



**ETHAN  
ANDERSON,  
USC G  
JR, 6'1" 210  
LBS**





## CAREER STATS:

2019-2020: 31 GP, 5.5 PTS, 2.8  
REB, 4.2 AST, 37.8 FG%, 37.8 3PT  
FG%

2020-2021: 25 GP, 5.7 PTS, 1.8  
REB, 2.7 AST, 38.2 FG%, 38.6 3PT  
FG%

2021-2022: 8 GP, 7.1 PTS, 2.4 REB,  
2.4 AST, 43.1 FG%, 47.6 3PT FG%

# Endorsements



 **PSD**

**nate**

**HABITS** 

**YOKE**

  
**cameo**

**WLTH**  
#WELOVETHEHATE

# SOCIAL MEDIA REACH:



1,743 followers



11.6K followers



# Interests

Sports/Basketball

Clothing

Fitness

Gaming

Social Media



# Audience:

Young basketball players

USC fans

High school athletes

Athletes in the Los Angeles area

People/Athletes in the professional sports world

## **Growth Opportunities:**

Create more social media content

Utilize PTSE promotion

Work with brands that fit interests

Use "NBA Draft prospect status" into possible deals/partnerships

# Local Companies Near USC:

Lululemon

Joe's Sports World

Spudnuts

Viztango Cafe

Greek Escape

Pro 5

Chick-Fil-A

El Huero

McDonald's

# WHY WORK WITH ANDERSON?

- Strong social media following with 11.6K followers on Instagram and 1,733 followers on Twitter
- Already experienced with endorsements
- Attends a "powerhouse" athletics school, which can lead to more exposure
- Viewed as an important piece in USC's success
- NBA Draft prospect



# COMPANIES TO WORK WITH

Barstool Athletics

Lululemon

Liquid IV

Powerade

Body Armor

Monster Energy

Curran Media

Tesla





POST-COLLEGE OPPORTUNITIES:

NBA!

• PROFESSIONAL BASKETBALL OVERSEAS

• GAMING POPUPS/COLLABORATIONS

• BASKETBALL COMMENTATING,

TRAINING, COACHING, MEDIA

SHOES & APPAREL



SIMILAR ATHLETES IN THE SAME MARKET

# Jules Liam Bernard

UCLA Basketball Player  
12.3K Instagram followers

Works with Cameo



**Ucla** GETTING TO KNOW **JULES BERNARD**  
JUNIOR - GUARD - LOS ANGELES, CALIF.

TV SHOW YOU HAVE RECENTLY BINGE WATCHED:  
*Dark*

IF YOU DID NOT PLAY BASKETBALL, WHICH SPORT WOULD YOU PICK:  
*Soccer*

MOST FAVORITE MUSICAL ARTIST TO LISTEN TO, PREGAME:  
*Young Dolph*

MOST FAVORITE SPOT ON UCLA'S CAMPUS:  
*Mo Ostin Basketball Center*

MOST INSPIRATIONAL ATHLETE WHEN YOU WERE YOUNGER:  
*Kobe Bryant*

CELEBRITY YOU WOULD MOST LIKE TO MEET:  
*Sade*

MOST FAVORITE APP:  
*Postmates*

FAVORITE HOBBY:  
*Drawing, or organizing my room*

MOST FAVORITE NBA PLAYER OF ALL-TIME:  
*Kobe Bryant*

