

How the Philadelphia 76ers worked with Ydraw to add to their LEGACY



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Backstory

The Philadelphia 76ers—one of America’s oldest basketball franchises—have a rich history including three NBA championships, and has been home to many of the greatest players in the sport.

For decades, the Sixers have thrilled fans with the on-court show of force from the likes of Wilt Chamberlain, Julius Erving, Moses Malone, Charles Barkley, Allen Iverson, Darryl Dawkins, and Dikembe Mutombo. And has recognized and developed the skills of young talent—such as World B. Free.

The Opportunity

Less known to fans, however, are the off-court, more “human” antics of these superstars. What stories and memories do the players share when they’re not talking basketball?

The Philadelphia 76ers management was aware of the wealth of stories and experiences—many of them humorous—shared by players over the years. In fact, some have become woven into the cultural fabric of the team—but are unknown by the average fan.

They asked themselves: what if we could share these stories? Would the fans appreciate them?

That’s when they contacted Ydraw.

The Idea

The plan was to collaborate with these sport legends—letting them candidly tell stories and share memories—and have Ydraw weave storytelling together with fun animations to make the stories come alive.

The Constraint

The Sixers' management, aware that the budget was tight, decided the piece would have to be short and act as a "test" to see if their idea would be received and enjoyed by fans. They chose to go with a story that World B. Free tells about how Dr. J got the rookie into, and then out of trouble with the police.

The Result

When the Sixers' released the two-and-a-half minute Ydraw video—a combination of live interview with clever animation—it became an instant classic. It was spread virally on Twitter and posted on the 76ers' website, YouTube, and picked up by ESPN. The demand was so high for more, that the 76ers found the resources to order half a dozen more videos from Ydraw.



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