



OG ANUNOBY

BRAND & BUSINESS PORTFOLIO

1

Two-way elite

Championship Legacy & Elite Defense

Performance, Culture & Purpose

Global Fan Inspiration

2

Global appeal

Quiet Leadership & Cross-Continental Influence

Discipline & Authenticity

Brand Substance & Spotlight

3

New York Knicks

Fast Facts

Name: Ogugua 'OG' Anunoby Jr.

Team: New York Knicks (#8)

Born: July 17, 1997 — London, UK (British-Nigerian)

6'7

Height

240

Weight (lbs)

23

2017 Draft Pick

\$212.5M

Contract (5 years)

NBA Champion

2019 (Toronto Raptors)

All-Defensive Team

2023 Second Team

Elite Defender

Top-tier on-ball defense

Knicks Cornerstone

Key player for future success



NEXT
UP NEXT

PICK
IS BY
RD 1 / 23

OG Anunoby SF - Indiana (Proposed Trade: Rights To DE...)

00:56

YouTube

[2017 NBA Draft: Toronto Raptors Select O...](#)

With the 23rd overall pick in the 2017 NBA Draft, the Toronto Raptors select OG Anunoby from...



OG Anunoby Hits EPIC Game-Winner vs. ...

01:28

YouTube

[OG Anunoby Hits EPIC Game-Winner vs. ...](#)

Follow my new media channel:
https://www.youtube.com/channel/UCifzXFn_p...



OG DEFENSIVE HIGHLIGHTS

06:31

YouTube

[OG Anunoby's BEST Defensive Highlights...](#)

Full Defensive Highlights – OG Anunoby: 2022–2023 NBA Season, Part 1 DISCLAIMER – All clip...



BEST OF 24-25

13:06

YouTube

[OG Anunoby BEST HIGHLIGHTS 24–25 S...](#)

The best highlights from OG Anunoby from the 2024–2025 NBA season 📌 If you need more...





New York Knicks | #8 | Forward-Guard

OG
ANUNOBY

☆ FOLLOW

PPG
18.0

RPG
4.8

APG
2.2

HEIGHT
6'7" (2.01m)

WEIGHT
240lb (109kg)

COUNTRY
United Kingdom

LAST ATTENDED
Indiana

AGE
28 years

BIRTHDATE
July 17, 1997

DRAFT
2017 R1 Pick 23

EXPERIENCE
8 Years

On-Court Value Snapshot

Defensive Stopper

Guards 1–4; led NBA in steals (2023).

Efficient Scorer

~18 PPG in 2024–25 with career-high 40 vs Denver; elite corner-3 profile.

Playoff Performer

Multiple 20–30+ point games in 2025; high-impact two-way metrics.

Winning Impact

Knicks surged with OG in lineup; 50+ win pace and ECF push.



YouTube



OG Anunoby Erupts For A Career-High 40 PTS | November 25, 2...

Never miss a moment with the latest news, trending stories and highlights to bring you closer to your favorite players and teams. Download now:...



Social & Media Footprint

346K

Instagram Followers

3.8%

Engagement Rate

500K+

Reel Views

15%

Playoff Growth

- Viral Playoff Moments

Dunks and clutch plays generate millions of views.
- Premium Visual Style

Minimalist, high-quality content that resonates with brands.
- Strong Media Presence

Confident postgame interviews and press interactions.
- Global Reach

UK camps and international content spike engagement.

Video Content Strength

- Offensive & Defensive highlights consistently go viral.
- Behind-the-scenes training content performs well.
- London youth camp videos show authentic community connection.
- Knicks game-day content amplified by team's massive following.

Growth Opportunities

- TikTok expansion potential
- Structured content partnerships
- Cross-platform amplification through NBA Global, UK media, and Skechers
- Markets for promotion: US, Europe, MENA & Africa



Instagram

OG Anunoby (@oanunoby)

Instagram photos and videos



YouTube

NBA Star OG Anunoby's Journey F...

Knicks star OG Anunoby discusses his journey from the UK to Indiana to New...



YouTube

OG Anunoby | New York Knicks Po...

OG Anunoby speaks to the media after Knicks win over the Chicago Bulls....



YouTube

OG Anunoby | New York Knicks Po...

OG Anunoby speaks to the media after the New York Knicks 112-106 win over th...

Current Endorsements & Partnerships

Skechers Partnership

July 2025 performance footwear deal (SKX Nexus/Reign) with global roster alignment.

NBA/Knicks Amplification

Team and league distribute and amplify branded content across platforms.

GRASSROOTS DEVELOPMENT PROGRAMS

UK - London Lions

Media Distribution

Cross-platform content sharing and promotional support.

Community and Social Impact

Youth Development Programs

US and International youth development programs with authentic engagement.

Cross-Continental Influence

Bridging International and US basketball communities.

Strong Media Presence

Confident postgame media presence that brands can leverage.

Authentic Community Connection

Resonates with diverse audiences globally.

Partnership Value Propositions

Global Reach

Spanning US, UK, and international markets.

Authentic Engagement

Community engagement and youth development focus.

Premium Brand Alignment

Disciplined, professional image.

Multi-Platform Amplification

Through established networks.



YouTube

I See Big Things Happening, I Just ...

The London Lions are proud to announce that NBA star, OG Anunoby joins the...



Sports Illustrated

OG Anunoby Officially Signs Skec...

OG Anunoby is the latest NBA star to sign a sneaker deal with Skechers.



Footwear Magazine

Skechers Signs OG Anunoby in Aft...

OG Anunoby brings explosive athleticism and a viral playoff presence to Skecher...



Instagram

Gulf News on Instagram: "From the...

64 likes, 4 comments – gulfnews on October 5, 2025: "From the crowd to th...



Instagram

Swish DXB: Girls Only Basketball C...

In this exclusive interview, I catch up with NBA star OG Anunoby at the Sneaker...



Audience & Brand Fit

Gen Z–Millennial Hoop Fans Primary demographic with high engagement	NYC Market Local fanbase with strong purchasing power
International Basketball Community International reach through London connections	Nigerian Diaspora Cultural connection and growing market influence
Premium Streetwear High-end fashion and style consciousness	Tech Wearables Performance tracking and innovation focus
Recovery & Wellness Health-conscious lifestyle choices	Healthy Nutrition Clean eating and performance optimization
1 Discipline	2 Defense–First Mentality
3 Understated Confidence	4 International Identity

High-Fit Brand Categories

Apparel Product collaborations, lifestyle content, training videos	Health & Fitness Workout routines, nutrition content, recovery tips
Fintech Financial literacy content, secure investment messaging	Travel/Airlines International content, cultural bridge storytelling
Gaming/Esports Performance mindset content, competitive focus	CPG Lifestyle integration, authentic product usage



YouTube

OG Anunoby challenges Serge Ibaka's fashion king status | AVEC CLASSE

Serge Ibaka’s teammate OG Anunoby has his own definition of style and he was more than ready to put his look to the test against the self-...



YouTube

The Real OG Anunoby – Get To Know The Enigmatic Raptors For...

Get to know the real OG Anunoby. The Toronto Raptors defensive stud gives the best interviews, wears the sharpest fits and continually...

Activation Concepts (US & International)

"Defense Travels" Tour

Multi-city international basketball clinics (London-NYC-Dubai) with behind-the-scenes content mini-documentary. Partners: Airlines, telecom, CPG sponsors for global reach and authentic storytelling.

"Corner 3" Capsule

Limited-edition apparel and footwear collection inspired by OG's signature corner three-point shot. Storytelling around precision, consistency, and clutch performance.

Knicks Gameday Micro-Series

6-8 episode behind-the-scenes content series following OG through game preparation, performance, and recovery. Co-distributed through team and brand channels.

UK Homecoming Camp

Annual London youth basketball camp with scholarship fund component. Brand-underwritten community investment showcasing authentic UK roots and youth development.

Tech x Performance

Partnership with wearable technology and AI training platforms. Defensive metrics challenge showcasing OG's elite defensive skills and data-driven performance.

GCC Showcase

Offseason basketball workout and cultural exchange in Gulf Cooperation Council markets, expanding international presence and brand reach.



Business Opportunities (Equity & JV)

Footwear/Apparel Equity Capsules

Low capital expenditure investment opportunity with global direct-to-consumer and select retail distribution. Co-create signature performance and lifestyle collections leveraging OG's brand equity.

Performance Tech Partnership

Strategic investor and ambassador role with wearable technology companies, recovery platforms, and data analytics firms. Focus on defensive metrics and training optimization technology.

Health & Nutrition CPG

Co-creation partnership for flavors and product SKUs targeting US, UK, and GCC markets. Authentic integration with OG's disciplined lifestyle and performance nutrition approach.

Real Estate 'Defense Lab' Concept

Brand-backed training facility pods in US-New York and London or any other big international city. Community-focused basketball development centers with corporate partnership opportunities.

Media IP Development

British-Nigerian journey to Madison Garden documentary and speaking circuit. Short-form content series showcasing cross-cultural basketball story and leadership development.



Community & CSR

London Youth Development

Annual basketball camps through partnerships with UEL, Hoopsfix, and London Lions. Comprehensive programming including skills development, mentorship, and educational components with corporate partner support.

International-US Exchange Program

Cross-continental scholarship initiative connecting young international athletes and US basketball communities. Court refurbishment projects funded by brand partners to improve local facilities.

STEM x Sports Initiative

Defense analytics workshops for teenagers combining basketball strategy with data science education. Teaching young people how performance metrics and technology intersect with sports excellence.

Community Investment

Authentic grassroots engagement focusing on youth empowerment, education, and basketball development across international markets.

PARTNERS

New York Knicks

Official NBA team partnership and content amplification

NBA Global

League-wide international marketing and promotional support

Skechers Performance

Performance footwear and athletic lifestyle brand alignment

The Shot Management

Primary talent management and brand strategy

The Transition Management

Partnership development and business opportunities

London Lions

UK basketball community connection and grassroots development

Strategic brand partnerships spanning sports, lifestyle, and community development. Each partnership offers unique value propositions from performance enhancement to global market reach.

Global Reach

Combined audience spanning US, UK, and international markets

Content Amplification

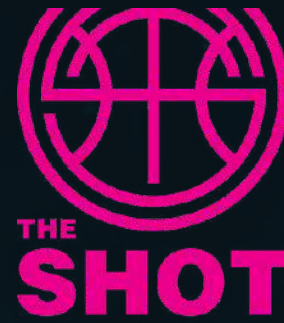
Cross-platform promotional support and distribution

Community Impact

Authentic grassroots engagement and youth development

Performance Credibility

Elite athletic endorsement and lifestyle alignment



TMG



Consumer Packaged Goods (CPG / Nutrition / Beverage)

Nestlé

Global nutrition leader with premium product lines

Coca-Cola/BodyArmor

Sports hydration and performance beverages

SmartWater

Premium hydration aligned with elite performance

Mentos

Energy and focus products for active lifestyles

Concept: "Defense Energized" — OG as symbol of balance, endurance, and discipline. Authentic integration of performance nutrition with his disciplined lifestyle and elite defensive mindset. Focus on products that fuel sustained excellence and mental focus.

Content Creation

International photo shoots (NY, London, GCC) showcasing authentic product integration

Social Media

High-impact posts across Instagram & TikTok with performance storytelling

Video Content

30-60 second premium video featuring training and nutrition routine

Digital Marketing

Blog post and email campaign focusing on discipline and performance nutrition

PR & Media

Press release announcing partnership with performance and lifestyle angles

Fintech / Banking / Crypto Custody

Revolut

European fintech leader with global expansion and premium banking services

Cash App/Monzo

Mobile-first banking with strong Gen Z appeal and social features

N26

Digital banking innovation with international reach and lifestyle integration

Binance/MoonPay

Cryptocurrency platforms aligned with modern investment trends

Wise

International money transfer and multi-currency solutions for global lifestyle

Concept: "Secure Your Possessions" — Mirrors OG's elite defensive mindset with secure financial services. Authentic integration of financial discipline with his professional approach to wealth management and long-term security. Focus on protecting assets like protecting the rim.

Digital Content

High-impact ads and short-form videos showcasing financial discipline and security

Influencer Partnerships

Collaborations with financial literacy influencers and investment educators

Content Marketing

Educational blog posts and articles about financial defense strategies

Social Campaigns

Multi-platform campaigns focusing on financial security and smart investing

Educational Events

Webinars and online events teaching financial literacy and investment basics





Airlines / Travel / Hospitality

British Airways/Emirates

Premium international carriers with global reach and luxury service

Delta/Etihad

Strategic airline partnerships for US and Middle East market access

Marriott/Hilton

International hotel chains with premium lifestyle brand alignment

Four Seasons/One & Only

Ultra-luxury hospitality brands matching elite athlete status

Core Life

Wellness-focused hospitality and lifestyle brand integration

Concept: "Defense Travels" - Multi-city international basketball clinics and cultural exchange program. Authentic storytelling around OG's journey from London to New York, showcasing global basketball community connections and cross-cultural bridge building.

Destination Content

International content shoots (London, NYC, GCC) showcasing authentic travel experiences

Mini-Documentary

Behind-the-scenes content series following the international clinic tour

Cultural Storytelling

Content highlighting cross-continental basketball connections and community impact

Luxury Travel Content

Premium lifestyle integration with high-end travel and hospitality experiences

Youth Development

International scholarship and exchange program documentation

Apparel / Lifestyle

Nike

Global athletic brand leader with premium performance and lifestyle collections

Under Armour

Performance-focused athletic wear with innovative technology integration

Lululemon Men's

Premium lifestyle athletic wear with wellness and mindfulness alignment

Kith NYC

High-end streetwear and lifestyle brand with exclusive collaborations

Concept: "Corner 3 Capsule" - Limited-edition apparel collection inspired by OG's signature corner three-point shot. Storytelling around precision, consistency, and clutch performance. Focus on premium materials and craftsmanship that reflect his disciplined approach to excellence.

Design Collaboration

3-4 Signature pieces combining performance and lifestyle aesthetics

Premium Materials

High-quality fabrics and construction reflecting elite athlete standards

Storytelling Campaign

Content series showcasing the precision and consistency behind the "Corner 3"

Limited Release Strategy

Exclusive drops creating demand and brand prestige

Global Distribution

Strategic retail partnerships in key markets (US, UK, international)





Telecom / Tech / Gaming / Wearables

Samsung/OnePlus

Premium smartphone technology with performance tracking and lifestyle integration

Huawei

Global tech innovation with wearable technology and fitness ecosystem

PlayStation/Meta

Gaming platforms aligned with competitive mindset and focus

Fitbit

Performance wearables and health tracking technology for elite athletes

NBA 2K

Basketball gaming partnership with authentic player representation

Concept: "Locked In Mode" - OG's elite focus and defensive mindset translated into gaming and tech ecosystem. Authentic integration of mental discipline with cutting-edge technology. Focus on performance optimization, concentration, and the mindset required for sustained excellence in both basketball and digital environments.

Launch Event

Premium brand reveal showcasing technology and performance integration

Gaming Content

NBA 2K partnerships and competitive gaming mindset content

Wearable Integration

Performance tracking content showing elite athlete data and insights

Tech Lifestyle

Premium device integration with training and daily routine content

Digital Campaigns

Multi-platform content focusing on focus, discipline, and performance optimization

Summary & Contact

Flexible Partnership Tiers

All partnership levels adaptable based on deliverables, regions, and market requirements

Global Usage Rights

12-month global image usage included with extension options for long-term partnerships

Cross-Market Value

Additional brand value through UK/Nigeria/US crossover visibility and authentic cultural connections

Scalable Activations

From local community engagement to international campaign rollouts

THE TRANSITION Management

North and South America/Africa coverage

Email: hello@transitionbball.com | Phone: +1 (678) 578-9025 |

Web: www.transitionbball.com

THE SHOT Management

Europe/MENA/Australia coverage

Email: office@taketheshot.gr | Phone: +30 (698) 69-46-555 |

Web: www.taketheshot.gr

Partnership Approach: Comprehensive brand partnership solutions spanning performance, lifestyle, and community impact. Strategic alignment with OG's authentic brand values and global market presence for maximum ROI and meaningful audience engagement.