

Target Profile

Target

“Omniscient Curators: They are advertising industry and trade journal professionals. They are all-knowing, all-seeing **influencers** who create, share and distribute cutting-edge industry content. They are the ones who spend their days scrolling through every news feed imaginable to find the latest **unreported** data, which means they are always in tune with upcoming trends. They have an insatiable appetite for the new and the unusual, making them the most-trusted source among clients and co-workers. **Omniscient Curators** are the ones who dredge up the whole iceberg when the others only see what’s floating above the surface. When the day is through, they see their paperwork as an art that will persuade, inform and inspire audiences far and wide.

Insight

“My day is a revolving door of eyeing social media sites, checking research databases and conversing with fellow research junkies. For me, finding the most reliable, hot-off-the-press information is an urgent necessity. It’s how I establish myself as an expert in my field, win the trust of my industry peers and conceptualize next-level ideas. But as data-savvy as I am, my worth goes far beyond Excel docs and research trends. My true talent is breathing life into statistics, giving them a heart and a voice. Unlike my peers, I understand that the most interesting elements of humanity cannot be quantified. After all, I am an artist. I make a living by seeing people in a way that others can’t.”

SOY Creative Brief

Why are we advertising?

To get Omniscient Curators to download the SOY Report and register for the webinar by adding credibility to the MOJO brand.

Who are we talking to?

Omniscient Curators: All knowing, all-seeing **influencers** who create, share and distribute cutting-edge industry content. Always on the cusp of ingenuity, they are **trusted** by their clients and co-workers to not only **interpret** what data is important and why, but also to **transform** it into something useful.

What do we know about them that will help us?

"It's 6 a.m., and I've already checked Twitter, Instagram and my favorite industry newsletters to see what's trending today. It's a lot to take in, but I can trust my gut to tell me when I've come across something truly special. My talent is finding magic in the mess; locating the most reliable, cutting-edge information and using it to predict what's coming next. I may spend my days sifting through statistics, but in the end, I am a storyteller, a relationship builder, a connection maker and an artist."

What do we want them to take away?

You've just struck gold. The SOY is what you've been looking for.

Support

- Millennials' reign is nearly over, but we will provide the first look at what the next heavy-hitting demographic is up to.
- This information is based on both a national survey with over 400 respondents, and a comprehensive examination of secondary data compiled by professionals who live and breathe the YAYA culture. It doesn't get more reliable than this.
- We make it easy to peruse and understand our research. Feel free to take a break from the nauseating Excel doc numbers to enjoy the experience we've prepared for you.
- We'll show you how your company can connect with the YAYA demographic in a meaningful way.

Tone

Engaging, **warm, vibrant**

Mandatories

"Experts in All Things Young;" Self-explanatory, highly engaging facts in graphic format that can be shared easily; SOY branding; Link to website; Brief description of MOJO

Creative Sparks

- The Indiana Jones of the industry, they are constantly embarking on another internet adventure, tracking down hot links and hacking their way through a tangled jungle of data. They know when they've found a true golden idol, and when they've been drawn into a booby trap of unreliable sources.
- They believe in the beauty of what they do. Look no further, Kermit the Frog. They can always find a rainbow connection.
- If you swapped an Omniscient Curator's computer with a crystal ball, their co-workers probably wouldn't notice. As far as they can tell, Omniscient Curators divine trends.
- They're mining away every day, digging for precious information, when all of a sudden, "Ping!" Their pickaxe strikes a gleaming golden nugget: The State of the YAYA. They look up and realize

it's not just one stone, but the beginning of a shimmering vein of research gold, promising a bountiful yield for years to come.

Brand Strategy Statement

Get Omniscient Curators (influential advertising industry and trade journal professionals) to download the State of the YAYA and sign up for the webinar as a way to increase their status, influence and credibility as industry experts.

Why it'll work

- Omniscient Curators are always looking for fresh, reliable sources and content to maintain their status.
- The SOY provides just the kind of unconventional data that Omniscient Curators are searching for. It's a renewable resource that will provide updated, unique data year after year.
- The SOY is not your average research report. It's fun, exciting and brought to you by young professionals with a fresh take on the marketplace.