

Module 4: Content Creation

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Brand Environment.



	State of Market	Current Trends	Target Audience
Canteen Australia	Canteen has a website, Facebook, Twitter and YouTube account.	 Ribbons for every campaign Proliferation of fitness watches Increase in health related applications "Walk for", "run for", "cycle for" events 24 hour gyms Viral challenges to raise awareness Acceptance of e-cigarettes Popularity of celebrity-endorsed diets Normalization of cosmetic surgery Rise in reality television shows Blogs journaling daily life events 	Patients and Family/friends – particularly those inexperienced with cancer.
	Canteen focuses on cancer awareness, prevention and support.		Organizations – particularly those interested in building CSR.
Heart Foundation	Heart Foundation has a website, Facebook, Twitter and Pinterest account.		Patients and Family/friends – particular those inexperienced with heart disease.
	Heart Foundation is committed to improving cardiovascular health.		Organizations – particularly those wanting to build good internal marketing.
Livefit Australia	Livefit Australia has a website, Vimeo, Facebook and Twitter account.		Parents – particularly mothers and those who purchase groceries.
	Livefit Australia is aimed at improving nutrition and health in children.		Schools and recreational coordinators – particularly those engaged with children's health.

Objectives.



Objective 1: Build Awareness

Specific: Increase awareness of the QUEST program by 40%.

Measurable: Analyse current hit rates on all online platforms, and determine growth.

Attainable: The data can be collated and compared.

Relevant: In order to attract sign-ups, it is necessary to gain awareness.

Timely: Achieve this within a 2 month period.

Objective 2: Drive Engagement

Specific: Gain 1000 new sign-ups to QUEST program.

Measurable: Using the current numbers as a base point, change can be determined.

Attainable: The data can be collated and compared.

Relevant: In order to attract long-term user engagement, it is necessary to gain sign-ups.

Timely: Achieve this within a 4 month period.

Objective 3: Foster Commitment

Specific: Ensure 60% of sign-ups are tracking QUEST progress at least once a month.

Measurable: View login details to determine frequency.

Attainable: The data can be collated and analysed.

Relevant: In order to meet broader company goals, it is necessary to build brand loyalty.

Timely: Achieve this within a 12 month period.

Brand Personality and Content Strategy.



Brand Personality

QUEST is an active companion on your journey to healthy living. It is a friend, an advisor, and a compass through hard times. Someone to keep you going and to reward you for staying on the QUEST. It is competitive and ambitious, but trustworthy and steadfast.

Content Strategy

Make cancer prevention something that is as intuitive and routine as going to work or school. The QUEST is to normalize cancer prevention. This will be achieved by activating appeals such as belonging and self actualization, and using humour to compel action by individuals and corporations.

Content Pillars.



Join the QUEST

- Using celebrities and timely incidents to raise awareness of QUEST program
- Idiosyncratic posts to incite shareability of QUEST activities
- Humorous appeals to highlight the importance of a serious QUEST

Share your QUEST

- Testimonials of individuals or organisations experience of QUEST program
- Live stories of individuals and organisations undertaking their QUEST

QUEST for Recognition

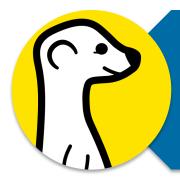
- Employing
 gamification to reward
 participant in their
 QUEST
- Promoting competitiveness through the use of badges to reward achievement
- Mobilising corporation against corporation, and individual against individual in a QUEST for better living

Channel Options.





Instagram is a photo sharing service that enables users to follow, like and comment other users' posts. It is estimated to have in excess of 300m users, sharing over 70m photos per day. With such a wide reach, it is necessary to effectively target users for the QUEST program. In this sense, QUEST will use Instagram to personalize a response to a user's post, as the voice of a friend, to activities that promote or prevent cancer. This channel will help raise awareness and encourage engagement in QUEST.



Meetkat is a live video streaming service that enables users to post real-time videos. It is estimated to have more than 2 million users, with exponential predicted growth. QUEST will use Meerkat to gain real-life footage of people on their QUEST. This channel will chronicle challenges and triumphs as well as build social capital.



Email is still the predominant form of communication within organizations and between professionals. It is estimated that the total number of email accounts will grow from 3.9b to 4.9b by 2017. QUEST will use email to deliver notice of recognition through badges. This gamification rewards participation and keeps the user on task.

Content Piece 1: Join the QUEST.

To recruit new members to join up, QUEST will use Instagram to make humorous and potentially life-changing comments about an element of QUEST, such as sun protection, anti-smoking or overeating. When users click on the QUEST account, they are directed to vital information about QUEST and cancer protection. This will be achieved through the use of a simple algorithm, designed to detect common hash tags such as #smoking #diet #exercise. A number of copywriters will be assigned to produce the responses.





abbott_tony Time for a change of hats, thanks Australia #hatsoff QUEST Love the brim on that Akubra Tony, don't take it off #jointheQUEST #cancerprevention arnieschwartz Today marks 30 yrs. since the release of the terminator #flashback #smokin

QUEST Keep smoking Arnie, and it'll be terminal #youwontbeback
#jointheQUEST #cancerprevention

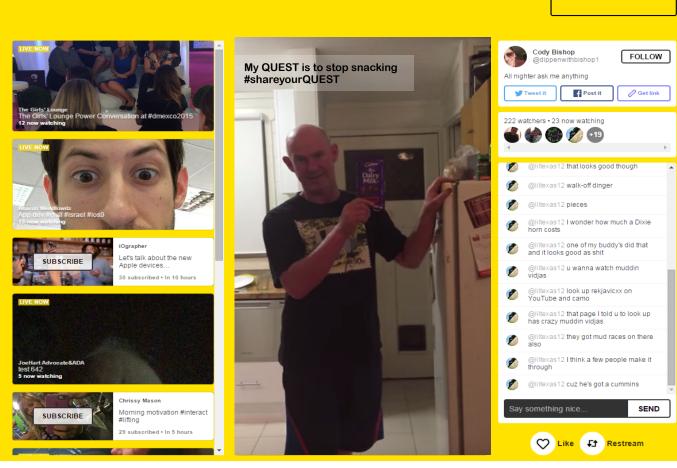
itsrebel Have you heard? Pitch
Perfect 3 is due for release in 2017
#fat #amy #returns
QUEST No matter how you pitch it,
bad eating will always hit you hard
Rebel #jointheQUEST
#cancerprevention

Content Piece 2: Share your QUEST.

To encourage sign-ups, QUEST will use Meerkat to enable user engagement and shareability. Individuals and organisations can live stream their QUEST, such as going on a lunch-time run, or putting on sunscreen. By searching the hash tag #shareyourQUEST, users can track each others progress and incite a comradery. It both builds a community of like-minded individuals and organisations, and also raises awareness of the name.







Examples of videos -

https://www.youtube.com/watch?v=O99LtUFGoJM https://www.youtube.com/watch?v=ItL536b_Qrw https://www.youtube.com/watch?v=NRsdyUo4niA

Content Piece 3: QUEST for Recognition.

To gain brand loyalty and advocacy, QUEST will use badges of achievement sent to personal, business or school email accounts. The hierarchy of achievements encourages competition between organisations, schools and individuals. The level of achievement is determined by reference to the progress lodged online. It will be presented in a relatable and relevant format, and integrate elements of gamification to engage users. The following example is for the "exercise" component of QUEST, however it is recommended that the same strategy be adopted across each component.





