CAMPAIGN INTELLIGENCE REPORT

WNBA CreatorCast

Campaign performance, audience response and sponsor results.

Amazon's Twitch and Prime Video offering

July to October 2026 | Data cutoff: October 26

Prepared by Stripe Theory
in collaboration with Uncloak

ORIGINAL PROMPT

Analyze the WNBA CreatorCast campaign on Twitch from July to October 2026, featuring Kia, Panera, State Farm and Credit Karma. Identify the five creators and all campaign streams.

Start with an executive summary of the main results, sponsor outcomes and recommendations.

Explain what happened across the streams: main topics, key moments, audience emotions, sentiment and engagement. Compare each creator's results with their previous 90 days.

For each sponsor, assess:
- Brand mentions and the context of those discussions.
- Brand perception, product questions, praise and concerns.
- Signs of purchase intent, distinguishing explicit intent from general interest.
- How naturally the brand and its integration fit the creator's community and Twitch culture.
- Spontaneous discussion versus prompted mentions.

Compare brand conversation before, during and after the campaign. Did volume, sentiment or brand perception change? Did interest and discussion persist in later streams?

Explain what supports sponsoring again, which creators and integrations worked best, and what to improve. Use metrics, chat quotes and timestamps as evidence. Flag missing data and distinguish observed conversation changes from proven brand lift.

01 / EXECUTIVE SUMMARY

Executive summary

13	5	4	129,108
campaign streams	creator channels	sponsors	chat messages
152,906	**10,958**	**13,343**	**7**
reported hours watched	reported unique chatters	highest stream peak	game windows

Campaign scope

Campaign	WNBA CreatorCast within Amazon's Twitch and Prime Video offering. Creator commentary on basketball broadcasts, streamed live on Twitch.
Creators	RealKatieB, CashNastyGaming, Sydeon, MARI and BotezLive.
Sponsors	Kia, State Farm, Credit Karma and Panera.
Period	July 31 to September 19, 2026. Analysis cutoff: October 26. Creator baseline: April to June.

Main findings

Creator results	Sydeon, MARI and CashNastyGaming grew viewers and chat rate versus baseline. RealKatieB led total viewing hours; RealKatieB and BotezLive were below baseline.
Audience response	Game play and fandom led the discussion. Kia led sponsor mentions; State Farm prompted slogans, Credit Karma financial questions and Panera ordering interest.

Report order: campaign results, creator comparisons, streams, chat and emotions, then sponsors. Evidence: 129,108 campaign messages; topics use 6,327; sponsor sentiment uses 3,101. Corpora overlap. The chatter total is source-reported and should not be interpreted as deduplicated cross-channel reach. Peak viewers describes one stream.

02 / CAMPAIGN PERFORMANCE

Overall campaign performance

Audience participation, creator results and sponsor response across the 13 campaign broadcasts.

CAMPAIGN VERDICT

Strong audience participation and positive sponsor response

152,906	129,108	3 of 5
reported hours watched	chat messages	creators grew viewers and chat rate

Audience	**Substantial viewing across the campaign** The highest individual stream peak was 13,343 viewers. No delivery target was supplied.
Creators	**Three creators grew viewers and chat activity** Sydeon, MARI and CashNastyGaming improved both measures. Results were mixed across the roster.
Sentiment	**23.7% across chat; 66.9% toward sponsors** Chat wording uses lexical classification. Sponsor response uses contextual analysis of 3,101 messages.
Commercial return	**Return on investment is not assessed** Campaign costs, attributable purchases and controlled lift were not supplied.

Leading audience reactions

18.7%	15.8%	11.0%
Clutch drama	Referee frustration	Sports discovery

Verdict describes observed participation and sponsor response, not performance against an agreed target or proof of incremental sales. Chat sentiment is the message-weighted positive share from stream-level VADER scores. Emotion figures use a focused 600-message sample; audience analysis on page 9.

03 / CREATOR PERFORMANCE

Creator performance overview

Total campaign activity and change against baseline, organised consistently for each creator.

CREATOR / CAMPAIGN ACTIVITY	VIEWERS VS. BASELINE	CHAT/MIN VS. BASELINE	CAMPAIGN SENTIMENT
Sydeon 2 streams / 25,868 hours watched 17,289 chat messages **Dates:** 31 Jul, 21 Aug	+429.6%	+293.5%	25.1%
Largest relative growth in viewers and chat activity.			
MARI 3 streams / 23,367 hours watched 25,471 chat messages **Dates:** 6 Aug, 22 Aug, 28 Aug	+299.6%	+21.1%	25.1%
Growth in viewers, chat activity and sentiment.			
CashNastyGaming 4 streams / 41,633 hours watched 38,005 chat messages **Dates:** 6 Aug, 22 Aug, 28 Aug, 19 Sep	+178.2%	+71.1%	23.7%
Growth in viewers and chat; sentiment almost unchanged.			
RealKatieB 3 streams / 57,639 hours watched 45,800 chat messages **Dates:** 31 Jul, 14 Aug, 19 Sep	-33.9%	-53.6%	21.7%
Largest total viewing; viewers and chat below baseline.			
BotezLive 1 stream / 4,399 hours watched 2,543 chat messages **Dates:** 21 Aug	-30.8%	-18.3%	37.0%
Below baseline for viewers and chat in one broadcast.			

Viewers and chat/min changes compare each creator with April to June. Sentiment is the share of messages classified positive with VADER; neutral messages remain in the denominator. It is not an approval rating. The complete baseline comparison follows on page 5.

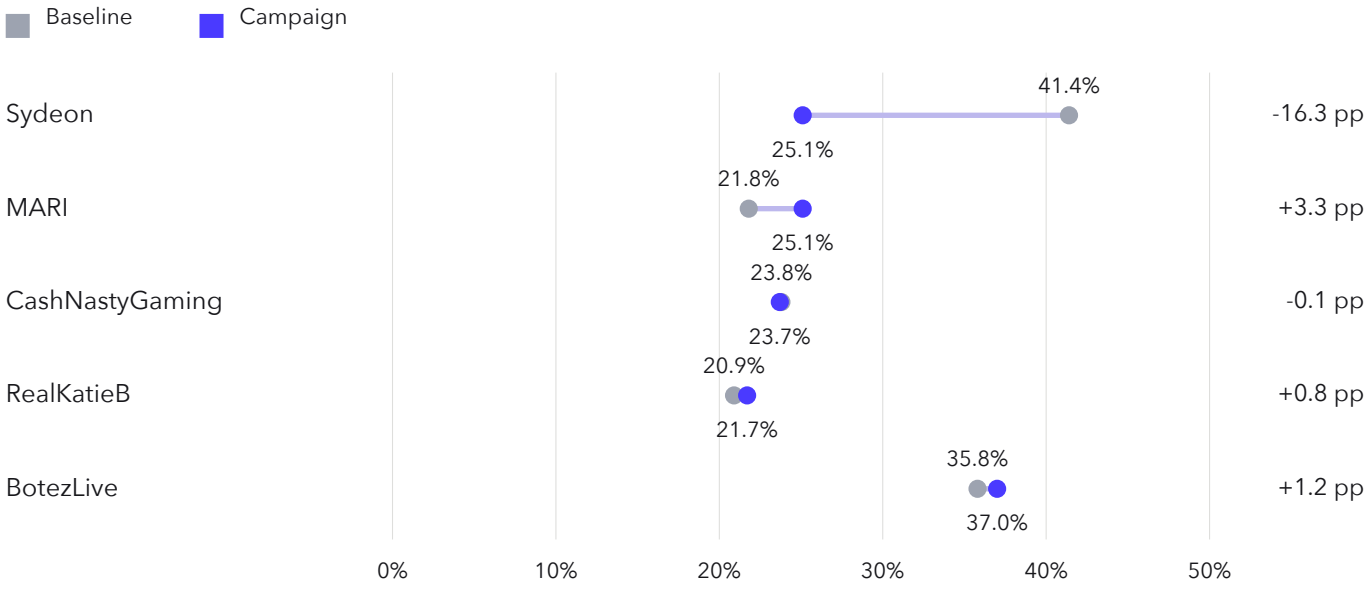
04 / CREATOR BASELINE

Creator performance versus baseline

Viewership, chat activity and a single sentiment percentage, compared using the same source method.

Creator	Avg viewers Base / campaign	Change	Chat/min Base / campaign	Change	Sentiment Base / campaign
Sydeon	1,021 5,407	+429.6%	15.3 60.2	+293.5%	41.4% 25.1%
MARI	766 3,061	+299.6%	45.5 55.1	+21.1%	21.8% 25.1%
CashNastyGaming	1,453 4,043	+178.2%	37.0 63.3	+71.1%	23.8% 23.7%
RealKatieB	12,052 7,960	-33.9%	228.1 105.8	-53.6%	20.9% 21.7%
BotezLive	2,743 1,899	-30.8%	22.4 18.3	-18.3%	35.8% 37.0%

Sentiment: baseline versus campaign



Read the measures together. Sydeon led audience and chat growth while her sentiment percentage fell. MARI improved all three measures. CashNastyGaming grew viewers and chat with almost unchanged sentiment. RealKatieB and BotezLive improved sentiment while viewers and chat rate fell.

Baseline: 90 observed days from April 1 to June 30, excluding April 19. Sentiment = percentage of messages classified positive with VADER; neutral messages remain in the denominator. pp = percentage points. Scores describe chat wording, unlike contextual sponsor sentiment. Creator averages, rates and changes are source-reported. Content and schedule differences are not controlled.

05 / STREAM PERFORMANCE

Stream performance by creator

Campaign broadcasts grouped by creator, with dates, sponsors, duration, audience, chat activity and one sentiment percentage.

RealKatieB / 3 streams

57,639 hours watched | 45,800 chat messages | 7h14 campaign airtime

Date / stream ID	Sponsor	Duration	Avg / peak viewers	Chat messages	Messages / min	Sentiment
31 Jul 317121253623	Credit Karma	2h28	5,188 8,372	14,702	99.3	22.4%
14 Aug 318831422423	Kia	2h29	11,428 13,343	17,991	120.7	20.9%
19 Sep 319285017943	Kia	2h17	7,263 9,802	13,107	95.7	22.1%

CashNastyGaming / 4 streams

41,633 hours watched | 38,005 chat messages | 10h00 campaign airtime

Date / stream ID	Sponsor	Duration	Avg / peak viewers	Chat messages	Messages / min	Sentiment
6 Aug 318752173399	State Farm	2h48	6,136 9,040	15,180	90.4	23.8%
22 Aug 318944139863	State Farm	2h28	5,703 8,627	6,291	42.5	24.7%
28 Aug 319010525783	Panera	2h28	2,509 6,137	3,891	26.3	28.6%
19 Sep 319285019479	Kia	2h16	1,825 6,798	12,643	93.0	21.4%

Dates and full campaign-stream durations follow the platform screenshots. Messages/minute is calculated from those displayed durations. Sentiment is the share of stream messages classified positive with VADER. It describes overall chat wording, not sentiment toward the sponsor. Audience, message counts and sentiment come from Uncloak AI.

06 / STREAM PERFORMANCE

Stream performance by creator

Campaign broadcasts grouped by creator, with dates, sponsors, duration, audience, chat activity and one sentiment percentage.

Sydeon / 2 streams

25,868 hours watched | 17,289 chat messages | 4h48 campaign airtime

Date / stream ID	Sponsor	Duration	Avg / peak viewers	Chat messages	Messages / min	Sentiment
31 Jul 318671722839	Credit Karma	2h28	5,443 8,113	14,707	99.4	22.9%
21 Aug 318920080983	Credit Karma	2h20	5,371 7,563	2,582	18.4	37.8%

MARI / 3 streams

23,367 hours watched | 25,471 chat messages | 7h42 campaign airtime

Date / stream ID	Sponsor	Duration	Avg / peak viewers	Chat messages	Messages / min	Sentiment
6 Aug 317171767927	State Farm	2h48	2,662 8,312	15,306	91.1	24.0%
22 Aug 317951457752	State Farm	2h28	2,285 7,887	6,382	43.1	25.2%
28 Aug 319010525655	Panera	2h26	4,235 7,018	3,783	25.9	28.9%

BotezLive / 1 stream

4,399 hours watched | 2,543 chat messages | 2h20 campaign airtime

Date / stream ID	Sponsor	Duration	Avg / peak viewers	Chat messages	Messages / min	Sentiment
21 Aug 318920083159	Credit Karma	2h20	1,899 5,816	2,543	18.2	37.0%

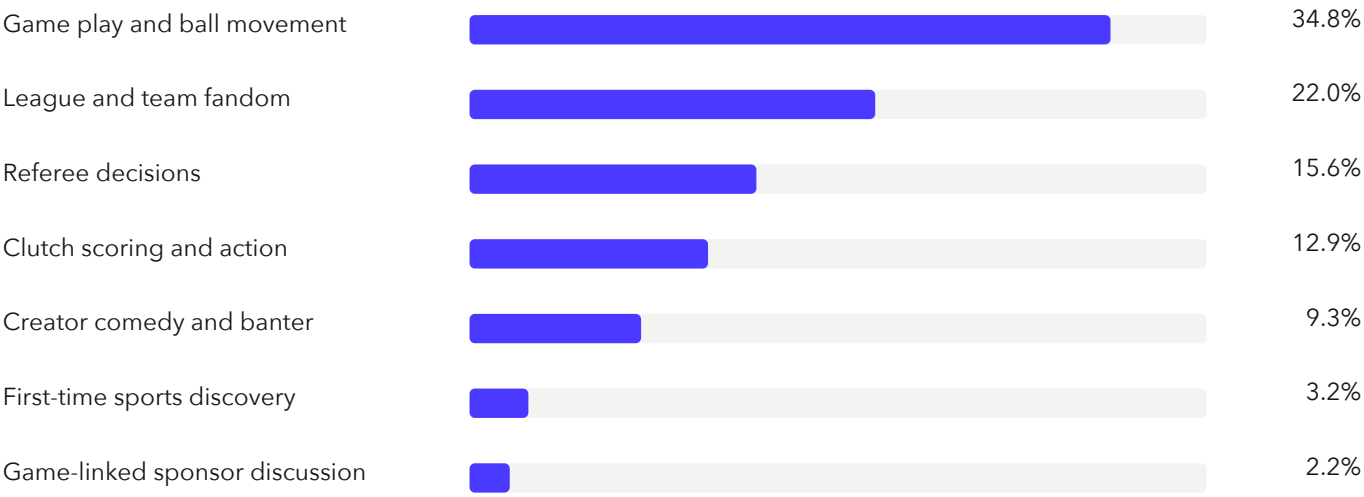
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07 / INSIDE THE CHAT

Chat discussion topics

Creator banter and first-time viewing appeared alongside game play, team loyalty and referee complaints.

What people discussed



Base: 6,327 game-discussion messages, within the 129,108-message campaign corpus. Counts in chart order: 2,201 / 1,393 / 985 / 819 / 589 / 202 / 138.

Game discussion and shared viewing

Viewers praised shotmaking, debated players and reacted to close finishes. The 985 referee-related messages (15.6%) reflect frustration with game decisions. First-time discovery appears in 202 messages (3.2% of the topic set).

Chat excerpts

"i've never watched a wnba,"
RealKatieB • 31 Jul, 02:30:33 UTC • 317121253623

"cash tell em about your favourite wnba moment,"
CashNastyGaming • 7 Aug, 01:08:14 UTC • 318752173399

"During a game Dijonai kissed her friend Natisha who's on the other team on the forehead after she got hurt. Lots of love between the players"
RealKatieB • 31 Jul, 02:28:35 UTC • 317121253623

Chat excerpts illustrate the discussion themes. Topic shares describe classified messages, not the percentage of all viewers.

08 / AUDIENCE EMOTIONS

Audience emotions and reactions

What viewers expressed about the basketball, the creators and their experience of watching.

18.7%	15.8%	11.0%
clutch drama	referee frustration	sports discovery

Focused 600-message emotional sample: 112 clutch-drama messages, 95 referee-frustration messages and 66 sports-discovery messages. These figures describe messages, not all viewers.

Excitement, close finishes and frustration

Shotmaking, defense and lead changes generated reactions to the basketball. Fouls and replay decisions prompted complaints about officiating, which should be read separately from reactions to the creator or sponsor.

Creator chemistry, fandom and discovery

Co-host jokes, playful arguments and team loyalty gave audiences another way to participate. Some viewers explicitly described discovering WNBA broadcasts through CreatorCast.

Chat excerpts

“OKAY ONE MORE SHOT,”

Sydeon • 31 Jul, 04:05:07 UTC • 318671722839

“ref said she stepped out and didn't that's wild,”

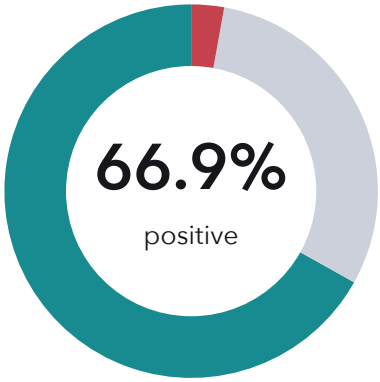
MARI • 7 Aug, 00:55:10 UTC • 317171767927

The 600-message emotional sample and 6,327-message topic set overlap. Sports discovery is 11.0% of the emotional sample and 3.2% of the topic set; neither measures the share of all viewers.

09 / SPONSOR RECEPTION

Sponsor sentiment

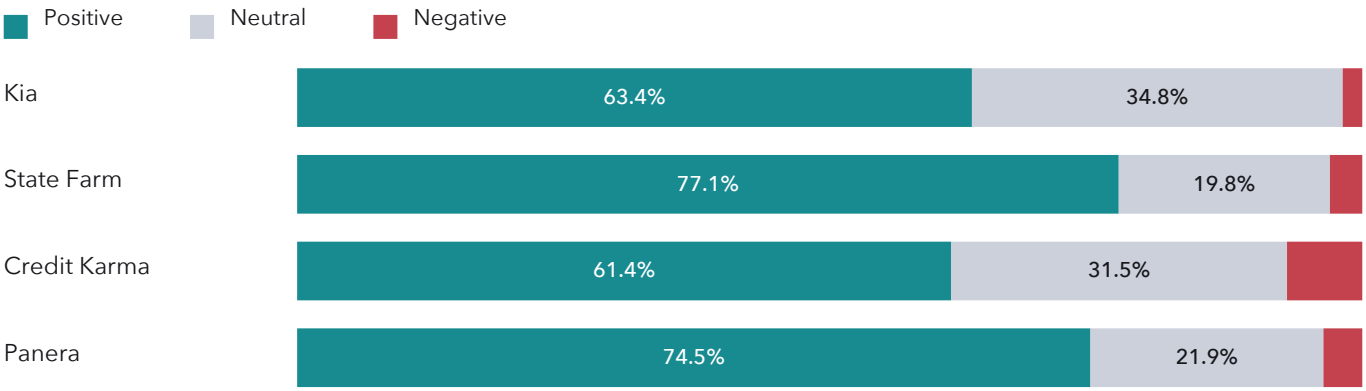
The contextual analysis separates enthusiasm, neutral discussion and criticism directed toward the sponsor.



2,074 positive messages

939 neutral messages

88 negative messages



Sponsor	Classified messages	Positive	Neutral	Negative
Kia	1,850	1,172	644	34
State Farm	691	533	137	21
Credit Karma	368	226	116	26
Panera	192	143	42	7

Sponsor participation

Of 3,063 keyword-filtered sponsor messages, the source classifies **246 as bots**, **1,505 as prompted human participation** and **1,312 as organic human discussion**.

Base: 3,101 contextually classified sponsor messages. Sponsor-specific bases are shown above. These differ from the 3,063 keyword-filtered mentions. Contextual sentiment is retained from the source; lexical VADER scores are a different measure and are shown separately on page 5.

10 / BEFORE, DURING AND AFTER

Sponsor discussion before, during and after the campaign

Daily mention rates make the unequal observation windows easier to compare.

Brand	Before total / day	During total / day	After total / day
Kia	20 / 0.22	1,910 / 20.76	17 / 0.65
State Farm	6 / 0.07	772 / 8.39	28 / 1.08
Credit Karma	0 / 0.00	371 / 4.03	0 / 0.00
Panera	14 / 0.16	214 / 2.33	2 / 0.08

Before: 90 observed days in April to June, excluding April 19. During: July to September, 92 days. After: October 1 to 26, 26 days. Totals cover all streams on the five channels, not just the 13 activations. Daily rates above are calculated from the source counts.

State Farm mentions after the campaign

October contains 28 mentions, versus six before the campaign. The source describes “Jake” and slogan jokes during later gaming streams. That supports a residual conversational signal, not a claim of permanent brand lift.

Kia mentions after the campaign

Seventeen October mentions correspond to 0.65 per day, compared with 0.22 before the campaign. Small absolute counts make individual conversations important to inspect.

Credit Karma and Panera mentions after the campaign

The source records zero October Credit Karma mentions and two Panera mentions. This is limited evidence of later conversation on these channels, not proof that viewers forgot either brand.

Campaign relevance of later mentions

Later references should be read in context. A callback to the sponsored show supports persistence more directly than a generic mention of insurance, cars or food. The report retains that distinction rather than treating every post-campaign mention as caused by CreatorCast.

Seasonality, creator schedules and unrelated events can affect these rates. This comparison has no unexposed control group.

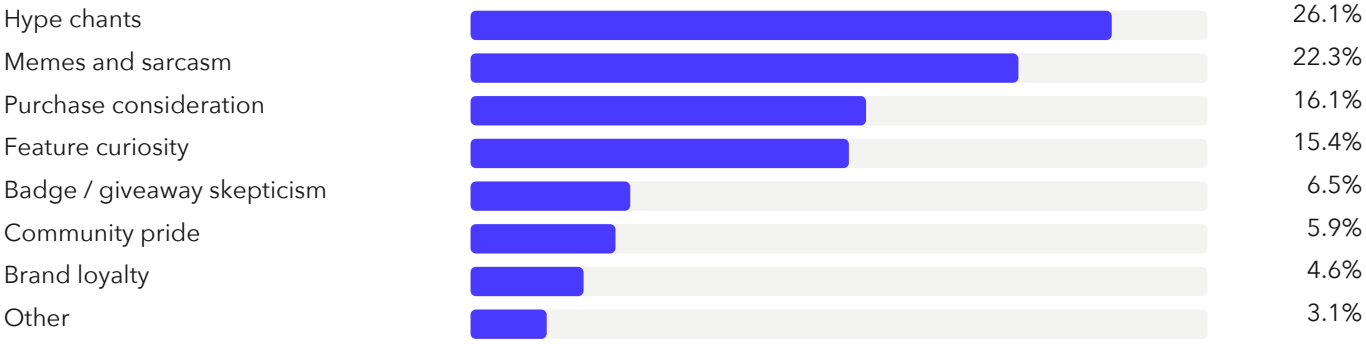
11 / KIA

Kia: sponsor results

Kia led sponsor keyword volume, with discussion spanning specifications, enthusiasm, jokes and price concerns.

1,814	63.4%	84
campaign sponsor mentions	contextual positive	explicit intent messages

What audiences reacted to



Qualitative sample: 1,198 messages. Theme labels and the intent analysis below are separate classifications.

Product attention and stated intent

The analysis records 15 mentions of the 637-mile range and 27 of third-row seating. It identifies 84 explicit purchase or test-drive statements (7.0%) and 219 feature-curiosity messages (18.3%). Concerns include price and brand-image jokes.

Chat excerpts

“BUYING A KIA RN THANK U KATIE!!!”
RealKatieB • 14 Aug, 01:02:06 UTC • 318831422423

“anyone else remember the kia hamster commercial??”
RealKatieB • 14 Aug, 02:02:54 UTC • 318831422423

“yo kia give me a free car, thaniks”
CashNastyGaming • 19 Sep, 22:59:47 UTC • 319285019479

Contextual sentiment base: 1,850 messages, including 34 negative (1.8%). Purchase statements can include Twitch humour; they do not establish completed transactions.

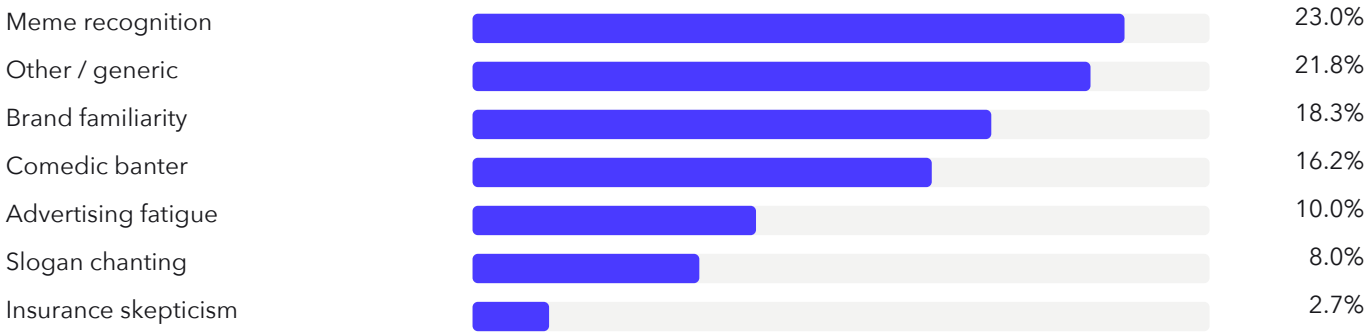
12 / STATE FARM

State Farm: sponsor results

State Farm's strongest response was cultural recognition and playful participation, with limited insurance shopping.

691	77.1%	4
campaign sponsor mentions	contextual positive	policy rate inquiries

How the brand appeared in chat



Qualitative sample: 339 messages. Themes describe sampled discussion, not sales outcomes.

Brand familiarity and playful participation

"Jake from State Farm" appears in 15 sampled messages; "Like a good neighbor" appears verbatim in 27. Viewers also joked about the brand gifting subscriptions. Four messages ask about rates (1.2%); six refer to existing policies (1.8%).

Chat excerpts

"need them dollas to go with Statefarm i cant cap"
CashNastyGaming • 6 Aug, 23:55:17 UTC • 318752173399

"Cash getting paid!! Like a good neighbor State Farm is here for the check to clear!!!"
CashNastyGaming • 7 Aug, 01:02:09 UTC • 318752173399

"is jake from statefarm in this stream?"
MARI • 22 Aug, 23:59:50 UTC • 317951457752

Contextual sentiment base: 691 messages, including 533 positive, 137 neutral and 21 negative. Familiar slogans and humour indicate participation, not necessarily policy demand.

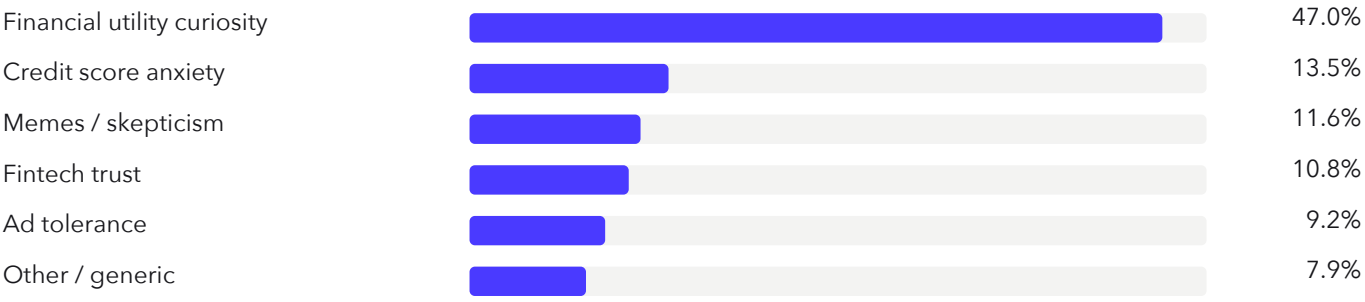
13 / CREDIT KARMA

Credit Karma: sponsor results

Credit Spark prompted practical financial questions alongside automated posts and prompted participation.

368	61.4%	46
campaign sponsor mentions	contextual positive	stated download intents

What the qualitative sample contains



Qualitative sample: 251 messages, including 118 utility-curiosity messages. Contextual sentiment base: 368.

Product questions, adoption interest and automation

Questions concerned rent or utility reporting, credit checks and fees. The sample contains 46 stated download intentions (18.3%) and 31 existing-user endorsements (12.3%). Automated posts account for 70 of the 368 sponsor messages (19.0%), separate from prompted human participation.

Chat excerpts

"you guys I am listening to this on my JBL headphones while eating my dominoes pizza while checking my creditkarma and going to see supergirl after"

RealKatieB • 31 Jul, 02:27:28 UTC • 317121253623

"i actually dont know anything abt credit so this is lowkey helping me"

RealKatieB • 31 Jul, 02:59:17 UTC • 317121253623

"Never checked your credit score? Credit Spark by Credit Karma is built for you."

Automated message • BotezLive • 21 Aug, 02:01:47 UTC • 318920083159

Concerns include privacy and credit reporting. Contextual negativity: 26 messages (7.1%). Download intentions are statements in chat, not verified installations; classifications may overlap.

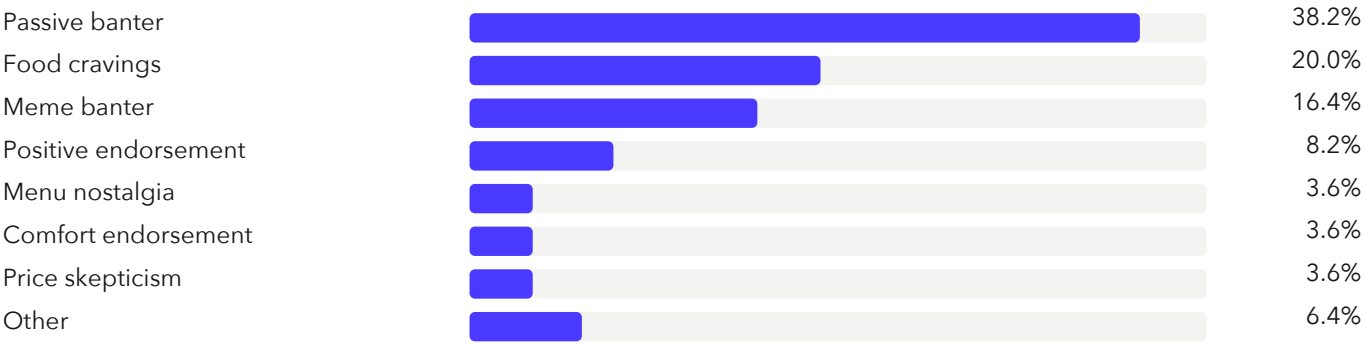
14 / PANERA

Panera: sponsor results

Panera drew menu comparisons, food memories and declarations of ordering interest.

190	74.5%	12
campaign sponsor mentions	contextual positive	direct order intentions

What viewers talked about



Qualitative sample: 110 messages. Contextual sentiment uses a separate base of 192 messages.

Menu discussion and ordering interest

Viewers discussed bacon mac and cheese, broccoli cheddar soup, bread bowls and menu choices. Twelve messages state ordering intent (10.9%); five discuss loyalty or rewards (4.5%). Food memories, cravings and price concerns also appeared.

Chat excerpts

"the bacon mac pretty good but I say to get the chipotle chicken avocado sandwich fr"
CashNastyGaming • 28 Aug, 02:42:24 UTC • 319010525783

"Panera? Man I can't wait to get a salad and a turkey club from there."
MARI • 28 Aug, 02:45:19 UTC • 319010525655

"Are there Panera giveaways @CashNastyGaming?"
Prompted message • CashNastyGaming • 28 Aug, 01:59:34 UTC • 319010525783

Chat statements indicate expressed interest. Completed orders, loyalty sign-ups and attributable sales were not measured.

15 / SOURCES AND INTERPRETATION

Sources and methodology

Data coverage, classification methods and how to interpret the results.

Data sources and period

Uncloak Twitch analytics and Uncloak AI campaign analysis, captured October 26, 2026. The report covers 13 campaign broadcasts across five creator channels, from July 31 to September 19, with wider conversation analysis through October 26.

Stream dates and durations

The stream roster and displayed durations follow five platform screenshots covering all 13 broadcasts. Dates follow the platform display, one hour ahead of UTC. Full broadcasts are treated as campaign activation windows; durations do not measure individual sponsor reads or time with a logo on screen.

Audience measures

Campaign chat contains 129,108 messages. The 10,958-chatter figure is source-reported and should not be treated as deduplicated cross-channel reach. Hours watched sum channel consumption; peak viewers describes the highest individual stream peak.

Sentiment and sponsor mentions

Creator and stream sentiment is the share of messages classified positive with VADER, including neutral messages in the denominator. Sponsor sentiment is contextual classification directed toward each brand. Keyword-filtered sponsor mentions total 3,063; the separate contextual classification set contains 3,101 messages.

Topics and audience reactions

Game discussion uses 6,327 classified messages. The focused emotional sample contains 600 messages. First-time sports discovery appears in 202 game-discussion messages (3.2%) and 66 emotional-sample messages (11.0%). These overlapping samples describe messages, not all viewers.

Baseline and later conversation

Creator comparisons use April to June, with 90 observed days excluding April 19. Before/during/after mention rates use 90, 92 and 26 days respectively. These wider counts cover all streams on the five channels, not only the 13 campaign broadcasts. Content, schedule and seasonal differences can affect comparisons.

Interpretation of outcomes

Qualitative themes and chat excerpts are sourced from Uncloak AI analysis. Quotes show channel, stream ID and UTC time; automated and prompted examples are labelled. Purchase and download statements indicate expressed intent. The report does not measure completed transactions, attributable sales or causal brand lift against an unexposed control group.

Format context: Amazon Ads, Victor Lu on Twitch Brand Partnership Studio. Creator Cast is described as a Prime Video feed with creator commentary streamed on Twitch.