

A blurred background image of a man, Justin Hardy, wearing a red shirt. The text is overlaid on this image.

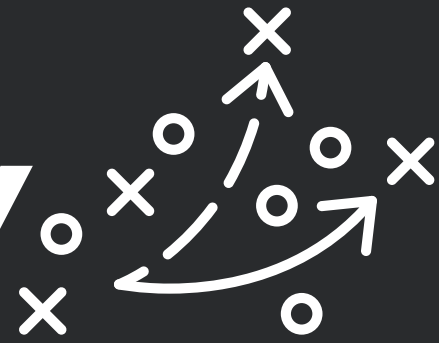
ATHLETIC TRAINING JUSTIN HARDY

CASE STUDY 002

Role: Brand Manager & Sports Marketing Consultant

Presented By
KENDRA MURRAY

CLIENT SUMMARY



CLIENT:

Justin Hardy is a former D1 athlete turned respected high school football coach, with a growing presence as a personal trainer for student-athletes. Known for his discipline, mentorship, and results-driven training sessions, Justin is ready to evolve his skillset into a comprehensive brand Ath13tic Training focused on sports performance, mindset development, and long-term athlete success. The goal is to position his brand as a cross-sport performance expert, mentor, and future business leader in the youth athlete development space.

Goals

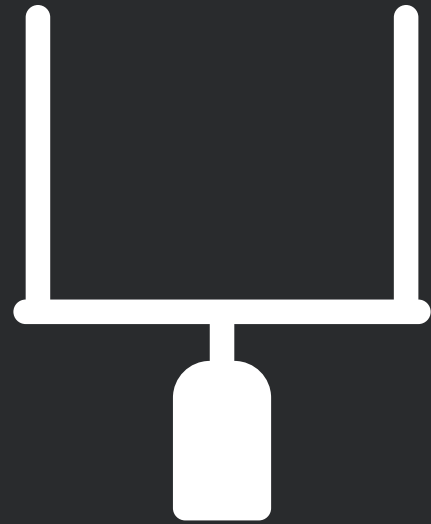
- Position Justin Hardy as a cross-sport trainer beyond just football
- Transform Ath13te into a recognizable brand, not just a service
- Increase digital visibility and create a consistent social presence
- Develop revenue-generating products and programs
- Build brand equity that leads to collaborations, speaking invites, and community leadership

S.T.A.R SITUATION. TASK. ACTION. RESULT

Justin Hardy, a former D1 athlete and high school coach, founded Ath13tic Training with the goal of providing comprehensive training that develops both athletic performance and strong character. His objective was to create a recognizable brand that combines training excellence with mentorship. To achieve this, we focused on building a solid brand identity, crafting a targeted social media strategy, and producing engaging content that highlights the value of his coaching approach. The goal moving forward is to establish Ath13tic Training as a trusted, multi-sport training brand that not only improves athletes' skills but also inspires long-term growth and leadership both on and off the field.



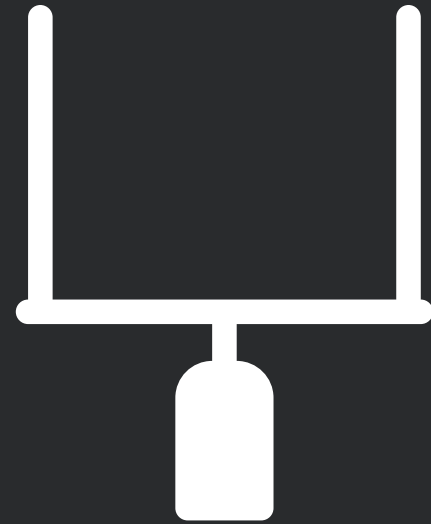
GOALS & OBJECTIVES



Phase 1:

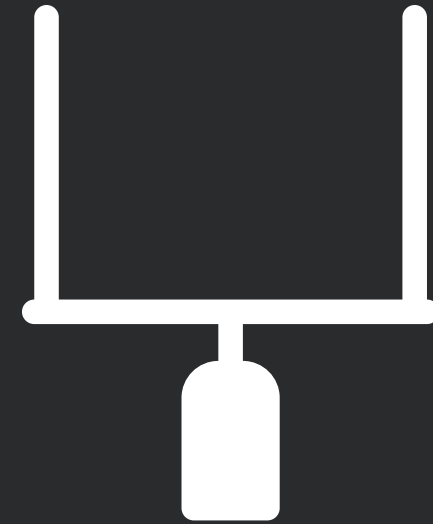
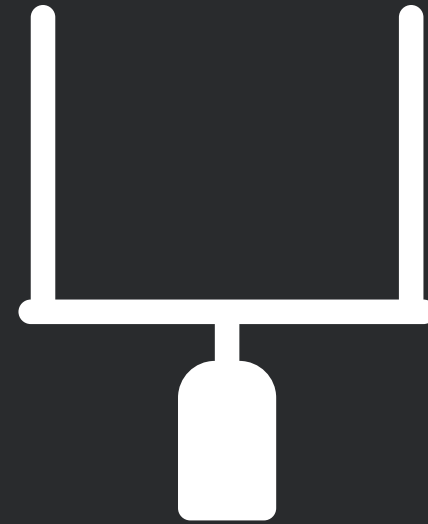
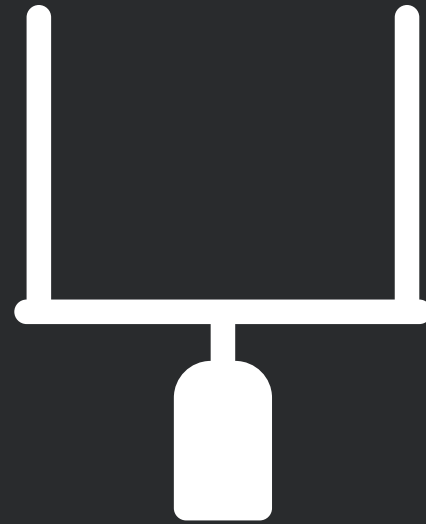
Logo and Content

Design a clean, modern visual identity that supports the brand's growth across digital, merchandise, and marketing platforms—positioning Ath13tic Training as a trusted name in multi-sport development



Phase 2:

Partnership and Sponsorship Development



LOGO & CONTENT



BUSINESS LOGO



MERCH LOGO

LOGO & CONTENT

Goals & Objectives:
Create trendworthy content that connects with his targeted audience.

Showcase various different atmospheres of training.

Show the clients presence and interaction with his players.

