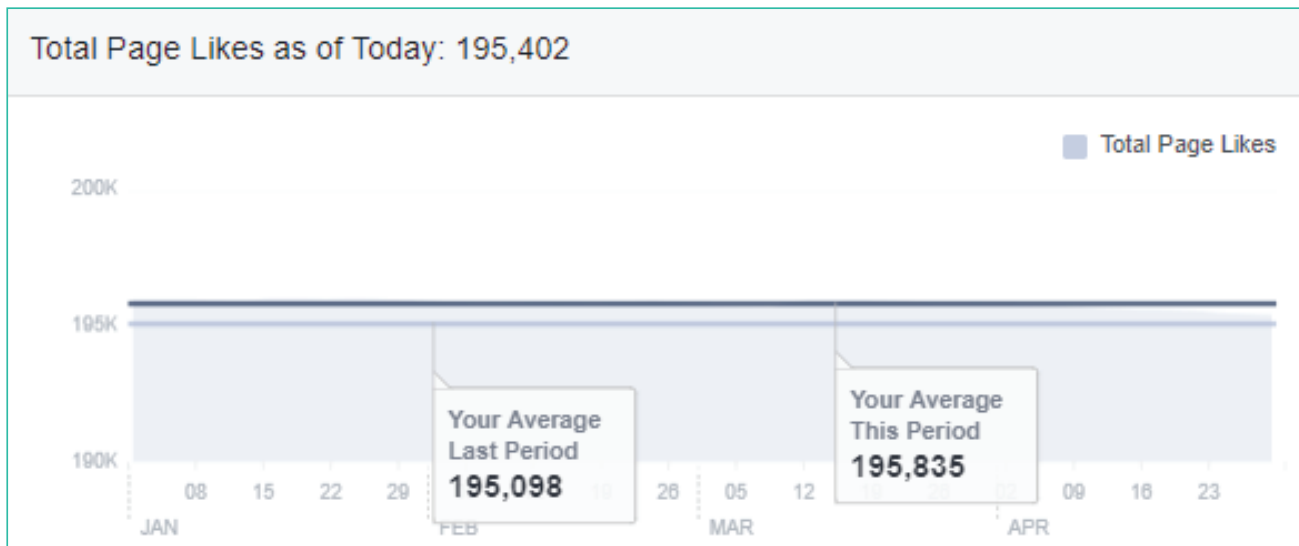


# THE RESULT:

Total Page Likes: January 2018 - March 2018



Average Page Likes: January 2018 - March 2018



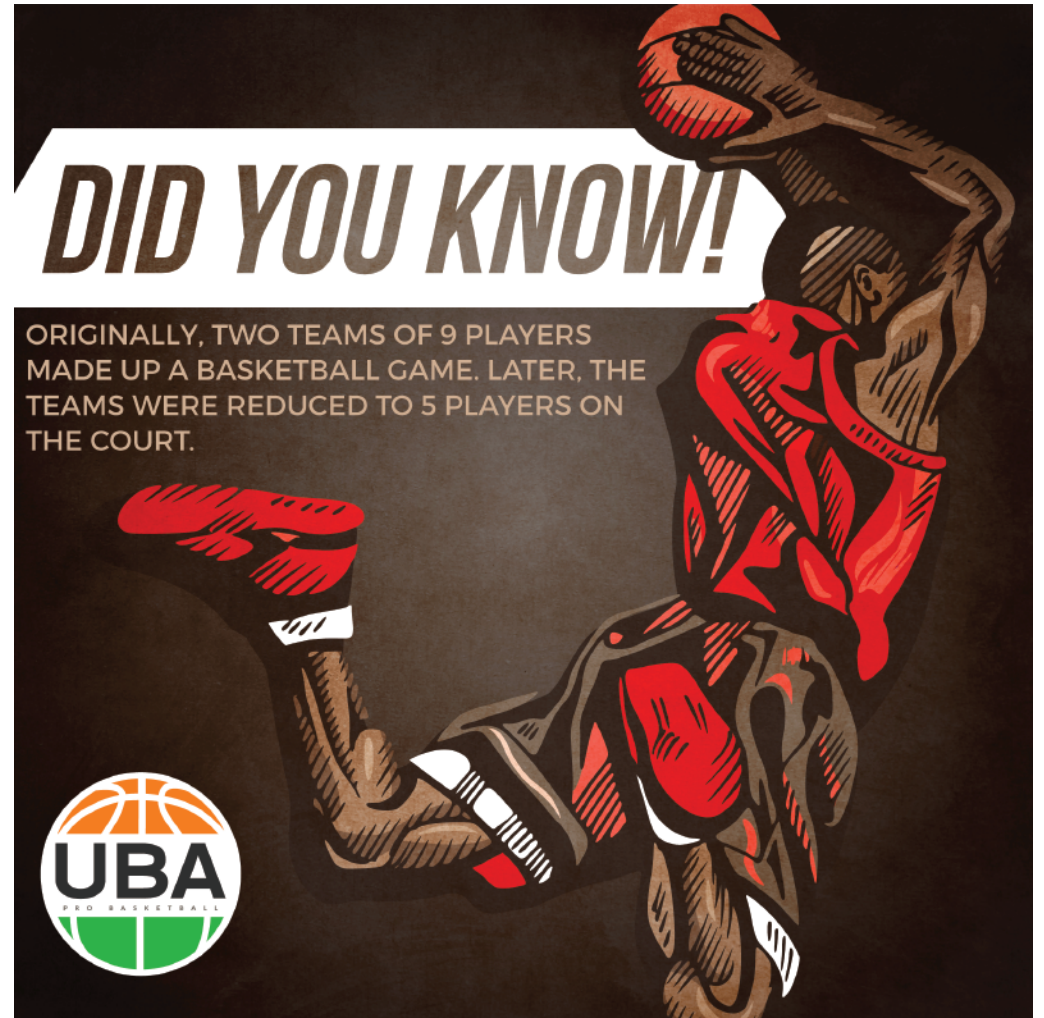
# CREATIVE SHOWCASE:

## Social Media marketing campaigns

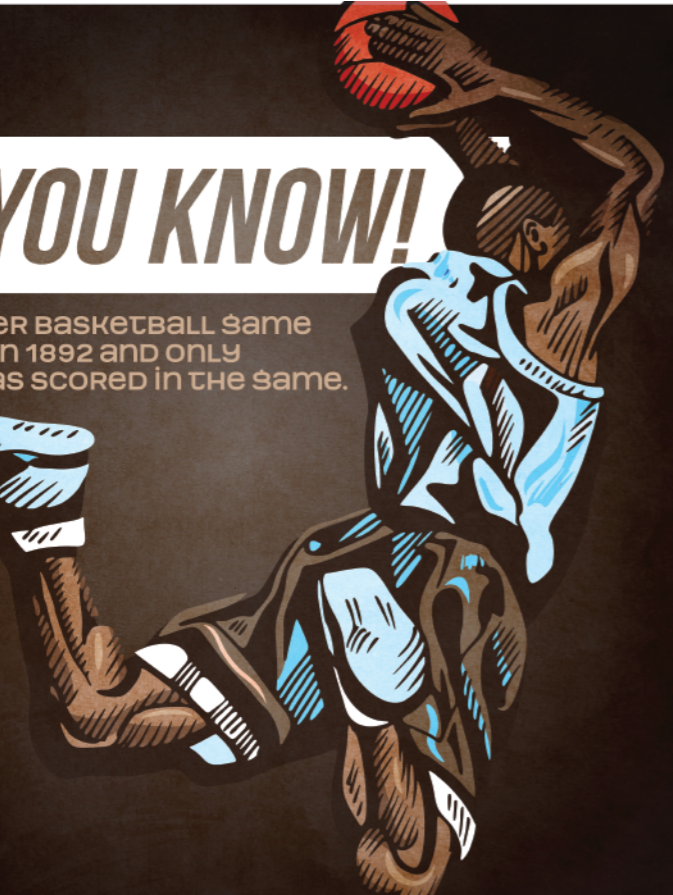
### Campaign 1

#### Did you know

The “Did You Know?” campaign was designed to engage existing and intrigue new fans by presenting them with interesting facts about the sport. The “Did You Know?” text big and bold along with vibrant vectors of basketball players was to instantly grab a reader’s attention.




**CREATIVE SHOWCASE:**





***DID YOU KNOW!***

THE FIRST EVER BASKETBALL GAME WAS PLAYED IN 1892 AND ONLY ONE POINT WAS SCORED IN THE GAME.




***DID YOU KNOW!***

THE THREE POINT RULE WAS EMBRACED IN 1984 BY FIBA



***DID YOU KNOW!***

BEFORE 1923, BASKETBALL TEAMS COULD CHOOSE WHICH PLAYER WOULD SHOOT A FREE THROW AFTER A FOUL RATHER THAN THE PLAYER WHO WAS FOULED.



# CREATIVE SHOWCASE:

## Social Media marketing campaigns

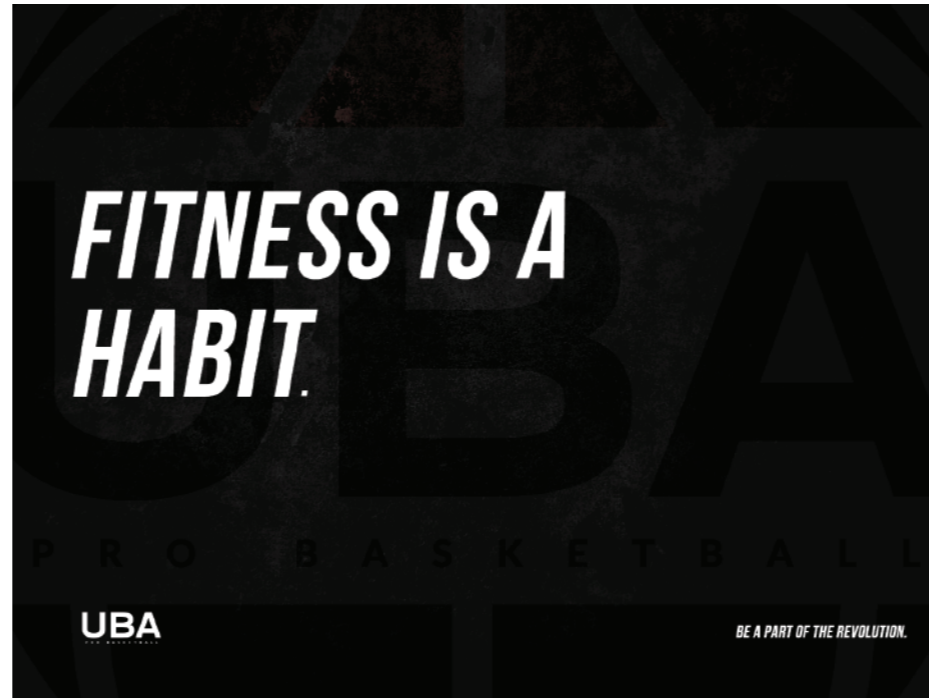
### Campaign 2

#### #UBAFitRevolution

An interactive campaign to promote a healthy lifestyle and build a community around sports and fitness in order to promote fitness as an essential part of one's day. The white and black colour scheme provides contrast making the text stand out. The CTA "Be a part of the revolution" motivates viewers to a part of something bigger than they think.



**CREATIVE SHOWCASE:**

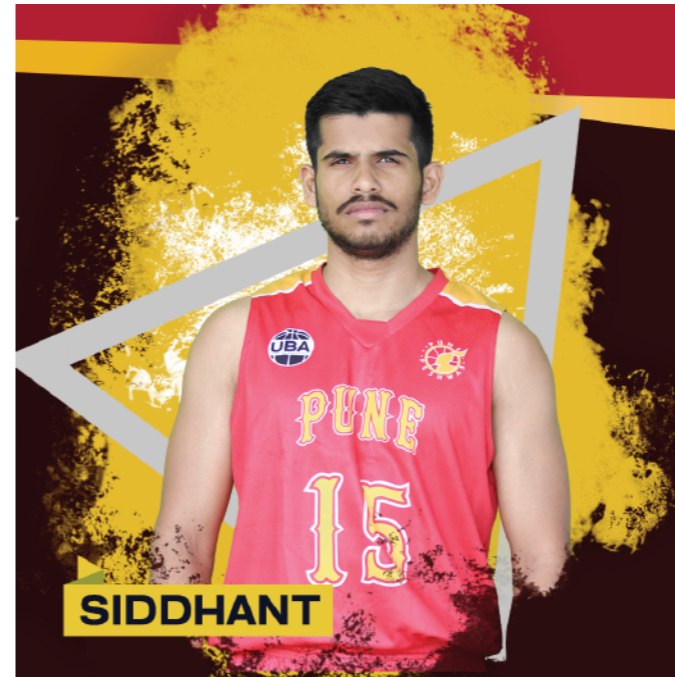
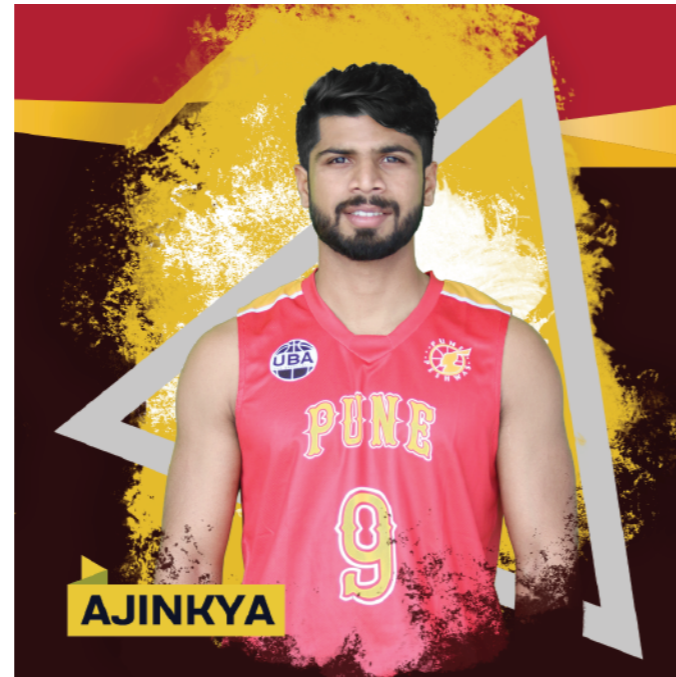




## CREATIVE SHOWCASE:

### Carousel Post

Carousel post was uploaded to update fans on relevant player news. The colours scheme chosen incorporates each teams colours.



# CREATIVE SHOWCASE:

## Prints

### Hoarding:

This hoarding was designed to announce the presence of a prominent rapper.

The purpose of the hoarding was to further entice the audience to watch the matches.



## CREATIVE SHOWCASE:

### Prints

#### Beach Flags:

Beach flags were put up all over the country to grab the attention of possible fans. We used each teams logo and their colour scheme to build a sense of patriotism within fans towards the teams.

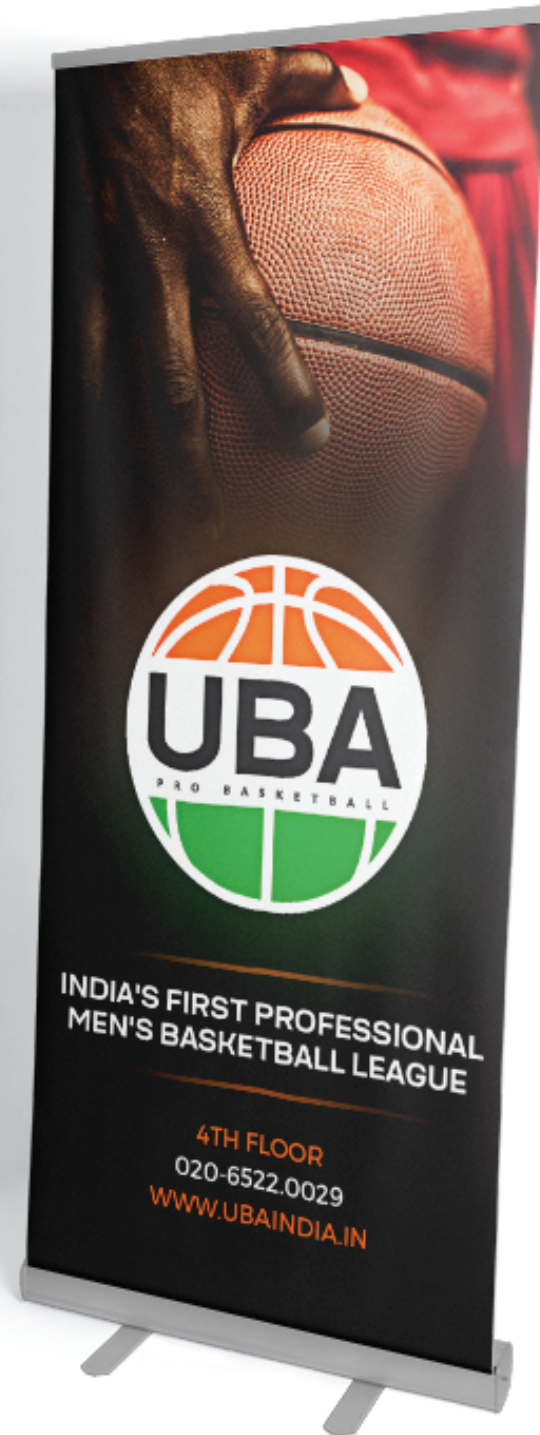


## CREATIVE SHOWCASE:

### Prints

#### Standeers:

We used standees to attract the attention of potential fans, with a minimalist design for awareness. The client's logo is centered to draw attention to the organization. Some standees implemented the brands' colours with some of the team logos to inform the public of some of the teams participating in the event.



## CREATIVE SHOWCASE:

### Prints

#### Fan Pass:



Fan passes were created using bold and easily readable text since they are printed out. We have made sure important information like “admit one” is clearly readable.

## CREATIVE SHOWCASE:

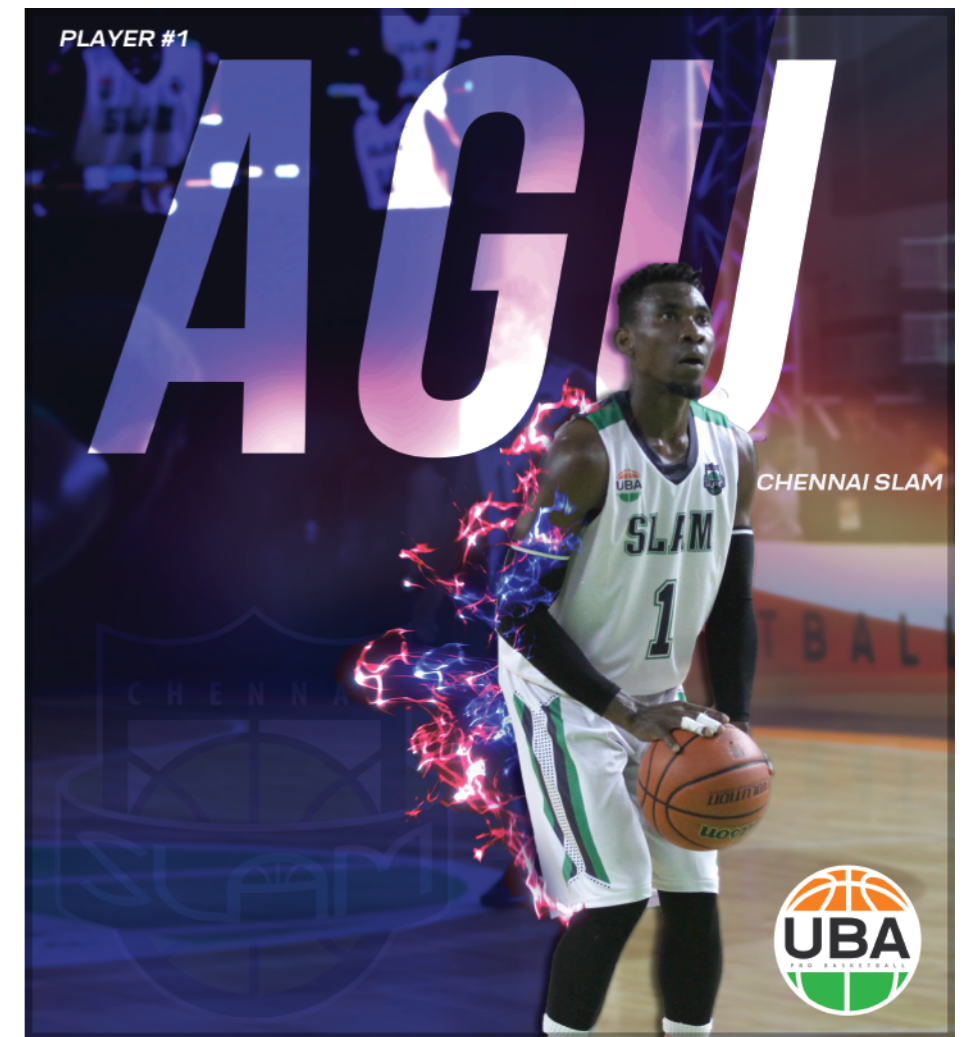
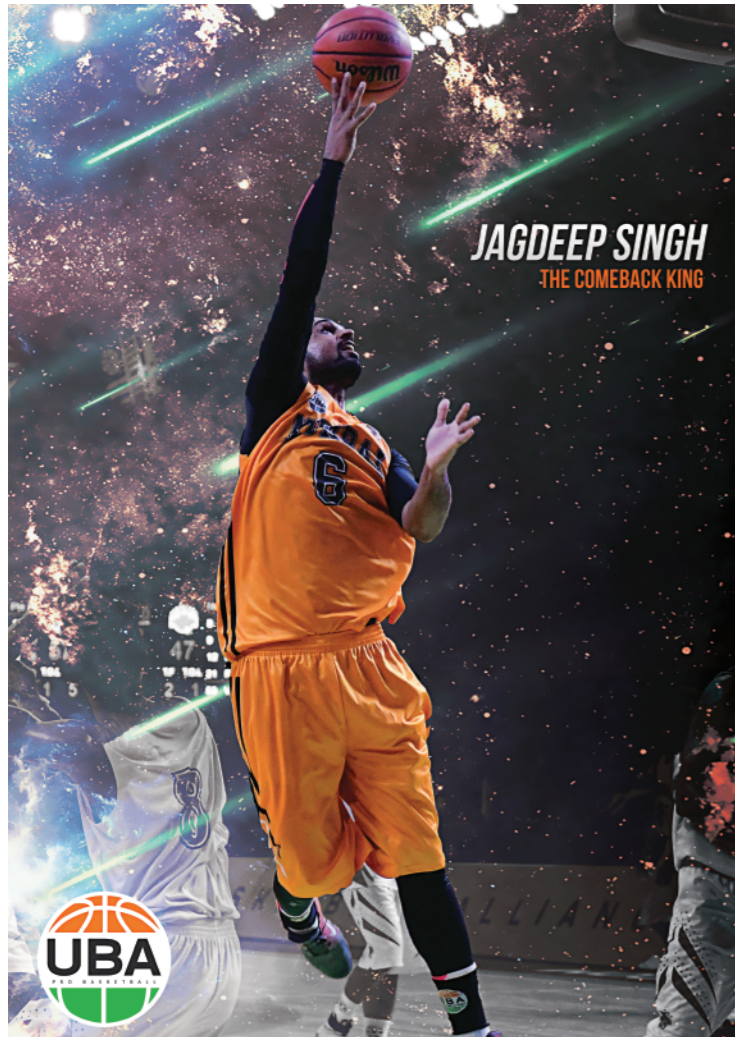
Playoff:



The bright colours scheme, bold font and overall design of these creatives are to create a buzz around each match and spread awareness.

# CREATIVE SHOWCASE:

## Individual Player Edits



## CREATIVE SHOWCASE:

### Aim for the stars:

This creative is designed to motivate the viewer asking them to dream big. It also ties in with the brand identity who are focused on changing India's mindset towards fitness, asking them to dream big and having a player dunking implies the feeling that anything is possible.

**AIM  
FOR THE  
STARS!**

BECAUSE IT'S MORE THAN JUST A GAME!

**UBA**  
PRO BASKETBALL

**GARRY GILL #1**

PUN JAB  
STEELERS



# CREATIVE SHOWCASE:

Brochure Design



socio loca  
WHO'S TELLING YOUR STORY?



+91 8080237140



[www.socioloca.com](http://www.socioloca.com)



[info@socioloca.com](mailto:info@socioloca.com)



SocioLoca



@SocioLoca



@socio\_loca