

TRIGGERS EMOTIONAL REACTION

CREATES AUDIENCE VALUE

TIMELY

AUTHENTIC



TRIGGERS EMOTIONAL REACTION

We are more likely to:

- Share something that makes us feel good (positive emotions)
- Share something that gets us fired up (high energy emotions)

Best of all are the things are both exciting and positive

Examples of content that Triggers and Emotional Reaction:

Click below to see the Dela case study

www.youtube.com/watch?v=BHJvuWZdIZ4

Click below to see the Volvo teaser

www.youtube.com/watch?v=Yatg89gi0nM

Click below to see the Volvo Commercial

www.youtube.com/watch?v=M7Flvfx5J10



CREATES AUDIENCE VALUE

Content can create real Audience Value by being:

- Informative: Fresh news and new information
- Entertaining: Content that amuses, pleases, or is fun
- Useful for self or others (i.e. promotions)
- Useful for the community/world

Examples of content that Triggers an Emotional Reaction:

Click below to see the Dumb Ways to Die case study

www.youtube.com/watch?v=IxZ_ZznO2ek

Click below to see the Ikea Second Hand Campaign

www.youtube.com/watch?v=GmA_1bdHjHk

Click below to see the Smart Txt books case study

www.youtube.com/watch?v=7bUGXqhrVrw



TIMELY

Timely content is:

- Relevant to the moment
- In the news
- Reflects a current or emerging cultural trend

Examples of content that Triggers an Emotional Reaction:

Click below to see the Oreo Daily Twist case study

www.youtube.com/watch?v=ZDSc0V3AEnk

Click below to see the Coca-Cola Mini Me case study:

www.youtube.com/watch?v=Tj_Y2i60X4Y

Click below to see the British Airways case study

www.youtube.com/watch?v=1c9FS5Myn4k



AUTHENTIC

Content that is Authentic should be:

- A benchmark against which other brands are judged
- Ownable by the Brand
- True to what the Brand stands for
- Able to demonstrate what it stands for in acts not just words

Examples of Authentic content:

Click below to see the Coca-Cola security camera example:

www.youtube.com/watch?v=DKy4utFUN-k

Click below to see the Newcastle Brown Ale case study:

www.youtube.com/watch?v=6nKkOjkKyf8

Click below to see the Heineken Share the Sofa case study:

www.youtube.com/watch?v=sQdeQpnQZhI

