

LAUNCHING A NEW STREAMER .

Wilderness are retained by PlutoTV to help build their audience on social:

Brief | Utilise reactive moments to generate engagement for the free streamer..

Plan | Play to the strengths of the streamer and make classic content relevant for today whilst building an online fandom through community management.

Work | Fun social-first content making the most of platform USPs and maintaining a consistent TOV that is relevant to our fans.

Result | Over 35m organic engagements and over 470m video views across platforms.



Key deliverables include:

Insights & Reporting | Audience & social listening, assessing all engagement drivers.

Strategy | Keeping a finger on the pulse of trends and delivering engaging content.

Ideation | Bold ideas that that will play with user expectations.

Content Creation | Bank building and production of social-first assets..

Community Management | Engaging with our online audience and driving conversation.

REINVIGORATING OWNED CONTENT

Utilising classic content from multiple decades and introducing them to a new audience.



Culture

Utilising key cultural moments, such as the release of Barbie, to engage the community.



Action

Finding the moments in the catalogue that will make users stop in their tracks.



Comedy

Utilising comedic characters from other famous titles to drive engagement.



Relevance

Utilising US content and reinvigorating it with relevance for a local audience..

ENGAGING COMMUNITY MANAGEMENT

Talking to fans as a fan to help generate engagement and build community.

 **Philipa Cole**
The aggression with the straws 🤪
2022-12-11 Reply


 **Pluto TV UK**  **Creator**
poor straws never asked to be involved in this mess 🤪
2022-12-15 Reply



 **Philipa Cole**
Agree. Dragged into the drama 🤪

 **Tasha**
Look at the material 🤪🤪
2022-12-10 Reply 149

 **Pluto TV UK**  **Creator**
insert unnecessary dress spin here
2022-12-15 Reply 10

 **901SaintsGirl** 🌟
I read this why she was saying it

 **mariecarty75**
Have I reached Horatio tiktok 🤪🤪🤪
2022-9-26 Reply 4

 **Pluto TV UK**  **Creator**
YAAAAAAAAA
2022-10-11 Reply 3

 **LKJ**
when are you coming to Canada @plutov ??? 🤪🤪🤪
🤪hurry it's not fair 🤪
2022-10-14 Reply

 **Pluto TV UK**  **Creator**
as an early christmas gift, we'll bring Pluto TV to Canada this December! 🤪
2022-10-18 Reply

 **Pluto TV UK**  **Creator**
YES WAY!
2022-10-19 Reply

 **LKJ**
STOPPPPPPP...OMG NO WAY! THANK YOUUU

 **Jennifer**
My husband sings this to me. 🤪 Not sure why.
2022-10-21 Reply

 **Pluto TV UK**  **Creator**
Oh how romantic 🤪
2022-10-22 Reply

 **Jennifer**
He must think so. 🤪

 **Candice**
What is Barbara's accent I love it.. lol
2022-10-7 Reply

 **Pluto TV UK**  **Creator**
She's fluent in Baaahbraaahhhh
2022-10-13 Reply

 **Candice**
Hilarious I love her accent.. 🤪🤪

 **collybear86**
When's that damn thing gonna set? 🤪🤪
2022-10-16 Reply

 **Pluto TV UK**  **Creator**
just straight up serving bottomless sunsets 🤪
2022-10-18 Reply

 **collybear86**
🤪

 **ChristyCarlsonRomano** 
There's my dad!
2022-10-19 Reply 288

 **Pluto TV UK**  **Creator**
sorry but we're claiming Mr. Stevens to be our dad now 🤪
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