



## ESPN Warns 'That's Gonna Be On Sportscenter' in New Campaign

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Usually, making it on ESPN's SportsCenter is a highlight of any athlete's career, but every now and then, they end up on the highlight reel for something that went very, very wrong.

Those moments form the focus of a new campaign for ESPN's flagship series, SportsCenter, by ad agency Droga5. The campaign's title, "That's Gonna Be On SportsCenter," draws from a sportscaster catch-phrase that goes back years.

"Whether it's a memorable play or an infamous fumble, making it to highlight status on SportsCenter is a badge of honor," said Wanda Young, SVP of marketing and consumer engagement, ESPN, in a statement. "That's Gonna be on SportsCenter is an aspirational phrase uttered by athletes and fans alike, and we're shining a light on its significance with this campaign."

Premiering Monday, Sept. 10, the multiplatform campaign will air across ESPN TV, digital and social platforms. The first television spot, "Reflection," (above) shows a football player who is literally beating himself over a botched play, and his self-torment only increases when a ghostly Kenny Mayne shows up and tells him, "that's gonna be on SportsCenter."



As the player well knows - and laments - the highlight will be a part of the show's "Not Top 10" segment, exactly where he does not want to be.

As the campaign rolls out, ESPN producers will flag "Top 10" or "Not Top 10" SportsCenter moments in real time as they happen in games, extending the campaign to actual sports programming.

Beyond the TV, fans will be able to share themed GIFs drawn from the campaign using the GIPHY app.

"We wanted to reaffirm why SportsCenter is the go-to destination for all the highlights, lowlights, and everything in between that exists in the world of the SportsCenter audience. At the end-and beginning-of the day, SportsCenter serves as the ultimate curator that sees and breaks down everything that unfolds in sports, and those highlights are paramount to that experience," said Brandon Pierce, group creative director, Droga5, also in a statement.

That's Gonna be on SportsCenter complements ESPN's This is SportsCenter campaign, which launched in 1995 and includes a library of more than 400 spots.â€

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