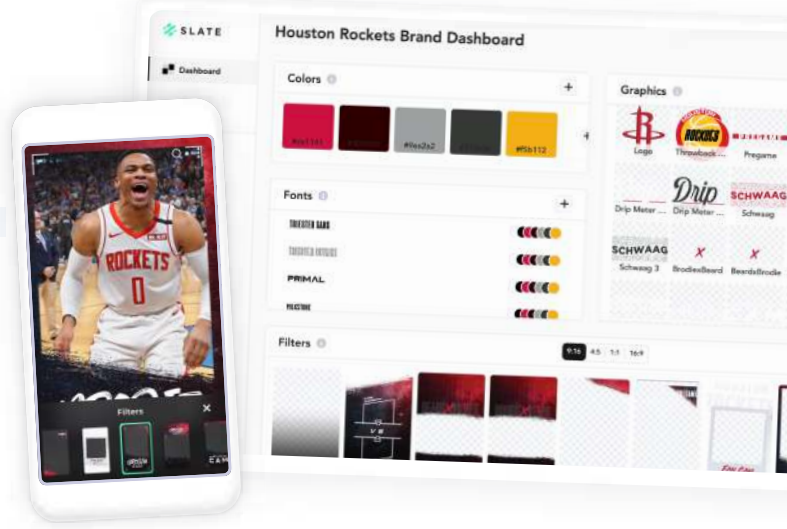





How the Houston Rockets Accomplished their Brand Mission Using Slate




+17%
INSTAGRAM IMPRESSIONS


65M
SPONSORED CONTENT IMPRESSIONS


20s
ESTIMATED AVG TIME TO PRODUCE CONTENT

"Slate has been a **game changer in terms of workflow and the speed with which we can customize our social media posts across platforms."**

STEVEN GOLDFRIED, DIRECTOR OF DIGITAL CONTENT STRATEGY



The Goals

Improve Brand Consistency

"We were looking for ways to maintain brand consistency across social, especially on Instagram Stories."

Increase Sponsored Content

"We needed a way to integrate corporate sponsors into real-time content efficiently."

Speed up Workflows

"We did not want to use generic fonts and overlays, but also wanted to ensure our content remained timely and felt native to the platforms."

HIREN JOSHI, SR. DIGITAL COMMUNICATIONS COORDINATOR



The Story

The Rockets turned to Slate to bring their "One Mission" brand campaign to life across social media during the 2019-20 season. They filled their Slate account with custom branded graphics, filters, fonts, and animations. This allowed the Rockets social team the flexibility to create on-brand content, on-the-fly, without having to rely on extra design resources or waste time sending media back and forth.

Leveraging Slate was so efficient for the Rockets, they used it to create **over 95%** of all IG Stories content, and more than 50% of all the posts across social media during the season.

They also leveraged Slate's efficiency and creative possibilities to service their valuable corporate sponsors every game with branded filters, frames, and stickers.

Slate helped the Rockets level-up their social content, increase sponsor activations, and send their "One Mission" brand campaign to the moon.

 **Over 95%** of all Rockets IG Stories during the season were produced using Slate.

"Slate has become a **revenue generating opportunity for us in its ability to quickly integrate sponsors to real-time content. We now use Slate to execute corporate sponsorships every game."**

HIREN JOSHI, SR. DIGITAL COMMUNICATIONS COORDINATOR

