

A hand is shown holding a glowing blue sphere, which appears to be a globe or a digital object. The background is a dark blue gradient. The text 'EBX MEDIA' is overlaid on the image in a white box.

**EBX MEDIA**

**ENRD Digital  
Communication**

## CONTEXT

- Over-arching Theme
- 'The Candidate'
- Highly Visual
- High Frequency
- Video With Personality
- Create a theme grid.
- Create a calendar.



## CONTENT CREATION

- Know who the audience is.
- Use Video:
  - 95% message retention
  - 88% more time on website
  - Increased sharing
- Create content for smartphone first.



## SOCIAL LISTENING

- What is your target audience thinking?
- High volume of publicly available social media data, harvested and aggregated.
- Themes emerge.
- Key messages built from themes.
- GDPR compliant.



## DISTRIBUTION

- Create audience profiles: ‘The Young Farmer’ / ‘The Small-scale Dairy Farmer’
- Choose the relevant platforms – master one platform.
- Use Twitter for Press Relations.
- Timing matters.



## TARGET AUDIENCE

- Use audience profiles to distribute more relevant content.
- Create 'authentic' content for each audience, a natural feel, not too corporate.
- Use Cision or Kantar, for example for press distribution - multipliers





## MEASURE IMPACT

- Measuring impact is very difficult.
- Set benchmarks and targets for different types of impact:
  - Audience growth
  - Engagement
  - Conversion
  - Calls to action



## RESOURCES

- **World Economic Forum:**
  - Master storytelling – video for Social Media
  - <https://twitter.com/wef/status/1273246713550077952?s=20>
- **Chef's Table – Netflix**
  - If you asked me to design a campaign, I would base it on this: <https://youtu.be/9wKIOTJtLdQ>
  - Chef's Table has all the ingredients for amazing agricultural storytelling – Farm to Fork with outstanding photography and emotional personalities.





Tell Your Story

**EBX MEDIA**