

Engine Shop Acquires SA Studios’ Global Esports and SOCCER Practice

Agency Expansion Continues with Launch of New Global Football Unit

Award-Winning Esports and International Soccer Creative Pioneers

Join the Leadership Team

New York, NY (5.7.18) – Engine Shop (ES) today announced the acquisition of SA Studios Global (SA) esports and soccer divisions and that its acclaimed leadership team of Scott Debson and Jamie King headline the group that will be joining the agency as part of the deal. With this move, Engine Shop extends its industry-leadership in esports strategy, content, and live event production capabilities. It is also the springboard to launching a new international soccer practice. All of this adds further momentum and a new dimension to the award-winning Bruin Sports Capital company.

Debson and King are award-winning creative talents with careers of groundbreaking work connecting brands to hundreds of millions of consumers through next-generation digital, mobile, event, and gaming platforms. King, now Executive Vice President Esports, for Engine Shop, is a group BAFTA recipient for lifetime achievement in video games as a co-founder of Rockstar Games for Take-Two Interactive. He was a leading member of development teams that produced 85+ video games, including runaway, hits Grand Theft Auto, Max Payne, Midnight Club, and Red Dead. Since 2012 he has specialized in esports and livestream production working with clients including Microsoft and T-Mobile. He and Debson will report to Brian Godon, Engine Shop CEO and Chris Handy, Engine Shop President.

Debson, Executive Vice President Strategy, will be a key player in the agency’s esports business while driving the development of its U.S Soccer and global football business. He co-founded SA and spent 11-years at the agency working with numerous Fortune 100 brands developing lifestyle and cultural marketing strategies and campaigns, including Major League Soccer, Umbro, Machinima, MetroPCS, and Bob Marley Music. Before SA, he was General Manager for Zingy, at the time, the largest mobile content company in North America, overseeing a content portfolio of more than 400 licenses across personalization content, applications, mobile games, and video. Debson also launched one of North America’s first original content studio for mobile video during his tenure.

As part of the acquisition, ES is now the US agency for Umbro and will also act as the lead agency for eMLS, MLS’s competitive FIFA 18 league. eMLS’ inaugural eMLS Cup took place at PAX East in Boston 5-8th April, breaking numerous records for viewership and social media impressions for the FIFA 18 title in North America. This is on top of its work operating the Mixer NYC Studio for the Microsoft 5th Avenue Flagship in New York City. The studio produced nearly 100 gaming and esports events in 2017.

Today’s addition follows the agency’s 2017 acquisition of The Gamer Agency, a preeminent esports strategy, event production, and content development company. TGA has worked with virtually every major gaming publisher producing more than 300 hours of live content over the past 12 months. Earlier this year, Engine Shop acquired T Burns Sports Group, founded by Terrence Burns, the globally-recognized international sports marketing rights and best practices expert and the architect of a combined eight winning Olympic and World Cup campaigns.

“Quickly, we have established our esports capabilities on par with our collection of best-in-class services in global sports and entertainment. We have the same aspirations for our new global football practice,” said Gordon. “All of this is built around a deeply talented and creative team, and now we add to that with renowned pioneers in esports and global football who know where and how to captivate audiences. It’s another in a series of moves with more ahead, that has our team and our clients very excited.”

“We have been on a journey with Engine Shop to capitalize on their creativity and innovative approach to results-driven engagement marketing to build the next generation global sports and entertainment agency,” said David Abrutyn, Partner, Bruin Sports Capital. “These investments, along with several others that will be forthcoming, demonstrate our commitment to ensure Engine Shop is best-positioned to support the ever-changing client needs and stand at the forefront of the sector for a long time. “

**About Engine Shop:** Engine Shop, the 2017 Sports Business Journal Best in Sports Event & Experiential, is an industry-leading engagement marketing company focusing on passion points to create authentic connections between brands and consumers. The agency uses its access to sports, entertainment, and lifestyle verticals to amplify our strategic, creative solutions. The agency's clients include American Family Insurance, Anheuser-Busch, Dave and Busters, ESPN, Greyhound, Johnson & Johnson, Mercedes-Benz, Moet Hennessy, Tiffany & Co. and Under Armour, among others. Engine Shop is headquartered in New York City with offices in Beverly Hills, Atlanta, and Miami.