

Making content quickly and
consistently

*Applying an editorial mindset
to marketing content.*

1. Have a theme to work off of
 - a) Data is a great starting point
 - b) Have a list of themes of that your client finds interesting
 - c) If none of these are available, aim for cultural relevance

This

Poll Digest
Weekly poll results

Post Date
5/24/2020 to 6/22/2020

Post Date - Range
All values

Total # votes for the period:

5,493

06/18/20	Thu	Facebook	What kind of gamer are you?	384	0%	27% Console	73% Mobile		
		Twitter	What kind of gamer are you?	278	28%	I'm not a gamer	28% Console all the way	26% Mobile for sure	19% PC for the win
06/17/20	Wed	Facebook	Do you know what an #MTNPulse Social Pass is?	234	0%	87% No.Please tell me more	13% Yes, I do.		
			Tom Cruise is starring in the first film shot on the international space station.If it was released today, how w..	297	0%	39% Watch it in cinemas later	61% Stream it online now.		
			Would you attend a drive-in concert?Just park your car in the parking lot and watch your favourite artist through yo..	241	0%	40% Nah, not yet	60% When can we start?		
	Twitter	Do you know what an #MTNPulse Social Pass is?	170	0%	88% No.Please tell me more	12% Yes, I do.			
		Tom Cruise is starring in the first film shot on the international space station.If it was released today, how w..	84	0%	39% Watch it in cinemas later	61% Stream it online now.			
		Would you attend a drive-in concert?Just park your car in the parking lot and watch your favourite artist through yo..	132	0%	46% Nah, not yet	54% When can we start?			
06/12/20	Fri	Facebook	Streaming is the easiest way to get entertainment while we're on lockdown,and DSTV Explora just added the Netfli..	805	0%	12% Showmax	88% Netflix		
		Twitter	Streaming is the easiest way to get entertainment while we're on lockdown,and DSTV Explora just added the Netfli..	616	4%	Hulu	15% Dstv	5% Now Showmax	76% Netflix
06/11/20	Thu	Twitter	What are you missing most about the Jozi streets during lockdown?	274	12%	The weather	38% Music	11% Art	40% Food
			What kind of games are you going jam with the brand-new PSS?	251	8%	Bowling	4% Boxing	20% Racing	68% Sports
06/09/20	Tue	Twitter	The new MTN #EverydayGigs allows you to recharge once and get 1Gig every day for 7days! If you had a gig a day , w..	252	19%	Horror	19% Drama	37% Comedy	25% Thrillers
06/04/20	Thu	Facebook	Do you know about the new MTN EverydayGigs?Select your answer from the options below.#WeGoodTogether#Every..	527	0%	76% Tell me more	24% Yes, I love the bundles.		
		Twitter	Do you know about the new MTN EverydayGigs?Select your answer from the options below.#WeGoodTogether#Every..	216	0%	72% Tell me more	28% Yes, I love the bundles.		
06/02/20	Tue	Facebook	Did you know that you can cash in to your MTN MoMo wallet using your bank card?	522	0%	71% No	29% Yes		

Becomes this

Favourite content?
Votes - 1722
Musicians - 43%
Make-up artists - 9%
Food - 23%
Fashion - 25%

For at least 23% of MTN respondents, food is the flavour of content they seek online.

0:01 / 1:00

Where did you buy your phone?
Votes - 4006
Online shop - 10%
In-store - 90%

By far, the majority of MTN respondents prefer buying their phone in-store than online.

Do you trust your dating app? Twitter 2111 Haven't tried it yet? Yes No

Love is in the air, but people don't trust their dating apps.

0:03 / 0:42

2. Plan and Over-Research

- a) Always work a week in advance
- b) Have dedicated days for different aspects of production
- c) Research is more than just Google
- d) Mix the numbers with human insight

The amount of research that goes into a 60 second piece of content... Excluding print material and phone interviews we conduct for

SPOTTER(S): @niko_kirkins
OFFICE: TBWA\HuntLascaris Durban and TBWA\South Africa

HEADLINE:

Data Picture: Screenshot of dashboard data piec

What grinds your gears?	Facebook	253	Trolls	Spam
	Instagram	Null	Trolls	Spam
	Twitter	2712	Trolls	Spam

RESULTS: Place results of data here

- 2712 votes
- 39% trolls
- 61% spam

RELATED TRIGGERS: Which Brand stories back up this statistic?

- **DA - The kings of political spam**
 - The DA angered many a voting citizen this year when they used spam as a central tool for their political marketing.
 - The campaign had a negative effect, with many wondering how the political party got their number, and others begging to just be left alone.
- **City of Johannesburg - Kings of trolling**
 - The official Twitter account of the City of Johannesburg is one of the liveliest characters on social media.
 - When one thinks of a government institution, one thinks of neutrality. But the city has different ideas, often trolling famous personalities, sports teams, and even those who complain that their social media account is not professional enough.
 - They often share memes that empathize with the economic struggles of the people.
 - To date they have 941K followers on twitter. The DA has 573K followers.

OBSERVATIONS: What does this statistic and its triggers tell us about culture and its forces of change.

SHIFT: What is the industry shift, trend or change that makes this a larger Industry story, not just a Trigger?

- People really do not like spam. An advantage of today's technology is that you get to seek goods and services as and when you need them.
- Spam is often seen as cold and impersonal
- In the case of the DA, even people voting for the party did not appreciate being spammed.
- Trolling is a more subtle art, one needs to do it in a way that is tasteful and humorous.
- While some people will not appreciate trolling, those that see the humor in it will engage with it more than spam.
- Trolling can play on our commonalities and collective shortcomings as humans and allow us to laugh at our shared struggles.

HELPFUL FUTURE DATA POINT: What question could MTN ask in the future to deepen our insight on this subject?

- Has spam ever convinced you to change your service provider in any industry?

EDGE: What edge does this link to and why?

- **Authenticity** - Social media users are not looking for prerecorded messages and hard sales, they want to fall in love with a brand's online personality and the authenticity it can



HEADLINE: To troll or not to troll?

- Spamming
 - Contravening the newly signed PoPI act can result in a R10 million for a company.
 - In many cases, spamming is considered annoying - the case of the DA election campaign.
 - However, some spamming campaigns have resulted in increased business - the case of Marriott International (they spammed their users personalized summaries of their year with the company).
 - Successful spam campaigns involve 1) personalization, 2) Responsive design, 3) A call to action - Hubspot.
 - Spamming has a largely negative stigma. A recent poll conducted by BritePool and Annenberg Research showed that 87% of consumers in America would opt out of direct, targeted marketing if given the option.

EDGE: What edge does this relate to and how?

- **Authenticity**
 - In the art of trolling, brands who can show a genuine and authentic understanding of local customs and the role humor plays stand a better chance of getting a positive response.
 - Those whose trolling appears contrived or forced will lose the battle.
 - The authenticity of the tone will determine the success of the troll.
 - Authenticity in this space also means being sensitive to things that may cause offense.
 - "In-house diversity can help prevent unintended offensiveness." - BusinessInsider
 - Spamming too requires authenticity to be appreciated.
 - Generalized messages that lack a personal touch are easily ignored.
 - The most successful spam campaigns are those that have been tailored to a certain group, targeted at a certain time, and purposed with an effective call to action.

IMPLICATIONS:

- More and more brands will feel the need to develop an online presence further than just having a social media profile - many see the value of engaging in the comments section
- In a country where political and philosophical views are as diverse and fragmented as South Africa, trolling brands have a higher chance of alienating certain groups within society
- New legislation (PoPI) will make direct marketing increasingly complex for marketers over the next few years, brands will have to be creative with how they spam potential future customers.
- Much work will need to be done to undo the negative stigma attached to spam in South Africa, the 4th most spammed country in the world.
- Helpful future data point - has spam ever convinced you to change your service provider within a certain industry?

Dashboard data point

What grinds your gears?	Facebook	253	Trolls	Spam
	Instagram	Null	Trolls	Spam
	Twitter	2712	Trolls	Spam

HEADLINE: To troll or not to troll?

THE BIG PICTURE: Brands are **trying to craft themselves as online personalities that are** favorable to consumers. Some **brands seeking** a witty and cunning personality that can make fun of others online, yet remain tasteful. Others, seek to flood social media channels with content, intending to always be front of mind for consumers. Both have the potential of drawing the ire of the people, but which can create more value?

TRIGGER: What is the current event? When/Where did it happen?

- In a recent MTN data poll, consumers were asked, "what grinds your gears" and given an option of either "trolls" or they do not.
- There were 2712 votes. 39% of people said they do not appreciate trolls, while 61% of people responded that they do not like spam.

SHIFT: What is the industry shift, trend or change that makes this a larger Industry story, not just a Trigger?

- Trolling
 - Brands are adapting their tone to a contemporary audience, part of that involves the ability to respond to trolls and also troll other brands.
 - A 2016 study in the UK found that 89% of brands deal with trolls by deleting or hiding their comments, percentage decreased by 20 points the next year as brands experimented with trolling back.
 - Brands can garner support with a witty comment but also run the risk of being perceived as offensive if the joke misses the mark.
 - There is a difference between trolling a person (which often involves criticizing a person's appearance or character) and trolling a fellow brand (a criticism of the collective business practices) which is less defamatory.
 - Trolling is particularly prevalent amongst fast food chains, with Nandos and Rocommamas widely considered the kings of comedy.
 - Even government institutions are starting to explore the use of a more casual tone on social media - the City of Johannesburg twitter account has been known to troll famous personalities.
 - South Africa's 6th most visited website, Soccer Laduma, has begun to troll professional football teams and players as a form of content, the fans have been vocal in their support of the breakaway from a tradition of diplomacy in sports journalism.
 - Trolling can be a cost-effective marketing strategy as it is cheaper to become part of someone else's campaign by commenting publicly on it than funding your own - case of Nandos and Pick n Pay.
 - Trolling between brands is often widely covered in the media as news cycles have a natural gravitation towards conflict and negativity.
 - "Some brands purposefully create controversy in the hope that when the controversy settles, only brand awareness is left." - YPulse
 - "Once you change your brand tone to be more aggressive, there is no going back." - CampaignLive
 - Brands must consider their tone carefully before aiming for trolling to be part of their strategy.
- Spamming
 - South Africa is 4th on the list of most spammed countries - TrueCaller 2018 report.
 - South Africa saw a 71% increase in spamming reported between 2018 and in 2018 - TrueCaller 2018 report.
 - The average TrueCaller user receives 22 spam calls a month - TrueCaller 2018 report.
 - The PoPI (Protection of Personal Information) act aims to protect citizens from spam they have not opted in for.

HEADLINES + SUPPORTING LINKS

Trolling

- <https://www.iol.co.za/the-post/news/proudly-indian-troll-1961365> - Indian troll
- <https://www.news24.com/MyNews24/Trolling-A-New-Journalism-20150508> - News24
- <https://www.thesouthafrican.com/lifestyle/meet-ken-m-the-troll-of-internet-trolls/> & <https://www.reddit.com/r/KenM/> - KenM troll of trolls
- <https://www.thedrum.com/opinion/2019/07/02/brands-are-fighting-back-the-trolls-are-the-trolls-retreating> - brands fighting trolls
- <https://www.ypulse.com/article/2019/01/31/4-brands-that-have-mastered-the-tricky-art-of-trolling/> - brands who troll right
- <https://www.businessinsider.com/why-companies-troll-customers-2014-8?IR=T> - why companies troll
- <https://www.campaignlive.com/article/brand-trolling-worth-risk/1426143> - Dangers of trolling

Spamming

- <https://itouch.co.za/news/spam-south-africa.php> - how bad is spam in SA
- <https://www.mediaupdate.co.za/marketing/146322/understanding-the-popi-act-10-faqs-answered> - what is PoPI?
- <https://www.businesslive.co.za/redzone/news-insights/2018-02-27-sas-new-popi-act-could-kill-more-than-just-spam/> - who PoPI effects
- <https://www.singlegrain.com/email-marketing/7-companies-doing-email-marketing-right/> - email marketing done right
- <https://www.business2community.com/podcasts/influencer-marketing-10-top-mistakes-brands-make-and-how-to-fix-them-podcast-02201870> - Influencer marketing vs spam
- <https://blog.hubspot.com/marketing/email-marketing-examples-list> - successful spam
- https://www.adweek.com/programmatic/87-of-consumers-would-opt-out-of-ad-targeting-under-cpa-terms?utm_content=position_1&utm_source=pos_lup&utm_medium=email&utm_campaign=FirstThingsFirst_Newsletter_191003054642&yt_id=1141952 - consumer feelings on spam

3. Use internal resources – put faith in the interns

- a) Content projects like this are a great way for interns to cut their teeth.
- b) Also allows employees to be exposed to new kinds of work and upskill them in the process.

Hey Alex :) Hope you keeping sane that side... Do you think you would be able to help with 2 voiuceovers today? Lemem know if you can please :)

10:58 ✓✓

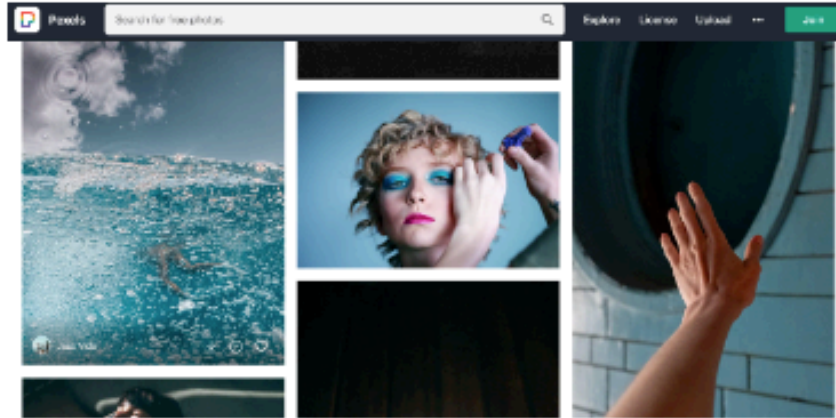
Hey! Hope you're good 😊 yeah sure

11:00

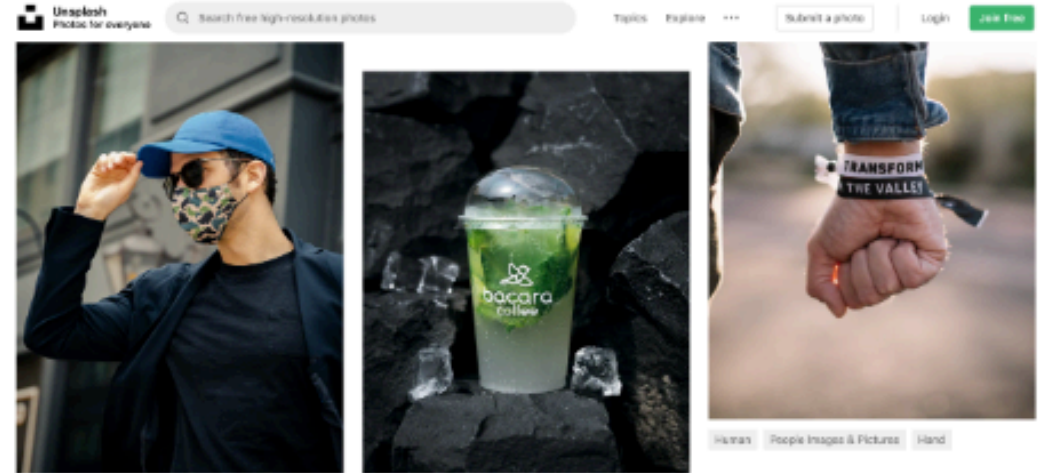
4. Sourcing footage

- a) Stock footage – safe but lame
- b) Repurpose old advert footage
- c) Start your own collection of stock footage early on

Stock sites we like...



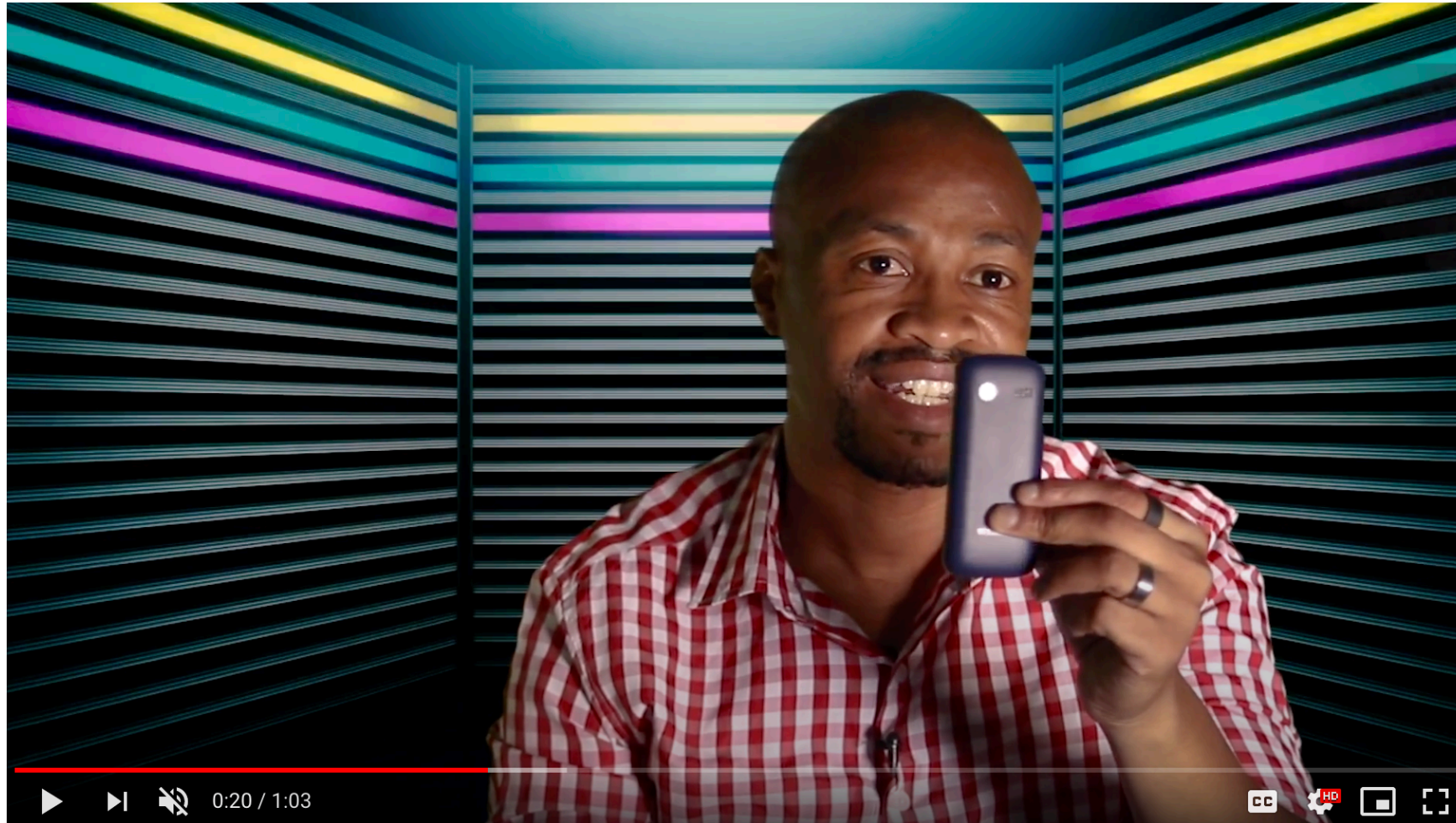
[pexels.com](https://www.pexels.com)



[unsplash.com](https://www.unsplash.com)

But beware... stock
footage can become
very repetitive

Grab a willing colleague and a camera and shoot the scenes you're missing...



5. Feedback

- a) Don't seek general feedback
- b) Seek specific feedback from specific people
- c) Use the experts around you
- d) Seek efficiency over perfection

Don't let too many chefs in the kitchen if you want to get your omelet out on time... Specific, detailed feedback is needed to make a piece stronger.

Time	Comment	Progress
0:01	Our first image is most important, <u>lets</u> not start on a black or faded in shot please, <u>lets</u> start with an epic wildlife/scenery shot, let our audience feel the impact from the get-go	

6. Make sure your content is always somewhere on this scale

Entertaining

Idea-Inspiring

Educational



Have fun with it

