

CREATIVE WITH CHARACTER .

Wilderness supported the network to create a future-proof creative campaign concept:

BRIEF | Sell brand message with a concept that we can continue across multiple campaigns.

CONCEPT | Sky Expert enabling you to connect with the people that matter most.

WORK | Grabs attention and holds it in an authentic mischievous way.

[HERE](#) | [HERE](#) | [HERE](#)



KEY DELIVERABLES INCLUDE:

INSIGHT Assessing audience & social listening data to create content that connects.

STRATEGY Focus on benefits over features in a natural and charmingly entertaining way.

CREATIVE Social-first & bold brand safe ideas that hook user interest.

PRODUCTION Making the most of talent and within strict guidelines.

DELIVERY Social-first organic & paid assets and strategic roll out plan.

SUSTAINING MOMENTUM

Mapping out the best content at the right times to drive impact.



AWARENESS

Hook the user, introduce the concept, land the proposition.



CONSIDERATION

Organic content that builds out and brings users into the world.



ENGAGEMENT

Gamified content that sells messaging while entertaining users.



CONVERSION

Cut down edits of the hero videos to retarget across platforms.

CREATIVE BUILDS •

Producing a second phase of content expanding on the concept with new talent and benefits.

