

CREATOR BOOTCAMP



MEDIAPLUS INNOVATION WORKSHOPS

TIKTOK
TWITCH
SNAPCHAT
INSTAGRAM
BYTE
TRILLER
CLUBHOUSE



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

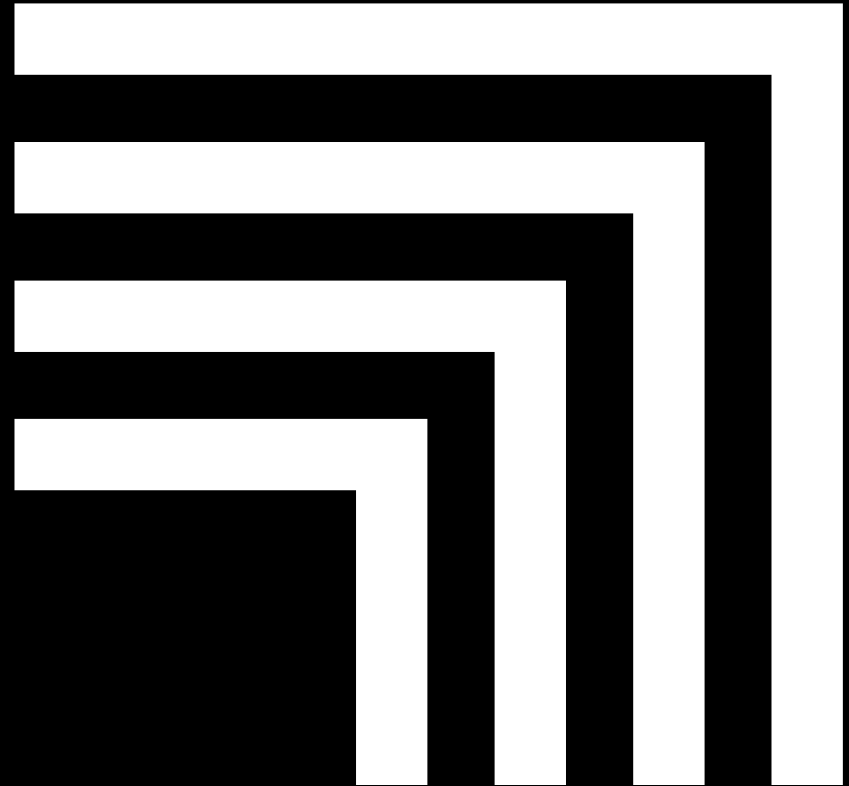


INTERACTIVE EXPERIENCE

UNIQUE INSIGHTS

INSPIRATION

CO-CREATION



**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



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