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Digital
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It starts with a like



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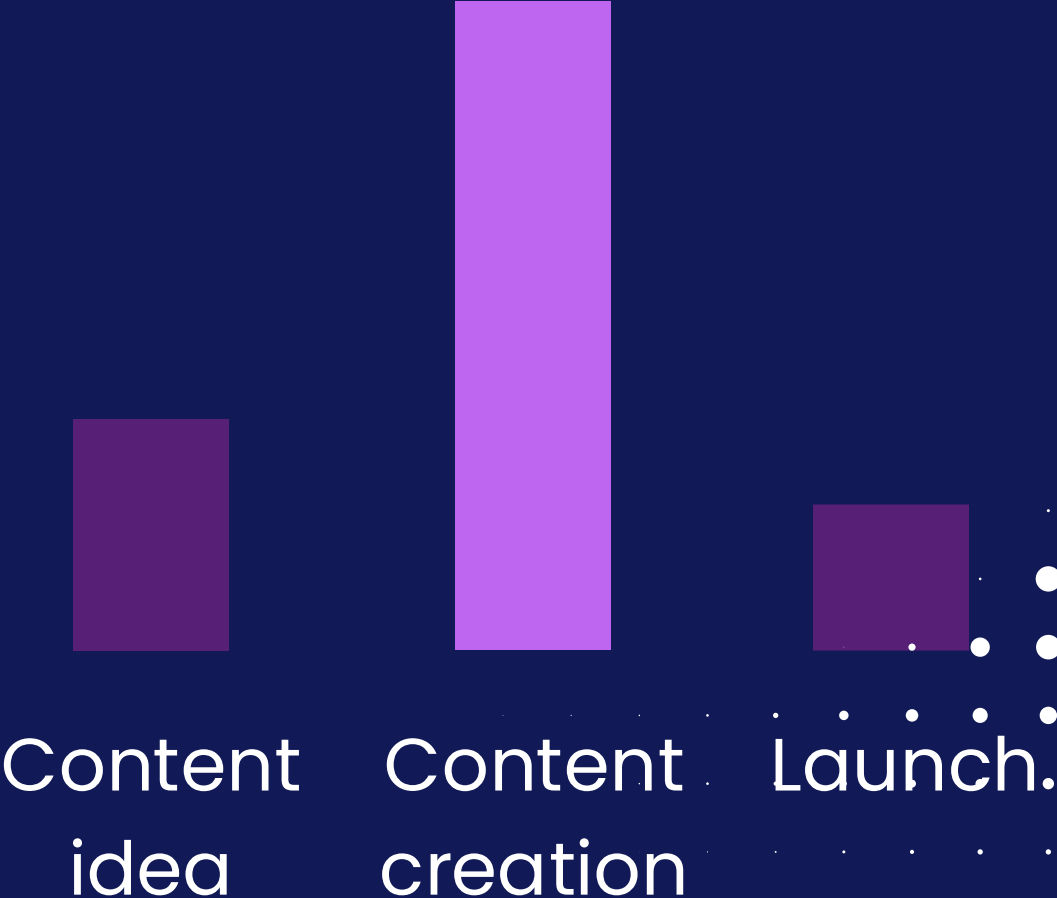
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It *starts* with a like

How do you move beyond
it?



Then



How I looked creating content
using the same formats



The mess

- Barely knew anything about who I was creating for
- Had no vision for what the content would do
- Tried to tease a brand that NOBODY knew.

The next steps

Strip it back: What's your mission here?

Why it starts with you

Who take it to the people

What finding a way to make you both happy

How taking action

Do you know them?

Familiarise yourself with those you're speaking to.

Get to know your audience through:

- Competitor/ industry analysis – this has to occur consistently
- Personas
- Asking them

Keep your messaging consistent.

Communicate it in different ways.

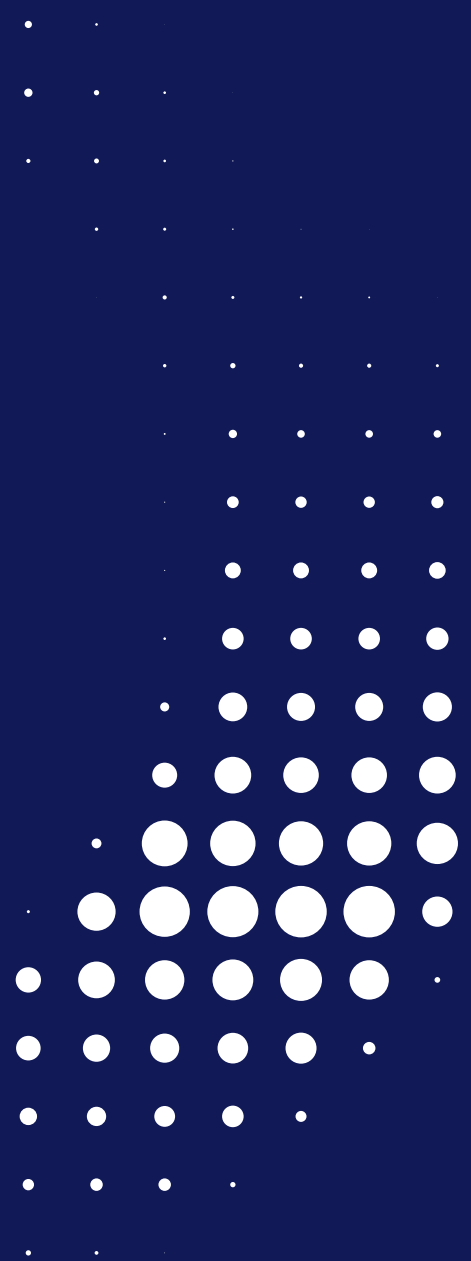


Diversifying your content

What are you creating and where is it going?

73% of consumers prefer short-form videos*

- Images
- Polls and questions
- Live videos
- Long-form videos
- UGC



Tell them a story

The consistent 'cheat'



Watch "babies of Famous" for exciting activities, on the 7-Up TV show every week.

Why we have the youngest customers in the business

This young man is 11 months old...and he isn't our youngest customer by any means.

For 7-Up is so pure, so wholesome, you can even give it to babies and feel good about it. Look at the back of a 7-Up bottle. Notice that all our ingredients are listed. (That isn't required of soft drinks, you know - but we're proud to do it and we think you're pleased that we do.)

By the way, Mom, when it comes to toddlers - if they like to be teased to drink their milk, try this: Add 7-Up to the milk in equal parts, pouring the 7-Up gently into the milk. It's a wholesome combination - and it works! Make 7-Up your family drink. You like it...it likes you!

Small text: Several ingredients omitted from label or are unnecessary. Contains 100% natural flavors. Contains 100% natural lemon and lime flavors.



Nothing does it like Seven-Up!



SMELL LIKE A MAN, MAN.

Old Spice



Dr. K. he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine...11,187 in all - were queried in the nationwide study of cigarette preferences. These leading medical organizations made the survey. The gist of the query was: What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and mildness of Camel's superb blend of superior tobaccos seem to have the same appeal to the smoking tastes of doctors as to

Your "I-Zone" Will Tell You...

I for Taste...
I for Thrust...
I for your...
I for your...
I for your...



RT

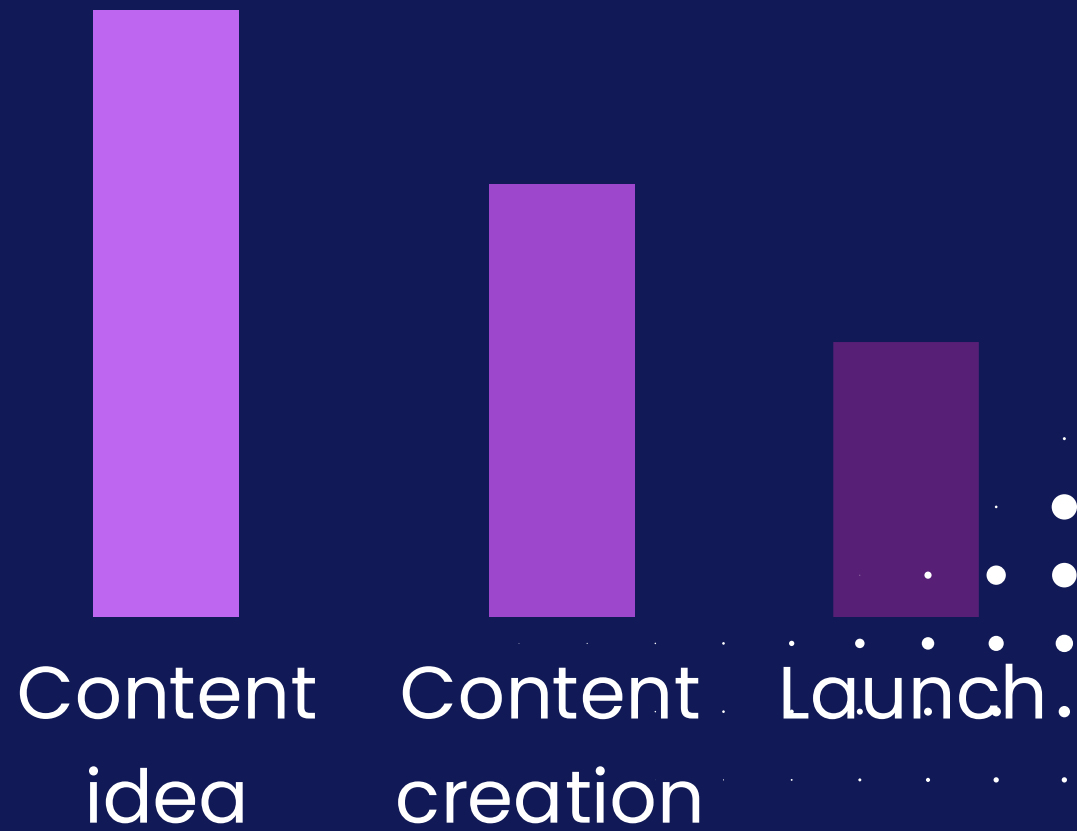
For 1938
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Setting it up

Your content plan is your storyline

- Your core message
- Share the problems you solve
- Be for real 
- Use CTAs where appropriate

Now



Key things to remember

Refocus and take your relationship with your audience beyond the like

- Clarify who you're speaking to and why they should want you
- Content variety is king
- Tell a story to build deeper, lasting connections

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Thank you

