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NBA Star James Harden sells 10,000 wine bottles in 5 seconds

James Harden's near-accidental marketing move generates $300,000 in sales

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James Harden, NBA superstar and Philadelphia 76ers player, recently achieved an astonishing feat outside the sports world. In a near-accidental marketing move, he managed to sell 10,000 bottles of his wine brand, J-Harden, in just five seconds during a livestream with famous Chinese streamer Crazy Brother Yang. This almost inadvertent marketing action generated a whopping $300,000 in sales almost instantly.

The remarkable event unfolded unexpectedly during a conversation between Harden and Crazy Brother Yang. When the streamer asked Harden about his wine brand and how many bottles he usually sells, Harden gave a vague answer, simply stating "a few". At that point, Crazy Brother Yang challenged his followers to give Harden a little 'help'. Five seconds after making the call, and after asking his followers to stop, 5,000 packs of two bottles of wine each were sold at $60 per pack. A surprised Harden had to check the sales on a computer to make sure he was not mistaken. Thanks to this experiment, Harden's commercial brand received immediate exposure to an audience of almost 15 million viewers.



Harden's foray into the wine business is relatively recent, as it has been only a year since the NBA player announced the commercialization of his J-Harden wines in the summer of 2022. According to the brand's website, Harden "wished to make quality wine more accessible, diverse, and inclusive and share his personal oenological journey with fans all over the world". To achieve this, Harden collaborated with J-Shed to sell a California Cabernet Sauvignon, a Red Blend, and an Italian Prosecco. These three products, coupled with Harden's image, proved attractive enough to sell out in just five seconds.

This event not only showcases the influential power of streamers but also the global appeal of sports figures beyond their area of expertise. Smart marketing and the use of popular digital platforms can have a significant impact on product promotion and revenue generation.