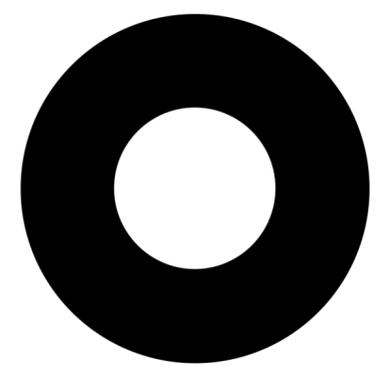




The Key Principles of Creating
Content Worth
Consuming





Circle

3 reasons people consume content

To be Educated.

To be Entertained.

To be Inspired.

Quality, relevant content can't be spotted by an algorithm. You can't subscribe to it.

You need people - actual human beings - to create it or curate it.

Kristina Halvorson, Founder and CEO, Brain Traffic



10 CREATIVE PRINCIPLES

Old school rules, new school tools

1.

Video, Video, Video,

Video, Video, Video,

Video, Video, Video,

Video, Video, Video,

Video, Video, Video.

Video or Vanish.

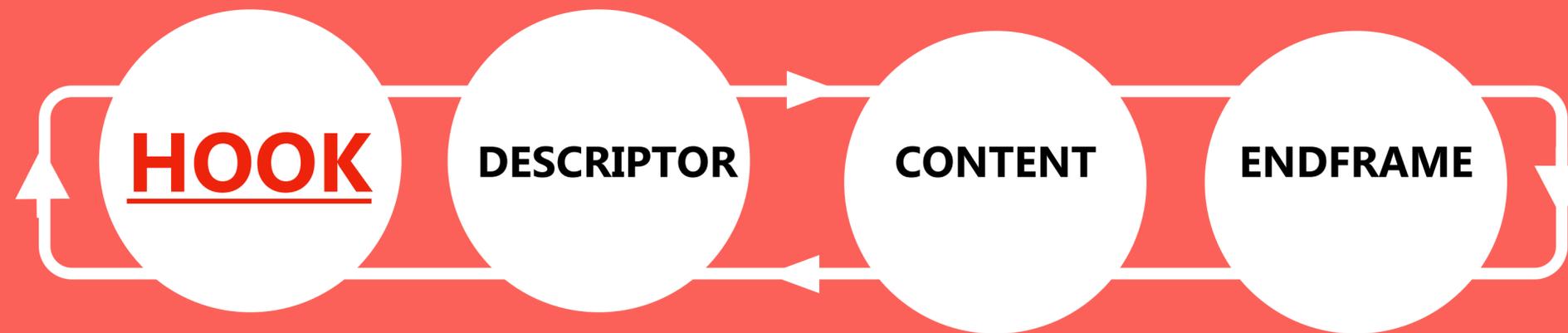
- ***Gen Z are mobile-first, digital savvy, they grew up on YouTube and are now on TikTok, Insta, etc. - and they're consuming more video than ever before.***
- ***HALF of all internet usage is now Video Content. It's highly versatile, engaging, consumable and shareable***
- ***The platforms Gen Z are hanging out on prioritise it***

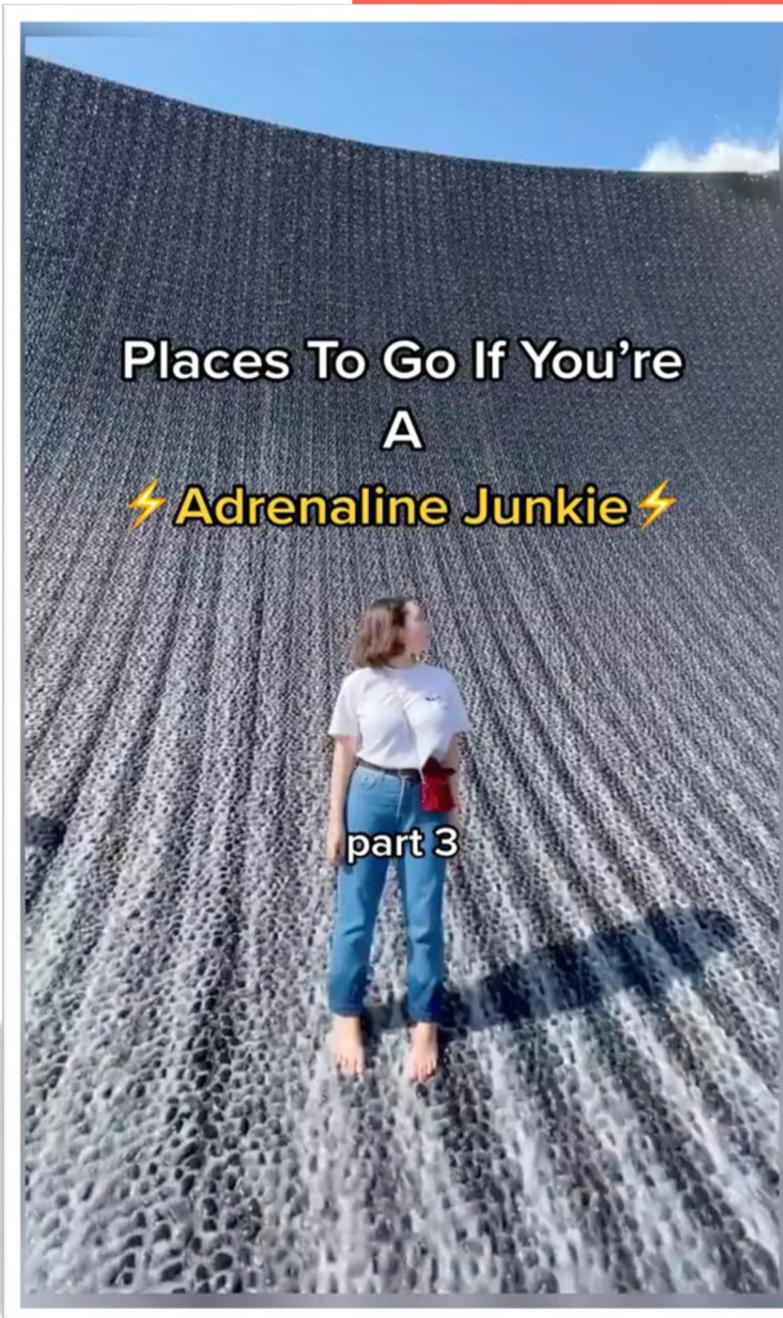
Be Creative. It's here to stay

2.

HOOKS

- *Grab their attention from the outset.*
- *The first 6-8 seconds are **CRUCIAL**.*
- *Keep content short and succinct.*





Copy

"For the beginner cook. Watch this"

"The lazy way to make a gourmet meal at home".

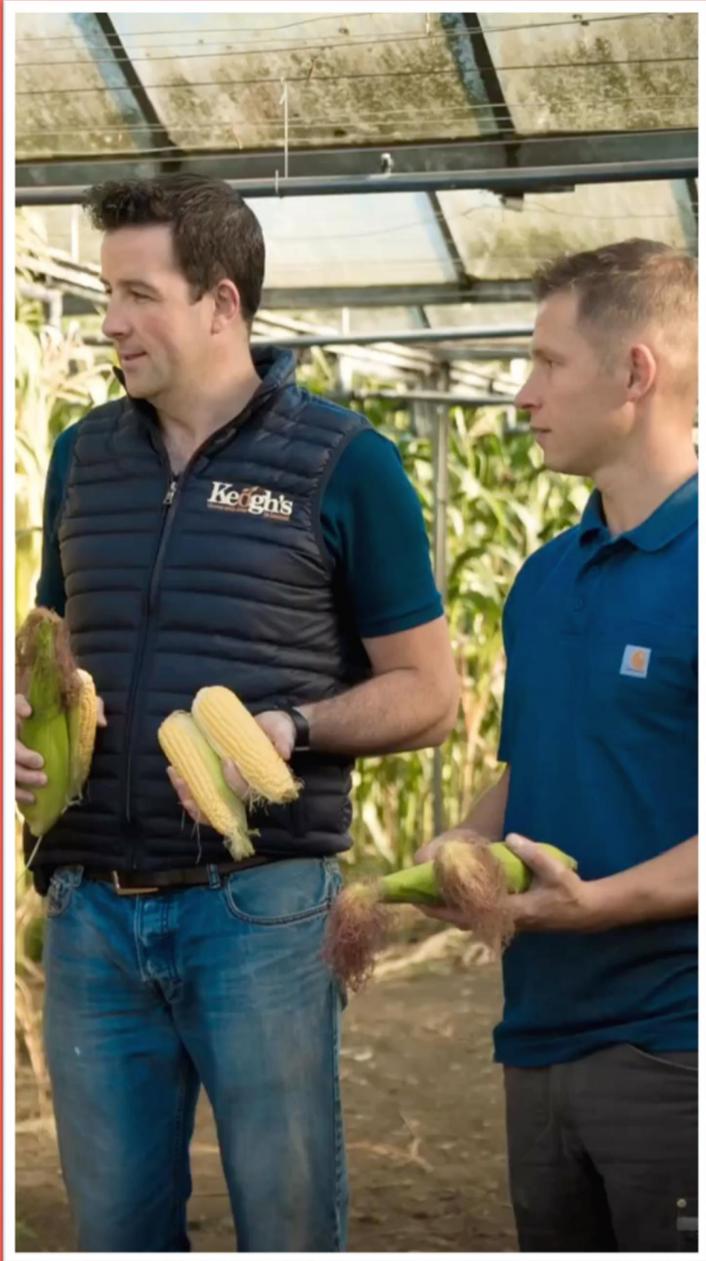
"9 things every home cook needs in their kitchen"

@ButlersChocolates

3.

Music & Sound

- Music is an even more important part of your message than ever before.***
- It's not just a device to aid or supplement storytelling.***
- It's part of the trending experience***



@Keoghs Farm



@McDonnellsCurrySauce



@Owen.Han

4.

Use The Right Platforms

- *Plan. Strategise. Agree the Platforms & Formats that work best for you. Each platform serves a distinct purpose.*
- *Then, create content with those channel in-mind. Optimise for mobile.*
- *Remember, brilliant content is ONLY brilliant content if your audience are actually **SEEING** the content. So, DON'T try to be everywhere all at once.*



5.

Use Text On-Screen

- *Use text to Stop The Scroll*
- *Use text to Tell The Story*
- *Use text to Intro Your Video*
- *Use text to Highlight Important Info*
- *Use text for Captions / Subtitles*



@LinwoodsHealthFoods

6. Embrace The Hashtag



*Hashtags.
Hashtags Everywhere.*

7.

Jump on Trends

- *Be active on the platforms you're investing in. Not just as a marketer, but as an interested user. 15 mins a day. Don't leave anything to chance.*
- *The Discover pages and the For You pages are your best friends.*
- *When and where relevant. Capitalise.*

Trends from 2022

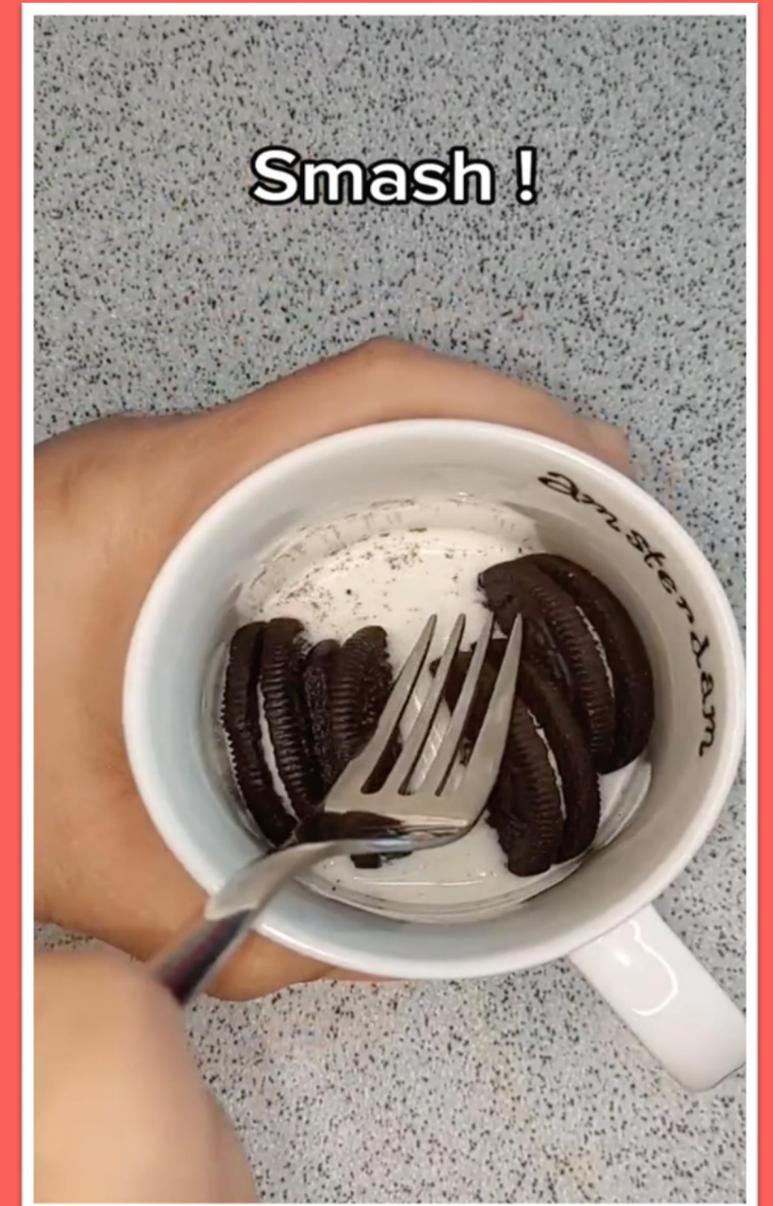
Cloud Bread – 3.4 billion views



Pasta Chips – 1.1 billion views



Mug Cake – 1 billion views



8.

Influencers

***Influencers, ambassadors & creators
can bring trust, authenticity and
following.***

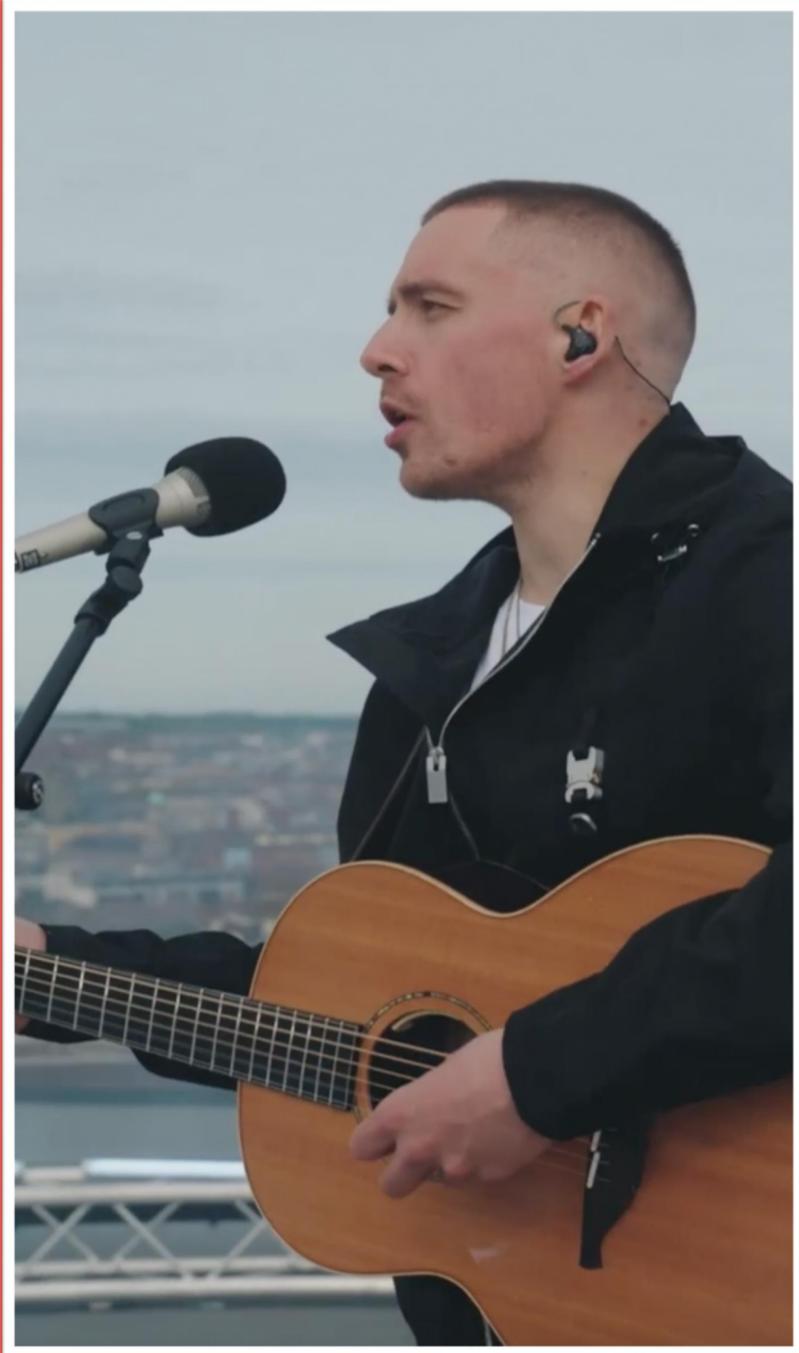
Find a creator - a real creator, not a fake one - that speaks to and inspires the audience you're after.

Partner with them for months, a year, or longer with a goal of becoming a true member of that creator's community.

Don't tell them what to say - instead enable them - and through their community - to go places, do things, discover possibilities. Become part of that creator's community, but let the creator chart the course, set the sails, and choose the destination.

You're not buying media, you're not buying a campaign. You're joining a community. Be respectful, be generous but mostly keep your mouth's closed. With the right match between creation, community and brand, the results will be amazing.

Jim Louderback, CEO, VIDCON



@Guinness



@Gallaghers Bakehouse



@Shines Tuna

9.

UGC

According to AdAge, “Gen Z doesn’t want to buy your brand — they want to join it. They value self-expression, individuality, creativity, and entrepreneurship. Rather than marketing at them, you should market with them.”

- ***Strategically, the point of UGC is to turn Gen Z fans into your own brand’s creators.***
- ***Gen Z want to participate, to join in, to co-create and they’re more vocal, creative and engaged than before.***
- ***Use polls. Ask questions. Re-share stories, posts, comments, use clear hashtags.***
- ***Seek out engagement. It’s an opportunity.***

10.

Experiment

*There is **NO** single formula to be relevant.*

- *Put the work in. Create. Test. Experiment.*
- *Embrace Failure. Don't be afraid to show the blooper reels, gaffe's or mistakes.*
- *As long as you're staying authentic to your brand values, your TOV, your personality, that is all you can do.*
- *HAVE FUN*

*Remember, You'll Never Be **This** We*

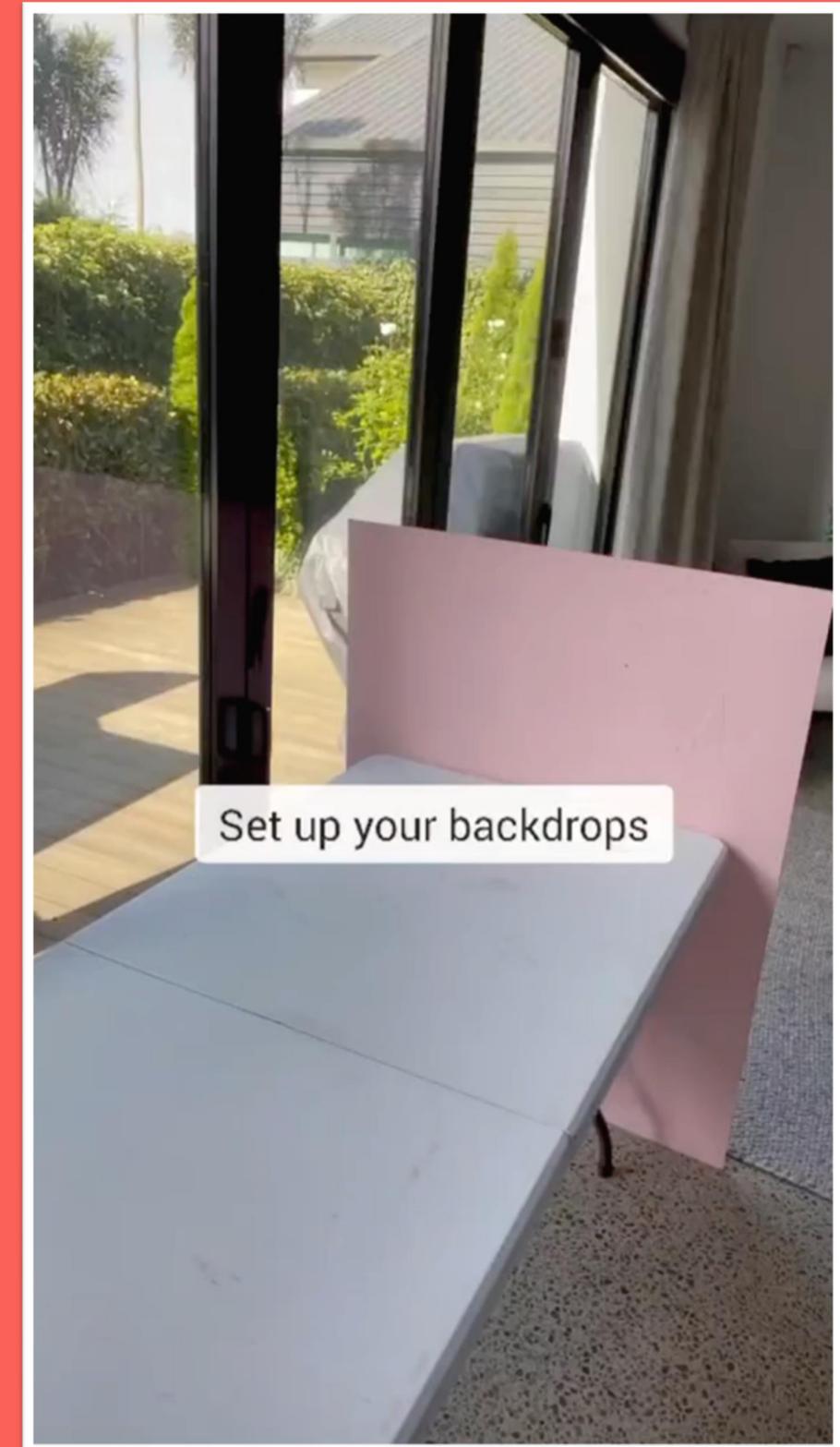
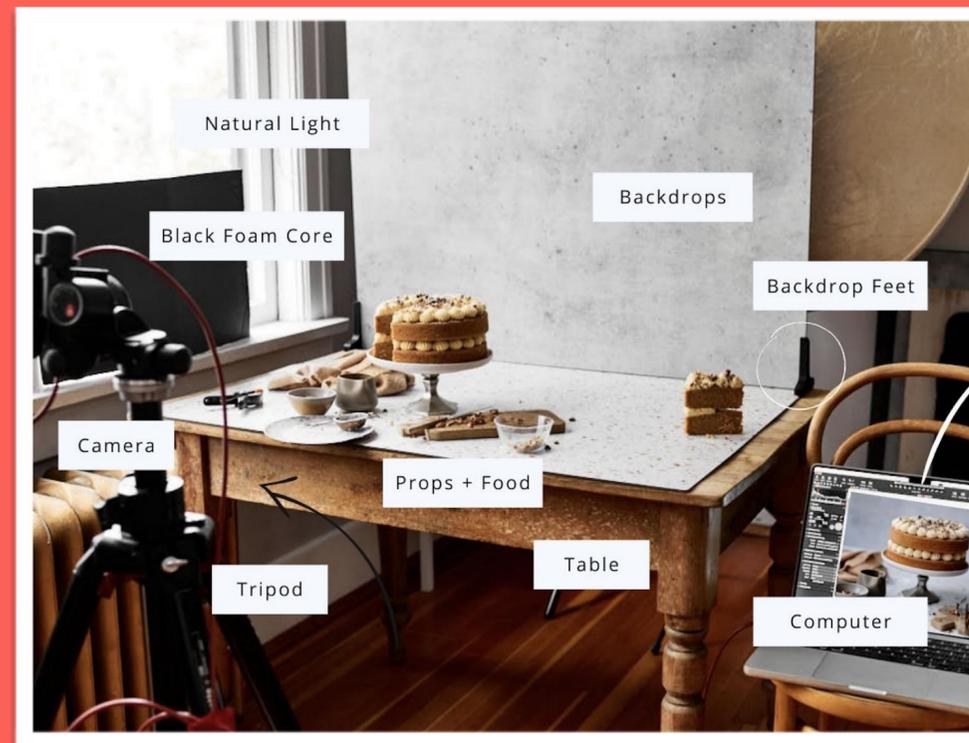




*How **You** Can
Box Clever*

All You Need:

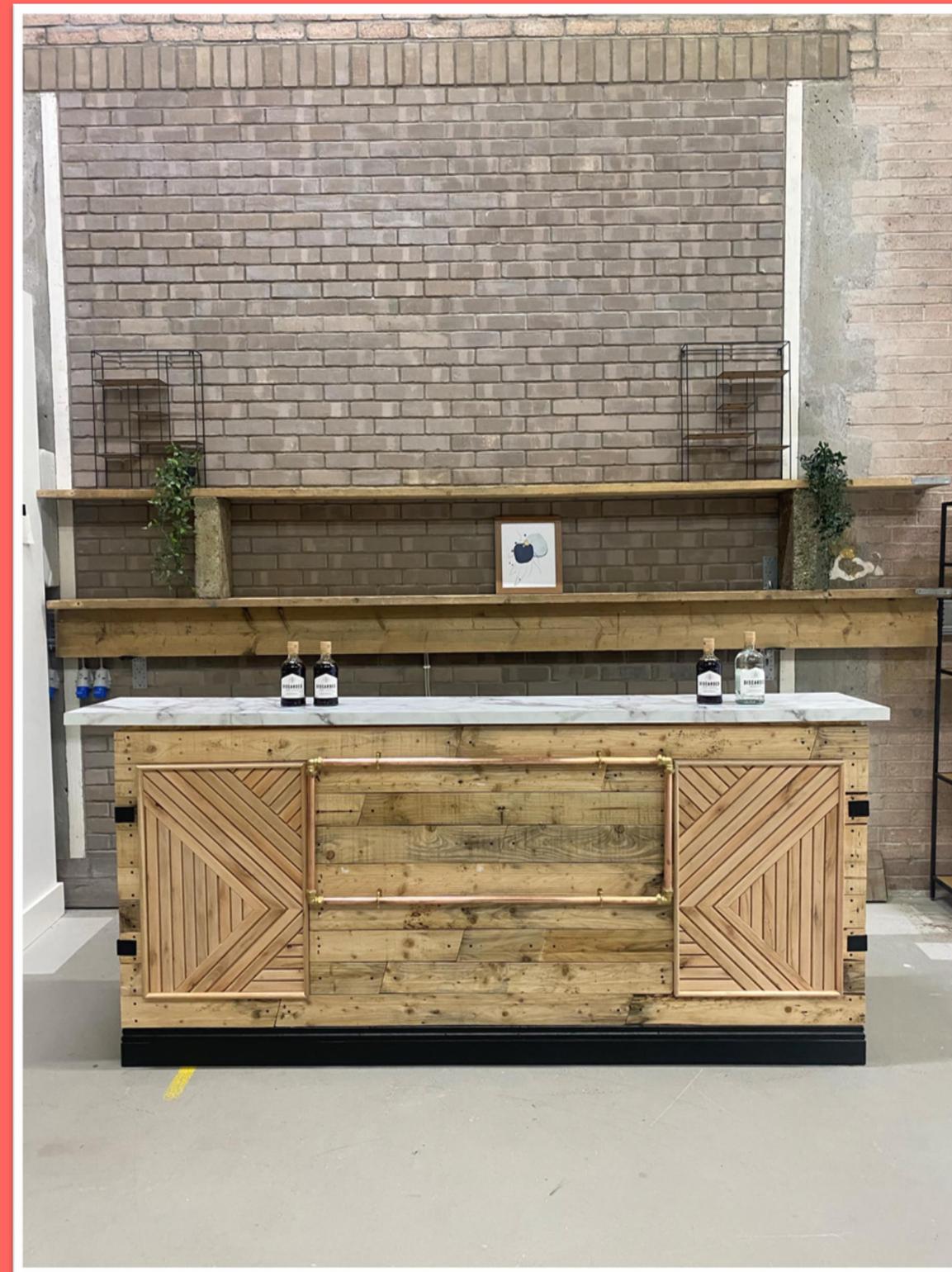
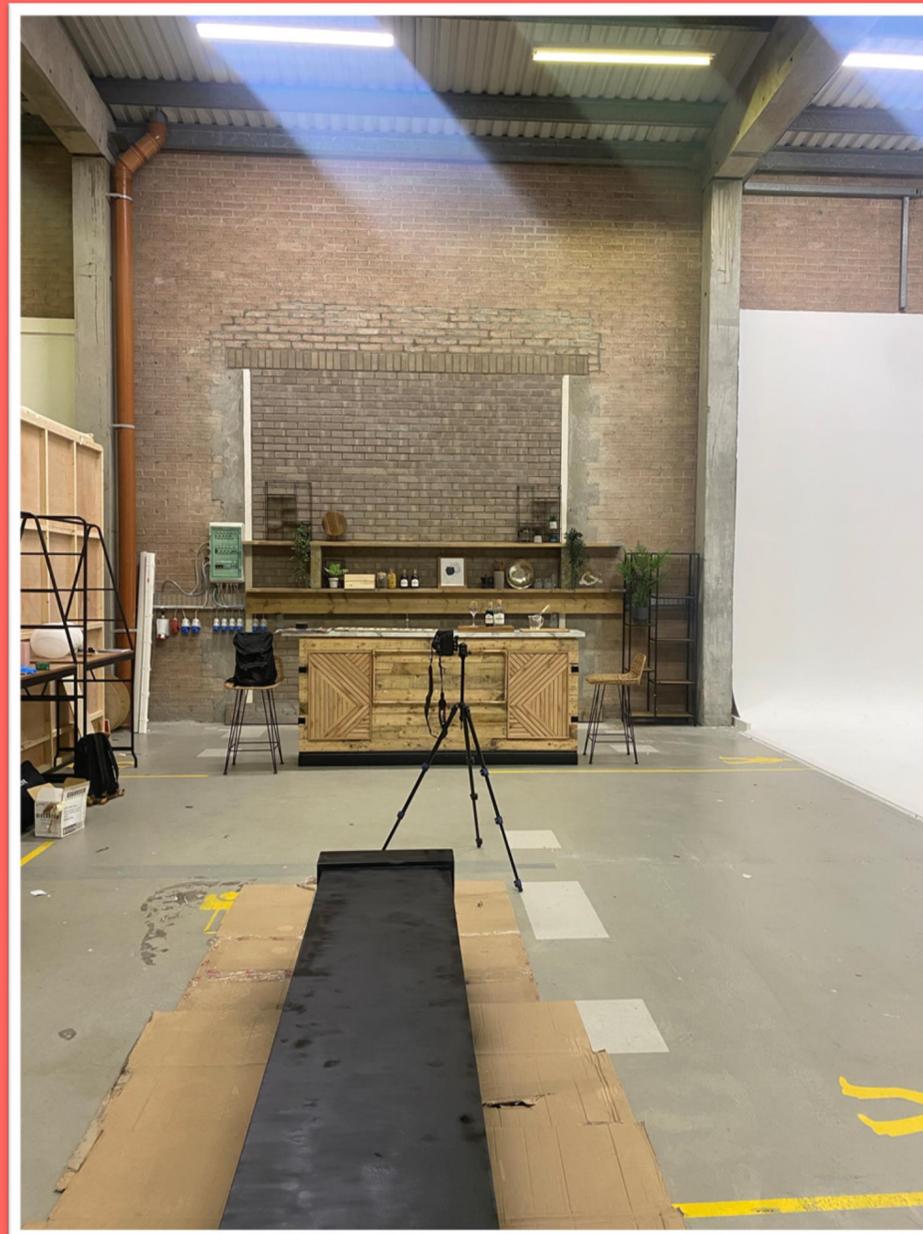
1. A table to set your scene.
2. A ring-light to help lighting
3. A tripod to frame your shot
4. An i-Phone or camera to capture
5. Your Product & Props



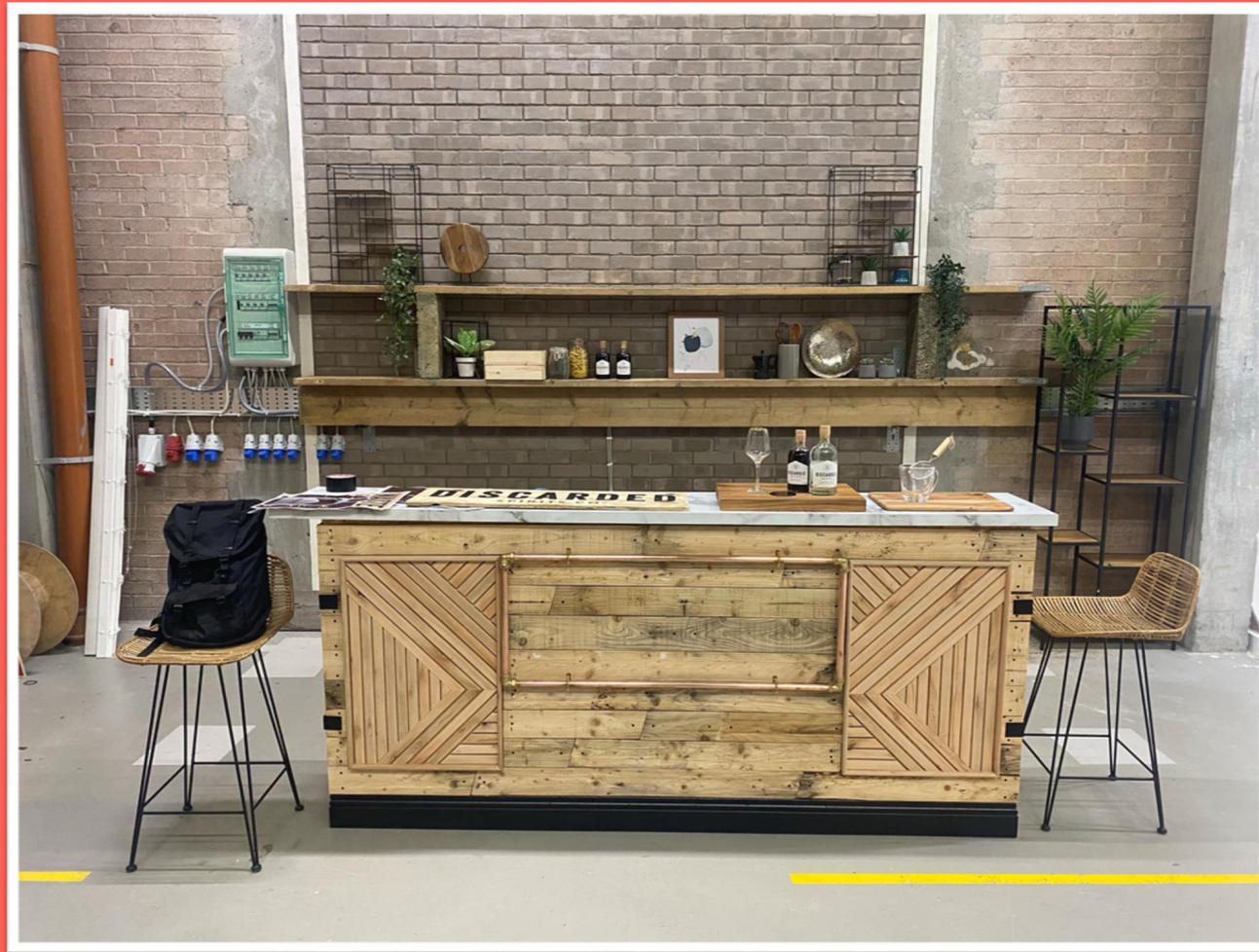
In-Practice



From This...



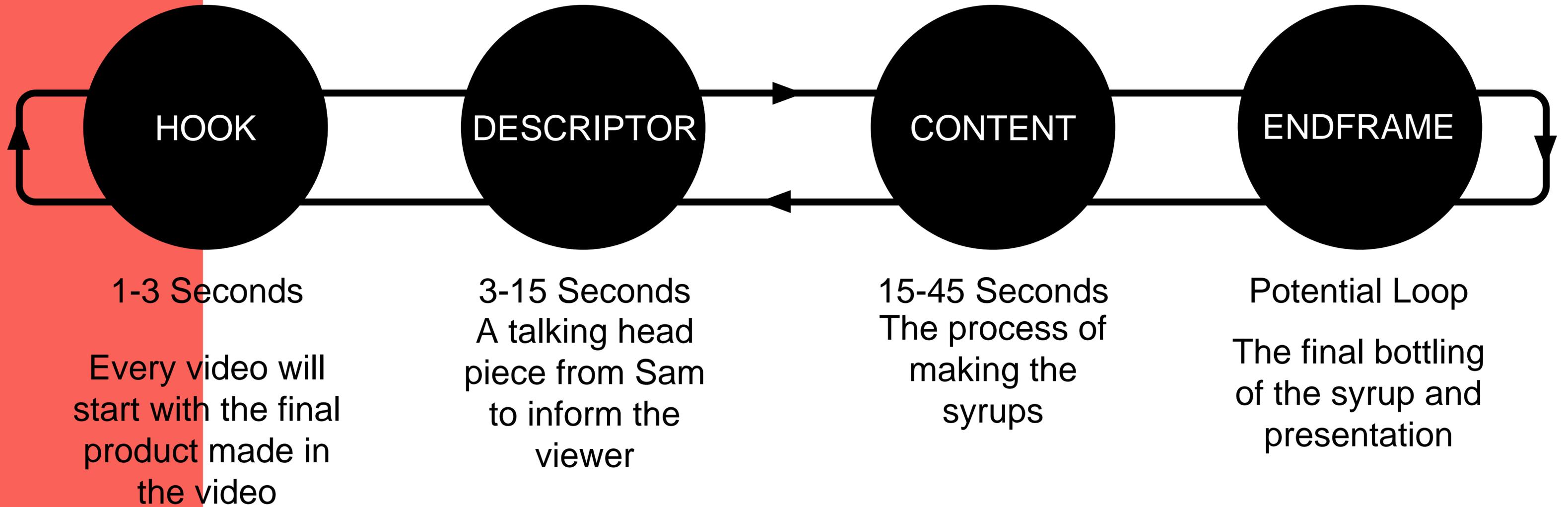
To This...



To This...



The Process In-Practice



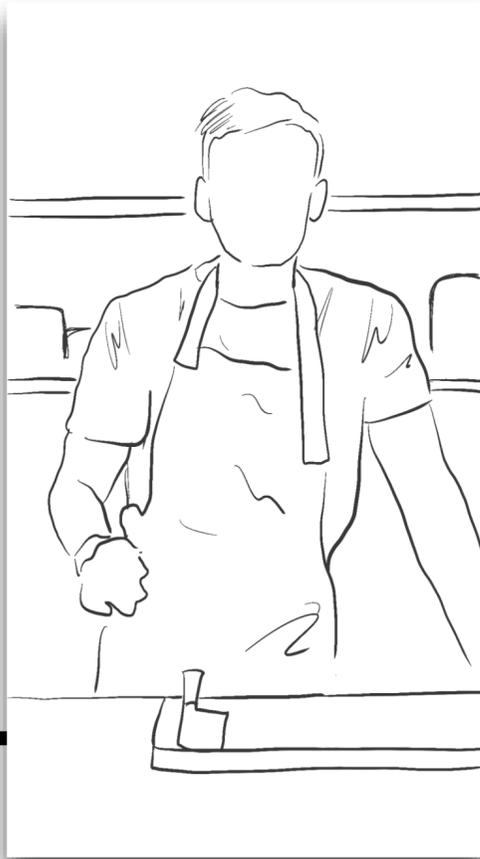
STORYBOARD STRUCTURE



CLOSE UP
Bottle of Syrup is
pushed into foreground



LONG SHOT
Sam introduces the
brand



MID SHOT
Sam talks about the
Syrup



CLOSE UP
Syrup making process

PROCESS



MID SHOT
Pouring syrup into
empty discarded bottle



CLOSE UP
Bottle of Syrup out
of focus



Content Flow

To This.





Thank You

hello@circlecontent.ie