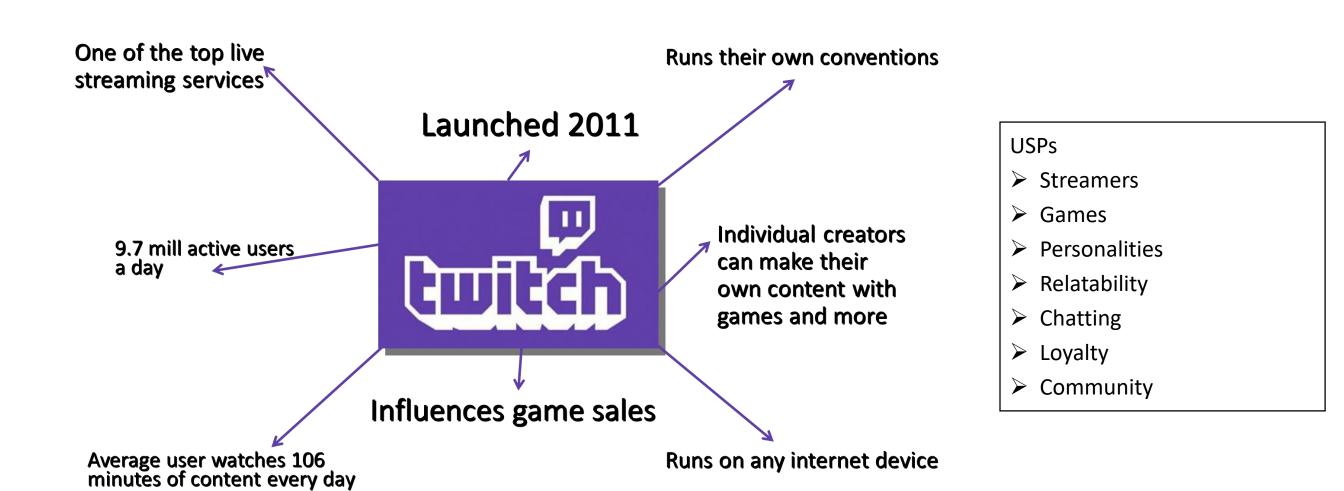
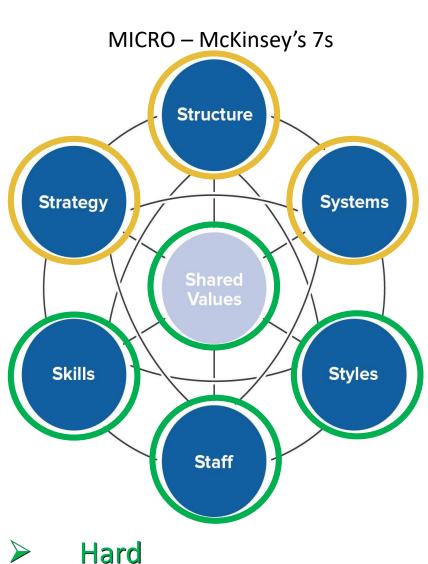


Presentation agenda –
To show what Twitch is like now and a new creative strategy for twitch





Soft

•Strategy: Using their top streamers to get the attention of possible consumers and create a viable and positive community through this.

•Structure:

•Systems: Keep site up, check in with streamers and audience, keep up with trends, meetings with collaborators, etc.

•Shared values: "Your creative content thrives here. Bring your passions; we'll help you build a community around them." (twitch.tv/about,2020)

•Style: Working with the community and their streamers

•Staff: Work with Twitch's goals and objectives (in line with Twitch)

•Skills: "Come join the passionate, talented, and diverse team that supports the best communities and creators on the internet." (twitch.tv/jobs,2020) aka. communication, design, etc.

All Departments

Advertising Sales
Builder Platform & OE
Central Data and Research

Client Platfor

Community Content

Creato

Finance & Information Technology

Intern

Legal, Trust & Safety

Marketing

Mobile Gaming

Monetization

Monetization - Commerce

People & Places

Shared Spaces and User Experience

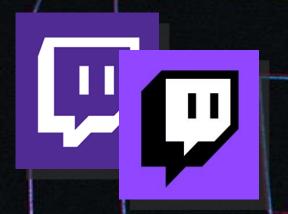
Twitch Music

Video Platform

Viewer Experience

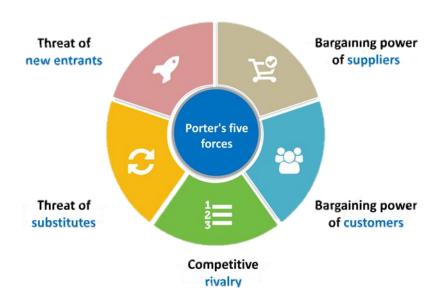
(mindtools.com,2020 & twitch.tv/about,2020 & twitch.tv/jobs,2020)

Marketing environment



Other micro:

(yourfreetemplates.com,2019)
Porter's five forces



Other Internal resources and capabilities – Streaming services and PR. E.G. - Internal tooling and systems — configuration management, deployment systems, hardware and software provisioning, testing and QA (blog.twitch.tv,2015)

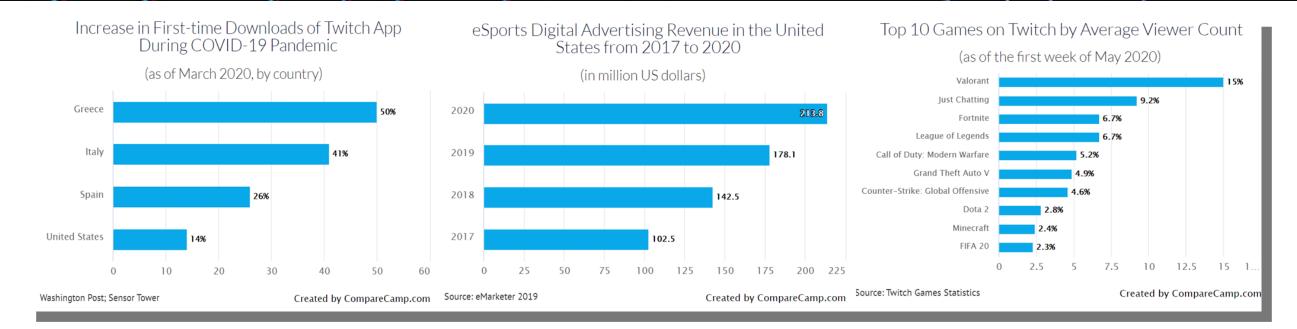
- Macro (PESTEL)
 - Political Different political views and is taboo to talk about (Bareham, polygon.com,2020)
 - Economic- Covid impacts, DMCA and other companies impacts

 E.G.-Number of users on Twitch as a result of the coronavirus (COVID-19)

 pandemic worldwide as of March 2020 = Peak daily active users (in millions) is 22.7 (Statista.com) = higher chance of new subscribers
 - Socio-cultural- Reliance on computers, increased use of social media and movements such as BLM
 - E.G.- "YouTube is asking creators to add a "Donate" button to their videos where possible." to donate to movements and charities (J.Porter,theverge.com,2020)
 - ➤ **Technological-** "focus in particular on AR/VR, Engineering, AI, and Gaming, because these are some of the most important fields that we think will bring people together in new ways" (tech.fb.com,2020)
 - ➤ Environmental- "Transmitting and viewing online video accounts for a large portion for this, generating nearly 1% of global emissions" (Mahdawi,The guardian, 2020)
 - ➤ Legal DMCA issues. E.g. "channel was subject to one or more of these DMCA takedown notifications and that the content identified has been deleted" "Streamers had no say in Twitch's decision to mass ban content found to include copyright-infringing material." (Kim, IGN.com, 2020)

Current sales and market share







- Market share: <u>63.6 percent market share</u>, <u>down from 67.6</u> <u>percent</u>
- Market sales:
 - Twitch Partners and their subscription payments normally result in streamers taking home a generous 50% of the \$4.99 per month cost. The other 50% is collected by Twitch itself.
 - ➤ With Mixer out of the picture, Twitch ended up with 91.1 percent of all hours spent streaming on these platforms between July and September.
 - > Twitch generated a total of \$178.1 million ad revenue in 2019.
 - Twitch is expected to deliver \$213.8 million ad revenue in 2020.

Marketing communications strategy - Objectives



- Current level of viewership = 63.6%
- Desired level of viewership = Up by at least 10%
- Current level of sales = The other 50% of subscription cost is collected by Twitch.
- Desired level of sales = deliver \$213.8 million ad revenue in 2020
- Current level of market share = 63.6 percent market share, down from 67.6 percent
- Desired level of market share = Make up the market share and make some profit
- Current level of brand loyalty = Majority due to top streamers staying on the brand
- Desired level of brand loyalty = Increase and maintain loyalty
- AKA. (What Twitch has done)
 - Increase audience (empower and loyalty) and do good for the community and their streamers (pictures shown on left show that they treated with custom products and pictures)
 - Adding more platforms, e.g. 'Just chatting' to gain more audience 81 mill at the start (Expand non gaming platforms)
 - Loyalty programs (channel points)
 - Brand collaborations (e.g. Avengers game)
 - ➤ Focus on social good (Stream Aid 2020 for WHO)

3 objectives - 'x' stream of objectives

- > Sales = Higher sales volume
- ➤ Communication = Loyalty and sense of community from viewers and subscribers
- Corporate = Positive reputations and higher profit





(Reddit/r/offlinetv,2020)

(Twitter, 2020)

(Ismail, K., 2018. & MediaKix.com, 2020. & Socialbakers.com, 2020. & Twitch.tv, 2018. & Ucciferri, F., 2020. & Commonsensemedia.org., 2020)

SWOT and TOWS matrix



Weaknesses Strengths Internal factors **Branding** Conventions Top streamers DMCA = Customer (Pokimane, Lilypichu, etc) loyalty (changing External Knowledgeable staff customer attitudes) factors Intellectual property and Covid convention proprietary technologies impacts **WO STRATEGIES Opportunities** SO STRATEGIES

- Using top streamers to grab the attention of new traffic from consumers
 - Knowledgeable staff to get the latest game collaborations to drive traffic
- Using new games interaction of drops and online contests to bring back awareness to twitch (what conventions could have done)
- Use popular games and partnerships to distract users from DMCA affects on the platform

WT STRATEGIES

Threats ST STRATEGIES

 Different levels of subscriptions from emerging competitors

Game launches

/partnerships/ads

Bigger demand for

twitch due to Covid

- Have more interaction and positive aura of different streamers to persuade consumers to buy different levels and keep using the level they are comfortable with
 Retain loyalty
- Make can online convention and or where there would be a discount applied to those who attend and want to continue a different level of subscription

Positioning strategy and objectives from the TOWS matrix:

- Positioning (SO) Using top streamers to grab the attention of new traffic from consumers
- ➤ Objectives (ST) Have more interaction and positive aura of different streamers to persuade consumers to buy different levels and keep using the level they are comfortable with and use it to retain loyalty

(mindtools.com/, 2020 Twitch.tv,2020,Facebook gaming,2020,Frue,2017, business-to-you.com,2020)



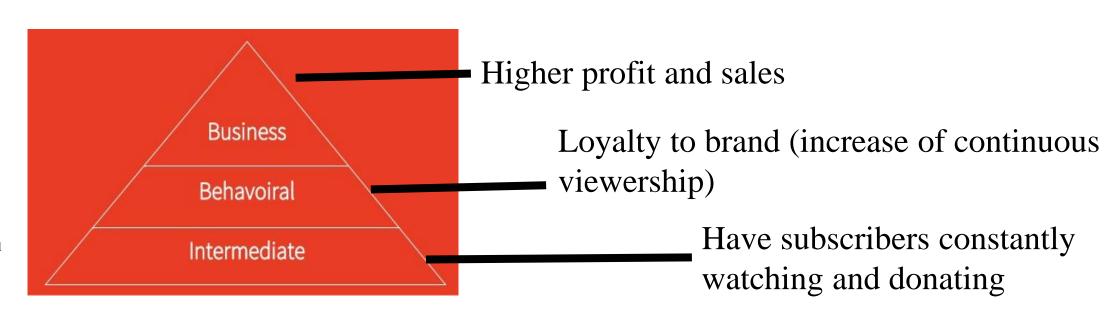


Hierarchy of campaign goals

(Twitch.tv,2020)

Killingstad, 2020. *Marketing In-The-Era-Of-Accountability-Presentation*. [online] Slideshare.net. Available at: https://www.slideshare.net/JonatanKillingstad/marketing-intheoreof-accountability-presentation

intheeraofaccountabilitypresentation> [Accessed 27 November 2020].



DAGMAR model



Campaign objectives (previously mentioned slide):

- Loyalty from viewers and subscribers = keep coming back and be part of a community E.G.- "Consumers look to meet their needs through online brand communities in a way that they have not been met through other communication channels"
- Positive reputations and higher profit & sales= Positive relations result in "positive effect on members' participation in the virtual community activities" which leads to more profit and sales

(J.Lee,2009)

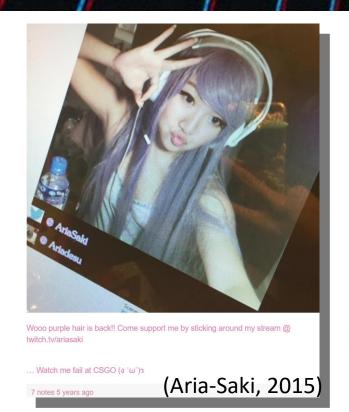
- Covid impact has had a rise in consuming online content
- Lead an increase in Twitch numbers of subscribers and those who vist/ed the site
- E.g. glitchcon as well to be done

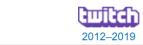
Current level of sales

- Highest peak concurrent Twitch views in 2020 (as of March) 533,000, for The Gregf
- Twitch claimed 65% share of hours viewed (3.1 billion), and 72% hours (121.4 million) streamed against game streaming rivals in Q1 2020

Past and current campaigns







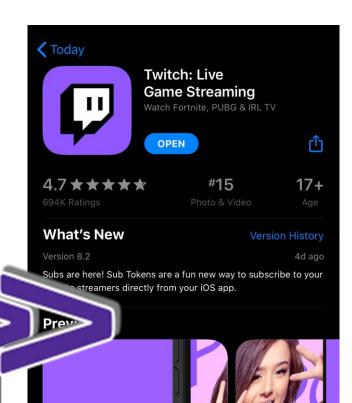
(Logopedia, 2020)



2011–2012

Twitch Purple Hex #6441a5 RGB 100 65 165 New Twitch Purple Hex #9146ff RGB 145 70 255

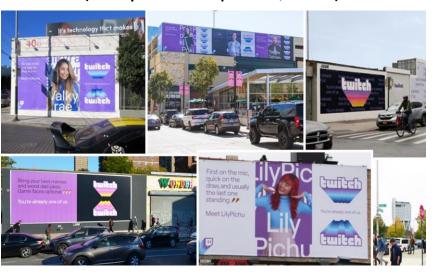
(twitch.tv, 2019)





(imgur.com/r/offlineTV/,2019)





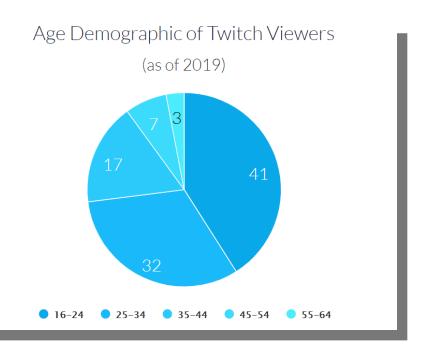
(rapportww.com,2019)

Advertising strategy - Market segmentation





- Sophia
- Student
- Goals and challenges: Enjoy life and advance in the work field
- Values and fears: Friendship and attention from streamer. Scared of losing money.
- Marketing message: Relate to games popular to the age range



- Demographic segmentation
 - ➤ Age 20s to 40s
 - Gender All
 - Marital status None
 - ➤ Household type and size Roommates or alone (1-5)
 - Income Range of low to high income
- Geographical segmentation -America, Brazil, England, Germany, China, Japan, Phillipines

Aka. America, EU and Asia

- Personality traits Interactive, quiet, attention seeking
- Psychographic segmentation Values the streamer, chat and community made. Finding an escape from reality or just to relax.

(Influencer marketing hub, 2020 & twitch.tv,2020)

Adv strat - Market targeting



- Personalized and prompt offers
- Tracking online / tracking in general / cookies
- Market define target audience –

Users who play video games online and

those who want to watch new live content from interesting streamers online





Adv strat - Differntiation (POP AND POD)



- Goal Beat other competitors, e.g. FB gaming, increase profit and loyalty
- Strategy (neutralise and differentiate)
 - ➤ POD- Bits and drops
 - > POP- Streamers and chat

• POP – Establish shared brand points of clarity (share with competitors)

- Desirable to customer; Favourite streamers, games of interest, categories of interest, rising platform
- Deliverable by the brand; New games and drops for new games
- Differentiating from customers; Top companies with large amount of workers
- ➤ Price and quality Viewers to turn into subscribers
- Convenience and quality Live streaming becoming popular
- ➤ Feelings/emotions Happiness and sadness
- ➤ Usefulness UI easy to navigate but can get confusing if streamer has additions
- ➤ Power and safety No leak of information so far
- ➤ Ubiquity and prestige Live streaming services becoming popular
- ➤ Simplicity Easy to use, don't have to sign up

• POD – Develop unique brand points of difference (share with competitors)

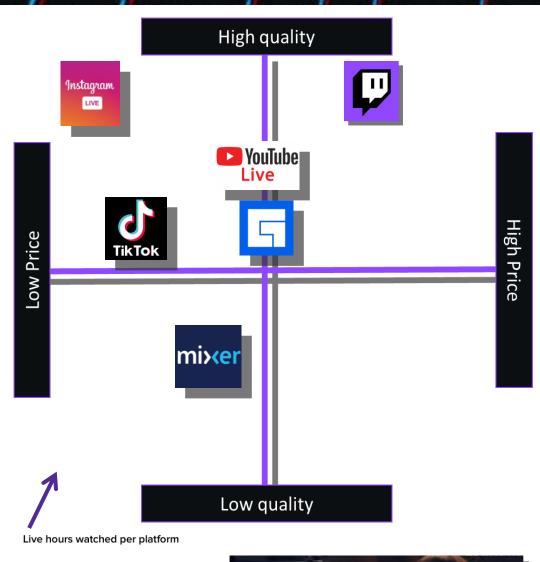
- Negate competitor points of difference; Favourite streamers, games of interest, categories of interest, rising platform
- ➤ Demonstrate category credentials
- ➤ Price and quality Has different subs pricing (Twitch is more expensive)
- ➤ Convenience and quality The most popular, tendency to be first seen on search engines
- ➤ Feelings/emotions Popular, legacy, happy
- ➤ Usefulness First seen = easier access
- ➤ Power and safety No leak of information so far
- ➤ Ubiquity and prestige Top tier out of all live streaming services
- ➤ Simplicity Easy to use, don't have to sign up

(Michelli, J., 2016 & Desatoff, S., 2020)

AlexaBlog, 2020. & Techcrunch.com, 2019

Adv strat - Positioning





Confliction (Confliction)

735,540,000

197,760,000

2,720,020,000

nttps://www.youtube.com/watch?v= hpvP7vQEDtQ [Accessed 27 Nov. Total hours watched per platform

- Inline with objectives as mentioned in previous slides (Communications and sales campaign objectives -Increase audience (empower and loyalty) and do good for the community)
- Crafting advertising messages aimed at specific target audience- Using streamers to make personalised ads
- SMART criteria –
- Specific-Maintain and improve image and events by giving to charities more (e.g. WHO organisation for Covid-19) by 5%
- Measurable- Increased viewership will show for an increase of profit by at least 5%
- Achievable- Creating a good creative strategy (upcoming slides)
- Realistic- Maintain attention on games and unique experiences (with streamers) with effective advertising
- > Timed- February to April 2021 (3 months)

Creative strat — Developing big idea



- February to April 2021 Tactical
- Develop the idea of promoting the streamers to increase the viewership of twitch = increase consumers who buy subscriptions and others
- How streamers lives have changed with their fanbase and how subs have changed and enjoyed it? Like how social media popped off and became more popular than tv. That's why its content but with personality.
- Big idea = what is the idea that company wants = More profit and loyalty (relate to objectives)

Example of big ideas(What makes Twitch?):

- loyalty of community /fans
- Friendship
- Fun /content
- entertainment that relates to them
- different personalities to relate to



Content and relatable personalities

Creative strat – Creative appeal, message and media timing



• What the actual message would be:

'Content with personality'

 Communication objective – Increase loyalty and community from viewers and subscribers by 4% in 3 months

feedback and evaluate throughout the 3 months

First week should have testing and feedback intensified, but still have

Every month increases by 1.33%

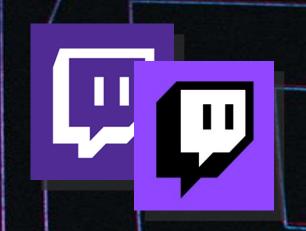
Advertising objective – Increase profit with new subscribers by 5% in 3 months

Every month increases by 1.6%

- Twitch is taking over the TV. They are the new and upcoming ideal for the 21st century.
- One thing = Personality

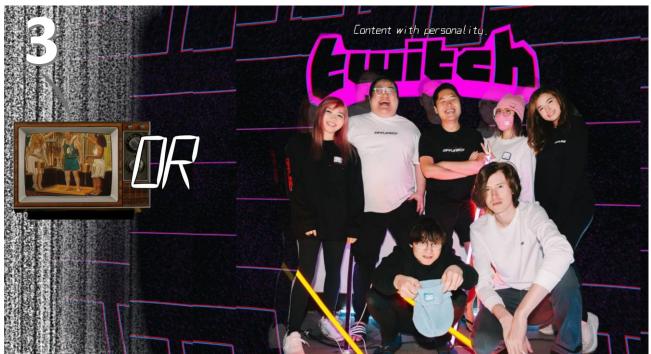
Campaign scheduling														
	Weeks (February to April 2021)													
	0	1	2	3	4	5	6	7	8	9	10	11	12	13
Analysis														
Planning														
Implemen tation														
Evaluation														

Creative strat — Execution strat message and visuals









Creative strat — Execution strat message and visuals



Purple Twitch colour highlights

Twitch mini logo **Twitch** Logo Content with personality.

TV is leaving. They are the old and Twitch is the new.

3 word tag line

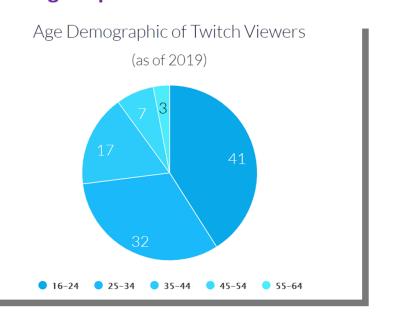
Popular streamers of Twitch with HD photo Check list

Use of **Twitch**

colours

- Twitch is taking over the TV. They are the new and upcoming ideal for the 21st century
- ✓ 'Content with personality' Enjoy the personality and community of different streamers
- ✓ Twitch colours (purples and blacks), technological and digital theme
- ✓ Twitch community uses the word 'Content' instead of 'Entertainment'
- ✓ Seller objectives vs target motives

 Seller Gain higher profit and views
 Target To gain enjoyment
- ✓ 3 objectives 'x' stream of objectives
 ➤ Sales = Higher sales volume
 ➤ Communication = Loyalty from viewers and subscribers
 - Corporate = Positive reputations and higher profit



Creative strat – Execution strat message and visuals and media objectives

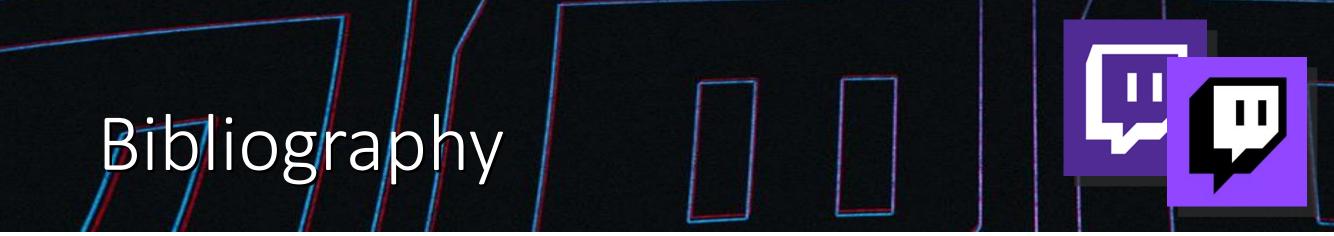






Twitch subscription for live stream services £ x to reach males and females in America, EU and Asia 3 months role out (February – April 2021)

Factors	Media objectives
Target audience	Target market = Young adults (all genders),. 20-35's all around the world, (America, EU and Asia) Aka. Primary market
Geographic	Geographic emphasis on news going on in their area and applying it to them. E.g. America having the LA space of popularity for the youth.
Time period	Equally distributed from February to April 20201. More emphasis from afternoon – night as theses are the times where target market are most likely awake.
Reach and frequency	How much reach do you want(reach) and average times (Frequency) over the period
Budget	How much million CAD budget – xxx,xxx CAD per month for each of 3 months
Creative	To use Twitch community language ,colours and other strategy that relates to the corporate objetvtives. Mainly, using their top streamers as the main focus and what catches the attention.



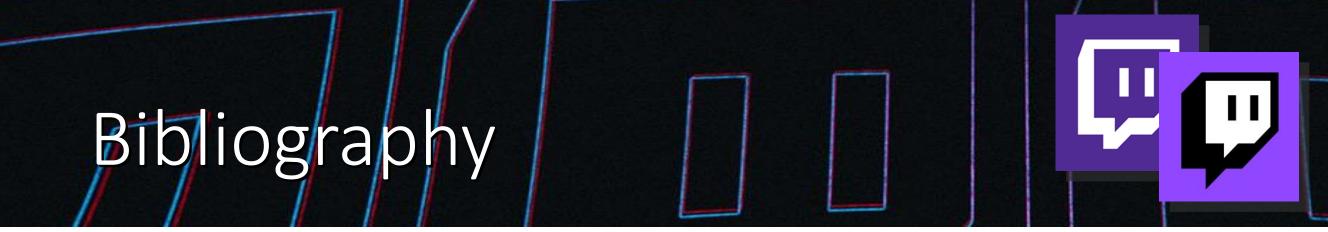
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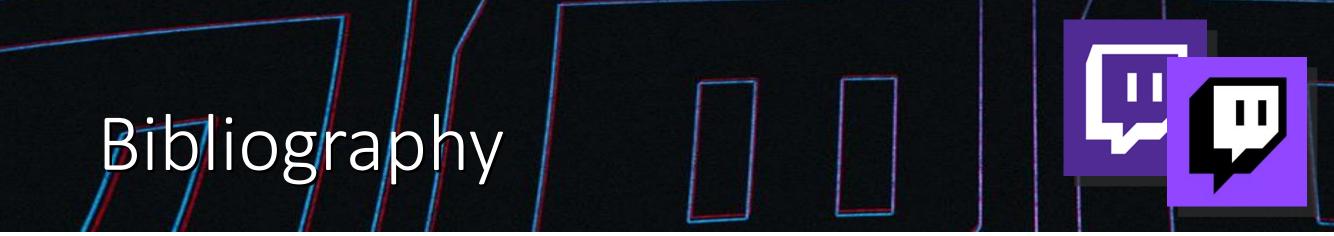
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What is unique about Twitch is the fact that their vision is that entertainment (called 'Content' on Twitch) is relatable due to the streamers being of different shapes and sizes that relate to the 21st century. These streamers have changed the lives of their fan base and subscribers and both parties enjoy each other's company with a good game and or talks. That's why the message is, "Content with personality". Unlike the increase of cheesy and unrelatable TV shows for the older generation, the 21st century has a new vision and way to communicate, through the internet and especially, Twitch. This report will look at in-depth, the creative strategy that has been undertaken in the PowerPoint presentation.

The company itself wants profit with higher amount of viewers and subscribers, increase it's premium brand loyalty (high attachment to brand and repeat purchase) and positive reputations. This is the stream of objectives from Sales, communication and of course, Corporate. So by taking this message, vision and tagline, this creates the creative poster that was shown in the mentioned presentation (and below). The poster relates from February to April 2021 as this is a tactical strategy and the poster has tactical elements to it. For example, the big picture that catches the eye is simplistic and still attracts the eye. The easy tagline and title of the poster follows along right after. The poster is easy to understand with the target market, simple yet gives the full meaning. It's a straight to the point example of what Twitch is and does for its community.



The chosen poster has used the rule of thirds, as there is focus on the main image of popular streamers which then brings your focus to the Logo and tag line. This tag line as mentioned above is just 3 words and is one sentence. It is simplistic and gets the message across, that Twitch and their streamers are realistic with the ability to make content that's genuine and real to their personalities. This is what consumers like to see and what keeps them coming again and subscribing. This further supported by (Adobe, 2020) the fact that popular designer

Shawn Ingersoll says, "It's not really a rule. It's more of a guideline or best practice". This indicates that this is a skill used in photography and art that everyone knows as a 'guideline', aka. at least artist is aware of this skill, making it a common use that's important to understand. This use of 'Rule of thirds' is when, "The corners of the central square are the intersection points in your grid where you want to place the focal point of your photo" that helps to "nail an effective photographic composition that will draw the viewer's eye". Therefore, using this technique allows the consumer's eye to be naturally drawn to the streamers, who is the main focus of the photo. This allows for their attention to be drawn easily, yet why pick streamers? Picking streamers, especially some of the top streamers on twitch as shown in the photo (Twitchmetrics.net, 2020) allows the consumer to be more likely to recognise and have influence from said streamers. This is further backed up by their social standing within the communities Twitch has helped make for them. The streamers are like opinion leaders/celebrities in the eyes of those who go on live streaming for the 21st century. These potential consumers will then either give off different mechanisms of group influence, e.g; informational (consumer gets information from opinion leader), utilitarian (influence by socialising), value expressive (buy to enhance their own image and admire the characteristics of those who use the brand, aka. the twitch streamers) or word of mouth. This indicates leads to retention and possible buying of subscriptions.

The main image shows some of the main popular streamers on Twitch which relates to the tag line as it shows that normal people can become successful and create good entertainment with their personality, not with cheesy and stereotypical things that TV likes to exploit with their shows. This shows the decline of TV with more of those born in the 21st Century going online. This why there is the image of TV leaving at the side. It is not in focus, old and going away, like TV. This means that TV doesn't really relate to the new generation and results in people watching online live streaming instead (Canales, K. and Gal, S., businessinsider.com, 2018). The businessinsider.com article states, "younger adults watch significantly less television than do older adults". These older adults are at the age where old TV's and big telephones are the norm. The younger adults are not from this age and therefore these differences from different generations are emphasised and the new generation are paving the way for the new norm, which is livestreaming (Hsu.T, nytimes.com, 2019). This is further supported by the observational learning model and further by spokespersons. Observational learning relates to those who learn from observing someone they know, aka. the people of their generation as that is the norm. Adding a spokesperson (streamers) that promote the use of their new content to show online, it is likely that consumers would follow them (Zipporah and Mberia, 2014).

There is also the use of the different purples, blacks and whites. This is to relate to the colour scheme of Twitch so those who look, understand that this is from the same company and give it an edge (Morin.A, Forbes.com, 2020). To make sure of this, the big Twitch logo is on top of the headline in a stand out colour and the mini logo is on the top corner as well. Using a brand's colour can, "evokes similar emotional responses in most people". This indicates that the use of the colours of Twitch can evoke emotions and semiotic feelings with the consumer's that see it. They will see the colours and remember the poster and associate a feeling (semiotics), most likely a positive one, with the mentioned colours. This is a good use of positioning as it uses something as similar as colours, to retain information in consumer's minds. This is further supported by Classical conditioning by Pavlov (Rehman, I., Mahabadi, N., Sanvictores, T. and Rehman, C.,2020). This is when something is applied with a

association. In this case, the colours of Twitch is applied to the tag line and streamers, which lets the consumer associate Twitch with streamers and their loyal community.

As mentioned, "Content with Personality" indicates that Twitch is the new and improved entertainment (otherwise known as 'Content' in the community) and has genuine personalities that the target market can relate to. Unlike TV and other live streaming services, Twitch shows to have genuine streamers and others are not likely to have as popular and genuine streamers as Twitch. This can be seen as humorous which gives a positive view. This is as one can be shocked by the 'personality' aspect. Having humour is attention grabbing and "linked to higher recall" (Olenski, forbes.com, 2018). Retention is key and it will be a quick and easy message to remember. Yet, different Medias have personality but there is always the message in the back of everyone's heads that all of the entertainment is scripted, nothing is real. Consumers may see the downside and that they are making fun of other livestreaming services, which may lead to hate (Simpson, econsultancy.com, 2015). Yet, this is a small disadvantage as it shows that Twitch is using language that those from the 21st century would understand. This use of language and reality, emphasises that Twitch is genuine and relates. This relatability shows that Twitch is above of the game and different to others, with the added bonus of higher benefits. This is supported by the old TV in the corner as it is sad and leaving, as it cannot keep up with the new 21st century content. This also relates to stimulus discrimination (PsychologyTools.com, 2020) as it teaches consumers to discriminate against similar objects. This is done as it associates negativity with the old (static and old TV no one uses anymore) and the better option to pick is Twitch as it doesn't associate with the negative, it is on top of its competition.

Therefore, the creative strategy has been implemented well due to the key tactics used and mentioned in the use of the advertisement poster. Using the mentioned key tactics help keep retention and positioning in the mind of the target market, that Twitch is the better option and here to stay.

Word count = 1421

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