GK Football

One of our high school football teams, the Graham-Kapowsin Eagles, capped off an historic season by winning the Washington 4A State Championship. As a result of their dominant performance, ESPN and Geico invited the team to Las Vegas to compete in a nationally televised State Champion Bowl game against the state champs from Georgia.

We wanted to keep our community well informed about this amazing group of students and coaches, so we went heavy on social media posts and videos featuring the team. We embedded a filmmaker with the team as they traveled to Las Vegas to document not just the game, but the entire experience of the weekend. We hoped we’d capture some of the fun and hard work that these student-athletes put into their craft, but what we didn’t know is that we would be documenting one of the best, most exciting high school football games in recent history. Using clips from ESPN for context, we built tension throughout the video, all the way to the dramatic conclusion and celebration.

The motivation behind this social media campaign was twofold: Most importantly, who wanted to celebrate the players and coaches for their amazing accomplishments on the field. But we also knew we had a vitally important school levy coming up just over the horizon. What many people in our community didn’t know is that levy dollars fund our sports programs, so showcasing this historic football team gave us a chance to speak to a larger audience about the importance of school funding.

The campaign was incredibly successful. These posts – which spanned Facebook, Twitter, and Youtube – earned thousands of views, shares, and comments. More importantly, they helped create a sense of shared pride among our community and student-athletes, which built goodwill toward our district in general.

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