

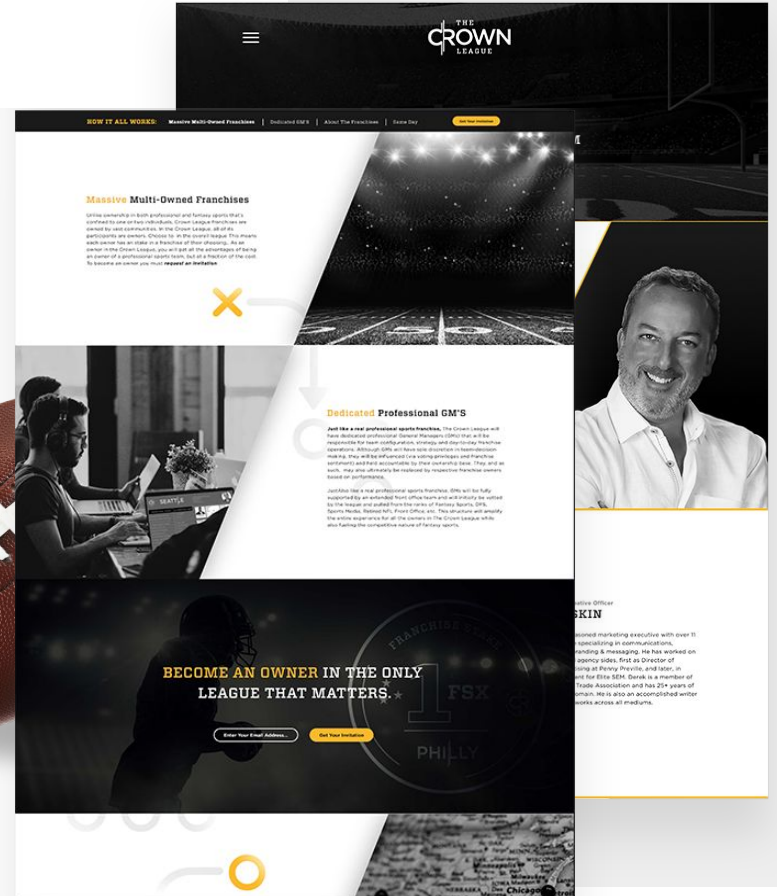
Case Study | **The Crown League**

Website Development & Motion Graphics

TCL commissioned us to create a compelling website and [motion graphic video](#) that would bring to life their vision to bring fantasy sports into the professional arena. This was no small task but we rose to the challenge and provided very effective solutions.



We carefully crafted a user-journey that allows each user to learn what's most important and **sign-up**.



THE CROWN LEAGUE

SHOW IT ALL WORSES | Massive Multi-Owned Franchises | Dedicated GM's | About The Franchise | Take Day

Massive Multi-Owned Franchises

Join the world's most professional and profitable sports league. As an owner in the Crown League, you'll get all the advantages of being an owner in a professional sports league, but with a fraction of the cost to become an owner you must **request an invitation**.

Dedicated Professional GM's

Just like a real professional sports franchise, The Crown League will have dedicated professional General Managers (GM's) who will be responsible for team strategy and fan, strategy and day-to-day franchise operations. Although GM's will have their own responsibilities, they will be influential in setting priorities and franchise operations and will be responsible for their overall team. They will, in turn, also ultimately be evaluated by respective franchise owners based on performance.

Just like in a real professional sports franchise, GM's will be fully responsible for an individual franchise team and will be directly be voted by the league and added from the ranks of Fantasy Sports, NFL, Sports Media, Baseball, and Football etc. This structure will ensure the entire league will be for all the owners in The Crown League while also having the competitive nature of being a sports franchise.

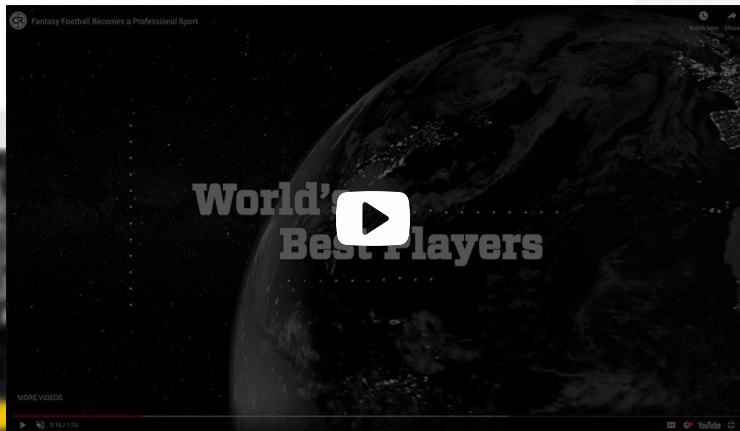
BECOME AN OWNER IN THE ONLY LEAGUE THAT MATTERS.

Enter Your Email Address | Get Your Invitation

PHILLY | CHICAGO | PHOENIX

Creative Officer
SKIN

Seasoned marketing executive with over 11 years of experience in communications, branding and messaging. He has worked on agency sides and as Director of Marketing for Elite SEM. He is a member of the National Trade Association and has 21+ years of experience. He is also an accomplished author and works across all mediums.



As seen on ESPN & CNN

How could we possibly promote something that quite literally doesn't exist yet? We put our best foot forward and delivered something truly **exciting**.

 [Play Video](#)