



Marketing Research Analysis

Why Takis and Anthony Edwards Are the Ultimate Marketing Duo

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Elev8 Sports Marketing Firm 8

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PART 1: ANTHONY EDWARDS

OVERVIEW AND HISTORY

Anthony Edwards, throughout his entire life, has always been involved in sports. Right now, he is a professional basketball player and a superstar in the NBA, but he didn't start out as just a basketball player. He grew up in Atlanta, Georgia, and started out as a talented football player. On the football field, Edwards played running back and quarterback and on defense he played cornerback. At the age of 9, he was already named one of the top Pop Warner running backs in the country. By the time he entered middle school he began to really focus solely on basketball. Gradually, Edward's athleticism and scoring ability started to set him apart from the rest of the players on his team and even the competition. During Edward's eighth grade year in middle school, he faced big personal challenges. He lost both his mother, Yvette, and grandmother, Shirley, within eight months. To honor both he changed his jersey number to 5 which is the day of the month in which they both passed on. After middle school he went to Therril High School in Atlanta where he was averaging 16 points, 4 rebounds, and 2 steals as a freshman. Because of his performance's freshman year, he was rewarded as a four-star recruit going into sophomore year. Edwards transferred to Holy Spirit Preparatory School in Atlanta and reclassified to the 2020 class. During this time, he was pure dominance on the court averaging almost 30 points, 9 rebounds, and 2 steals a game for his final year. He was rewarded as a five-star recruit, was named the top player in the nation as he reclassified back to the 2019 class and was a McDonald's All American.

After High School, Anthony Edwards continued to shine at the University of Georgia for college. He led all freshman in scoring and was also named the SEC freshman of the year which led him to the NBA.

Going into the 2020 NBA Draft, Anthony Edwards was the number one overall pick of the draft and was selected by the Minnesota Timberwolves. In his rookie year he made an impact right away, showcasing his explosive dunks and confident playstyle. He was also named NBA All-Rookie first team while also being the runner up for rookie of the year. Throughout the next couple seasons, Edwards grew tremendously all around as a player and leader. He became the face of the Timberwolves organization and in 2023 he earned his first NBA All-Star selection along with a NBA Third Team selection in 2024. On top of this, Edwards was chosen to be a part of the 2023 FIBA World Cup team where he made a huge impact on a team led by the best players in the world. Anthony Edwards is not only known for his one-of-a-kind basketball abilities but also for his personality and character which makes him one of the most marketable star athletes in the league today.

ENDORSEMENTS AND BUSINESS VENTURE

As a professional basketball player, it is important to understand that marketing shows the public who you are as an individual and what you prioritize and stand for outside of the court.

Edwards rise to the top has allowed him to grow a massive global fanbase and become very marketable as people are able to see his authentic self more as he steps into the spotlight.

Edwards is a brand ambassador for athletic apparel and footwear company Adidas whose aim is to be the best in the world, just like Edwards. When asked why he chose Adidas over other big-name brands he simply said “They allow me to be myself. That’s why I love Adidas.” Adidas has become a household name in the sports world sponsoring top athletes from Lionel Messi to Patrick Mahomes.



Edwards has recently made a major push into unscripted TV with his production venture Three-Fifths. He launched the business back in 2019 with his partner and business manager Justin Holland. The company has produced content featured on platforms like ESPN, Bleacher Report, and its YouTube docuseries, Year Five, which offers an inside look into Edwards fifth year in the league. The production venture recently inked a deal with Brent Montgomery’s Wheelhouse to develop content under Wheelhouse Sports. Montgomery has produced popular shows such as Pawn Stars, Forged in Fire, and the Real Housewives of New Jersey.

His growing popularity and star level in the league has allowed him to collaborate with and endorse many of the top name brands that we know. From Bose, a top headphone brand around the world, to a partnership with Chipotle, and various other brands like Fanatics, Panini, and Coca-Cola. The more he grows as a player and worldwide personality, it will be intriguing to see what other high-profile brands choose to partner with Edwards.



MARKETABILITY SWOT ANALYSIS

Strengths	Weaknesses
From a very young age he was always a great athlete in all sports and his athleticism allowed him to develop earlier and quicker than most other players.	- Plays for the Minnesota Timberwolves which is a smaller market than most teams and can limit his exposure. - He is still young for players in the NBA and even still is the face of the franchise which comes with maturity and leadership.

• Was selected number 1 overall in the 2020 NBA draft which gave him confidence and immediate star praise. • He has a very marketable personality, being very charismatic, confident and relatable. • Was named NBA All Rookie first team, was an All Star by 2023, and was All NBA honors in 2024.	• He was criticized in college for being lazy on defense, only relying on his athleticism, and not focusing on the fundamentals and hard work.
Opportunities • His global exposure is increasing through the Team USA and being apart of the 2023 FIBA World Cup team. • Edward's is looked at to become one of the new faces of the NBA like older stars such as Lebron, Jordan, and Curry. • He has strong chances for marketing in entertainment, fashion, and gaming because of his style and personality. And just because of who he is and how he acts in general.	Threats • Being such a young player, there are risks of injuries that could compromise long term brand value and performance. • A lot of pressure and scrutiny to perform better in the playoffs along with being a number 1 pick and face of his franchise. • Edward's personality has and could in the future be misinterpreted in today's media world with everyone looking for a story to tell.

SOCIAL MEDIA EFFORTS

Anthony Edwards has quickly become one of the most dominant young faces of the NBA and a rising star on social media. Edwards' media presence is rapidly growing. He currently has over 4.8 million followers on Instagram, where he regularly posts pictures of game days, workouts, and behind the scenes moments with teammates and close ones. He is fairly frequently posting on there and tends to generate a lot of engagement thanks to his large and loyal fan base. His Instagram stories often give fans a glimpse into his life off the court. For example, he might show off some of his casual outfits to music he's listening to right now. His authenticity, outgoingness and humor make him one of the most relatable athletes on the platform. On Twitter, Edwards has taken a quieter approach from his account; however, his name still trends frequently from viral clips, memes, quotes, and his explosive basketball highlights. Whether it's an arena shaking dunk or an outgoing post-game interview, Ant's face or words will be all throughout the platform. For

example, during the post-game interview Edwards responded to a question about his playing style with, “I’m a dog on the court, I feel like nobody can guard me,” which turned into a popular video. Even though he plays in a smaller market like Minnesota, Anthony Edwards has already gained a social media following that is bigger if not the same as many big stars. He is probably one of the most naturally entertaining players in the NBA, and his outgoing personality translates well on social media. Edwards understands the value of his brand and has started to make his public image in a way that is both authentic and strategic. He’s gaining popularity as not just an elite athlete, but also as a personality that fans want to follow. His YouTube channel is a great way to see highlights you missed of him while also seeing him in a way that you wouldn’t normally. This is another example of how he makes a connection with fans through social media. Within the next couple years and as social media continues to rise, Anthony Edwards is going to become the face of the league and a super star no one will ever forget.

TALE OF THE TAPE: DYNAMIC GUARDS

TALE OF THE TAPE	LAMELO BALL	ANTHONY EDWARDS	DWAYNE WADE
Age:	24	24	43
Years Pro & Team(s):	6 th year w/ the Charlotte Hornets	6 th year w/ the Minnesota Timberwolves	16 years pro w/ the Miami Heat, Chicago Bulls, and Cleveland Cavaliers
College & Draft Pick:	Played in Australia 2020 R1 P3	Georgia 2020 R1 P1	Marquette 2003 R1 P5
Achievements:	2020 ROTY, 1x All-Star	2x All-NBA, 3x All-Star, 2024 Olympic Gold Medal	3x NBA Champ, Finals MVP, 13x All-Star
Instagram Following:	10.5 million followers	4.8 million followers	19.7 million followers
Shoe Deal(s):	Puma: Multi-year deal worth approx. \$100 million	Adidas: Multi-year deal worth around \$50 million	Past Deals: Converse & Jordan Today: Li-Ning, 10 years for \$60 million + equity
Reputation:	- Flashy playmaker “Cultural Icon” - Lazy & “overrated”	- Among the league’s best - Emotionally impulsive - Rising presence	- Clutch Performer - Built brand beyond basketball

In this tale of the tape, we compared three dynamic guards: the “cultural icon” LaMelo Ball, all-time great Dwayne Wade, and bonafide star Anthony Edwards. While Anthony Edwards doesn’t quite have the “icon” status like LaMelo Ball or the resume like Dwayne Wade, however he is

well on his way to being better than Wade and more iconic than LaMelo should he continue to follow the path he is on.

ATHLETE'S BRAND

Compared to many other players, Anthony Edwards walks around every day advertising his brand. His brand is based off his charisma and relatability along with his explosive play style that is impossible not to watch. He goes by the nickname “Ant” or “Ant Man” which is something younger fans love about him. Edwards has a partnership with Adidas which is the center of his branding. He is also branded with Sprite and Prada which are both things he enjoys a lot. The idea that he brands with the things he enjoys, and thinks is cool is another reason to show how relatable he is. From these partnerships, his first signature shoe was made, AE1's, and along with it is his own logo that stems from his nickname and his initials. A big part of Adidas's marketing strategy for Edward's is their tagline for him being “Believe That”. This is meant to show the young superstar's confident personality and underdog mentality while also looking to show younger kids they can do the same. Moreover, Anthony Edwards sense of humor, funny interviews, and crazy game moments make him one of the most marketable figures though social media and in the NBA world. All this along with Edward's being the face of the Minnesota Timberwolves and recently playing for Team USA in the FIBA World Cup makes him one of the NBA's next global icons.

PART 2: TAKIS

OVERVIEW AND HISTORY



In 1999, Morgan Sanchez had an idea to roll a corn chip in a spicy mix of ingredients, and it turned out to be one of the most recognizable chip brands sold in stores. Takis soon became a brand that would flourish in both the US and later was introduced to Canada. Takis are made by the company Barcel which is a Mexican snack company located in both the US and Mexico. It was founded in 1978 selling other baked snacks until Takis were invented. When Takis hit the US market in the early 2000s, Barcel expanded into the US creating Barcel USA. The first US production facility was opened in 2012 in Copell, Texas.

Takis were first introduced in Mexico, and when they became a sensation, they hit US markets in the early 2000s. While most chip brands appear on grocery store shelves for sales, Takis started out by being sold exclusively in US convenience stores. They soon hit grocery store shelves years later. They are most notable for their flavor “Fuego” which is the most sold flavor of Takis now. In 2019, more flavors were introduced to the company, and it only grew from there. Not only

have they expanded the flavors of chips, but they have also expanded the types of chips they sell. Takis now sells popcorn and wavy chips.

MISSION STATEMENT

Takis mission is to promise their consumers to deliver intense, bold flavors, and innovative snacks that create new and exciting experiences. Takis is evolving their brand by introducing new flavors and types of chips to grocery store shelves. They focus on meeting the demands of snack lovers and satisfying the needs of an intense and unique flavor.

Takis corporate goals focus on marketing to a younger demographic and expanding their brand. The company is also transparent with what ingredients are included in all of their products, ensuring safety and a healthy environment for all of their consumers.

SOCIAL MEDIA EFFORTS



Takis has built a very recognizable brand identity on social media, and their distinct color palette plays a huge role in that. The bold oranges, purples, greens, and yellows immediately communicate the “intensity” that Takis is known for. Across platforms, their content consistently leans into this theme, using visuals and tone to make the brand feel loud, playful, and over-the-top. This strategy has allowed Takis to stand out among other snack

brands and to stay memorable with younger audiences who value boldness and humor.

On Instagram, Takis has taken the unique approach of running four separate regional accounts: Takis Mexico, Takis USA, Takis Colombia, and Takis UK&I. This shows intentional marketing research and an understanding that different audiences engage with content in different ways. Takis Mexico (141k followers) highlights loud, colorful, vibrant posts, while Takis USA (507k followers) leans heavily on memes, reels, and influencer sponsorships but keeps the same bold color scheme. Takis Colombia (33.3k followers) also features colorful visuals, but memes dominate the feed. On the other hand, Takis UK&I (10.1k followers) has a very different look, with less brightness and more emphasis on reels. Looking specifically at Takis USA, it’s clear they have prioritized collaborations with major cultural figures—like Travis Kelce and Patrick Mahomes (NFL), Matt James (The



Bachelor), Morgan Pope (Big Brother), and the global girl group KATSEYE. However, despite these collaborations, most posts receive under 5,000 likes unless they lean into relatable, everyday humor that resonates with younger audiences—such as making a walking taco with Takis, joking about strapping a Takis bag into the car with a seatbelt, or highlighting the dust-covered fingers that come after eating them.

On X (formerly Twitter), Takis keeps just one account, Takis USA, which currently has about 111k followers. The tone here feels especially playful and unserious. Instead of celebrity tie-ins, this platform leans more on quick jokes, reminders about events, and witty one-liners about Takis. It seems designed more to engage and entertain than to promote products directly.

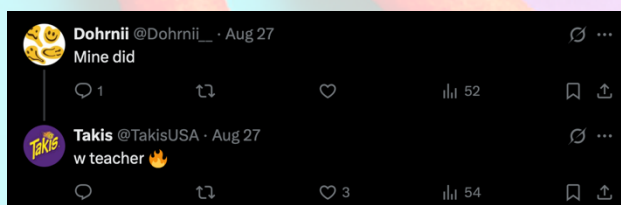
Facebook looks a little different. With 3.9 million followers, it's Takis' largest audience across platforms, so the brand mixes things up to appeal to a wider demographic. Their posts include promotional videos about new flavors, bold and bright branded content, and meme-like reels that keep the page feeling approachable. Because Facebook's audience is broader, Takis seems intentional about balancing playfulness with promotion. Here, I noticed mentions of big names like Ninja (gamer/streamer) and John Cena (actor and WWE), which shows they still use influencer partnerships but in a way that appeals to a mainstream audience.

On TikTok, where Takis has 2.4 million followers, the content feels like a combination of what they post on Instagram Reels and Facebook Shorts, but tailored for TikTok's short, fast-paced video culture. Since TikTok is video-only, Takis leans into meme-style humor, "food hacks" like new ways to eat Takis, and ads for flavor launches. Their TikTok feels the most natural and seamless, since the brand thrives on bold, exaggerated humor, which aligns perfectly with TikTok's trends.

Finally, Takis also uses YouTube, where the content is more straightforward and professional. Their channel focuses on short, commercial-style videos that highlight products in a polished way, compared to the more casual or humorous content seen on other platforms. While YouTube may not have the same level of engagement as TikTok or Instagram, it's still an important hub for delivering ad-style content that can be reused across campaigns.

TARGET MARKET

Takis' target market becomes clear when looking at both the tone and style of their social media. The brand's loud, vibrant visuals combined with their reliance on memes and funny videos show that Takis is intentionally aiming at a younger demographic, particularly children, teens, and young adults. A great



example comes from their X account, where they posted, “do teachers allow snacks in class?” This type of post is clearly directed toward students still in school—middle schoolers, high schoolers, and even college students. The interaction went even further when a fan replied, “Mine did,” and Takis responded with “w teacher (fire emoji)” This kind of playful back-and-forth shows that Takis not only knows who their audience is but actively engages them. By using memes, trending content, and casual, relatable scenarios, Takis positions itself as more than just a snack—it becomes part of youth culture.

When segmenting Takis’ target market, it makes sense to group them by both age and lifestyle. The primary segment is teens and young adults (roughly 13–24 years old) who spend a lot of time online, are active on social media, and enjoy sharing humorous or “extreme” content. These are the kids bringing Takis to school, making videos about new flavors, or joking about the “Takis dust” left on their fingers. A secondary segment includes slightly older consumers—college students and young adults in their 20s—who might buy Takis as an impulse snack for parties, gaming sessions, or sports watch nights. Finally, Takis also appeals strongly to multicultural consumers, especially Hispanic communities, since Takis originated in Mexico and still heavily embrace Latin flavors, traditions, and cultural energy. Across all segments, what ties these groups together is a desire for boldness, fun, and intensity—not just in their snacks but in how they express themselves online.

PRODUCT

As one of the most recognized snack brands in the United States and Mexico and continue to grow globally as well. Takis offer a bold and tasty range of products that keeps millions of customers satisfied with both their product and brand identity. The main product they sell include Takis Fuego, one of their first products that have a spicy chili pepper and lime flavor. Other popular products include Takis Nitro, Takis Blue Heat, Takis Crunchy Fajitas, and so many more. Throughout the years Takis improved from being only a rolled tortilla chip, to becoming one of the most well-known snack brands.

While Takis began gaining attention across different regions and cultures, they restructured its product line to meet local flavor preferences and snacking habits. Takis Fuego has been the best and most widely recognized flavor, but other variations have emerged in different markets to show regional or cultural tastes. For example, in some Latin American countries' flavors are made to meet their high demand for spicy snacks; while on the other hand, Takis in the United States has introduced items like Takis potato chips, popcorn, and nuts and snack sticks for a less spicy snack. The brand's ability to change and cater to a wide variety of flavor



preferences has played a major role in its growing success. Takis has also worked a lot to maintain their quality and consistency across all of its snack products. The brand ensures that each product goes thorough flavor development and testing. This helps pinpoint the intense flavor and texture which has helped lead to such a loyal customer base, especially among high school kids to young adults who are drawn to delicious products.

Takis are highly invested in building brand loyalty through marketing and engagement. The brand frequently collaborates with influencers or athletes while sponsoring digital content. They also use social media platforms to connect more with their audience. This strategy to engage with their customers is a reason why they have a unique brand identity that's not just about snacks, but about attitude and culture. Takis is often associated with younger people that are outspoken with a lot of energy. Someone who brings that Fuego. For services, Takis does not provide regular services like a restaurant chain might, but they make up for it through their advertising, packaging, and social engagement. This helps create a unique consumer to service connection. That's why Takis looks for a celebrity or athlete that is going to connect with the consumer and is true to themselves, just like Takis brand.

PRICING

PRICING STRUCTURE:

Takis employs a tiered pricing structure designed to appeal to multiple consumer segments and geographical markets. Below is an analysis of their approach:

Element	What Takis Does / Evidence	Strategic Implication
Pack size tiering	Takis offers multiple bag sizes (single-serve 1 oz / ~28 g; mid-size sharing bags; large family trays).	Covers impulsive snack purchases and sharing segments, allowing varied price points.
Value packaging/ price-marked packs	In UK convenience stores, Takis offers price-marked 55g packs at £1.25.	Transparent entry price encourages impulse buys.
Retail pricing in larger markets	Example: 180g Fuego pack in UK at £3.00; Middle East shows discounted prices online.	Larger packs reduce cost per gram, pushing value perception.
Promotional / discount pricing	Takis frequently uses flash sales, % discounts, and free shipping thresholds online.	Encourages trial and drives volume in competitive markets.

Geographical variation	Different pack sizes marked pricing in UK vs discounts in US	Adaptation to local incomes, duties, and competitive environment.
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COMPARISON TO COMPETITORS:

Comparator	Relative Price Point	Key Differentiators
Value / private label snacks	Takis is more expensive per ounce than store brands.	Takis leverages flavor intensity & brand image for a premium.
Premium or flavor-driven brands	Takis aligns or slightly undercuts spicy premium chips, sometimes exceeds in sharing packs.	Differentiates with bold heat positioning.
Snack multipacks	Takis often bundles multipacks with promotions to match competitors.	Bundling reduces per-bag cost, drives trial.

PROMOTIONS

Takis' pricing strategy demonstrates both strengths and weaknesses. Its tiered structure appeals to both casual buyers and value seekers, while price-marked packs encourage impulse purchasing and promotions help boost both digital and retail visibility. The brand also benefits from strong premium positioning, which supports margin power. However,



Takis faces challenges such as being priced higher than value competitors, experiencing margin pressure in larger packs, and dealing with regional import and shipping costs. Frequent discounting also risks diluting its premium image. On the promotional side, Takis stands out with a diverse mix of strategies, ranging from bold out-of-home campaigns like Dublin's "Dublin Domination" billboards to immersive VR ads such as the interactive "Are You Takis Enough?" campaign. Its brand messaging—anchored by the tagline "Face the Intensity"—reinforces the bold and spicy positioning, while influencer tie-ins, reverse psychology campaigns like "Don't Eat Takis," and co-branded events with partners like Modelo drive buzz and engagement. Retail media advertising on platforms like Walmart.com and Amazon ensures visibility at the point of sale, while localized targeting (such as price-marked UK packs or Dublin-specific OOH) adapts to competitive conditions. Compared to competitors like Doritos, which lean heavily on mass TV and sports

sponsorships, Takis positions itself as an edgy, digital-first, and experiential brand, appealing strongly to younger audiences. Overall, Takis' premium pricing is supported by its intense flavor identity and bold marketing approach, though it must carefully balance promotions to avoid long-term brand dilution.

OVERVIEW OF POSITION IN MARKETPLACE

Takis is a prominent name in the snack and chips market while still being able to separate itself from the competition with spice and uniqueness. The selling point of their product is how much they lean into the heat and flavor of their chips. This means that their primary target audience is a younger generation who is still interested in, and craving, that level of spice with their snack food. The competition, such as products like Doritos or Pringles, tend to stay in their own lane and do what they're comfortable with. Takis, on the other hand, take risks with their products which has made them as prominent as they are now. Most of their success comes from their prominence and boldness with their flavors. Inciting consumers to try the hotter ones and settle for the less hot. Takis has also branched out into non-chip products which help expand their presence among consumers that may not take any interest in the heat. Overall, Takis can be considered just another chip product by a lot of people, however it's the experience of the heat on most of their products which separates them from the pack.

EVALUATION OF MARKETING EFFORTS

The marketing efforts that Takis has made are primarily focused on highlighting the heat and uniqueness of the product. Their target audience is the younger generation, primarily Gen Z, which means that their efforts were very focused on being in your face and noticeable whether you want to notice them or not. Bright packaging, loud colors, large-name partnerships. All of these are ways that Takis have instilled themselves into the mind of their consumers. In order to best reach their target audience, Takis primarily uses social media. This allows them to go directly to the consumer rather than through a third party. There are areas for improvement when it comes to the range of their target market. Currently the snack dominates in Latin America and does very well in the United States, however there is little to no involvement from other areas of the globe. This could be done through social media or branching out into the European marketing space with television ads or even print advertising. Additionally, Takis relies so heavily on the heat aspect of their product that it leaves them vulnerable to societal change. If trends change and fiery snacks like that fall out of popularity, then they lose almost all their target audience. If Takis wants to avoid this, they would have to expand their selection of non-heat centered products. While it threatens the integrity of their brand, it could end up keeping them afloat down the road.

PART 3: THE PLAN

SOLUTION/ MARKETING CAMPAIGN

One area where Takis could improve its marketing strategy is by creating more personalized athlete collaborations that not only feature sponsorships but also integrate the athlete's personality into the brand's identity. While Takis already leans heavily into memes and bold colors, their campaigns often lack depth beyond surface-level humor. By pairing with Anthony Edwards, Takis has the opportunity to create a campaign that ties the athlete's intensity, energy, and humor directly to their product, rather than simply placing him in an ad. The solution is to move from short-term influencer-style partnerships to a sustained, story-driven campaign that makes Edwards synonymous with Takis' "intensity" tagline.

MARKETING PLAN

The campaign, titled "Turn Up the ANTensity", would center around Edwards' explosive playing style and bold personality, directly connecting it to the Takis experience and intensity. On social media, Takis could release a series of meme-inspired reels and TikToks where Edwards dramatizes everyday situations and "turns up the intensity" with Takis. For example, a video could show Edwards in a locker room hyping up his teammates—except instead of a pregame speech, he's hyping up a bag of Takis before opening it. Another could play off his viral charisma in interviews, with Edwards joking about how Takis are the only snack "intense enough" to match his dunks.

The campaign would also include a limited-edition product tie-in: "Takis x Ant Fire Edition", featuring packaging with Edwards' signature and fiery colors tied to the Timberwolves theme. Launch events could be held both online and in-person, such as a TikTok challenge where fans share their own "intense" moments while eating Takis, with winners receiving signed Edwards's merchandise. This strategy connects directly to Takis' core demographic of teens and young adults by blending humor, virality, and cultural relevance with the star power of an athlete who already embodies "intensity."

SWOT ANALYSIS

Strengths	Weaknesses
• Strong alignment between Takis' "intensity" brand identity and Edwards' explosive playing style. • Appeals directly to Takis' core demographic (teens/young adults active on TikTok, Instagram, and X).	• Risk of oversaturation if the campaign relies too heavily on memes without meaningful product storytelling. • Anthony Edwards, while rising, is not yet a household name globally compared to NBA legends.

• Edwards' rising stardom increases campaign relevance and media attention. • Opportunity for creative, viral content through memes, challenges, and athlete-led humor.	• Heavy reliance on Edwards' personal image means potential PR issues could impact the campaign.
Opportunities • Limited-edition products and TikTok challenges could drive strong engagement and sales. • Campaign can expand into NBA partnerships (in-arena promotions, playoff tie-ins). • Strong crossover potential with gaming, fashion, and music markets—areas where both Edwards and Takis could thrive. • Could establish a blueprint for future athlete partnerships (scalable model).	Threats • Competition from other snack brands with established athlete partnerships (Doritos, Ruffles with LeBron). • If Edwards underperforms in key NBA moments, hype may not translate as strongly. • Social media trends move quickly—campaign risks becoming outdated if not continuously refreshed. • Possible backlash if campaign feels too gimmicky or “forced” rather than authentic.

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