LeBron James Makes Cover of NBA 2K19 in Second Appearance

LeBron James hasn’t had a great week on the court, but here’s one win for him: A new campaign for the release of NBA 2K19—the 20th anniversary edition—has just launched, featuring James in his second cover appearance in the simulation game’s history. The cover, designed by agency BSSP, features 20 words chosen by the 14-time… https://www.adweek.com/brand-marketing/lebron-james-makes-cover-of-nba-2k19-in-second-appearance/