Lazar Dzamic

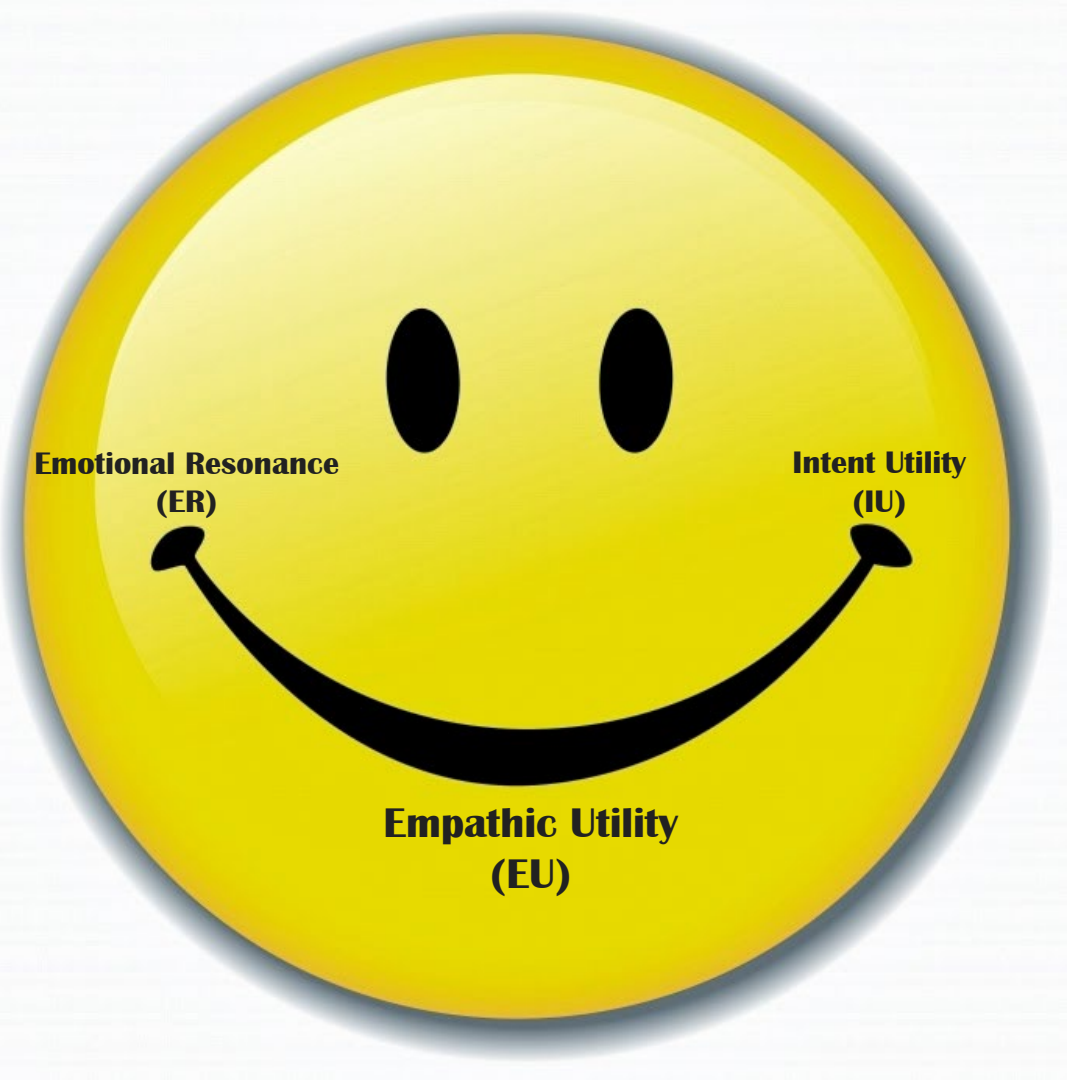
CONTENT STRATEGY: 3H, SAS & ‘STORYDOING’

‘WHY THE F**K WOULD THEY?’

Tony Stead, JWT

1. EMOTIONAL IMPACT

2. INTENT UTILITY



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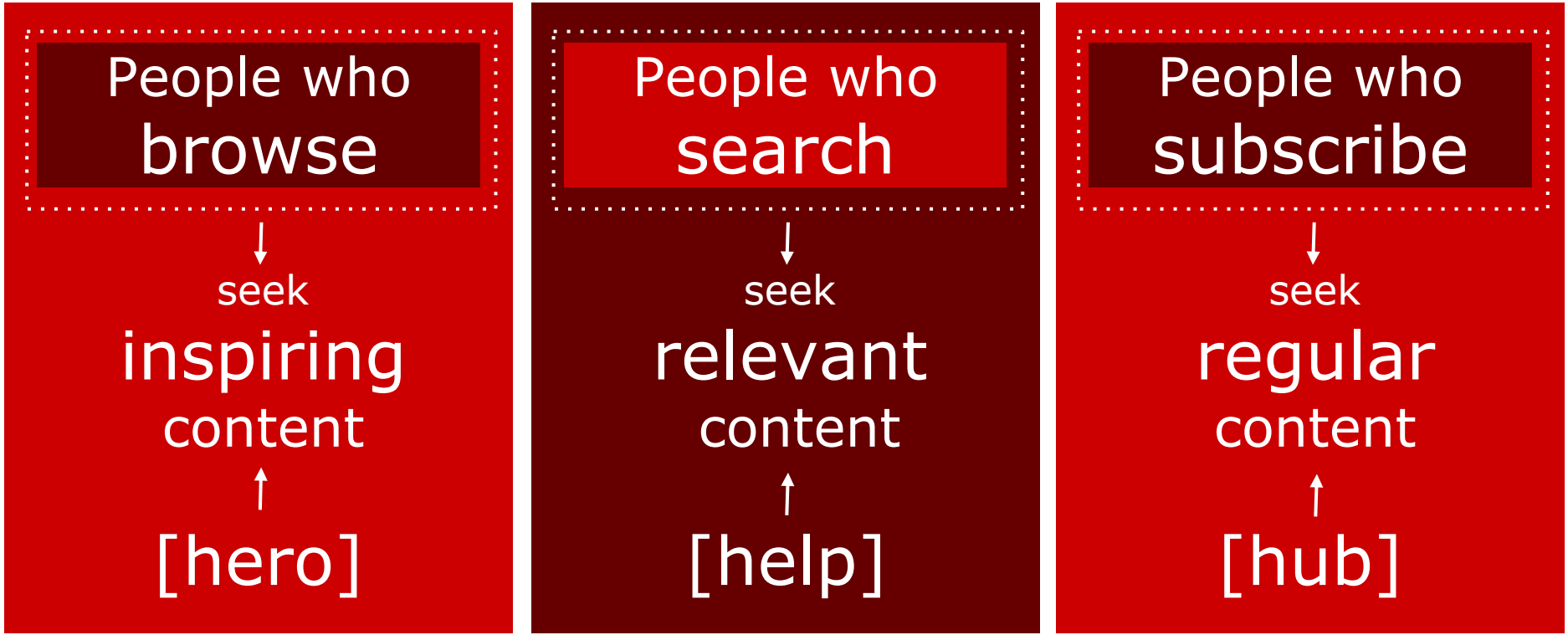
3 USEFUL WAYS TO THINK ABOUT DIGITAL CONTENT



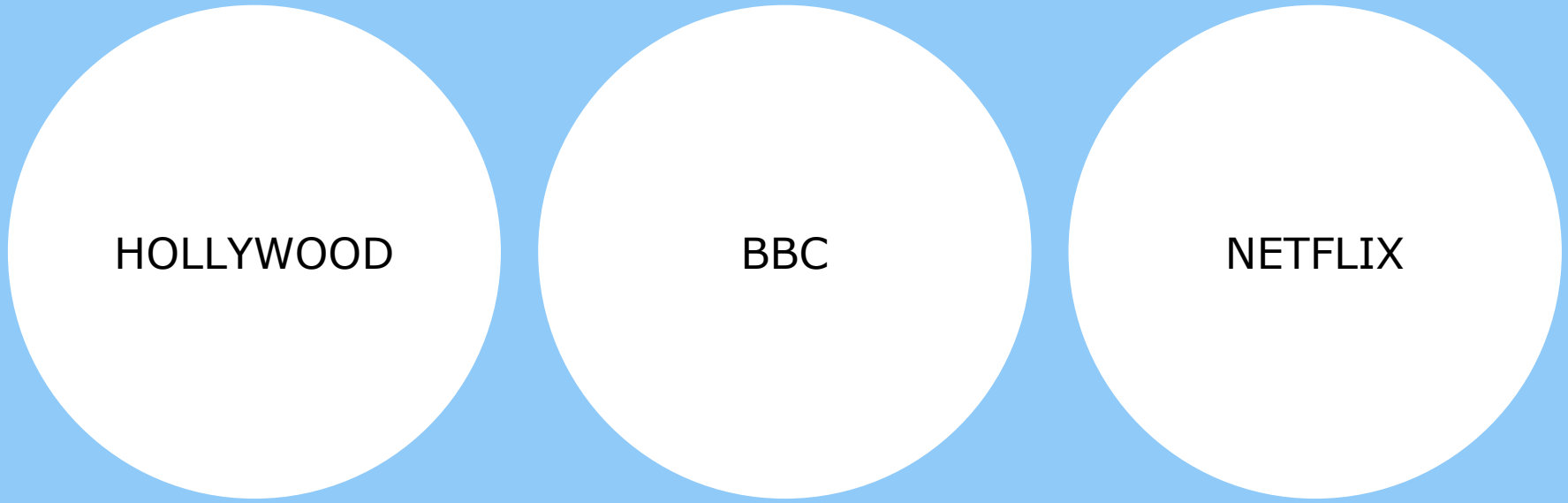
PERMISSION TO THINK IN 3 WAYS...

Amplification

Listen & Respond

Interest

OR, 3 KINDS OF FAME



Blockbuster

Documentary

Episodic

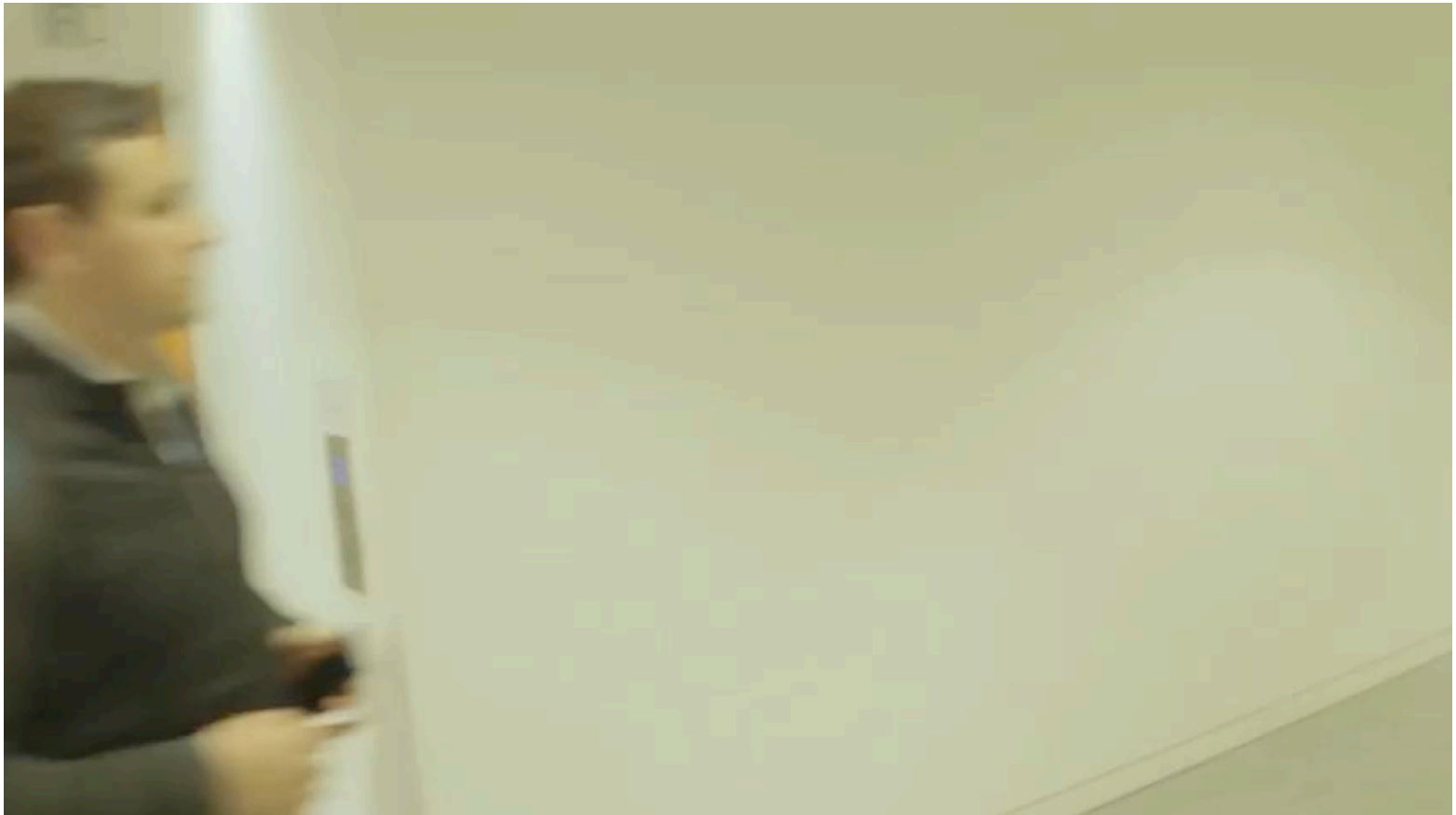
‘Storydoing’ through influencers & digital formats

- Trends/Memes
- Pranks
- Challenges
- Competitions
- Demos/Tutorials
- UGC (epic fails/my 1st X)
- POV/angle/story

HERO/CHALLENGE

HERO/UGC

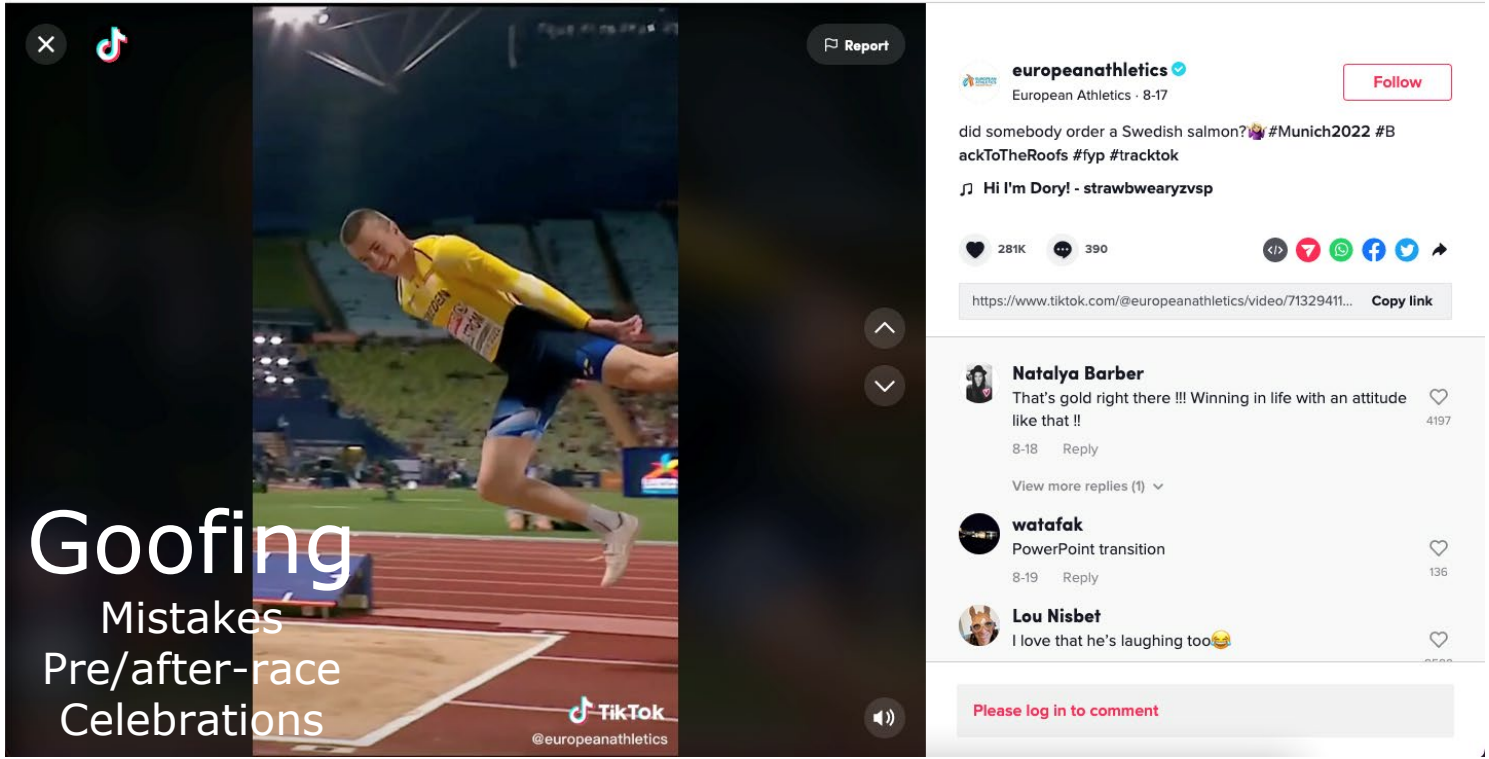
HERO/PRANK



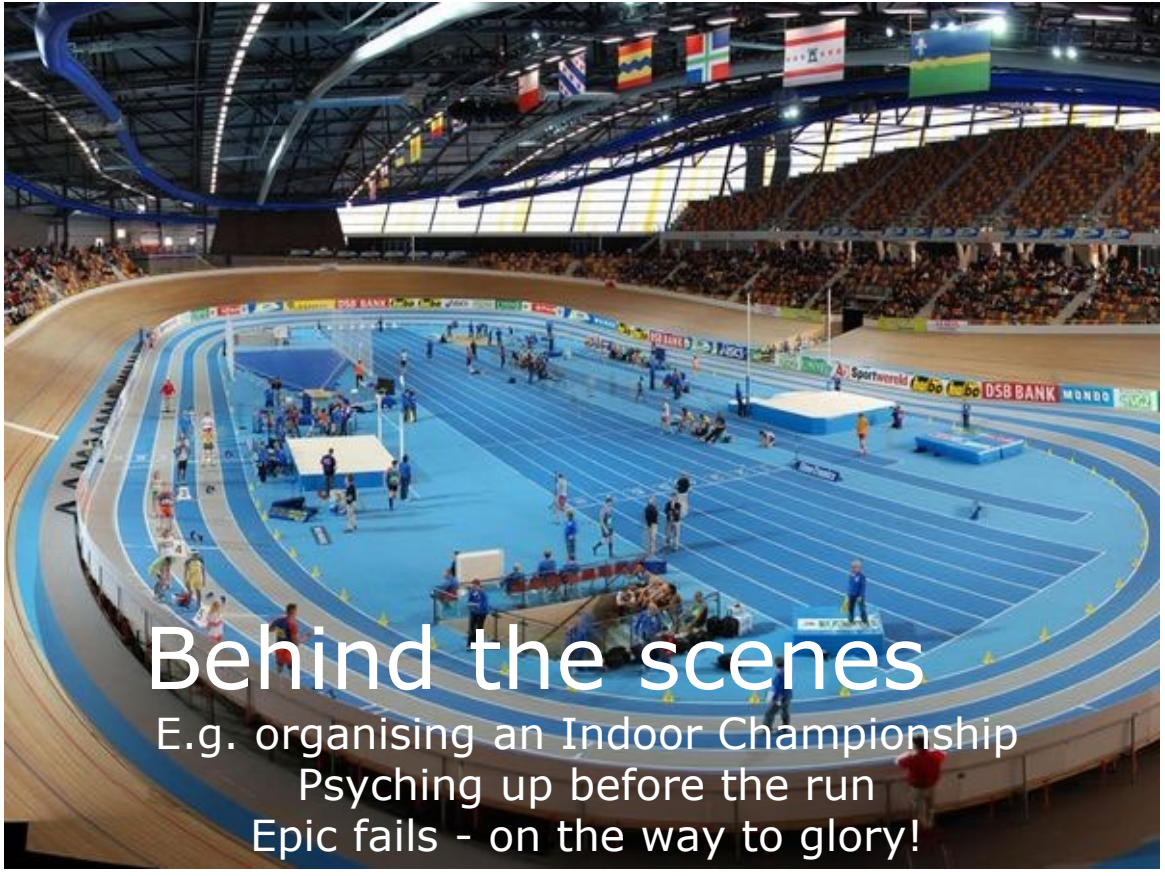
WHAT COULD IT MEAN IN YOUR CASE? – HERO/HUB

Roger Bannister runs first four-minute mile, 1954

WHAT COULD IT MEAN IN YOUR CASE? – HERO MEMES



WHAT COULD IT MEAN IN YOUR CASE? – HERO/HUB

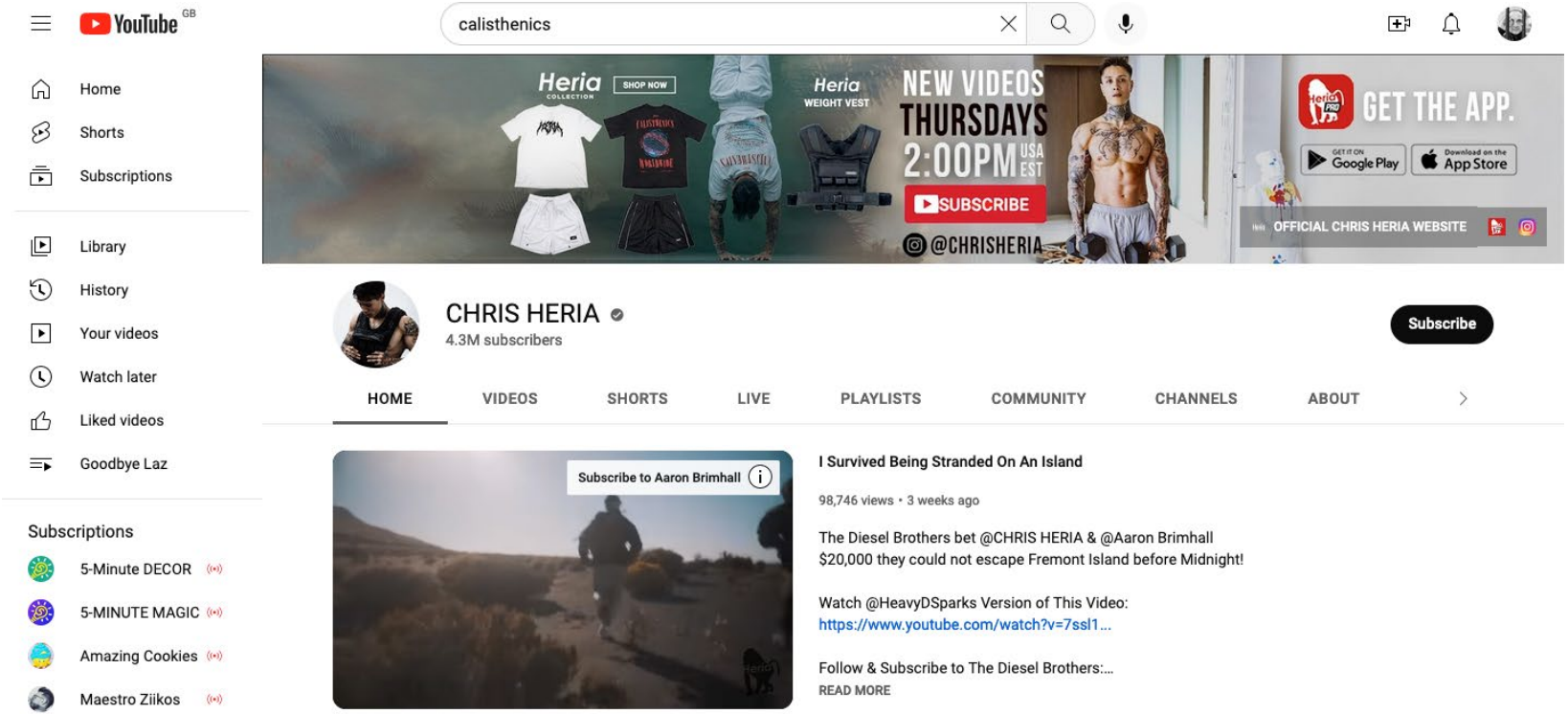


WHAT COULD IT MEAN IN YOUR CASE? – HERO/CHALLENGES

WHAT COULD IT MEAN IN YOUR CASE? – HERO/HUB

WHAT COULD IT MEAN IN YOUR CASE? – HERO/HUB

HELP/HUB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WHAT COULD IT MEAN IN YOUR CASE? – HELP/HUB

WHAT COULD IT MEAN IN YOUR CASE? – HELP

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WHAT COULD IT MEAN IN YOUR CASE? – HELP/HUB

WHAT COULD IT MEAN IN YOUR CASE? – HELP/HUB

The Record Factory

‘How to train’ tips
Various athletes & coaches
Specific sport programmes

WHAT COULD IT MEAN IN YOUR CASE? – HELP/HUB

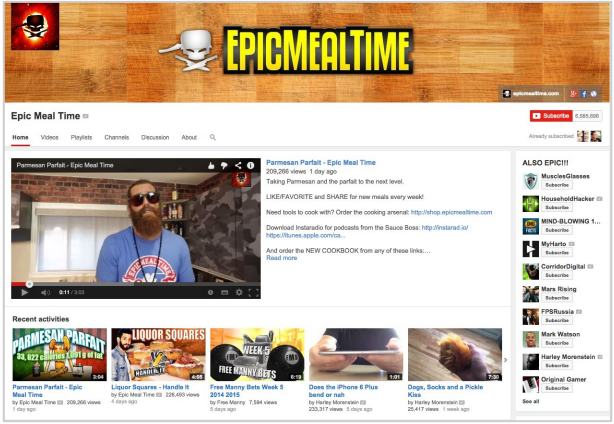
Creating formats is easy!

Subject

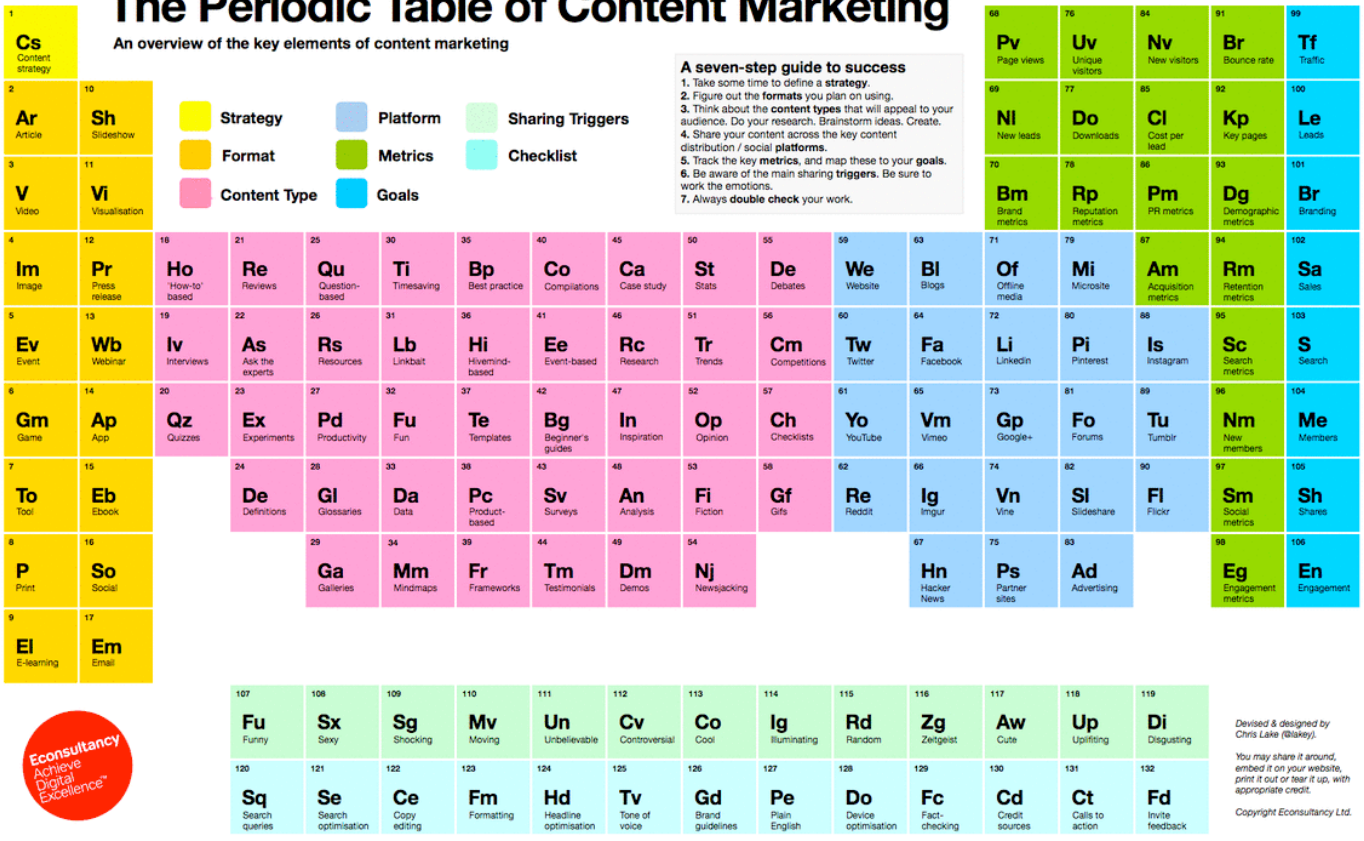
Action

Surprise!

LEARN FROM YOUTUBERS, MASTERS OF FORMATS...



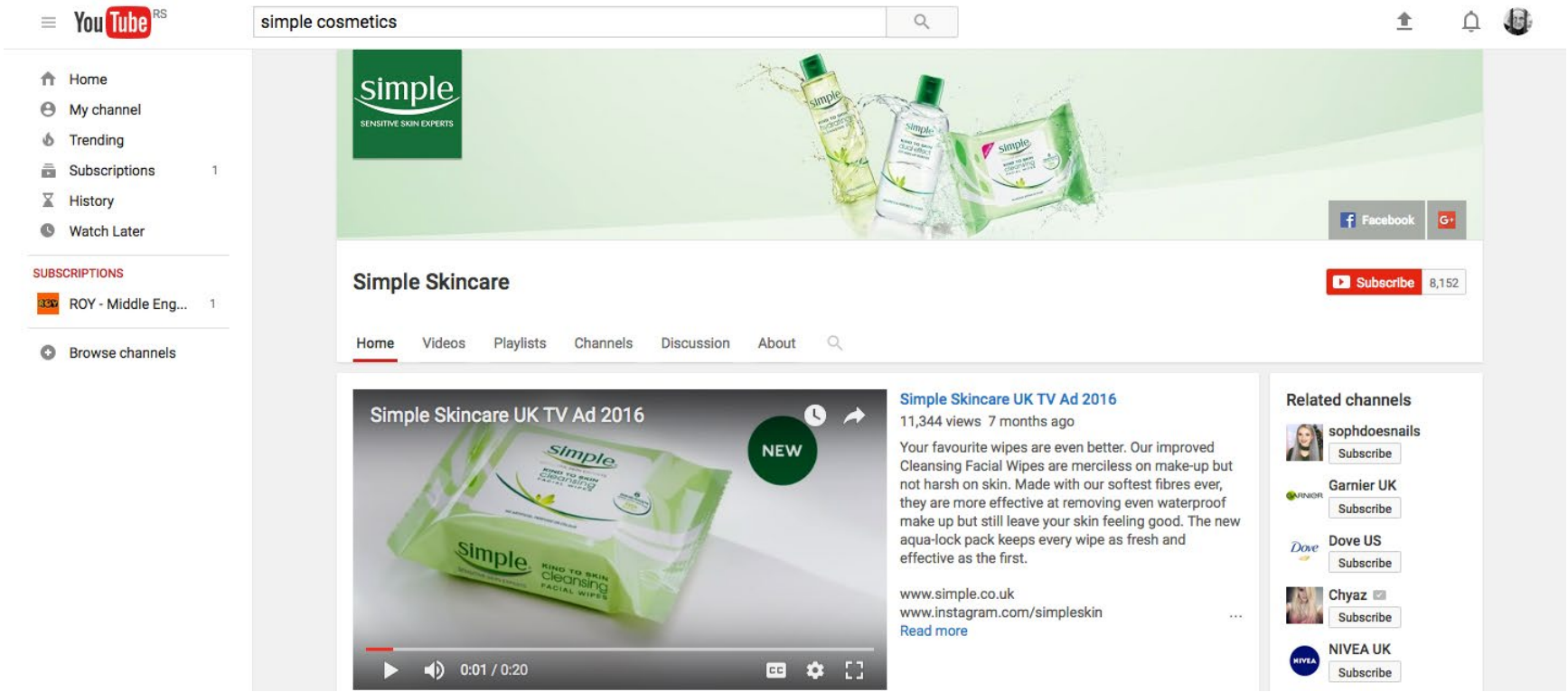
PERIODIC TABLE OF CONTENT FORMATS



Google preferred

BIG 3C of Content generation

CREATE...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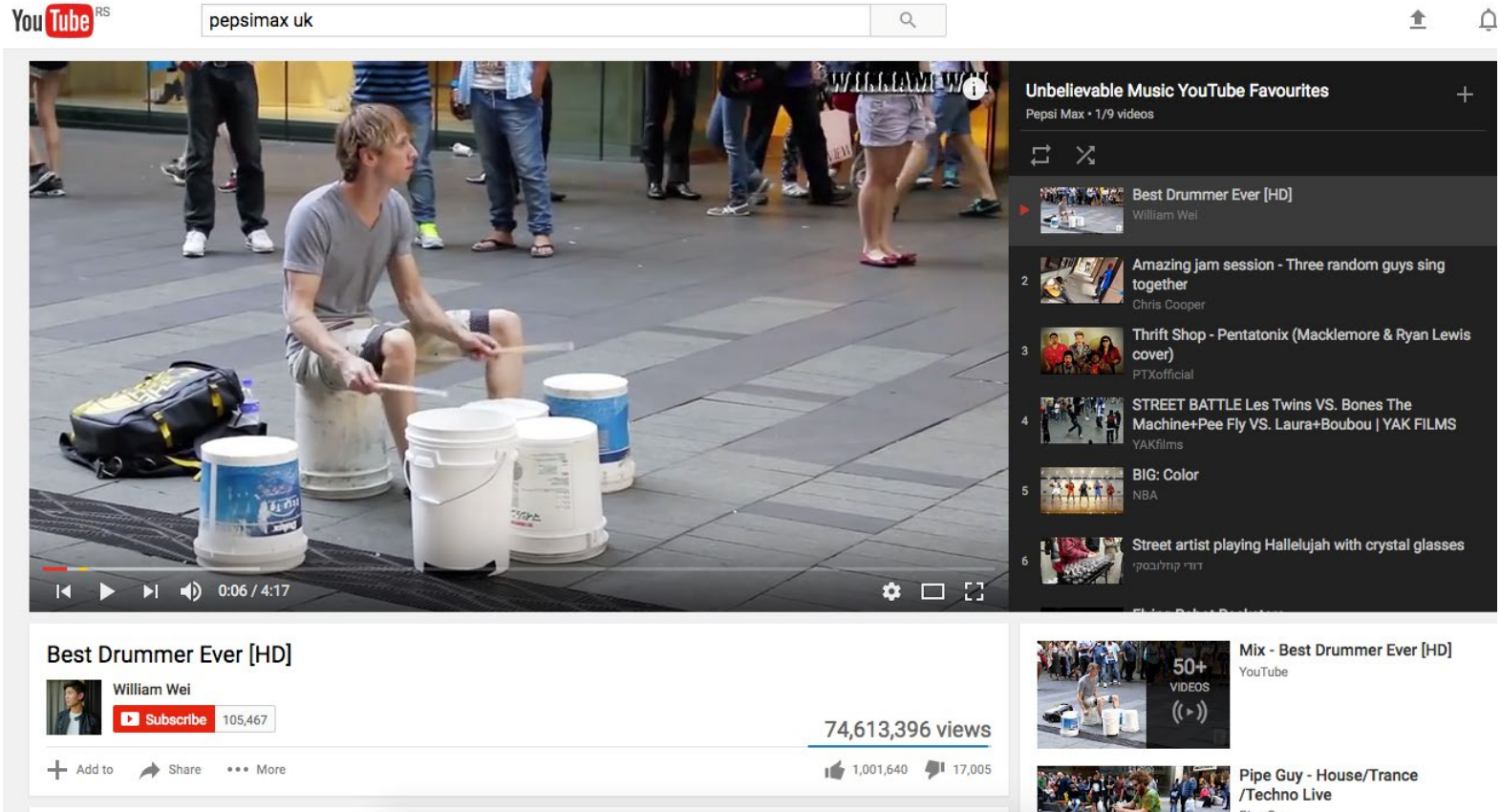
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Chris Cooper
3 Thrift Shop - Pentatonix (Macklemore & Ryan Lewis cover)
PTXofficial
4 STREET BATTLE Les Twins VS. Bones The Machine+Pee Fly VS. Laura+Boubou | YAK FILMS
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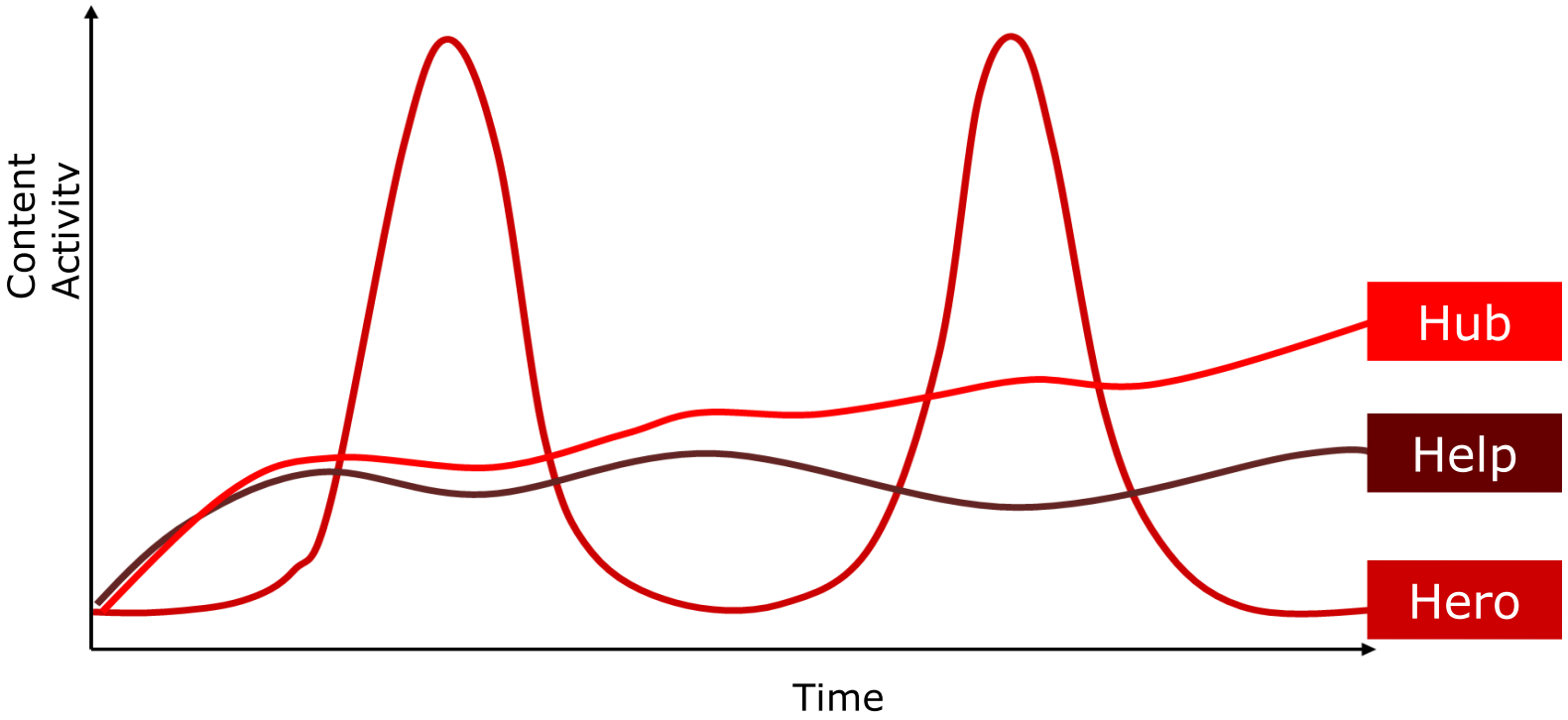
THE ‘HEARTBEAT’ MODEL