



## OG ANUNOBY

### BRAND & BUSINESS PORTFOLIO

1

Two-way elite

Championship Legacy & Elite Defense

Performance, Culture & Purpose

Global Fan Inspiration

2

Global appeal

Quiet Leadership & Cross-Continental Influence

Discipline & Authenticity

Brand Substance & Spotlight

3

New York Knicks

# Fast Facts

Name: Ogugua 'OG' Anunoby Jr.

Team: New York Knicks (#8)

Born: July 17, 1997 — London, UK (British-Nigerian)

6'7

Height

240

Weight (lbs)

23

2017 Draft Pick

\$212.5M

Contract (5 years)

## NBA Champion

2019 (Toronto Raptors)

## All-Defensive Team

2023 Second Team

## Elite Defender

Top-tier on-ball defense

## Knicks Cornerstone

Key player for future success



OG Anunoby SF - Indiana (Proposed Trade: Rights To DE... 00:56

YouTube

2017 NBA Draft: Toronto Raptors Select O...

With the 23rd overall pick in the 2017 NBA Draft, the Toronto Raptors select OG Anunoby from...



OG Anunoby Hits EPIC Game-Winner vs. ... 01:28

YouTube

OG Anunoby Hits EPIC Game-Winner vs. ...

Follow my new media channel:  
[https://www.youtube.com/channel/UCifzXFn\\_p...](https://www.youtube.com/channel/UCifzXFn_p...)



OG DEFENSIVE HIGHLIGHTS 06:31

YouTube

OG Anunoby's BEST Defensive Highlights...

Full Defensive Highlights – OG Anunoby: 2022–2023 NBA Season, Part 1 DISCLAIMER – All clip...



BEST OF 24-25 13:06

YouTube

OG Anunoby BEST HIGHLIGHTS 24–25 S...

The best highlights from OG Anunoby from the 2024–2025 NBA season 📣 If you need more...





New York Knicks | #8 | Forward-Guard

**OG**  
**ANUNOBY**

☆ FOLLOW

PPG <b>18.0</b>	RPG <b>4.8</b>	APG <b>2.2</b>	HEIGHT 6'7" (2.01m)	WEIGHT 240lb (109kg)	COUNTRY United Kingdom	LAST ATTENDED Indiana
			AGE 28 years	BIRTHDATE July 17, 1997	DRAFT 2017 R1 Pick 23	EXPERIENCE 8 Years

## On-Court Value Snapshot

### Defensive Stopper

Guards 1–4; led NBA in steals (2023).

### Efficient Scorer

~18 PPG in 2024–25 with career-high 40 vs Denver; elite corner-3 profile.

### Playoff Performer

Multiple 20–30+ point games in 2025; high-impact two-way metrics.

### Winning Impact

Knicks surged with OG in lineup; 50+ win pace and ECF push.



YouTube

**OG Anunoby Erupts For A Career-High 40 PTS | November 25, 2...**

Never miss a moment with the latest news, trending stories and highlights to bring you closer to your favorite players and teams. Download now:...

▶ 03:28



# Social & Media Footprint

346K

Instagram Followers

3.8%

Engagement Rate

500K+

Reel Views

15%

Playoff Growth

## Viral Playoff Moments

Dunks and clutch plays generate millions of views.

## Premium Visual Style

Minimalist, high-quality content that resonates with brands.

## Strong Media Presence

Confident postgame interviews and press interactions.

## Global Reach

UK camps and international content spike engagement.

## Video Content Strength

- Offensive & Defensive highlights consistently go viral.
- Behind-the-scenes training content performs well.
- London youth camp videos show authentic community connection.
- Knicks game-day content amplified by team's massive following.

## Growth Opportunities

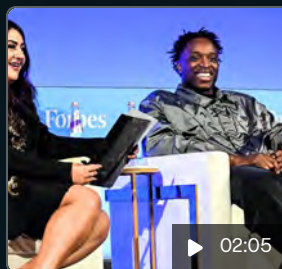
- TikTok expansion potential
- Structured content partnerships
- Cross-platform amplification through NBA Global, UK media, and Skechers
- Markets for promotion: US, Europe, MENA & Africa



Instagram

OG Anunoby (@oanunoby)

Instagram photos and videos

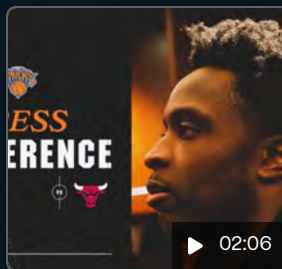


YouTube

NBA Star OG Anunoby's Journey F...

Knicks star OG Anunoby discusses his journey from the UK to Indiana to New...

02:05

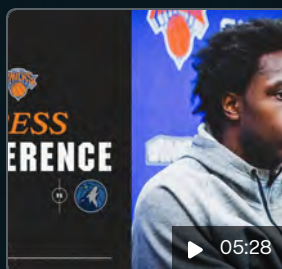


YouTube

OG Anunoby | New York Knicks Po...

OG Anunoby speaks to the media after Knicks win over the Chicago Bulls...

02:06



YouTube

OG Anunoby | New York Knicks Po...

OG Anunoby speaks to the media after the New York Knicks 112-106 win over th...

05:28

# Current Endorsements & Partnerships

## Skechers Partnership

July 2025 performance footwear deal (SKX Nexus/Reign) with global roster alignment.

## NBA/Knicks Amplification

Team and league distribute and amplify branded content across platforms.

## GRASSROOTS DEVELOPMENT PROGRAMS

UK - London Lions

## Media Distribution

Cross-platform content sharing and promotional support.

# Community and Social Impact

## Youth Development Programs

US and International youth development programs with authentic engagement.

## Cross-Continental Influence

Bridging International and US basketball communities.

## Strong Media Presence

Confident postgame media presence that brands can leverage.

## Authentic Community Connection

Resonates with diverse audiences globally.

# Partnership Value Propositions

## Global Reach

Spanning US, UK, and international markets.

## Authentic Engagement

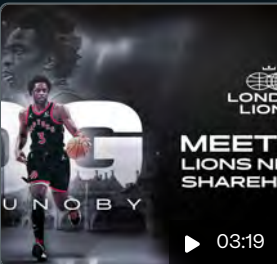
Community engagement and youth development focus.

## Premium Brand Alignment

Disciplined, professional image.

## Multi-Platform Amplification


Through established networks.



**YouTube**

### I See Big Things Happening, I Just ...


The London Lions are proud to announce that NBA star, OG Anunoby joins the...



**Sports Illustrated**

### OG Anunoby Officially Signs Skec...

OG Anunoby is the latest NBA star to sign a sneaker deal with Skechers.



**Footwear Magazine**

### Skechers Signs OG Anunoby in Aft...


OG Anunoby brings explosive athleticism and a viral playoff presence to Skecher...



**Instagram**

### Gulf News on Instagram: "From the...

64 likes, 4 comments - gulfnews on October 5, 2025: "From the crowd to th...



**Instagram**

### Swish DXB: Girls Only Basketball C...

In this exclusive interview, I catch up with NBA star OG Anunoby at the Sneaker...



# Audience & Brand Fit

## Gen Z–Millennial Hoop Fans

Primary demographic with high engagement

## NYC Market

Local fanbase with strong purchasing power

## International Basketball Community

International reach through London connections

## Nigerian Diaspora

Cultural connection and growing market influence

## Premium Streetwear

High-end fashion and style consciousness

## Tech Wearables

Performance tracking and innovation focus

## Recovery & Wellness

Health-conscious lifestyle choices

## Healthy Nutrition

Clean eating and performance optimization

1

Discipline

2

Defense-First Mentality

3

Understated Confidence

4

International Identity

## High-Fit Brand Categories

### Apparel

Product collaborations, lifestyle content, training videos

### Health & Fitness

Workout routines, nutrition content, recovery tips

### Fintech

Financial literacy content, secure investment messaging

### Travel/Airlines

International content, cultural bridge storytelling

### Gaming/Esports

Performance mindset content, competitive focus

### CPG

Lifestyle integration, authentic product usage



YouTube

#### OG Anunoby challenges Serge Ibaka's fashion king status | AVE...

Serge Ibaka's teammate OG Anunoby has his own definition of style and he was more than ready to put his look to the test against the self-...

11:40



YouTube

#### The Real OG Anunoby – Get To Know The Enigmatic Raptors For...

Get to know the real OG Anunoby. The Toronto Raptors defensive stud gives the best interviews, wears the sharpest fits and continually...

06:26

# Activation Concepts (US & International)

## "Defense Travels" Tour

Multi-city international basketball clinics (London-NYC-Dubai) with behind-the-scenes content mini-documentary. Partners: Airlines, telecom, CPG sponsors for global reach and authentic storytelling.

## "Corner 3" Capsule

Limited-edition apparel and footwear collection inspired by OG's signature corner three-point shot. Storytelling around precision, consistency, and clutch performance.

## Knicks Gameday Micro-Series

6-8 episode behind-the-scenes content series following OG through game preparation, performance, and recovery. Co-distributed through team and brand channels.

## UK Homecoming Camp

Annual London youth basketball camp with scholarship fund component. Brand-underwritten community investment showcasing authentic UK roots and youth development.

## Tech x Performance

Partnership with wearable technology and AI training platforms. Defensive metrics challenge showcasing OG's elite defensive skills and data-driven performance.

## GCC Showcase

Offseason basketball workout and cultural exchange in Gulf Cooperation Council markets, expanding international presence and brand reach.



# Business Opportunities (Equity & JV)

## Footwear/Apparel Equity Capsules

Low capital expenditure investment opportunity with global direct-to-consumer and select retail distribution. Co-create signature performance and lifestyle collections leveraging OG's brand equity.

## Performance Tech Partnership

Strategic investor and ambassador role with wearable technology companies, recovery platforms, and data analytics firms. Focus on defensive metrics and training optimization technology.

## Health & Nutrition CPG

Co-creation partnership for flavors and product SKUs targeting US, UK, and GCC markets. Authentic integration with OG's disciplined lifestyle and performance nutrition approach.

## Real Estate 'Defense Lab' Concept

Brand-backed training facility pods in US-New York and London or any other big international city. Community-focused basketball development centers with corporate partnership opportunities.

## Media IP Development

British-Nigerian journey to Madison Garden documentary and speaking circuit. Short-form content series showcasing cross-cultural basketball story and leadership development.



## Community & CSR

### London Youth Development

Annual basketball camps through partnerships with UEL, Hoopsfix, and London Lions. Comprehensive programming including skills development, mentorship, and educational components with corporate partner support.

### International-US Exchange Program

Cross-continental scholarship initiative connecting young international athletes and US basketball communities. Court refurbishment projects funded by brand partners to improve local facilities.

### STEM x Sports Initiative

Defense analytics workshops for teenagers combining basketball strategy with data science education. Teaching young people how performance metrics and technology intersect with sports excellence.

### Community Investment

Authentic grassroots engagement focusing on youth empowerment, education, and basketball development across international markets.

# PARTNERS

## New York Knicks

Official NBA team partnership and content amplification

## NBA Global

League-wide international marketing and promotional support

## Skechers Performance

Performance footwear and athletic lifestyle brand alignment

## The Shot Management

Primary talent management and brand strategy

## The Transition Management

Partnership development and business opportunities

## London Lions

UK basketball community connection and grassroots development

Strategic brand partnerships spanning sports, lifestyle, and community development. Each partnership offers unique value propositions from performance enhancement to global market reach.

## Global Reach

Combined audience spanning US, UK, and international markets

## Content Amplification

Cross-platform promotional support and distribution

## Community Impact

Authentic grassroots engagement and youth development

## Performance Credibility

Elite athletic endorsement and lifestyle alignment



# T M I G



# Consumer Packaged Goods (CPG / Nutrition / Beverage)

## Nestlé

Global nutrition leader with premium product lines

## Coca-Cola/BodyArmor

Sports hydration and performance beverages

## SmartWater

Premium hydration aligned with elite performance

## Mentos

Energy and focus products for active lifestyles

**Concept: "Defense Energized"** — OG as symbol of balance, endurance, and discipline. Authentic integration of performance nutrition with his disciplined lifestyle and elite defensive mindset. Focus on products that fuel sustained excellence and mental focus.

## Content Creation

International photo shoots (NY, London, GCC) showcasing authentic product integration

## Social Media

High-impact posts across Instagram & TikTok with performance storytelling

## Video Content

30-60 second premium video featuring training and nutrition routine

## Digital Marketing

Blog post and email campaign focusing on discipline and performance nutrition

## PR & Media

Press release announcing partnership with performance and lifestyle angles

# Fintech / Banking / Crypto Custody

## Revolut

European fintech leader with global expansion and premium banking services

## Cash App/Monzo

Mobile-first banking with strong Gen Z appeal and social features

## N26

Digital banking innovation with international reach and lifestyle integration

## Binance/MoonPay

Cryptocurrency platforms aligned with modern investment trends

## Wise

International money transfer and multi-currency solutions for global lifestyle

**Concept: "Secure Your Possessions"** — Mirrors OG's elite defensive mindset with secure financial services. Authentic integration of financial discipline with his professional approach to wealth management and long-term security. Focus on protecting assets like protecting the rim.

## Digital Content

High-impact ads and short-form videos showcasing financial discipline and security

## Influencer Partnerships

Collaborations with financial literacy influencers and investment educators

## Content Marketing

Educational blog posts and articles about financial defense strategies

## Social Campaigns

Multi-platform campaigns focusing on financial security and smart investing

## Educational Events

Webinars and online events teaching financial literacy and investment basics





# Airlines / Travel / Hospitality

## British Airways/Emirates

Premium international carriers with global reach and luxury service

## Delta/Etihad

Strategic airline partnerships for US and Middle East market access

## Marriott/Hilton

International hotel chains with premium lifestyle brand alignment

## Four Seasons/One & Only

Ultra-luxury hospitality brands matching elite athlete status

## Core Life

Wellness-focused hospitality and lifestyle brand integration

**Concept: "Defense Travels"** - Multi-city international basketball clinics and cultural exchange program. Authentic storytelling around OG's journey from London to New York, showcasing global basketball community connections and cross-cultural bridge building.

## Destination Content

International content shoots (London, NYC, GCC) showcasing authentic travel experiences

## Mini-Documentary

Behind-the-scenes content series following the international clinic tour

## Cultural Storytelling

Content highlighting cross-continental basketball connections and community impact

## Luxury Travel Content

Premium lifestyle integration with high-end travel and hospitality experiences

## Youth Development

International scholarship and exchange program documentation

# Apparel / Lifestyle

## Nike

Global athletic brand leader with premium performance and lifestyle collections

## Under Armour

Performance-focused athletic wear with innovative technology integration

## Lululemon Men's

Premium lifestyle athletic wear with wellness and mindfulness alignment

## Kith NYC

High-end streetwear and lifestyle brand with exclusive collaborations

**Concept: "Corner 3 Capsule"** - Limited-edition apparel collection inspired by OG's signature corner three-point shot. Storytelling around precision, consistency, and clutch performance. Focus on premium materials and craftsmanship that reflect his disciplined approach to excellence.

## Design Collaboration

3-4 Signature pieces combining performance and lifestyle aesthetics

## Premium Materials

High-quality fabrics and construction reflecting elite athlete standards

## Storytelling Campaign

Content series showcasing the precision and consistency behind the "Corner 3"

## Limited Release Strategy

Exclusive drops creating demand and brand prestige

## Global Distribution

Strategic retail partnerships in key markets (US, UK, international)





# Telecom / Tech / Gaming / Wearables

## Samsung/OnePlus

Premium smartphone technology with performance tracking and lifestyle integration

## Huawei

Global tech innovation with wearable technology and fitness ecosystem

## PlayStation/Meta

Gaming platforms aligned with competitive mindset and focus

## Fitbit

Performance wearables and health tracking technology for elite athletes

## NBA 2K

Basketball gaming partnership with authentic player representation

**Concept: "Locked In Mode"** - OG's elite focus and defensive mindset translated into gaming and tech ecosystem. Authentic integration of mental discipline with cutting-edge technology. Focus on performance optimization, concentration, and the mindset required for sustained excellence in both basketball and digital environments.

## Launch Event

Premium brand reveal showcasing technology and performance integration

## Gaming Content

NBA 2K partnerships and competitive gaming mindset content

## Wearable Integration

Performance tracking content showing elite athlete data and insights

## Tech Lifestyle

Premium device integration with training and daily routine content

## Digital Campaigns

Multi-platform content focusing on focus, discipline, and performance optimization

# Summary & Contact

## Flexible Partnership Tiers

All partnership levels adaptable based on deliverables, regions, and market requirements

## Global Usage Rights

12-month global image usage included with extension options for long-term partnerships

## Cross-Market Value

Additional brand value through UK/Nigeria/US crossover visibility and authentic cultural connections

## Scalable Activations

From local community engagement to international campaign rollouts

## THE TRANSITION Management

North and South America/Africa coverage

Email: [hello@transitionbball.com](mailto:hello@transitionbball.com) | Phone: +1 (678) 578-9025 |

Web: [www.transitionbball.com](http://www.transitionbball.com)

## THE SHOT Management

Europe/MENA/Australia coverage

Email: [office@taketheshot.gr](mailto:office@taketheshot.gr) | Phone: +30 (698) 69-46-555 |

Web: [www.taketheshot.gr](http://www.taketheshot.gr)

**Partnership Approach:** Comprehensive brand partnership solutions spanning performance, lifestyle, and community impact. Strategic alignment with OG's authentic brand values and global market presence for maximum ROI and meaningful audience engagement.