

## GRAPHICS



## RESEARCH

## Bluesky Analysis

An [news/update-based content](#) would best suit the current Bluesky audience. [Film starter packs](#) show the most popular film-related accounts, most of which are update accounts. [Critics](#) are more influential than on other platforms.

Bluesky-specific actions can be fan interactions (Q&As, AMAs, etc.), asking/promoting critic reviews, and posting announcements here before other platforms.

## Overall

- [Stats](#)
  - 20M+ users
  - Most downloads in USA
  - Largest age demographic is 18-24
- General Audience
  - [Political \(left-leaning\)](#) post-election
  - [Brazilian](#) after X ban in Brazil
  - [Tech Bros](#) because of 'decentralized' status
  - Journalists & media outlets migrated from X
- News-focused content
  - Generally users are pretty nerdy and most popular content is news-related
- Types of entertainment-related accounts
  - Fan-run update accounts most popular
  - Several movie critics and journalists with significant following

## Account/Content Types

## Entertainment

[Netflix Brazil](#)  
57.7K followers

Show updates & announcements

Popular scene stills

Fan content (edits, memes, etc.)

[Mubi](#)  
15.1K followers

[Searchlight](#) - A Real Pain Campaign  
(10/17 - 11/13)

## Account Comparison

Threads	Instagram	TikTok	Youtube Shorts	X/Twitter
57.2K followers	255.6K followers	223.7K followers	602K followers	678.1K followers
42 total posts	32 total posts	33 total posts	24 total posts	47 total posts
<a href="#">Top post</a>	<a href="#">Top post</a>	<a href="#">Top post</a>	<a href="#">Top posts</a>	<a href="#">Top post</a>

## Performance Comparison

## Article



A *REAL PAIN* director Jesse Eisenberg revisits the iconic "Please Abraham, I am not that man" interview 15 years later, courtesy of @VanityFair. 11/7

- [Threads](#)
  - 187 likes
  - 3 comments
  - 14 reposts
- [X/Twitter](#)
  - 35 likes
  - 8 retweets
  - 5 saves

## Screening



Nothing like all of our favorite people getting together to watch an incredible film. A *REAL PAIN*, is now playing in select theaters, everywhere November 15th. Get tickets now. 11/9

- [Threads](#)
  - 44 likes
  - 2 reposts
- [X/Twitter](#)
  - 32 likes
  - 11 reposts
  - 1 save

## Announcement



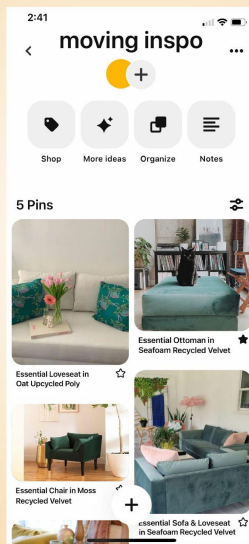
A *REAL PAIN*'S Kieran Culkin has been nominated for Outstanding Supporting Performer at the 2024 Gotham Awards! 10/29

- [Threads](#)
  - 28 likes
  - 4 reposts

## GRAPHICS

SABAI

it's moving season so this is your sign to make your pinterest boards a reality.



SABAI

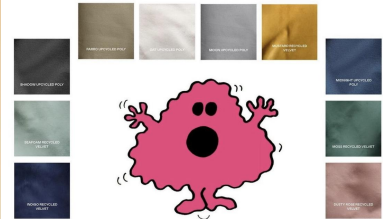
## PLASTIC-FREE JULY SALE



\$75 OFF orders of \$500 - \$1000  
\$100 OFF orders of \$1000 - \$2000  
\$150 OFF orders of \$2000 - \$3000  
\$250 OFF orders of \$3000+

## MX.

Can't pick a fabric color



## MR.

Couch naps > Bed naps



## VIDEO

### BENEFITS OF COMMUNITY GARDENS



Community Gardens - especially in urban and low-income areas (considered food deserts), help promote sustainable agriculture & biodiversity that uplifts the community.

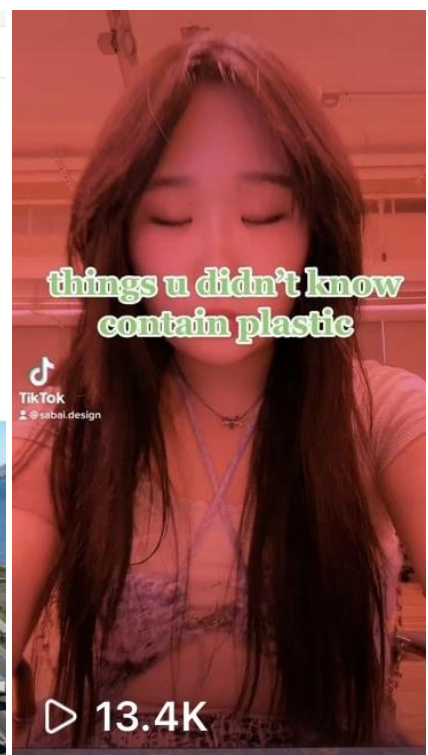
The New York Times

PLAY THE CROSSWORD

### California to Ban the Sale of New Gasoline Cars

The decision, to take effect by 2035, will very likely speed a wider transition to electric vehicles because many other states follow California's standards.

Give this article 2.8K Read in app





## COPY

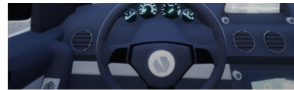
## STEER

### Kicking Off SVF: Steer

By: Cortlandt Meyerson (BS '24) and Jackson Baris (BS '24)  
There's something wrong with the meat industry. It's not the cows, it's not the consumption

[READ MORE »](#)

July 28, 2022



### Impact: SAFE Driving Sim

By: Jihye Lee, Jonathon Lentine (MBA '23) Learning to drive and getting your driver's license has been an important rite of passage for adolescents across

[READ MORE »](#)

July 25, 2022



### Getting Back to Basics: Muse Tax

By: Colin Horsford (MBA '15)  
Starting a company is unlike most things in the world. In just about everything else, you have an idea of what

[READ MORE »](#)

July 21, 2022

## BRANDING

NYU STERN  
Berkley Center for Entrepreneurship

## BRIEFING BOOK

### EVENT

Customer Strategy with David Pring

### DATE

Tuesday, February 9, 2021

### SCHEDULE

3:00 PM Start 5:40 PM End

### LOCATION

Zoom: <https://nyu.zoom.us/j/91900979420>

### TIME

3:00 PM - 3:30 PM

### EMAIL

lb3263@stern.nyu.edu

### NAME

Laura Bokser

### PHONE

(516) 459-6612

### VENTURE NAME

Coffee Card

### VENTURE DESCRIPTION

CoffeeCard's monthly subscription allows consumers to buy discounted coffee through a simple scan of the app at partner coffee shops.

### REVIEW/QUESTIONS

- 1) How to successfully market/get customers as we roll out our beta phase in the next few weeks. Marketing strategies, guerilla marketing, etc.
- 2) How do we scale? Are we reaching the right target?

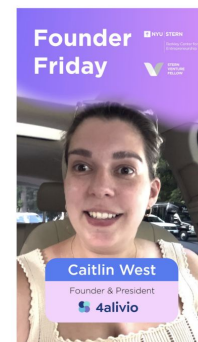
### NOTES

Has class at 3:30 PM, so 3:30 hard stop for this appt.

## REPORTS

### SVF Founder Friday (Video) Campaign Recap June 23 - August 4

The Founders' Friday Video campaign took place from July 31 to August 28 on all BCE social media. The goal was to use the Berkley Center's platform to give people the chance to know about you and your venture in a quick, fun, and lighthearted way.



### Account Metrics 06/23 - 08/04:

- Instagram
  - 19 followers gained (down 50% compared to previous weeks)
  - 10,100 total impressions (down 29.5% compared to previous weeks)
  - 381 total engagements (down 17% compared to previous weeks)
- Facebook
  - 59 followers gained (up 251.3% compared to previous weeks)
  - 1,139 total impressions (up 55% compared to previous weeks)
  - 20 total engagements (up 63.8% compared to previous weeks)
- LinkedIn
  - 41 followers gained (down 48.1% compared to previous weeks)
  - 4,377 total impressions (down 12.2% compared to previous weeks)
  - 631 total engagements (down 34.1% compared to previous weeks)

### Social Media Campaign Performance 06/23 - 08/04:



### Post 1: Ayman Mukerji, Jivika Friday, 06/23

- Instagram
  - 640 impressions
  - 539 reach
  - 3.9% engagement rate
  - 16 likes, 0 comments, 7 shares, 2 saves
- Facebook
  - 17 impressions
  - 16 reach
  - 0% engagement rate
- LinkedIn
  - 204 impressions
  - 9.8% engagement rate
  - 5 reactions, 1 comment, 6 shares, 8 link clicks

