

# ENGAGING THE YOUTUBE GENERATION



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“Making people think.  
That’s what counts”

Jim Shields, Creative Director of Twist & Shout

## Your relationship with comedy...

Does it make you slightly nervous? Not sure how people are going to react?

Well, what seemed like a brave decision several decades ago looks pretty tame today. Comedy is still seen by some as a rebel, but that’s completely without cause. Because comedy shrugged off its wild reputation a while back and has come of age. It’s now recognised that the techniques used by the entertainment industry for over a century are **making people stop and making people think**.

This is the beginning of something big.







**COMEDY?** IN BUSINESS?  
ARE YOU MAD?

## Creating mass intimacy

**Comedy generates a visceral reaction**, a reaction based on feeling rather than intellect. That's a pretty powerful response to contend with. And that's why it works.

As with all great comedies there's a well-intentioned character, a hero, surrounded by madness. The comedic situations they find themselves in are always born from a serious issue. The two are closely intertwined for one good reason: if you remember the joke, you remember the issue too.

Think about this: you watch a new TV show and it happens to be the best show you've seen since Breaking Bad (or The Office, Friends, Modern Family, The Big

Bang Theory... you decide). Do you forget about it instantly or rave about it to your friends?

Creating something that reaches that tipping point of sharing is great for ratings and even better for the chances of a new series. It's the same in business.

Create a slice of entertainment that hooks and engages the viewer and **they'll feel compelled to share it** – it's the cool thing to do. And that's when its effectiveness goes through the roof. We should know – we've seen it happen in the campaigns we've created for some of the world's biggest clients (more about that later).



## The domino effect

When a series converts its audience into fans, they'll actively search for any related material they can lay their hands on, and even count down the hours until the next episode airs. That's when a series goes viral. In business terms, **viral is the Holy Grail** (if you'll excuse a mixed metaphor). Instead of the effort of pushing a message, you can sit back and watch your audience move it around for you.

Today, (mainly thanks to TV streaming services) people are watching more programmes from around the world than ever before. Tastes are more sophisticated, and visual entertainment is high on the extra-curricular activities list. We've found that people are more responsive to brands and organisations that bring an **element of fun** to their communication.





# IS COMEDY TOO **RISKY?**



## It all depends on what we mean by comedy...

At one end of the spectrum you've got light-hearted family sitcoms and at the other end are the darker comedies aimed at a niche audience. We understand that we need to **strike a balance** between making the comedy work and not doing anything that offends your audience.

There are several opportunities during the production process to change the comedic intensity, depending on how light or dark you want to be. During each stage of production – scripting, casting, shooting, editing – there's an element of flexibility, so that we can hit that **business comedy sweet spot**.

There's another side to this question. Can comedy be too safe? Well, yes it can. There's a risk of patronising the audience and creating something too bland to be remembered. As well as undermining the message you're trying to deliver, it can have a serious impact on a brand or organisation.

We've converted some pretty conservative companies to comedy over the years, all surprised by how well the comedic approach has gone down with their audience. We weren't surprised, because it's an entirely natural human response.



# EXTERNAL MARKETING







“Marketing is a contest  
for people’s attention”

Seth Godin, Author

## Why is comedy good for marketing?

Without understanding the best approach to engagement, a lot of brands make the mistake of focusing on details and explanations. It’s actually more effective to reach out to an audience with a bold simple idea that they understand quickly.

Continuously advancing technologies mean consumers can be overwhelmed by the media choices – this is a generation that requires trust and authenticity from their brands – you need to start building relationships with your audience over time.

By appealing to your audience’s emotions you engage them and make them remember you. If you can share a laugh with them, you make them feel good, and you’re creating fans and advocates. Loosen those inhibitions and **let your organisation’s personality shine**. There’s no better way to stand out from your competitors.



## Lead Generation

A comedy video series has the ability to directly generate sales opportunities. It can help people understand your organisation’s offer in a way that works.

It’s a fact that people are more likely to share videos than text pages. And people are also more inclined to click on a video thumbnail than on something with no visual element. **According to Marketing Sherpa, website visitors are 64% more likely to buy a product on an online retail site after watching a video.**



Research shows that having videos (ideally hosted with YouTube, a Google-owned company) on your website will give you a higher ranking in search engines.



# INTERNAL COMMUNICATIONS



## Employee engagement

Culture and behavioural change is an emotional process, not just ‘training’, and internal communication done properly can change a culture. Whether the subject is as dull as information security or as fundamental as **transformational change in the business**, comedy will make employees sit up and take notice.

Focusing on humour breaks down the barriers and **humanises management**. And it’s more likely to lead to a positive reaction from people. Engaged employees means improved internal communication, enhanced customer service, increased productivity and a happier working atmosphere. Trust us.



**“Laughter in the workplace boosts engagement, collaboration and productivity”**

Alison Beard, Senior Editor at Harvard Business Review



IT'S NOT JUST A FILM,  
IT'S A CAMPAIGN



## A relationship is more than just a one night stand

Your audience won't bond with the characters if they only get to meet them once. In a series, the elongated storytelling opportunities give the relatable characters time to transform and for the audience to get attached to them. And anticipation of the next episode means people become **emotionally invested** in the ongoing story – it's the psychology of the box-set.

Too much information in one sitting doesn't sink in. A series is better at **making your message 'sticky'**.

## Context, familiarity and authenticity

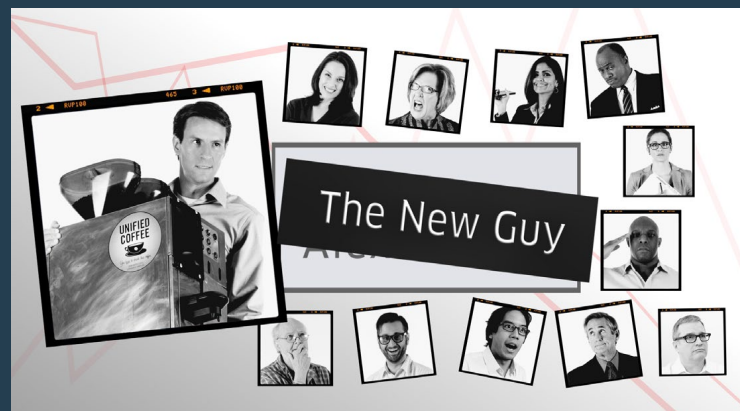
Putting comedy into context is important – the audience needs to relate to what they're seeing on screen so the environment and characters should feel familiar. That's when the message feels authentic and resonates much more strongly. Get it wrong and the audience will tune out.

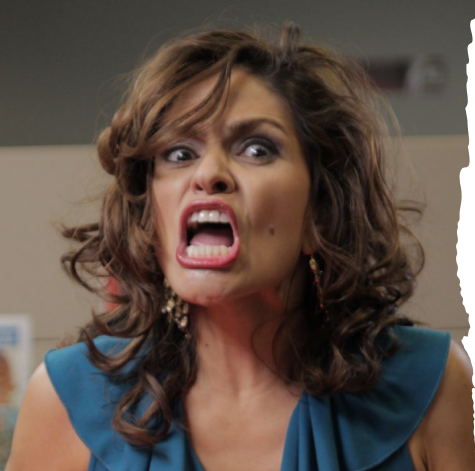


## Client Testimonial

“The New Guy web series drove unprecedented traffic to the Alcatel-Lucent webpages and has generated much interest in the follow-up webinars which have led to many live leads that continue to flow in. The videos have been the perfect mechanism to increase our brand awareness in a new segment where we were an unknown player.”

**Shana Nardecchia, Head of Marketing for Enterprise, Alcatel-Lucent**





## Cast and characters

We've been doing this for a long time, and we've used characters of all mis-shapes and sizes. We learnt early on that the quality of the cast is crucial. A convincing cast creates vividly recognisable characters who won't fail to engage your audience.

A method we often use to get a message across is the mentor/student double act. The mentor appears as the voice of reason – they're a shining example to the audience – while the student will have the right intentions but lack the skills needed to handle the situation. The mentor is someone likeable who avoids preaching to the audience. Because we all switch off when we're lectured to, don't we?

## Quality

The quality needs to be able to compete with the best of today's TV productions. Cast and characters need to be believable and relatable. And the locations, props and soundtrack need to be authentic and credible.





# Campaign structure

As well as following multiple, complex plotlines like most of today's TV shows, each episode revolves around one primary issue. It keeps the videos engaging and short – a tightly scripted three minutes can **communicate all the information and impact you need.** And it's a perfect length for sharing.

Create some excitement by launching the teaser. There's nothing better than creating interest and anticipation than a good trailer, and ours will not disappoint. It's a great sneak peak on what **Restricted Intelligence** is all about, so make sure you advertise it well.



## CAMPAIGN ROLL-OUT PLAN

Firstly congratulations on purchasing **Restricted Intelligence!** You've made the right choice in helping to increase your employees awareness on information security best practice.

We have set out a step by step guide on how to run a successful **Restricted Intelligence** campaign that will help to build excitement and keep your employees thoroughly engaged throughout.



- ### 1 SURVEY QUIZ

Test your employees knowledge before viewing

It's quiz time! As part of the pack, we have provided you with a questionnaire template to gauge your employees understanding of the topics covered in the awareness videos. (This will be a good benchmark to compare against later on).


- ### 2 EMAIL EMPLOYEES

Introduce your employees to Restricted Intelligence

It's time to announce **Restricted Intelligence** and get employees excited by announcing when the trailer will be shown.

Use the email template we have provided within the pack or, if you are feeling creative, choose to make your own email template using the selection of email banners and character cutouts we have provided as part of the additional assets on disc 2.



- ### 3 LAUNCH TEASER

Show your employees the teaser trailer

Create some excitement by launching the teaser trailer. There's nothing better than creating interest and anticipation than a good trailer, and ours will not disappoint.

It's a great sneak peak on what **Restricted Intelligence** is all about, so make sure you advertise it well.

**TIP:** Introduce as a sneak preview during team meetings.




## PROMOTION

Advertise the campaign

**Restricted Intelligence** is something to really shout about!

A sure way of making this campaign a huge success is by promoting it around the workplace and online on internet intranet systems.

We provide you with editable poster templates which you can print and put up around the workplace, in office communal areas etc.

Don't forget to use the digital banners on your internal intranet systems to help create and build anticipation for the episode launch.




- ### 4 PROMOTION

Advertise the campaign
- ### 5 EMAIL EMPLOYEES

Remind your employees about the next episode launch.

It's time to announce when the next **Restricted Intelligence** episode will be launched.

The email template provided in the pack is a great tool to help announce the launch date. It is important to give your employees plenty of notice and be sure to include vital details such as where they can access the episode and when it will be available.


- ### 6 LAUNCH EPISODE

Show your employees the next episode

**TODAY'S THE BIG DAY!** By now you will have helped to spread the word about **Restricted Intelligence** and your employees will be excited for the next episode launch.

Be sure to have your tickets ready!

Why not make the launch into an event and set up a big screen viewing and roll out the popcorn?



- ### 7 RINSE AND REPEAT

Promote, Email & Launch next episode

You now have the winning formula for a successful campaign roll-out plan. Simply repeat the process for each episode.

Promote the next set of episodes using the episode specific posters, and intranet banners.

Don't forget to email employees to warm them up for the next episode launch date.



PROMOTE Advertise the campaign

EMAIL EMPLOYEES Remind your employees about the next episode launch.

LAUNCH EPISODE Show your employees the next episode

RINSE AND REPEAT Promote, Email & Launch next episode

A black and white photograph of a man in a suit and tie walking on a moving walkway in an airport. He is looking off to the side with a serious expression. The background shows the curved ceiling lights and large windows of the terminal.

# DOES COMEDY TRAVEL?



## Can comedy translate for international audiences?

It's a good point, but thanks to bold, relatable characters, telling a story is much more effective than a traditional corporate video. If we look at TV again, comedies like Friends, Seinfeld, The Office, Peep Show and The Big Bang Theory travel successfully and sell around the world.

Recognisable people handling recognisable situations will always resonate in a way that cold instructions and 'thought leadership' do not. So the answer is a resounding 'yes' – comedy does travel, like an arts student on a gap year.



**If comedy has a clear scenario and uses vivid characters whose social and intellectual roles are obvious, it travels.**

There are a few simple rules, though (rules we've picked up while sharing business comedy in 35 languages for 25 years):

- ▶ **Avoid writing sketches that rely on puns, word plays, slang, colloquial expressions, ambiguous words or other subtleties of language that won't translate**
- ▶ **Create colourful and visual sketches that make it easy to see what's happening**
- ▶ **'Internationalise' by being generic. Don't reference branches of Burger King or Aldi, because they don't exist in all countries, but do use 'fast food outlets' and 'supermarkets'**
- ▶ **Write sketches that are concerned with basic human character and situation.**
- ▶ **If you have the know-how to put these guidelines into practice, whatever you create will work internationally too.**



# GETTING DOWN TO BUSINESS

## Our approach

We said we'd come back to this, and we keep our promises. That's why our clients like us. It's also because we solve tricky issues and never fail to get important messages heard (or seen) in any marketplace, no matter how cluttered that marketplace is.

Our creative process begins with a workshop – to work out the options for a particular brief, or even to create the brief in the first place. Every creative decision that we make in the course of production comes from a core principal: what is the problem and how are we solving it?

The more radical options will be explored early on so we don't sleepwalk into a boringly 'safe' option. And we're not afraid to challenge that either. We've been in this game long enough now to know what works and what doesn't.





## Where have you been all my life?

Twist & Shout has spent the last 25 years engaging both customers and employees for organisations all over the world. Our acute talent for the creation of comedy-centred communications has proved its worth for companies like Warner Bros, Sony Entertainment Europe, Verizon and Barclays.

We've created more entertainment-based campaigns, in more countries, than any other agency in the world, and have won industry awards for creativity and innovation.

But our story doesn't stop there. We're constantly looking to extend the boundaries of our work.

**Bigger, better and more creative** – we're looking to impress, and you could be next.



## What now?

We don't work with 'corporations', we work with groups of like minded people who just need a nudge in the right direction to fulfil their ambitions. And fortune favours the brave, so take the next step. You won't be going it alone, and you'll have the best team in the world with you.

This is where the fun starts.



At this point, one of two things will happen. Either you'll run off and join the circus, or you'll admit you're interested and drop us a line...

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