CREATORS AREN'T A CHANNEL

THEY'RE INFRASTRUCTURE



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~~DO CREATORS MATTER?~~
HOW CAN WE CREATE A CREATOR INFRASTRUCTURE FOR BRAND BUILDING?

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LEARNINGS FROM

14 YEARS OF LADBIBLE

DIRECT INPUT FROM

30+ CREATORS

SURVEY INSIGHT FROM

2000+ 18 - 25 YEAR OLDS

WE SPEAK TO 300+ CREATORS A DAY.

WE PARTNER WITH CREATORS FOR BRAND CAMPAIGNS, EDITORIAL, COMMISSIONING, CREATIVE, LICENSING, SOCIAL MANAGEMENT, CONSULTING, PR & INSIGHTS.

WE'VE BEEN AT EVERY STEP OF THE 'CREATOR' JOURNEY.



1 A SHARED LANGUAGE

DEFINING A CREATOR (FOR YOU)

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YOU NEED TO CLOSE THE GAP BETWEEN THE DECISION-MAKER AND THE EXECUTOR.

YOU DON’T HAVE AN EXECUTION PROBLEM. YOUR TEAMS HAVE A VOCABULARY PROBLEM.



SPORT BIBLE

LAD BIBLE

BETCHES

‘CREATOR’

BRAND CREATORS & TALENT	ORIGINALS TALENT	CREATOR NETWORK	CREATOR PROGRAM
Creators and talent for own-brand LADbible pages and in-house initiatives.	Cast and manage talent for Originals content and support on sponsored content.	Source and match Creators for branded client briefs, 360 campaigns and sponsored originals.	Long-term partnerships with Creators to monetise and grow their pages and funnel across business for bigger opportunities.

DEVELOP A SYSTEM THAT WORKS FOR YOU

CREATOR PROGRAM

Long-term partnerships with Creators to monetise and grow their pages and funnel across business for bigger opportunities.

HEADLINE CREATORS

RECOGNITION
PR IMPACT

ENGINE CREATORS

OUTPUT
DRIVE
PERFORMANCE

2 A CREATORS JOB
DEFINING THEIR BRAND PURPOSE

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REACH NEW AUDIENCE



ENGAGE CORE AUDIENCE



PRODUCT ENDORSEMENT



PRODUCT DEMONSTRATION



THE CONVERSATION NEEDS TO
START WITH CREATORS.
NOT END WITH THEM.

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CREATORS VALUE CREATIVE FREEDOM AND EXPERTISE AS THEIR PRIMARY DRIVER FOR WORKING WITH A BRAND AGAIN

WHAT MAKES A GOOD BRAND COLLAB FOR YOU?

The best collabs are just when they just let me cook mate
👐👐
10:32

I know what works for my audience, I see every day what makes them click away and just wish they could see that's where the value is, not how many followers and reach I've got

collaboration (feeling like part of a team!!),, clear goals, I want it to feel rewarding creatively
09:48

Probably in the order of money/ trust to do my thing my way/open to ideas/long term collabs/nice to work with 👌
10:00

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CREATOR INSIGHT

Behind the scenes videos in brand niche have higher completion rates as viewer waits for final result

METRIC FOR SEARCH

Benchmark search for Creator talent with watchtime and retention data

CREATIVE BRIEF

Creative brief for product demonstration with watchtime as focus for success

3 A CREATOR ACROSS BUSINESS

DEFINING WHERE THEY BENEFIT

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IF CREATORS ARE INFRASTRUCTURE, THE RELATIONSHIP CAN'T END AT DELIVERY.

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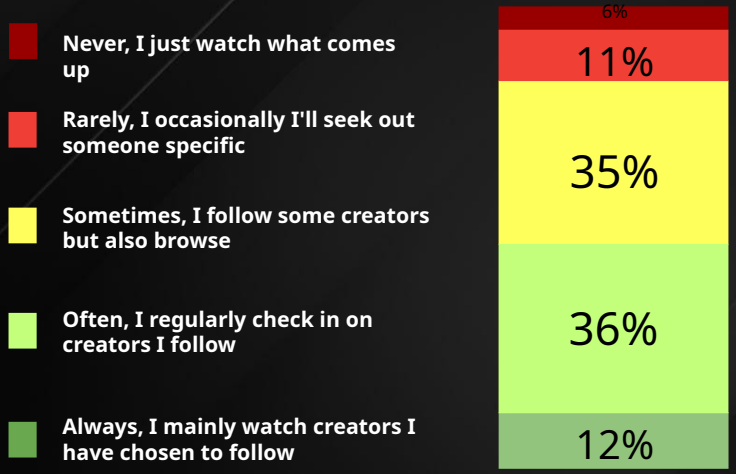
18-25s REGULARLY KEEP UP WITH CREATORS ONLINE AND THE MAJORITY CONSIDER THEMSELVES FANS

HOW OFTEN DO YOU WATCH CONTENT FROM CREATORS YOU DELIBERATELY FOLLOW OR SUBSCRIBE TO?



60%

CALL THEMSELVES A FAN OF A CREATOR

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CREATORS DRIVE CONVERSATION BEYOND THE COMMENTS SECTION FOR 18-25 YEAR OLD AUDIENCES

36%

WOULD DM A CREATOR

WHY WOULD YOU DM A CREATOR YOU FOLLOW?

If they share or create something that resonates deeply with me to the point where it has impacted my life significantly in a positive way

One specifically would be because she has a similar conditions health wise to me so I'd reach out for support or advice

Because everyone starts somewhere! Most times it's nice to give them a message of encouragement!

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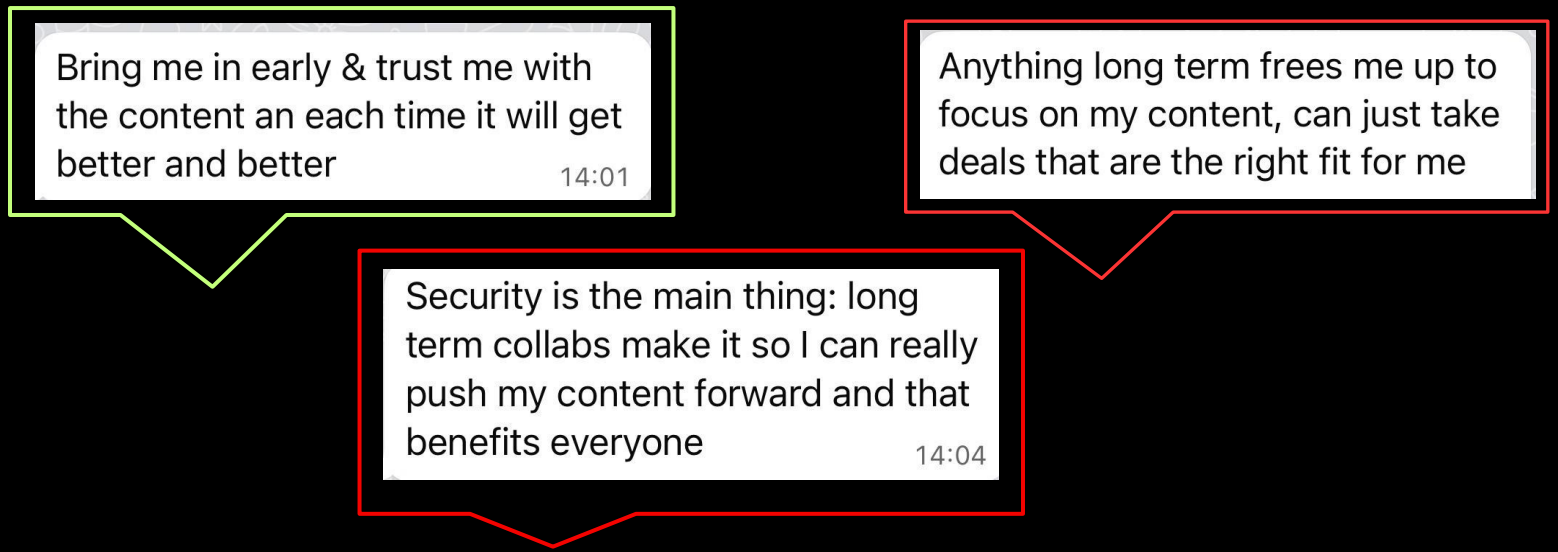
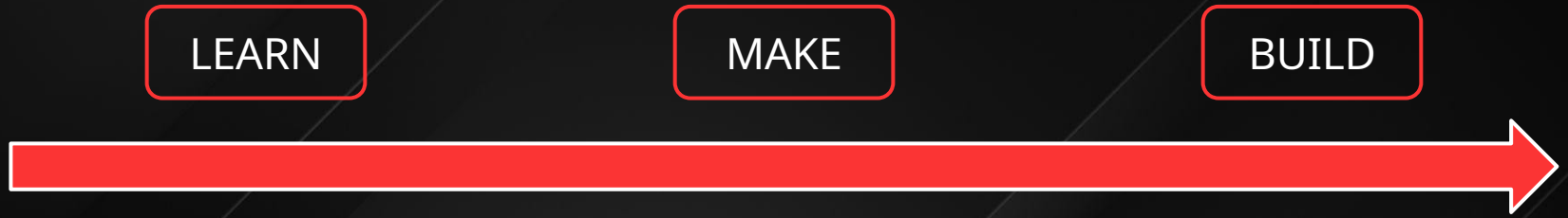
CREATORS ARE LOOKING FOR THE SECURITY THAT LONG-TERM PARTNERSHIPS CAN GIVE

WHY DO YOU PREFER LONG TERM COLLABS?



ONE INFRASTRUCTURE. MULTIPLE TEAMS. CREATOR VALUE BEFORE, DURING AND AFTER CAMPAIGNS



METRIC INSIGHTS
INFORM ORGANIC STRATEGY
PRODUCT TESTING
NICHE EXPERTISE

REACH NEW AUDIENCES
ENGAGE CORE AUDIENCE
PRODUCT ENDORSEMENT
PRODUCT DEMONSTRATION

AUDIENCE INSIGHT
RECURRING CONTENT IP CREATION
AUDIENCE RE-ENGAGEMENT

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ALEX HICK

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