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MARLBORO #UPFORNEULAND

PART 2: CONTENT STRATEGY

HERO, HUB AND HELP.

In this issue, our aim will be to gather as much information on communications and activities supporting the event, show where these elements fit within a Content Strategy Framework and suggest a simple case for use with our own brands.

Daniel Jones | March 201

THE OBVIOUS

THE CONTENT WITHIN THIS DOCUMENT APPLIES TO ALL MARKETING DISCIPLINES BUT IS WRITTEN FROM THE PERSPECTIVE OF TOBACCO.

PLEASE DO NOT DISTRIBUTE TO THOSE UNDER THE LEGAL SMOKING AGE AND THOSE WHO ARE OLD ENOUGH BUT CANNOT THINK FOR THEMSELVES.

ASU30 and ATUU30 are acronyms for Adult Smoker Under 30 and Adult Tobacco User Under 30. Any term 'adult' is defined by local law, but shall in no circumstances refer to any person under the age of 18. Likewise consistent with BAT's International Marketing Standards, terms such as 'consumer', 'target consumer', 'smoker' or 'target audience' refer only to smokers whom are adults. Local legislation / Regulations: You must ensure that prior to applying any activities or applications in your market, you obtain specific local legal advice regarding the permissibility of that activity of application.

MARLBORO #UPFORNEULAND

PART 2: CONTENT STRATEGY

INTRODUCTION

In Part 1 we looked at Marlboro's *#upforneuland* event in Germany at the end of 2015.

We identified some of the elements that made the event a success, sought to understand the reasons behind why they were important and made a few recommendations on intelligent practices that our brands can use as a template to follow.

In this, Part 2, we will gather as much information on communications and activities supporting the event, show where these elements fit within a Content Strategy Framework before demonstrating a simple use-case on a live project.

TL/DR:

A healthy content strategy is like a freshwater stream - keep it flowing!

KEY TAKEAWAY:

Any implementation of content strategy must be a cumulative effort, rather than a single great leap forward.
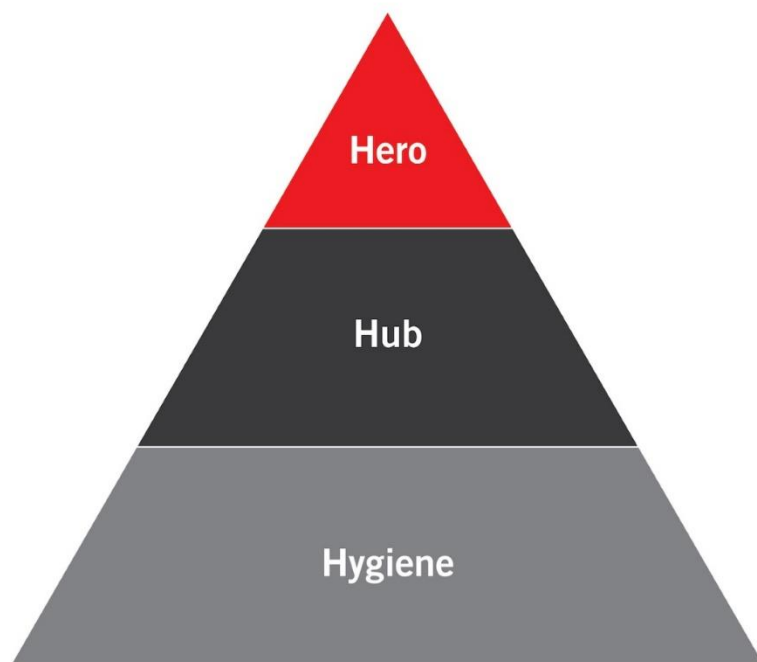
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SAA Above Market

Unit - Kuala Lumpur

CONTENT IS ACE, KING AND QUEEN

Applying YouTube's **Hero>Hub>Help** content strategy framework to Marlboro's activities surrounding its *#upforneuland* event.

HERO, HUB AND HELP – EXPLAINED

Hero
Large-scale, tent-pole events or 'go-big' moments designed to raise broad awareness

Hub
Regularly scheduled 'push' content designed for your prime prospect

Hygiene
Always-on 'pull' content designed for your core target

SOURCE:. HTTPS://SCONTENT.CDNINSTAGRAM.COM/T51.2885-15/E35/12345940_1033299233379835_1781292033_N.JPG

HERO

LARGE-SCALE EVENTS, CAMPAIGNS OR PROGRAMS THAT DRIVE MASS AWARENESS - OFTENTIMES AROUND PRODUCT OR EVENT LAUNCHES.

THE EVENT AS THE HERO

In most markets, due to regulatory and legal restrictions, it is not possible for tobacco brands to achieve 'mass awareness' using traditional methods.

In this case, we can assume that any announcement was made within the confines of a password-restricted brand microsite or alternatively-branded 'event / experiences' pages.

It was also highly likely that any announcement about the *#upforneuland* event was already communicated during prior 1-to-1 consumer engagement opportunities.

FOR MARLBORO'S *#UPFORNEULAND*
THE <u>EVENT ITSELF</u> WORKS AS ITS OWN STANDALONE 'HERO' OF ITS 'HERO' CONTENT.

#upforneuland

- ✓ **Large-Scale Tent-Pole Event**

- ✓ **Designed to raise broad awareness**

HUB

REGULARLY SCHEDULED 'PUSH' CONTENT DESIGNED FOR YOUR PRIME PROSPECT OR ASPIRATIONAL TARGET CONSUMER

EVENT INVITES AND PROMOTIONAL MATERIALS

Not for distribution to those below legal smoking age

— SABB
— SIDNEY SPAETH
— ERIK CORTES

DREIZEHN X
POP-UP CLUB
SEILERSTR. 36

MERCEDANCE
stadl.gold
N8Licht
Future Proof [Vanhau Records]
Rave Maki [Wahl Club / FunkHaus]
Lord Bacchus [stadl.gold]
Julius Füg [Tonmeister Berlin]
48.881593,
11.203612
Autohaus
Hüst & Weigand
16.1

9

SOCIAL MEDIA ACTIVITIES

#upforneuland Instagram tag
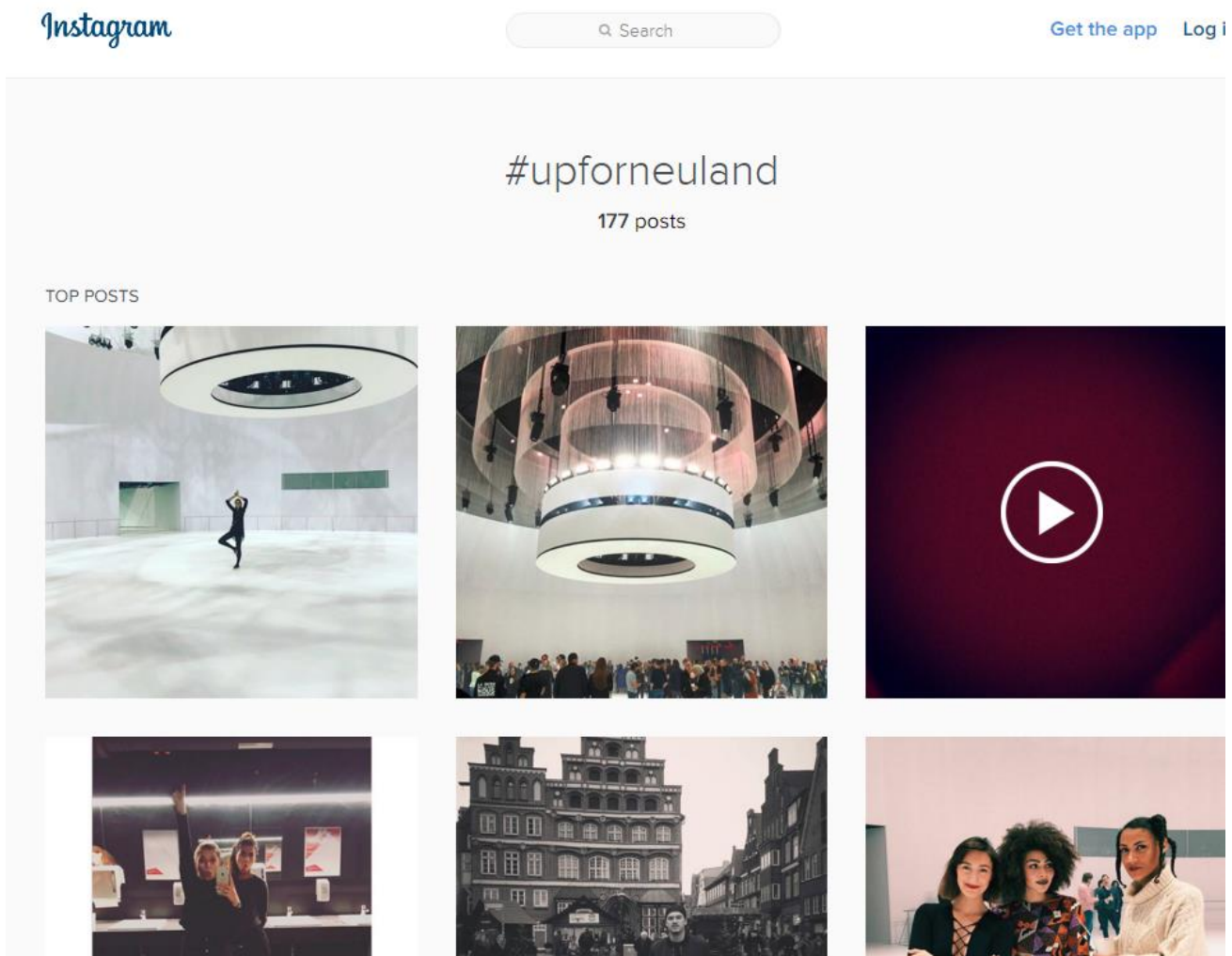
No official event page exists (so far as the general public is concerned).

Tagged photos of any event, persons or objects are entirely available on a simple google search.

The event gains post-awareness momentum as the brand, its agents, paid influencers and event guests continue to tag photos.

HELP (OR HYGIENE)

HYGIENE IS CONTENT CREATED AROUND THE CORE INTERESTS RELEVANT TO THE ASPIRATIONAL TARGET CONSUMER AND THE BROADER CONSUMER SEGMENT.

CREATING VALUE BEYOND

Photos of Art Installations at the event leverages Marcus Shaefer's profile as an influential public figure. (for Marlboro's Aspirational Target Consumer and to a lesser extent, the Premium Segment in Germany)

http://www.marcusschaefer.com/portfolio
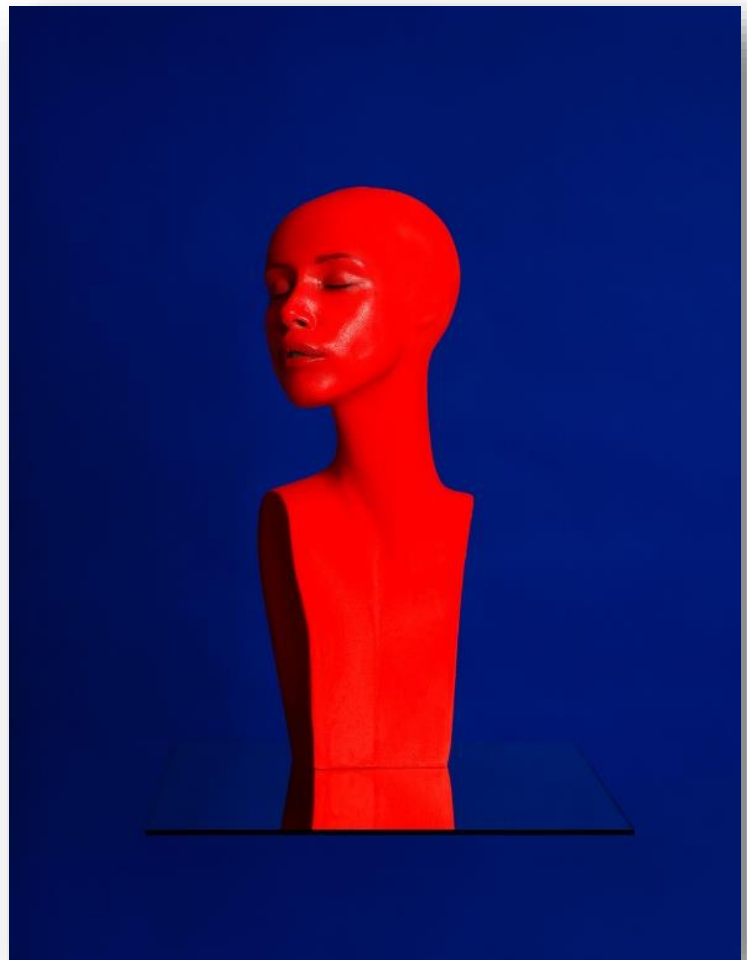
"I'm interested in Marcus, I'm therefore interested in who works with."
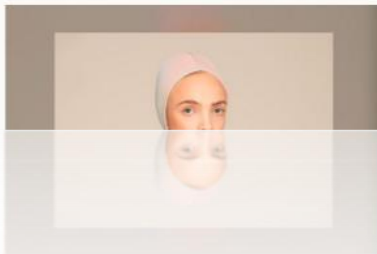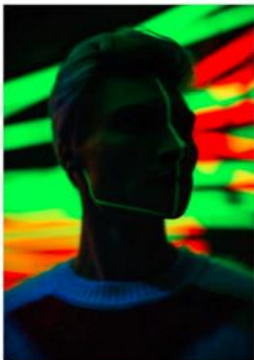
LISTEN; ACTIVELY

Engagement is achieved via human-generated answers on assorted online channels (such as entertainment and ticketing websites or forums orientated around local events).

Any questions that a smoker might have on the event itself can be directly answered (thereby satisfying legal or regulatory requirements) by the brand and its agents.

These questions can be found through simple key-word monitoring.

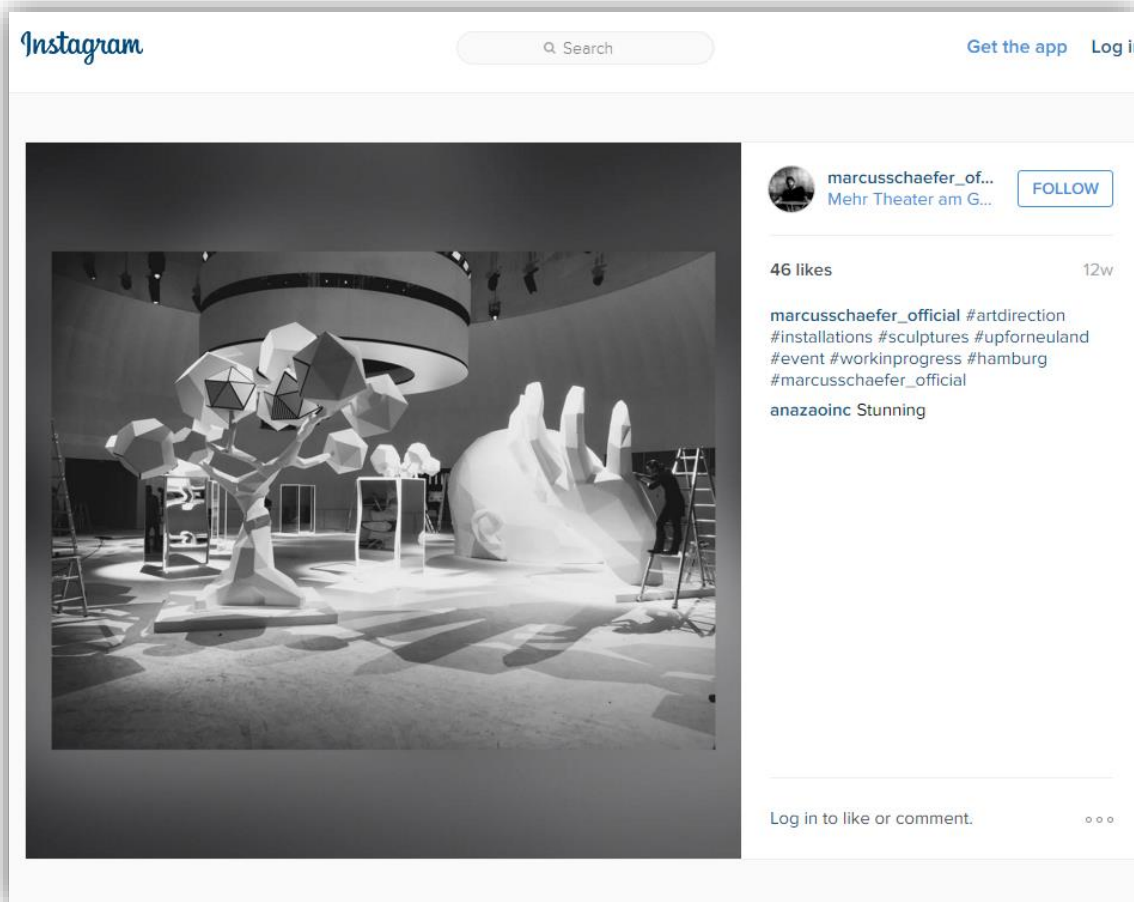Not for distribution to those below legal smoking age
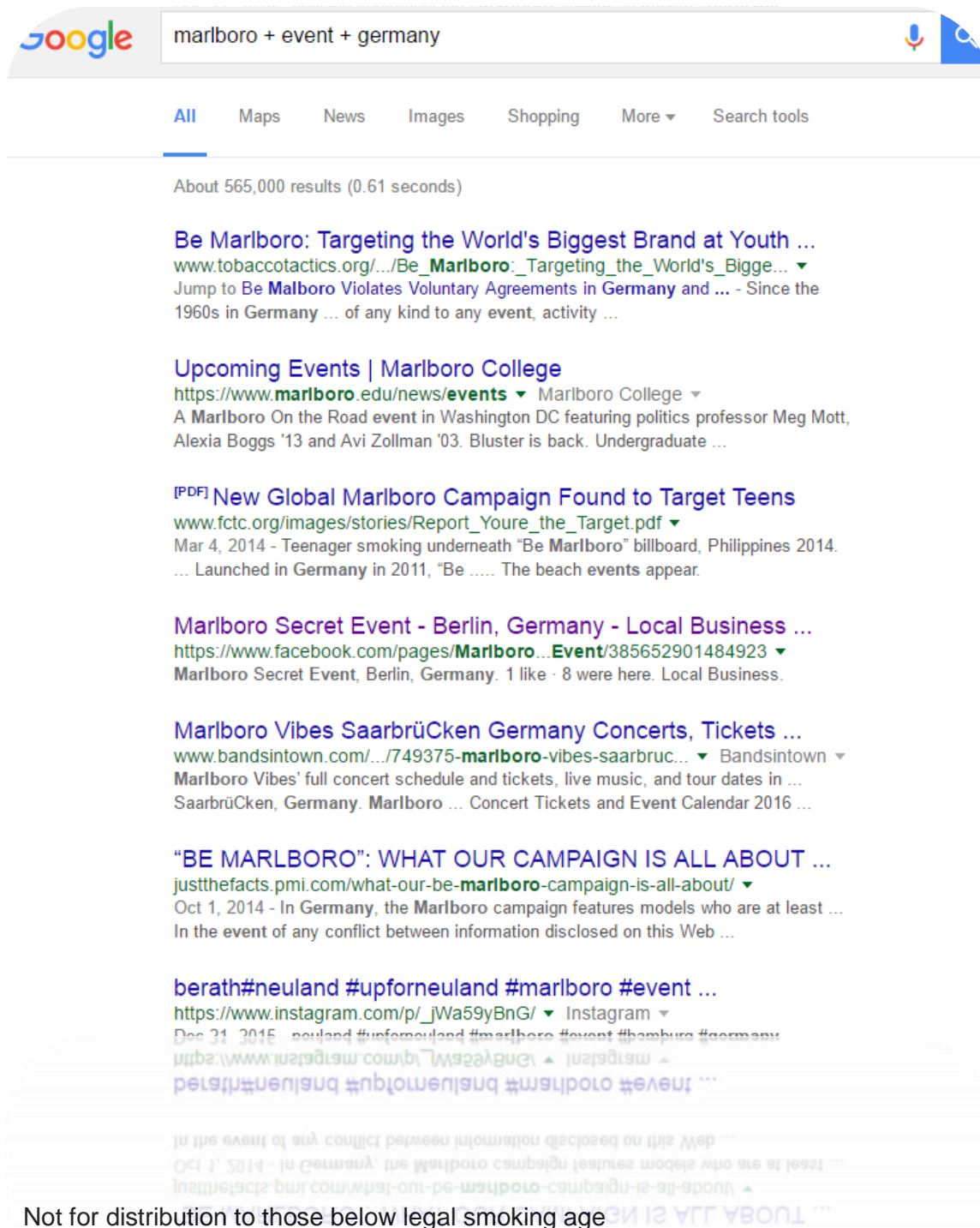
Options include:

Manual search ('Marlboro + event + Germany' or 'upforneuland' and similar entries)
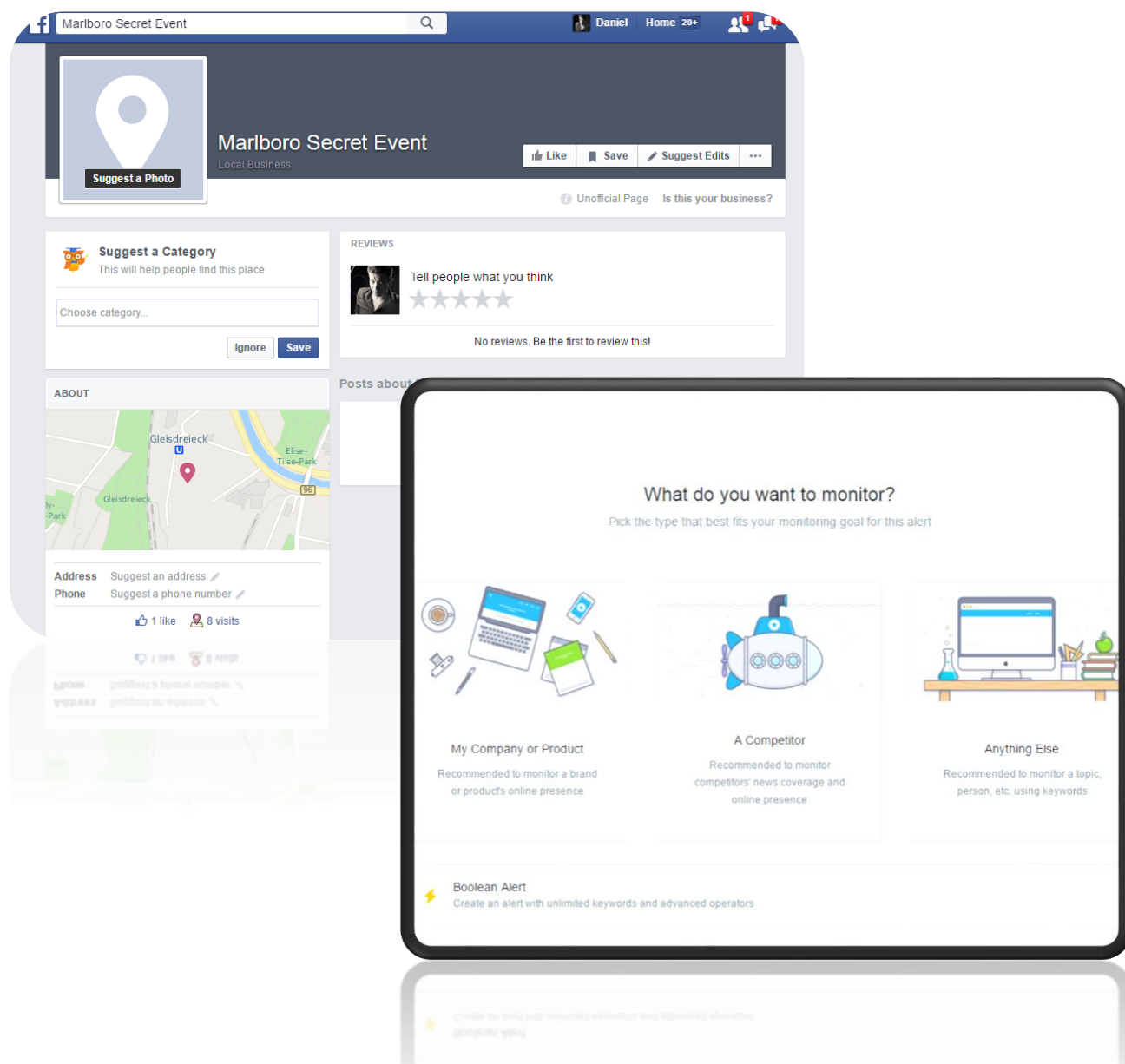
Brands can also make use of specialised online tools and services (e.g 'mention https://mention.com/en')

'PULL' CONTENT MARKETING

A COLLABORATION THAT GENERATES VALUE TO BOTH PARTIES - EVEN BEYOND THE EVENT ITSELF.

The Creator and Influencer: Marcus Shaefer

This leverages various online and offline activities by the artist and is separate from the direct collaboration with the brand – ie. All posts that are not associated with the #upforneuland event.)

Why this is important:

As long as the artist continues to stay relevant, there is a high probability that those already interested in his creations will also come across the sculptures installed at the event.

USE CASE

[PROJECT: NAME; BAT BRAND NAME; MARKET]

SUMMARY

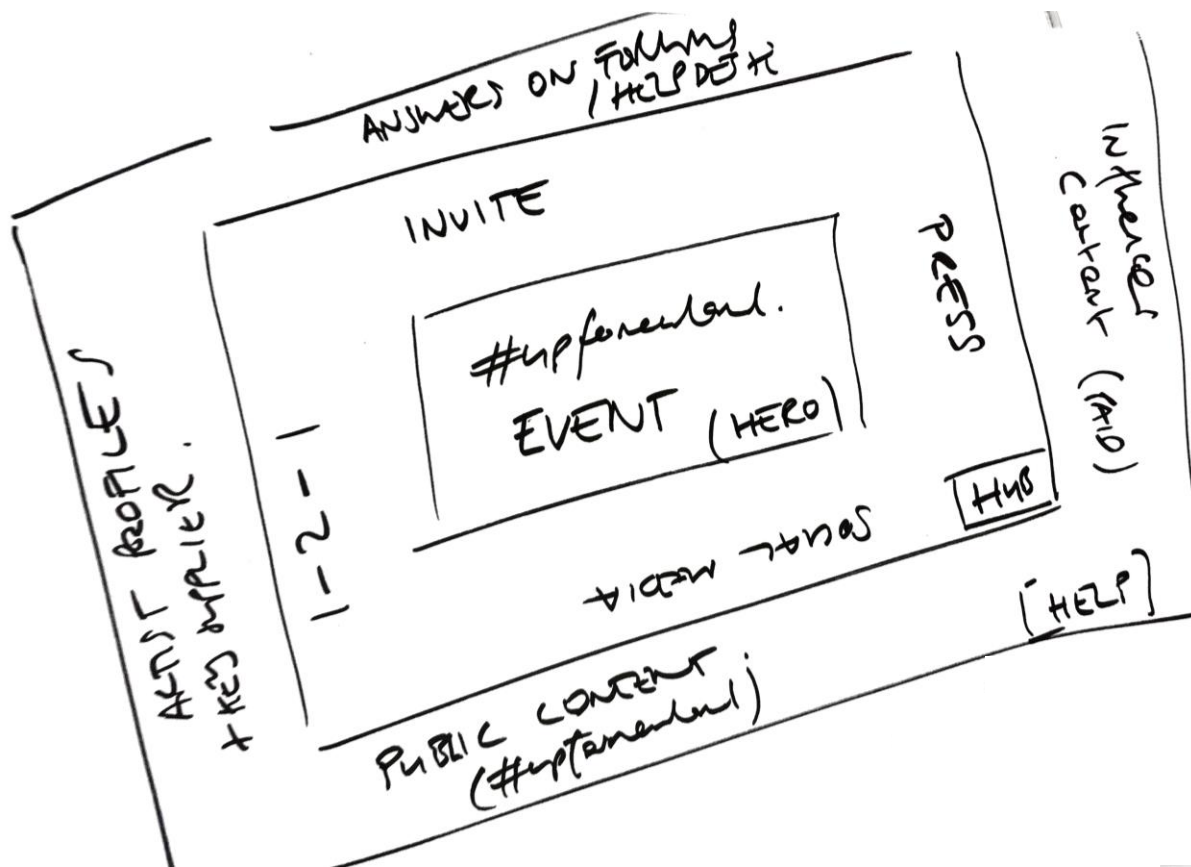## BACKGROUND

APPLICATION

RESULTS

TAKEAWAY

TO BE CONFIRMED

APPENDIX

FURTHER EXAMPLES

HERO. HUB. HELP.

ILLUSTRATED.

CONTENT MARKETING

HEROES

RED BULL

RED BULL:

PROJECT STRATOS

According to YouTube, 'Hero' content is something that's done on average 1-2 times a year for a brand and will still entertain and inspire the viewers with emotional storytelling.
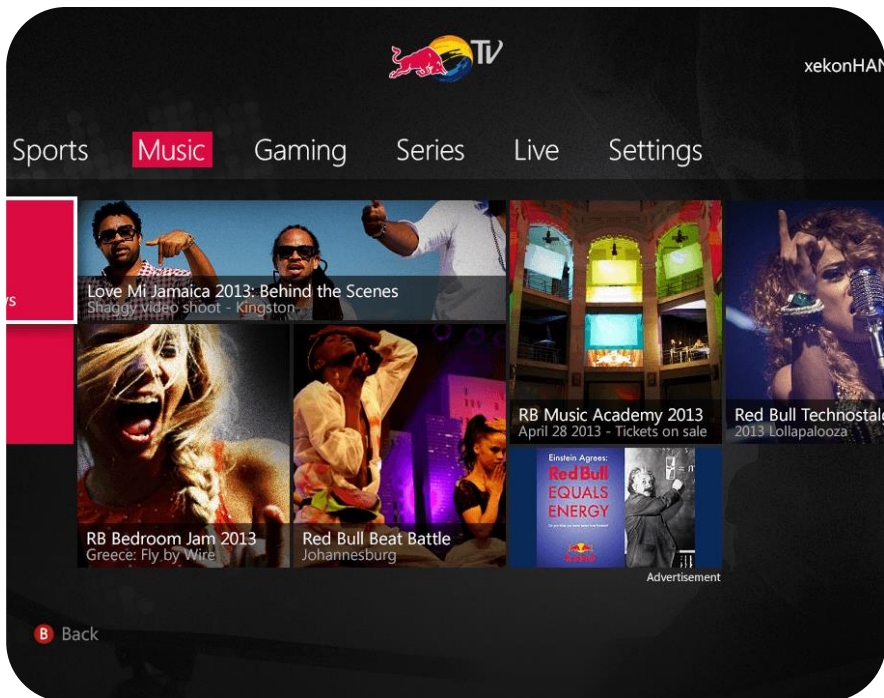
RED BULL'S PROJECT STRATOS IS AN ICONIC EXAMPLE OF HERO CONTENT.

HTTPS://WWW.YOUTUBE.COM/WATCH?V=FHTVDA0W34I)

ROLLOVER THE IMAGE AND CLICK PLAY!

Not for distribution to those below legal smoking age

CONTENT GIVES BRANDS WINGS

Red Bull has long established a way to focus its content creation around relevant consumer passion point.

The fact that the brand sponsors entire tournaments and sporting disciplines – all of which of direct relevance to its Aspirational Target Consumer and beyond - enables it to create a series of regular, relevant videos.

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VOLUME X FREQUENCY
= HIGH ENERGY ENGAGEMENT

DJ>

"I LIKE TO SAY THAT RED BULL IS A MEDIA HOUSE THAT HAPPENS TO MAKE MONEY BY SELLING SOFT DRINKS. ;)"

Red Bull's commitment to its content strategy means that it easily creates:

- ✓ **A VOLUME OF RELEVANT CONTENT**
- ✓ **REGULARLY ENGAGE ADDITIONAL SUBSCRIBERS**

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VIBRANT HUB OF ACTIVITY

PR ACTIVITY

Legal and market regulations limit the reach of any mass communication channel.

However, governance of content uploaded by the general public poses a stiffer challenge.

Arguments surrounding the origins of any content or whether it has been 'paid-for' or indeed whether it has been initiated by a tobacco brand (or its agents) is irrelevant.

The content exists – and this is all that matters from the perspective of achieving awareness.

KICKSTART #2
Hamburg 4.5.2012

ROLLOVER THE IMAGE AND CLICK PLAY!

HELP THAT KEEPS ON HELPING

PAID INFLUENCERS PROGRAM

Tagged photos during (and also posted after) *#upforneuland*

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UNPAID (OR 'ORGANIC') SOCIAL MEDIA CONTENT

(and also more generically tagged #marlboro)

END OF PART 2