

OUTFRONT/

ESPN: ALL-NEW ESPN APP

AUGUST 2025



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Before the highly watched fall sports season, ESPN announce their new streaming/app package through a multichannel campaign.

Media Formats:

Liveboards

Wrapped Train: E (ESPN) Line

Activation: In-Station Audio

Activation: Brand Ambassadors

To commemorate the launch, August 21 was declared National ESPN App Day and App-E, ESPN's new mascot, debuted.

In NYC, ESPN reimagined the “E” train with a custom wrap, full motion Liveboards, and In-Station Audio announcements from First Take’s Stephen A. Smith at Spring Street, and kicked off the festivities with ESPN’s Jimmy Pitaro, the NY Giants’ drumline, and a mascot ride on the ESPN “E” train - creating a fully immersive experience for sports fans. All ESPN. All in one place.

Notable New York press and influencers took to social media to share the IRL experience.

SOURCE: [ESPN Pulling Out The Stops To Promote New Streaming/App Package 08/21/2025](#)



Click to Watch a Video of
the ESPN's Campaign

MediaPost
Agency Daily

ESPN Pulling Out The Stops To Promote New Streaming/App Package

by Steve McClellan , August 20, 2025



ESPN has unveiled a comprehensive new campaign to promote its previously announced streaming service and app bundle that launches on Thursday, August 21.

The multifaceted campaign — coordinated on the media side by Publicis — features actor/pro wrestler John Cena-fronted ads and collaborations with Complex, Lyft, Samsung among others.

WRAPPED TRAIN: E LINE



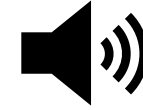
WRAPPED TRAIN: E LINE



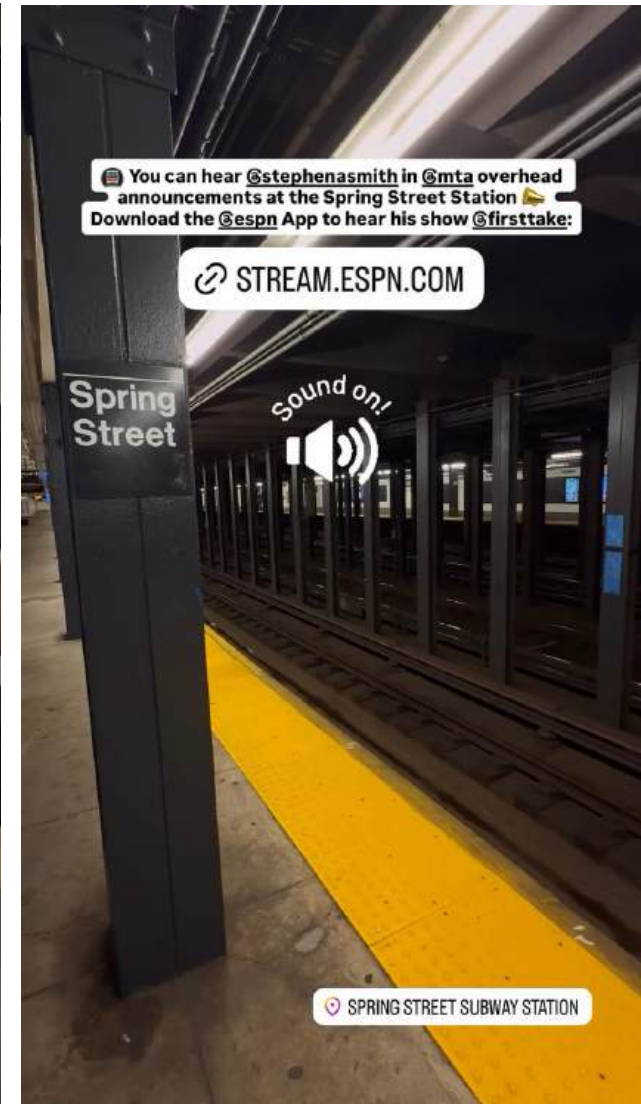
LIVEBOARDS: SPRING STREET



ACTIVATION: IN-STATION AUDIO



Click on video below to hear the in-station announcement



ACTIVATION: BRAND AMBASSADORS



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ACTIVATION: BRAND AMBASSADORS



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Throughout launch day, New York press and social influencers shared the event with their online communities and brought excitement to commuters and sports fans.



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