

# IMPACT STUDY

## GOLDEN STATE WARRIORS

Drove PR and publicity to support the 7x NBA Champions in launching their new affiliate venture, Golden State Entertainment.

### THE SITUATION

In April 2022 the Golden State Warriors hired Human Impact Solutions to execute a national PR campaign around the launch of **Golden State Entertainment (GSE)**, a new affiliate company that will cultivate various arts, cultural and business ventures, including documentary films and a music label. The Scope of Work (SOW) undertaken by our team included PR strategy development, media pitching and engagement, interview coordination, messaging advisement, community engagement and on-site PR assistance.

### THE STRATEGY

With less than month until the official launch, the HIS team immediately began conducting market research to cultivate a targeted list of top-tier journalists and outlets to pitch on various angles of the launch, which included a new documentary film screening at the Tribeca Film Festival, as well as the first single release of GSE's lead recording artist, MAYZIN. In a dual-pronged strategy, we reached out to a cross-section of film and music reporters to offer story exclusives and 1:1 interviews with GSE's Chief Business Officer.

### THE RESULTS

In the period between April and June 2022, Human Impact Solutions' efforts resulted in more than 23 pieces of press coverage with a combined total of nearly 2.91M views and an audience reach of 572M, according to our media reporting platform Coverage Book. Media outlets that covered the launch of GSE and subsequent company news included **Billboard Magazine**, **Deadline**, **CNBC**, **Yahoo Entertainment**, **Cheddar TV**, **The Source**, **HipHopDX**, **AllHipHop.com**, **UpRoxx**, **Black Enterprise**, and more.



**GOLDEN STATE**  
ENTERTAINMENT

**billboard**

**DEADLINE**

**CNBC**

**cheddar**

**HIPHOPDX**

**THE SOURCE**

**BLACK ENTERPRISE**

**yahoo!**  
entertainment