

JAMES ROBINSON

ROOKIE OF THE YEAR PUSH

2020 RECAP



ROOKIE
OF THE
YEAR '20



pepsi.
ZERO SUGAR



SUMMARY:

- 42 POSTS
- 2,436,452 IMPRESSIONS
- 120,700 ENGAGEMENTS
- 7,785 SHARES (VOTES)
- 2,678 VOTE LINK CLICKS (POSSIBLY MULTIPLE TIMES)



TOP POSTS

1. [Field Yates quote](#)



TOP POSTS

2. [Undrafted Rookie to ROY](#)



TOP POSTS

3. [Madden Rating Increase](#)



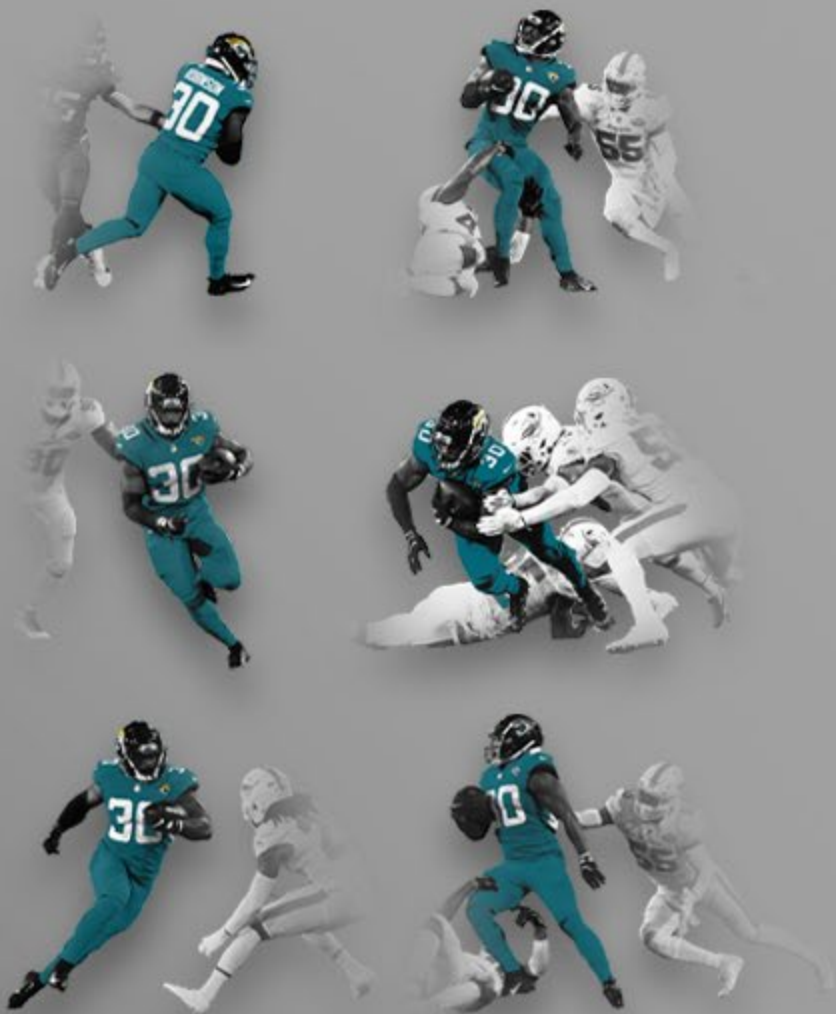
#DESIGNELEMENTS

#30

WE SPEAK FOR JAMES



ROOKIE
OF THE
YEAR '20



#SOCIALPOSTS



FROM
UNDRAFTED
TO
ROOKIE OF THE
YEAR FINALIST

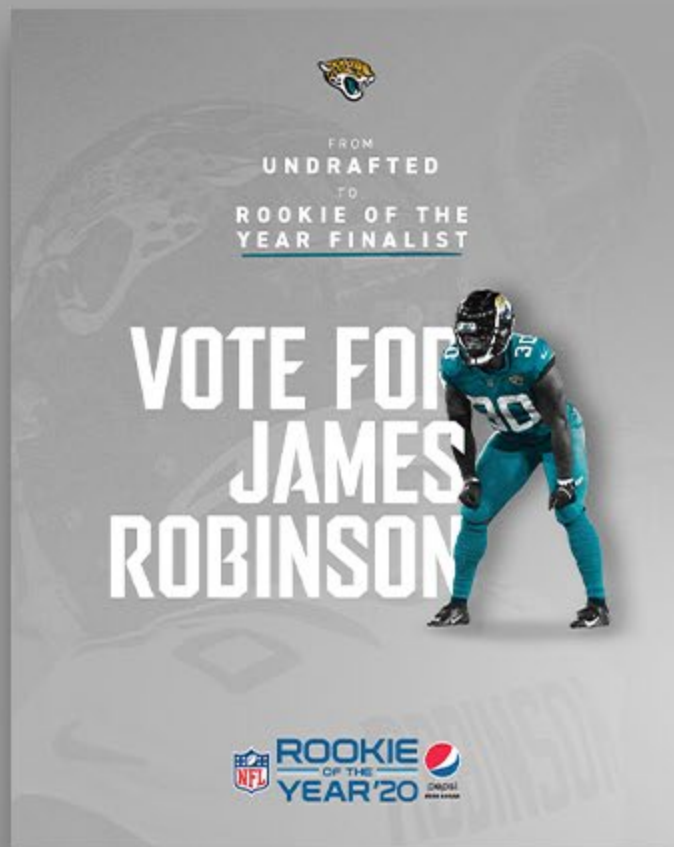
**VOTE FOR
JAMES
ROBINSON**



**ROOKIE
OF THE
YEAR '20**




#30





FROM
UNDRAFTED
TO
ROOKIE OF THE
YEAR FINALIST

**VOTE FOR
JAMES
ROBINSON**



**ROOKIE
OF THE
YEAR '20**



DEALS
WITH EVERY
BOTTLE



FROM
UNDRAFTED
TO
ROOKIE OF THE
YEAR FINALIST

**VOTE FOR
JAMES
ROBINSON**



**ROOKIE
OF THE
YEAR '20**



DEALS
WITH EVERY
BOTTLE

↑ SWIPE UP TO VOTE ↑

WE SPEAK FOR JAMES

#30

**ROOKIE
OF THE
YEAR '20**



DEALS
WITH EVERY
BOTTLE

#STATGRAPHICS

WE SPEAK FOR JAMES

1,414
SCRIMMAGE YARDS

ROOKIE OF THE YEAR '20


A stat graphic for James Robinson's 1,414 scrimmage yards. It features a large number '1,414' in white, with 'SCRIMMAGE YARDS' below it. A small image of Robinson in a teal jersey is positioned behind the numbers. The background is a light gray with faint outlines of other players. The 'ROOKIE OF THE YEAR '20' logo is at the bottom.

WE SPEAK FOR JAMES

SECOND MOST RUSHING YARDS
BY A ROOKIE IN FRANCHISE HISTORY

1,070
YARDS

ROOKIE OF THE YEAR '20

A stat graphic for James Robinson's 1,070 rushing yards. It features a large number '1,070' in white, with 'YARDS' below it. A small image of Robinson in a teal jersey is positioned behind the numbers. The background is a light gray with faint outlines of other players. The 'ROOKIE OF THE YEAR '20' logo is at the bottom.

WE SPEAK FOR JAMES

5TH-MOST
RUSHING YARDS
IN THE NFL
THIS SEASON

ROOKIE OF THE YEAR '20

A stat graphic for James Robinson's 5th-most rushing yards in the NFL this season. It features the text '5TH-MOST RUSHING YARDS IN THE NFL THIS SEASON' in white. A small image of Robinson in a teal jersey is positioned behind the text. The background is a light gray with faint outlines of other players. The 'ROOKIE OF THE YEAR '20' logo is at the bottom.

ROOKIE OF THE YEAR '20

1,414
SCRIMMAGE YARDS

ROOKIE OF THE YEAR '20

A stat graphic for James Robinson's 1,414 scrimmage yards, featuring the 'ROOKIE OF THE YEAR '20' logo. It features a large number '1,414' in white, with 'SCRIMMAGE YARDS' below it. A small image of Robinson in a teal jersey is positioned behind the numbers. The background is a light gray with faint outlines of other players. The 'ROOKIE OF THE YEAR '20' logo is at the top and bottom.

WE SPEAK FOR JAMES

SECOND MOST RUSHING YARDS
BY A ROOKIE IN FRANCHISE HISTORY

1,070
YARDS

ROOKIE OF THE YEAR '20

A stat graphic for James Robinson's 1,070 rushing yards, featuring the 'ROOKIE OF THE YEAR '20' logo. It features a large number '1,070' in white, with 'YARDS' below it. A small image of Robinson in a teal jersey is positioned behind the numbers. The background is a light gray with faint outlines of other players. The 'ROOKIE OF THE YEAR '20' logo is at the top and bottom.

WE SPEAK FOR JAMES

ONLY ROOKIE IN THE NFL TO AVERAGE MORE THAN

100+
SCRIMMAGE YARDS
PER GAME IN 2020

ROOKIE OF THE YEAR '20

A stat graphic for James Robinson's 100+ scrimmage yards per game in 2020. It features a large number '100+' in white, with 'SCRIMMAGE YARDS PER GAME IN 2020' below it. A small image of Robinson in a teal jersey is positioned behind the numbers. The background is a light gray with faint outlines of other players. The 'ROOKIE OF THE YEAR '20' logo is at the bottom.

WE SPEAK FOR JAMES

JOHN HILL, JOHN JACOBSON, DEVE AND SHAWN BARKLEY, DEVE
AS THE ONLY ROOKIE

AVERAGE 100+
SCRIMMAGE YARDS
OVER PAST
3 YEARS

ROOKIE OF THE YEAR '20

A stat graphic for James Robinson's average of 100+ scrimmage yards over the past 3 years. It features the text 'AVERAGE 100+ SCRIMMAGE YARDS OVER PAST 3 YEARS' in white. A small image of Robinson in a teal jersey is positioned behind the text. The background is a light gray with faint outlines of other players. The 'ROOKIE OF THE YEAR '20' logo is at the bottom.

WE SPEAK FOR JAMES

MOST RECEPTIONS BY ANY ROOKIE
RUNNING BACK IN THE NFL THIS SEASON

49
RECEPTIONS
334
YARDS

ROOKIE OF THE YEAR '20

A stat graphic for James Robinson's 49 receptions and 334 yards. It features a large number '49' in white, with 'RECEPTIONS' below it, and a large number '334' in white, with 'YARDS' below it. A small image of Robinson in a teal jersey is positioned behind the numbers. The background is a light gray with faint outlines of other players. The 'ROOKIE OF THE YEAR '20' logo is at the bottom.

ROOKIE OF THE YEAR '20

5TH-MOST
RUSHING YARDS
IN THE NFL
THIS SEASON

WE SPEAK FOR JAMES

A stat graphic for James Robinson's 5th-most rushing yards in the NFL this season. It features the text '5TH-MOST RUSHING YARDS IN THE NFL THIS SEASON' in white. A small image of Robinson in a teal jersey is positioned behind the text. The background is a light gray with faint outlines of other players. The 'ROOKIE OF THE YEAR '20' logo is at the top and bottom.

WE SPEAK FOR JAMES

MOST RECEPTIONS BY ANY ROOKIE
RUNNING BACK IN THE NFL THIS SEASON

49
RECEPTIONS
334
YARDS

ROOKIE OF THE YEAR '20

A stat graphic for James Robinson's 49 receptions and 334 yards, featuring the 'ROOKIE OF THE YEAR '20' logo. It features a large number '49' in white, with 'RECEPTIONS' below it, and a large number '334' in white, with 'YARDS' below it. A small image of Robinson in a teal jersey is positioned behind the numbers. The background is a light gray with faint outlines of other players. The 'ROOKIE OF THE YEAR '20' logo is at the top and bottom.

ROOKIE OF THE YEAR '20

AVERAGE 100+
SCRIMMAGE YARDS
OVER PAST
3 YEARS

WE SPEAK FOR JAMES

A stat graphic for James Robinson's average of 100+ scrimmage yards over the past 3 years. It features the text 'AVERAGE 100+ SCRIMMAGE YARDS OVER PAST 3 YEARS' in white. A small image of Robinson in a teal jersey is positioned behind the text. The background is a light gray with faint outlines of other players. The 'ROOKIE OF THE YEAR '20' logo is at the top and bottom.

WE SPEAK FOR JAMES

ONLY ROOKIE IN THE NFL TO AVERAGE MORE THAN


100+
SCRIMMAGE YARDS
PER GAME IN 2020

ROOKIE OF THE YEAR '20

A stat graphic for James Robinson's 100+ scrimmage yards per game in 2020, featuring the 'ROOKIE OF THE YEAR '20' logo. It features a large number '100+' in white, with 'SCRIMMAGE YARDS PER GAME IN 2020' below it. A small image of Robinson in a teal jersey is positioned behind the numbers. The background is a light gray with faint outlines of other players. The 'ROOKIE OF THE YEAR '20' logo is at the top and bottom.


#PUSHEMAILS

WE SPEAK FOR JAMES
#30



VOTE FOR JAMES ROBINSON


FROM UNDRAFTED TO ROOKIE OF THE YEAR FINALIST



JOINS RBs JOSH JACOBS (2019) AND SAGUON BARKLEY (2018) AS THE ONLY ROOKIES TO HAVE 100+ SCRIMMAGE YARDS OVER PAST 3 YEARS

49 RECEPTIONS FOR 344 YARDS
MOST RECEPTIONS BY ANY ROOKIE RUNNING BACK IN THE NFL THIS SEASON

"AN UNDRAFTED ROOKIE, TO BE THIS REMARKABLE, TO BE THIS MUCH OF A WORKHORSE ... HE CONTINUES TO FIND WAYS. HE'S AMAZING."
- ESPN NFL INSIDER FIELD YATES



VOTE NOW

WE SPEAK FOR JAMES
#30



VOTE FOR JAMES ROBINSON

FROM UNDRAFTED TO ROOKIE OF THE YEAR FINALIST



1,414 SCRIMMAGE YARDS, THE MOST BY ANY UNDRAFTED ROOKIE IN NFL HISTORY

ONLY ROOKIE IN THE NFL TO AVERAGE MORE THAN 100+ SCRIMMAGE YARDS PER GAME IN 2020

"THIS GUY IS A WORKHORSE RUNNING BACK. HE HAS THE POTENTIAL TO BE A GREAT ONE. HE HAS THE POTENTIAL TO BE A STAR."
- FORMER NFL LINEBACKER AND CURRENT CBS SPORTS ANALYST, LONDON FLETCHER



VOTE NOW

TAKEAWAYS:

- GRAPHICS CONSISTENTLY PERFORMED BETTER THAN OUR VIDEOS
- WE DIDN'T RECEIVE CONFIRMATION ABOUT RT TO VOTE UNTIL AFTER THE CAMPAIGN LAUNCHED, WHICH WOULD HAVE ADJUSTED SOME OF OUR STRATEGY WITH THE CONVERSATIONAL CARD (LIKE PUTTING COPY ABOUT RTING IN THE PRELOADED CONVERSATIONAL CARD)
- IT BECAME CLEAR THAT FANS DIDN'T REALIZE THAT THEIR VOTE DETERMINES THE WINNER. SAW AN INCREASE IN ENGAGEMENT WHEN THE COPY CLEARLY STATED 'YOU DECIDE WHO WINS ROOKIE OF THE YEAR'
- DEFINITELY AN UPHILL BATTLE AS EVEN FANS WITH JAGUARS IN THEIR BIO WOULD REGULARLY COMMENT WITH "HERBERT DESERVES IT THOUGH"

JAMES ROBINSON

ROOKIE OF THE YEAR PUSH

THANK YOU



ROOKIE
OF THE
YEAR '20

