

Building a Media Brand from Scratch

How Escanteio SP became the leading digital media brand covering São Paulo state's lower-division football.



Project Overview

An independent digital media company co-founded in early 2020 to cover São Paulo state's lower football divisions - combining high-quality journalism with a modern brand and an engaged community around an underserved audience.



The Opportunity

Lower-division football had passionate supporters and a rich history, but almost no mass media coverage. The goal was to become the definitive reference for this community, not compete with traditional sports media.

Building the Brand

Co-founder

Brand Identity

Editorial Positioning

Commercial Strategy

Content Strategy

Growing the Content Operation



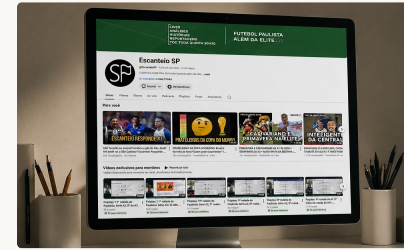
Social Media & Matchday Coverage

Real-time reporting and platform-native content from the stands.



Video Production & Editing

End-to-end production from raw footage to published content.



Graphic Design & Thumbnails

Consistent visual identity across every piece of content.

Content Formats

A multi-format strategy built to serve every corner of the community.

Short-form videos

Interviews & Podcasts

Matchday reports

Historical storytelling

Breaking news &
Opinion

Community discussions

Creative Direction

Consistent Branding

Across every format and platform.

Platform-Native Tone

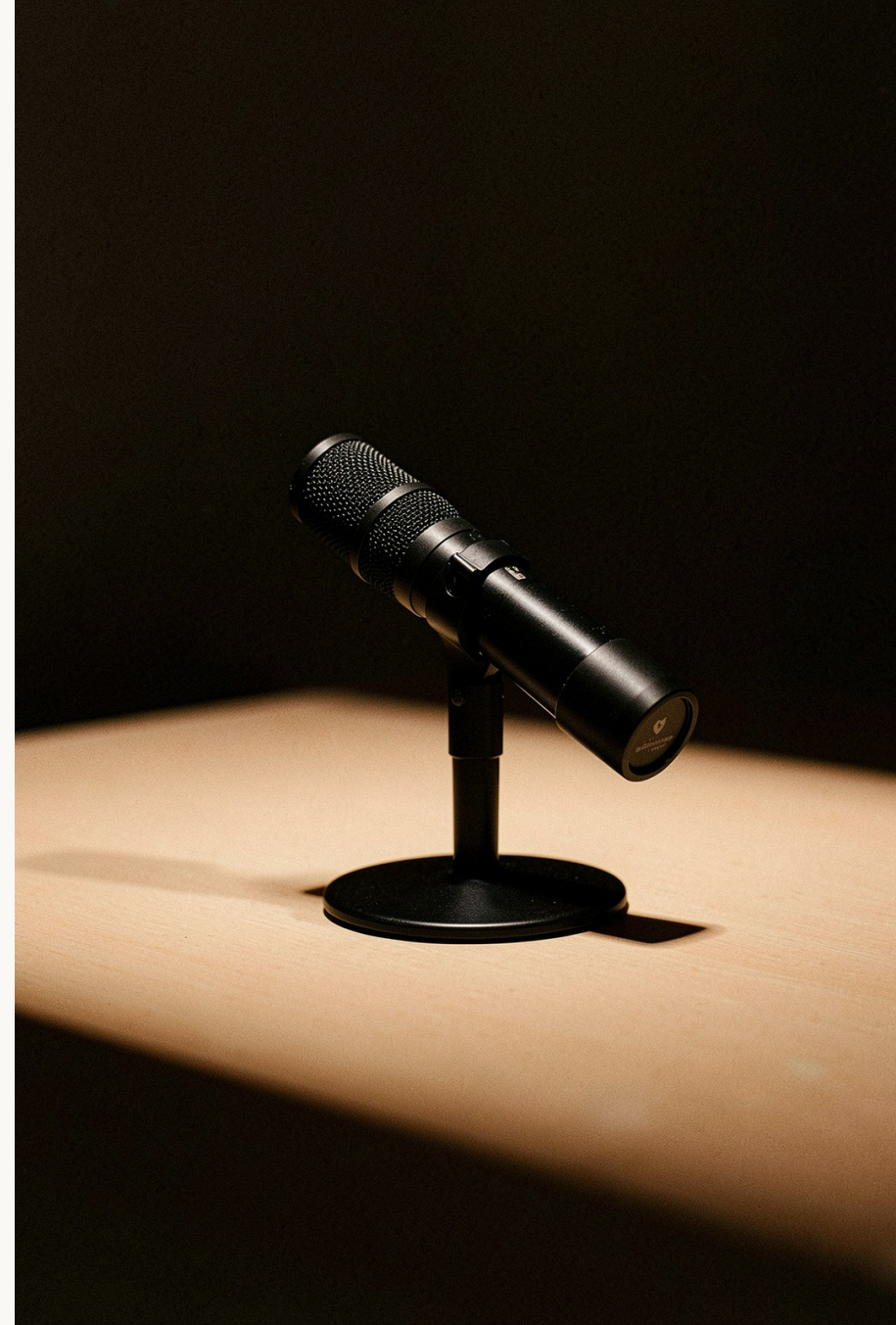
Conversational, fast, and audience-first.

Trend Adaptation

Fast pivots to what the moment demands.

Audience Interaction

Strong community engagement at every touchpoint.



Beyond Journalism



Hosting Podcasts & On-Camera

Regular appearances as host and presenter across audio and video formats.



Escanteio SP Awards

Producing the annual ceremony celebrating the best of lower-division football.



Commercial Partnerships

Building sustainable revenue through brand collaborations and sponsorships.



Major Football Events

On-the-ground coverage of the biggest moments in the São Paulo state lower divisions football calendar.

Impact

[30,7K]

Followers

Across Instagram & YouTube

[1,7M]

Views

On YouTube

[6+]

Years

Of non-stop coverage

Recognized as the leading reference in the niche.



Key Takeaways

Building Escanteio SP was a pivotal experience in creating a media brand from scratch, combining journalism, branding, storytelling, and digital strategy to grow an engaged community around a highly specialized niche.

Brand & Content Strategy	Community Building
Entrepreneurship	Video Production
Storytelling	Editorial Leadership