

Lazar Dzamic

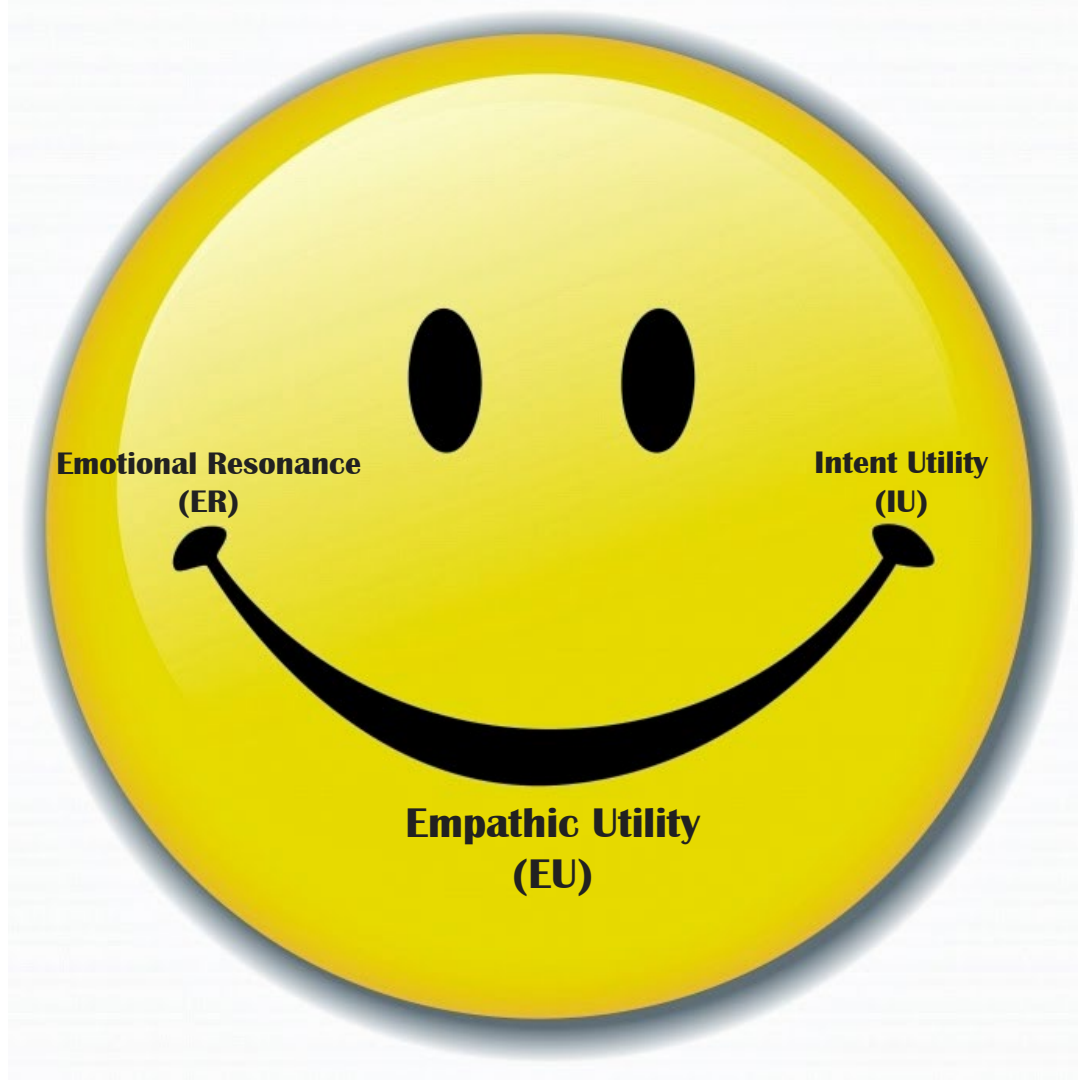
CONTENT STRATEGY: 3H, SAS & 'STORYDOING'

‘WHY THE FK WOULD THEY?’**

Tony Stead, JWT

1. EMOTIONAL IMPACT

2. INTENT UTILITY



3 USEFUL WAYS TO THINK ABOUT DIGITAL CONTENT

People who
browse

↓
seek

inspiring
content

↑
[hero]

People who
search

↓
seek

relevant
content

↑
[help]

People who
subscribe

↓
seek

regular
content

↑
[hub]

PERMISSION TO THINK IN 3 WAYS...



ADMAN

The diagram consists of three large white circles arranged horizontally on a light blue background. Each circle contains a word in the center. Below each circle is a corresponding phrase. The first circle contains 'ADMAN' and is labeled 'Amplification' below it. The second circle contains 'HUMAN' and is labeled 'Listen & Respond' below it. The third circle contains 'FRIEND' and is labeled 'Interest' below it.

Amplification

HUMAN

Listen & Respond

FRIEND

Interest

OR, 3 KINDS OF FAME



The diagram consists of three large, white, overlapping circles arranged horizontally against a solid blue background. Each circle contains a name in its center. Below each circle is a corresponding label. The first circle on the left is labeled 'HOLLYWOOD' and 'Blockbuster'. The middle circle is labeled 'BBC' and 'Documentary'. The third circle on the right is labeled 'NETFLIX' and 'Episodic'.

HOLLYWOOD

Blockbuster

BBC

Documentary

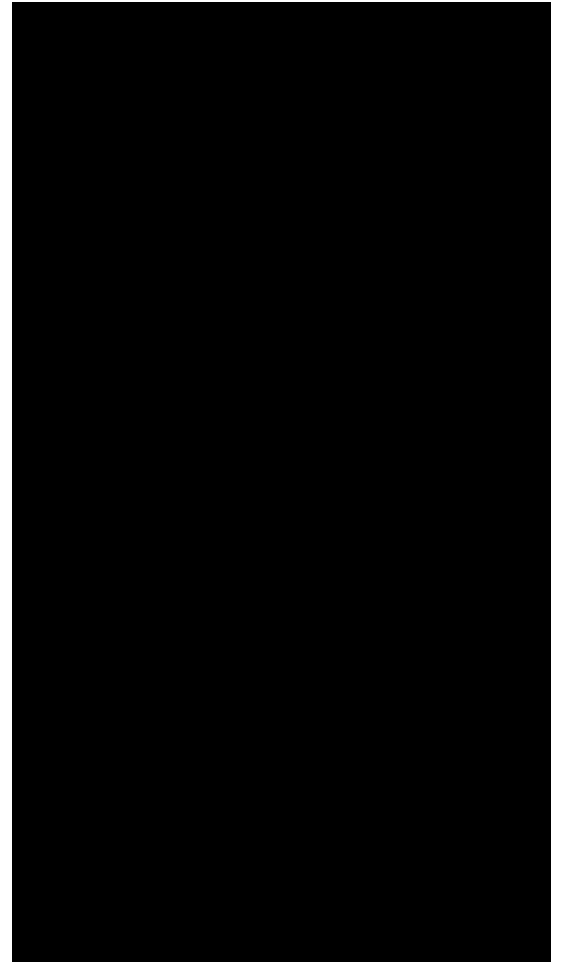
NETFLIX

Episodic

`Storydoing' through influencers & digital formats

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

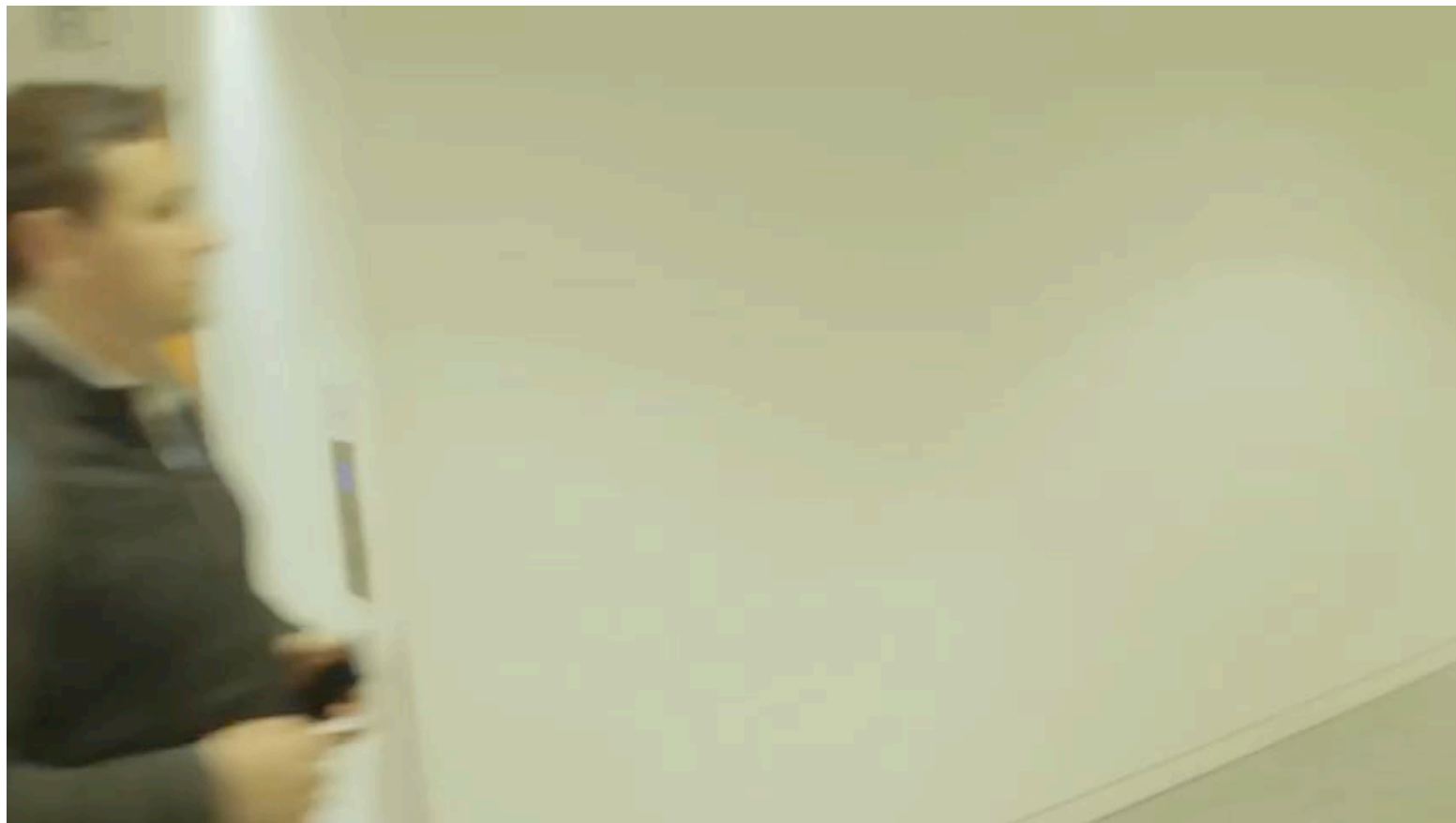
HERO/CHALLENGE



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



Goofing
Mistakes
Pre/after-race
Celebrations

TikTok
@europeanathletics

Report

281K 390

<https://www.tiktok.com/@europeanathletics/video/71329411...> Copy link

europeanathletics European Athletics · 8-17 Follow

did somebody order a Swedish salmon? 🐟 #Munich2022 #BackToTheRoofs #fyp #tracktok

♪ Hi I'm Dory! - strawbwearyzvsp

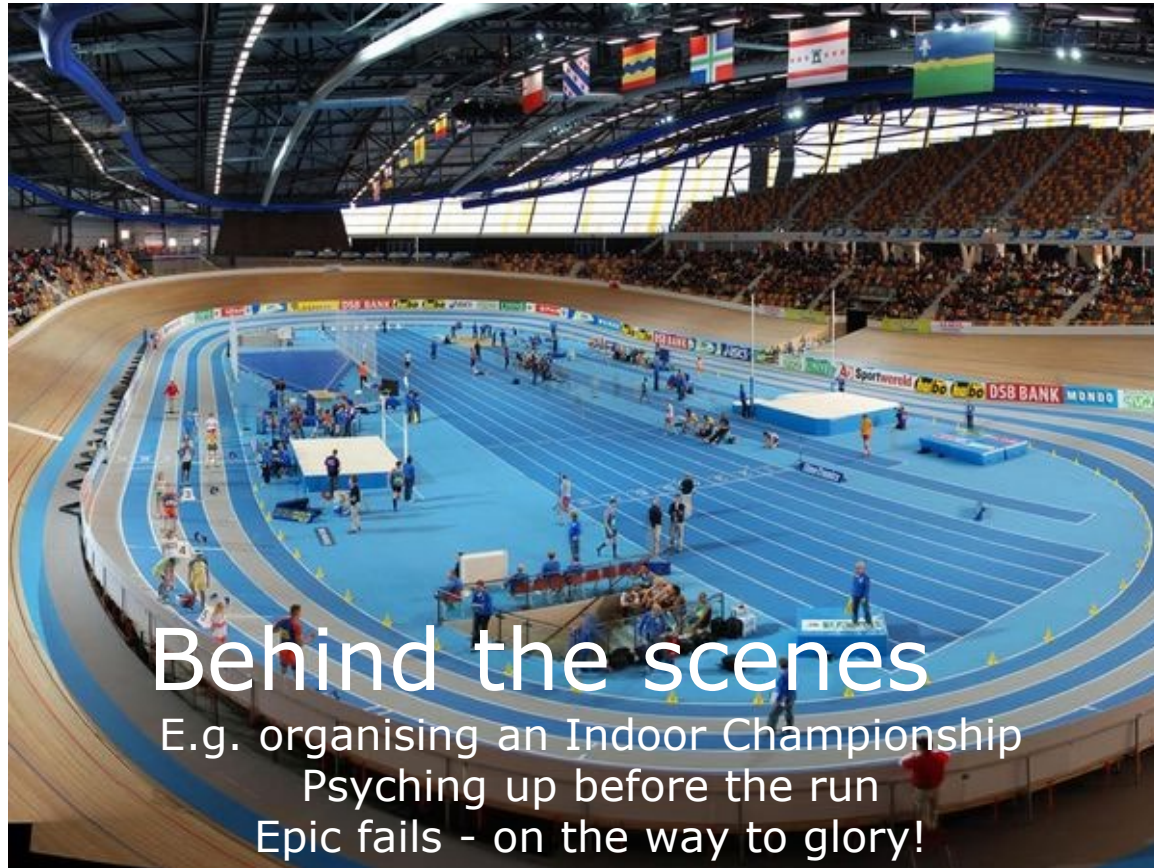
Natalya Barber
That's gold right there !!! Winning in life with an attitude like that !!
8-18 Reply 4197

watafak
PowerPoint transition
8-19 Reply 136

Lou Nisbet
I love that he's laughing too 😂

Please log in to comment

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



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



Challenges & makeovers

Cross-discipline challenges
Beating a personal record (public)
First 100 days (disabled athletes)



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





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





HELP/HUB


GB


 Home


 Shorts


 Subscriptions


 Library

 History









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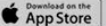


 Goodbye Laz

Subscriptions

-  5-Minute DECOR 
-  5-MINUTE MAGIC 
-  Amazing Cookies 
-  Maestro Ziikos 

calisthenics   



Heria COLLECTION  Heria WEIGHT VEST NEW VIDEOS THURSDAYS 2:00PM USA EST  @CHRISHERIA GET THE APP.   OFFICIAL CHRIS HERIA WEBSITE  



CHRIS HERIA 
4.3M subscribers

Subscribe

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Subscribe to Aaron Brimhall 

I Survived Being Stranded On An Island

98,746 views • 3 weeks ago

The Diesel Brothers bet @CHRIS HERIA & @Aaron Brimhall \$20,000 they could not escape Fremont Island before Midnight!

Watch @HeavyDSparks Version of This Video:
<https://www.youtube.com/watch?v=7ssl1...>

Follow & Subscribe to The Diesel Brothers: ...
[READ MORE](#)

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



The science of athletics

Performance/movement optimization

Gear/psychology science

Anti-doping

WHAT COULD IT MEAN IN YOUR CASE? – HELP



How to bid for an event

Legals

Process & resource planning

Writing a bid

Hosting guides

WHAT COULD IT MEAN IN YOUR CASE? – HUB



Championship countdown

Host preparation news
Team preparations
Key expectations/roundups

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



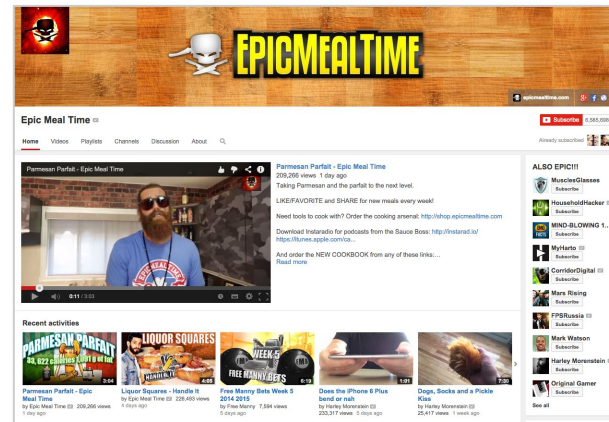
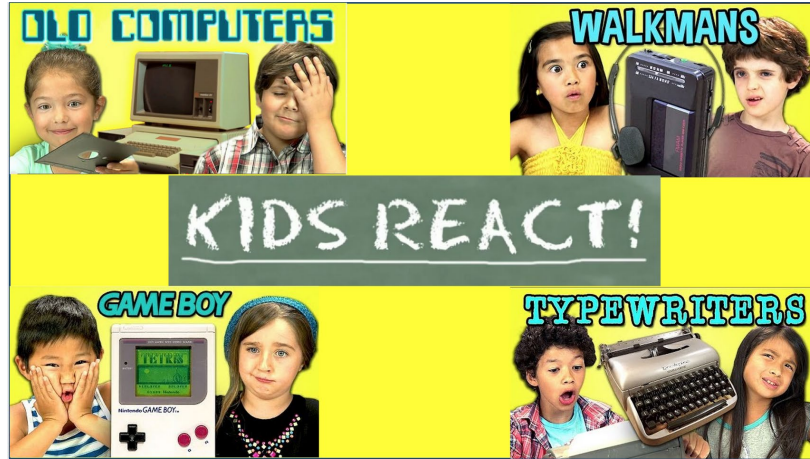
Creating
formats
is easy!

Subject

Action

Surprise!

LEARN FROM YOUTUBERS, MASTERS OF FORMATS...



PERIODIC TABLE OF CONTENT FORMATS

</

BIG 3C of Content generation

CREATE...

YouTube

RS

Home

My channel

Trending

Subscriptions 1

History

Watch Later

SUBSCRIPTIONS

ROY - Middle Eng...

1

Browse channels

simple cosmetics

simple

SENSITIVE SKIN EXPERTS

simple

simple

simple

f Facebook

G+

Simple Skincare

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Discussion

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Simple Skincare UK TV Ad 2016

NEW

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Your favourite wipes are even better. Our improved Cleansing Facial Wipes are merciless on make-up but not harsh on skin. Made with our softest fibres ever, they are more effective at removing even waterproof make up but still leave your skin feeling good. The new aqua-lock pack keeps every wipe as fresh and effective as the first.

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Chyaz

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Crossy Road & KitKat



CROSSY ROAD (FOR REAL!!!)



miniminter



5,684,623

8,874,631 views

+ Add to Share ... More

68,309 788

CURATE...



pepsimax uk



Best Drummer Ever [HD]



William Wei



Subscribe

105,467

74,613,396 views



Add to



Share



More



1,001,640



17,005

Unbelievable Music YouTube Favourites

Pepsi Max • 1/9 videos



Best Drummer Ever [HD]

William Wei



Amazing jam session - Three random guys sing together

Chris Cooper



Thrift Shop - Pentatonix (Macklemore & Ryan Lewis cover)

PTXofficial



STREET BATTLE Les Twins VS. Bones The Machine+Pee Fly VS. Laura+Boubou | YAK FILMS

YAKfilms



BiG: Color

NBA



Street artist playing Hallelujah with crystal glasses

דודי קורולובסקי



Mix - Best Drummer Ever [HD]

YouTube



Pipe Guy - House/Trance /Techno Live

THE 'HEARTBEAT' MODEL

