Workshops

Create brand videos that ‘go the distance’ in winning audiences’ attention—and hearts
Benton Crane, Harmon Brothers
- People remember stories with people. Ask yourself: Would your ad work if it had another organization’s logo on it?
- Your brand content has to be surprising and have a commonsense link back to the brand. Negative example: Outpost.com marching band ad (funny, but the concept doesn’t fit with Outpost.com). Positive example: FiberFix for car roll cage ad.
- When you don’t have a specific character in your story, your story becomes generic.
- Does not have to be a celebrity—Dos Equis’ “most interesting man in the world,” Camp Chef’s “Grill God” or Chatbooks’ “real mom” ads.
- Eighty-six percent of respondents in the room said their brand did not have a brand character.
- Recommended “Building a Story Brand” by Donald Miller.
- Comedy is a great tool for adding rhythm to video. Example: BedJet devil ad.
- Harmon Brothers uses audience retention curves to gauge when audiences stop paying attention to ads.
- Free copy of “From Poop to Gold” for attendees: Text POOP to 474747 or go to https://harmonbrothers.com/ragan and enter code “RAGAN” at checkout.

‘Whistle while you work’: Social media storytelling to boost your brand and engagement
Nate Sandell, Mall of America
- If you don’t listen to your guests, you’re not going to be successful.
- Text system allows Mall of America users to notify administrators about messy restrooms. Problems that took 30 minutes to resolve now take 10 minutes.
- Bots are okay for informational questions (MoA uses Kipsu), but the human touch adds value.
- Remind your audience that there are real people behind the comments they see: For example, if a guest seems to be into “Parks and Recreation,” respond with a Parks and Rec GIF. All it takes is a few seconds to do your research.
- Trust your team: For example, a guest asked how to find the right ring size for his girlfriend. SM manager: “First, make sure she’s the one. Second, ask a friend or borrow one of her old rings.”
- Social storytelling feeds into crisis communications: MoA heard on social media about a car on fire and called the fire department immediately. A news crew called about the story, and MoA was able to say the fire was already out.
• MoA engaged users with “Twizzard” campaign encouraging people to tweet to a certain level, at which point fake snow would fall in the mall. Won a Webby Award.
• MoA uses Spreadfast Lithium for scheduling and monitoring posts, and Kipsu for its tech service and web chat.

‘Collision of worlds’: How you can blend brand messages with influencer power
Matt Silverman, the Daily Dot

• Why are influencers powerful? They make essential content (as opposed to recycled or plagiarized content) that their followers can’t do without.
• YouTube is moving from a novelty economy to a loyalty economy: Successful YouTubers have fiercely loyal followers.
• Loyal followers have “parasocial relationships” with content creators: People feel like they are friends with people who create content.
  • Fifty-five percent in the room have never run an influencer campaign. Nine percent have, with positive ROI, Six percent had negative ROI, and for 29 percent it was about brand awareness.
• Recommended Kurzgesagt, an animated video channel that explains complicated topics, and Bored Shorts: adults reenacting their kids’ dialogue.
• “Hello from the magic tavern” podcast and Wheezy Waiter incorporate monetization of content in an organic way.
• When pursuing influencers, it’s important to spend time with their content (2–3 episodes, for podcasts) to determine if it’s a fit.
• Smaller shows with loyal audiences can have better ROI than larger ones.
• What’s the compensation model or “payscale” for influencers? “Value is relative to the trust and authenticity that the influencer has with his/her audience. I’ve seen $20/$30 CPM (cost per thousand impressions) but … 1 million impressions with no conversion is less valuable than 2,000 impressions with 50 conversions.”
• How do you know if an influencer is legit? “Consume a LOT of their content and observe how their audience interacts with them (in video comments or on social media).”

‘Be our guest’: How to extend your event across social media
Veronica Steele, Kevin Goddard, Amazon Web Services

• Don’t pursue anything you can’t measure the impact of.
• AWS spends $200 or so per post boosting Facebook posts, rather than running ads. It gets higher impressions and clicks with boosting organic content than creating traditional ads.
• Use LastPass to store, change and revoke passwords securely on company devices.
• No operational plan should come down to one person, one tool or one process.
• Helpful event gear:
  o A phone with a good camera
  o A gimbal (avoid the cheap ones)
  o Flexible tripods
  o Lapel or handheld mic
  o T adapter—allows you to use gimbal and mic to your phone at the same time
- 360 cameras
- Camera bag
- Spare cables
- Gopros
- **Mevo**: Portable livestreaming device.
- These types of content do well on social media:
  - Time-lapse stuff does great on social media
  - Behind the scenes content
  - Free swag content (to induce FOMO)
- If you make a war room, keep the information light and easy to avoid information overload.
- AWS uses Sprinklr display for its social media war room.

**Keynotes**

**‘Winter is coming’: Drive buzz, harness trends and capture attention with effective social storytelling**

JoAnna Scholl, The Paley Center for Media (HBO)

- Use short-form content to drive people to have a longer experience with your story.
- Maintain your identity but continue to evolve.
- Strategic partnerships can help you extend the reach of your message. Example: **Game of Thrones and MLB**.
- Videos with an emotional punch: Microsoft’s “**When everybody plays, we all win**” video— inclusivity.
- Disney **Dream Big, Princess** video—authentic and relevant.
- Micro-influencers have a smaller but more loyal following. Scholl prefers them to macro-influencers.
- Micro-influencers’ followers are up to 60 percent more loyal than celebrities’ followers.

**Storytelling magic can be more than just ‘a wish your heart makes’**

Thomas Smith, Disney Parks

- What tool does Disney Parks use to blog? Wordpress.
- Disney Parks allows critical comments on the blog—and always has.
- It turned to data to find surprising facts. Example: a spike in news on soup recipes when the weather got cold.
- Popular live-stream content: artist Will Gay doing sketches in the park.
- Core parts of live video: Social engagement, live interviews, calls to action, uninterrupted content.
- Disney Parks uses Slack for approvals and project management.
• Found tips from website search data that it wasn’t expecting, like “flower show.”
• 80+ blog contributors. Everyone on the blog is a subject matter expert. Disney Parks avoids ghostwriting.
• Works with creative influencers—for example, Lilo and Sebastian Bento boxes, domino expert.
• Data make a case for long-form content for Disney Parks.
• Works with Social Comment for content moderation.

‘You’re welcome’: Wendy’s secret sauce for Twitter success
Matt Keck, VMLY&R; Jimmy Bennett, Wendy’s
• How do you pull off the sassy, unconventional voice? With a superstrong relationship between agency and client. “We’re never satisfied with ‘we have a good enough relationship.’”
• Brand goal: Inspire fan art.
• Ask: Why are consumers on this platform? The goal is to make the consumer experience better.
• Started Roast Day. It wasn’t a pre-existing “holiday.”
• 1.2 million app downloads from offering free singles for a week.
• Brought an influencer into the test kitchen to create content.
• For Roast Day, the company has to move fast. Communicators know not every post can be approved, so they have to trust one another.
• Seven hundred and thirty-seven percent increase in mentions during National Roast Week.
• One hundred twenty percent more downloads than its March Madness campaign.
• Wendy’s went on Fortnite and destroyed the fake burger company’s freezers, because Wendy’s beef is never frozen.
• “Don’t be afraid to do something different.”

‘Go the distance’ to captivate and engage your target audience online
Terry Hurlbutt, Good Morning America
• Ask yourself: What is the heart of the story we’re trying to tell? Who is involved in telling it?
• For royal wedding: Had strategies for Instagram stories, Snapchat, Twitter etc. Also tapped into peoples’ watch parties.
• Respect peoples’ experience. For example, add captions if people are going to be watching without sound.
• For videos, GMA spends most of its time thinking about the first 3–5 seconds. If you can’t nail that, your audience will keep scrolling.
• Good Morning America’s social media team spends most of their day in Instagram Stories.
• Vast majority of GMA’s content is organic-only on social media.
• If content is good, organic promotion is sufficient. Bad content + money = bad content and a bad spending decision.