

VAYNERMEDIA

# POST CREATIVE STRATEGIST 101

Residency / New Hire Training

# AGENDA

- What is a Post Creative Strategist
- Role Fundamentals
  - Listening
  - Synthesizing
  - Informing
  - Microplanning
- The PCS Starter Pack
  - Glossary, Quick references
  - Understanding the PCS World

## **Wanda's Vision for the Strategy Department:**

---

**To be the most  
human centric  
Strategic discipline  
fostering culturally  
rich, people-led  
ideas that are  
shaped by listening.**

### **A few beliefs:**

We have our ear to the ground

We invite people to lead the way

We let attention (culture + category) shape our ideas and in turn  
our ideas shape culture



## WHAT IS A POST CREATIVE STRATEGIST?

“What I see it as is, the skillset that in hindsight became the foundation of my career. In spite of all the talking that I do, and everything you see on the internet, what I’m doing 95 percent of my time is actually *listening*.



**What I see it as is, is the skillset that in hindsight became the foundation of my career. In spite of all the talking that I do, and everything you see on the internet, what I'm doing 95 percent of my time is actually listening.**

### WHAT TYPE OF CHARACTERISTICS DOES A POST CREATIVE STRATEGIST HAVE?

**A post creative strategist is practical, humble, and fast.**

### “IF YOU WERE HIRING SOMEONE FOR THIS KIND OF ROLE, WHO WOULD YOU LOOK FOR?”

I would probably hire somebody like a psychology major that is scrappy, or somebody that has that “psychology” skill set of being able to get a feel for human reactions and feedback to content. The dream person for this role would actually be someone like me (I didn’t know I had similarities with a psych major back then, but I was scrappy).

Post Creative Strategist  
are **observant** and  
**proactive listeners**

who **synthesize**,  
**collaborate**,  
and **interpret** the voice of  
the consumer

to **inform insightful** and  
**tangible opportunities.**

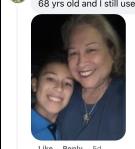


Seinfeld, shootouts and haunted mansions: how Jennifer Coolidge became an icon at 61

Kylie Minogue marks triumphant return with chartbuster 'Padam Padam', her biggest solo hit in over a decade



Otilia Montez  
68 yrs old and I still use Oil of Olay daily. And very few wrinkles ❤️



Like Reply 8d



clairinhere

aging gracefully is just another way to say 'age quietly into the background'.



Tilly S. Santiago  
Still call it that been using since age 12 as recommended by my older sister. And I'm grateful I did. No one believes I will be 43 in March



Top fan  
Nicole Bazis Panichi  
I still do! I'm 50 years old and have been using Olay products in my face care regimen since I was 14.



2w



GET: Women 45+ whose skin lost the life and energy it once had

TO: See Olay's classic MSC through fresh eyes

BY: Bringing out its iconic legacy and efficacy in a digital first way

# Post Creative Strategist are observant and proactive listeners



Our Homes Have Had Enough of Us,  
Too

EXPERIMENTAL LEGO ALBUM OFFERS RICH AUDIO AMBIENCE

lisa.bernstein 11:03 AM

Lisa's Signal on the Street. Food Trucks 🍦 and Birthdays. Since COVID put a halt on all Spring and Summer birthdays last year, the demand to make AMAZING Spring and Summer birthdays is at an all time high 🔥. Just this morning, my friend texted me that she tried to book 4 ice cream trucks for early June and they are all booked. My other neighbor is having a Puppy Party 🐶 where they bring puppies for kids to play with. I am already getting birthday invitations for late June. Anyway, how can brands meet this demand. Panera or Macaroni and Cheese Food truck? Plant parties. Cheetos themed birthday party. Random Friday Thought for today.

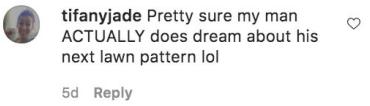
AIRBNB COUPONS HELP PEOPLE TEST TOWNS BEFORE MOVING



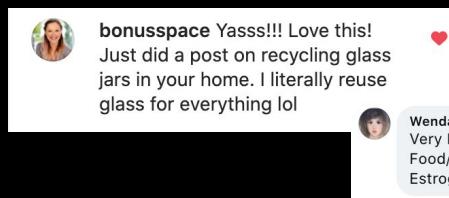
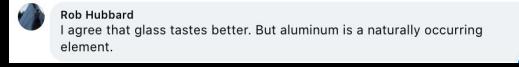
Elon Musk Tweet Regarding 'Starbase' City Prompts Increase in Customers For Texas Real Estate Agents



# who synthesize, collaborate, and interpret the voice of the consumer



alexkeeth The lifecycle analysis considers glass bottles more environmentally friendly due to their lower greenhouse gas emissions than aluminum cans, which are estimated to result in 1.88 times more emissions. - For others curious about cans. I guess most cans are only 68% recyclable. That's unfortunate. Going glass 😊

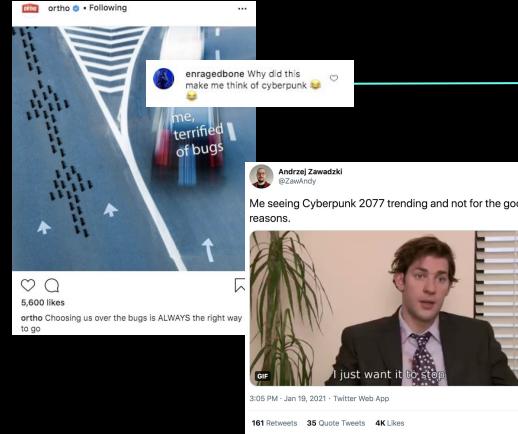


Wendall Wanoyomus  
Very Pleased to see this!! I have been beating the Drum for RETURN To Glass Food/Bev. Packaging for a long time! It is the HEALTHY alternative to Pseudo Estrogen in Plastic Packaging!!



Knots Allowed 🌱  
I am and 100% agree with you! I never thought of as a diet but a kind of lifestyle. I can upcycle my used jars or simply recycle them 😊 it's a win win

# to inform insightful and tangible opportunities.



After Cyberpunk2077 is called out in comments on an Ortho contextual creative, we recognize the trending topic surrounding the buggy game, giving us an opportunity to leverage this moment to create a culturally relevant solution for bug control in every sense of the word.



GET: Craft beer fans

TO: Choose glass bottle beer in warmer temps

BY: Showing low-effort 'hacks' to chill glass bottled beers quickly

## **The Post Creative Strategist Defined**

Post Creative Strategists are observant and proactive listeners who synthesize, collaborate, and interpret the voice of the consumer to inform insights and develop tangible opportunities.

# THE ROLE COMPONENTS



## LISTENING

Tracking content performance from a qualitative lens, keeping a pulse on culture, proactively using and learning platforms, and mining for signals



## SYNTHEZIZING

Analyzing sentiment and performance; distilling down observations and consumer truths to construct new cohorts and collaborate on optimization.



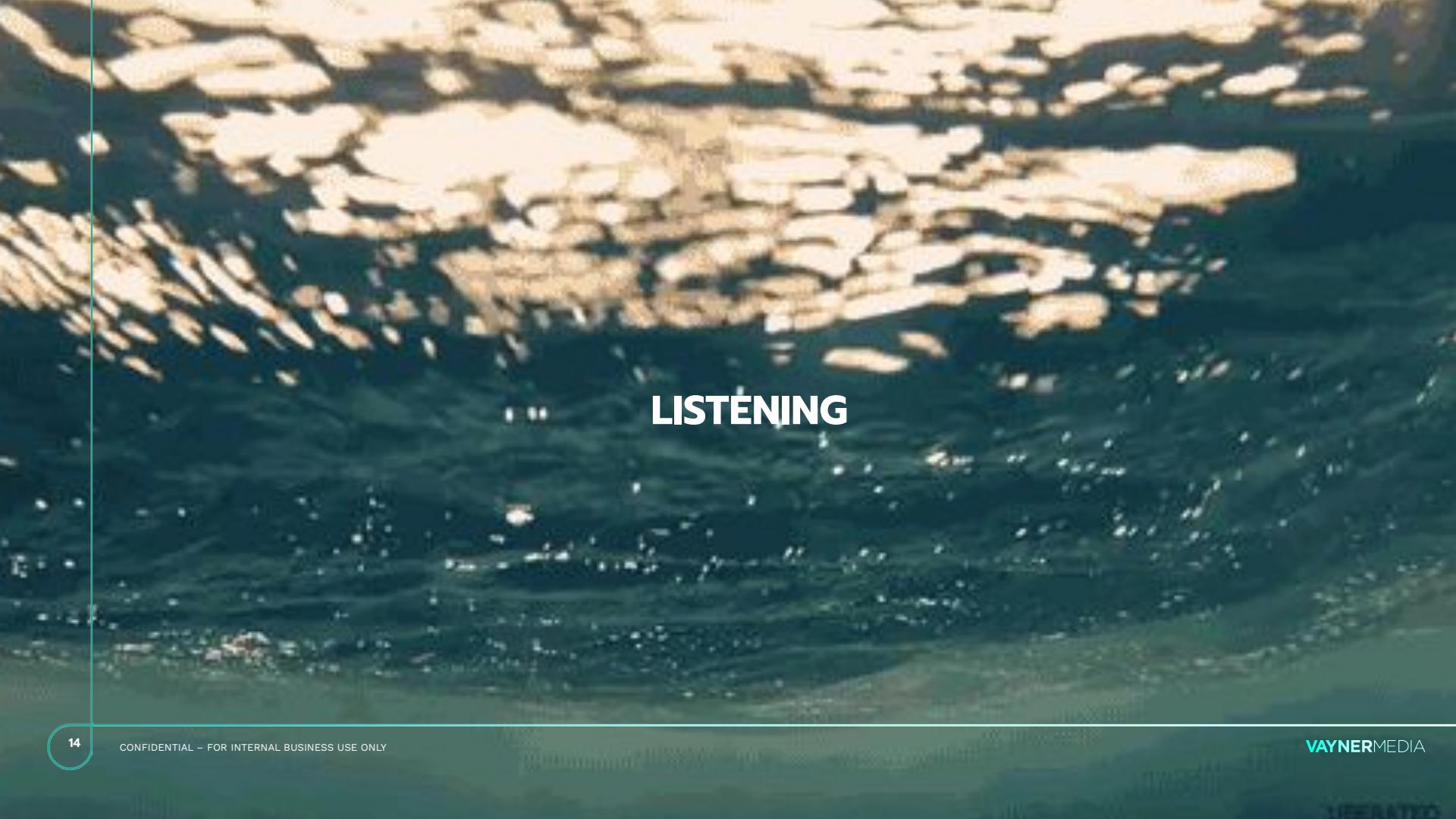
## INFORMING

Take action by sharing learnings and insights for internal and external projects. Get the consumer truths out there by helping to build Momentum, cohorts, and reports.



## MICROPLANNING

Encompasses listening, synthesizing, creating, and informing to fuel the continuous feedback loop that allows us to work in conjunction with media and creative to iterate and optimize.

An aerial photograph of a coastal landscape. The upper portion of the image shows a series of large, light-colored, irregular rock formations or cliffs extending from the left towards the right. Below these, the coastline turns sharply to the right, revealing a body of dark greenish-blue water. The water has some white foam and small waves near the shore. The overall scene is rugged and natural.

# LISTENING

LISTENING

# CONTEXTUAL CREATIVE NAVIGATION



# CONTEXTUAL CREATIVE NAVIGATION



## PERFORMANCE TRACKING

Own the strategy column in tracker, and always keep up with content to quickly identify successes, shortfalls, etc.



## DEVELOPING LEARNINGS

Actively listening and interpreting consumer feedback.



## SHARING LEARNINGS

Share learnings within the Trifecta and broader teams to keep everyone in the loop for fast optimizations.

# CONTEXTUAL CREATIVE NAVIGATION

## PERFORMANCE TRACKING

The PCS is responsible for regularly checking content trackers to ensure Contextual Creatives are being trafficked for review and reactive community management.



Batch	Creator	Platform	Asset Number	Asset Name	Asset Type	Post Copy	Live Link	Posted (Y/N)	Cohort	Qual Score	Qual Notes
1	Jane	TikTok	1.12	The Fan	Video	Break up with your fan and get a Casper.	<a href="https://www.tiktok.com/@casper">https://www.tiktok.com/@casper</a>	Yes	"Good Enough" Non Consumers	N/A	2k views, 239 likes
1	Luke	TikTok	1.14	Forgetting	Video	It's a mild side effect #SleepTok #forgetting #comedy #sheep	<a href="https://www.tiktok.com/@casper">https://www.tiktok.com/@casper</a>	Yes	Next Level Sheep Counters	N/A	342 views, 6 likes
1	Melissa	TikTok	1.15	I Actually Did It Myself	Video	Couples therapy < Casper	<a href="https://www.tiktok.com/@casper">https://www.tiktok.com/@casper</a>	Yes	Sleepless Spouses in Separate Rooms	N/A	308 views, 4 likes
1	Jane	TikTok	1.24	The Adult	Video	Make a purchase Mom and Dad would be proud of.	<a href="https://www.tiktok.com/@casper">https://www.tiktok.com/@casper</a>	Yes	Leveling Up to Adult Living	N/A	6.8k views, 232 likes

# CONTEXTUAL CREATIVE NAVIGATION



## A : Positive, Enthusiastic

Extremely passionate responses that spark consumer interest and conversation; specific praise for that CCs content; substantial comments that reflects investment in brand

## B : Positive, Neutral

Happy, positive reactions that show interest in the brand/product; light tagging of others; excitement

## C : Neutral

A mix of positive and negative sentiment/polarizing opinions; unsubstantial comments that don't indicate a clear position on sentiment

## D : Negative, Neutral

Negative comments that question the purpose/reasoning of content; confusion; upset

## F : Negative, Destructive

Extremely volatile reactions with comments that threaten backlash/recourse; offensive; damaging

## QUALITATIVE SENTIMENT/PERTINENCE

### Active

Active voice toward the creative presented

### Passive

Dismissing the creative in its entirety and just bashing brand or raising personal opinions

### Neutral

Mixed sentiment  
(Not all active but not all passive)

### N/A

No comments, not enough comments

# CONTEXTUAL CREATIVE NAVIGATION

## DEVELOPING LEARNINGS

The PCS will spend time reading all comments to understand consumer sentiment on the Contextual Creatives.

To develop learnings they must always ask;

- What is happening?
- Why/How is this happening?
- Is there an opportunity?

Sifting through and listening to feedback allows us to identify the common themes that are emerging from cohorts and test, which allows to build our insights further.



### THEME IDENTIFICATION

What are the recurring or distinct thoughts coming through from the cohort?

Many added their praise for the fun use of marketing, and others understood the need to take a break whenever possible.

All-Star Marketing

Honestly, I get it.

 0.0  
yall need to hire him, there's no better advertising  
3d ago    0    Reply

 im\_sierra123  
This is honestly too tier marketing. Show people a real person using your products and actually liking it  
3d ago    0    Reply

 Morbid Pisces  
okay but that's great advertisement tho! he's sleeping so well id buy their mattress  
4d ago    34    Reply

 Kikn  
I think I have a future as a napping consultant. Do I get paid in pillows?  
5d ago    52    Reply

 Casper Creator  
So many qualified candidates 😊 we'll check our pillow inventory brr  
5d ago    2    Reply

 SushiRoll011  
I'm gonna sign my boyfriend up for this because he would sleep all day if he could  
41m ago    Reply

# CONTEXTUAL CREATIVE NAVIGATION

## SHARING LEARNINGS

It is imperative that the PCS is proactively sharing all of your findings.

This is where the PCS will connect with Media, Analytics and Creators to observe, discuss learnings, and interpret consumer sentiment to determine impact for opportunities, considerations, and potential next steps.

### WHAT YOU'LL SHARE

Casper

#### DREAM JOB

07.07.22

##### INSIGHT: Dreaming on the Job is the Dream Job

Life in a post-covid world is hard. Though we're all trying to make the most of it, we're tired and could really use some rest, especially from work. What if sleep was the job? *Moving forward we should create content that honors the need for rest, and putting sleep above all else.*



TIKTOK LINK

— byakko\_  
He's paid to do that  
5d ago 10 Reply

— byakko\_  
A job I actually want  
5d ago 4 Reply

c  
I want to be paid to sleep  
5d ago 13 Reply

sam christmann  
with how they are being, they totally paid someone to sleep there 😊  
5d ago 466 Reply

LATE NIGHT SCOUR AND DOPEAMINE SCROLLERS

WILDCARD

MAXIMIZE RELEVANCE

### WHERE YOU SHARE

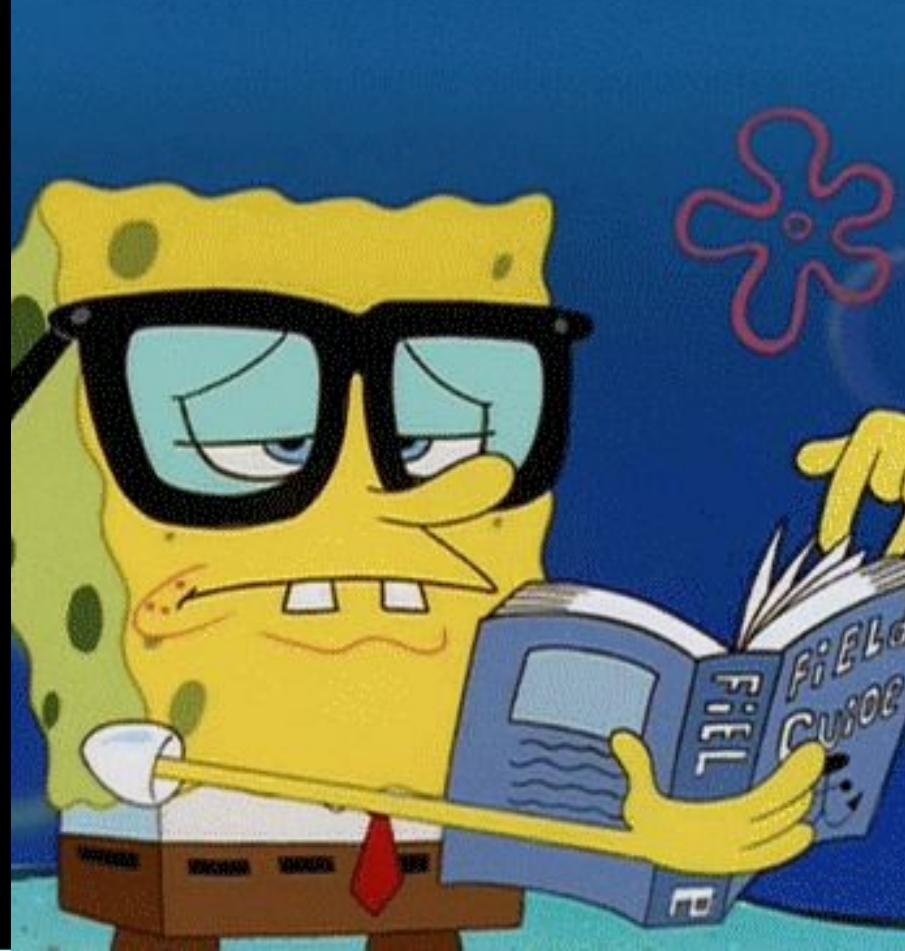
Within DAILY DIAMOND (Media & Creator)

Within your Strategy Team

With the overall team during daily meetings

**LISTENING**

# **SIGNAL MINING**



## **SIGNAL MINING**

PCS' will monitor content and cultural happenings to uncover opportunities for brands to connect with consumers in meaningful ways.

- Daily signal spotting for daily meetings and creative brief sessions to inspire creative teams and share real-time brand opportunities
- Identifying signals to help build and inform cohorts
- Work with The #signalssquad via Slack to bring daily signals to Vayners agency #signalschannel

# SIGNALS

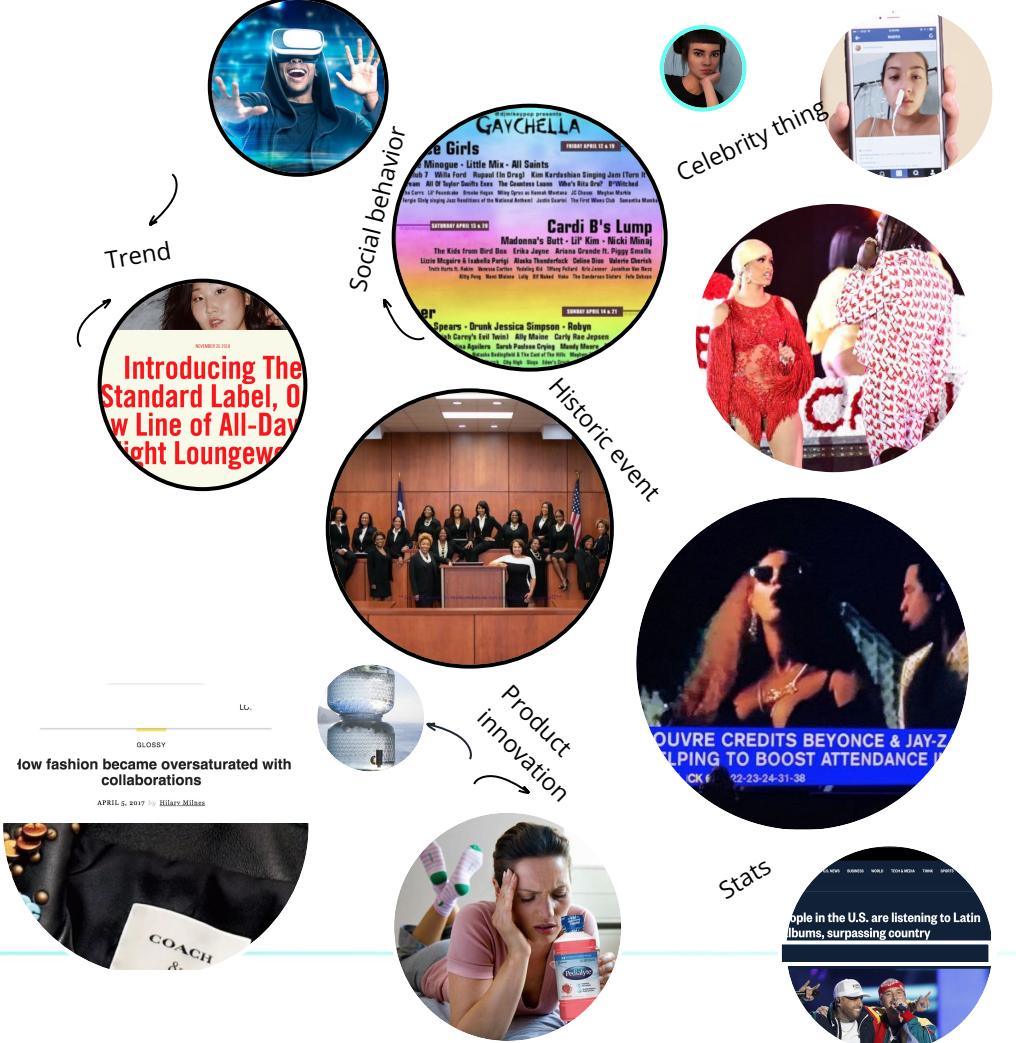
## WHAT ARE SIGNALS?

Signals are manifestations and indicators of what is happening right now in the world around our audiences—ultimately helping us understand and frame what's important and relevant to them.

In other words: Anything that could be meaningful in culture, to our audience, or for our brands is a signal.

Signals can be found anywhere, and take many forms:

- Consumer behavior or statistic
- Something a celebrity did
- Your audience's reaction to something
- News articles
- Emerging trends
- Categorical facts that spark debate
- Product innovations
- Major/Historic events
- Media stats
- ETC!



# HOW TO BUILD SIGNALS

## IDENTIFYING

Research and extract meaningful behaviors, attitudes, innovations, and moments to highlight shifts

### MINE

Find shifts in behavior, patterns, underground momentum, etc. among consumers, industries, and platforms

### HUNTING



## WRITING

Identify and articulate what the signal is indicating in terms of shifts in consumer behaviors and suggesting opportunities for brands

### INCLUDE

- What's happening
- What's the impact (shift, reactions, relevance)
- The implication (suggestion)

## SHARING

You'll be responsible for sharing and discussing signals, in the company channel, and bring ones that represent your cohorts/brand into daily meetings, and briefings with creative teams

### USE

Share signals broadly to help fuel creative opportunities and service briefs and cohorts.

- Daily Meetings
- Daily Signals Channel
- Briefs
- Cohorts
- Cultural Accelerators

# WHERE WE USE SIGNALS

---

## CULTURAL ACCELERATORS

Collaborative workshop for teams to operationalize culture, sparking ideation of many ideas inspired by constellations, signals, and cohorts.

This is where constellations are featured as a proprietary offering, and what our master constellation library is designed to fuel.

## MOMENTUM COLABS & BRIEFINGS

We mainly use signals to inspire regular ongoing briefings for VVM accounts. It can also inspire new cohorts.

Signals, along with your in-market feedback, keep regular volume briefings grounded in culture and cohorts

## #DAILY-SIGNALS SLACK CHANNEL

This is a company-wide channel with versions in the US and APAC designed to educate everyone on signals, fuel brand inspiration, and hone our craft as a culture-first agency.

Signals are reported daily, and this database acts as the foundation to identify and establish new constellations.

## BRAND-SPECIFIC STRATEGIC OUTPUTS

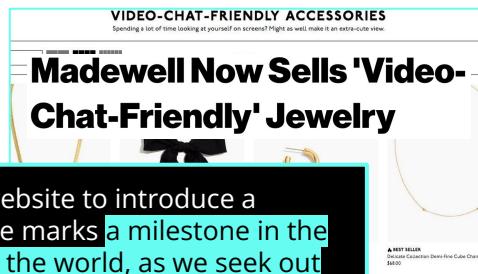
Presentations like cultural trends, brand positioning, strategic recommendations and cohort development on scoped brands. Constellations are used as a reference to inform this work.

Because constellations are proprietary to the accelerator, they should not be leveraged fully, we encourage brands to tweak signals through the lens of your category and brand

# HOW TO BUILD SIGNALS



Cardi B rejecting Offset's on-stage "take me back" plea and the ensuing social conversation about toxic relationships, manipulation, and expectations around female behavior



Madewell relaunching their website to introduce a Video-chat friendly jewelry line marks a milestone in the ways we present ourselves to the world, as we seek out new ways to appear professional from the home-office

## SELECTIVE

Anything could be a signal, but not *everything* is, beware of flashy news that doesn't signal change

## KNOW YOUR ABC'S

Always Be Copywriting. Consider yourself a magazine editor making everything sound sharp, smart and SUCCINCT.

## HAVE A THINK!

Anyone can hyperlink, your job is to think deeply about the changes, the trends, counter trends and comment on them.

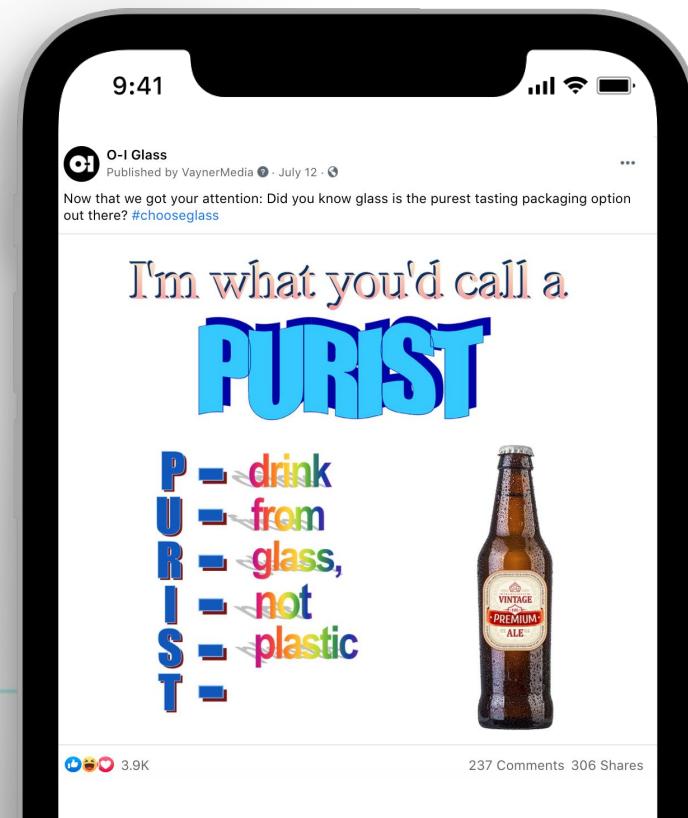
# CAN YOU SPOT THE SIGNAL?

## ACTIVITY

1. Click the link in the chat
2. Scroll through the comments
3. Mine for signals
4. Tell us what you see, is there a shift that could be happening?
5. Is there an opportunity for the brand?

### Signal Spotting Reminder

- Be Selective
- Know your ABCs
- Have a Think



**LISTENING**

# COMMUNITY MANAGEMENT



## **COMMUNITY MANAGEMENT**

Simply put, the PCS is listening and engaging. Along with the creative team, they'll act as an ambassador for their brand, and stay active in the comments of all live content from brands in the pod.

Despite our industry's obsession with our own subjective opinions and expensive market research, there's a pretty easy way to make what people like; listen to them.

# COMMUNITY MANAGEMENT

## STEP 1: SCANNING

The PCS will be on the lookout in the comments section of live posts for opportunities to ask follow up questions, and learn more about people/posts



## STEP 2: ENGAGING

They'll engage! Ask questions, respond to comments, respond to responses to get a sense of how people are really feeling about the content, brand, or identify new kinds of people the brand should be paying attention to



## STEP 3: EXTRACTING

Interpreting brand sentiment and social listening



## MONITOR

“Social Listening”



## MODERATE

Address the Good,  
Bad & the Ugly

## ENGAGE

Keep the Conversation Going

## MEASURE

What's the Sentiment  
Towards my Brand?

# COMMUNITY MANAGEMENT EXAMPLE

## CLARIFY

Keep an eye out for opportunities to get people to elaborate, or share more

## CARE

Look for ways to validate, relate, or reward people interacting with the brand in a positive way

## STAY IN CHARACTER

Follow the brand guardrails even as you push and flex your insight-gathering muscles in the comments



# TAKE ON THE BRAND VOICE

## ACTIVITY

1. Tell us what brand you work on
2. Find a tweet from your favorite influencer
3. How would you respond as the brand to these comments



# COMMUNITY MANAGEMENT

## WHAT IS COMMUNITY MANAGEMENT?

Simply put, community management is listening and engaging. Along with the creative team, the PCS acts as an ambassador for the brand both in the comment sections of their own posts and relevant UGC, exposing the brand to new audiences and connecting more deeply with existing ones.

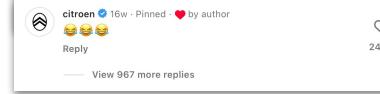
It's not just about monitoring or "managing" an existing community, it's also about building new community around your brand.

## VALUE OF COMMUNITY MANAGEMENT

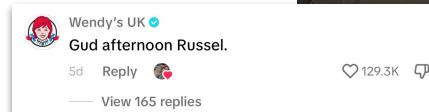
While individual comments may seem small in isolation, they're all helping to drive profile views, follows, and overall brand visibility to build brand love and aide in top of mind awareness.



Citroen accumulated more likes and replies on this one comment than all their IG content posted of the past 16 weeks.



This one Wendy's UK comment has 14x the total amount likes than all their organic videos posted in October



Views on all of Carhartt's videos have increased on average by 35% and their following increased by 1k.

# CM'ING ON DR TEAL'S

## DR TEAL'S SOCIAL OBJECTIVE

Drive brand love and relevance with Gen Z and Millennial audiences

TikTok creator Grandma Droniak posted a video talking about how she was going to tell a woman at her senior center off since she was talking behind her back to her boyfriend.

Dr Teal's showed their support for everyone's favorite grandma with a brand relevant, Gen Z native comment that earned 28.5k likes and led to a bridge.



DrTeals

DrTeals



27.6K

Reply

View 144 replies

Profile views increased by 4k

Likes spiked on the day of the comment

Video views increased by 30x

Followers increased by ~300

# CM'ING ON STARRY

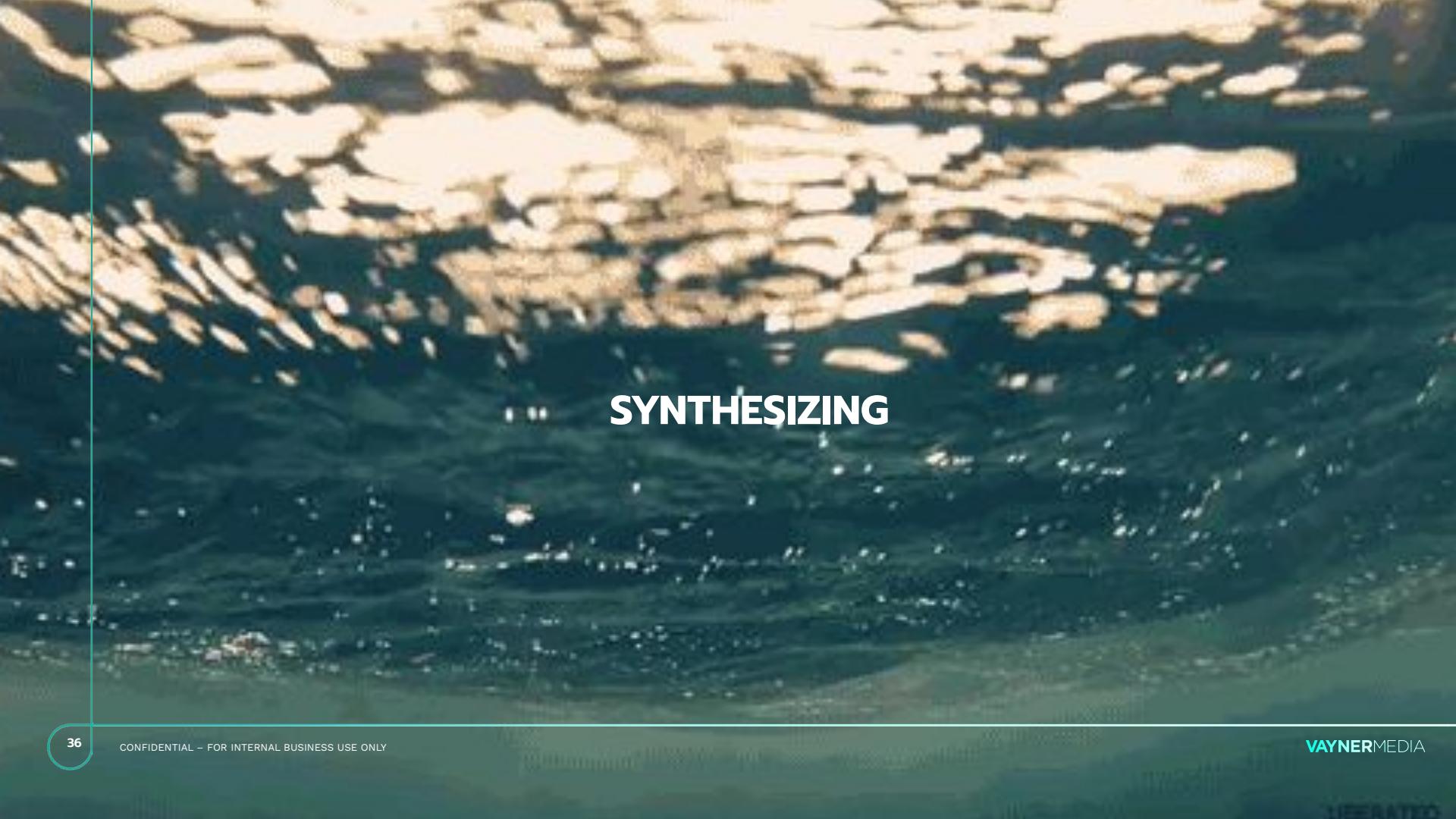
## STARRY SOCIAL OBJECTIVE

Build relevance with Gen Z through weirdly refreshing, absurd content

Starry is winning attention by leveraging comments to create content – taking audiences' unexpected and off-the-cuff mail requests and actioning creatively.

Building on the momentum from the initial creatives the team now has 13 live CCs and have created the series #StarryMail aka Chain Mail by implementing the TikTok Playlist feature.

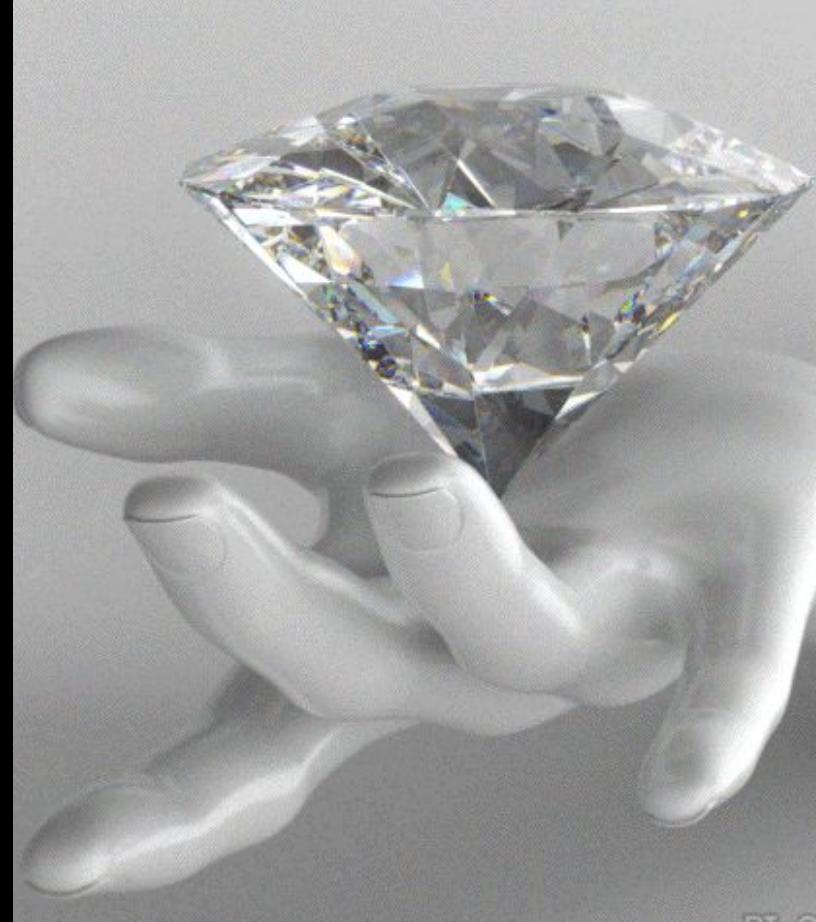


The background image is an aerial photograph of a coastal landscape. It features large, irregular white rock formations or cliffs along a shoreline. The water in the foreground is a deep, dark greenish-blue, with white foam and spray visible at the base of the rocks. The overall scene is rugged and natural.

# SYNTHESIZING

SYNTHEZIZING

# DIAMOND + OPTIMIZING



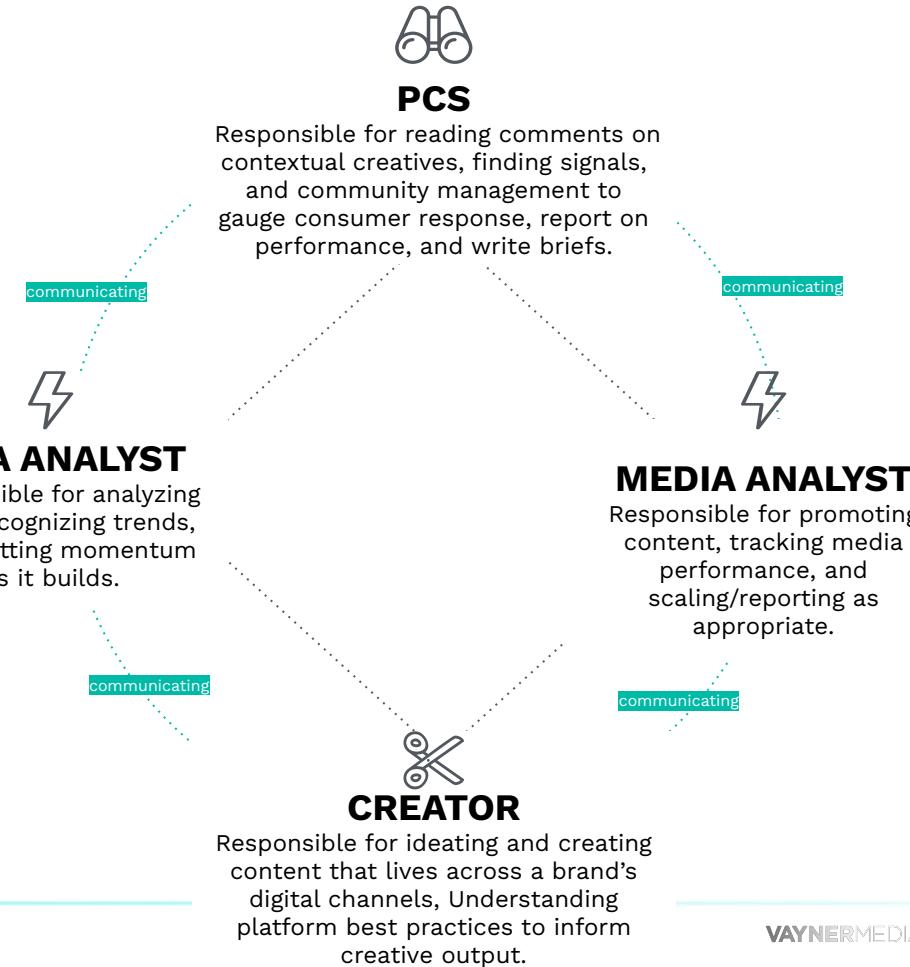
# PURPOSE OF THE DIAMOND

## WHAT IS THE DIAMOND?

The diamond is the heartbeat and a tight-knit crew that includes the PCS who, acts as the strategic mind of a Strategy, Creative, Media and Analytics. Everyone will work together to keep progress happening in the day-to-day.

## VALUE OF THE DAILY DIAMOND

Daily Diamond meeting is meant for collaboration and communication. This time together allows us to act fast and effectively because the PCS, Media Analysts, Data Analyst and Creators will regularly discuss creative performance and interpret consumer sentiment to determine impact for opportunities, considerations, and potential next steps.



# OPTIMIZING FOR RESULTS

## HOW WE OPTIMIZE?

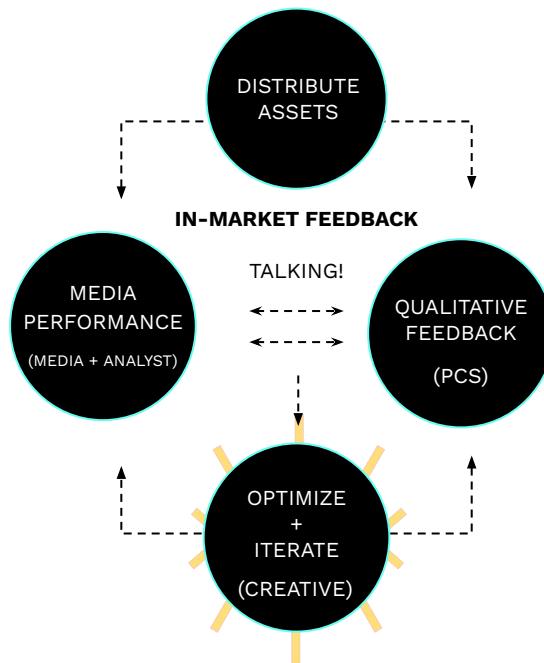
Aligning with your media (and analytics) team on:

- What's performing well, content and cohorts
- What's under performing/not engaging
- Discuss ways you can incrementally increase attention by analyzing the qualitative, quantitative, and ad variables

## THE VALUE OF OPTIMIZING:

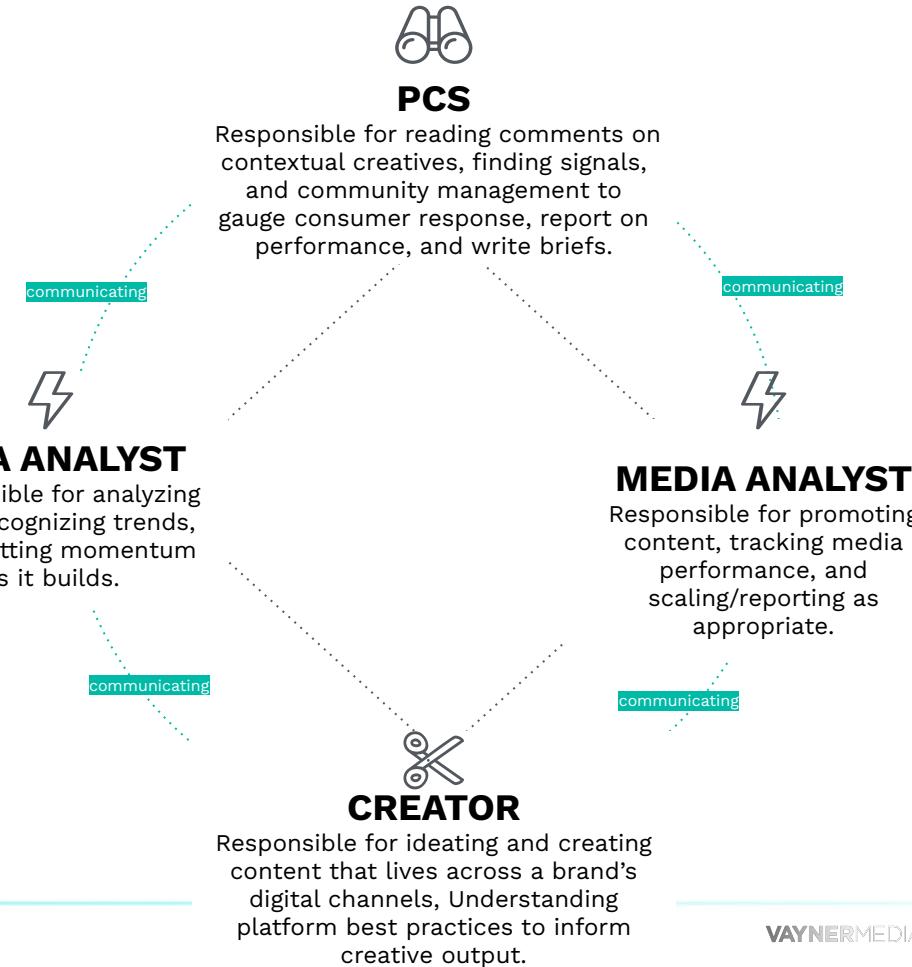
Coming together to align on ad amplification is the teams' most viable moment to steer testing success and begin to hone in on what's 'scalable' in a creative capacity based on overall theme resonance.

## CREATION LOOP



# DAILY DIAMOND

The Diamond is meant for collaboration and communication. This time together allows us to act fast and effectively because the PCS, Media Analysts, Analyst and Creators will regularly discuss creative performance and interpret consumer sentiment to determine impact for opportunities, considerations, and potential next steps.



SYNTHEZISING

# OPTIMIZING



# OPTIMIZING

*No we are not saving lives, but you are giving your ad and content the best life it can live.*  
**#knowyourplatforms**

## What it is:

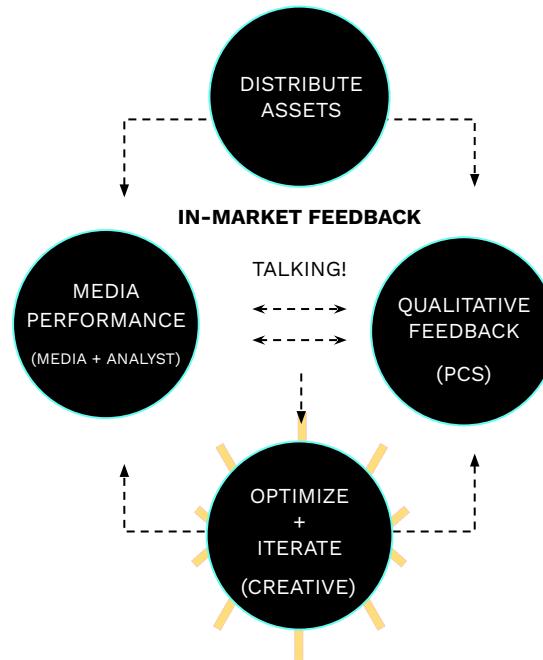
Aligning with your media (and analytics) team on:

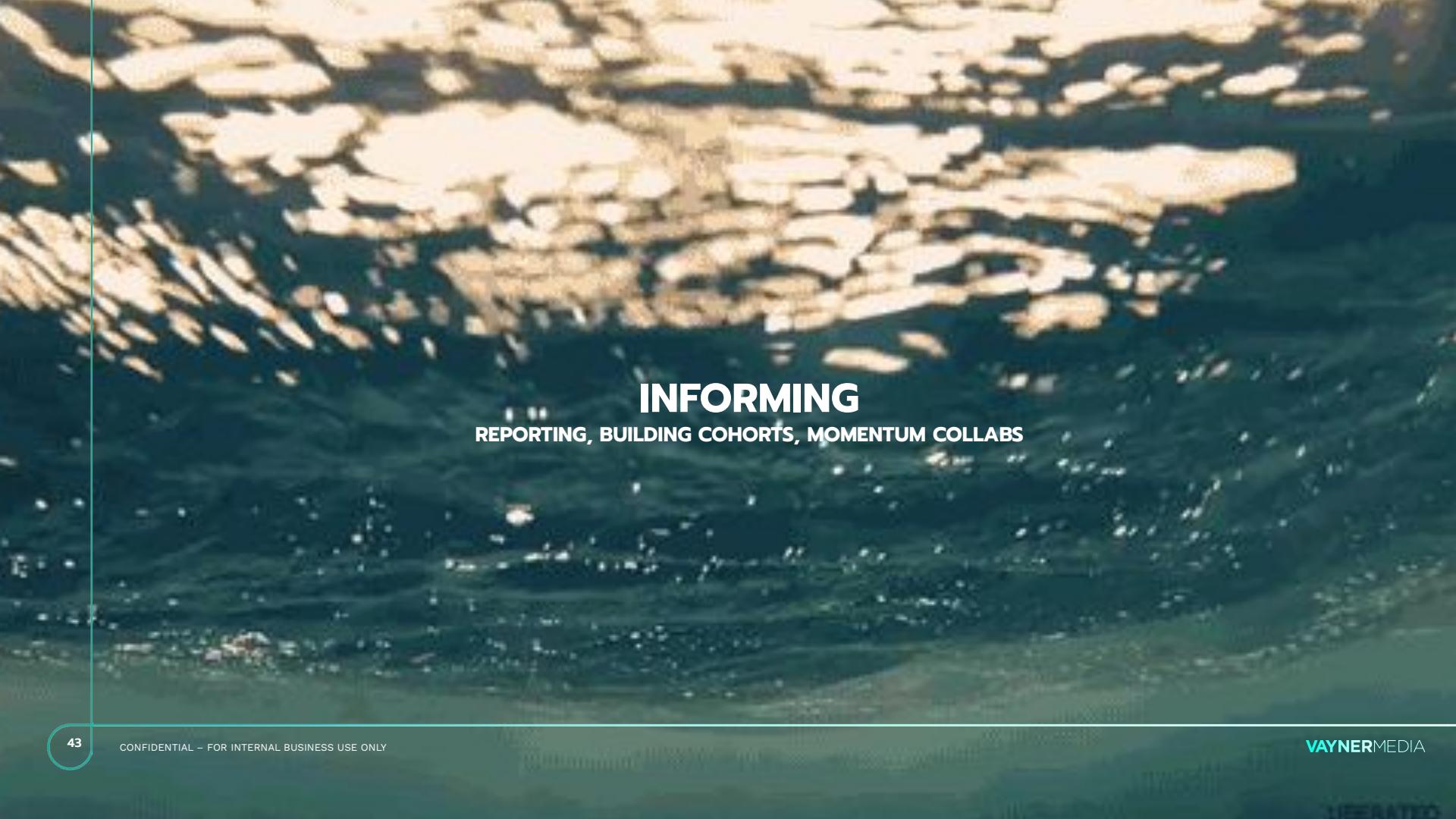
- What's performing well
- What's under performing/not engaging
- Discuss ways you can incrementally increase attention by analyzing the qualitative, quantitative, and ad variables

## Value in Optimizing:

Coming together to align on ad amplification is the teams' most viable moment to steer testing success and begin to hone in on what's 'scalable' in a creative capacity based on overall theme resonance.

## CREATION LOOP



The background image shows an aerial view of a coastal landscape. In the upper half, there's a mix of white, sandy beach areas and light-colored, possibly rocky or scrub-covered land. The lower half shows more extensive green vegetation, likely a forest or scrubland, with some darker, shadowed areas. The overall scene is bright and suggests a tropical or subtropical environment.

# INFORMING

REPORTING, BUILDING COHORTS, MOMENTUM COLLABS

INFORMING

# BUILDING COHORTS



## **BUILDING COHORTS**

The PCS will look to signals and learnings from content to identify unique and niche audiences that will allow their brands to explore and learn how to more relevantly address consumer needs, while ensuring business goals are achieved.

# BUILDING COHORTS

*We don't believe in one-strategy for one kind of person. Cohorts are the foundation to building content for brands.*

## **Who they are:**

An addressable group of current and potential customers that serve as inspiration for creative development and media targeting

## **The value they provide:**

Rather than a single message served to a mass audience, we can tap into the unique need states of audience cohorts within existing and potential consumer targets, allowing for greater creative receptivity and media effectiveness.

## **The job to be done:**

Speak to a single minded action we want the audience to take to help achieve the business goal.



# BUILDING COHORTS: HOW WE BUILD

## STEP 1: IDENTIFYING

Working with your team to brainstorm cohorts based on the attributes at left, and validate potential based on business realities and further research

## STEP 2: BUILDING

Defining who they are, finding cultural signals that represent their lives, and presenting to clients/creatives

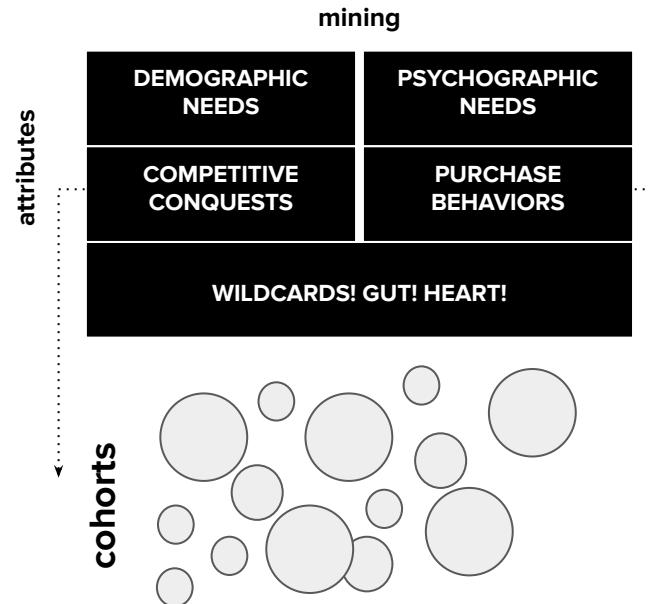
## STEP 3: REPORTING

Assess how cohorts are responding in the market, and report back with what resonates with them

## STEP 4: SHAPING

UPDATE UPDATE UPDATE

## PEOPLE/TARGET



# OLAY COHORT EXAMPLE

OLAY

## INTUITIVE

Names can be clever, but they should explain who the audience is and acknowledge a potential need/opportunity for the brands product/service

## RELEVANT

There is a justifiable reason to target them to help the business/do the job

## ADDRESSABLE

Media can target them, whether that's through demos, location, purchase behavior, interests, or other attributes

### Overwhelmed Errand Running Moms Needing Some TLC (Target, Love, and Care)

#### WHO THEY ARE:

These people find their solace in a good errand run, and Target is their favorite place to go. They don't have time to waste, but getting their "me time" at Target allows them to feel both productive and free.

#### THEIR UNDERLYING TENSION:

They rarely have the time to do or buy anything for themselves, and are starting to feel a deep tug to give themselves a little reprieve.

#### WHY OLAY:

Olay is available at Target, usually for a lower price, and can give these on-the-go getters the love and care their skin and their mental stability deserve.

BONUS PROVEN TO BE SUCCESSFUL



Demo	Interests	Size
24-35 Female	New Parents, Parents with Toddlers, Young Moms, Parents with Toddlers, Parents with Early School Children, Parents of Teenagers, Wholesale Shopping, Discount, Beauty, Haul	5.8M

INFORMING

# BUILDING BRIEFS MOMENTUM COLLABS



## **THE PCS ROLE IN BUILDING BRIEFS MOMENTUM COLLABS**

The PCS applies learnings from: signals, ad comments, and active social listening to craft insights that help to: inform new entry points, unearth new audiences, and develop contextual creative and strategic direction.

# GET

Who are we talking to?

What is *the insight* and  
tension we're up against?

# TO

What is the action we want  
them to take?

What do we want them to  
think, feel, say?

What is the behavior we  
want to change?

# BY

How will the brand compel  
them to do that?

*This is your strategy.*

# BUILDING MOMENTUM COLLABS

**Whoever said practice makes perfect was talking about writing Momentum Collabs.**

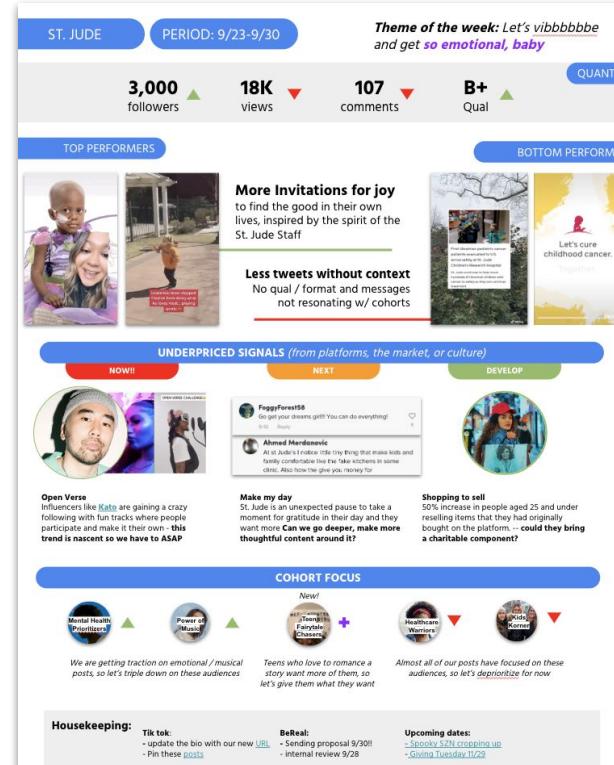
**Momentum Collabs are for testing and learning together and is a creative collaboration.**

## The value they provide:

Momentum Collabs reveal cohort-focused consumer truths and untapped entry points to client and creative teams through a focused framework rooted in business objectives

## The job to be done:

Enable the creative team to understand the tension/need people have and provide a strategic opportunity for the brand to understand and solve that tension/need.



# What it looks like: MOMENTUM TEMPLATE

PERIOD  
PERFORMANCE: QUANT

Theme of the week: Let's vibbbbbbe  
and get *so emotional, baby*

WEEKLY THEME

UNDERPRICED SIGNALS

The screenshot displays the Momentum Template dashboard with various sections and annotations:

- PERIOD:** ST. JUDE, PERIOD: 9/23-9/30
- PERFORMANCE: QUANT:** 3,000 followers (up), 18K views (down), 107 comments (down), B+ Qual (up).
- WEEKLY THEME:** Theme of the week: Let's vibbbbbbe and get *so emotional, baby*.
- TOP PERFORMERS:** Includes two images: a baby and a person.
- BOTTOM PERFORMER:** Includes two images: a person and a poster for "Let's cure childhood cancer. Together".
- UNDERPRICED SIGNALS (from platforms, the market, or culture):**
  - NOW!!:** Open Verse (Influencers like Kaito are gaining a crazy following with fun tracks where people participate and make it their own - this trend is nascent so we have to ASAP)
  - NEXT:** Make my day (St. Jude is an unexpected pause to take a moment for gratitude in their day and they want more. Can we go deeper, make more thoughtful content around it?)
  - DEVELOP:** Shopping to sell (50% increase in people aged 25 and under reselling items that they had originally bought on the platform. - could they bring a charitable component?)
- COHORT FOCUS:** Mental Health Prioritizers, Power of Music, New! Teen's Fairytale Chasers, Healthcare Warriors, Kids' Korner.
- HOUSEKEEPING:** Housekeeping: Tik tok:
  - update the bio with our new URL
  - Pin these postsBeReal:
  - Sending proposal 9/30!!
  - Internal review 9/28Upcoming dates:
  - Spooky SZN cropping up
  - Giving Tuesday 11/29

# BUILDING MOMENTUM COLABS



2,077 Profile Views ▲

233 Followers ▲

## TOP PERFORMER



ER: 12.7%  
QUAL: B-  
LIKES: 99

Get  
De-Influenced  
With Me

SAS PROMOS  
1/1 - 1/30

1/29-2/25: Valentine's Day Sale

## PRODUCT PROMO

- FSCI Offer: \$5 off 1 / \$10 off 2

## BRAND OBJECTIVE:

*Driving relevance with a younger audience without losing sight of our brand legacy, to ultimately drive sale.*

OLAY

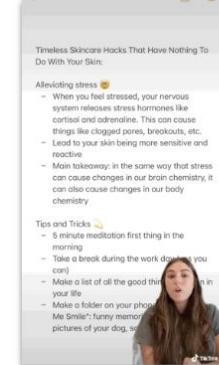
## TAKEAWAY: Center Yourself

This asset leveraged the timely conversation around de-influencing, but with the added angle of centering product purchases around your individual needs. This encouraged productive reflection rather than just telling viewers not to do something or coming off as preachy.

## TAKEAWAY: Digestible Content

While educational videos make for useful and saveable content we want to make sure they are digestible for our audience. In the future we can take advantage of platform native tools to create more visual aids like closed captions and supers to emphasize points.

## BOTTOM PERFORMERS



Timeless Skincare Hacks That Have Nothing To Do With Your Skin:  
Alleviating stress  
- When you feel stressed, your nervous system releases cortisol and adrenaline. This can cause things like clogged pores, breakouts, etc.  
- Lead to your skin being more sensitive and reactive  
- Main takeaway: in the same way that stress can cause changes in our brain chemistry, it can also cause changes in our body chemistry

Tips and Tricks  
- 5 minute meditation first thing in the morning  
- Take a break during the work day when you can  
- Make a list of all the good things that happen in your life  
- Make a folder on your phone called "Me Smile"; funny memories, pictures of your dog, etc.

Timeless Skincare Hacks pt4

KEY MOMENTS

Ongoing New Year's Resolutions  
Black History Month  
Winter Slump

# BUILDING MOMENTUM COLLABS

OLAY

## COHORT FOCUS



### Grinding Girl Bosses Neglecting their "Me Time"

They work hard, but the stress is getting to them. They know they want to make steps towards improving their mental health - both in big and small ways.



### Confident and Content Non-Consumers

These individuals aren't interested in the societal pressures of perfect skin, staying young, or any other topical selling point. They're confident in who they are without adding products to the mix.



### Indulging in Opulence With the Little Things:

Even though they may not have a ton of extra spending money, they like to splurge in small ways for that feeling of luxury.



### Going the Extra Mile for their Main Character Moment

These people love the extra steps and skincare rituals that add to their routine to make it feel more special.



### You Look Good For Your Age

Although society tries to shame women for aging, these ladies lean into the fact that they've lived full lives, and it shows.



### Leveling Up Their Skincare

Though they spend most of their time inside on their gaming devices, they know that it's important to implement protective skincare practices between game sessions.

## SIGNALS

### NET NEW

#### Yes, It's Okay To Seek Attention In A Relationship



#### A Little Attention, as a Treat

"Pick Me"s, "attention seekers" – gone are the days of demonizing your desire for a little more attention in relationships, platonic or romantic. 2023 is about being upfront with your attention needs and staking your claim, and while you do that, *why not pay some well-deserved attention to the skin that does so much for you?*



#### A Lifetime of Good Skin

Our Oil of Olay post encouraged women to share how long they've been using the product, reminiscing on the life they've lived since their Oil of Olay days. Building on their memories and the growing social conversation around how "the best is yet to come", how can we build on the **confidence** and **excitement** about aging both physically and emotionally?

### STACK

### NET NEW

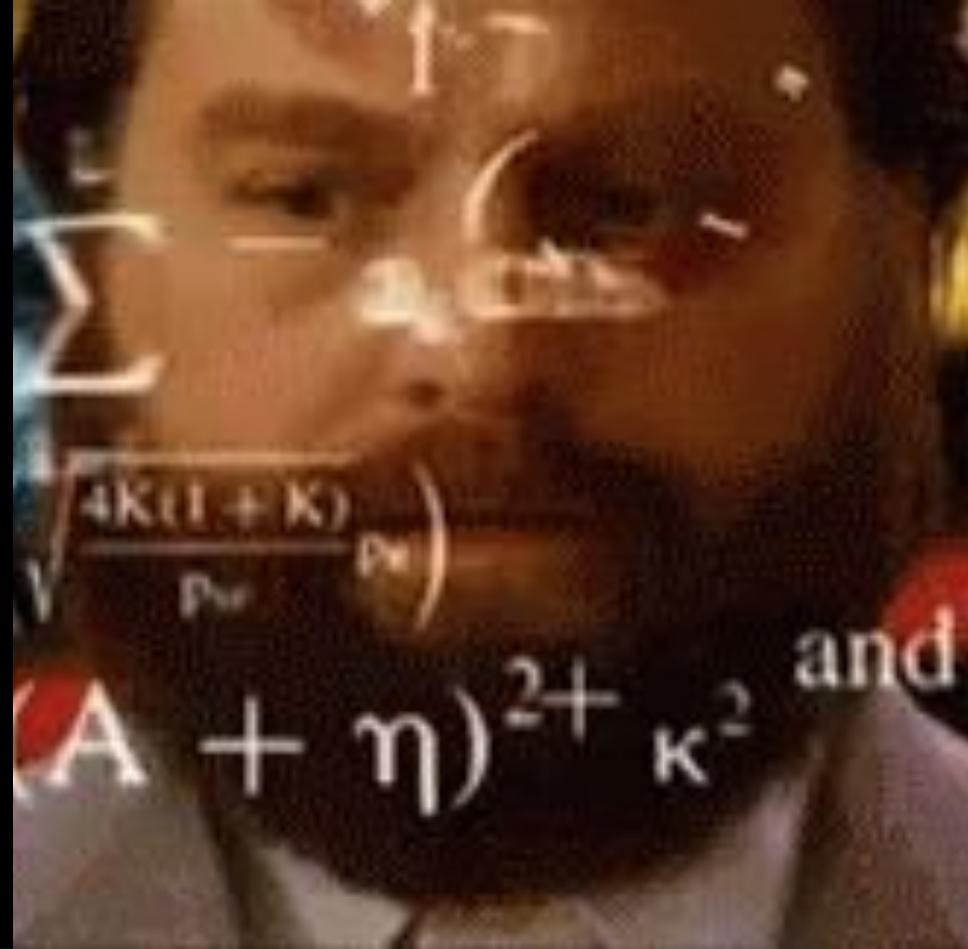


#### POV Carousels

With the rise of video games being discussed in mainstream media, like the *Last of Us* and *Hogwarts Legacy*, the photo mode can be the perfect medium to display "leveling up" your skincare. We can walk our consumers through their routine frame by frame and pose it as a "side quest" with "levels accomplished".

INFORMING

# REPORTING



# REPORTING

## What are they?

A breakdown for clients and teams to assess performance across qualitative and quantitative learnings across specified dates and platforms.

## The value they provide:

On every brand we have a responsibility to continuously track our qualitative learnings as they guide us in the decision making process for VVM.

## The job to be done: [by PCS]

- Gauge consumer sentiment by cohort to develop micro-learnings
- Observe, identify and conceptualize common themes
- Review and analyze contextual creatives to determine strategic opportunities
- \*Use grading system (A-D) and measure sentiment (Active, Passive, Neutral) to provide insight into the value placed on consumer feedback on creatives.

## HOW WE REPORT

Reporting will happen weekly, biweekly, and/or monthly

*Your strategy team will support you!*

Share learnings to bring everyone internally and externally into the fold.

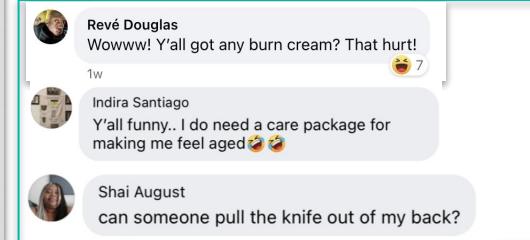
Turn your observations into insights.

Provide meaningful opportunities and takeaways.

# REPORTING IN ACTION



**SENTIMENT: ACTIVE**      **QUAL SCORE: A**



**OBSERVATION/SIGNAL:**  
Consumers are willing to laugh at themselves in this post because getting older is usually treated as taboo and hyper-serious.

**OPPORTUNITY:**  
Lean into idea that ageing isn't the scary process society makes it out to be, and celebrate ageing skin in our content.

**INSIGHT/TAKEAWAY:**  
As they get older, women would rather feel proud of their age and laugh about their struggles, not limited by them

# REPORTING IN ACTION

## BIWEEKLY REPORT:

### Amplified Ad Qual Analysis

Creative Spotlight

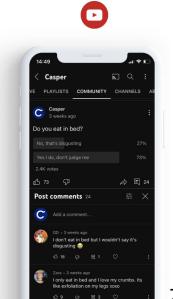
#### Poll: Do You Eat in Bed?

COHORT: Wildcard - Community Poll

**WHAT WE SAW:** This poll produced our all-time highest poll engagement and a rich comments section displaying the full range of YouTube user personalities: from sincere to sarcastic, insightful to uninterested.

**WHAT WE LEARNED:** Voters were largely in favor of eating in bed, but the commenters opposed to it provided incredibly vivid reasons why eating in bed should be avoided.

**POTENTIAL ACTION:** Use the qualitative responses from these comments to support the creation of more over-the-top posts that highlight all the different ways people use their beds (dining room table, movie theater, ice cream parlor).



**WHAT WE LEARNED:**  
Zooming in on specific top performers and creating opportunities for immediate next steps

#### Summary of Key Learnings & Opportunities

##### WHAT'S WORKING WELL

Public interviews showing **real people sharing real opinions** perform well because they demonstrate the brand is leaning into authenticity instead of overly polished social content.

Executing **well done pop culture references** when they're at peak popularity boosts our social relevance and highlights the brand's sense of humor.

Our post **playing up the struggle of returning to the office** delivered the second highest impressions of the reporting period.

##### OPPORTUNITIES FOR GROWTH

As we introduce the new brand positioning, make an effort to **include consumers in more video content** to establish the idea that everything Casper does is for the love of sleep.

Develop **more sketch-like video content** that alludes to trending music, television shows, and films through parody.

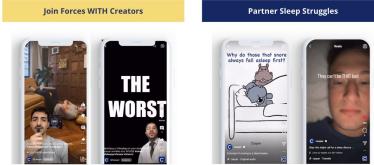
Present **practical information** to our followers about how to handle being back in a traditional office setting after years of more lax WFH scenarios.

Casper VAYNERMEDIA

## MONTHLY REPORT:

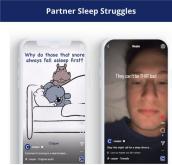
### Strategic Takeaway

#### December Top Performers: What is Resonating



**WHAT WE LEARNED:**  
Using the cut feature to stitch our content with other creators on YouTube increased viewer attention and made our content feel less branded.

**POTENTIAL ACTION:**  
Borrow attention from other platform creators by using the cut feature with other creators to help to build Casper's following through the platform native features.



**WHAT WE LEARNED:**  
Sleeping with a partner can be challenging due to differing sleep schedules, so we discovered find 875 struggles of partner sleep problems.

**POTENTIAL ACTION:**  
Our proposed Sleep Bridge will look to break the taboo of couples sleeping in separate beds and start a social conversation, allowing us to introduce solutions.

#### WHAT WE LEARNED:

These distillations serve as key references for what next months 'Amplifications' and social strategies should encompass

#### December Key Learnings & Opportunities

##### WHAT'S WORKING WELL

80% of our top performers came from our **Partner Sleep theme**, and we've learned that not every couple has an entirely positive experience when sharing their bed.

Animations representing common partner sleep issues received an above average number of reactions, and the super short run time boosted views through rewatches.

Consumers enjoy cringe, and introducing a little **weirdness** in our content gives us more interactions up, although it sometimes leaves viewers divided in the comments section.

##### OPPORTUNITIES FOR GROWTH

Repost top performing **Partner Sleep** content to TikTok and YT Shorts to gauge interest in couples content across platforms.

Introduce these mascot-like **animated characters** into serial content, in order to establish playful feed consistency for our followers.

Develop more **cringe content** as a way to underscore the brand's authenticity for the followers looking for "real" entertainment.

Casper VAYNERMEDIA

IN ACTION

# LET'S GET TO PCS-ING

# PCS-ING TO THE HIGHEST POTENTIAL ON DURACELL

The image shows a social media interface with several comments from users:

- \_zachmckenzie** (@Duracell) don't sleep on this endorsement opportunity  
5·11 Reply 8 1
- Nadia** (@Charmin ❤️ @Duracell @Bounty Paper Towels @BIC It's your time to shine guys.  
2d Reply 137 1
- C Lo** (@Duracell @Bounty Paper Towels @BIC this woman @Ariana FancyAF Madix needs to be your spokesperson! The masses will follow. This is marketing genius  
6d Reply 4 1
- user6173731978153** (@Duracell @BIC You should give Ariana an endorsement deal asap  
16h Reply 2 1



PCSing is happening all day, everyday in small and large ways. Here's an example of a real PCS victory.

## THE LAUNCHPAD

In a scene from VPR, Tom Sandoval explains to his best friend that one of the reasons he was unhappy with Ariana is because he can't remember the last time that she went to the store to buy basic household supplies, such as batteries (which is, of course, ridiculous, as everyone on the internet has since pointed out.) The sound bite has gone viral on social.

**Grace, the amazing PCS on the brand brought this opportunity to the team multiple times, believing strongly in its potential for the brand.**

## THE COMMENT

A comment from Duracell:

Duracell • Guaranteed to last 10+ years, unlike Tom  
5d Reply 7071 1  
Liked by creator

# THE RESULT: A SUPERCHARGED COLLAB

HOME > CELEBRITY

'Vanderpump Rules' star Ariana Madix is cashing in on her heartbreak. After Scandoval, she signed at least 3 brand deals and raked in thousands of dollars.

Maria Noyen Jun 9, 2023, 7:20 AM EDT



Entertainment > TV

**POWER MOVE** Vanderpump Rules' Ariana Madix skewers ex Tom Sandoval in new Duracell ad as she cashes in on his betrayal

Juliane Pettorossi

Published: 10:54 ET, Jun 8 2023 | Updated: 11:33 ET, Jun 8 2023

CELEBRITY STYLE

'Vanderpump Rules' Star Lala Kent Reveals 'Send It to Darrell' Merch Profits Covered Down Payment on Her Home

By Eliza Thompson June 8, 2023

**yahoo!**

**Daily Mail**

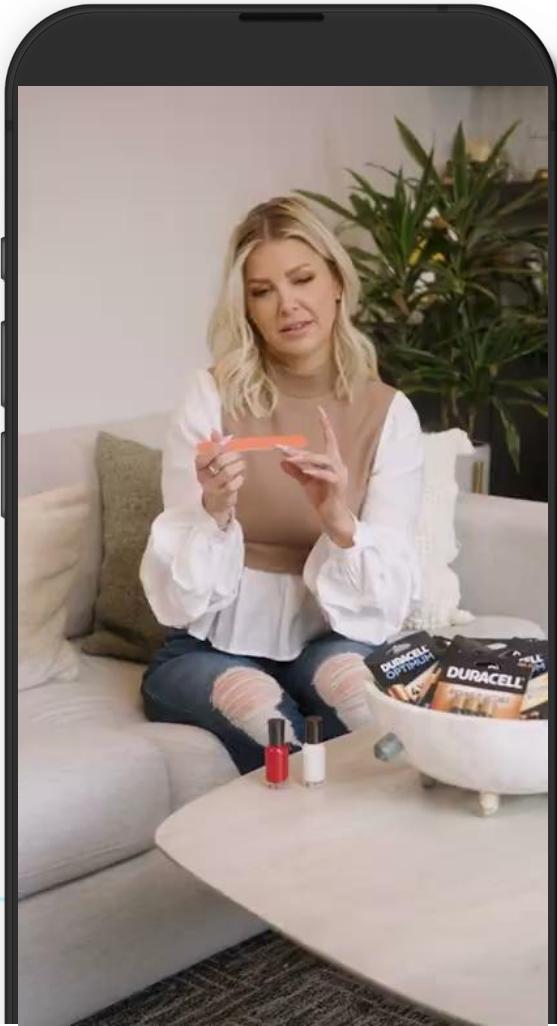
**US**  
WEEKLY

26.5M  
VIEWS

91.4K  
SHARES

229K  
LIKES

4.1B  
EARNED MEDIA  
IMPRESSIONS





**Grace Lougheed** 1:26 PM

Waitttt a commenter on this post just pointed out how we could get in on this HUGE cultural convo happening around the vanderpump rules drama and this trending audio. [@tara.levy](#) do we have any room to play here given that it isn't F1?  
<https://www.tiktok.com/t/ZTRKsfYUU/> (edited)



**Grace Lougheed** 10:10 AM

### **HUGE CULTURAL RELEVANCE OPP**

[@dur-soc-creators](#) Ok I know I've already sent a signal about this but I'm very passionate about it so here I am going for it again!!

In case you've been living under a rock, there's a reality show called Vanderpump Rules that has been BREAKING. THE. INTERNET. for weeks now. The lowdown is that this guy Tom had an affair with his longtime partner Ariana's best friend and fellow cast mate Raquel. As you could imagine this is making for TV gold. Even better though, people and brands are rallying around Ariana.

Other brands are getting in on this drama, for example [BIC razors](#) and [beauty brand Laniege](#).

Ok so [this scene from a recent episode](#) has gone viral on social media in which Tom (the cheater) is explaining to his friend that one of his qualms with Ariana is that she wasn't buying household items like pens, toilet paper and **BATTERIES** (which of course is ridiculous and [being memed](#)).

If we can find a way to reference this viral quote and hugely culturally relevant moment happening by applying it to our brand I really think **we can win big with consumers and drive relevance**.

Now that I've made my case — who wants to jam?!

cc [@kevin.oconnell](#) [@luke.ulery](#) [@drew.king](#)



**36 replies** Last reply 7 months ago

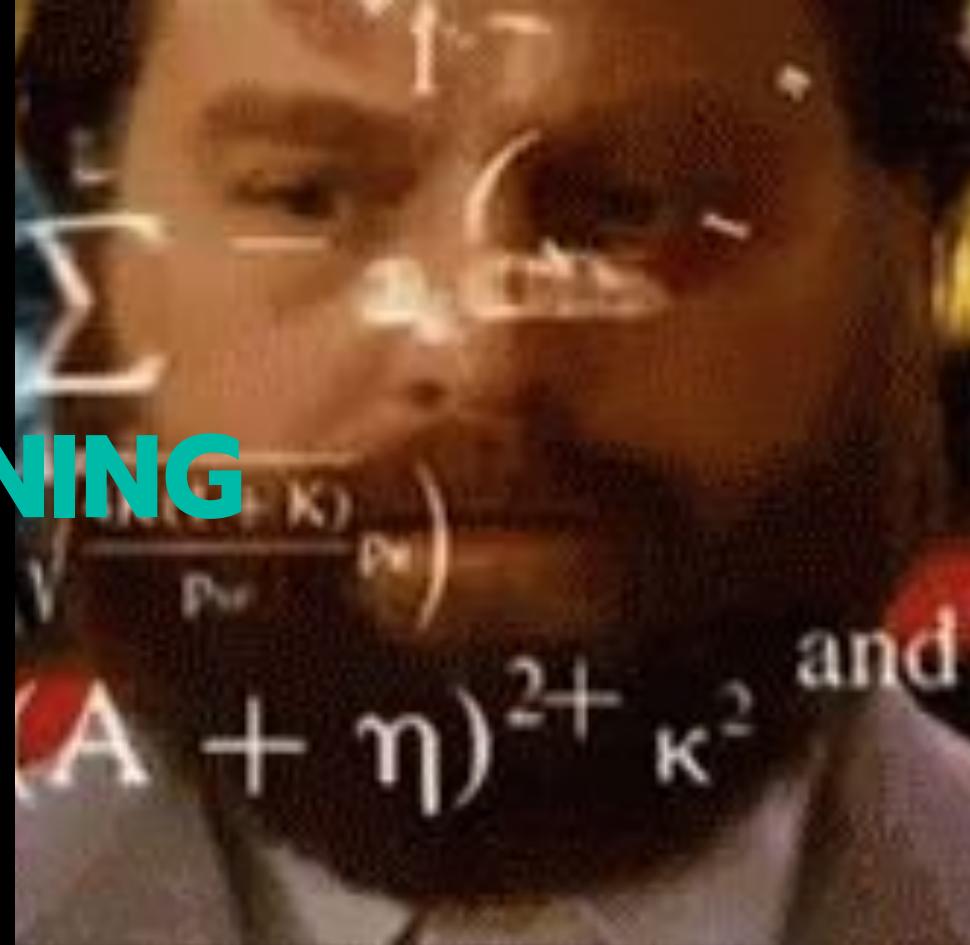
# Q & A



# MICROPLANNING

OBSERVING,  
SYNTHEZISING &  
INFORMING

# MICROPLANNING



## **MICROPLANNING**

This is where the PCS will actively be learning and optimizing in real time. Your day-to-day work will allow you to effectively come together with your teams to build on signals, creatives, cohorts, and briefs to take learnings to the next level.

# MICROPLANNING

---

## What is microplanning?

Microplanning is learning and optimizing in real time.

## The value they provide:

When microplanning runs well, teams quickly learn what's working, close the gap between media and creative, and build upon success through testable content.

## The job to be done: [by PCS]

The work the PCS does when Listening, Synthesizing, Creating, and Informing fuels the feedback loop because it allows to constantly be learning, collaborating, and building with our media and creative teams.

### INTERPRETING FEEDBACK (Listening)

You'll read all the comments and get a feel for how audiences felt about the creative and what they liked about it, distinguishing signal from noise

### QUALITATIVE SCORING (Synthesizing)

Complimentary to the media performance metric (usually Earned Rate), you'll grade posts and help make reccos on what to scale or pursue

### REPORTING (Informing)

You'll find themes within and across creative assets, audiences and platforms, sharing with clients and teams

### COLLABORATE + OPTIMIZE (Creating)

Come together to dissect, debate and decide whether qualitative and quantitative results indicate iteration/change in any variables

# MICROPLANNING EXAMPLE

## LISTENING

We noticed teens expressing desire for personalized recommendations and sharing their own experiences with the product.

## SYNTHEZIZING

Based on consumer sentiment and the quality of feedback we graded this a B.

## INFORMING

Teens are conscious of and curious about what will work with their skin type. They also have an appetite to understand what their skin needs based the way it interacts with different products and ingredients.

## CREATING

We briefed our creatives who, using IG story question, gave personalized recommendations, getting over 600 replies in 24 hours.

## TOP PERFORMING PAID ASSETS



### QUAL SCORE:

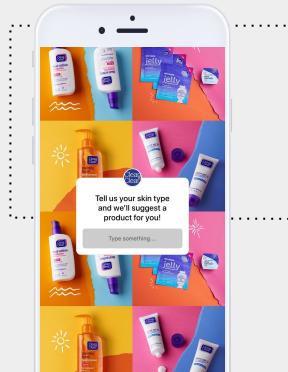
B



### QUAL INSIGHTS

Teens share their skin type in hopes of getting personalized recos

### TESTABLE CONTENT



### RESULT

2,000%

increase in engagement compared to past benchmarks

# IN SUMMARY: PCS RESPONSIBILITIES

---

## QUAL PERFORMANCE

- Own the “strategy” columns of the content tracker for each VVM brand
- Update on a weekly basis at minimum with qual scores
- Use the tracker as a guide for grading content within the “qual grading deck”
- Share any insights, learnings, takeaways from the qualitative performance with the trifecta on a daily basis and the team on an ongoing basis

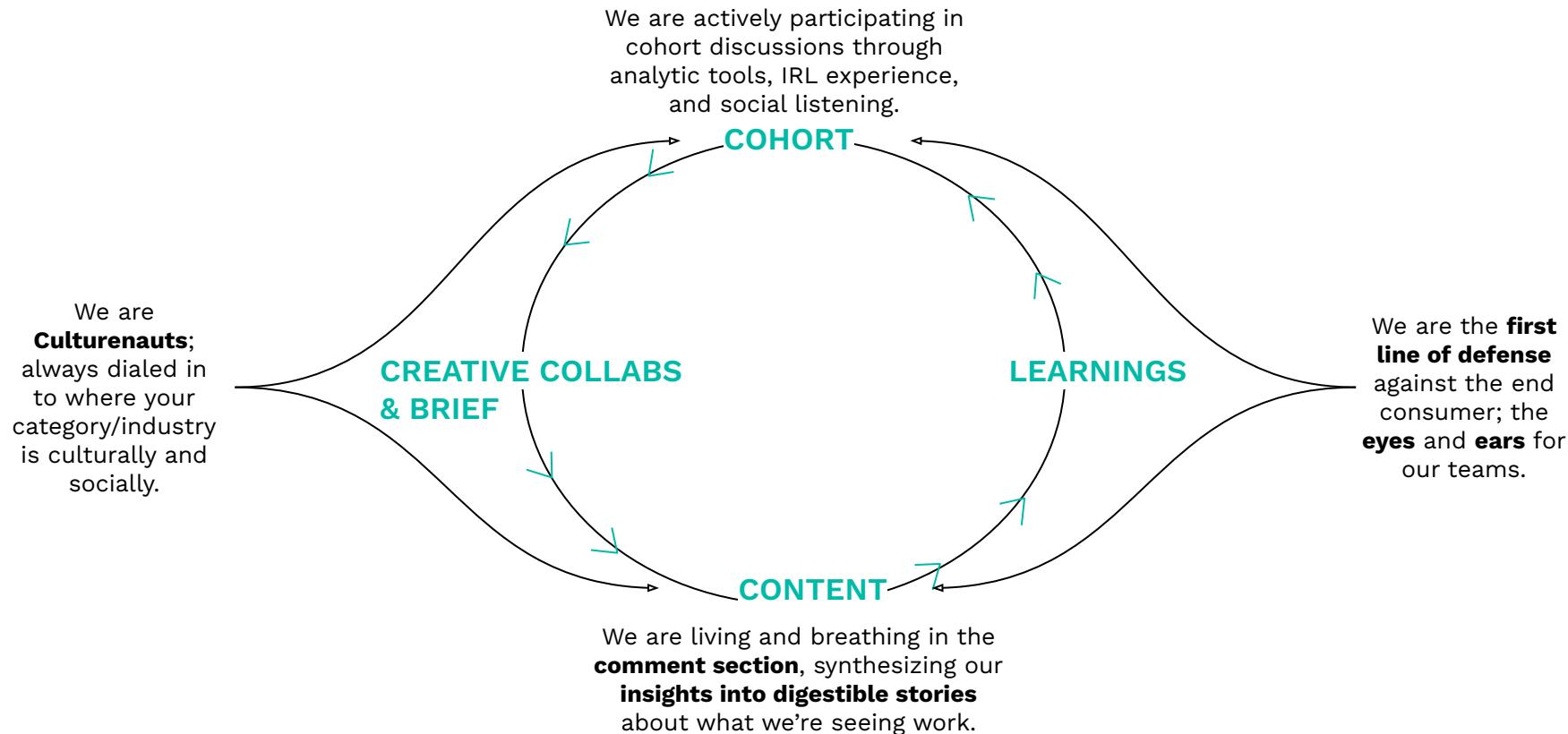
## VVM REPORTS

- Build out deck each week for each VVM account with a report due
- Add in top and bottom performer suggestions for media to confirm/adjust
- Write up insights for each top/bottom performer and the overall learnings
- Jam on any opportunities to amplify a cohort into a new one based on learnings and include at the end of the deck

## CREATIVE BRIEFS

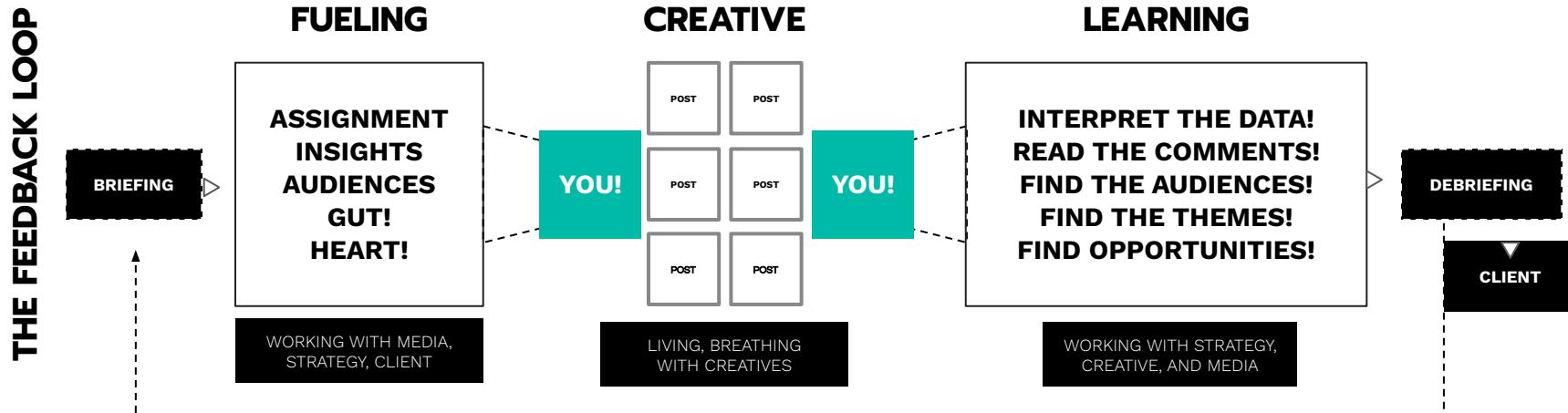
- Ideate with the Senior Strategist, and other strat team members on the next VVM cohorts/brief CCs/insights
- Build out cohorts by finding relevant signals that add color to who these people are
- Add creative inspo for the “way in” slide to help generate thought starters/territories for creative team to concept against
- Update ways of working sections with new cohort info

# THE PCS LIFE IN IRL ACTION (THE LOOP)



# THE PCS LIFE IN TACTICAL ACTION (THE LOOP)

WHILE THERE ARE SKILLS TO MASTER, EVERYTHING CAN BE BOILED DOWN TO FUELING THE CREATIVE AND LEARNING FROM THE OUTPUT



THE LOOP HAPPENS IN BOTH IN THE MICRO AND MACRO, MEANING IT CAN HAPPEN HOURLY, DAILY, WEEKLY, AND MONTHLY

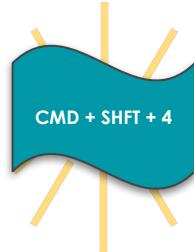
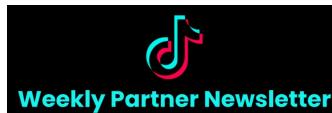


# PCS STARTER PACK

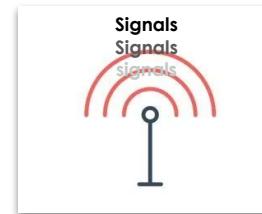
# THE PCS STARTER PACK



strategy-pcshub ★



CASSANDRA



# THE PCS STARTER PACK

Clock in at 9AM

Daily Status Huddle

I'm surfing for signals!

*What's happening on Twitter and TikTok, Reddit?!*

Time, to dive into the tracker

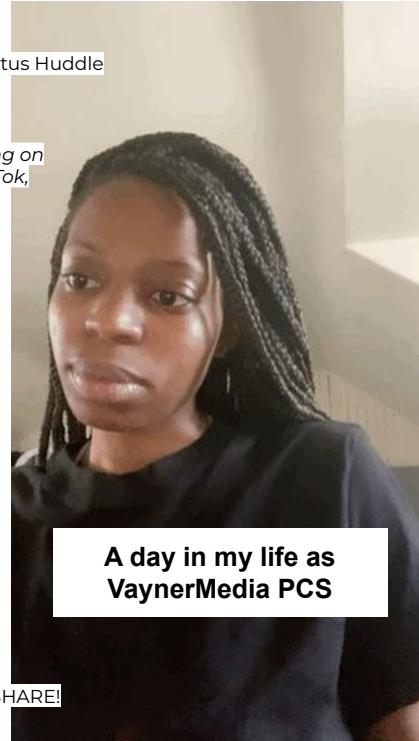
I'm reading comments, and some are hilarious!

I'm scratching my head at some.

*Feeling inspired by this..could this be a cohort, could we amplify?*

INSIGHTS all around me!

SHARE, SHARE, SHARE!



A day in my life as  
VaynerMedia PCS

FOOD FOOD FOOD (time for lunch) \*pulls up ADP\*

Time to jam with my crew: analyst & creators.  
*They're the best!*

Checking Canvas8 for signals, or Refinery, ohhh Google what's the latest on grass and glass!

SHARE, REPORT, SHARE!

Time, to dive back into the tracker

I'm surfing for signals!  
*What's happening on Twitter and TikTok, Reddit?!*

Clock out at 6PM

# THE STRATEGY WORLD OF A PCS



You'll never walk alone. Within the strategy department, you'll work closely with strategy leads to mine, elevate, and shape your work.

## VP/DIRECTOR STRATEGIST

Will help lead strategic approach for the brand, guide briefings, lead recommendations, and provide guidance and mentorship

## SENIOR STRATEGIST

Will help guide and lead day-to-day operations of brands, leading reporting with clients and teams, and building insights with the PCS

## POST CREATIVE STRATEGIST

Daily monitoring of insights and signals for brands, on the ground monitoring of comments and community management, and sharing with the team through reports and overviews

Here's where  
you sit

# VAYNER GLOSSARY

---

## GENERAL

**WoW**- Ways of Working

**VVM**- Vayner Volume Model

**SOC** - Strategic Organic Content

**AOR** - Agency of Record

**BRICS** - Brand, Relevance, Insights, Culture, Sales

## STRATEGY

**JTBD** - Job To Be Done

**G/T/B** - Get, To, By Strategy Writing

**RTB's** — Reasons To Believe

## CREATIVE

**CC** - Contextual Creative (Used to describe micro-content in VVM & SOC)

**Amplify** - VVM creative with more media spend behind it

**UGC** — User Generated Content: forms of media that was created by consumers or end-users of an online system or service and is publicly available to others consumers and endg

**CM** - Community Management

# VAYNER GLOSSARY MEDIA

## Marketing Funnel State

- **Impressions:** The number of total exposures/eyeballs on the campaign
- **CPM (cost per mille):** The average cost for 1,000 impressions  
= (Spend/Impressions \*1000)
- **Reach:** The total number of *unique* people who see your content  
= Impressions / Avg Frequency
- **Frequency:** The average number of times the ad is served to a user  
= Impressions / Reach
- **CPV (cost per view):** The average cost for each video view  
= Spend / Video Views
- **VTR (view through rate):** The number of completed video views compared to the total number of ad views  
= Video Views / Impressions
  
- **CPV (cost per view):** The average cost for each video view  
= Spend / Video Views
- **VTR (view through rate):** The number of completed views over the number of initial impressions  
= Video Views / Impressions
- **Engagements:** Categorized as any form of engagement with an ad - comment, share, like, react, retweet, quote tweet, expand image, play video, click to site, click to profile, etc.
- **ER (engagement rate):** Measures the level of engagement an ad is receiving from an audience  
= Engagements / Impressions
- **CPE (cost per engagement):** The average cost per each engagement, or total spend divided by the total number of engagement actions  
= Spend / Total Engagements
- **Qual Score:** An A - F grading of on-post engagement sentiment, with A/B being positive, C being neutral, and D/F being negative
  
- **CPC (cost per click)\*:** Actual price you pay per each link click  
= Spend/ Clicks
- **CTR (click through rate)\*:** The percentage of times people saw your ad and performed a click  
= Clicks / Impressions
- **CPL (cost per lead):** Actual price you pay per each lead. Can be calculated via Submitted or Filtered leads.  
= Spend/Leads
- **Submitted Leads:** Total number of platform lead generation form completions
- **Filtered Leads:** Total number of platform lead generation form completions deemed legitimate and worthy of outreach/follow-up.
- **Quality Score:** The percentage of lead form submissions that are deemed legitimate and worthy of outreach.

AWARENESS

CONSIDERATION

CONVERSION

**THANK YOU!**

**QUESTIONS?  
COMMENTS?**

# QUICK REFERENCE

## FURTHER SUPPORT

[COHORTS DEEP DIVE](#)

[SIGNALS DEEP DIVE](#)

[COMMUNITY MANAGEMENT DEEP DIVE](#)

[MICROPLANNING DEEP DIVE](#)

## TRAINING DOCUMENTS

[INSIGHTS MODULE TRAININGS](#)

[CULTURAL ACCELERATOR TRAINING](#)

[STRATEGY INSIGHTS & BRIEFS](#)

[VVM EDUCATION](#)

[STRATEGY TEAM VVM 101](#)

[TOOLS+RESOURCES](#)

[HACKATHON FOLDER](#)

[PLAYBOOK EXAMPLES](#)

[MEDIA 101](#)

[CULTURE RESOURCES](#)

[EXT ACCELERATOR](#)

[BONUS: Proactive setup](#)

[CREATOR 101](#)

**CONGRATULATIONS!**

**YOU'RE READY TO  
BE A ROCKSTAR  
PCS!**



# CONTEXTUAL CREATIVE NAVIGATION

## DEVELOPING LEARNINGS

The PCS will spend time reading all comments to understand consumer sentiment on the Contextual Creatives.

To develop learnings they must always ask;

- What is happening?
- Why/How is this happening?
- Is there an opportunity?

Sifting through and listening to feedback allows us to identify the common themes that are emerging from cohorts and test, which allows to build our insights further.



### THEME IDENTIFICATION

What are the recurring or distinct thoughts coming through from the cohort?

One person added a few other negative emotions they'd like to leave behind, someone else suggested we should take a less pessimistic route.

Leaving Behind Negativity

Hopeful & Optimistic about 2021

# CONTEXTUAL CREATIVE NAVIGATION

## SHARING LEARNINGS

It is imperative that the PCS is proactively sharing all of your findings.

This is where the PCS will connect with Media, Analytics and Creators to observe, discuss learnings, and interpret consumer sentiment to determine impact for opportunities, considerations, and potential next steps.

### WHAT YOU'LL SHARE

#### LEAVING 2020 BEHIND

12.04.20

##### INSIGHT #1: Leaving More Behind

There is more things that need to be left behind in 2020, as one person suggests. People don't want to just leave behind the things that happened but also the feelings 2020 gave us. *We can stack on this creative by including the other things people may leave behind within the niche groups of our cohorts.*

##### INSIGHT #2: Time to Get Optimistic

There is no denying that 2020 is been a difficult year and we're constantly reminding of the challenges and trials we've endured but this time around people are looking for hope. As we approach the end of the year people will be seeking optimistic reminders that the new year will be better than the last. *Moving forward we should create hopeful content that empowers people to grow from their 2020 experiences.*



BURNED OUT MILLENIAL PARENTS

AIN'T NO SUNSHINE

MAXIMIZE RELEVANCE

### WHERE YOU SHARE

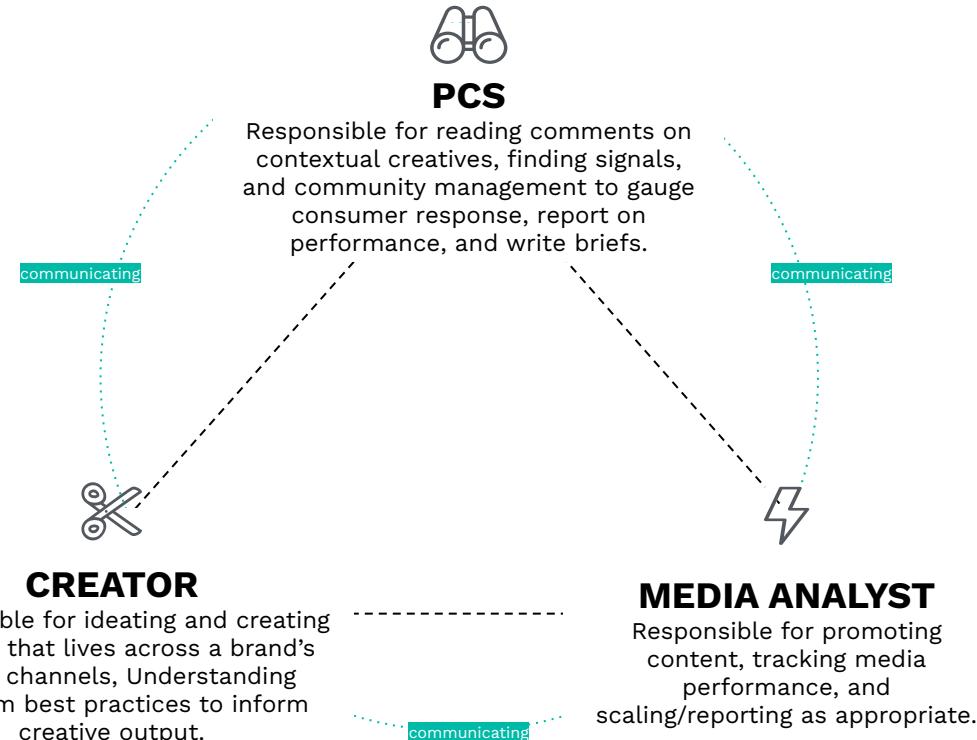
Within  
TRIFECTA  
(Media &  
Creator)

Within your  
Strategy  
Team

With the  
overall team  
during daily  
meetings

# DAILY DIAMOND

The Diamond is meant for collaboration and communication. This time together allows us to act fast and effectively because the PCS, Media Analysts, Analyst and Creators will regularly discuss creative performance and interpret consumer sentiment to determine impact for opportunities, considerations, and potential next steps.



# SCOTTS COHORT EXAMPLE

## INTUITIVE

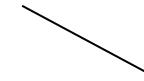
Names can be clever, but they should explain who the audience is and acknowledge a potential need/opportunity for the brands product/service

## RELEVANT

There is a justifiable reason to target them to help the business/do the job

## ADDRESSABLE

Media can target them, whether that's through demos, location, purchase behavior, interests, or other attributes



**Overview:** Parents of young children who want to transform their lawns into a place where their kids can play under their supervision—with swing sets, sandboxes, treehouses, and more.

**Cultural Relevance:** Sales of bounce houses, trampolines, etc. skyrocketed during COVID, signaling that parents are increasingly transforming their yards into playgrounds for their children. Given a less exciting winter than years past, parents will have to get creative to entertain. Families up north will especially be looking forward to using the lawn once the weather lightens up.

Demo	Targeting	Size
25-40	New Parents (0-12 months), Parents with toddlers (01-02 years), Parents with preschoolers (03-05 years), Parents with early school-age children (06-08 years), Parents with teenagers (13-17 years) or Parents with preteens (09-12 years)	5.5M

BONUS **PROVEN TO BE  
SUCCESSFUL**

**VVM TOP PERFORMERS**

Repurposing summer lawn toys for creative fun in the fall landed extremely well with this cohort, indicating that there is more room to inspire unique activities this Spring when everyone's back outside.

Burned Out Millennial Parents were highly receptive to the idea of turning an indoor space into a grass play area. For consumers who live in areas where seasonality is felt, they'll be more confined to the indoors this winter than before. The arrival of Spring is bound to generate even more excitement than years past.

Lawn related clothing or fashion is consistently a hit with this cohort. Dad fashion, or clothing that clearly separates the fatherly men from the boys, has become a way for young dads to really own their parental position by completing the full look.

**VAYNERMEDIA** 16

# REPORTING IN ACTION

Scotts Lawn Care October 30 at 5:28 PM ·

When summer is over, but you're still invested in those lawn stripes.

**Barber: What you want?**

**Me: You ever seen a perfect lawn?**

**Barber: Say no more.**

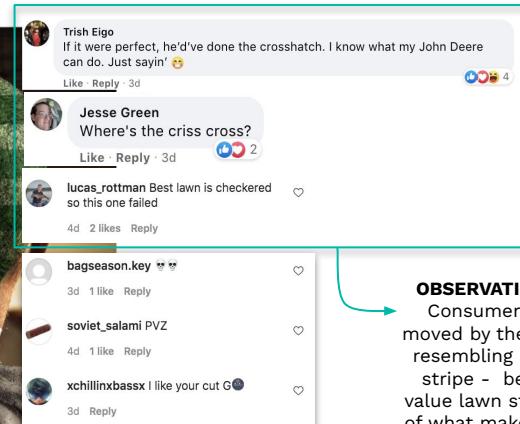


4.7K

60 Comments 536 Shares

**SENTIMENT:  
ACTIVE**

**QUAL SCORE:  
A**



**OBSERVATION/SIGNAL:**  
Consumers are most moved by the cut design - resembling a basic lawn stripe - because they value lawn stripes as part of what makes the perfect lawn.

**OPPORTUNITY:**  
Lean into the lawn consumers obsession with stripes to create more lawn stripe designed products for testing.

**INSIGHT/TAKEAWAY:**  
Lawn stripes are significant to lawn culture and becomes more aspirational as the designs become 'complex'.

# REPORTING IN ACTION

## BIWEEKLY REPORT:

### Amplified Ad Qual Analysis

Facebook

## AMPLIFY: The Purist

B2C: [Experience Elevators](#) / [Altruistic Conservationists](#)

### QUAL ANALYSIS

Continuing to tap into classic and even retro meme formats that lend themselves well for comparing glass vs. plastic proved highly effective across platforms, cohorts, and demographics. Comments indicated praise for our successful meme endeavors, albeit surprising from a brand like ours, which helped capture attention.



### WHAT WE LEARNED

## DIY memes feel natural in the newsfeed while serving as mini PSAs for glass advocacy inspiration and edu-tainment

Creating our own 'throwback' meme format as well as mimicking native digital environments proved to be an effective way to create intrigue and surface glass-advocacy. Comments on Facebook indicated disdain for plastic from "members" of #TeamGlass, while Instagram echoed plastic negatives and praised our successful meme endeavors.

### Content Bets:

Highlight various ways consumers can give glass infinite lives (**Better for All**)

Elevate craft cocktails beer and wine in glass containers (**Top Shelf Status**)

### Cohorts:

Experience Elevators  
Altruistic Conservationists  
Beverage Bosses

### Metrics:

87%  
Resonance Ratio

### APPLIED TAKEAWAY

Continuing to tap into 'homegrown' text-based (and fairly retro) meme formats proved to be a highly successful medium for relaying sustainability messaging, specifically for comparing glass benefits vs. plastic negatives.

A Facebook post from 'C+I' featuring a 'PURIST' meme. The meme consists of a bottle of beer next to a list of words: PURIST = drink from glass, not plastic. Below the list is a small image of a beer bottle. The post has 337 comments and 506 shares. A screenshot of the comments section shows users like James Kindred and Stephen Verran praising the meme.

### WHAT WE LEARNED:

These distillations serve as key references for what next months 'Amplifications' and social strategies should encompass

## MONTHLY REPORT:

### Strategic Takeaway

**LISTENING & SYNTHESIZING**  
This is where understanding cohort behaviors and their reactivity allows the PCS to help make decisions about the audiences we should test against.

## COHORTS



### ALTRUISTIC CONSERVATIONISTS

These folks care about the Earth and try to think about the full life cycle of their actions. They take sustainability seriously, and take responsibility for doing their part.



### HEALTH-CONSCIOUS PARENTS

First time parents who want to protect their children and keep them happy and healthy—from diapers to bottles, snacks to storage

## Test 5: Wild Card: That 'Glass' Person

How can we inspire both sustainable focused cohorts and trend-conscious consumers to be that (*planet-saving*) 'glass person'?

**GET:** Earth conscious cohorts  
**TO:** See glass as an essential, aesthetically-pleasing-planet-saver  
**BY:** Influencing them to be 'that glass' person

### COHORTS

Altruistic Conservationists (B2C)  
Health Conscious Parents (B2C)

**MEDIA**  
1x TikTok + IG Reel  
1x FB/IG  
1x Pinterest (HCP)

### SIGNAL

A trend that's surfaced over the last couple months across TikTok and Instagram specifically details a persona called 'that girl'—who is somewhat obnoxiously all about living a more sustainable lifestyle while achieving the ultimate 'saving the planet' aesthetic.

Are there ways to flip this 'persona' and 'aesthetic' into a positive by driving desire to want to be known amongst your friends as "that glass person"

Other TT references:  
- [Glass 'restocking'](#)  
- [Glassy 'That Girl' example](#)

Additional Thinking:  
- That 'Glass Person' Starter Pack

### INSPIRATION



Since the only way to prove that you're "that girl" is to post about it on social media, there's a bit of a performative aspect to it. You might be living an aesthetically pleasing lifestyle just to inspire those feelings of "ugh, that girl" in others, but in the process, it's likely they are actually accomplishing those things and getting a sense of fulfillment from that.

 lift\_weights\_do\_yoga Aluminum is the most re-used thing on the earth you potato get an education  
4d 1 like Reply

 dach\_doback You know this person is annoying as hell to take anywhere  
Tw Reply



glass also creates a unique drinking experience

## LISTENING

This is where observations service the brief and inform the strategic opportunity to speak to this audience more specifically.

# VWM PRODUCT BRIEF EXAMPLE

OLAY

## THE ASK

**THE ASK:** Create a visually disruptive asset to promote Olay's Vitamin C FM through out-of-the-box creative format (i.e. "laser cat.")

**GET** consumers who struggle with the unknown of purchasing skincare online

**TO** give Olay's new Vit C FM a try

**BY** showing consumers how good it feels to use vitamin C with eccentric visuals

## VISUAL INSPO



## MANDATORY CLIENT DELIVERABLES

(1) Vitamin C FM - Wildcard





**2,077** Profile Views ▲

**233** Followers ▲

## TOP PERFORMER



**ER: 12.7%**  
**QUAL: B-**  
**LIKES: 99**

*Get  
De-Influenced  
With Me*

1/29-2/25: Valentine's Day Sale

OLAY

## PRODUCT PROMO

- FSCI Offer: \$5 off 1 / \$10 off 2

## BRAND OBJECTIVE:

*Driving relevance with a younger audience without losing sight of our brand legacy, to ultimately drive sale.*

## TAKEAWAY: Center Yourself

This asset leveraged the timely conversation around de-influencing, but with the added angle of centering product purchases around your individual needs. This encouraged productive reflection rather than just telling viewers not to do something or coming off as preachy.

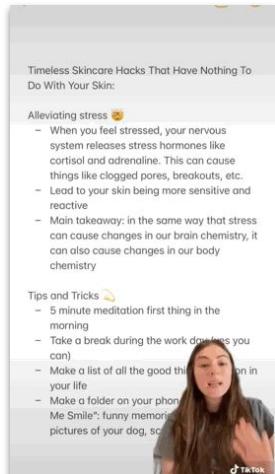


## TAKEAWAY: Digestible Content

While educational videos make for useful and saveable content we want to make sure they are digestible for our audience. In the future we can take advantage of platform native tools to create more visual aids like closed captions and supers to emphasize points.



## BOTTOM PERFORMERS



**ER: 1.35%**  
**QUAL: C-**  
**LIKES: 7**

*Timeless Skincare Hacks  
pt4*

## KEY MOMENTS

Ongoing New Year's Resolutions  
Black History Month  
Winter Slump

# COHORT FOCUS



## Grinding Girl Bosses Neglecting their "Me Time"

They work hard, but the stress is getting to them. They know they want to make steps towards improving their mental health - both in big and small ways.



## Confident and Content Non-Consumers

These individuals aren't interested in the societal pressures of perfect skin, staying young, or any other topical selling point. They're confident in who they are without adding products to the mix.



## Indulging in Opulence With the Little Things:

Even though they may not have a ton of extra spending money, they like to splurge in small ways for that feeling of luxury.



## Going the Extra Mile for their Main Character Moment

These people love the extra steps and skincare rituals that add to their routine to make it feel more special.



## You Look Good For Your Age

Although society tries to shame women for aging, these ladies lean into the fact that they've lived full lives, and it shows.



## Leveling Up Their Skincare

Though they spend most of their time inside on their gaming devices, they know that it's important to implement protective skincare practices between game sessions.

## NET NEW

### Yes, It's Okay To Seek Attention In A Relationship

**from me, the moon**  
@feralballads

i hope you remember it's very human and normal to crave affection, human interaction, attention and love. you're not "too needy" or "too sensitive" for wanting to have your emotional and social needs met accordingly.

8:18 PM · 2/11/23

### A Little Attention, as a Treat

"Pick Me"s, "attention seekers" – gone are the days of demonizing your desire for a little more attention in relationships, platonic or romantic. 2023 is about being upfront with your attention needs and staking your claim, and while you do that, *why not pay some well-deserved attention to the skin that does so much for you?*

If you remember calling us "Oil of Olay" it's time to stock up on Retinol24.

At 56, Salma Hayek Reveals What She Got Wrong About Aging: 'Is This It for Me?' The Magic Mike's Last Dance star's prime is just beginning.

Feb 16th (70 kB) ▾

RACHAEL MORFORD

Rachael Morford My Mom used it and now I do too-I think I look good for 50!!!

Becky Sooley Limbaugh It was Oil of Olay when I started. Now I'm 55. Thanks for a lifetime of good skin.

### A Lifetime of Good Skin

Our Oil of Olay post encouraged women to share how long they've been using the product, reminiscing on the life they've lived since their Oil of Olay days. Building on their memories and the growing social conversation around how "the best is yet to come", how can we build on the **confidence** and **excitement** about aging both physically and emotionally?

## SIGNALS STACK

## NET NEW

let's do your skincare!

dry skin edition

GLOW RECIPE

which cleanser will you use?

### POV Carousels

With the rise of video games being discussed in mainstream media, like the *Last of Us* and *Hogwarts Legacy*, the photo mode can be the perfect medium to display "leveling up" your skincare. We can walk our consumers through their routine frame by frame and pose it as a "side quest" with "levels accomplished".