Brand Journalism Multimedia Campaign Presentation

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Overview

▶ Twitch.TV is the brand that I used for my Brand Journalism Promotion

▶ Our vision statement

▶ The target audience

▶ The job was to create multiple media elements

    ▶ Print/web stories

    ▶ Stills

    ▶ Graphics

    ▶ Videos

    ▶ Social media

    ▶ Idea bank

        ▶ Print/web

        ▶ Social media

        ▶ Video

Vision Statement

▶ Twitch is a live streaming video platform owned by Twitch Interactive, a subsidiary of Amazon.com. Introduced in June 2011 as a spin-off of the general-interest streaming platform, Justin.tv, the site primarily focuses on video game live streaming, including broadcasts of eSports competitions, in addition to creative content, "real life" streams, and more recently, music broadcasts. Content on the site can either be viewed live or via video on demand.

▶ **Vision Statement**: The goal of this Brand Journalism promotion is to bring in more content creators by showing them they can make their content go public. As well as continue longevity in our everyday users and to pull in the curios users by showing fun and exciting content through storytelling

Target Audience

- The everyday user
  - The person who wants to go watch people create new and exciting projects and to be with a community who also does the same thing. An example of this are the art page on Twitch where users create beautiful paintings and sell them to the community. This audience is important for the promotion because this user is what makes us the money from live streaming.

Target Audience

▶ The curious user

 ▶ The person who doesn't know what twitch is and wants to learn more about it by looking around all the different categories. This target audience is important because we want to convert people to our website rather than getting their entertainment from TV. We plan to bring in this target audience by showing fun and interactive streams that are on Twitch.

Target Audience

- The Creator
  - The creator is someone who has good content to share but doesn't know how to make it public. So they found Twitch.TV to live stream their content for people around the world. This target audience is important because this is what makes Twitch money by having the everyday user and the curios user donate to them.

Print and Web Story

▶ A Profile Piece

▶ Curtis Henke is our print story he is a professional gamer who lives streams his content over Twitch.TV

How this story applies to the target audience

▶ The Curious user

  This story applies to the this user because it shows what twitch can offer.

▶ The Everyday user

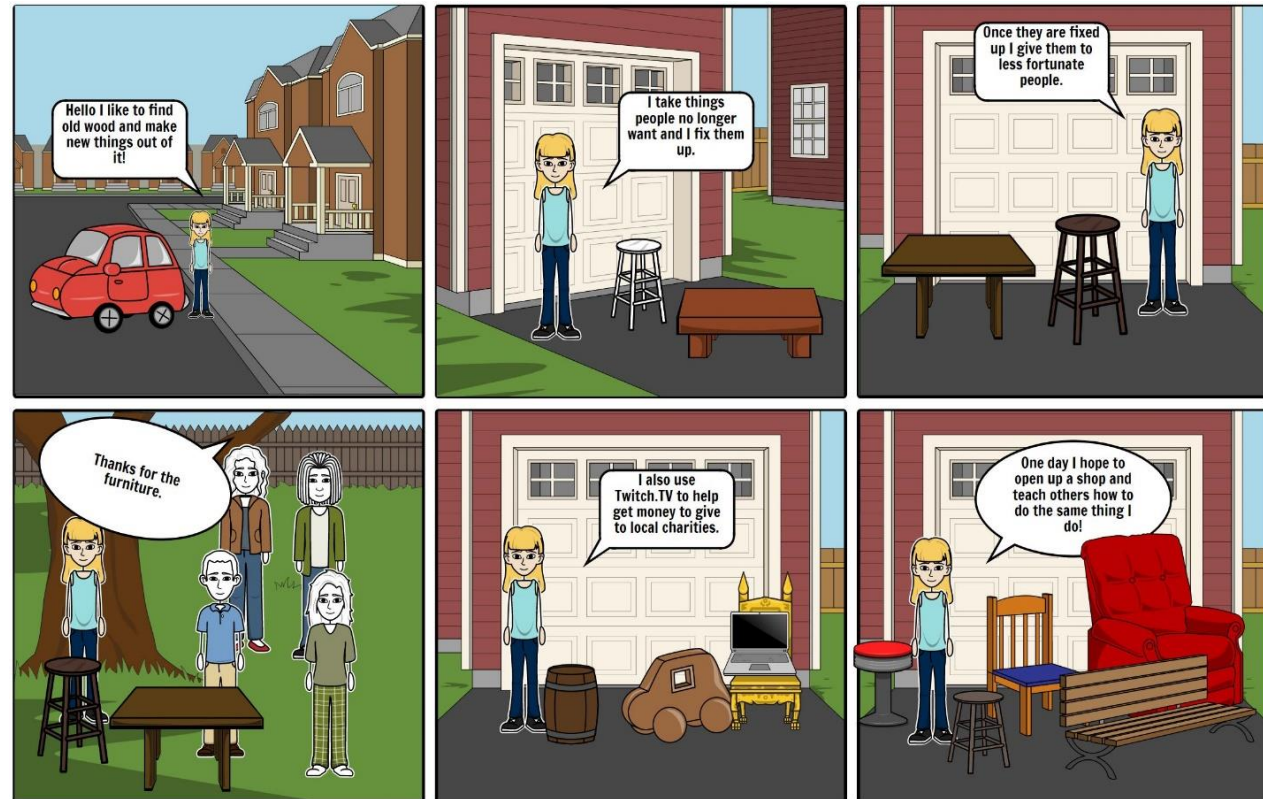 This story applies to the this user because it is fun, inviting and easy to follow

Storytelling in stills

In this story board we used Dacoda a girl who finds old furniture and fixes it up for the less fortunate. Profile Piece

https://www.facebook.com/groups/288317785015185/#_=_

How this story applies to the target audience

- The everyday user

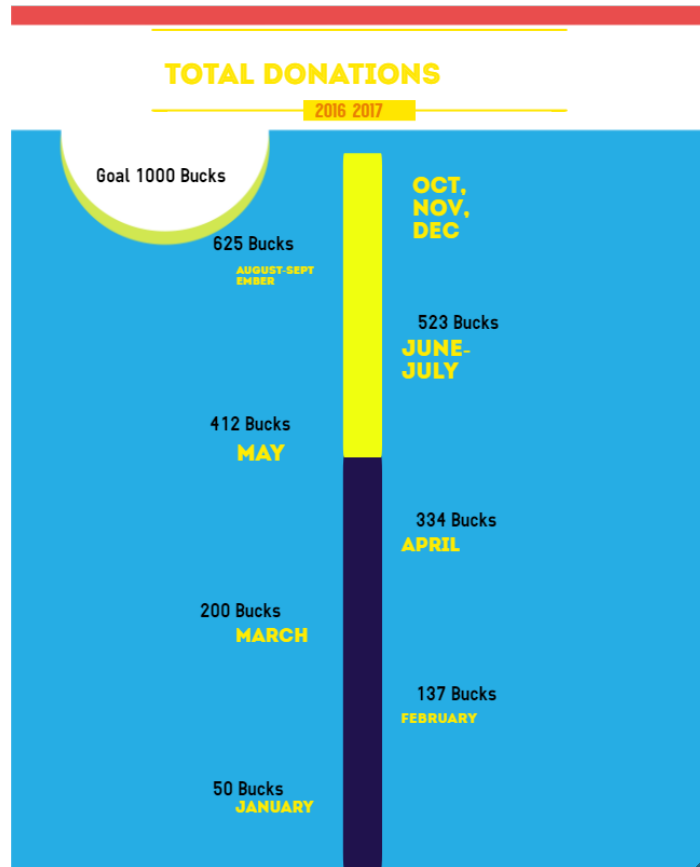   This story applies to this user because it is great content for people that are bored

- The creator

    This story applies to this user because it shows that creators can use Twitch.TV to show the content of them creating new and exciting things

Storying telling in graphics

TOTAL DONATIONS

2016 2017

Goal 1000 Bucks

625 Bucks
AUGUST-SEPTEMBER

OCT,
NOV,
DEC

523 Bucks
JUNE-JULY

412 Bucks
MAY

334 Bucks
APRIL

200 Bucks
MARCH

137 Bucks
FEBRUARY

50 Bucks
JANUARY

This is a infographic of Dacodas donations for the year.

Story telling through Social media

▶ Show short stories that show cool content like the big gaming tournament that are being lived streamed on Twitch (Narrative)

▶ Cool personalities posts to show what they are doing on games (Profile Piece)

▶ Gives reasons on social media why Twitch is a great place for creators to present and stream what they are creating (Descriptive/Day in the life)

How this story applies to the target audience

▶ Show short stories that show cool content like the big gaming tournament that are being lived streamed on Twitch

    ▶ The everyday user

▶ Cool personalities posts to show what they are doing on games

    ▶ The curious user

▶ Gives reasons on social media why Twitch is a great place for creators to present and stream what they are creating

    ▶ The creator

Story Telling through videos

- https://www.youtube.com/watch?v=p0KDUiCM0v0&feature=youtu.be
- Profile Piece, Visual story

Script for the Short Broadcast story

Name: Austin Treherne
Date: 11/25/17
Course: Coms 475
Story Slug: Dacoda Flaherty and her charity work on Twitch.TV

Lead in:

DACODA FLAHERTY IS A HARDWORKING 26-YEAR-OLD
WHO IS CURRENTLY STUDYING TO BECOME A RADIATION
THERAPIST. WHILE SHE ISNT STUDYING OR WORKING AS A SERVER
FLAHERTY IS LIKES TO LOOK FOR OLD FURNITURE AT SECOND HAND STORES
SHE THEN REFURBISHES THEM AND DONATES THEM TO HOME THAT ARE LESS FORTUNATE.

Video
+++

Track :0 :15 Dacoda talking in the car before driving to the second-hand store

Track: :15 :36 Footage of driving to the second-hand store

Track :37 :45 Dacoda walking up to the second-hand store

Track: :46 1:20 Dacoda walking around the second-hand store trying to find the best item

Audio
+++
Nats: :01-2:24
Background feel good music

Track:0-15 (Hey guys just checking in its Dacoda uh we are on our way to check out some second-hand stores to check out some pieces anything cool that we can find it's a long weekend from the holidays got some extra time so we wanted to see if we could find some stuff So, we will check in with you later bye!

Track: :37 :45 WOO we made it we are here see right to go find some stuff

Track: :46 1:20 Looking for a good piece of furniture to fix up okay so the thing that I'm looking in is I haven't had a whole lot of chairs go out lately and the family I'm talking really needs a cool planter which is a little different idea what I'm planning to do is taking out for example one of these chairs and what you do is you take out the seat and make it into

a planter put in a little bed, so the plants can grow out of there she is a little bit older so I'm looking for an older chair so let's see what I can find

Track: 1:21 1:33 Dacoda finding her chair

Track 1:21 1:33 So I've found my chair what I'm going to do is there is no backing to it but basically what I'm going to do is take of the seat and then from there and we will see if it works and its cheap only five bucks

Track 1:34 1:56 at the hardware store buying stain and brushes

Track 1:34 1:56 So we are at my favorite place in the world Disney land for adults for crafting so my favorite ones that I like to do I do like these guys they are nice if your going for a fast quick one cheapest are these easy clean up

Track 1:57 2:16 on the deck where Dacoda does most of her work

Track 1:57 2:16 So it's getting a little late and a little cold outside so I'm going to finish this project up tomorrow, but I did want to show you guys a finished project this is one that's going out to another family in California they needed a side table to I found one and re did it and I'm going to send it out tomorrow well have a good night you guys thanks for watching and I will catch you tomorrow bye!

Track: Credits running with text saying live streamed on Twitch.TV

Track 2:16 2:24 Credits

How this story applies to the target audience

▶ The Curios user

This video applies to this user because it provides a good image on Twitch and will push the new users to stay and watch more of the content available on Twitch

▶ The Creator

This video applies to this user because it shows that Twitch is a place where they can finally show people what projects they are working.

The Idea Bank (Social Media)

▶ Since there are so many unique people on Twitch we can do profile pieces everyday if we really wanted. (Profile Piece)

▶ We can do polls to see what categories are the best (Investigative)

▶ We can do a picture of the week of a cool scenario that happened during the week (Visual Piece)

The Idea Bank (Videos)

▶ Since we have so much content for live streams we can use user submissions to publish new and exciting videos. (Visual Story)

▶ We can do profiles of the people on Twitch (Profile Piece)

▶ We can do a bartender drinks (drink of the week) (Visual Story)

▶ We can do new projects (project of the week) (Descriptive/Day in the life)

The Idea Bank (Print/Web)

▶ Since there are so many unique people on Twitch we can do profile pieces everyday if we really wanted. (Profile Piece)(Narrative)

▶ We can talk about influential leaders of the gaming world (Narrative)

▶ We can do newsletters that are sent to emails about new people in the field. (Informative)

THANK YOU

ANY QUESTIONS