

Content Description and Content Strategy

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Content Strategy Introduction

Through our secondary research and our interviews we found that people within SILFEN's target group consider looking through a brand's social media a part of the shopping experience.

We also found that consumers prefer brands they relate to and post content that matters to them or creates value for them. If a brand solely posts content promoting their products consumers will lose interest - no one wants to be sold something all of the time.

When researching social media trends we found that consumers are increasingly aware of what they're shown on social media and how it affects them. Research also states that social media users are expecting public figures, brands and influencers to speak on their values and beliefs. They should be setting an example for people to follow. Furthermore 83% of people on a global level feel like brands should use their social platforms to create a sense of community and support.

These were all some of the insights we kept in mind when creating our concept.

From SILFEN's brief we knew that they wish to create a SILFEN Universe. This is something we found particularly exciting and wanted to keep working with for creating a concept.

We looked into other brands from which we could get inspiration for creating this concept of a universe. Two brands that really caught our interest were Nike and Dove.

Nike are great at focusing on the athletes and sports identities using their brand instead of only the product itself. Their content is very centered around using pathos for storytelling - using the athletes to create a more personal connection to the brand. In other words - they let the people using the brand "create" the brand. Another thing, Nike does, is state their values immediately by using the hashtags #BlackLivesMatter and #StopAsianHate.

Along the same lines Dove has the hashtag #NoDigitalDistorting in their bio. A great introduction to their values and everything their campaign stands for. Their campaign is focused on empowering women, using diverse models and breaking beauty stereotypes but also creating awareness and articulating the digital distortion that we're all facing on social media. This way of doing social marketing is creating brand loyalty and great brand association.

So - how can we use our knowledge of the importance of values to create a community based content concept for SILFEN Universe?

The overall idea is along the lines of Dove's campaign: a feel-good-campaign. But instead of addressing beauty stereotypes the campaign should be focused on empowering women to be unique, highlight and support people who dare to stand out from the crowd. We chose to focus on this as the overall theme after working with the golden circle.

We know that the brand also wants to focus on their actions towards sustainability. But we feel that a campaign focusing solely on sustainability might appear as greenwashing.

However, making consumers aware that the materials of the bags are sustainable will only add to the feel-good-terminology.

Who doesn't want their consciousness to feel clean when consuming? Who doesn't want to feel unique and support sustainability at the same time?

Research links:

Link to secondary research:

https://docs.google.com/document/d/14qoShy-js1YTUwQxRZrm_kfUywV8ycGOER5_u9CYQ5n4/edit?usp=sharing

Link to interviews:

<https://www.figma.com/proto/r01EJN210qB-Kew54NtzvmQ/REPORT?scaling=contain&page-id=0%3A1&node-id=2%3A7>

Link to card sorting for the ideation process:

<https://www.figma.com/file/r00myhg5s-J6KvTo9Ak2IsV/Concept-Development-Brainstorm?node-id=0%3A1>

Three content ideas:

Set an example using the people who dare to stand out:

Find someone who stands out of the crowd. Someone who differs from the normal - whether it be in terms of skin color, size or gender. Style them with SILFEN, but keep the interview centered around them and how they "dare" to stand out. This supports a more authentic connection to the audience whilst stating the brand values. Let the people make the brand - not the other way around.

This idea could also be brought to the website by simply using more diverse models.

Similar content:

Dove interviewing Xemi on being transgender. See the post [here](#).

Nike interviewing Bebe Vio a two times gold medal Paralympic winner on creating possibilities (whilst wearing Nike). See the post [here](#).

Use Instagram Stories to connect to your users.

Don't forget about the Instagram stories. The format of stories is an easy way to interact with your followers. It's the first thing to pop up in their feed by default and therefore it might help you 'stay fresh' in the minds of your consumer.

A great way of interacting with your audience on stories could be through asking them questions. A way of doing this could be posting a story in video format with someone on the SILFEN team talking about what makes them feel confident - followed by a story asking the question: What makes you feel confident?

Peech, another Danish brand selling sextoys, is a great example of how you could interact with your followers in an engaging way. Their Instagram is linked [here](#).

Sustainability as a value

Although the focus of the campaign won't be sustainability, sustainability is still one of SILFEN's values.

For the sustainability content the focus should be to make it more visible. Both in terms of linking to their sustainability values on the front page, but also to include information on the sustainable materials on the product view.

Furthermore, it might be nice aligning the content on the sustainability page with the rest of the content on SILFEN's social media. This could be done by making short videos of someone from the SILFEN team talking about their different sustainability initiatives, thereby also making the content seem more informal and personal. Another idea would be to make small interactive illustrations for the page. A bar of how far they are from reaching a particular sustainability goal.

How does the content relate to the target audience?

Through our research we found that the most used social media by our target group were Instagram, TikTok, Youtube and Facebook. So when researching the trends on Social Media we kept our focus on Instagram and TikTok in particular.

We made three short videos on content inspiration and how it relates to the target audience. Their each named after a social media trend and you can watch them here by clicking one of the topics:

Authentic Relations

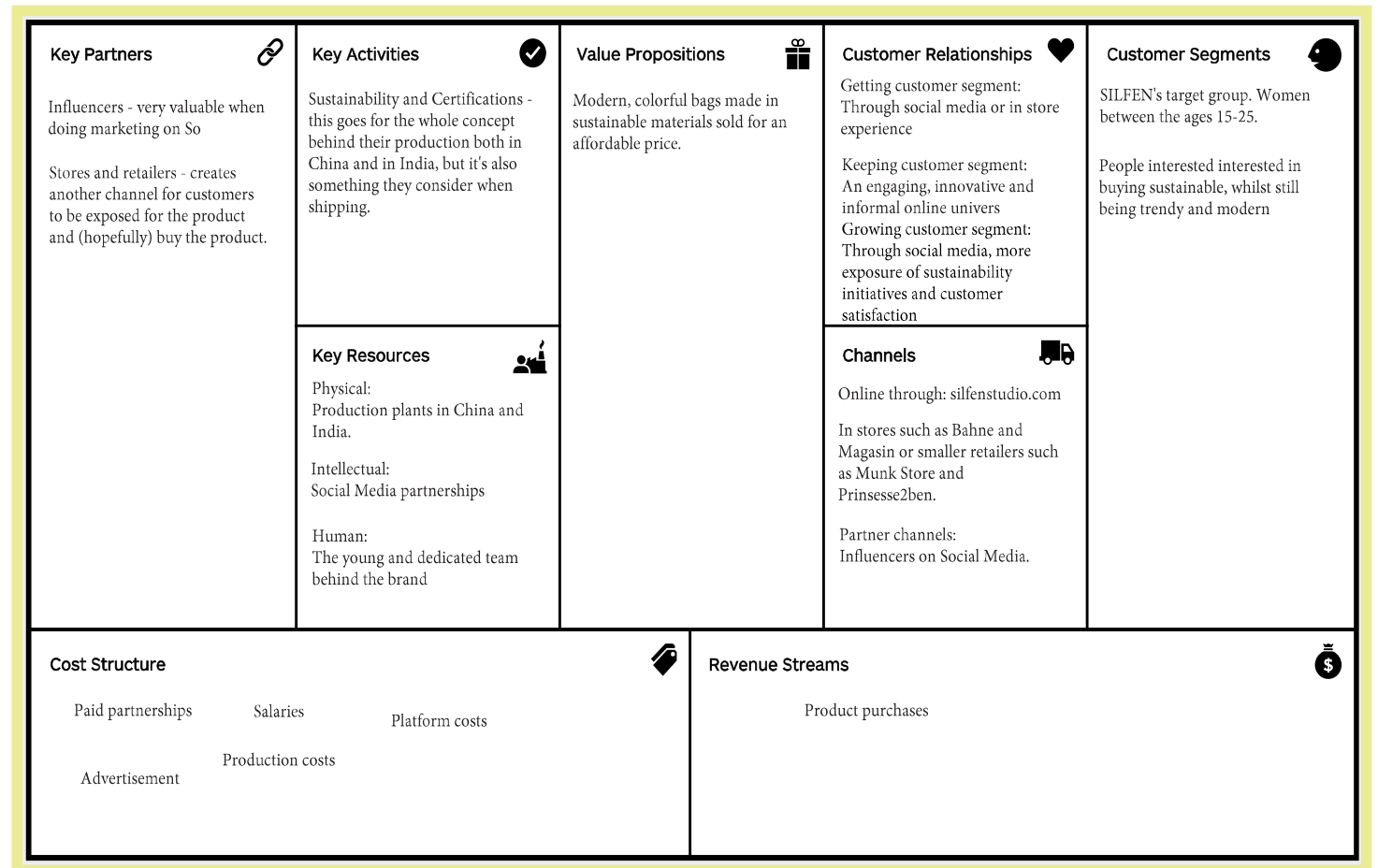
Relatable content

Collaborative Content

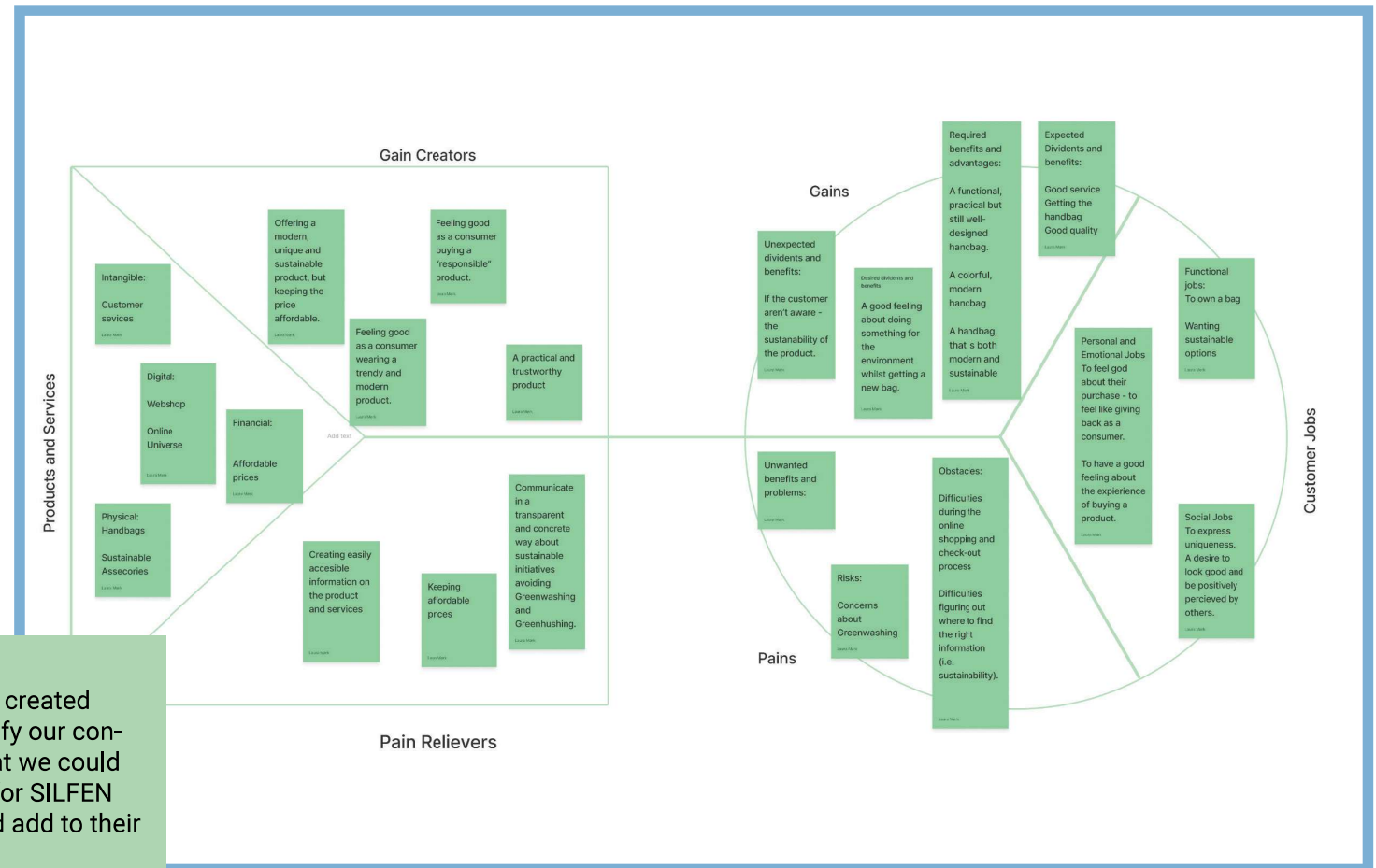
Understanding Business Models and Customer Relations -The Visual Tools.

Business Model Canvas

To create our content strategy we had to understand SILFEN as a company. To do so, we filled out the Business Model Canvas to try and document their current business model.



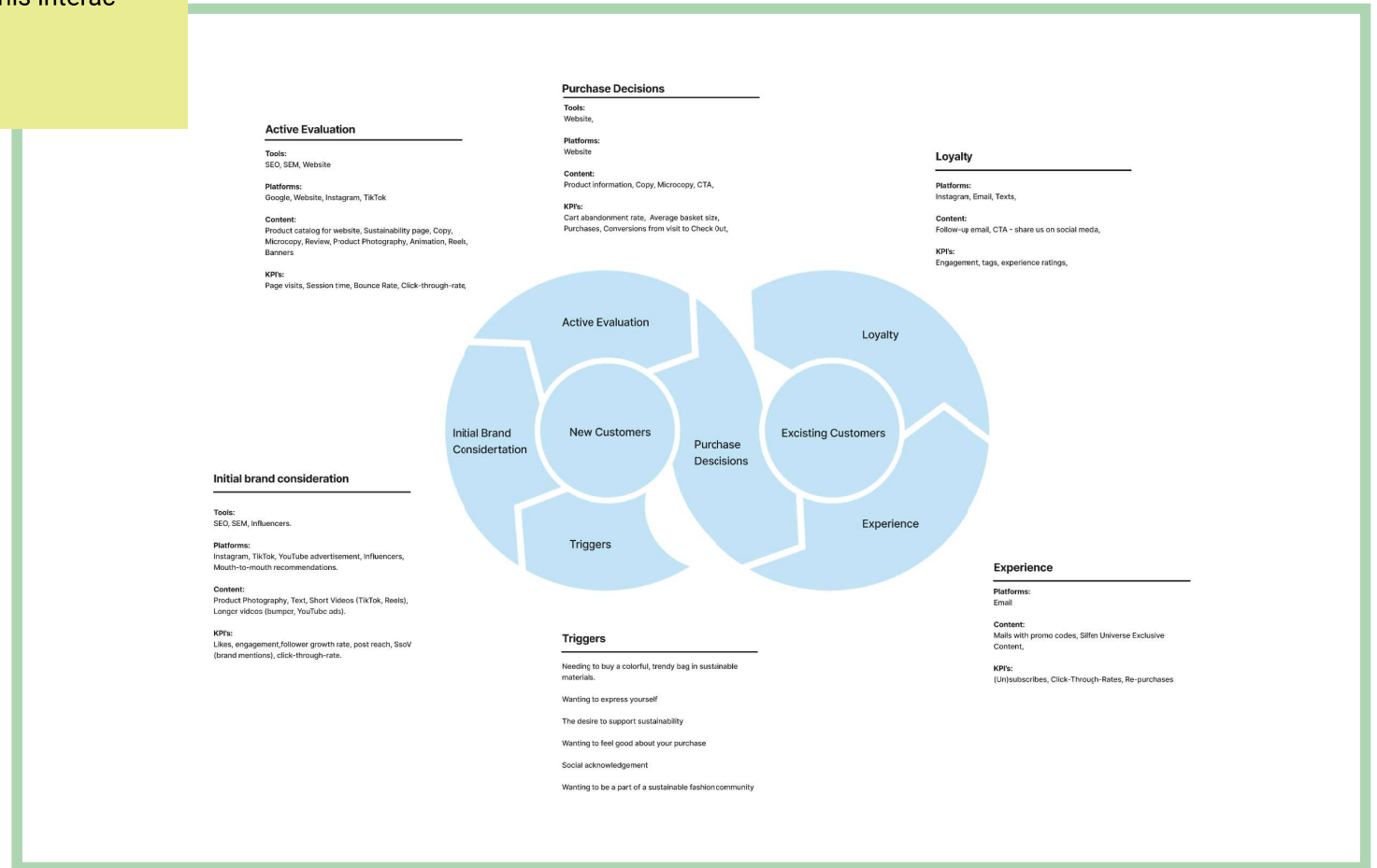
Value Propositions Canvas



After creating the Business Model Canvas we created the Value Proposition Canvas to try and identify our consumers main needs, pains and gains. After that we could then define the most important components for SILFEN to relieve their pains and figure out if we could add to their gains.

Customer Journey Map

As a part of understanding the users way of interacting with SILFEN and how we could best support this interaction we created a user journey map.



The Golden Circle

The Golden Circle helped us find our purpose, our relevance and relate it to the actual physical product.

