



x FANTOM

OFFICIAL LICENSED PRODUCT

FRISSON

# FANTOM

---

## Scope of work

Build awareness of the Fantom 'fan band' and their partnership with Manchester City, by delivering engaging and timely content straight to the fans

## Results

Delivering authentic, daily content to the subscribed Manchester City fan audience through the Fantom band

Creation of varied content ideas including quiz questions, competitions, player exclusives, quotes, goals and break news

