

LAST CHANCE U



Last Chance U- Football Season 5

Last Chance U Basketball Season 2

Product Integration Case Study

NETFLIX LAST CHANCE U: FOOTBALL

- Represented Laney College featured in Netflix Last Chance U: Football season 5, which peaked at #2 on Netflix “Top 10 in US Today” over a 2-week period
- Provided product integration services which led to deals with Nike, Gatorade, NuEnerchi, CoachComm, Riddell, Lyft, DreamSeat Furniture and Oaklandish Apparel



N SERIES
LAST CHANCE U



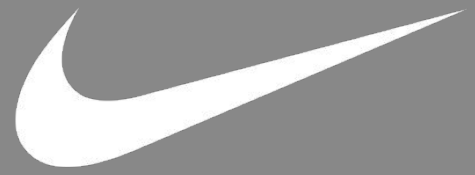
Primary Sponsor Placement



Last Chance U is a Netflix production in association with Condé Nast Entertainment, Endgame Entertainment and One Potato Productions.



Participating Partners



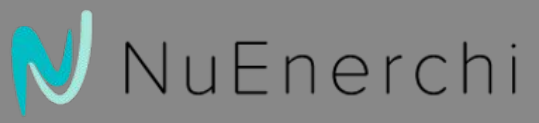
OAKLANDISH



IMPOSSIBLE

DREAMSEAT

crocs™



LANEY X OAKLANDISH MERCH COLLABORATION

The Laney x Oaklandish collection meshed two of Oakland's most renowned brands into one. It represented the grittiness of the Laney Eagles and the unmistakable style of Oaklandish Apparel. The collection featured three different shirt designs that embodied the spirit of the Oakland community and was a huge success with fans across the country.



NETFLIX LAST CHANCE U: BASKETBALL

- Represented East LA Community College featured in Netflix Last Chance U: Basketball Season 2
- Partnered with Crocs, Pepsi and Gatorade for endemic product integration opportunities throughout the season



GATORADE

Gatorade was featured endemically throughout the show in virtually every episode of the 8-episode season. This fully integrated partnership included,

- Gatorade branded coolers, cups, water bottles, towels on the bench for every game and practice
- Product given to players and coaches to have on campus and during practice
- Gatorade protein bars in the locker room and coaches offices
- Gatorade signage in the gym, shown during every game and practice



GATORADE



CROCS

Crocs was featured prominently throughout the show both on and off the court, on the feet of both players and coaches. As part of the partnership, custom Crocs in school colors were given to all players and coaches. The prominent features included,

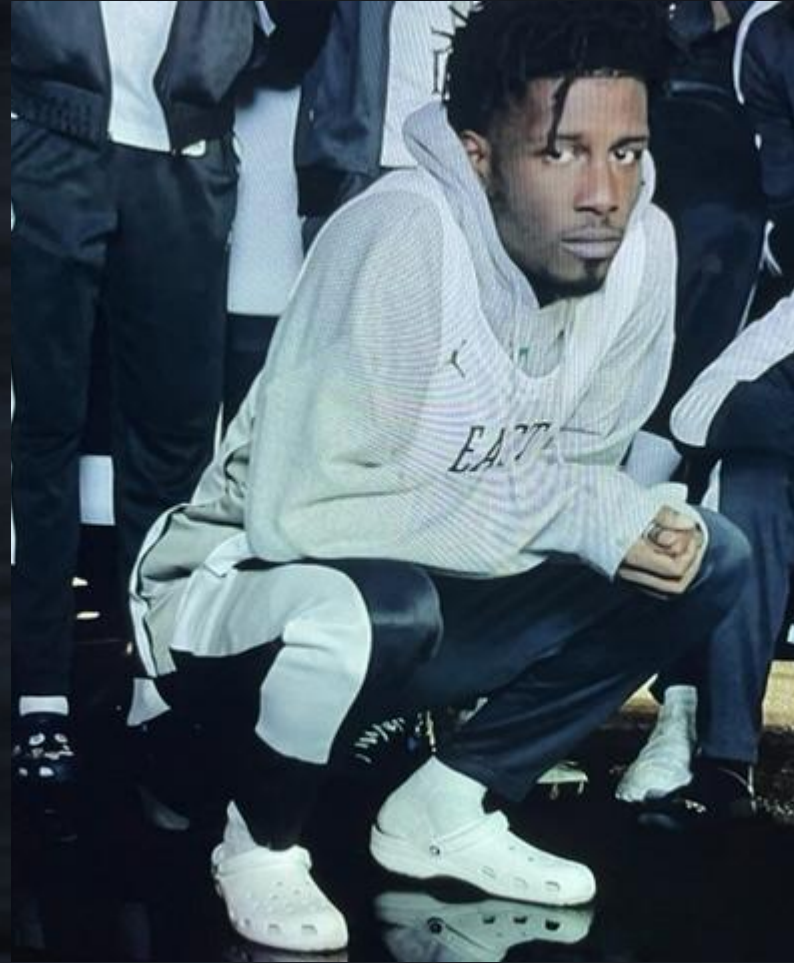
- Players wearing Crocs to and from practice, in the locker room and in class
- Coaches and players wearing Crocs in their home settings
- Players carrying their Crocs with them after games



CROCS



CROCS



CROCS



PEPSI/MOUNTAIN DEW

Mountain Dew/Pepsi played a huge role in the show as it was featured both in the background and at the forefront of every home game and practice. This integrated partnership featured,

- Mountain Dew Signage for gym that was featured in every home game and practice
- Mountain Dew and Aquafina product provided to players and coaches for use off the court and in the classroom
- Mountain Dew merchandise for players and coaches to wear around campus
- Pepsi mini fridges filled with products to players for their dorms/home setting



PEPSI/MOUNTAIN DEW



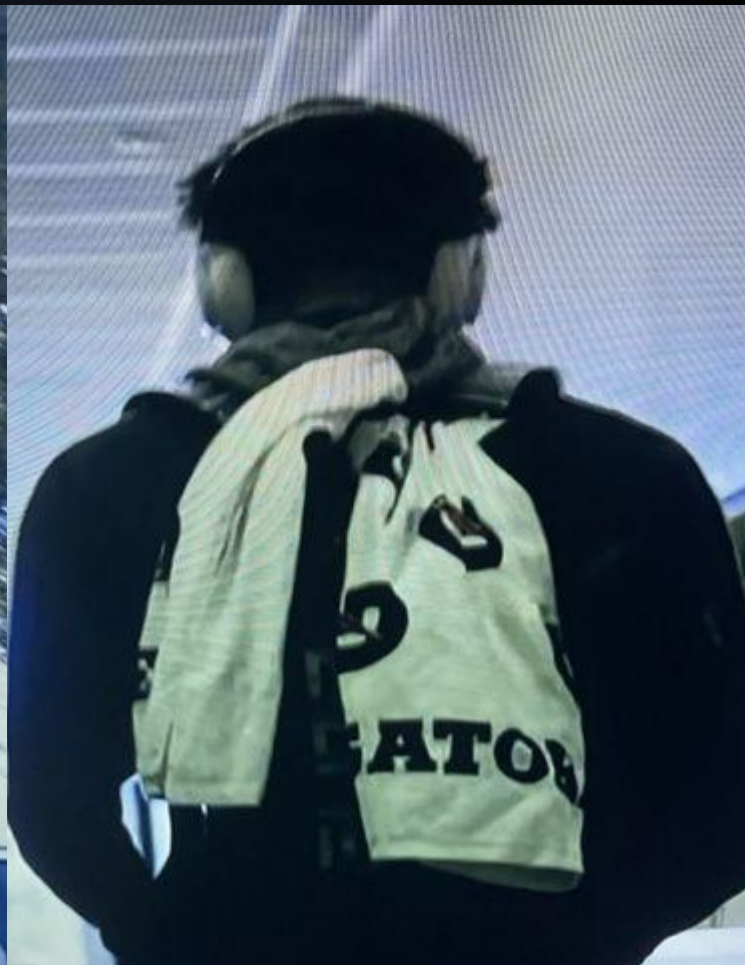
BEATS

Beats provided product for players to wear and use around campus, in their home setting and on game day. Product was featured on the players the most,

- On the team bus going to and from games
- Players getting off the bus walking to the locker room
- In the locker room before and after games



BEATS



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