

# BLOCK THE NEGATIVITY POST UP POSITIVITY

How the Chicago Sky and Angel Reese took a stance against online hate.

**INSIGHT:**  
The WNBA's rise in popularity has brought millions of new fans, tripling ratings in the past year. But this has come at a cost, with 87% of players experiencing online harm in the shape of hateful, sexist, and racist comments from casual fans.

**IDEA:**  
Chicago's Sky is developing an AI-powered app to block negative comments from reaching their players' feeds on X.

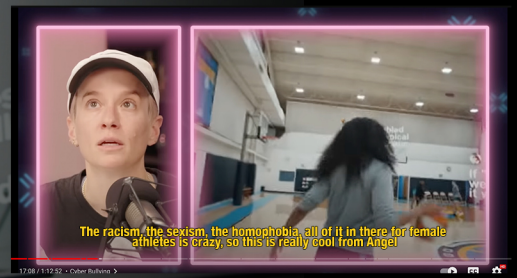
To tell everyone about it, we created a film starring rookie Angel Reese, one of the most recognizable faces of the WNBA and an outspoken advocate of mental health. The film shows Angel physically blocking actual posts directed at her, her teammates, and the Chicago Sky, creating a perfect visual metaphor for what the app does.



**"Solid, tough stuff"**  
Sports Illustrated

**"This is really cool"**  
Touch More (The Podcast)

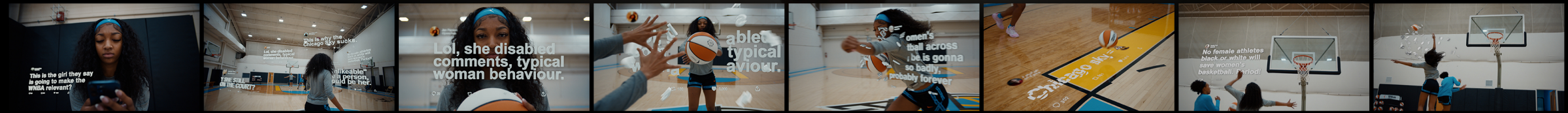
**"Reese is a fitting spokesperson"**  
yahoo/entertainment



A Touch More Podcast with Megan Rapinoe & Sue Bird



NEWS & PUBLICITY



**RESULTS:**  
The day before the launch, the video got leaked on X, quickly igniting a completely organic conversation about mental health in the league:

1.12K ORGANIC MENTIONS    2.27M ORGANIC REACH    X    1M ORGANIC VIEWS    17,560 ORGANIC LIKES