

CASE STUDY

NYXL

SIDEQIK

NYXL

NYXL has been the premier flagship esports organization in New York since it was founded in 2019. It owns franchises that exclusively represent the state in three different esports leagues: the NY Subliners (Call of Duty League), NY Excelsior (Overwatch league), and NYFU (Valorant).

## CHALLENGE

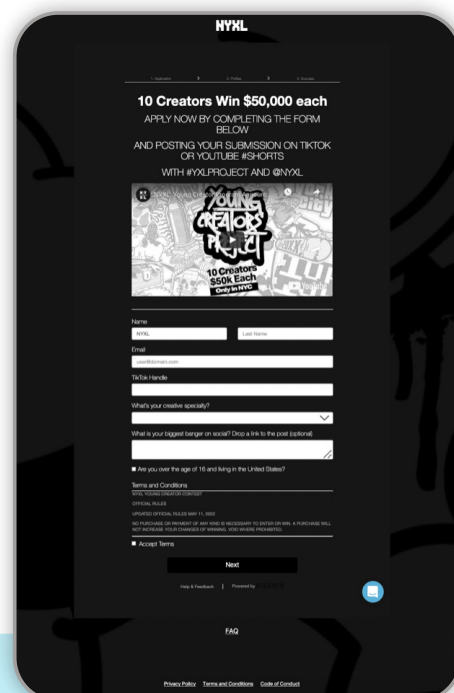
While it is already one of the top destinations in esports, NYXL wanted to expand its reach for recruiting new content creators. They wanted to draw from a worldwide pool of new content creators to make sure they attracted the best possible talent.

## STRATEGY

NYXL launched the YXL Young Creator Program with the goal of finding and signing the top 10 best talents in gaming and content creation. This contest was open to aspiring esports athletes and creators all over the world, offering a prize of \$50,000 and a contract with NYXL to the ten winners who would be selected.

NYXL created a website to promote the Young Creator Program. Entrants were invited to submit TikTok videos of their content highlighting why they would be a good fit for the brand.

A field of semi-finalists were then chosen from these posts. They were invited to New York where they participated in a series of content challenges for a panel of judges. Besides the obvious appeal of the prize and the chance to become part of NYXL, the semi-finalists still would receive massive digital exposure from their participation.



## BENEFIT

NYXL used Sideqik to handle a large part of the contest's logistics. The entry form on their contest website utilized Sideqik's entry form software to take all entries and convert them into an easily reviewed list bringing their form and social data together. NYXL took advantage of Sideqik's advanced analytics to learn more about the creators, and make sure that their content and audiences were an ideal fit for the brand. This allowed the judges to make better informed decisions when choosing the final 10 creators.



## RESULTS

Over 15,000 creators visited the form to learn more and received 40 million views on TikTok with their hashtag #YXLproject. In the end, over 780+ total creators applied to the YXL Young Creator Program.

This has given NYXL a massive pool of potential talent to select from in order to further grow their player and content creator base.

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