# Wrexham’s remarkable rise to the Championship driven by innovative marketing and Hollywood owners



Wrexham Football Club has achieved an unprecedented sporting milestone by securing a historic third consecutive promotion, elevating the club to the Championship. Alongside this on-pitch success, Wrexham has gained global recognition for its innovative and creative marketing strategies under the stewardship of Hollywood actors Ryan Reynolds and Rob McElhenney, who acquired ownership in 2021.

This transformation of Wrexham from a struggling Welsh club into a globally recognised football brand owes much to a series of carefully crafted marketing initiatives that combine creativity, humour, and strategic partnerships, all while honouring the club's working-class heritage.

Simon Oliveira, managing director of KIN Partners, commented in 2020 on Reynolds' marketing approach: "Studying Reynolds' approach to marketing you start to understand why, in many ways, Wrexham is the perfect vessel for his latest project... it's the type of authenticity that connects Reynolds to his audiences, whether on silver screen, in gin ads or when pitching his merits as a club owner."

A foundational pillar of Wrexham’s marketing success has been the documentary series "Welcome to Wrexham" aired on FX/Disney+. This critically acclaimed series offers a unique blend of the owners' journey, heartfelt stories of players and fans, and the town’s own character. The series generated approximately $3.2 million in revenue and introduced the club to millions worldwide. Its fourth season is scheduled to premiere on 15 May 2025, coinciding with Wrexham's recent promotion. The series transforms the club’s underdog story into compelling entertainment, blending humour and emotion with authentic storytelling.

In August 2021, the club's profile was further heightened by a striking guerrilla marketing stunt: residents awoke to a giant Hollywood-style "WREXHAM" sign installed on the Rhostyllen coal slag heap overlooking the town. Initially denied by the club and owners, it was later revealed to be a promotional campaign by Vanarama, the National League’s title sponsor. The stunt drew extensive media attention across the UK, effectively symbolising the club’s new ambitions and its Hollywood connection.

Also in 2021, a pioneering partnership was announced with TikTok, marking the platform as Wrexham's front-of-shirt sponsor. The deal coincided with the launch of the club’s official TikTok channel and the personal TikTok debuts of Reynolds and McElhenney. Nick Tran, then Global Head of Marketing at TikTok, described the partnership as a perfect alignment: "TikTok is uniquely positioned at the centre of entertainment, technology and the creator community to help bring Wrexham AFC's story to life to global audiences." By April 2023, TikTok accounted for 43.4% of the club’s total social media followers, and engagement rates outpaced many Premier League teams. Remarkably, within one week after securing promotion in 2023, Wrexham's followers increased by over 538,000 across platforms.

In 2023, the owners executed a well-orchestrated social media stunt in announcing a fictitious club name change to "Wrexham United," sparking controversy among fans. This teaser preceded the announcement of United Airlines as the new front-of-shirt sponsor, replacing TikTok. Reynolds and McElhenney stated, "We seek out sponsors that match the spirit of both Wrexham Association Football Club and the people of Wrexham. We could think of no better sponsor for the next phase of our quest than United Airlines. The team, town and fans around the world are united as never before." The initial teaser tweet amassed 20 million views, while the reveal video garnered 5.7 million views within two days, showcasing the owners’ adept use of their personal social media platforms to maximise impact.

Wrexham's marketing reach has extended to the American market through high-profile advertising campaigns during the Super Bowl. In February 2024, Wrexham made its Super Bowl debut with a commercial featuring Oscar-winning actor Sir Anthony Hopkins as the club mascot, Wrex the Dragon. The advertisement, created by Reynolds' Maximum Effort production company for stadium sponsor STōK Cold Brew Coffee, leveraged the event's approximate 140 million viewers, an extraordinary feat for a club recently playing in the fifth tier of English football. Hopkins delivers a theatrical monologue before energising fans in dragon costume, a campaign blending theatricality with club pride.

Continuing this trend, Wrexham returned to the Super Bowl stage in February 2025 with a further STōK Cold Brew Coffee advertisement, this time starring Hollywood actor Channing Tatum. The humorous commercial depicts Tatum coaching players in celebratory dance moves inspired by the "Magic Mike" film franchise, concluding with a light-hearted plea to keep things "classy." Reynolds made a cameo in the ad, with the owners commenting, "We're so happy that three of the stars of Deadpool & Wolverine were able to work together again to bring this ad to life for our incredible Wrexham sponsor."

Additionally, Reynolds intertwines his personal business ventures with club sponsorships. In July 2021, Aviation Gin became the sleeve sponsor for Wrexham's men’s and women’s training kits, coupled with the release of limited-edition Aviation Gin bottles adorned with the club’s colours and crest. This partnership exemplifies the integrated branding approach employed by Reynolds and McElhenney, creating a network of authentic and mutually reinforcing partnerships.

Wrexham’s rise, both on and off the pitch, demonstrates a blend of innovative sports marketing and an authentic connection to its community. The club’s rapid ascent to the Championship, combined with record social media growth and high-profile commercial deals, positions Wrexham as a notable presence within the football and wider sporting landscape. The Drum is reporting on this remarkable fusion of footballing success and marketing ingenuity that continues to shape Wrexham’s evolving story.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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