



NXT GENERATION LLC



Disrupting and re-defining an industry

A NXT GENERATION CASE STUDY

The challenge

The objective was simple. Exceed Equine were looking for additional investment to help support their mission to re-define and re-invent the horse racing industry.

Exceed Equine believe that this multi-billion dollar market is waiting for disruption. The welfare and safety of the 'Equine Athletes' has been ignored for too long and as a result, the innovation in and around the sector has become stagnant and fragmented

They needed a brand identity and visual communications that could match their ambition, support their mission and attract the investment needed to take the business to the next level.

The mission

Exceed Equine are on a mission to become the most trusted and recognized brand delivering the best of cutting-edge technologies for performance horses globally.

The advancements of science, technology and new media have created a new paradigm for racing. Subjective processes are turned into objective techniques utilizing knowledge and data. This provides more starts for the Equine Athletes, longer racing careers, larger fields, bigger betting pools and almost unlimited potential for revenue streaming.

Exceed's Stable of Horses become the brand ambassadors. The latest developments in sport science can be applied, observed and validated all in one place.

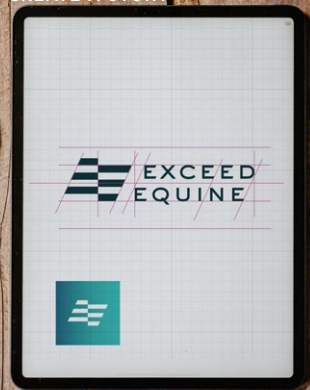
How?

- Zoom call consultation and exploration
- Brand questionnaire
- Review of current communications
- Proposition established



“ From the very first call, it became clear that the team at Exceed Equine had an extremely deep-rooted desire to make genuine change in the horse racing industry. We knew we had to capture this energy and passion in the visual identity and messaging ”

CREATE A STORY



“The logo and icon was created to suggest movement, speed and power. It needed to be instantly recognizable and avoid the repetitive style of so many other logos found in this sector”

Create an attitude

Following on from an initial zoom call consultation with Mike Calderone (CEO and Founder), we were able to gain a deeper understanding of the company and their ambition behind the project.

Exceed Equine are disruptors. The language, style and brand attitude needed to be bold, clear and direct.

Build a narrative

During our research and we built up an understanding of the target audiences. We explored how different audience groups would respond to different messages. This helped to build a hierarchy of messaging for the brand narrative.

A careful balance was established. We needed to introduce the innovative technology and science that was being used and how this would enhance the performance. It was also essential to show how this would improve the lives of the horses before, during and after their racing careers.

What?

- Brand position established
- Brand personality developed
- Logo design and brand identity created

AMPLIFY THE MESSAGE

Creating the assets and marketing strategy

With the brand strategy and direction in place, we were then able to create the assets across multiple platforms ready to build awareness and 'sell' the investment opportunity.

The new website was developed to contain the wealth of information available. A clear site navigation and user experience was implemented to avoid overwhelming a visitor that may be new to this sector or the potential benefits of investment.

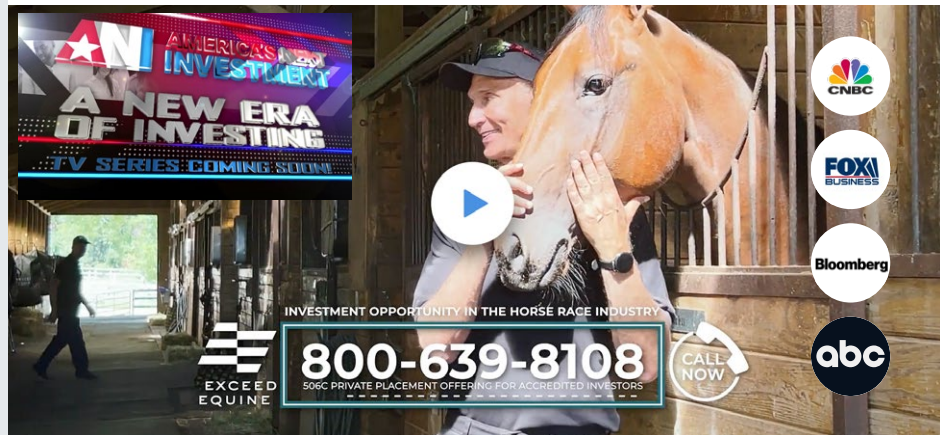
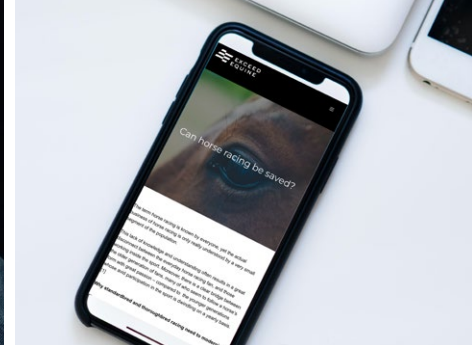
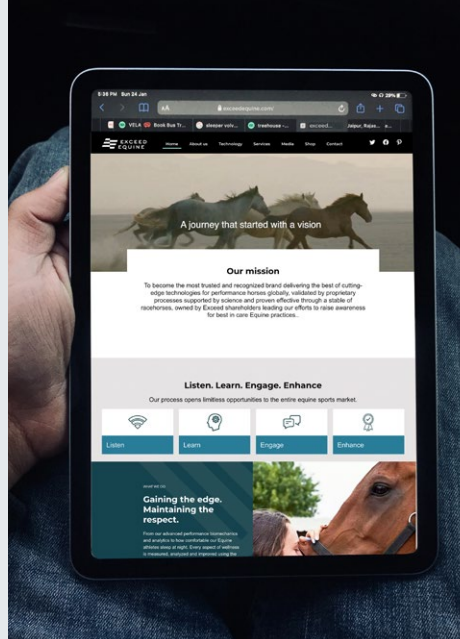
A social media optimization strategy was created along with engaging editorial content for use across multiple platforms.

In order to help raise further capital our partners AMERICAS NEXT INVESTMENT produced the TV commercial and managed the TV distribution & aired the TV commercial across networks such as Fox Business, CNBC, ABC, TVG, Bloomberg

wearenxtgeneration.com

What?

- Main website
- Editorial content
- Social Media content plan
- TV Commercial and infomercial



GET THE RESULTS



MC Mike Calderone
1 review @ US

★★★★★ Oct 16, 2022

Content creation website development and lead generation programs Worked with John and his team for over...

Worked with John and his team for over a year. They have their finger on the pulse and know how to get potential clients engaged and motivated . Excellent team.

Date of experience: October 15, 2022

👍 Useful ➦ Share

The results

We executed a 3-month investment lead generation campaign with our in-house email marketing. We designed a stunning email marketing creative, we delivered quality investment leads across our best mainstream global financial publications with Invest Money UK, Stocktonia, Asset Market News, Daltons Business, Universal Real Estate News, Proactive Investor and many more.

We also delivered high quality qualified investment leads through our TV Advertising media outlet Americas Next Investment.

We produced a 30 second TV commercial and a 30 minute infomercial, delivered across more affluent, entrepreneurial and financial TV networks such as Fox Business, CNBC, ABC, Bloomberg and TVG, delivering thousands of leads in a short time frame and helped to achieve Exceeds investment raise quickly, efficiently and to the best of our ability.

We are here.

We are NXT Generation

Let us be your creative and strategic partner
to help grow your business and take it to
the next level.



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