Daily Sports

FROM UCONN TO DALLAS: HOW AZZI FUDD ELEVATED THE WINGS' MARKETING GAME

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Since arriving in Dallas, Azzi Fudd has already made a major impact for the Wings far beyond basketball. Known nationally for her standout college career at UConn, Fudd entered the WNBA with a built-in fanbase, strong personal brand and an elite social media appeal that the Dallas Wings digital media team has quickly embraced. Since her name was called on April 13, Fudd's presence has added a spark to the team's marketing strategy in ways that feel fresh, intentional and highly connected to fans with the new WNBA season on the horizon.

This excitement of Fudd mirrors the selection of Paige Bueckers to Dallas last season, when the Wings also saw a surge in attention, engagement and national interest after adding the former UConn star coming off her national championship run with the Huskies. With two former UConn standouts and back-to-back No. 1 selections now deeply connected to the Wings franchise, Dallas has positioned themselves as one of the most marketable and talked-about teams in the WNBA.

One of the biggest ways Fudd has transformed the Wings' marketing is through social media. From the moment she was selected No. 1 overall, Dallas immediately centered their online content around her arrival. Quickly after her selection, the Wings changed their Instagram profile picture to a custom team logo with a crown, representing the nickname that followed Fudd from college: "The People's Princess." The team also changed their Instagram bio from "the only WNBA team in Texas," to "the only WNBA team with a princess," solely for Fudd.

Even small digital moves like these show how seriously Dallas is leaning into the moment. Social media bios are valuable to a branding space and updating them to align with a team's moves creates buzz while signaling excitement and personality to fans online.

These content choices instantly caught fans' attention and showed how committed the organization was to embracing Fudd's personal brand. Dallas also filled their social media pages with welcome graphics, behind-the-scenes content and launched the hashtag "Azzi-ly Ever After " to all their posts surrounding the draft. The posts featuring Fudd that were shared within days of the draft helped generate immediate excitement and strong engagement across all platforms for the Wings.

Fudd's popularity across the sport of basketball gives the Wings direct access to younger audiences and college basketball fans who may not have previously followed the franchise. Fudd entered the WNBA with an already developed personal following and name recognition, making her one of the most marketable rookies in the league immediately upon arrival. Based on reports from the 2025-26 season, Fudd was arguably the top earning female athlete in NIL, holding an estimated $1 million valuation and leading the NIL Store in merchandise sales for multiple consecutive months. Some of her biggest deals are with the Jordan Brand, Bose and Geico.

Another standout part of her Wings rebrand has been the use of Fudd's favorite color pink, which has been used throughout media shoots and her welcome-to-Dallas content. During her introductory media day with the team, the organization photographed Fudd against a pink backdrop and gifted her pink cowgirl boots, perfectly aligning with her already existing brand identity.

Traditionally, franchises stay within the team's official colors, especially when introducing a new athlete, but Dallas has instead relied upon a more personalized and player-first marketing strategy for Fudd. Rather than creating a new brand image from scratch for Fudd's professional career, Dallas embraced something that her fans already know and love.

Before even stepping on the court to make her official WNBA debut, Fudd has already helped transform the Dallas Wings' marketing by bringing star power, personality and tremendous online engagement. Following the draft content efforts specifically revolving around Fudd, the Wings now have over 383,000 followers on Instagram, over 288,000 followers on TikTok and over 92,000 followers on X. Through social media growth, personalized branding and fan-focused creativity, the Wings are proving that only one player is needed to influence not only a roster, but an entire organization's image.



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