



FLY

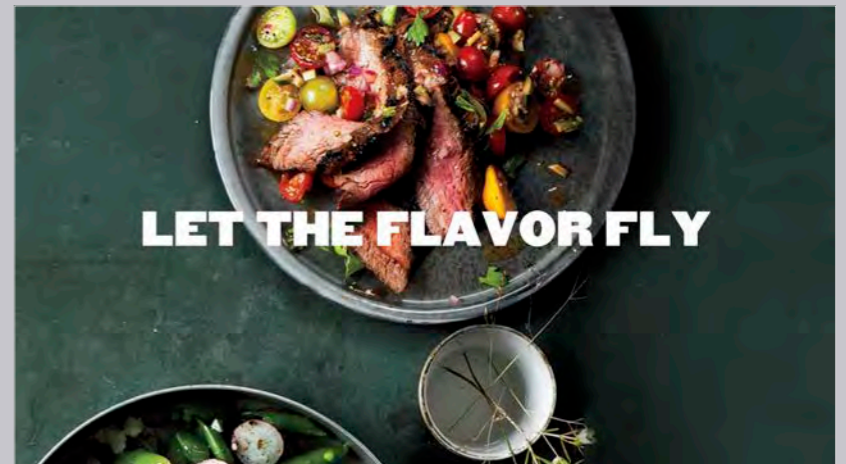
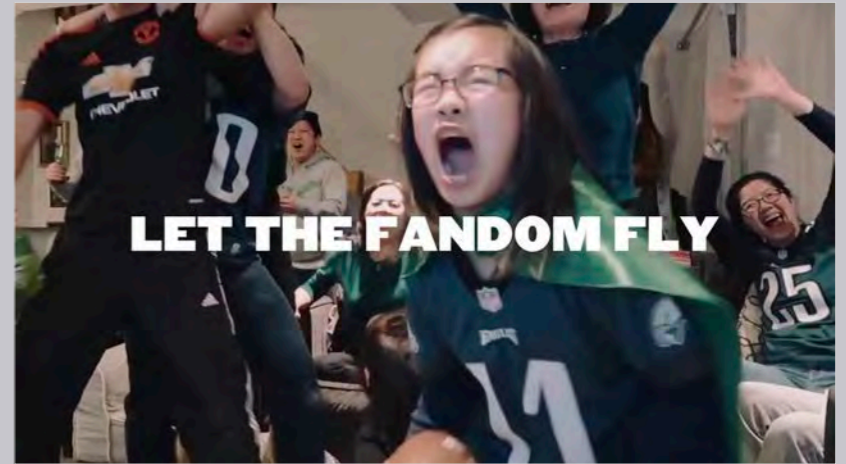


EAGLES

FLY









**LET IT BE**   
**FLY**









LET THE  
**RETWEETS**

**FLY**





SOME  
**BROKEN  
RECORDS**  
SOUND  
**BEAUTIFUL**





















OBJECTS IN VISOR ARE  
**CLOSER**  
THAN THEY APPEAR



#FLYEAGLESFLY



ONE GREAT  
**RETURN**  
DESERVES  
**ANOTHER**



#FLYEAGLESFLY

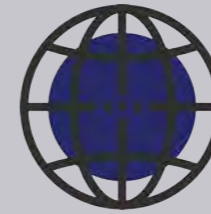


PASSING THROUGH THE  
**HEART**  
OF THE  
**CITY**

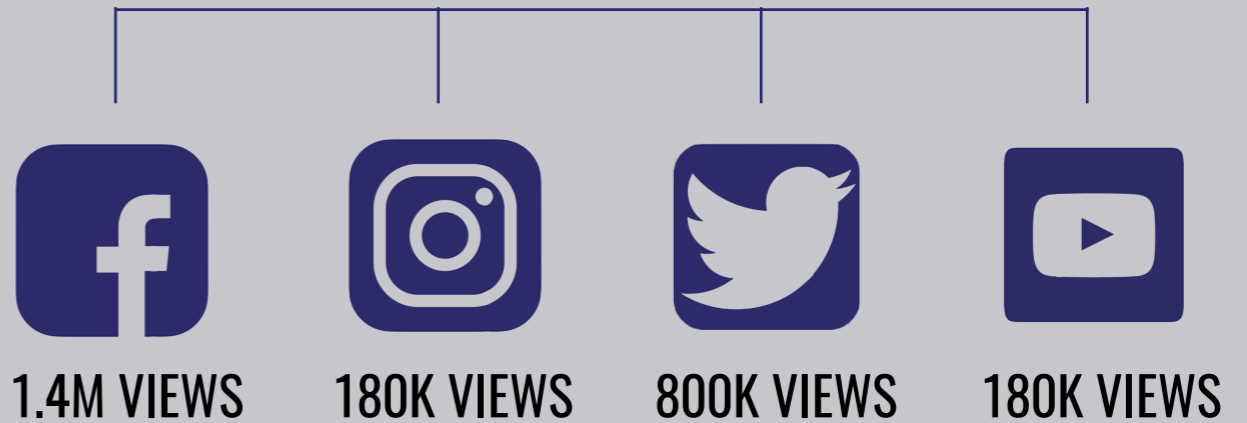


#FLYEAGLESFLY





2.5MM+ views on social



Video ran on regional broadcast and was retweeted by influencers with large followings like Kobe Bryant and Mike Trout.



SEPTEMBER 06, 2019

# Why do Eagles fans always reply to the team's hype videos with super weird tweets?

If you've watched a video on the Birds' Twitter account, you've likely run into some very odd declarations

BY ADAM HERMANN  
PhillyVoice Staff



BILL STREICHER/USA TODAY SPORTS IMAGES

Eagles fans are extremely weird, and they're also extremely weird online.

Philadelphia Eagles @Eagles · Sep 6, 2019  
Let's Fly.#FlyEaglesFly

**LET'S FLY**  
2019 SEASON KICKOFF VIDEO

Dan (Witty Sixers Quip TBD) @DanSaysThat  
Please have Jason Peters run my ashes back in his tank to b  
42 6:12 AM - Sep 6, 2019  
See Dan (Witty Sixers Quip TBD)

Miss. RJ @MsUptownWOL  
PHI: DRAFT  
I'm ready to run butt naked down the Schuykill E  
15 6:15 AM - Sep 6, 2019  
See Miss, RJ PHI: DRAFT's other Tweets

Philadelphia Eagles @Eagles · Sep 6, 2019  
Let's Fly.#FlyEaglesFly

**LET'S FLY**  
2019 SEASON KICKOFF VIDEO

Ives of London  
computer monitor. IT are on their  
6, 2019

I just ate 10 habaneros and shit out a grenade  
LESSSSGGGOOOOOO  
— G Holler (@Wooderlice76) September 6, 2019  
See Ha-ool (Neto) Werewolves of London's other Tweets

Philadelphia @Eagles · Sep 6, 2019  
Let's Fly.#FlyEaglesFly

**LET'S FLY**  
2019 SEASON KICKOFF VIDEO

Chartisse @SnowmanEmbiid  
Ripping all the shingles off my roof and children waiting for the school bus  
410 6:35 AM - Sep 6, 2019  
24 people are talking about this

Philadelphia @Eagles · Sep 6, 2019  
Let's Fly.#FlyEaglesFly

**LET'S FLY**  
2019 SEASON KICKOFF VIDEO

Arkansas Fred @ArkansasFred  
Best possible scenario for the Eagles right now would be for Swoop to run me over with the Eagles Youth Partnership bus  
1,299 6:15 PM - Sep 20, 2015  
1,097 people are talking about this

Mike Meech @meechone  
Just downed a 24oz black coffee and ate the cup  
215 6:17 AM - Sep 6, 2019  
See Mike Meech's other Tweets





### PHOTO TREATMENT

The photography featured throughout Energy Mode should remain consistent. Select images that represent the spirit of "Let's Fly," featuring exciting in-game moments, player portraits and fans. Use the following tools below to achieve a cohesive color treatment for portraits of players and fans while in this mode:

**1. PLAYER SILHOUETTE**

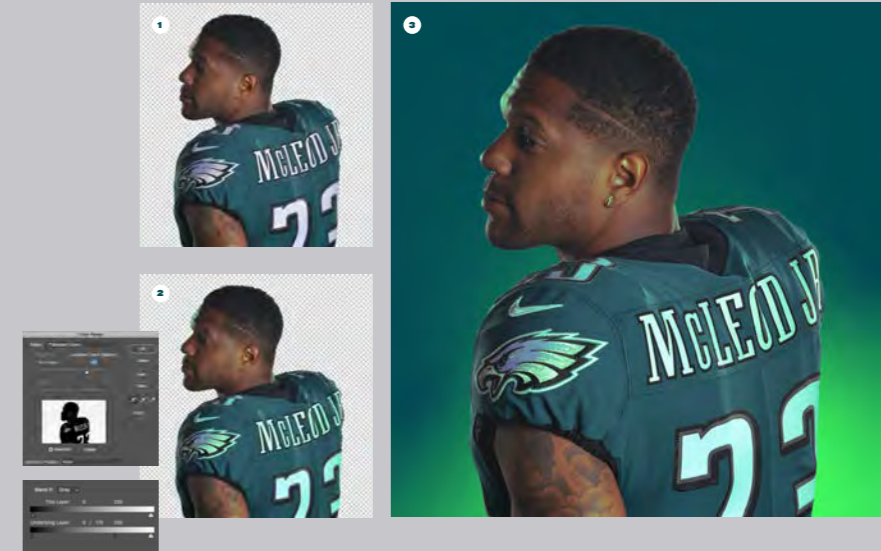
Remove selected individual from background then in your Layer Adjustment palette, load the provided color profile **eagl-pColor-03.cube** and apply to your image for a consistent color treatment.

**2. ADD GREEN INTO WHITES**

Select the whites in the photo using the Color Range tool. Use the eyedropper and select the brightest part of the photo. Once your selection is made fill the selection with "Energy Green" and set the Blend Mode to Vivid Light. Next blend the greens into the photo using the "Blend If" sliders in the Layer Styles palette.

**3. GRADIENT BACKGROUND**

Lastly apply a Energy Green to Midnight Green Gradient background that is provided in the "2019 Campaign Toolkit"



### SOCIAL GRAPHICS

Here we have extended the "Let's Fly" story and graphic language into social graphics. The examples provided highlight game day announcements, stats, records and score updates in an energetic, cohesive, attention-grabbing way. Each bucket has two examples that show how our campaign can be flexed.

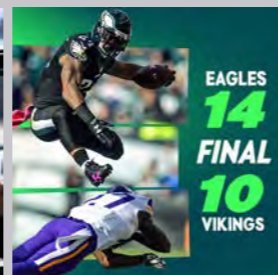
GAME DAY POSTS



STAT POSTS



SCORE UPDATES



### PHOTOGRAPHY

Use images that convey the spirit of "Let's Fly" – in excellence in action, celebration, as well as through the individuality and personalities of Eagles' fans and players.

**1. IN GAME ACTION**

Backgrounds should be blurred out to focus on in-game action.

**2. PLAYER PORTRAIT**

Show players' intensity and personality when possible.

**3. HELMETS OFF**

Highlight players' individuality and personalities.

**4. FAN MODE**

Capture the passion of a diverse range of fans.

\*When using shots of fans their faces should be obscured unless they have been cleared.

