



MEMBER EXCLUSIVE, MODERN MARKETING

Ally highlights bootstrapped Olympic athletes gunning for gold in a new campaign

Ally launched a national campaign called The Unsponsored featuring athletes with little to no financial backing.

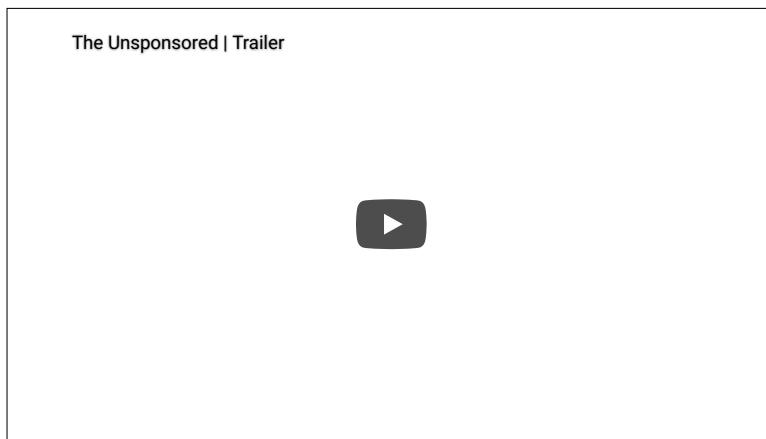
Ally also donated \$250,000 to three athletes to help them along their journeys to being the best in their sport.

SHEHZIL ZAHID | AUGUST 12, 2021

[f](#) [t](#) [in](#) [e](#)

Early July, Ally kicked off a national campaign called The Unsponsored featuring three promising hopefuls gunning for a spot in the next Olympics. Ally will showcase the three athletes in docu-style videos that share their stories, and provide \$250,000 in funding for training equipment, coach fees and more.

Ally's chief marketing and public relations officer Andrea Brimmer says that Ally is constantly looking for ways to be an ally to those who need support to achieve their goals. A cultural touchstone like the 2020 Olympics in Tokyo, Japan was the perfect opportunity to extend help to the little guy who hasn't quite made it yet.



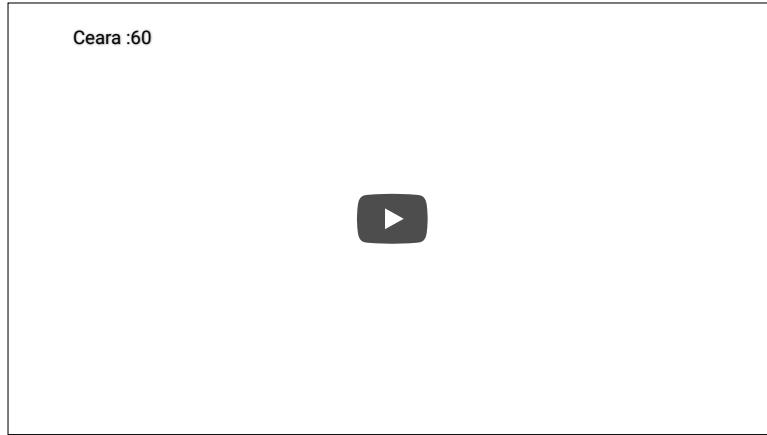
Source: YouTube

“It is clear that each and every one of those athletes [at the Olympics] had some form of help on their journey to the top,” says Brimmer. “And it’s important for us to support those who are training hard at home to achieve their dreams.”

Brimmer was a college athlete, having spent four years on the soccer team at Michigan State. Her experience gave her insight into the obstacles athletes overcome to compete on the world stage. Depending on the sport, training to be the best can cost tens of thousands of dollars, and many have little to no financial support. Ally wanted to capitalize on this insight, highlighting unsponsored athletes in a campaign that offers the chosen athletes a lump sum donation totaling \$250,000.

Ceara Gray, one of the athletes featured in Ally's campaign, is a 24-year-old gymnast turned weightlifter who's working as an assistant coach for a college in Georgia. She says that she pays \$300 in coach and gym fees monthly. Competing can be especially costly, with a \$125 entry fee added on top of hotel and travel costs. That's not even accounting for

Ally highlights bootstrapped Olympic athletes gunning for gold in a new campaign – Tearsheet
 investment in equipment — Gray can't afford her own barbell (\$1,200) and often uses others' — and physical therapy.
 Basic necessities like groceries, supplements, rent, student loans, and health insurance add on top of her expenses.
 Many athletes work one or more full-time jobs to fuel the cost of living their dreams.



“We wanted to shine a light on that sacrifice in a way that made sense for our brand as an ally when it comes to helping people with their money,” says Brimmer.

Ally’s internal marketing and communications teams worked with Anomaly, Ally’s creative agency, to orchestrate a social and digital blitz of user-generated content from a variety of unsponsored athletes. The campaign included social media takeovers on Reddit and the Bleacher Report. Ally also released 30- and 60-second docustyle videos featuring the stories of three unsponsored athletes on their social media channels, in addition to a national TV spot on NBC, YouTube and Hulu.

To find the three athletes, Ally scoured GoFundMe pages before taking some time to learn more about each athlete. Eventually, they landed Joshua Hartman, a 23-year-old cyclist, Sarah Sellers, a 30-year-old marathon runner who placed second in the 2018 Boston Marathon, and Gray. Brimmer says Ally was drawn to each person for their discipline and inspiring stories.

SPONSORED

Gray says the funding from Ally has been a godsend. She’s been able to pay her coach’s fees and pay for competitions without putting a dent in her account. She’s also bought a new pair of weightlifting shoes (\$200) after wearing her old ones out.

“It feels like there is a weight off my shoulders. It means everything to me,” says Gray. “I have never had financial support for what I do, and it takes away a lot of stress. I have been waiting for this moment for years.”

Brimmer says that in the future, Ally highlight the Unsponsored in other industries as well, like music and the arts.

0 comments on “Ally highlights bootstrapped Olympic athletes gunning for gold in a new campaign”

Sort by Newest | Oldest

Outlier OpinionsMakers

MEMBER EXCLUSIVE, MODERN MARKETING

Marketing Briefing: SoFi wants users to break up with their banks – but, like, literally

SoFi's new campaign wants consumers to break up with their banks -- while breaking out in song.

In other news, we wrapped up our Acquire Conference on Tuesday. But not to worry if you missed anything -- we've made all the session videos available just for you.

Rivka Abramson | February 25, 2022

BLOCKCHAIN AND CRYPTO, MODERN MARKETING

‘Less talk, more Bitcoin’: Coinbase’s Super Bowl ad crashes app

Coinbase ran a full 60-second slot offering free Bitcoin during Super Bowl 56.

The ad was so successful that it brought the crypto firm's app down.

Zachary Miller | February 14, 2022

MEMBER EXCLUSIVE, MODERN MARKETING

Marketing Briefing: The ‘Crypto’ Bowl is around the corner

Crypto companies have been flocking to the Super Bowl as a way to gain exposure and create trust with consumers. Binance has taken a different route.

And in other news, Sara f'n McLachlan has an important message for you about abandoned carts.

Rivka Abramson | February 11, 2022

MEMBER EXCLUSIVE, MODERN MARKETING

Marketing Briefing: For Capital One, marketing is a sport

Introducing Tearsheet's biweekly marketing briefing!

Kicking things off with Capital One's sporty marketing moves, our Acquire Conference (woot woot!), and a downloadable version of our recently published 'Gens Under the Lens' series

Rivka Abramson | January 28, 2022

LIBRARY, MODERN MARKETING, THE CUSTOMER EFFECT

Tearsheet’s 2021 guide for marketers: Gens under the lens

We closed off last year with a thorough breakdown of the financial consumer profile of each of the generations.

The compiled guide for marketers is now available for download.

Tearsheet Editors | January 24, 2022

MORE ARTICLES

Tearsheet is the only media company obsessively focused on technology's impact on the financial services and fintech industry. Read by decision makers across product, marketing, and digital, Tearsheet connects with its audience across web, email, podcasts, the Outlier membership program and in-person events.

newsletter**@tearsheet**

Join the conversation by following us on LinkedIn and other social media.



© 2021 Tearsheet. All rights reserved.

[About Us](#) [Advertise with us](#) [Masthead](#) [Library](#) [Privacy Policy](#)