LIVE-STREAMS
CHALLENGES
VERTICAL VIDEO
STORIES
DROP-IN AUDIO
CHAT
GAMES
COMMUNITY
NEW PLATFORMS
CHALLENGES & OPPORTUNITIES REQUIRE NEW APPROACHES
WHY THE FASCINATION WITH THE PLATFORM?

WHAT CONTENT IS SUCCESSFUL? WHY IS IT SUCCESSFUL?

WHAT DOES THE COMMUNITY WANT?

WHAT ENGAGEMENT OPPORTUNITIES ARE THERE?
We explore digital platforms and apps with the people who know them best: content creators.

In our workshop, we bring communications experts and creators together with brand managers to lay the foundations for successful engagement.
CREATOR BOOTCAMP
LEARN
TRY
CO-CREATE
EXAMPLE PROCESS

**Platform introduction**
Presentation of the most important facts & figures about the platform (history, user numbers, content), media/marketing opportunities and classification from a media/marketing perspective.

**Creator introduction**
Introducing our creators: How did they get on the platform? What kind of content do they create? Who are the people behind the accounts? Some content highlights.

**Best of platform**
We explore the best inspiration cases together and introduce each other to our favourite creator or content. Then we try out features and functions together and explore the possibilities.

**Creator insights**
The creators explain the platform to us from their expert perspective: What content works particularly well? Which target groups can be found on the platform? How do they find inspiration for new content?

**Ideation session**
Together, we gather initial ideas for measures on the platform. What communication goals can we fulfill? Which features are particularly suitable for our goals? What creative opportunities are there for the brand? How can certain advertising formats be used in terms of content/creativity? What initial influencer collaborations are conceivable?
BENEFIT FROM OUR EXPERTISE
ARRANGE AN APPOINTMENT NOW

Petra Schulz
Senior Client Relationship Manager
Mediaplus Group
p.schulz@house-of-communication.com
F +49 (0)89 2050 2257
serviceplan.com | Building Best Brands

Constanze Rohrmann
Director Business Relations
Mediaplus Group
c.rohrmann@house-of-communication.com
F +49 (0)89 2050 2262
serviceplan.com | Building Best Brands
BUILDING BEST BRANDS