

BUFFALO WILD WINGS | WINGMAN

Everybody needs a wingman.



WAYMO | TAKE YOURSELF OUT

The strongest thing you can do is take yourself out.

CREATIVE BRIEF

A7FL CHAMPIONSHIP 2027 X MADD

CREATIVE BRIEF

PROJECT BACKGROUND

A7FL is a fast-growing, no-pads 7-on-7 football league with a young, social-first fan base (roughly 75% of fans are 18–34). It's still an emerging property, which means a sponsor can help define its culture rather than just buy a logo spot. MADD Sports — Mothers Against Drunk Driving's athlete- and fan-facing platform — is looking for a scaled, credible way to reach that same young audience with a responsible-celebration message that doesn't feel like a lecture.
This project exists to give Buffalo Wild Wings a fresh, ownable football property to attach to at exactly the moment it's rebuilding relevance with younger fans, while giving MADD Sports a real activation platform instead of a PSA. The campaign brings in two additional category partners — Waterboy (hydration/recovery) and Waymo (autonomous safe rides) — so the idea covers the entire fan night, not just the game: BWW fuels the celebration, Waterboy fuels the recovery, and Waymo gets everyone home. Together, the four partners answer the project goal of making responsible celebration feel like part of the fun instead of a separate message bolted onto it.

OBJECTIVE

Business
- Land Buffalo Wild Wings as presenting sponsor including Waterboy and Waymo. Creating favorable multi-year terms, and driving measurable sales lift at watch party locations during championship week.

Brand
- Lift Buffalo Wild Wings brand favorability, build waterboys awareness and trial among the same audience through recovery pack sampling; build Waymo's awareness and trial in its serving markets through the ride credit mechanic; and boost campaign driven social engagement and earn media/UGC beyond a typical football baseline.

Program/activation
- Hit strong participation numbers across the three brand touchpoints: Wing man check ins, waymo ride credit redemptions, and waterboy recovery pack distribution

Partnership/ mission
- Reach a younger audience MADD Sports doesn't organically reach, and turn the Wing man framework into something reusable beyond this one championship.

League objective
- Use this partnership as proof of value to attract future sponsors, and grow the leagues own following and viewership off the campaigns combined reach

TARGET AUDIENCE

Primary: Younger side of A7FL's fanbase, aged 18-34, high energy and social sports consumers who care about the culture surrounding the sports they watch. They are drawn to fast-paced and authentic sports content rather than traditional professional sports. The audience values spending time with friends and discovering new experiences.
Secondary: Young adults who enjoy sports as a social experience and are looking for things to do with friends / casual sports fans who may not be familiar with A7FL but enjoy engaging football highlights and unconventional sports entertainment
Audience snapshot:
- 22 year old college senior from Los Angeles
- Watches football and rugby, follows A7FL on instagram
- Is looking to plan a fun weekend with friends; the aim is to go watch a game

TIMELINE

- Start: Three Months Before March 2027 Pushing Content Out, Branding, And Preparing For Championship in The Beginning of Summer
- Creative Approval: March 1st, 2027
- Media campaigns + production: March 15-May 15
- Championship Takes Place : June (Inset Potential Date) 2027
- After: Want To Keep Promoting Content Three Month After Summer Season July-September

MANDATORY

- Hashtags: #dontfumblethenight
- Use Waymo/Waterboy/Buffalo Wild Wings logos + A7FL logo
- Tagging brand handles
- URL to purchase game tickets/URL to website

TONE + VOICE

- The brand should sound bold, competitive, and unapologetically fun.
- The personality is rugged but entertaining, with a confident attitude that feels authentic to the players and the culture of the league.

BUFFALO WILD WINGS: WINGMAN

Everybody needs a wingman.

BRANDING & LOOK + FEEL

Colors:
- BWW's black and sauce-yellow, hot-sauce red, and the golden-brown of the wings
- A7FL's navy and red from the league logo
- The neon-and-screen glow of a sports bar at night

Photography:
- Football fans watching at B-Dubs, tablegates
  - The "wingman" with their wingman "reward", wings from B-Dubs or a A7FL limited edition merch like hats, shirts, pins etc
- A7FL football players with "wings"; the food and real wings
- Photos of players with limited edition B-Dubs football gloves with wings

Typography: BWW's heavy slab serif Aachen Bold

Design Inspiration:
- Loud, social, high energy, and a little rowdy, but always about the group looking out for each other
- Game day broadcast graphics: score bugs, player name tags, highlight callouts
- Sports bar menus and table signage
- Sports social accounts like Bleacher Report and House of Highlights for pacing and energy

DELIVERABLES

- Two-Name Highlight series: every A7FL highlight credits the player who scored and the wingman who made it possible, posted within 24 hours of each game
- Weekly Wingman Leaderboard graphic: tracks which player leads the league in wingman credits, building up to the championship
- Broadcast "Wingman" lower-third: on-screen graphic during the championship stream naming the blocker on every big play
- Write-on "Name Your Wingman" coasters: for participating BWW locations, with space to write the driver's name before the first order
- Reserved Wingman Table placard: the best-screen table at each participating location, claimed under the driver's name on championship day
- 1:00 hero film (plus :15 and :30 cutdowns) showing a play from the blocker's point of view, then the same role at the bar that night
- Wingman of the Year trophy + halftime presentation film: the award handed from the league's top wingman to a fan nominated by his friends

WAYMO: TAKE YOURSELF OUT

The strongest thing you can do is take yourself out.

BRANDING & LOOK + FEEL

Colors:
- A7FL navy, red, and white from the league logo
- Waymo ice blue and its blue-green gradient for the ride home
- White ties the two together

Photography:
- Classic on-field action, with a focus on subbing moments, players tapping out, and teammates supporting each other
- In the car, Waymo can include a photo booth promotion of fans taking pictures in the cars on the way to and from the game
- Night city shots (streets, headlights, the car pulling up) to show the "after" side of game night

Typography:
- Bold condensed for the field, matching A7FL's jersey-number look

Design Inspiration:
- Should be a more organized clean design
- Split layouts that put the field and the car side by side (helmet off, driver off)
- Minimal tech branding with lots of white space
- Sports broadcast substitution graphics for the "taking yourself out" moments

DELIVERABLES

- "The Toughest Call" player series: 3 short videos of A7FL players talking about a time they pulled themselves out of a game
- Broadcast substitution graphic: every time a player subs out during the championship stream, a sponsored graphic calls it the strongest play on the field
- In-car screen takeover: when the ride starts during championship weekend, the screen shows championship highlights and a quick "good call" message
- Branded in-app booking screen: a championship version of the Waymo app booking flow, designed like a sideline substitution
- Sideline-style pickup zones: Waymo pickup areas at Atlanta watch parties designed like a team tunnel or sideline
- In-car photo booth: fans take photos on the ride to and from the game, shareable with championship frames
- 1:00 hero film (plus :15 and :30 cutdowns) cutting between a player signaling to come out and a fan booking a ride, same decision, two settings