Cideshow

Get Ready!

THE FIRST EVER
CIDESHOW SHOWOFF

PROPOSED BY
RAFT AGENCY

TABLE OF CONTENTS

SITUATIONAL

ANALYSIS

Cideshow is a streaming service with its main feature being watchers are at the heart of the experience. Creators primarily utilize a crowdfunding model for their series.

Viewers use a currency called "tickets" to support their favorite series and creators. They can purchase these tickets through the Cideshow website for 25¢ and subscribers receive reoccurring tickets each month. Shows incentivize viewers to donate tickets by offering prizes, such as screen credit, welcomes to unique occasions, protests within author rooms, and even appearances inside the shows. The more tickets received, the bigger budget for future episodes.

Cideshow's content can be divided into four areas: original shows, non-political news, game shows, and licensed movies and shows.

As a result of being crowdfunded forward, rather than advertisement upheld, it permits Cideshow to have exploratory, specialty, and non-standard substances that wouldn't be found on other web-based features. They market themselves as a combination of Netflix and Patreon.

Cideshow is aiming to launch its 30 week event, Cideshow Showoff, where several shows will be made from various creators with strict release dates and budgets exclusively from viewer donations. Viewers have a limited time to support these shows and have more episodes made. Series that do not hit their target budget do not make more episodes.

Cideshow has requested two things:
1. Drive users to our site for the Cideshow Showoff and get them excited to watch, support and interact with the shows
2. Drive interest to our news network, game shows, and other content

A public relations campaign is neccessary to bring eyes to the Cideshow Showoff and Cideshow themselves. We at RAFT Agency see what Cideshow is trying to accomplish and we want to take your vision and expand upon it. Throughout this outline, we will outline the importance of branding and how we want to help you all refine what you have already started. Taking what you already have, we then would like to help guide Cideshow in the right direction in terms of exposure.

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Strengths

- Cideshow's concept of creating a crowdfunded streaming service is very timely
  - In about the last 10 years, there has been a boom in streaming services and that number has only increased since the pandemic in 2020
- The platform props up creators and gives them the space to be creative
- Cideshow's concept is unique, as there's no other brand doing the exact thing they are

Weaknesses

- Profit margins are low as tickets are 25 cents each which prove difficult for Cideshow's present and future
- With the time constraint on the tickets expiring, it runs the risk of people not using them, but this can also be an opportunity to incentivize patrons
- There's no incentive for creators to be on the platform with the low funds and current platform size
- Online presence is lackluster currently

Opportunities

- Cideshow is the perfect platform for up and coming creators who lack experience
- Due to the lack of foundation for Cideshow's online presence (aside from the website), it's a chance for a fresh start/revamp
- There's already an established branding, but hasn't been followed through to its fullest potential
- With Cideshow's following being smaller, audience engagement is easier to manage and maintain

Threats

- As mentioned in the RFP, Cideshow is a fusion between Netflix and Patreon, making them Cideshow's competition
- Potential patrons might want to spend their money elsewhere, such as on other streaming sites or free sites such as YouTube
- The rise in inflation increases the cost of production and affects the business profitability

AUDIENCE

The audience for this campaign are divided into two groups. The creators are students and other young individuals, ages 17-24, interested or are involved in film. These creators are one half of the backbone of the campaign, as a small platform like Cideshow is an ideal space for them to get experience This generation of individuals are likely to understand the concept of a combination of Patreon and Netflix, as they grew up in the prime of these platforms

The other half of this campaign is the audience who are watching for free and contributing to each series. Again, these individuals include people ages 17-24 who are involved or have an interest in film production, but another target audience are creatives, artist, and counter-culture audiences who are looking for something outside of the mainstream.

GOALS

Goal:

To bring as many new and unique viewers as possible to build awareness around the Cideshow Showoff and Cideshow

Objectives:

Obj. #1 To generate awareness for Cideshow Showoff

Obj. #2 To improve Cideshow's consumer engagement

Obj. #3 To provide clear communication via the website and social channels

STRATEGIES

Objective #1

(To generate awareness for Cideshow Showoff)

Strategy:

Create content that will bring more eyes to Cideshow

Tactics:

- Establish Cideshow's official branding
  - Color, tone of voice on social channels, and an overall cohesive look across all of Cideshow's platforms (Instagram, Twitter, and Facebook will be the main focuses)
  - Example on next page
- Rebrand social media platforms and content
  - Example on next page
- Pay for promoted posts, ad space, and potentially search results
  - Growing organically takes time and with Cideshow's timeframe centered around the Showoff, paid posts will aid in spreading awareness
  - All three of the above mentioned platforms have a built in paid promotional content feature
- Incentivize folks to come out to Cideshow Showoff with raffle prizes announced on the first day
  - Example on next page
- Pass out flyers on school campuses and public areas
  - This will target individuals who aren't necessarily following anyone who has to do with Cideshow or film
- Reach out to film clubs/classes/departments and bloggers
  - Word of mouth is a powerful tool
  - Table and speak at schools campuses, club meetings, and classes
  - Could potentially be spun as an opportunity to meet aspiring filmmakers and gain experience

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STRATEGIES

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Establish Cideshow's official branding:

| #C6187C | #DF7CB5 | #EFBFDB | #000000 |

cideshow

We selected a color palette based on the logos as an example of the branding Cideshow could potentially take on. The website already has a cohesive look to it with the hot pink and black, the rest of Cideshow's platforms just need to match!

Rebrand social media platforms and content:

cideshowtv My deep analysis of 12 Angry Men, how it's points us towards how we can make the American Justice System better, and how it can even make us better people

https://cideshow.com/blog/12-angry-men

February 18

NEW BLOG POST

An analysis of 12 Angry Men and the American Justice System

Click the Link In Our Bio to Read

cideshowtv We take a deep dive into the 1957 American courtroom drama film, reflect on how it points us towards how we can make the American Justice System better, and how it can make us even better people.

Click the link in our bio to read and let us know what you think! #12angrymen #film #newblogpost

February 18

Right now, the content that's being posted works, but there is a lack of branding and it sounds like Chris's voice, rather than Cideshow's voice. The mock-up post above is what that initial post could have looked like with Cideshow's branding.

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STRATEGIES

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Incentivize folks to come out to Cideshow Showoff with raffle prizes announced on the first day:

cideshow **RAFFLE** showoff

Swipe to learn what the prizes are and how to enter!

prizes

What You Could Win!

- A pair of Airpods
- $200 Amazon gift card
- (2) Warriors tickets
- (2) one-day passes to Great America
- Three-point lighting kit
- Shotgun microphone
- Boom pole
- Shock mount
- Portable digital audio recorder

And More!

how to enter

(1) Follow us on Instagram + Twitter + Facebook
(2) Tag 3 friends in the comments of this post
(3) Attend the Cideshow Showoff to see if you're one of the winners!

We will be selecting multiple winners, so don't be afraid to enter!

Holding a raffle could entice people into attending or at the very least check Cideshow out.

The process would go as follows:
- Inform followers of the raffle prizes
- Have them enter by engaging with Cideshow's platforms (following, liking, tagging people, etc.) in order to enter in

Even if they don't follow through in the end by attending, they have had heard of Cideshow, which is still important!

STRATEGIES

Objective #2

(To improve Cideshow's consumer engagement)

Strategy:

To participate in social media trends to work on consumer engagement

Tactics:

- Reach out to influencers for collaborations
  - This can look like a grid post, story, post, tweet, or retweet about the Cideshow Showoff
  - Cideshow right now, doesn't have the necessary funds or reach to take part in an influencer brand ambassador deal, but one day!
  - What can be done now however, is pay a nano or micro influencer to make a post about the Showoff
    - Nano Influencer: >1K Followers, 25% - 50% engagement per post, typically within a local or niche community
    - Micro Influencer: 1K - 100K Followers, 25% - 50% engagement per post, more defined + targeted audiences and are respected experts in their field
- Engage with audiences
- Conduct consumer outreach on social platforms
  - Posts, stories, resharing, establish the #CideshowShowoff hashtag to increase consumer awareness
  - Goal is for people to have Cideshow on their mind or at least know who they are
  - Replying to comments, commenting on other creators' posts, and have conversations!

STRATEGIES

Objective #3

(To provide clear communication via the website and social channels)

Strategy:
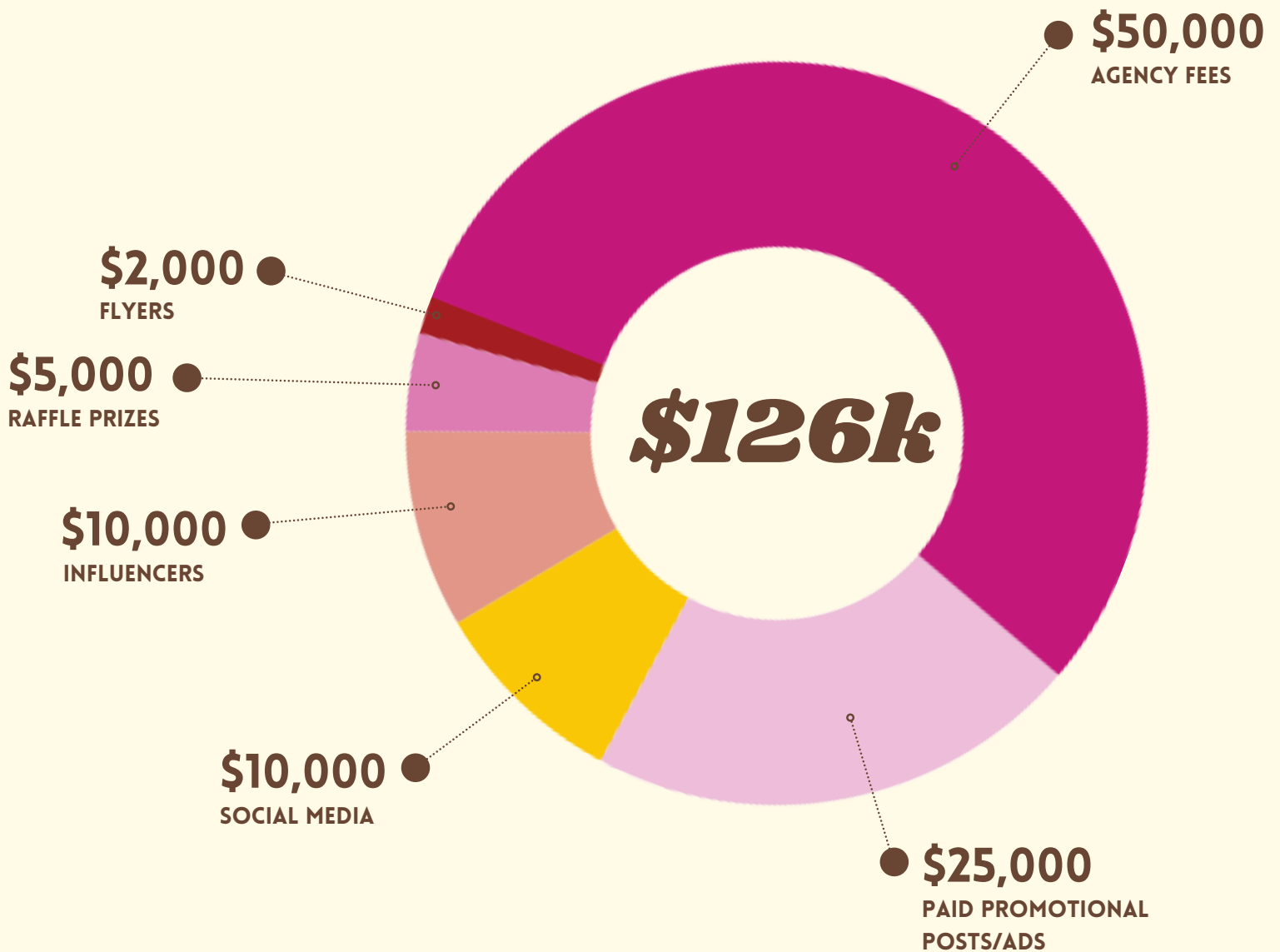
Revamp the website and social channels

Tactics:

- Hire website auditor to help improve website + traffic
  - They will grade the website based on traffic, readbility, content, competitor websites, and more
  - Rates for website auditors range from $17/hour to $25/hour
- Implement bi-weekly or monthly newsletters/email blasts
  - By starting an email blast, not only will it keep Cideshow's name and events on people's minds, but it will also provide a list of contacts to reach out to and maintain relations with, building on the idea of consumer engagement
  - You can reuse posts from the last two weeks/month as well as link blog posts, for easier access for audiences
  - MailChimp is an intuitive site with a free option
- Maintain medium blog
  - By upkeeping the blog, mentioning Cideshow, and linking to other film related sites, it could draw traffic to Cideshow's website

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Date	Task	Details
May 15	PR plan awareness within agency and client	
May 25	Conduct preperation work	Research on target audience + measure engagement/numbers before and after the campaign
June 1	Establish Cideshow's official branding	Color, tone of voice on social channels, etc.
June 8	Rebrand social media platforms and start fresh (Twitter, Instagram, and Facebook)	Post branded content → can still keep posting what he is right now, but add a Cideshow flair to it (logo, border, etc.)
June 15	Hire website auditor and outsource webdesigner to help imrpove website + traffic	
June 20	Rebrand website after critique	
June 24	Pay for promoted posts, ad space, etc.	
July 1	Conduct outreach on social platforms	> Posts, stories, resharing, establish the #CideshowShowoff hashtag to increase consumer awareness on social channels > Reaching out to people through social media posts, tagging and flyers to reach target audience and smaller creators looking to grow their platform
July 3	Begin bi-weekly or monthly newsletters/email blasts	Updates and reminders of Cideshow's presence/name
July 4	Conduct research on film clubs/classes/departments that are relevant to Cideshow's audience	SJSU, SCU, SF State, San Francisco Film School, Film Connection Film Institute, community colleges in South Bay and SF
July 6	Begin securing raffle prizes and tickets	Airpods, giftcards, Warriors/Giants/49ers game tickets, amusement park tickets, film equipment!!
July 7	Design flyers to hand out to students/staff	
July 10	Print out flyers	
July 11	Research relevant influencers	Micro/Nano influencers within the same niche, looking up their background, figuring out costs and logistics of what they are going to post, prepare media kit for them
July 13	Pass out (social media/flyers) on school campuses, public areas that will bring more users to Cideshow	
July 14	Reach out to film clubs/classes/departments regarding Cideshow Showoff	
August 1	Pay for promoted posts, ad space, etc.	
August 3	Continue to pass out (social media/flyers) on school campuses, public areas	
August 4	Research potential local news outlets and bloggers for third party/earned media	
August 5	Reach out to influencers to possibly partner with	
August 12	Continue to reach out to film clubs/classes/departments regarding Cideshow Showoff	
September 1	Continue to pass out flyers, post flyers, and reach out to film departments	
September 3	Track engagement	
September 9	Ramp up paid posts	
September 13	Outreach to local news outlets and bloggers for third party/earned media	
September 15	Showoff	Pass out raffle prizes on first day of event
October 1	Recap posts, videos, email blasts, etc.	
October 7	Follow up with anyone and everyone who engaged with any of Cideshow's activities	survey + follow up email
November 1	Begin to track impressions, reach, and engagement on our social media platforms after the Showoff	Measure everything (hashtag, reposts, traffic, etc.)
December 1	Prepare recap material to present to potential investors	
December 14	Propose to investors	

BUDGET

$126k

$50,000
AGENCY FEES

$2,000
FLYERS

$5,000
RAFFLE PRIZES

$10,000
INFLUENCERS

$10,000
SOCIAL MEDIA

$25,000
PAID PROMOTIONAL
POSTS/ADS

EVALUATION

Through our campaign we plan to bring as many new and unique viewers as possible to build awareness around the Cideshow Showoff event and Cideshow. We will accomplish this through our evaluation methods and tools to determine the success of the campaign.

Objective 1: To generate awareness for Cideshow Showoff
(Strategy: Create content that will bring more eyes to Cideshow)
- To have consistent branding across all social channels upon the launch of Cideshow
- Conduct analysis before and after campaign
    - Track follower/like count before and after
- Track impressions, reach, and engagement on our social media platforms
    - Following, postings, reels, IG stories, hashtags
    - This includes the how often our content is shown in people's timelines, mentions, shares, likes, comments, and followers from social channels
    - Track Cideshow's performance on the Instagram Professional Dashboard and the Facebook Analytic Report
- Track new engagement before and after influencer collaboration
- Monitoring engagement before and after running all forms of advertisements/paid posts
- Conduct social listening and measure social mentions (Cideshow and Cideshow Showoff)
- Total number of posts using the hashtag ex: #CideshowShowoff

Objective 2: Improve Cideshows consumer engagement
(Strategy: To participate in social media trends to work on consumer engagement)
- Keep up with the amount of comment replies and conversation happening between the brand and followers, see how people respond and react to the brand's social presence
- Monitor the amount of engagement for the raffle
    - See who reposts, liked the post, tagged people
- See how relationships have been built with followers, notice most engaged and loyal ones and keep up with them
    - Try to continue building these relationships

Objective 3: To provide clear communication via the website and social channels
(Strategy: Revamp the website and social channels.)
- Measure visitor numbers before and after rebranding/audit
- Track unique and returning visitors to the website
- Monitor the traffic
- Adhere to the critique proposed by the auditor