

# Golden State Warriors

23-24 Season Campaign  
Creative Brief  
July 20, 2023

- **Context**
- **Strategy**
- **Inspiration**

# ***CONTEXT***

**In 2022, the Warriors were once again NBA champions for the fourth time in a decade.**

CONTEXT

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## Last season was a reality check for Dub Nation.

After the preseason scuffle between Draymond and Jordan, the team's chemistry never recovered.

They clawed their way into the playoffs.

Then, lost in the second round after entering the season as the favorite to win it all.



CONTEXT

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**Now, after much uncertainty, the roster for '23 - '24 is coming into focus.**

The Big 3 are back for one more year, CP3 is on the squad, and there is a bunch of unproven talent out to make a name for themselves.



## CONTEXT

**Still, a chance at a chip  
doesn't feel as solid as it  
has in seasons past.**





THE CHALLENGE

**And when we need them  
more than ever, fan  
apathy is on the rise.**

Expectations are sky high.

But the zeal Dub Nation once  
brought to the arena isn't the same  
in The Chase Center.



JOB TO BE DONE

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**This work needs to be a rallying cry that rekindles the fire in Dub Nation.**

HOW WE'LL ATTACK IT

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**We'll tap into a truth that  
bridges the elemental spirit  
of the team with the ethos  
of its home — the Bay Area.**

# ***STRATEGY***

## BAY AREA INSIGHT

**The Bay is where culture goes  
to be radically transformed.**

WE SAY THAT  
DEC. 8 WAS  
A VICTORY  
FOR THE PEOPLE

WE ARE  
the  
PEOPLE

All Power To The People  
**PIGS**  
OUT OF OUR  
COMMUNITY

(41st &  
CENTRAL  
IS  
LIBERATED

**POWER  
TO THE  
PEOPLE**

## **The list of Bay Area legends who changed culture is stacked.**

Newton.

Milk.

Jobs.

Shakur.

Just to name a few.

WARRIOR INSIGHT

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**The Warriors are also world famous  
for changing the game of basketball.**

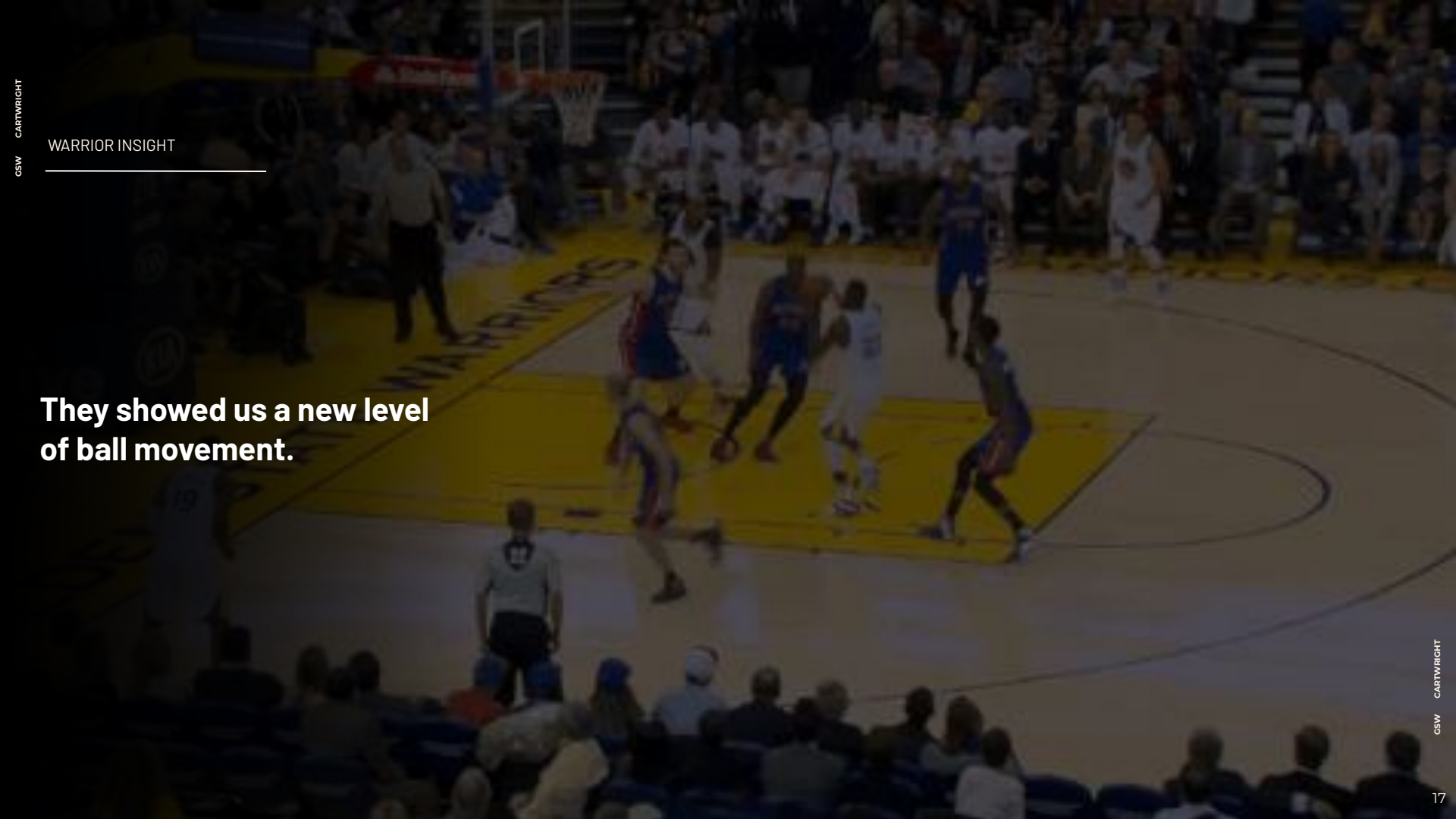
**They spread it out, ran up the score  
and gave it new dimensions.**

## WARRIOR INSIGHT

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**They introduced us to small ball.**

**They gave us pulling up from the logo.**



WARRIOR INSIGHT

**They showed us a new level  
of ball movement.**

**It put them “light years ahead  
of probably every other team.”**

*– Joe Lacob, Owner Golden State Warriors*

**Now uncertainty has come  
to the team and the Bay.**

WARRIOR INSIGHT

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**But you can never count out  
those with the ability to  
adapt, overcome and win.**

**Those who are forever  
changing the game.**

**We just need to...**

# IGNITE THE GAME CHANGING SPIRIT OF THE WARRIORS

No matter what changes come, the Warriors progressive spirit will never die.

***LET'S TALK TONE***

OUR TONE

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**This is a team built on the idea that “joy is a competitive advantage”.**

So while we need to have an edge, let's not skew too hard toward angry alpha sports guy energy.

# ***DELIVERABLES***

DELIVERABLES

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01

**Tagline**

That serves as a unifying rallying cry that compels everyone to get involved

02

**TV Spot**

That gets people excited about watching the Warriors and excites them to buy tickets

03

**Radio Spot**

That gets people hyped about this Warriors squad and inspires them tune-in to games

04

**Look and Feel**

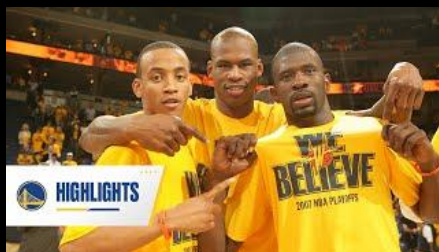
An aesthetic that could live all season long across every channel (i.e. TV, Social, 2D, Experiences, Tickets)

# ***INSPIRATION***

## Notable Warriors Campaigns



Strength In Numbers



We Believe



Joy in Buckets



All of Us

## NOTABLE TEAM CAMPAIGNS



**TRUST  
THE  
PROCESS.**

**C  
ALL IN**

**WHATEVER  
IT TAKES**

# VISUAL INSPIRATION



We Run As One - NFL Kickoff



E40 & Draymond Green - Beats By Dre



You Love Me - Beats By Dre