



# Gang Films Digital Media Campaign

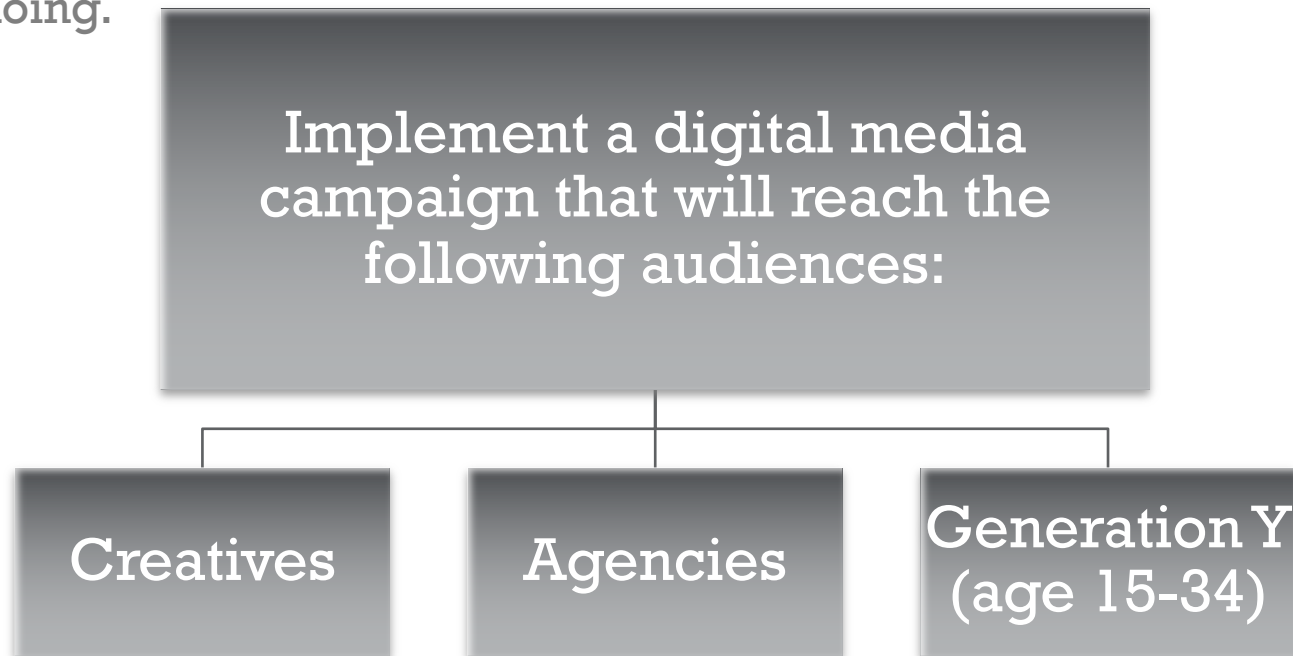
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# Current Digital Media Synopsis

Currently Gang Films and Gang Digital has a small presence on the key social media networks. The goal is to implement a comprehensive and strategic digital/social campaign to reach Gang's target audience(creatives), build brand awareness/loyalty and create buzz and hype around the amazing work Gang is doing.



# Gang's Current Social Media Statistics

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue background.

- 557 likes on FB

The Twitter logo, featuring the word "twitter" in white lowercase letters and a white bird icon on a blue background.

- 102 followers on Twitter
- 1 tweet total
- Last tweet July 2009

The LinkedIn logo, featuring the words "Linked in" in white, with "Linked" in a larger font and "in" in a smaller font, on a dark blue background.

- No company page on LinkedIn

The Vimeo logo, featuring the word "vimeo" in a black, lowercase, sans-serif font on a light blue background.

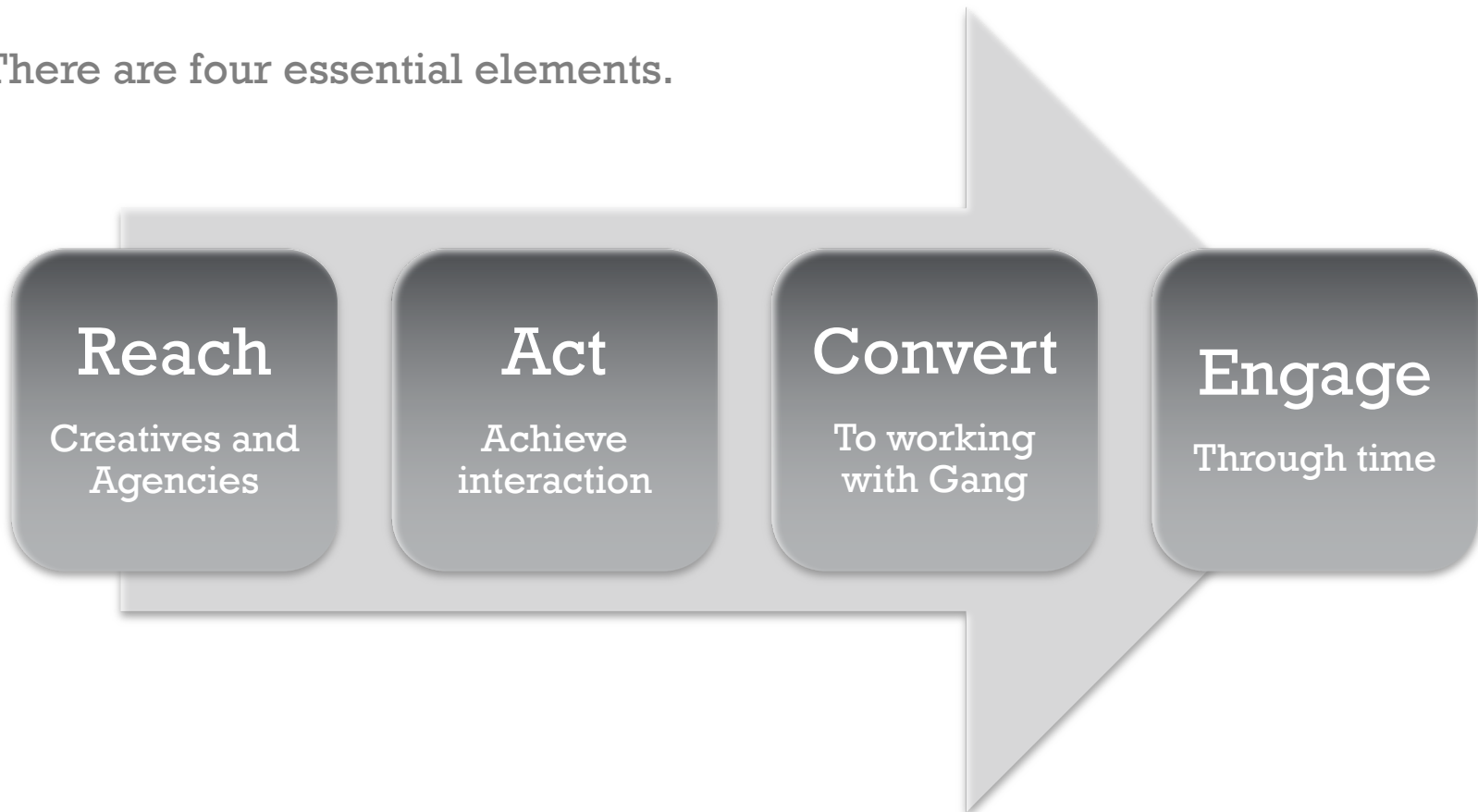
- No Vimeo or YouTube Company account



# Digital Media Methodology

We will use the RACE framework and methodology to implement our digital media campaign to our target audience.

There are four essential elements.



# Campaign Objective and Strategy



- Attract the young creatives attention. Get the word out about Gang, and the projects they are doing (films and digital).
- Build brand loyalty and awareness globally.
- Brand Gang as a hip, trendy, in the know cool production company that the Generation Y'ers want to work with.
- Increase Gang's footprint on the social media channels.
- Build a relationship with Gang's target audience and get them engaged on our social networks and company blog.

# Target Audience

- The campaign is focusing on Generation Y'ers (ages 15-34) that are the young up and coming creatives in the digital production industry.
  - 80% of Gen Y'ers log onto social media daily. Facebook was the number one site logged onto with Twitter following in a close 2<sup>nd</sup>.
- These individuals are highly creative, have a short attention span, motivated and are in the know of all the latest digital/social crazes.
- They are familiar with and actively engages on social media channels.
- They rely heavily on the Internet, and most likely have a smart phone.

# Digital Media Campaign

## Two Essential Strategies:



Increase engagement, followers and participation on all five social media channels to create brand awareness, relevance, longevity and staying power (Facebook, LinkedIn, Twitter, Vimeo, YouTube).



Create an engaging blog on Gang's Website to showcase our work and engage creatives, clients, agencies and the general audience interested in media, advertising and film.

# Plan of Action - Implementation



Begin posting daily on Facebook and Twitter.

Have a two-way dialogue with our followers

Seek out key industry players on the social networks and engage with them.



Start with creating a blog section on our Website.

Post 2-3 blog posts per week



# Competitive Analysis Worldwide

According to the “Best Ads on TV,” the following were the top 10 production companies worldwide for 2013:

- MJZ
- Rattling Stick
- Biscuit Filmworks
- Caviar Content
- Hungry Man
- Outsider
- Blink
- Wanda
- Stink
- Academy

## DIRECTOR RANKINGS

1



**Tim Godsall**  
Biscuit Filmworks

1



**Steve Rogers**  
Revolver

3



**The Glue Society (Gary Freedman)**  
The Glue Society

3



**Scott Lyon**

3



**Noam Murro**  
Biscuitfilmworks

6



**Harold Einstein**  
Station Film

6



**Dougal Wilson**  
Blink

8



**Steve Ayson**  
The Sweet Shop

8



**Fredrik Bond**  
Sonny

8



**Bryan Buckley**  
Hungry Man

## CREATIVE DIRECTOR RANKINGS

1



**Rui Branquinho**  
Y&R São Paulo

2



**Flavio Casarotti**  
Y&R

3



**Suthisak Sucharittar**  
BBDO Bangkok

4



**Gerry Human**  
Ogilvy & Mather Lond

5



**Matt Eastwood**  
DDB New York

5



**Susan Hoffman**  
Wieden + Kennedy

7



**David Kolbusz**  
BBH London

8



**Olivier Altmann**  
Conseil Publicis

9



**Menno Kluin**  
DDB New York

9



**Ian Reichenthal**  
Wieden + Kennedy

## CREATIVE RANKINGS

1



**Gian Carlo Lanfranco**  
Fred & Farid, Paris

1



**Rolando Cordova**  
Fred & Farid, Paris

3



**Mother**

3



**Toby Brewer**  
adam&eve DDB

3



**Nikki Lindman**  
Adam&EveDDB

3



**Richard Lovell**  
Grey, Melbourne

3



**Henrique Mattos**  
ageisobar, São Paulo

3



**Simon Pearse**  
BBH London

3



**Cristiano Rodrigues**  
ageisobar - São Paulo

3



**Daguito Rodrigues**  
ageisobar, São Paulo

# Competitive Analysis - French Market

## Première Heure

- FB – 1,399 followers
- Twitter – 450 followers
- Vimeo – 20 videos
- Blog - 3 company blogs (Blended, Schmooze and Le Blag)
- Blended l'oeil de Première Heure (6, 746 likes on FB)
- LinkedIn – 78 followers
- Playlists for each blog

## Wanda

- FB – 3,622 followers
- Twitter – 427 followers
- Vimeo – 93 videos
- YouTube – Yes has a channel
- Blog – No company Blog
- LinkedIn – 388 followers
- Wanda Network – Paris, London, Hamburg



# Competitive Analysis UK Market

## Rattling Stick

- FB – 1,822 followers
- Twitter – 1,280 followers
- Vimeo – 108 videos
- YouTube – 251 followers
- Blog – No blog but quarterly newsletter
- LinkedIn – 331 followers
- Rattling Network – London, US, Canada, Spain, Germany, France, Australia

## Stink

- FB – 2,471 followers (Stink Digital)
- Twitter – 12,193 followers (SD)
- Vimeo – 74 videos (SD)
- YouTube – Yes has a channel
- Blog – No company Blog
- LinkedIn – 1,063 followers (SD)
- Stink Network – London, Paris, Berlin, Moscow, Shanghai and Sao Paulo, (New York – Stink Digital)

# Competitive Analysis US Market

## MJZ

- FB – 2,386 followers
- Twitter – 3,307 followers
- Vimeo – yes they don't use it
- YouTube – 2,790 followers
- Blog – No blog
- LinkedIn – 1,175 followers
- MJZ Network – LA, NY, London

## Biscuit Filmworks

- FB – 1,151 followers
- Twitter – 1,466 followers
- Vimeo – 3 videos
- YouTube – Yes has a channel doesn't use it
- Blog – Yes on Website
- LinkedIn – 154 followers
- Biscuit Network – LA, NY, London

# Why Social Media Works



Human beings are social...

They love telling stories, sharing content and ideas...



They tend to like what their friends like...



And will want to share it with other friends...



Multiple interactions are only a matter of time...



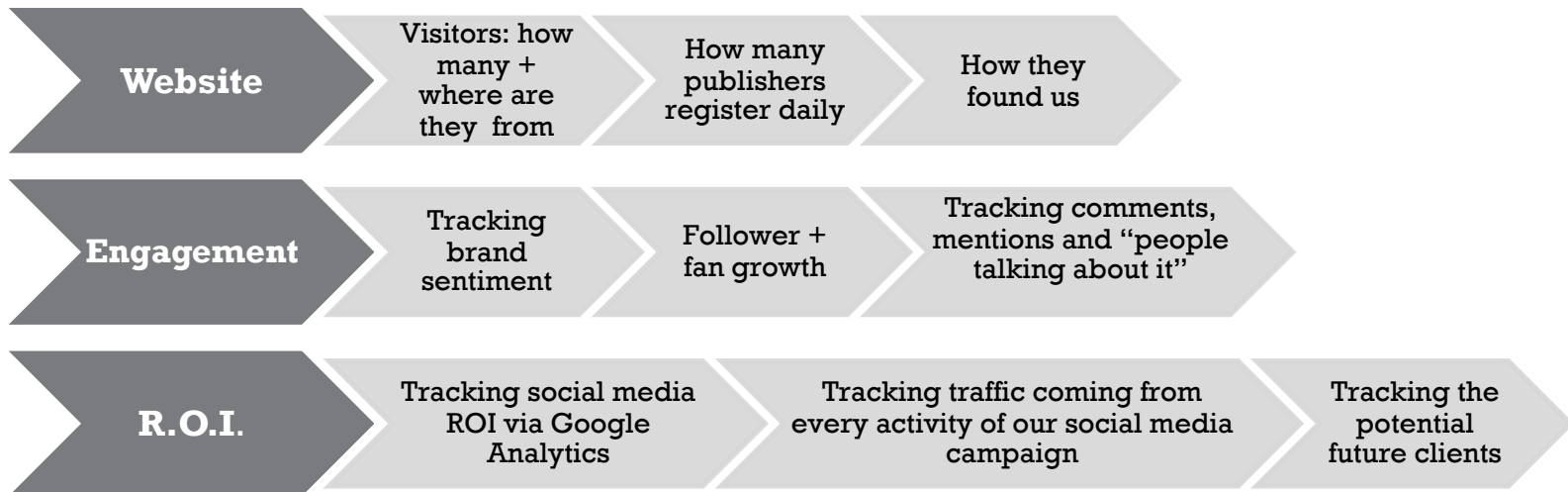
# Key Metrics for Success

- Increased brand awareness globally.
- Number of followers on all social media sites increased.
- Number of creatives that want to work with Gang, mention Gang or know about our work increased.
- Number of repeating, unique visitors increased.
- Relationship building and networking with key industry players increased.
- Number of people in a specific demographic that follow us for example the digital media industry increased.

# Measurement of Key Metrics

- Measurement metrics are very important to guide our campaign and measure our progress and success.
- Measuring how many people are visiting our site and social networks is the most common way to know if our social media campaign is working.

## 3 Essential Measurements:



# Let's Get Digital & Social!

**Let's get social**

**Let's get engaged**

