



case study.



NEW YORK CITY FOOTBALL CLUB

CASESTUDY

GENNI

ELECTRIFYING EVERY NIGHT.

GENNI.COM

INFO@GENNI.COM





Campaign Overview

Genni partnered with **The New York City Football Club** to amplify awareness, fuel audience growth, and bring fresh energy to themed promotional nights throughout the season.

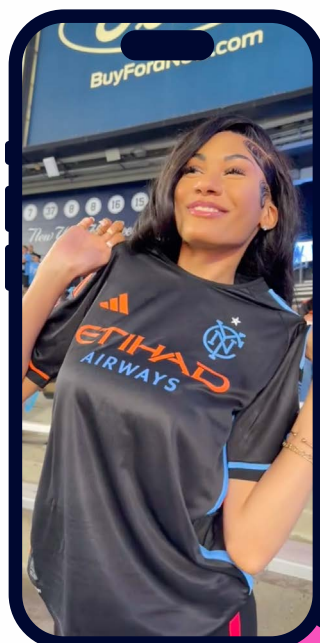
Campaign Strategy

Genni sourced seven hyper-local creators across Instagram and TikTok, managing all creator logistics, from contracting and approvals to creative development tailored to each event.

A different creator was activated throughout six promotional nights, with a seventh hired to augment a **Guinness World Record moment**. Each creator was required to post on TikTok and syndicate the content across Instagram Reels.

Our strategy leaned into culture-forward storytelling to help NYCFC expand beyond core soccer fans—tapping creators who showcased city life, not just outfit checks.

BOTTOM LINE: Yes, Genni does sports—and we do it by turning every match into a moment.



@nojill



@thingsmyhusbandlikes



@suleymandolaeV

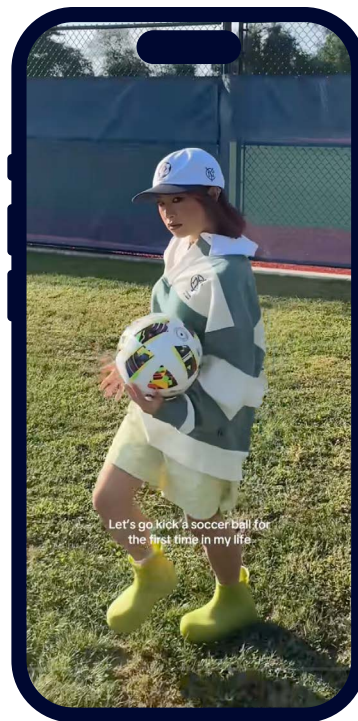


@thejasruiz6



Key Moment

Genni supported NYCFC's **Guinness World Record attempt** for the most soccer ball passes in an online video chain using the hashtag **v**, helping to reposition the record attempt as a cultural campaign.



@yulingwu

Campaign Performance

The seven creators garnered **over 2 million TikTok views** and almost **half a million Instagram impressions**.



13
POSTS



2.1M+
TIKTOK
VIEWS



500k
INSTAGRAM
IMPRESSIONS

