

# Golden State Warriors

LEADING THE NBA IN PUTTING FANS FIRST



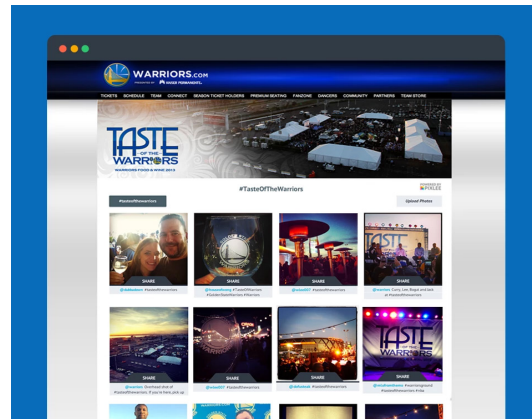
At the start of last season the Warriors saw 200-300 #WarriorsGround photos per game.

With Pixlee and during the playoffs, we saw a 10X growth to 2,000-3,000 per game!

- KEVIN COTE, SENIOR DIRECTOR,  
DIGITAL

## THE CHALLENGE

The Golden State Warriors had all the right social media accounts, but were looking for a more interesting and personal way to connect with their fans other than simply tweeting or posting on Facebook. But it was hard to easily involve fans in their campaigns and marketing at a creative and authentic level.



## PIXLEE SOLUTION

Using Pixlee's technology, the Warriors launched several extremely original, interactive, and cutting-edge campaigns with ease, eliminating costly development/implementation cycles normally associated with this type of initiative.

Each Pixlee campaign was customized, including a video contest for the best motivational fan speech, an exclusive promotion for season ticket holders, and giving fans a chance to star in a real "We are Warriors" commercial.

## RESULTS

Never before were fans able to get so involved with their favorite team. The Warriors were able to market with quite literally the actual voice of their customers!

The Warriors continue to take it to the next level in paying tribute to their fans, not only here in the US but abroad. They are the only professional team to have an official Chinese website and Weibo account (cross between Facebook and Twitter) and were recently named "The Most Social Media-Savvy Team in the NBA" by Bleacher Report.