



A promotional poster for WrestleMania 41 in Las Vegas. The background features a night view of the Las Vegas skyline with the New Year's Eve fireworks display visible. In the foreground, a group of WWE Superstars are posed, including Roman Reigns, Seth Rollins, and others. The central text 'WRESTLEMANIA' is in large, glowing yellow letters, with '41' in a red and white card design above it. Below the main title is a blue and red diamond shape with the word 'Vegas' in white script.

WRESTLEMANIA

41

Vegas

DIGITAL MEDIA MANAGEMENT
WRESTLEMANIA 41

APRIL 2025

WrestleMania 41

Overview • Platform • Talent Services • Creative • Video Production

For the biggest wrestling event of the year, we partnered with USA Network and Peacock to craft an unforgettable multi-capabilities campaign!

- A dedicated platform team provided robust event strategy and live coverage for USA Network and Peacock's socials
- Sent a social producer to Las Vegas to capture content on the ground at WWE World & attend WrestleMania with actor Dean Norris.
- Delivered 70+ unique social pieces in addition to real-time clips, and GIFs
- Supported USA's YouTube channels with amplifying video highlights from each night's events.

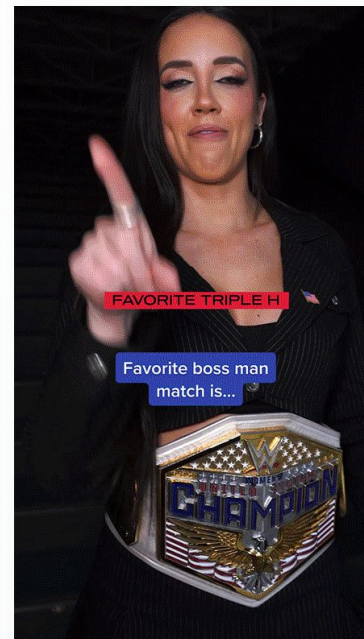


WWE on USA

Overview • Platform • Talent Services • Creative • Video Production

As part of our ongoing partnership with USA Network on all things WWE, we amped up the hype for WrestleMania 41 with a high-energy, fan-first social campaign that put the WWE Universe and its superstars front and center.

Our platform team comprised of WWE experts provided 13 hours of real-time copywriting, publishing and video clipping throughout WrestleMania weekend. We deepened our well-established connection with fans through robust live community management, and we collaborated with our creative team on 70+ custom pieces of dynamic social content.

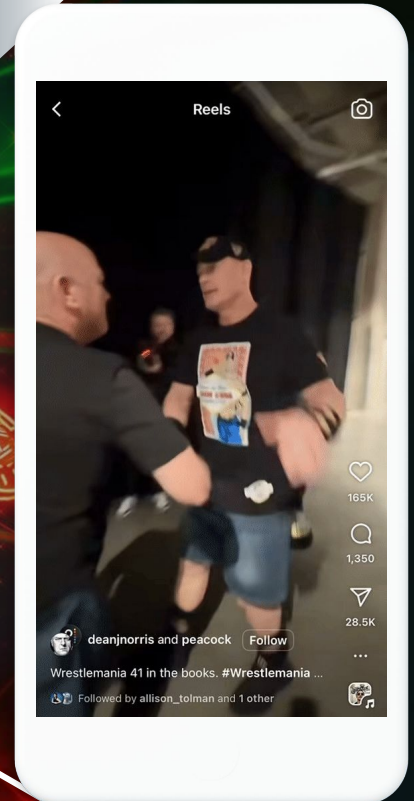
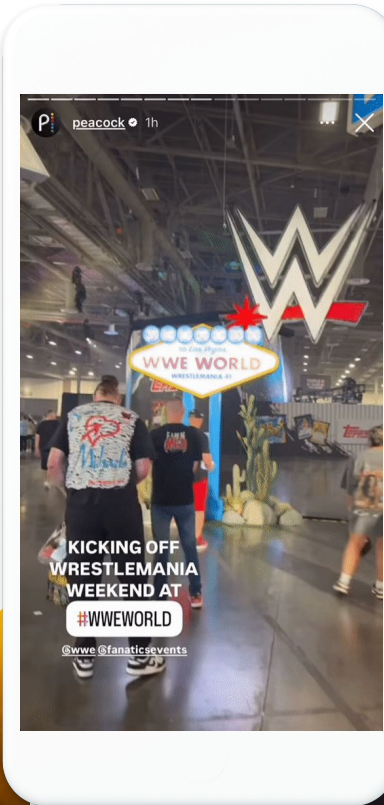


Live from Las Vegas!

Overview • Platform • Talent Services • Creative • Video Production

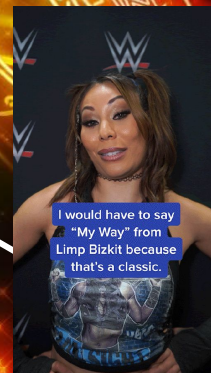
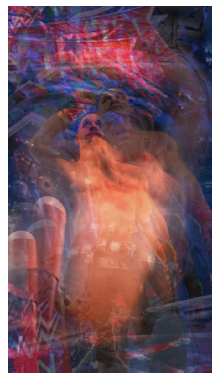
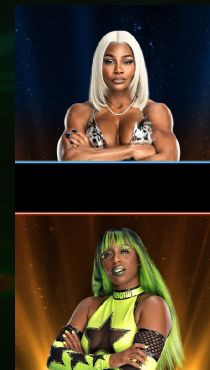
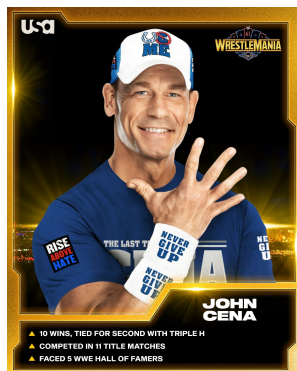
In partnership with Peacock, we sent our embed to attend WWE World and WrestleMania 41 with Dean Norris to support his appearance and cross-promote the event alongside *Law & Order: Organized Crime*. During our time in Las Vegas, we:

We produced on-the-ground coverage of WWE World for Peacock's Instagram Story, in addition to a fan-forward "[John Cena vs. Cody Rhodes](#)" piece to kick off the event. We captured, edited, and posted all of Dean's exciting Wrestlemania moments to his [Instagram Stories](#) and feed, including his WWE Superstar meet-and-greets and a weekend recap reel, earning **1.7M+ views** and **450K+ engagements**.



USA Network Creatives

Overview • Platform • Talent Services • Creative • Video Production



Peacock Live Creatives

Overview • Platform • Talent Services • **Creative** • Video Production



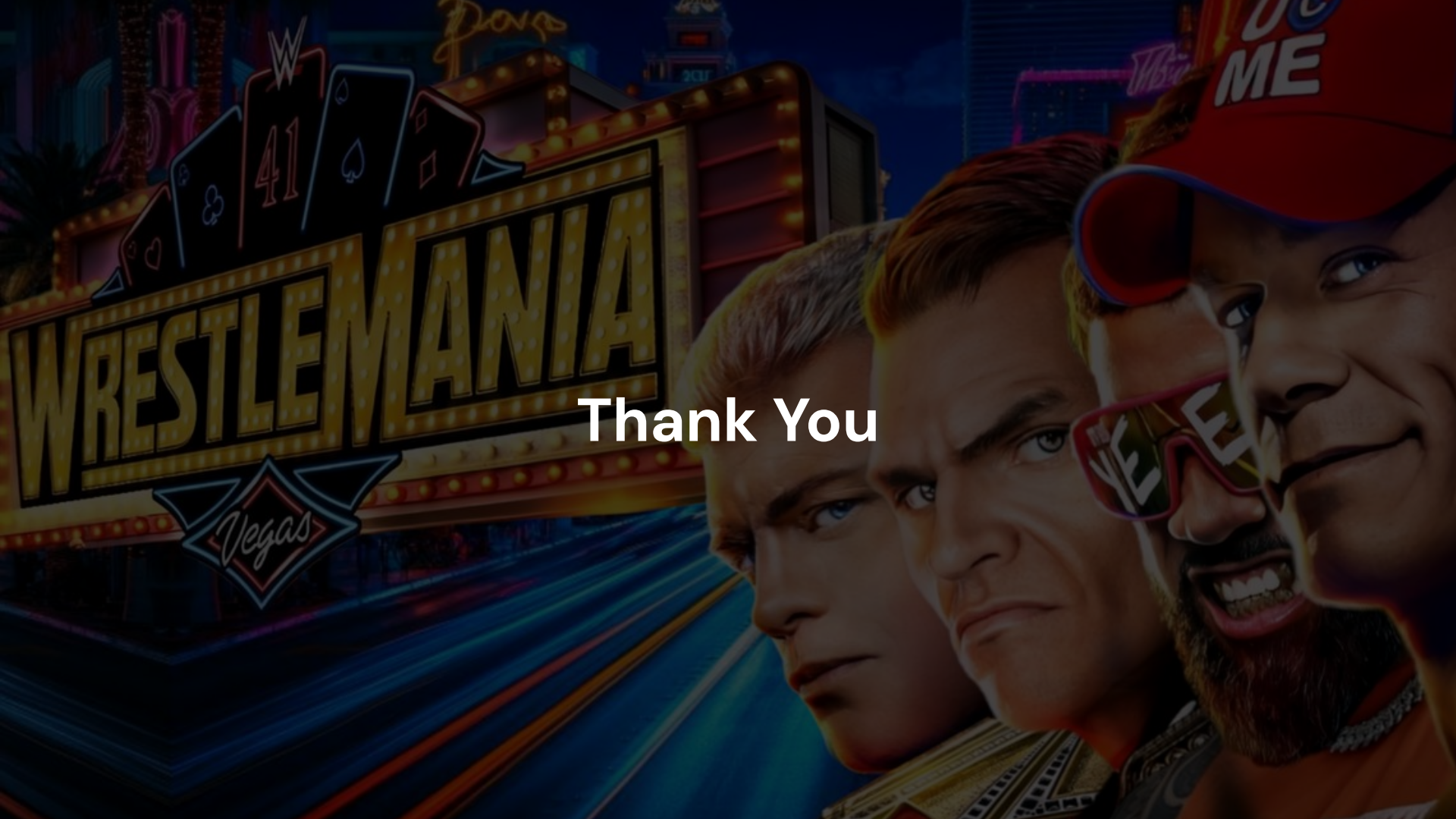
USA Network's WWE YouTube

Overview • Platform • Talent Services • Creative • Video Production

We utilized USA Network's YouTube channel to amplify WrestleMania's reach through fast, strategic video delivery.

Our team prioritized posting quick-turnaround highlights, ensuring audiences could watch the most thrilling moments as soon as they happened. Our real-time content contributed to an increase in viewership and subscriber growth, cementing the USA Network YouTube's status as a leading digital destination for WWE fans.





Thank You

WrestleMania 41

Overview • Platform • Talent Services • Creative • Video Production

For the biggest wrestling event of the year, we partnered with USA Network and Peacock to craft an unforgettable multi-capabilities campaign!

- 2 dedicated platform teams provided robust event strategy and live coverage for USA Network and Peacock social channels.
- Took Vegas by storm with on the ground content capture at WWE World & attending WrestleMania with actor Dean Norris.
- Our creative team delivered 70+ unique social content pieces, in addition to real time clips, GIFs, and other video-based content.
- Supported USA's YouTube channels with amplifying video highlights from each night's events.

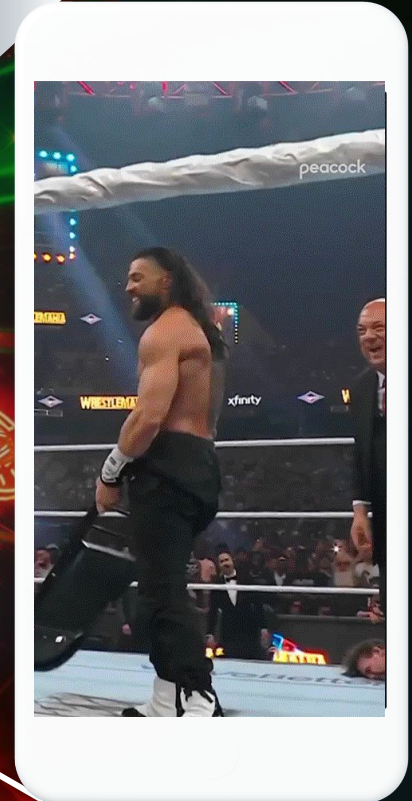
TEAM:

Platform: John Gjoni, Kyle Lewis, Rosie Hummel, Dylan Loftin, Vivian Vuong, Lauren Suero

Talent Services: Georgia Arnold, Dre Reyes, Meghan Connor

Creative & Project Management: Jordan Pascale, Dodge Williams, Luiz Leite, Normandy Europa, Kathryn Lee, Donnie McMillin, Keith Eng, Cady Elliott, Curtis Kent, Jackie Chavarria, Jordan Blauvelt, Juan Mena, Caitlin McWhirt, Sierra Sandler

Video Production: Steven Luevano, Trevor Lyon, Audrey Povar



Platform Services

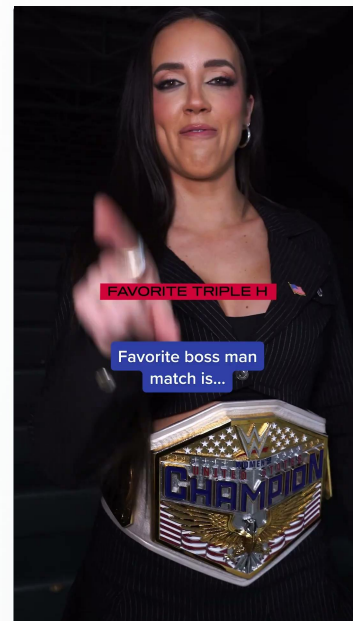
Overview • Platform • Creative • Video Production

As part of our partnership with USA Network on all things WWE, we amped up the hype for WrestleMania 41 with a high-energy, fan-first social campaign.

Our team of WWE experts spearheaded the development of the platform and creative strategy, always guided by our commitment to the fans. Throughout the year, we focused on deepening our connection with the wrestling community and maintaining our high standard of community management—efforts that proved invaluable for WrestleMania.

With our robust creative strategy, we also worked in tandem with the creative team to produce over 70 pieces of dynamic content, from engaging static assets to fun custom videos with the WWE Superstars themselves.

We also performed live coverage of Mania, with real-time posting and copywriting, community management, and clipping.



Embed Support

Overview • Creative • Talent Services

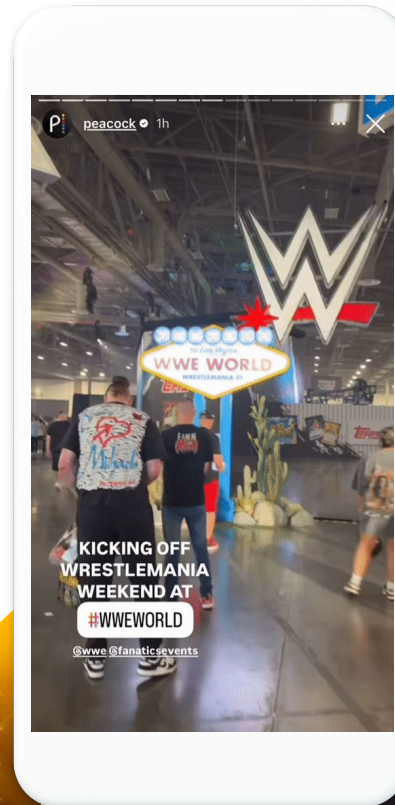
Our embed attended WWE World to amplify the event and its fandom across Peacock's channels. We also attended WrestleMania 41 with Dean Norris to support his appearance with the goal of cross-promoting the event alongside *Law & Order: Organized Crime*. During our time in Las Vegas, we:

- Produced on-the-ground coverage of WWE World for [Peacock's IGS](#), in addition to a fan-forward ["John Cena vs. Cody Rhodes" in-feed capture](#) to kick off the event.
- Captured, edited, and posted all of Dean's exciting Wrestlemania moments to his [Instagram stories](#) and feed, including his [WWE Superstar meet-and-greets](#) and [a weekend recap reel](#), earning over **1.7M views** and over **450K engagements**.
- Caught all of Dean's raw reactions to the biggest slam moments for an [edited reaction piece](#) on Peacock's channels.

3.8M–5.4M
KNOWN + EST.
IMPRESSIONS

489K
ENGAGEMENT
S

2.2M
VIDEO
VIEWS



WrestleMania 41

Overview • Platform • Talent Services • Creative • Video Production

With WrestleMania as the biggest wrestling event of the year, we partnered with USA Network and Peacock to craft an unforgettable multi-capabilities campaign!

As part of our partnership with USA Network to support all WWE programming and Premium Live Events on Peacock, our teams worked together to make WrestleMania feel as massive online as it was in the ring. Our platform team led the charge on strategy and platform management, while continuing to surpass our community engagement benchmarks. They also partnered with the creative team to develop standout, visually-striking creative pieces, with more than 70 assets produced—the most we have ever done. Additionally, our live production team captured and produced real-time clips and GIFs for the event and each show leading up to Mania.

TEAM:

Platform: John Gjoni, Kyle Lewis, Rosie Hummel, Lauren Suero
Creative & Project Management: Jordan Pascale, Dodge Williams, Luiz Leite, Normandy Europa, Donnie McMillin, Keith Eng, Cady Elliott, Curtis Kent, Jackie Chavarria, Jordan Blauvelt, Juan Mena, Caitlin McWhirt, Sierra Sandler

Video Production: Steven Luevano, Trevor Lyon, Audrey Povar

