

MA PRODUCERS 2023

MASTERCLASS

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Cassie & Corey



PODCAST MAKER & PLAYWRIGHT



**HOW TO RUN
SOCIAL MEDIA AND
DIGITAL MARKETING
CAMPAIGNS**

Course Pack

SM GUIDE





WEAVING A COMMUNITY OF LEARNERS

IT'S OK

IF YOU

DON'T

KNOW

EVERYTHING

A photograph of a busy bar scene. In the foreground, a bartender in a white shirt is serving several glasses of beer. Behind the bar, a group of people are engaged in conversation. The background is filled with more patrons, orange balloons, and framed pictures on the wall.

If you only remember one thing

social is about
real people talking to real
people



Sacred space and stone circle

Smaller 'version' of Stonehenge. Festival goers congregate to watch the dawn break.

Tepee field

Alternative therapy, including massages. All electricity comes from solar power. It's filled with small cafes.

The Park Stage

Features laidback slow music. A place to relax.

Other Stage

Dedicated to Indie bands with Pete Doherty providing the main attraction tomorrow.

Dance Village

Six stages featuring disco music, hip hop, and 3D dance tent with visitors wearing special glasses.

The Pyramid Stage

The festival's centre point. Neil Young headlining tonight, Bruce Springsteen tomorrow.

Food and drink

400 food stalls with a huge variety of cuisine including fresh fish, sushi bars and jerk chicken. There are 10 beer tents.

John Peel Stage

Dedicated to the late DJ. Showcases bands not yet mainstream.

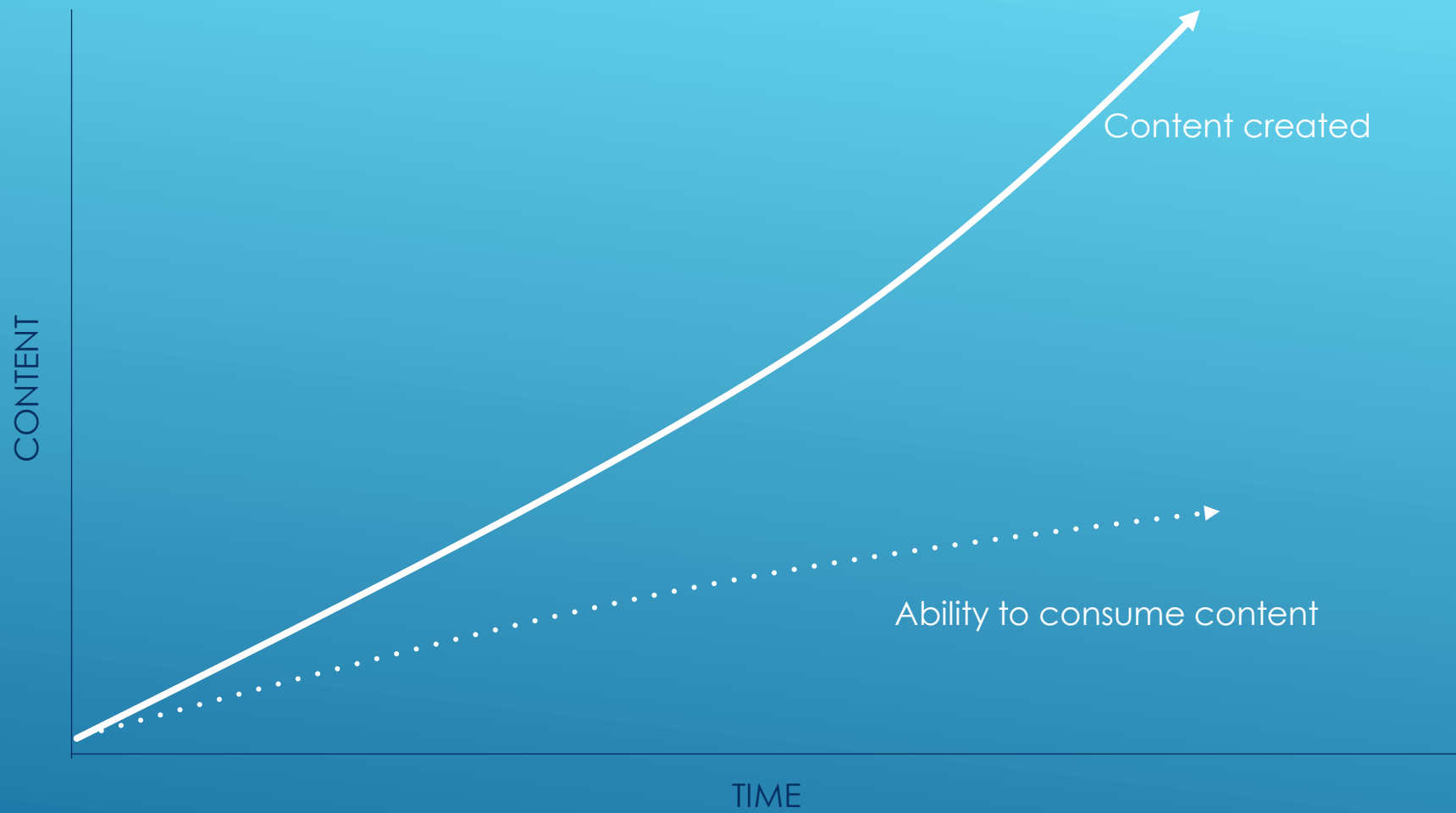
Asset Inventory

“To what can we provide access that others cannot or do not?”

People	Places	Objects	Experiences
Artistic Director	Space	Costumes & Sets	Performances
Leadership	Homes	Collections	Rehearsal
Curators & Artists	Costumes & Sets	Ephemera	Backstage
Collaborators	Collections	Research	Previews (Privacy)
Member Organizations	Rehearsal	Tickets (Priority)	Announcements
Celebrities	Member Organizations	Discounts	Recognition
Board Members		Recordings	Master Classes
Power Brokers		Archives	Special Events
Potential Friends <small>Your logo here</small>		Others' Objects	Anniversaries

LETS GO!





Facebook, 2016

HOW DO WE BYPASS THE CONSUMPTION CEILING

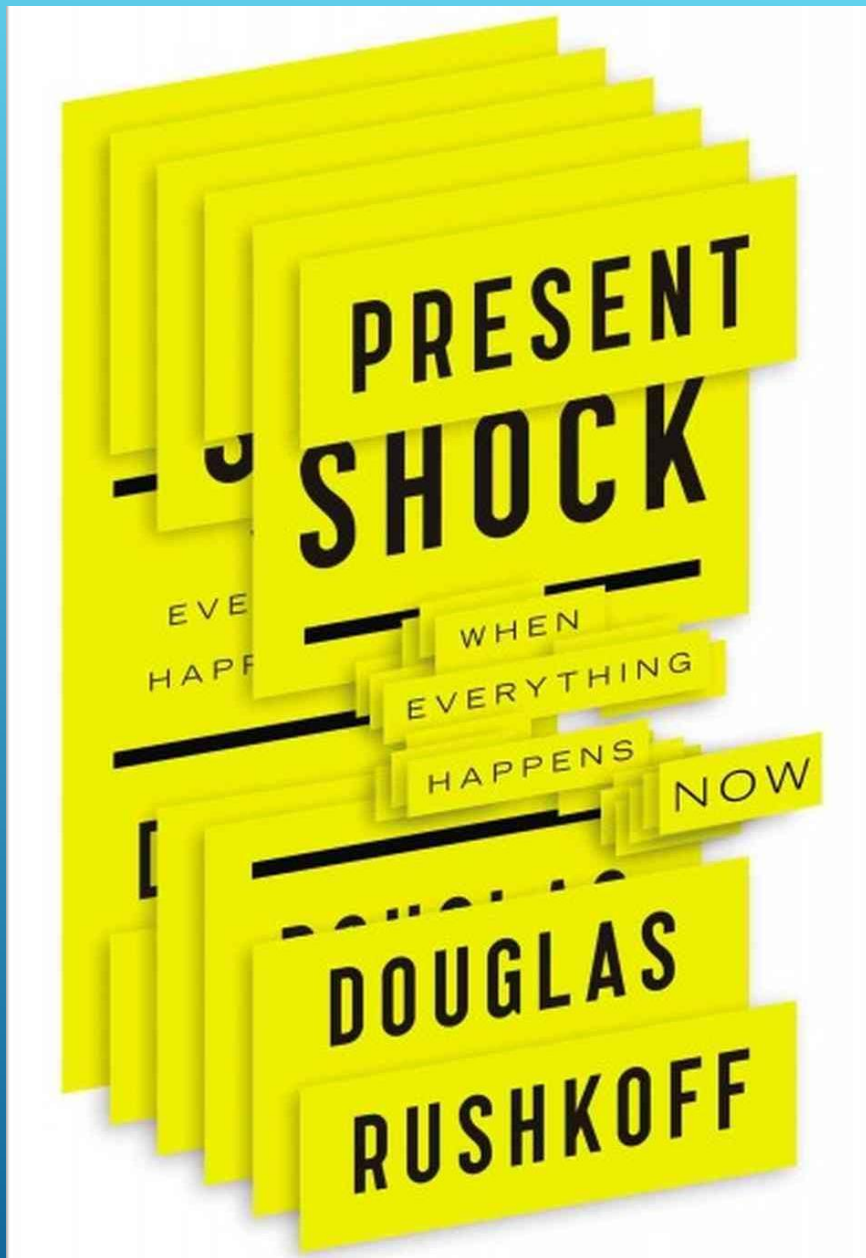
- Attention is a resource: a person has only so much of it.

Matthew Crawford, Writer and Research Fellow, Institute for Advanced Studies in Culture at the University of Virginia.

- A wealth of information creates a poverty of attention and a need to allocate that attention efficiently among the overabundance of information sources that might consume it.

Herbert A. Simon, US political scientist, economist, sociologist, psychologist, and computer scientist, 1971.

THE ATTENTION ECONOMY



We tend to live in the distracted present, where the forces of the periphery are magnified and those of in front of us ignored. Our ability to create, plan, much less follow through on, is undermined by our need to be able to improvise our way through any number of infernal impacts that stand to derail us at any moment.

THE ATTENTION ECONOMY

Social Media can
be overwhelming



From The Web



New Rule In New York, NY:



Mom's \$5 Wrinkle Tip Revealed



Sponsored by RevContent

Dissolve Body Fat with Salt?



Diabetes Discovery Shocks Doctors



17 Gay Men Who Refuse To 'Come Out'



25 Tattoos These Morons Will Regret

BEST STORY WINS IN THE ATTENTION
ECONOMY



MANOUSH ZAMORODI

- ❑ How boredom can help you have brilliant ideas.
- ❑ Click on *Manoush!*
- ❑ How are you going to ignite your default mode?



Captology is the study of computers as persuasive technologies. This includes the design, research, ethics and analysis of interactive computing products (computers, mobile phones, websites, wireless technologies, mobile applications, video games, etc.) created for the purpose of changing people's attitudes or behaviors. BJ Fogg derived the term *captology* in 1996 from an acronym: Computers As Persuasive Technologies = CAPT.

CAPTOLOGY



EXTRAS

ADD FLAVOR	.50
~REGULAR OR SUGAR FREE~	
ADD ESPRESSO SHOT	.80
ADD SOY	.60

BREWED COFFEE

	TALL	GRANDE	VENTI
REGULAR OR DECAF	1.85	2.10	2.45

ESPRESSO

	TALL	GRANDE	VENTI
CAFFE LATTE	3.15	3.75	4.15
CAFFE MOCHA	3.65	4.25	4.65
CAPPUCCINO	3.15	3.75	4.15
CARAMEL MACCHIATO	3.75	4.45	4.75
VANILLA LATTE	3.65	4.25	4.65
WHITE CHOCOLATE MOCHA	3.75	4.45	4.75
CAFE AMERICANO	2.25	2.75	3.25

	SOLO	DOPPIO
ESPRESSO	1.75	1.95
ESPRESSO CON PANNA	1.85	2.05
ESPRESSO MACCHIATO	1.85	2.05

HOT TEA

	TALL	GRANDE	VENTI
TAZO CLASSIC CHAI TEA LATTE	2.75	3.25	3.45
TAZO CHOCOLATE CHAI TEA LATTE	3.25	3.75	3.95
TAZO VANILLA CHAI TEA LATTE	2.75	3.25	3.45
TAZO HOT TEA	2.25	2.45	2.65

EARL GRAY • AWAKE • ZEN • CALM • REFRESH • WILD SWEET ORANGE • DECAF LOTUS
 DECAF TAZO CHAI • GREEN TEA • PASSION • CHAI • GREEN GINGER

ICED COFFEE & TAZO ICED TEA

	GRANDE	VENTI
ICED CAFFE	4.65	4.95
ICED CAFFE AMERICANO	2.65	3.15
ICED CARAMEL MACCHIATO	4.65	4.95
ICED FLAVOR LATTE	4.45	4.95
ICED COFFEE -WITH OR WITHOUT MILK-	2.65	2.95

TAZO ICED TEA	2.45	2.95
TAZO ICED TEA LEMONADE	3.25	3.75

• BLACK • GREEN • TROPIC • PASSION •

TAZO ICED CLASSIC CHAI TEA LATTE	3.95	4.25
TAZO ICED CHOCOLATE CHAI TEA LATTE	3.95	4.25
TAZO ICED VANILLA CARAMEL CHAI TEA LATTE	3.95	4.25

FRAPPUCCINO BLENDED BEVERAGE ~COFFEE~

COFFEE	3.95	4.45
CARAMEL	4.65	4.95
MOCHA	4.65	4.95
WHITE CHOCOLATE MOCHA	4.65	4.95
JAVA CHIP	4.65	4.95

FRAPPUCCINO BLENDED BEVERAGE ~CREME~

VANILLA BEAN	3.95	4.45
STRAWBERRIES & CREME	4.65	4.95
MOCHA	4.65	4.95
DOUBLE CHOCOLATY CHIP	4.65	4.95

OTHER FAVORITES

	TALL	GRANDE	VENTI
HOT CHOCOLATE	2.75	3.25	3.45
WHITE HOT CHOCOLATE	3.25	3.75	3.95
STEAMER	2.75	3.25	3.45

- We have little choice but to develop the kind of reading where we scan for important information
- We look for shortcuts and don't check our sources
- Information that is not directly relevant will be ignored
 - We are more vulnerable to exploitation

THE ATTENTION ECONOMY

*PechaKucha*TM

20 X 20

IMAGES

SECONDS

Invented by Astrid Klein and Mark Dytham of Tokyo's Klein-Dytham Architecture (KDa)



Our Changing Digital Identity



NAI



Neuroplasticity



WE ARE TOO CONNECTED TO BE PRIVATE

- DAVID: @davidRathband. 3016 Tweets. 319 Following. 11042 Followers. Sad to announce Mrs R has called time on our marriage. Separation permanent.
- KATH: @KathRathband. 2754 Tweets. 605 Following. 1228 followers. Slight inaccuracy in the tweet by @pcdavidrathband – He left us and refuses to come home. #TheTruthWillOut





MYFIRSTMUSICAL PRODUCTION PRESENTS

FROM THE CITY OF MY DREAMS
TO THE LAND OF THE DEAD...



FLATMATES V ZOMBIES²

CAMDEN PEOPLE'S THEATRE
19TH - 21ST AUGUST 7.30PM
WWW.CAMDENFRINGE.COM
PHONE: 08444 77 1000

TRISTAN BATES THEATRE
13TH 7PM & 14TH 3PM SEPT.
WWW.TRISTANBATESTHEATRE.CO.UK
PHONE: 020 7240 6283





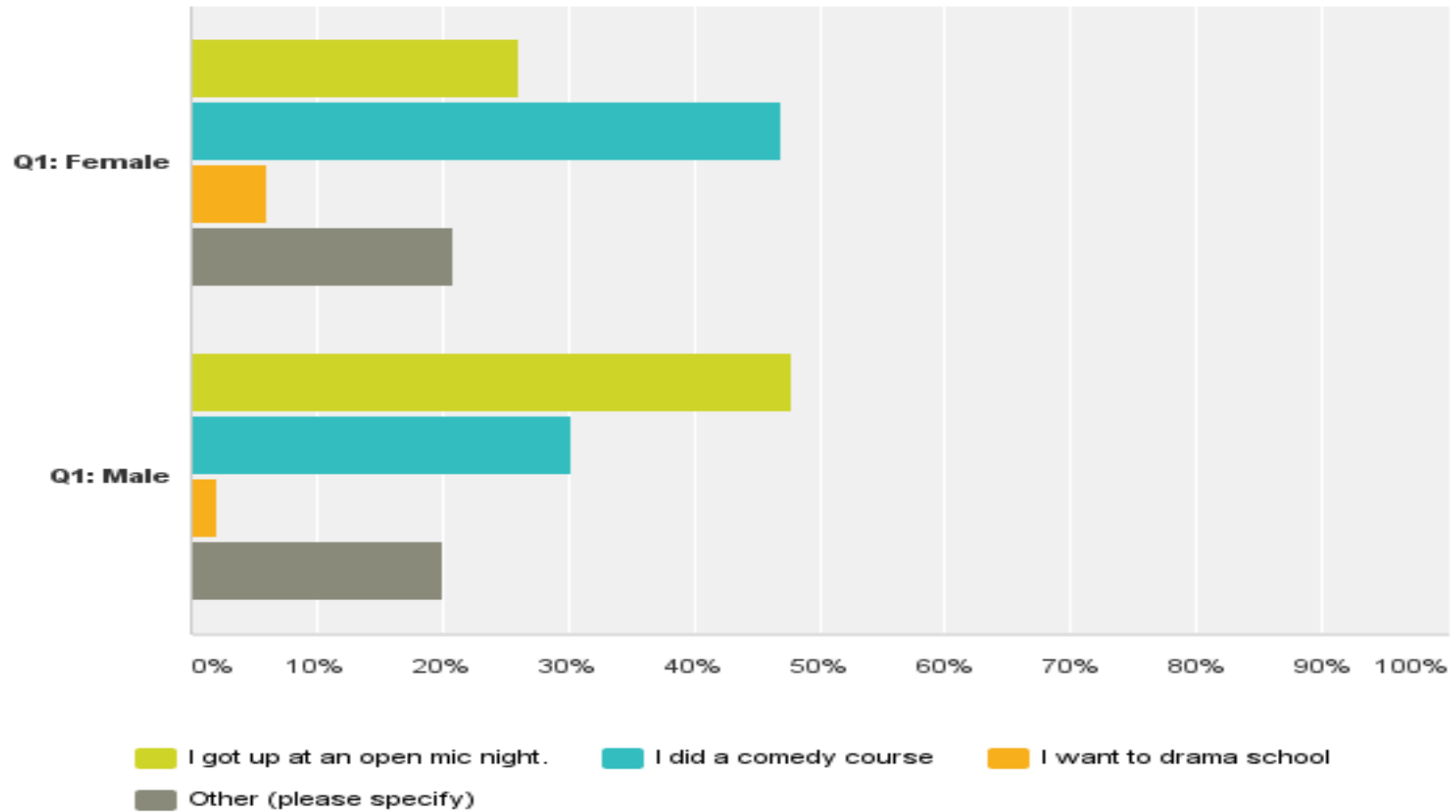




White
British
European
Irish
Mixed
Scottish
Indian
American
Jewish
Black
Caribbean
Caucasian
English
Australian
Middle
Asian
Chinese
Eastern
Latin
Pakistani
Italian
Turkish
Bering
Wing
White British
Russian
Middle

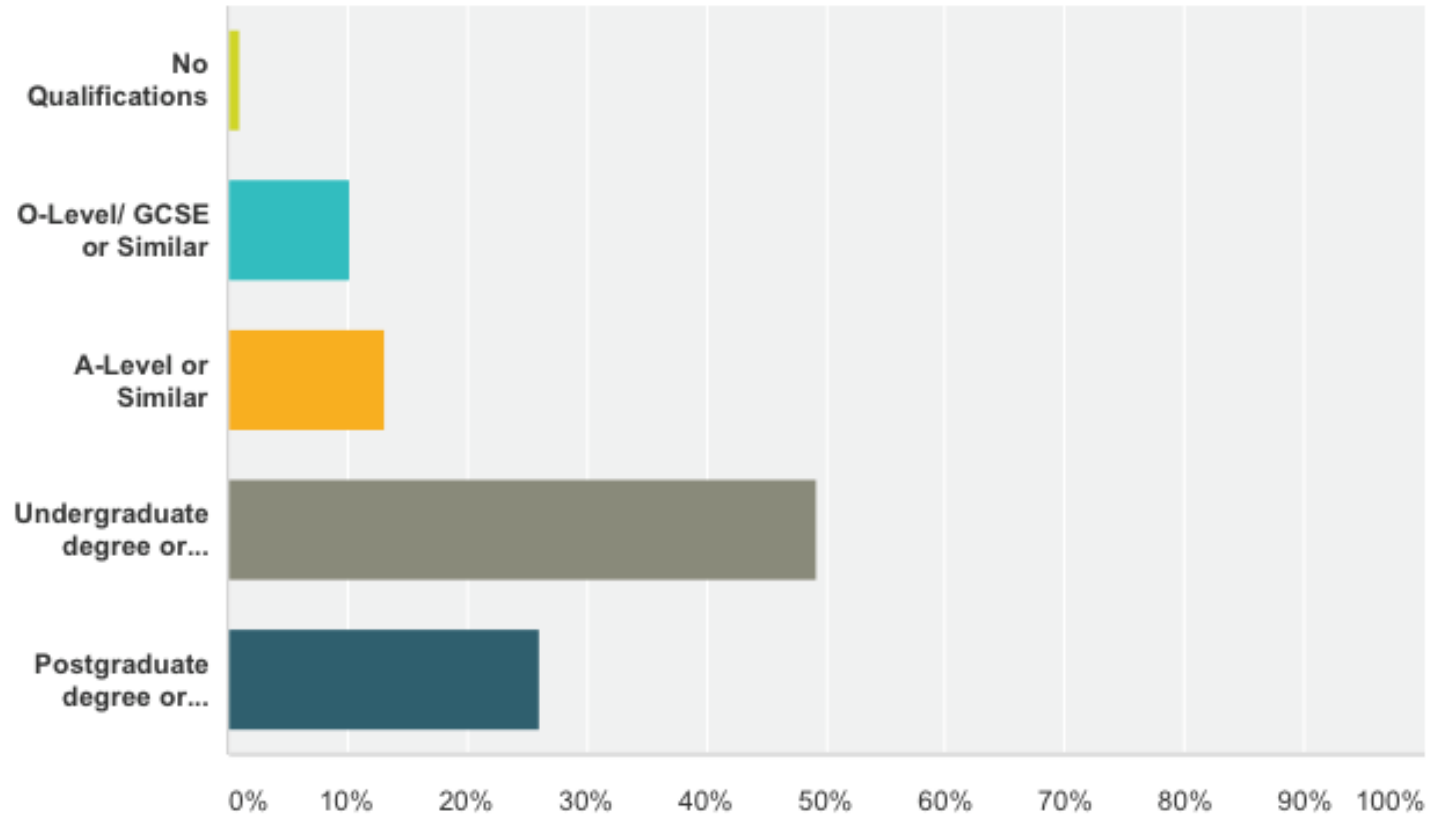
Q3 How did you get into performing comedy?

Answered: 515 Skipped: 2



Q4 What is your level of Education?

Answered: 537 Skipped: 0







PLANT
ODUCER



Mary Aldana

**JONATHAN
PARKYN**



COMEDY WRITER
FRIEND



P.F Hayes

**Jon
Baines**

SCREEN/BRITISH COUNCIL



WENDY MITCHELL



Colin Baxter



**Emma & Geoffrey
Richardson**



BFI

Small Talk

PEO
PRE



Dr Mak proctor



KNOWN
LESS
FRIENDS



Kate


- Create your own Pecha Kucha.

- 5 slides

- Present it to your partner

GETTING TO GRIPS WITH THE
ATTENTION ECONOMY

IN THE ATTENTION ECONOMY

- We scan
 - We look for shortcuts and don't check our sources
 - We are more vulnerable to exploitation
 - Information that is not directly relevant will be ignored
 - We have to be responsible communicators
- 



Sacred space and stone circle

Smaller 'version' of Stonehenge. Festival goers congregate to watch the dawn break.

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Context is King



Content is King



Connection is King

THIS IS THE BIG QUESTION. NOW LETS LOOK
AT...



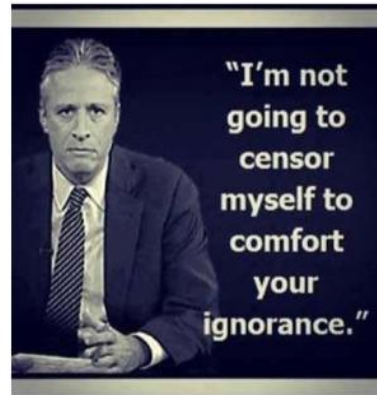
Introduction to Entertainment Thinking

What is it that people find so entertaining?

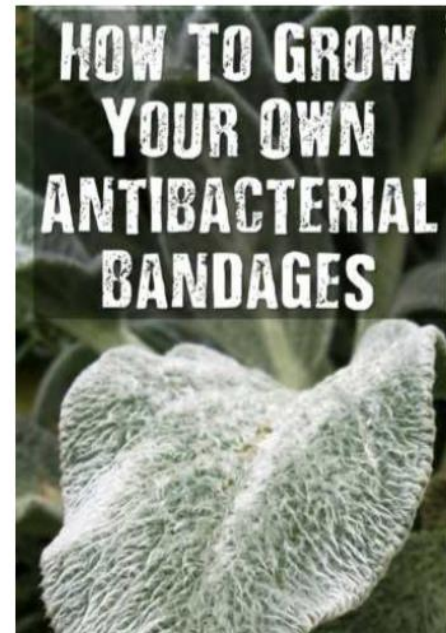


There are only four kinds of engaging experience

Funny



Useful



Beautiful



Inspiring



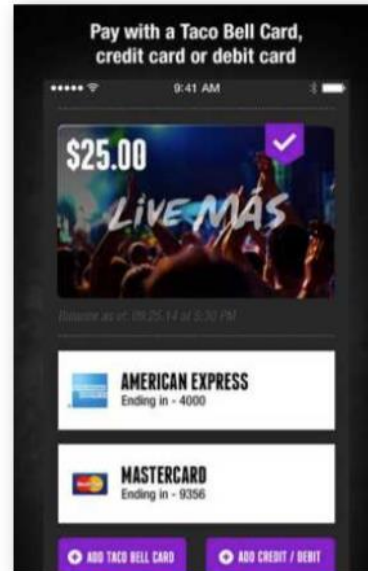
Taco Bell

Brands doing
FUBI brilliantly

Funny



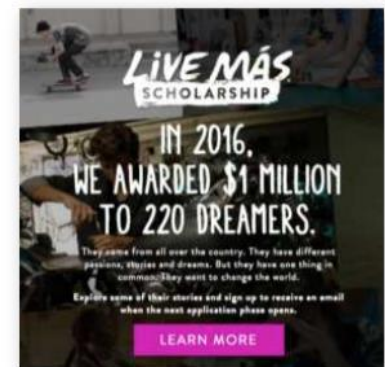
Useful



Beautiful



Inspiring



Victoria Beckham

Talent being
FUBI

Funny



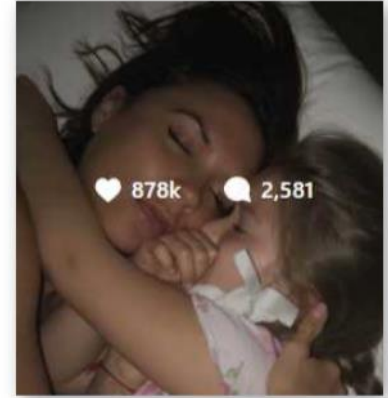
Useful



Beautiful



Inspiring



Funny



Victoria's Secret FAILS, SINGING, funny and crazy moments



Useful



01 OF 17

SARA SAMPAIO

Beauty Secret: Highlighter is definitely the key to brighten your face when you don't want to lose time doing your makeup -- a little on your cheekbones, corner of the eye, nose, and cupid's bow and you're good to go. Also, make sure to sleep and drink lots of water.

Must-Have Products:
Charlotte Tilbury Magic Cream: I love the

Beautiful



Inspiring



Brand Thinking

V

Entertainment Thinking

Repetition

Consistency

One tone of voice

Start with the Product

Call to action

Surprise

Multifaceted

Light and shade, Changes of pace

Start with the Audience

Mobilising fandom



HOW MANY SOLUTIONS TO THIS SUM?

▶ $2 + 2 =$

HOW MANY SOLUTIONS ARE
THERE FOR THE FOLLOWING
SUM?

HOW MANY SOLUTIONS TO THIS SUM?



$$= 4$$

HOW MANY SOLUTIONS ARE
THERE FOR THIS SUM.



- ▶ 'Creativity is the product, process or solution that is both original (novel) and useful'

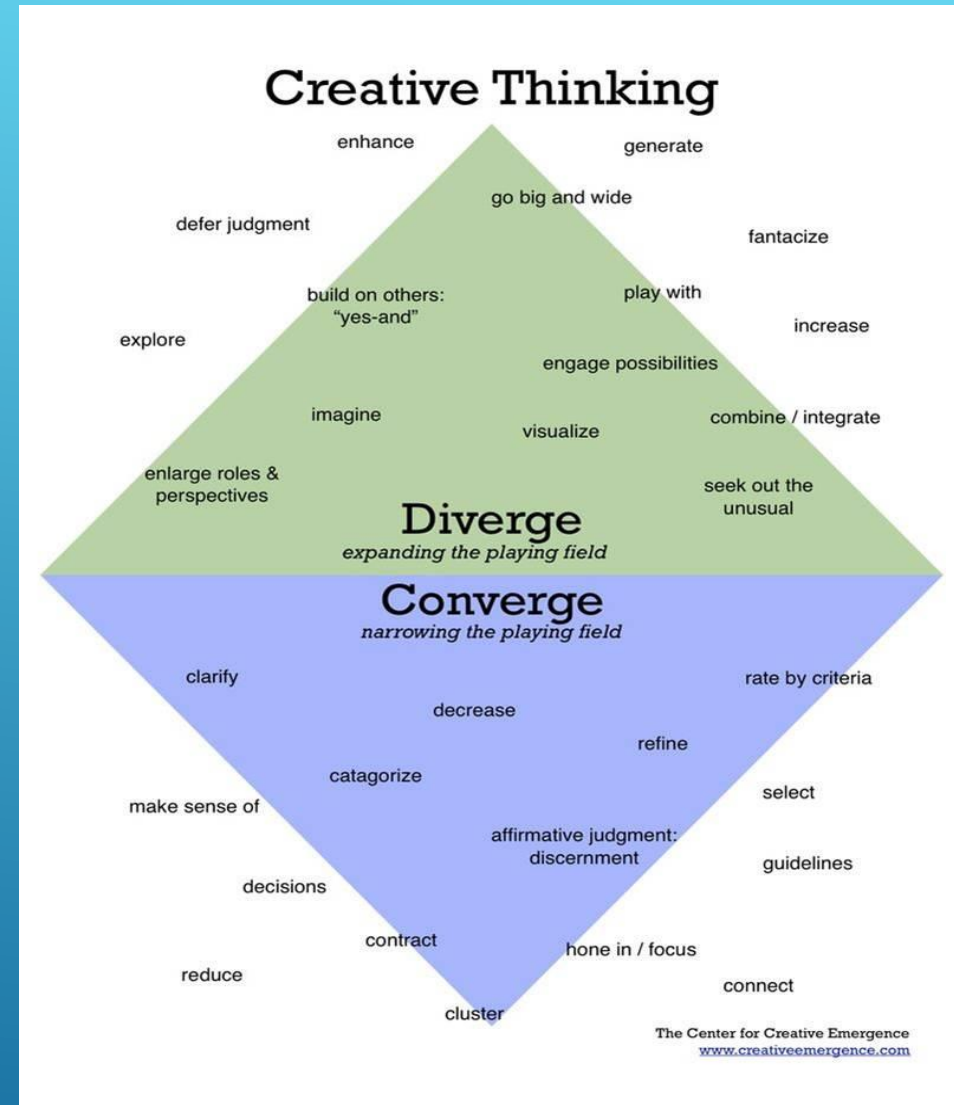


WHAT IS CREATIVITY?



DIVERGENT & CONVERGENT THINKING

DO YOU THINK THAT CREATIVITY CAN BE TAUGHT?

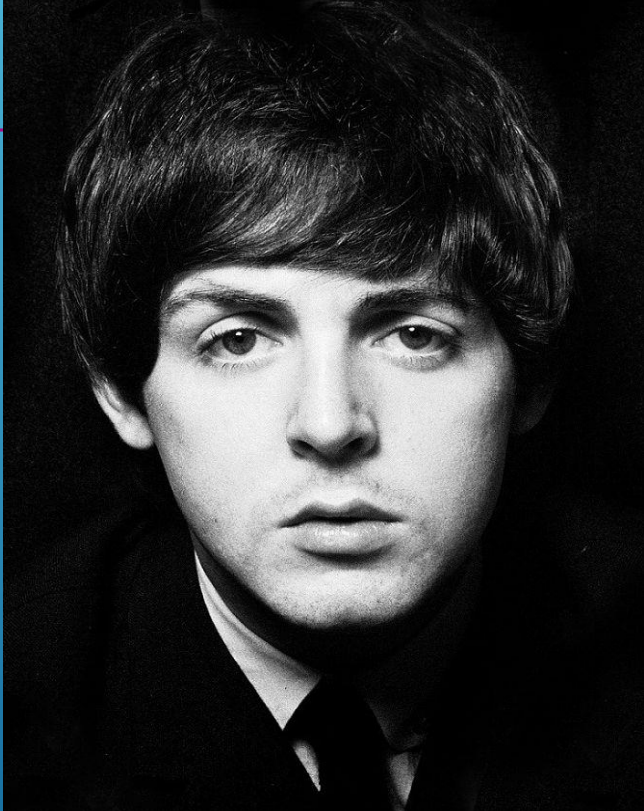


- ▶ Anecdotal accounts of creative individuals suggest that oftentimes, creative discoveries result from a process whereby initial conscious thought is followed by a period during which one refrains from task-related conscious thought. For example, one may spend an embarrassing amount of time thinking about a problem when the solution suddenly pops into consciousness while taking a shower. Not only creative individuals but also traditional theories of creativity have put a lot of emphasis on this incubation stage in creative thinking.

LETTING IDEAS INCUBATE

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3990058/>

PAUL MCCARTNEY



I woke up with a lovely tune in my head. I thought, 'That's great, I wonder what that is?' There was an upright piano next to me, to the right of the bed by the window. I got out of bed, sat at the piano, found G, found F sharp minor 7th – and that leads you through then to B to E minor, and finally back to E. It all leads forward logically.

I liked the melody a lot but because I'd dreamed it I couldn't believe I'd written it. I thought, 'No, I've never written like this before.' But I had the tune, which was the most magic thing."

CHARLES DICKENS



“I think I must be the descendant, at no great distance, of some irreclaimable tramp.”

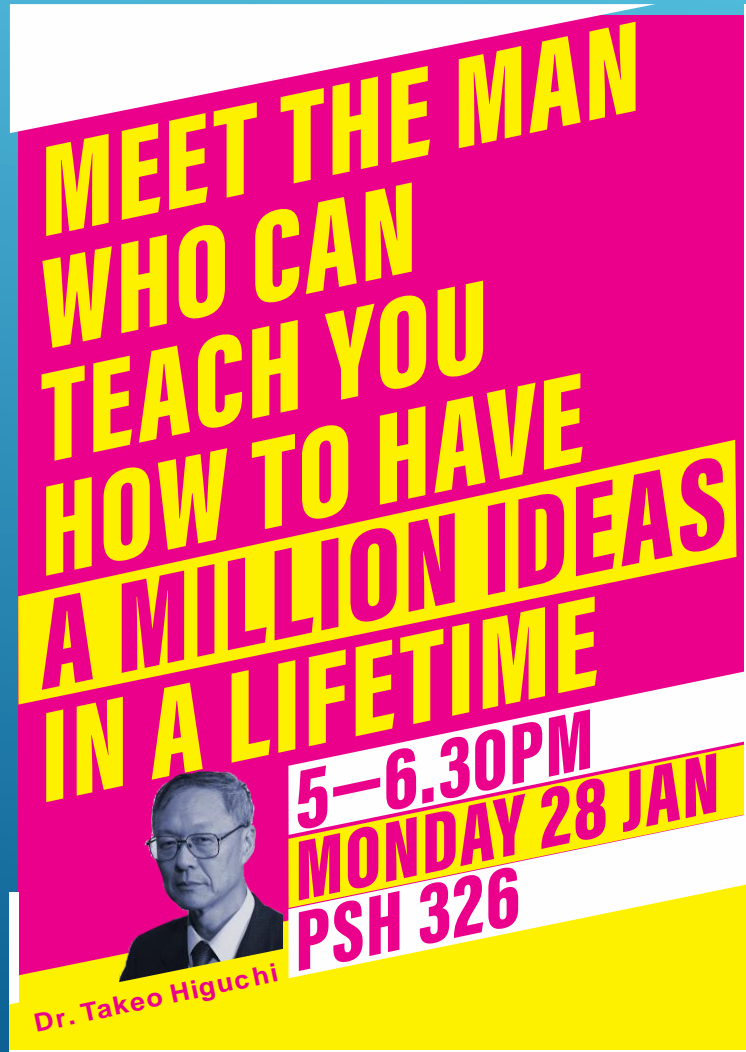
Scarcely a day went by that Dickens didn't flee his desk and take to the streets of London and its suburbs. He routinely walked as many as 20 miles a day, and once set out at 2 a.m. to walk from his house in London to his country residence in Gad's Hill, Kent, 30 miles away.

Appelles, Greek painter



NULLA DIES SINE LINEA – NOT A DAY WITHOUT
A LINE DRAWN. (APPELES, GREEK PAINTER)

Takeo Higuchi! From Tokyo.



**MEET THE MAN
WHO CAN
TEACH YOU
HOW TO HAVE
A MILLION IDEAS
IN A LIFETIME**

**5-6.30PM
MONDAY 28 JAN
PSH 326**

Dr. Takeo Higuchi

CREATIVITY & GROUPS

WHO WILL BE MORE CREATIVE?



RESEARCH SHOWS THAT IN GROUPS RACE, CULTURE, NATIONALITY DO NOT SEEM TO HAVE AN IMPACT ON HOW CREATIVE A GROUP IS.

HOWEVER
FUNCTIONAL
DIFFERENCES, DIFFERENT
DISCIPLINES COMING
TOGETHER DOES HAVE
AN IMPACT.

WHY DOES DIVERSITY
HAVE AN IMPACT ON
GROUP CREATIVITY?



- ▶ Diversity people have more experience to call on.
- ▶ They have more resources to call on.
- ▶ The group itself has more diverse people it can call for help.

- ▶ **HOWEVER**
- ▶ Research suggests that diverse groups take longer to speak the same language.

DIVERSITY MATTERS

CONTENT HAS A SHELF LIFE. THINKING ABOUT VIDEO
WHICH HAS THE LONGEST ATTENTION SPAN. THINKING
ABOUT VIDEO



All Websites are situated along a scale where they favour recency or permanance. They also fall along a scale of amateur to well produced

- We have little choice but to develop the kind of reading where we scan for important information
- We look for shortcuts and don't check our sources
- Information that is not directly relevant will be ignored
 - We are more vulnerable to exploitation

THE ATTENTION ECONOMY

last.fm

friendster.

2003

2003

2003

2003

2003

Social networking and bookmarking sites

LinkedIn

del.icio.us

WordPress

Blogging platforms

WIKIPEDIA
The Free Encyclopedia



photobucket

myspace.com
a place for friends

TypePad

skype

2005

2004

2004

2004

2004

Facebook for high school students

Digg - social bookmarking

Image hosting

Podcasting



digg

flickr



facebook
For Harvard Students

2005

2006

2006

2006

YouTube
Broadcast Yourself™

twitter
slideshare
Present Yourself

400 M SEARCHES/DAY
Google

Justin.tv

2009

2008

2007

2007

Posterous

iPhone

posterous®
SPACES™



USTREAM™

tumblr.

STAGE 1 : 1994 - 2000



Computer just a big lovely calculator

Suspicious

Plasticity of identity – play & fun. D&D.

Windows offer you multiple identities at the same time!

Turkle – we begin to imbue tech with a kind of psychology. We try and talk to a computer. Is there something in it?



STAGE 2: 2002-2006 – FRIENDS RE-IGNITED!

We are all delighted to be only 6 degrees of separation from Kevin Bacon.

The role of Social Media is facilitate connection, and enhance relationships that **already exist.**

Social media is still a flat database of information, with no notion of narrative. Like a teenager's bedroom wall.

No themes of a beginning middle of end. Search is the organising factor of how we apprehend a story.

We are beginning to learn how to be more famous through reality TV.

Zuckerberg surfs the cultural wave of celebrity. It is okay to share your lunch!

DID CELEBRITIES TEACH US HOW TO USE SOCIAL MEDIA?

A screenshot of the Twitter profile for Ashton Kutcher. The profile name is "ashton kutcher" with a verified account icon. The handle is "@aplusk" and the location is "Los Angeles, California". The bio reads: "I make stuff, actually I make up stuff, stories mostly, collaborations of thoughts, dreams, and actions. Thats me." Below the bio is a link to his Facebook profile: "http://www.facebook.com/Ashton". There is a "Follow" button and a text follow option: "Text follow aplusk to 40404 in the United States". A tweet from "aplusk ashton kutcher" is visible, dated "15 Jan", with the text "I'm coming for you my friend.... #hacker pic.twitter.com/FdsLBEfC".

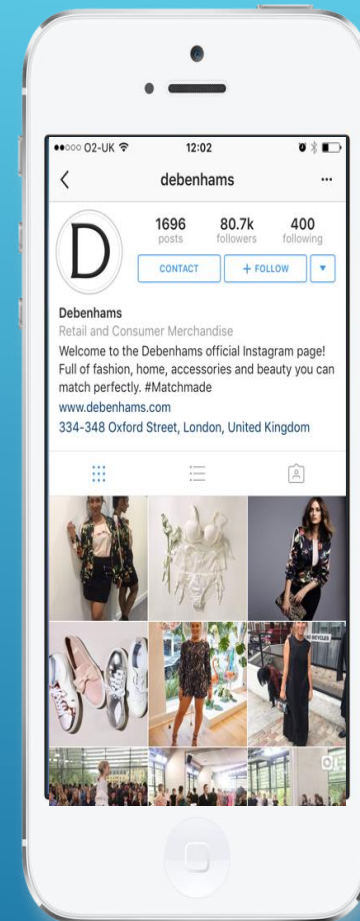
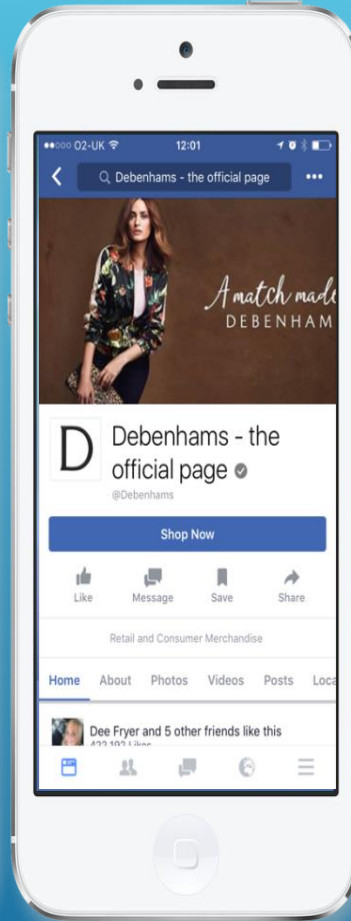
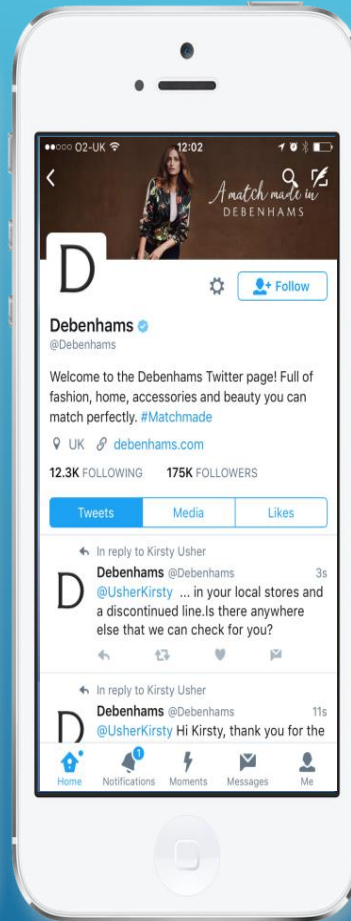
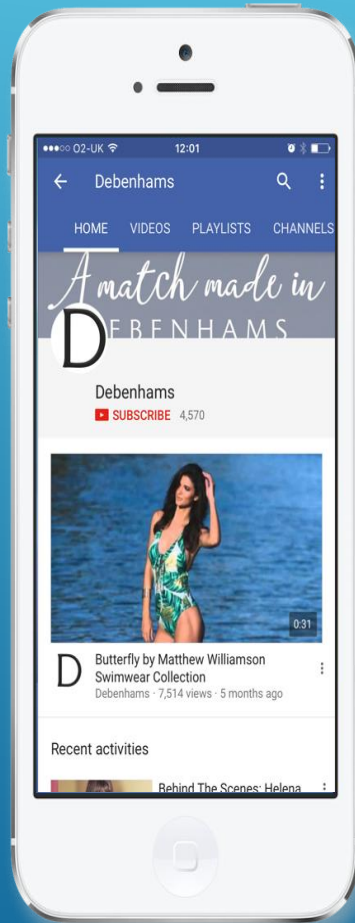
twitter  Search 

 **ashton kutcher** 
@aplusk Los Angeles, California
I make stuff, actually I make up stuff, stories mostly, collaborations of thoughts, dreams, and actions. Thats me.
<http://www.facebook.com/Ashton>

  Text follow aplusk to 40404 in the United States

 **aplusk** ashton kutcher
I'm coming for you my friend.... #hacker pic.twitter.com/FdsLBEfC
15 Jan

Mobile first



“Wow, Italy is so beautiful!”

TEXT



PHOTO



VIDEO



VR/AR

The evolution of social content

Move to a visual economy

Another factor that isn't so much a trend as just a pervasive reality, the days of text-only content are well and truly over. Facebook has long since made the switch to put visual content first. The implications of this reality are two-fold.

Firstly, the breadth of content required means that **gone are the days of community managers commonly handling everything** – a modern social channel requires graphic design, copywriting, video production and community management skillsets (not to mention analytics and paid media).



STAGE 3: 2006-2017 THE TIMELINE

- Get people tools to tell their stories! A tool for self expression.
- AIM - Maximise data transfer between people!
- Every click is sellable data.
- Datafication of emotions becomes possible
- Make people comfortable with a worldwide persona.
- We begin to understand how it works and build our own strategies for creating Successful online personas that can earn us money.
- We become performers!
- Video is encouraging us to do story doing, not story telling.

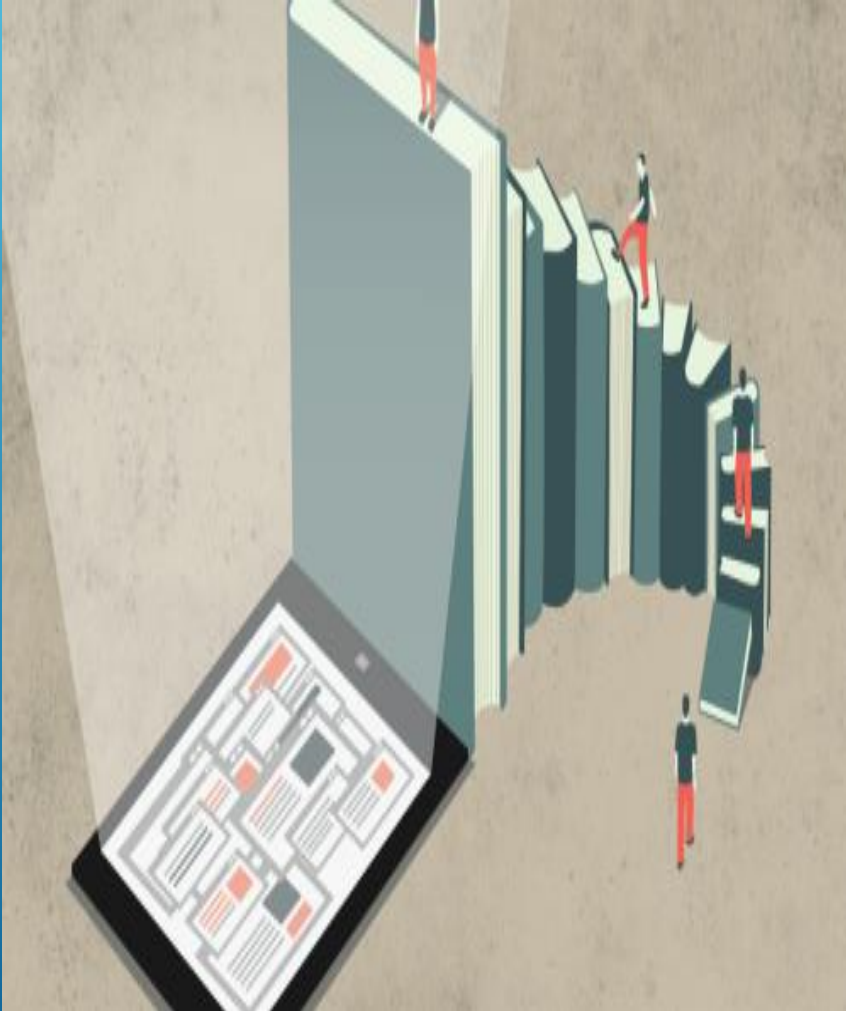


STEVEN SPIELBERG PRESENTS

BACK TO THE FUTURE

A ROBERT ZEMECKIS FILM

NARRATIVE COLLAPSE



There is no society doesn't tell stories.

Storytelling is how we transmit value, it has a cultural use.

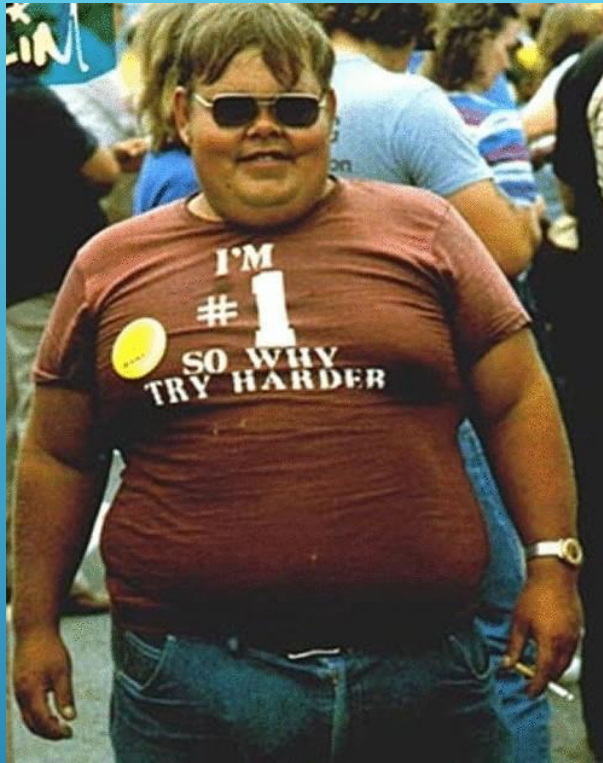
It creates context. It is comforting and orienting. It helps smooth out obstacles and impediments by recasting them as bumps along the road to some better place.

But

How do we tell stories and convey values without the time required to tell a linear story?

CURATING CONTENT

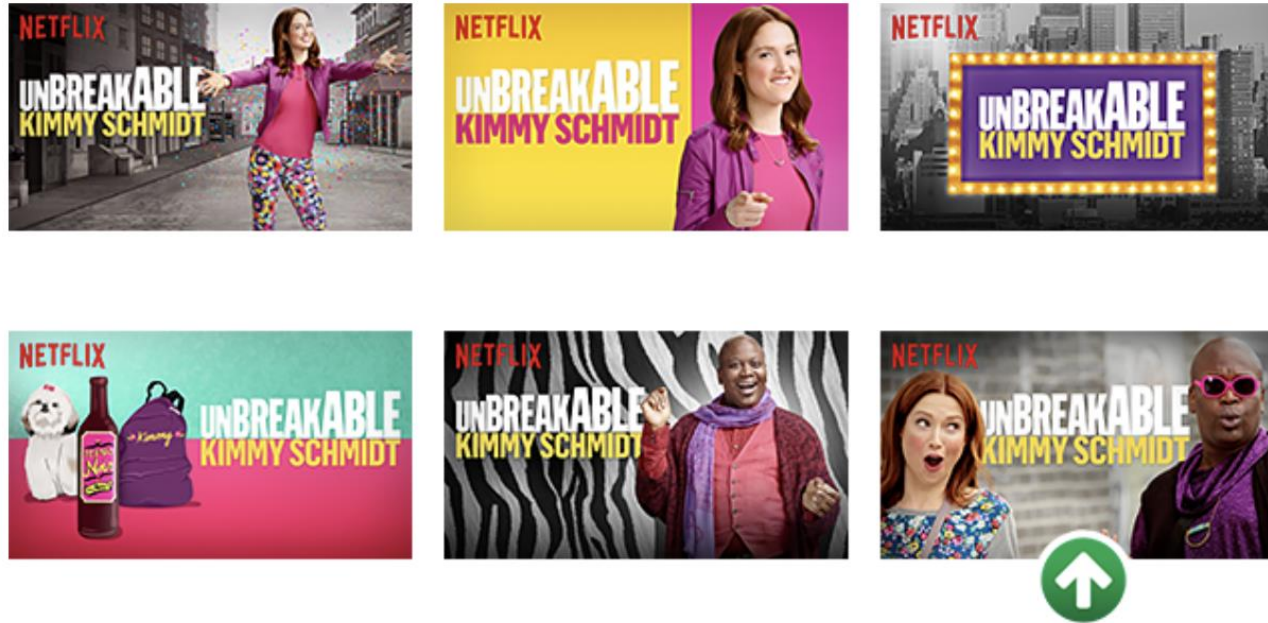




OPTIONS GROW FASTER THAN UNDERSTANDING. WE AREN'T USED TO IT. (CLICK ON THE BELLY FOR AN EXCELLENT TALK ABOUT CURATION)



LOSS AVERSION



In early 2014, we conducted some consumer research studies that indicated artwork was not only the biggest influencer to a member's decision to watch content, but it also constituted over 82% of their focus while browsing Netflix. We also saw that users spent an average of 1.8 seconds considering each title they were presented with while on Netflix. We were surprised by how much impact an image had on a member finding great content, and how little time we had to capture their interest.

- ▶ Question: How do you decide what to watch on TV?
- ▶ Have you ever had an argument about this moment?
- ▶ What makes you change channels on your TV
- ▶ <https://about.netflix.com/en/news/the-power-of-a-picture>
- ▶ Question: Why does it suggest to that genre is important?

IMPLICIT VS EXPLICIT CURATION

Season 1



Season 2



TOO MANY PEOPLE. NO CLEAR EMOTION.
COUNTRY SPECIFIC

Season 3



COMPLEX EMOTION OUTPERFORM
STOICAL.

- ▶ In a world no longer dominated by scarcity. The problem has become abundance.
- ▶ Value lies in cutting down complexity.
- ▶ Curation answers this problem. It cuts down on the overload.
- ▶ It is part of a sustainable future.
- ▶ People want curators in their lives.
- ▶ We crave simplicity.
- ▶ Your job is to fix information overload.
- ▶ Curating is doing less. Not about making more, it is about better.
- ▶ It is about quality of life, not wealth.

THE PROBLEM...



[CLICK HERE TO LEARN ABOUT CURATION.](#)


IN WHAT WAYS DO SOCIAL MEDIA PLATFORMS TRY
AND CURATE OUR EXPERIENCE?

ON WHICH SOCIAL MEDIA PLATFORMS DO WE
CONSCIOUSLY TRY AND CURATE OUR EXPERIENCE?

ON WHICH SOCIAL MEDIA PLATFORMS ARE WE
ACTUALLY ASKED TO BE CURATORS?



CURATION: using acts of selection and arrangement (but also refining, reducing, displaying ,simplifyfying, presenting and explaining, to ADD Value.





OUR TIMELINES ARE IMPLICITLY CURATED –
LET US LOOK AT FACEBOOK



$$\Sigma = U_e \times W_e \times D_e$$

RANK = AFFINITY X WEIGHT X DECAY

Organic reach is in
decline



$$\sum_{\text{edges } e} u_e w_e d_e$$


u_e ~ affinity score between viewing user and edge creator

w_e ~ weight for this edge type (create, connect, like, tag, ect.)

d_e ~ time decay factor based on how long ago the edge was created

FACEBOOK IS PROMOTING LIVE BECAUSE
IT CREATES LONG ENGAGEMENTS.


How Facebook tells our story for is..


 **Lesley Cornwell** is 🕶️ feeling fabulous. ▼

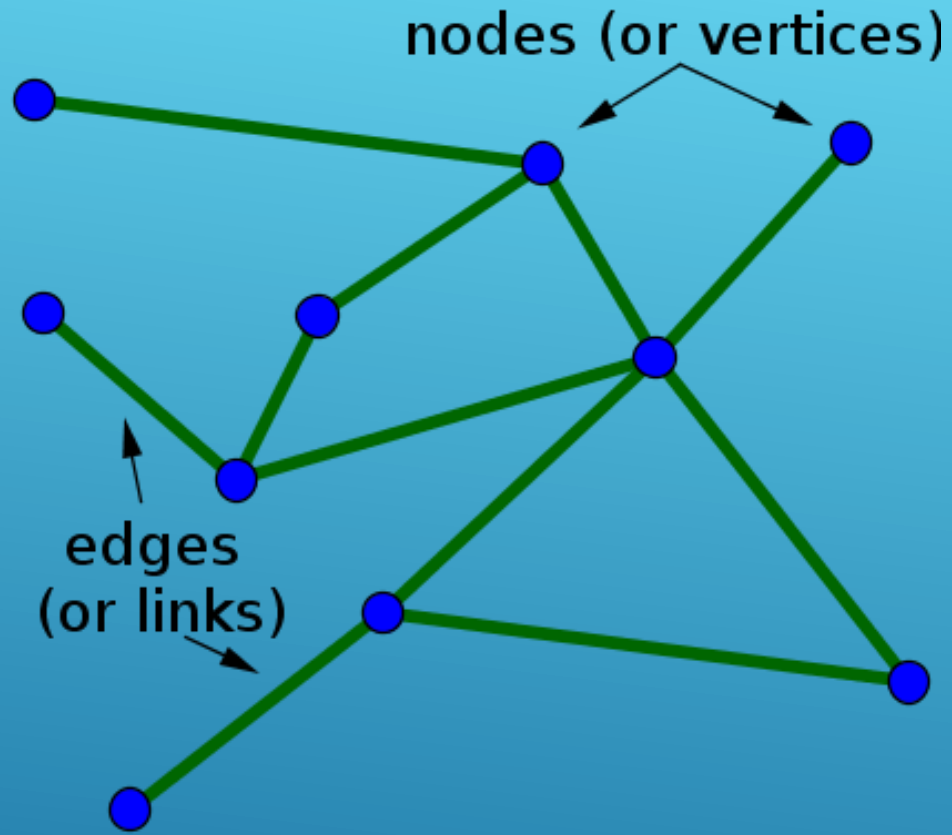
4 hrs · London · 🌐

Gin on a summer afternoon with [Ann Paul](#) at Tobacco Dock

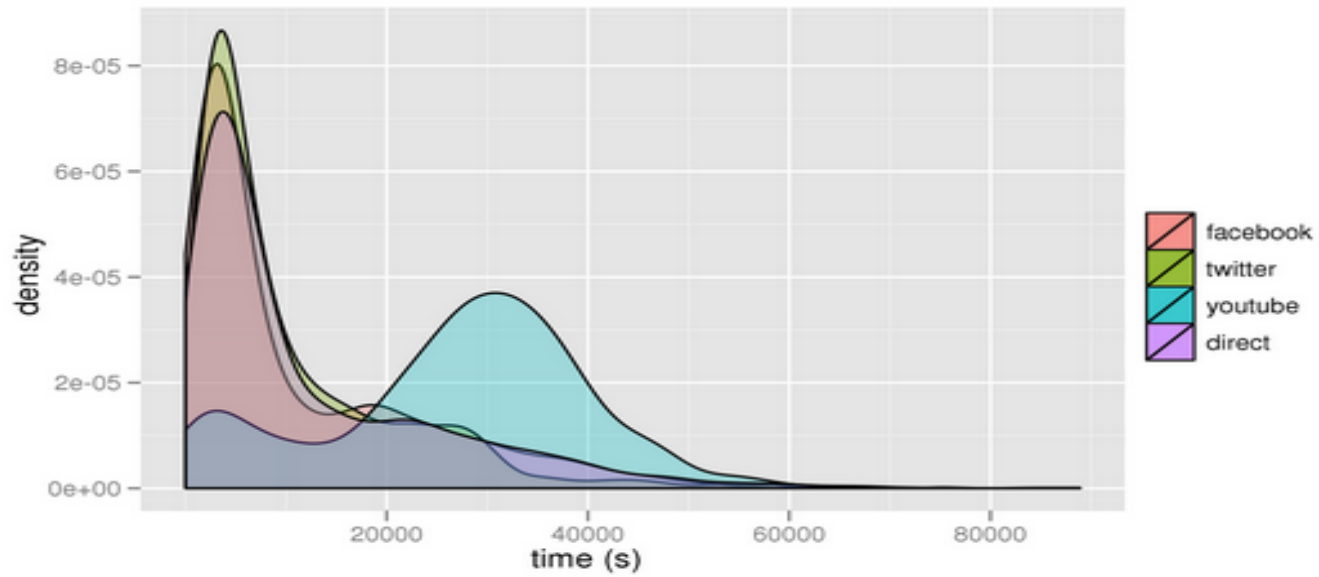
Image may contain: 2 people, people smiling, sunglasses, drink and indoor







NODES AND EDGES

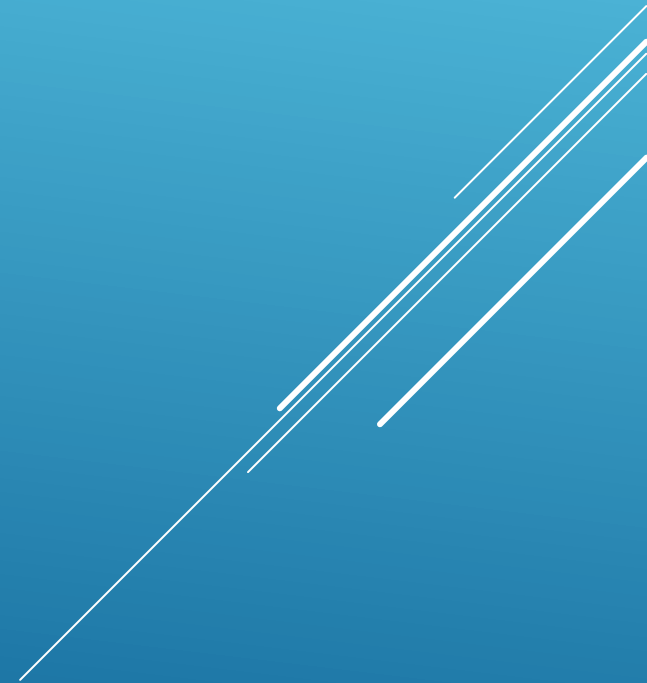


Distribution of half-lives over four different referrer types. Facebook, twitter and direct link (links shared via email, instant messengers etc.) half lives follow a strikingly similar distribution.

DECAY

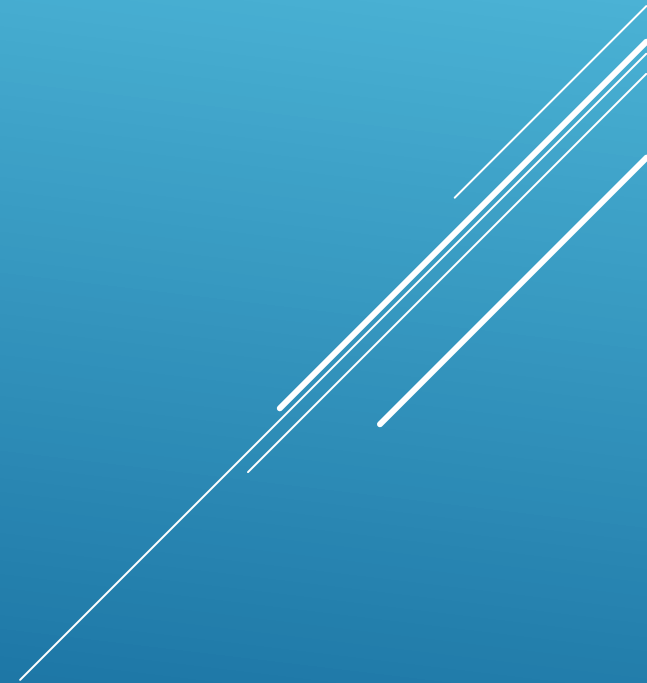
LET'S DO A CLASS EXERCISE!

THINKING LIKE AN ALGORITHM



Text Only Post	
Text and Picture Post	
Text and Link	
Text and Link within the Social Network	
Uploading & Sharing Produced Video	
Uploading & Sharing Produced with Comments and Likes	
Text and Link to outside the Social Network	
Picture only Post	
Live Video Broadcast	
Live Video with Likes	
Live Video with likes, replies and replies back	
Live Video with likes and Comments	

TAKING CONTROL - AUTHENTICITY





CONVERSATIONS THAT FAILED. -
STARBUCKS #FAIL

- #RaceTogether failed because of
- (1) poor brand alignment,
- (2) authenticity deficit
- (3) poor reaction.



STARBUCKS #FAIL

BE AGAINST CONTACTLESS TRANSACTIONS. A BRAND THAT MASTERS SOCIAL MEDIA SELLING BECOMES HUMAN. MAKING PEOPLE FEEL SOMETHING MAKES ECONOMIC SENSE.



The 7 Deadly Sins of Marketing	The 7 Graces of Marketing
Disconnection	Connection
Persuasion	Inspiration
Invasion	Invitation
Distraction	Directness
Deception	Transparency
Scarcity	Abundance
Competition	Collaboration

Would you be friends with a person who made you feel like this?

The key is attraction rather than promotion

Your social media brand identity must run through every single post

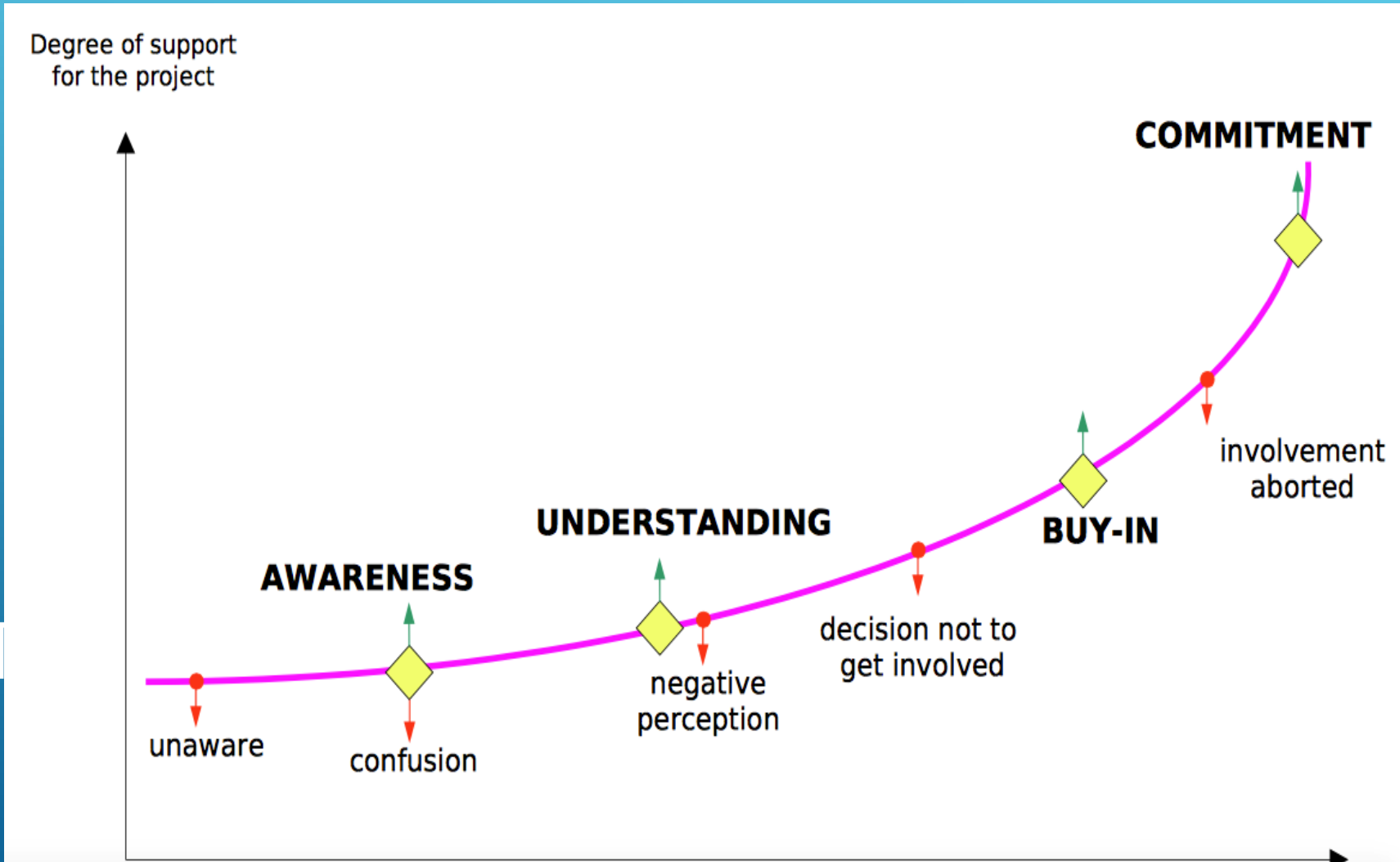


SOCIAL CAPITAL



RECORDED AT TED

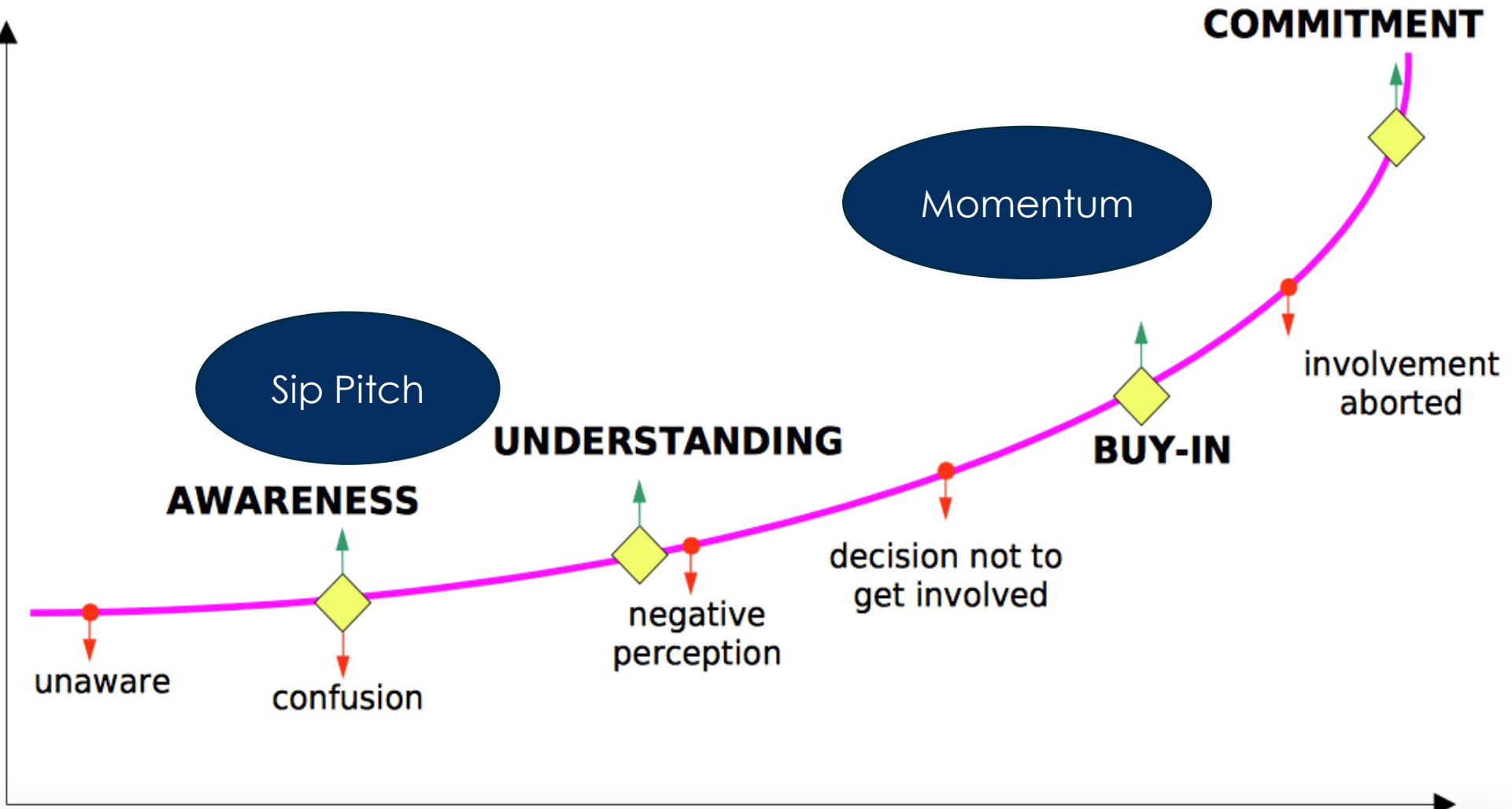
THE T



- ▶ You need less contracts.
- ▶ Important when you can't monitor your employees work.
- ▶ Trust is especially needed in the creative industries.
- ▶ Litigation is less frequent.
- ▶ Less resources to protecting yourself. Tax, Insurance, bribes or private security.
- ▶ Low trust discourages innovation. More time to dealing with bad employees, partners etc

TRUST

Degree of support
for the project





Social Capital.

WHO DO
YOU
KNOW?

KNOW
LESS
FRIENDS



PICCOLLAGE

DIGITAL STORIES



WHAT MAKES YOU CHANGE TV CHANNELS?



Douglas Rushkoff

- 'You don't click the remote to change channels because you are bored, but because you are mad. Someone you don't trust is attempting to make you anxious.'

Skillful storytelling on Social Media will increase the likelihood that a person will share your content, increasing the likelihood of your brand being remembered.

STORYTELLING...

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▶ The 6 Second Rule

FRAGMENTS

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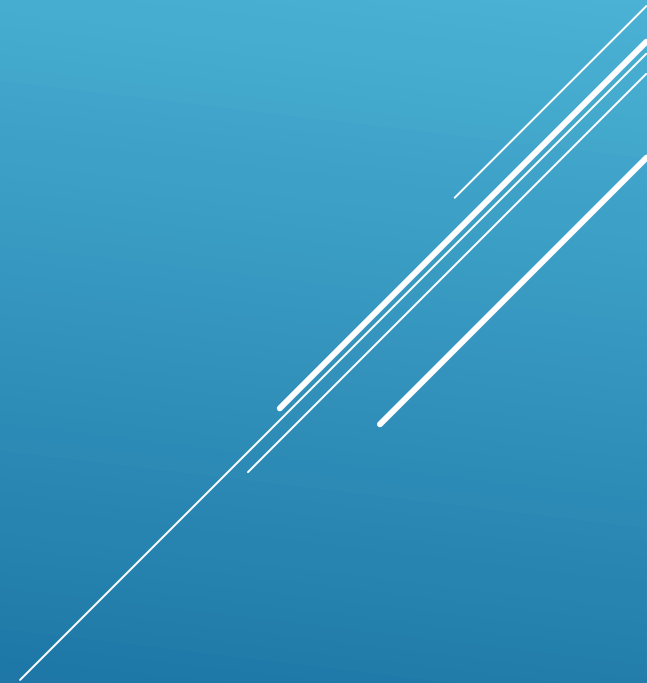
- ▶ The trailer has evolved from a simple announcement piece to:
- ▶ ENTERTAIN
- ▶ SET THE TONE
- ▶ CREATE AN EVENT (In a crowded marketplace - over 700 films are released in the UK every year).

SO, WHAT'S THE JOB OF THE TRAILER?

A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

THREE TIPS FOR CREATING POWERFUL SHORT-FORM CONTENT.

HOW CAN I MAKE A TRAILER CUT-
THROUGH THE NOISE?



WHAT IS THE GLUE?

FACEBOOK DON'T
DO THIS
ANYMORE

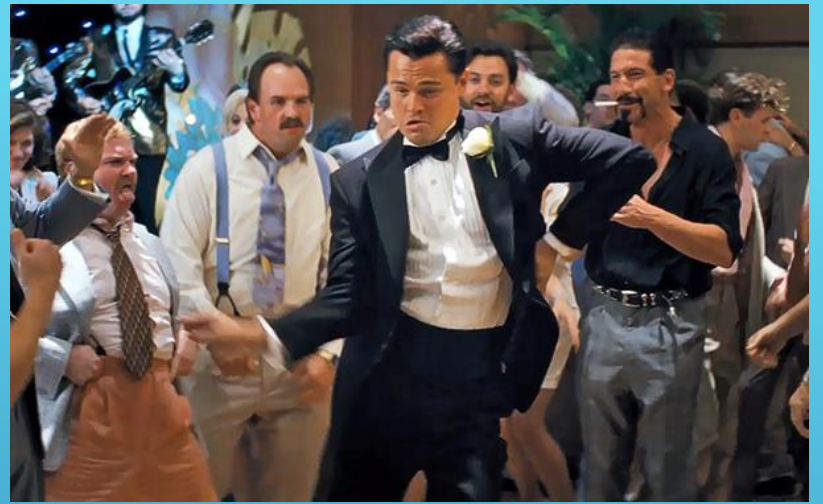




ONE: WHAT'S THE BIG IDEA?

- ▶ Decide what the film is about – in one word, or a simple sentence. Is it LOSS? Is it POWER? Is it SELF-DESTRUCTION? Is it FAMILY?
- ▶ This is different from plot. It's Theme. And it's your north star. Make all your editing decisions feed into this.

THE BIG IDEA



- ▶ What is the trailer telling you this film is about?
- ▶ What would it feel like to watch the film?
- ▶ What elements make this jam-packed trailer easy to absorb?

EXAMPLE:
THE WOLF OF WALL ST

- ▶ Good news! The stuff that didn't make it into the trailer can be picked up in the fragments that make up the TV and social campaign.
- ▶ Showing more of the film's layers can help appeal to a wider audience.

BUT WE HAVE MORE TO SAY!

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue gradient background.



TWO: CAST YOUR MUSIC

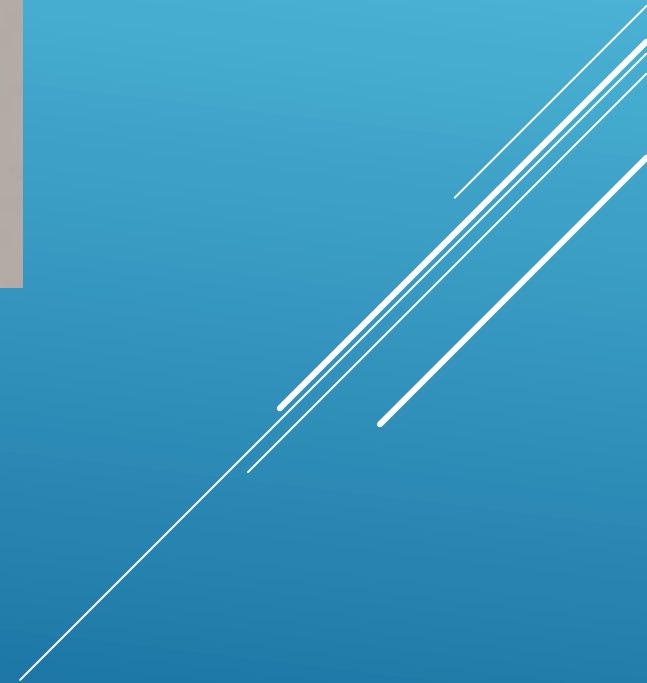


- ▶ Trailer editors approach selecting the music in the same way directors cast their stars.
- ▶ Music sets the tone, the pace, creates a mood.
- ▶ Lyrics can reinforce your BIG IDEA.
- ▶ Music (and silence) can create contrast, to make something stand out.
- ▶ Music may be the only thing that is remembered.

CAST YOUR MUSIC



THREE: SIX SECONDS TO IMPACT



- ▶ 6" trailer bumpers
- ▶ Grab attention with something unexpected
- ▶ Look for a dialogue line, a look or an image that grabs the attention immediately.
- ▶ Examples: Bad Neighbours, The Boss, Get Out, Vice.

THREE: YOU HAVE 6 SECONDS TO
MAKE AN IMPACT

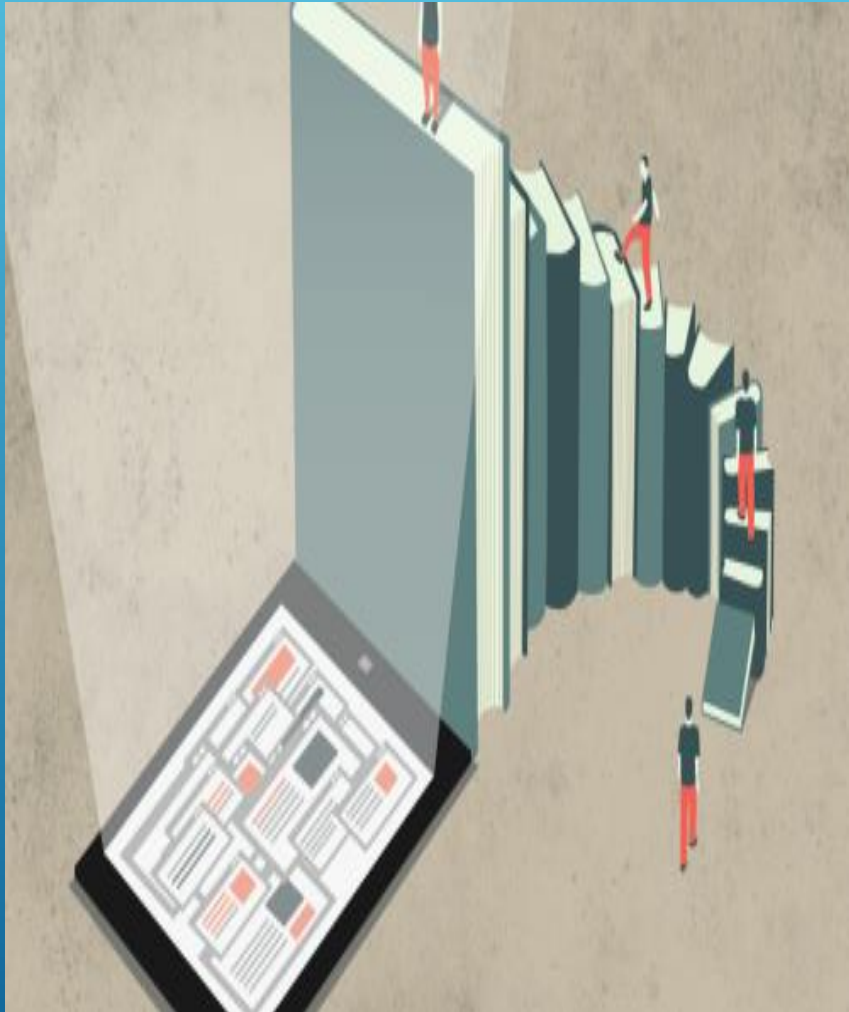


- ▶ www.goldentrailer.com
- ▶ www.clios.com/entertainment
- ▶ www.trailerbeat.com

FIND MORE EXAMPLES

A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

NARRATIVE COLLAPSE



There is no society doesn't tell stories.

Storytelling is how we transmit value, it has a cultural use.

It creates context. It is comforting and orienting. It helps smooth out obstacles and impediments by recasting them as bumps along the road to some better place.

But

How do we tell stories and convey values without the time required to tell a linear story?

WHAT'S YOUR

STORY

- ▶ Everyone has at least two identities.
- ▶ We have a work identity and and home one.
- ▶ The nature of work is changing, and blending we can bring these together.

WHAT IS YOUR PERSONAL BRAND

A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

- ▶ Write down the roles that you have in your life.
- ▶ Father, brother, entrepreneur, writer, sometimes a teacher.
- ▶ Choose at least 6.
- ▶ What excites you about each of these roles?
- ▶ Come up with a 8 word sentence to describe yourself.
- ▶ e.g – 101 Dalmatians - Spotted puppies avoid futures as fur coat components.

EXERCISE

- ▶ Look at your roles.
- ▶ Look at your partners, potential customers, stakeholders.
- ▶ Look at what their job is . Define it.
- ▶ What are their biggest problems.
- ▶ What are they trying to do?
- ▶ How can you help them as individuals?
- ▶ How can you make their pains go away, how can you help them grow?

PAINS AND GAINS.





Personal brand is what
people say about you
when you leave the room.

- Jeff Bezos, Founder, Amazon.com



Social Capital.

WHO DO
YOU
KNOW?

Evan Spiegel



60% of UK
13 to 34 year-
old
smartphone
users are
Snapchatters

UK 18+
Audience
50%
female,
50% male

Over **50%** of
UK 18 to 34
year-old
smartphone
users are
Snapchatters



thewallrhul

A photograph of a retail store interior. In the center, a white sign reads "Pinterest TOP PINNED ITEMS" with "ENCORESTROM" below it. In the foreground, a pair of brown leather sandals is displayed on a stand, with a small white circular tag featuring the Pinterest logo. The background is blurred, showing other store displays and lighting.

4+ million monthly uniques

60/40% F/M
split

29% of audience in the highest income
bracket

Social platform most
likely

To drive spontaneous
purchase

Users want inspiration for future
purchases



What is Pinterest?

Media formats

3V Ads

- 3AV ads allow brands to reach the Snapchat audience at scale.
- 10 second, full screen video ads integrated into the flow of content in Live and Discover tabs.

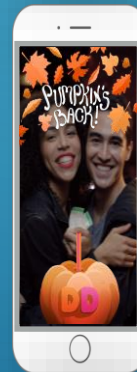
KPIs: AWARENESS



Sponsored Geofilters

- Overlays that allow Snapchatters to get creative and establish the 'where and when' of a Snap.
- Appears in a specific geo-location and users can find it by swiping left or right.

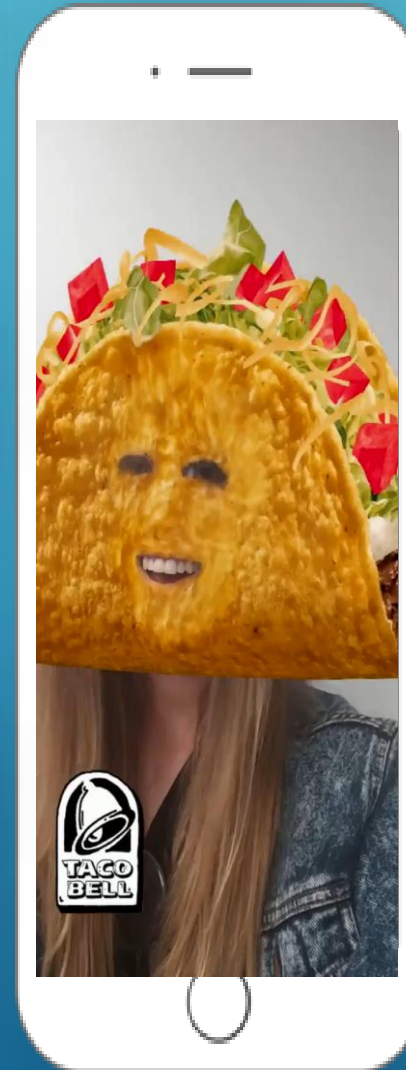
KPIs: ENGAGEMENT



Sponsored Lenses

- Lenses are a creative and dynamic way for Snapchatters to express themselves. These can be sent to friends or add to your story. These are created by Snapchat

KPIs: AWARENESS AND ENGAGEMENT



Snapchat features are custom built for advertisers, all that is required are raw assets.

WHAT MAKES SNAPCHAT GREAT

Content Deletes – Freedom from Digital vapour trail.

Sense of urgency to watch content

Great use of Filters

Loved by Teens

STREAKS.



WHAT MAKES SNAPCHAT GREAT

Content Deletes – Freedom from Digital vapour trail.

Sense of urgency to watch content

Great use of Filters

Loved by Teens

Great for SEO & New Traffic

Direct bypass Gatekeepers

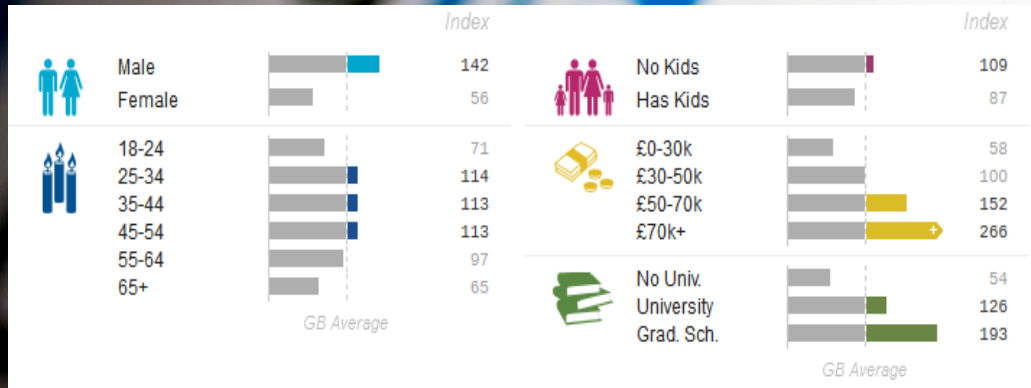
Works like a newspaper curated by you

Influence is measurable.

STREAKS.

A decorative graphic consisting of several parallel white lines of varying lengths and positions, arranged in a diagonal pattern from the bottom right towards the top right of the slide.

10million UK users



TOTAL Sponsored

As a global leader in the deep offshore industry, we continuously innovate to improve our production processes. <http://bit.ly/TotalCLOV1>

Like (79) • Comment (4) • Share • 2h ago

HikmaT F.AL-SahmaranY, Chikwendu Madumere FCIArb,FCIA, FCILRM and 77 others

Show previous comments


Ahmed Daoud The perfect TeamWork.
1h ago

Yassine NEDIR interesting
37m ago

David Harris Fantastic
3m ago

Add a comment...

WHAT IS LINKED IN GOOD FOR?

- Letting people find you when they search the Internet
 - Giving you more control over what happens to you in Google Results
 - A good profile encourages people to contact you
 - Address book - Stay in touch with people as they change jobs
 - Go direct to the boss! – Getting past the gatekeepers. Direct contact
 - Galvanising Social Capital - Getting your connections to request introductions for you
 - Managing your online job hunting by having your C.V online
 - Becoming an influencer – By joining groups you can grow your social capital by solving industry problems
 - Link it to Twitter to simplify business updates.
- 

HOW TO GET INVOLVED IN TWITTER



Your
logo
here

[Engaging 90-100 characters of text that draws in your followers] <http://ow.ly/Gpvhm> #hashtag

URL where you want to drive your followers

make sure it's relevant to your piece of content



A high quality image that is relevant and customized to the content. Use gifs to increase engagement.

FIND YOUR INDUSTRY HASHTAG.

- ▶ What Hashtags are used in your Industry
- ▶ Find out what hashtags influencers are using?
- ▶ <http://hashtagify.me/>

EACH INDUSTRY HAS ITS OWN.

- ▶ #SocEnt (social entrepreneur/entrepreneurship)
- ▶ #SocEntChat (monthly social entrepreneur chat by Ashoka)
- ▶ #socialentrepreneur (for those who don't know about #SocEnt)
- ▶ #Prize4SC (prize for social change)
- ▶ #4change (that's right, "for change")
- ▶ #BoP (base/bottom of the pyramid)
- ▶ #nonprofit (self-explanatory)
- ▶ #nptech (nonprofit technology)
- ▶ #SSIR (Stanford Social Innovation Review)
- ▶ #i4c (internet for change)

RESEARCH YOUR INDUSTRY'S HASHTAGS

Rule 65: Every cat leads to another cat.
Hemingway and Anonymous.



LURK MOAR

Jumping on Trends...

- On the next slide is a picture from some trending content this week.
- When you see it make note of your first thought or reaction.
- Write down a comment.



@JETHRO247



Jethro @jethro247 · Feb 21

this fearsome local noisily demanded a stroke.

top quality coat, fine dental work, no biting;
a solid 10/10



AD YOUR CONTEXT

Worst things to do on Twitter

- ① Creating boring links to long form content elsewhere.
- ② Simply Re-tweeting favourable things said about you. Thanking people is much better
- ③ The difference between love and like.

1.2b unique users per month

6b hrs watched each month

100hrs uploaded per min



targeting the right people

Age

Gender

Specific Audiences e.g. people who generally watch a type of videos

The content they are about to watch e.g. before education content

Keyword targeting for in-search e.g. Online courses

From a remarketing list e.g. watched previous channel content

SUSAN WOJCICKI



- PLACE THE YOUTUBE EXPERIENCE IN AS MANY SMART TV'S AS POSSIBLE
- MAKE TV A SOCIAL EXPERIENCE
- PUT MAKERS AT THE VERY FOREFRONT OF 360 and VR.
- PUT THOSE MAKERS RIGHT NEXT TO BBC1, ITV ETC
- HOW MANY MAKERS ARE THERE?

WHAT IS YOUTUBE TRYING TO DO?

- ▶ You'll need 1000 followers
- ▶ You'll need 4000 hours...to get an invite.
- ▶ YouTube believe that their community will lead the way, much more than Hollywood in terms of developing video.
- ▶ Therefore it created...

YOUTUBE CREATIVE ACADEMY

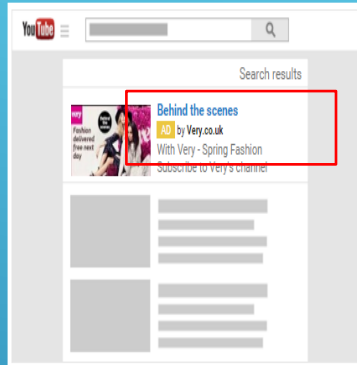
- ▶ 1. Product Reviews
- ▶ 2. How to Videos.
- ▶ 3 . Vlogs.
- ▶ 4. Gaming Videos
- ▶ 5. Comedy Sketches
- ▶ 6. Haul Videos
- ▶ 7. Memes <https://www.youtube.com/watch?v=Ap1b3B8bilQ>
- ▶ 8. Best of...
- ▶ 9 Education Videos
- ▶ 10 Best of Videos
- ▶ 11 Collections
- ▶ 12 Q&A Videos
- ▶ 13. Pranks

MOST POPULAR CONTENT TYPES

- ▶ **Tesla drivers make great content**
- ▶ <https://www.youtube.com/watch?v=t6Nw6xp0NfM>
- ▶ User generated content feels a bit like it's been done to death, but this (as far as I know) unsolicited film by an owner of his grandfather's first ride in his Tesla is excellent. Tesla is clearly in the very small group of brands whose fans are brilliant at making content.

YOUTUBE CREATES A LEVEL OF
DEVOTION TV CANNOT RE-CREATE

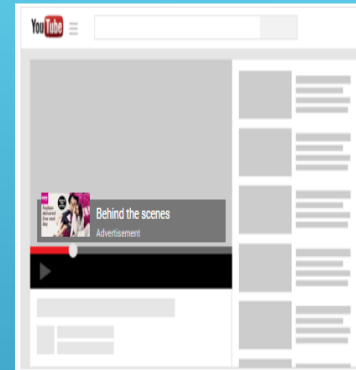
Media formats



IN-DISPLAY ADS

- Guaranteed viewability at scale
- Capture users who are actively seeking content

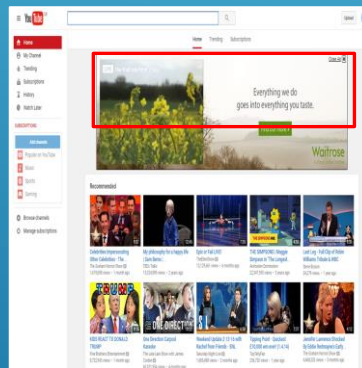
AWARENESS



INSTREAM VIDEO ADS

- Guaranteed broad reach and frequency
- Reservation buys: Up to 30" unskippable, 60" skippable

AWARENESS



MASTHEADS

- Mass reach on YouTube's homepage in front of a large audience.
- High impact and highly engaging placements.

AWARENESS



TRUEVIEW ADS

- An engaged audience that chooses to watch
- Pre-Roll ad with a skippable function after 5 seconds of viewing.

CONSIDERATION



SHOPPABLE AD

- Connects viewers of the ads directly to products.
- Encourages an engaged audience to interact with the brand

CONSIDERATION



BUMPER ADS

- Non-skippable video ads of up to **6 seconds** that must be watched before your video can be viewed.

AWARENESS

- ▶ **British parenting site MumsNet has created a series of 5 minute sitcom episodes**
- ▶ <https://www.youtube.com/watch?v=MzVfnxpi-Ps>

CREATING EPISODIC CONTENT ON
YOUTUBE – WHY IS IT DIFFICULT?

YouTube hate preachers share screens with household names



A BBC advert appeared on a YouTube video posted by the National Rebirth of Poland, a far-right group

A BRANDING DISASTER + BOYCOTT –
CLICK IMAGE ABOVE – FOR DETAILS

TV's proportion of total video viewing breaks down as follows:

- ▶ **Live TV: 60 per cent** of total video viewing (61.6 per cent in 2015)
- ▶ **Playback TV** (recorded and watched at a later time): **10.8 per cent** (11.4 per cent in 2015)
- ▶ Broadcaster VoD: 3.9 per cent (3 per cent in 2015)

The analysis also shows that:

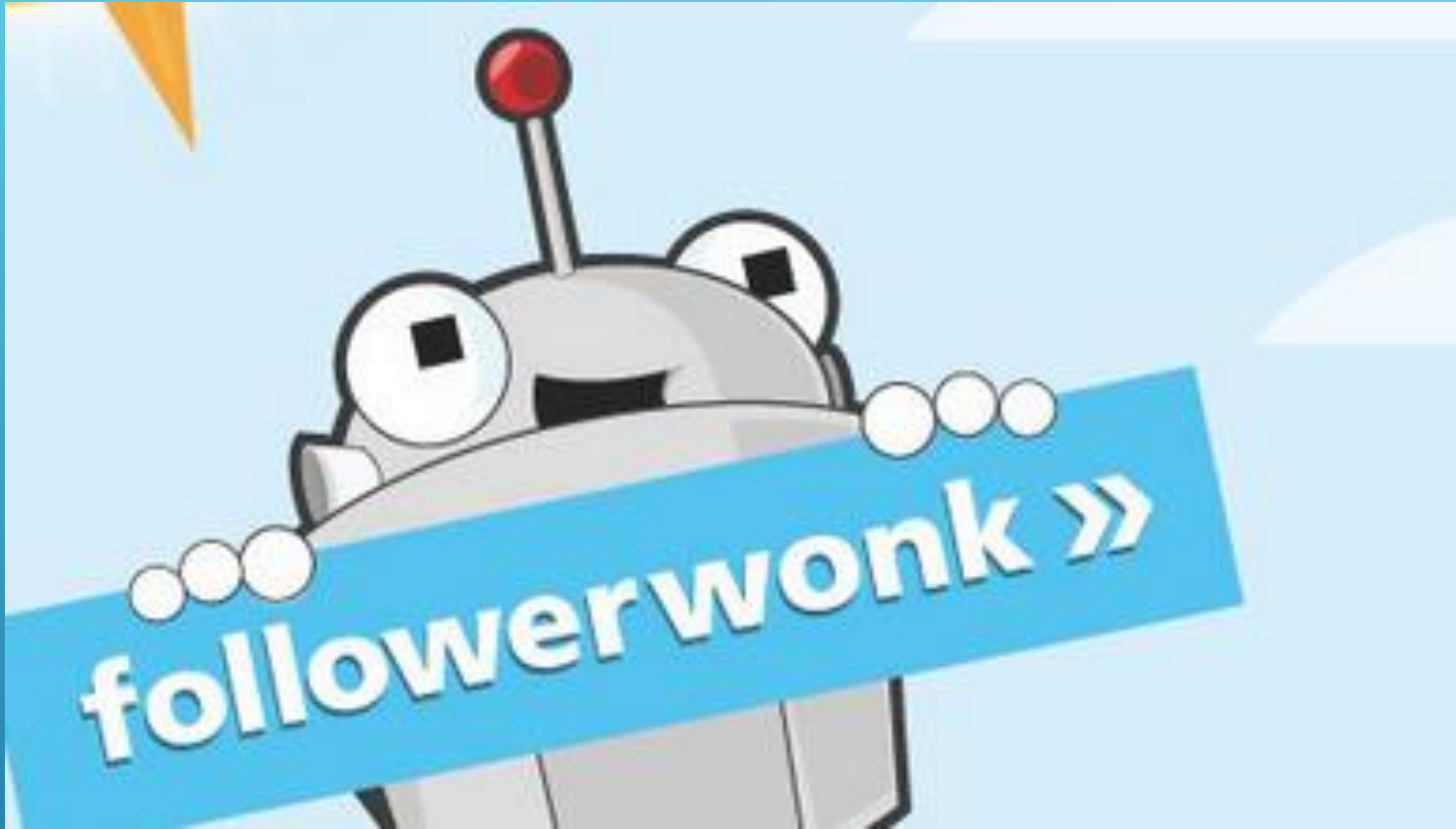
- ▶ **YouTube accounted for 6.4 per cent of average video viewing in 2016, up from 4.4 per cent in 2015**
- ▶ **Porn** accounted for **4.9** per cent in 2016, compared with **4.4 per cent** in 2015
- ▶ Subscription VoD services – including Netflix and Amazon Prime – collectively accounted for 4.1 per cent, compared with 4 per cent in 2015
- ▶ DVDs increased their share of video time from 2.9 per cent in 2015 to 3.8 per cent in 2016
- ▶ Facebook was 1.7 per cent, down from 2.2 per cent in 2015
- ▶ **Cinema was 0.4 per cent in 2016, unchanged from 2015."**

HOW WE WATCH VIDEO TODAY

“Content is king, but for older children YouTube is the preferred content destination
Children are watching a wide range of content, with the TV set becoming an increasingly important focus for family time and children using portable devices for more focused, solitary viewing.

YouTube is a particularly important player, with
37% of 3-4s,
54% of 5-7s,
73% of 8-11s
87% of 12-15s using the YouTube website or app.
Among younger children this is
mostly used to consume traditional, ‘TV-like’ content.

IT HAS A YOUNG AND VERY ACTIVE
AUDIENCE.



<https://moz.com/followerwonk/1DEC>

FOLLOWERWONK ANALYSE & COMPARE FOLLOWERS

Denmark Just Trolled Trump With A Bus. Watch What Happens When It Moves

By Brian Tyler Cohen – Mar 19, 2017
occupydemocrats.com

- Save
- View Backlinks
- View Sharers
- Share



petition: URGENT: Hold Denmark Accountable for the Slaughter of Pilot Whales!

By Care2.com – May 17, 2017
thepetitionsite.com

- Save
- View Backlinks
- View Sharers
- Share



petition: URGENT: Hold Denmark Accountable for the Slaughter of Pilot Whales!

By Care2.com – May 16, 2017
thepetitionsite.com

- Save
- View Backlinks
- View Sharers
- Share



petition: URGENT: Hold Denmark Accountable for the Slaughter of Pilot Whales!

By Care2.com – May 17, 2017
thepetitionsite.com

- Save
- View Backlinks
- View Sharers
- Share



Need Help?

BUZZSUMO – SEE WHAT IS MOST SHARED ON ANY SUBJECT