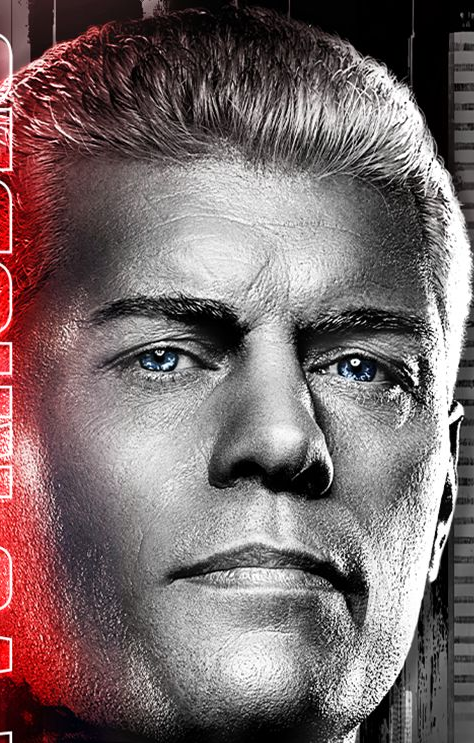




STEWIE VS. ERIC ROOFS



DIGITAL MEDIA MANAGEMENT
SUMMERSLAM

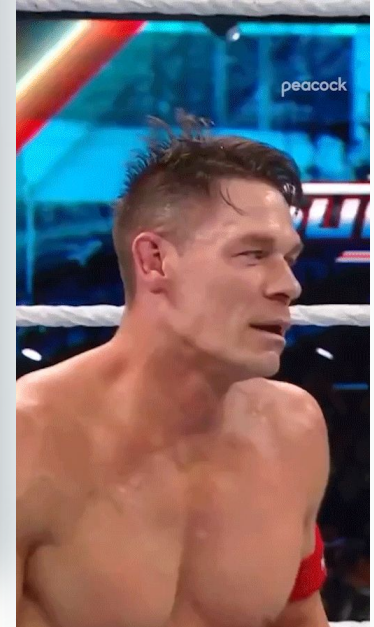
AUGUST 2025

SummerSlam 2025

Overview • Platform • Talent Services • Creative • Video Production

For the first two-night event in SummerSlam history, we partnered with USA Network and Peacock to craft an exciting multi-capabilities campaign that included:

- Live channel management and event strategy for both USA Network and Peacock's socials
- 50+ unique social assets, in addition to real-time clips and GIFs
- An on-site social producer capturing content during the event to create custom content for socials
- Support on USA's YouTube channels with amplifying video highlights from each night's matches

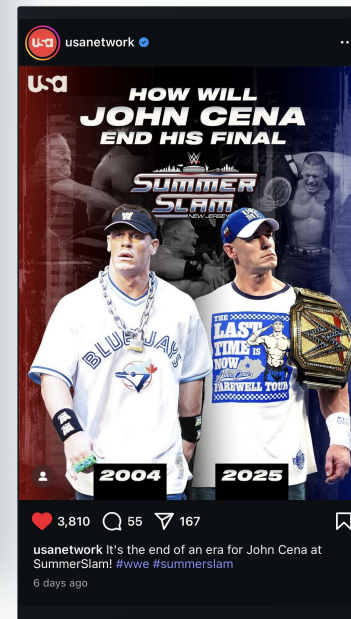
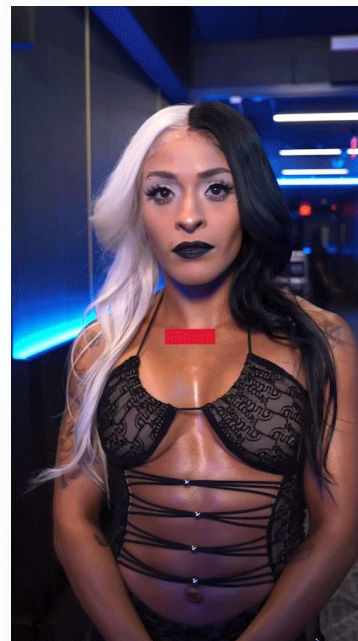


SummerSlam 2025

Overview • Platform • Talent Services • Creative • Video Production

In collaboration with USA Network, we took our year-round partnership on all things WWE to the next level for the inaugural SummerSlam weekend. We crafted and launched a high-energy social campaign that put the WWE Universe and its larger-than-life Superstars at the forefront.

Our platform team comprised of WWE experts provided 10+ hours of real-time copywriting, publishing and video clipping throughout the weekend. We strengthened our bond with the WWE Universe through hands-on community management, and partnered with our creative team on 50+ custom pieces of social content.



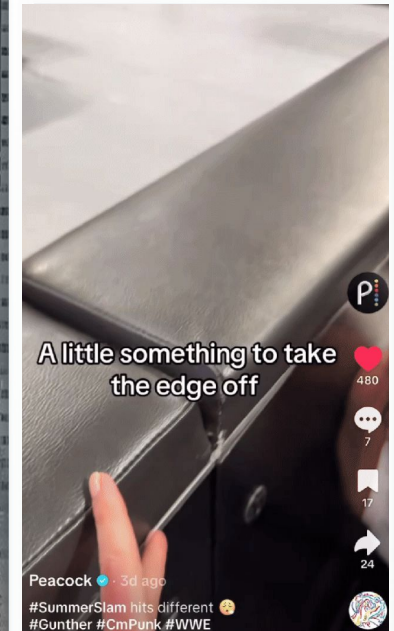
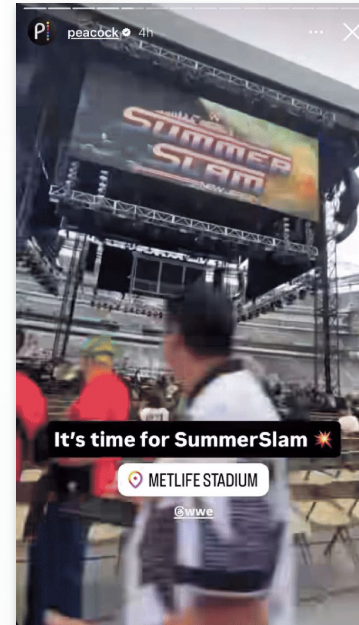
SummerSlam 2025

Overview • Platform • Talent Services • Creative • Video Production

In partnership with Peacock, we sent our social producer to attend WWE SummerSlam to provide on-the-ground coverage.

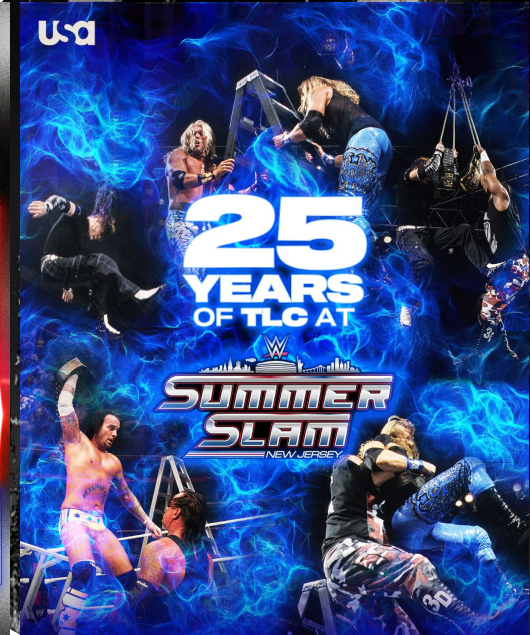
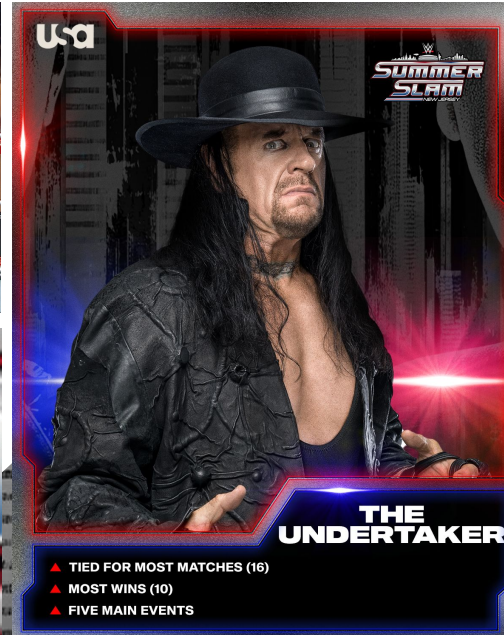
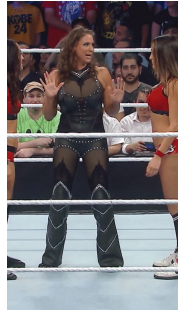
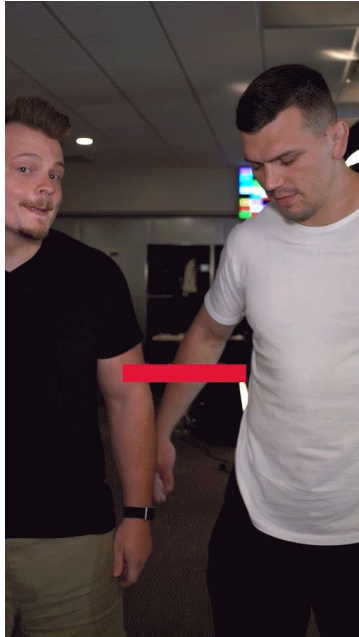
Throughout the weekend, we captured high-quality, front-row content showcasing the scale of the event, the WWE Superstars, and the best moments viewers just *had* to be there for. Our multi-purpose content was:

- Published in real time to [Peacock's IGS](#), giving fans the most up-to-date action
- Incorporated in [creative edits](#) to show a fan's POV
- Utilized for [low-lift trends](#) and [BTS content](#)



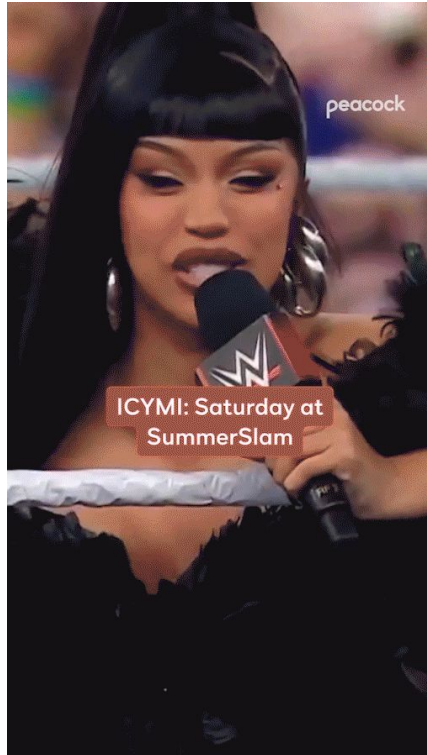
SummerSlam 2025

Overview • Platform • Talent Services • Creative • Video Production



SummerSlam 2025

Overview • Platform • Talent Services • Creative • Video Production

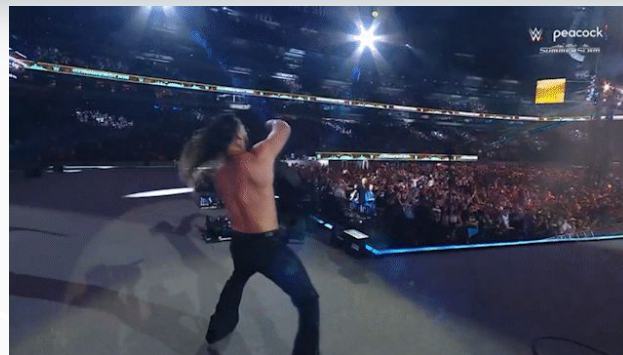


SummerSlam 2025

Overview • Platform • Talent Services • Creative • Video Production

We leveraged USA Network's YouTube channel to maximize SummerSlam's impact with fast, strategic video delivery.

Our team focused on quick-turnaround highlights, allowing fans to relive the night's biggest moments almost instantly. This real-time approach drove higher viewership and subscriber growth, reinforcing USA Network's YouTube as a premier digital hub for WWE fans.





Thank You