



USAIN BOLT

Partnership Overview

ISG partnered the fastest man of all time Usain Bolt, with leading crypto casino brand **Gamdom** as their Official Global Brand Ambassador.

ISG created a suite of bespoke promotional content for Gamdom as well as social content for Usain Bolt's social media, a behind the scenes and photography.



Launch Video

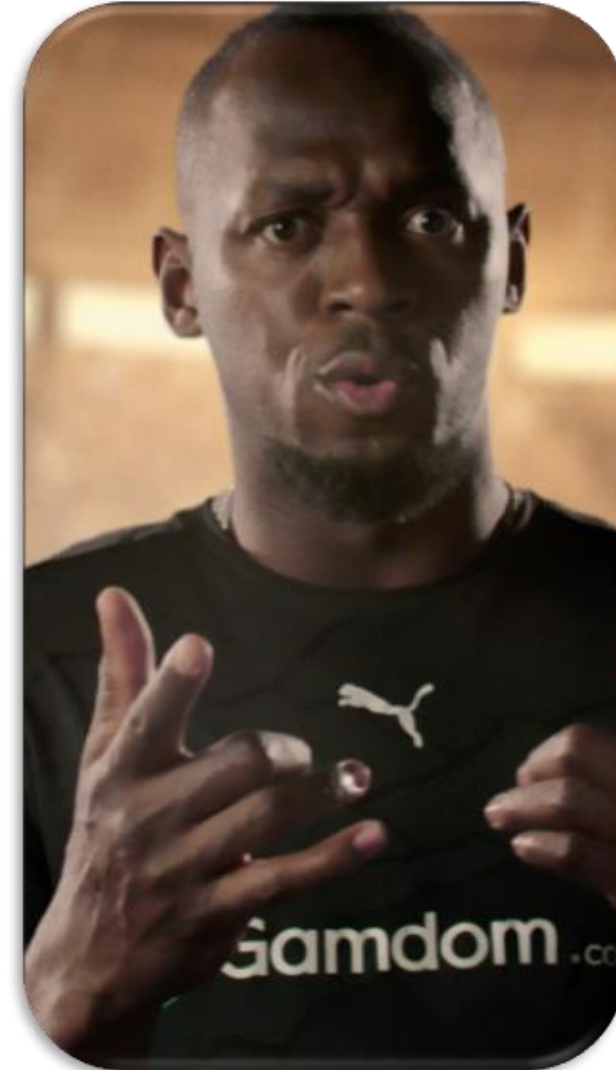
(Click Image for Video Link)



King of the Hill

ISG created multiple pieces of content to promote different specific games available on Gamdom's site. For example **King of the Hill**.

(Click Image for Video Link)



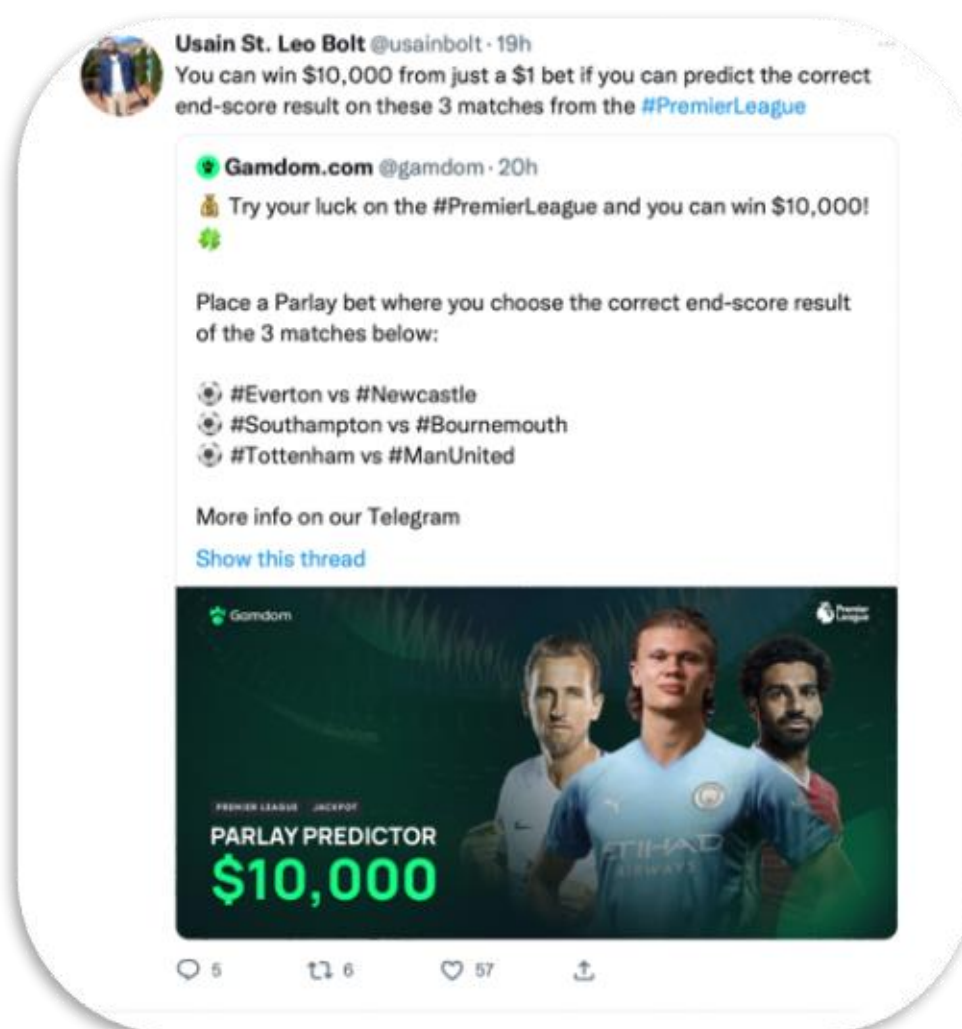
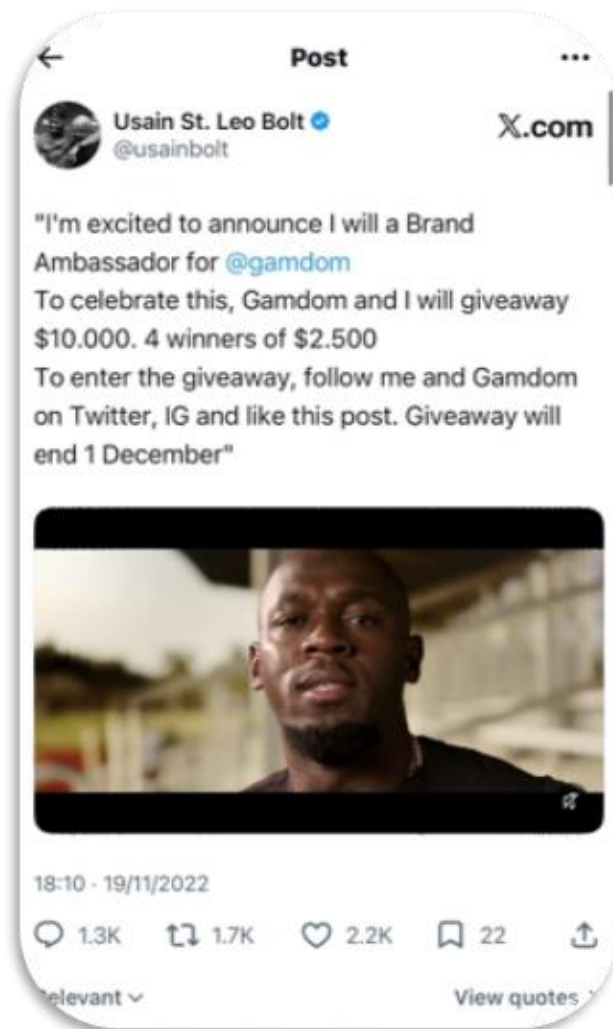
Social Media Activation

Usain adopted bespoke Gamdom branding for his X page header, as well as posting a number of Gamdom branded posts on to his X page (see next slide).

Reaching his **4.2 million+ followers.**



Social Media Activation



Behind the Scenes

(Click Image for Video Link)



Partnership in Action

