

# **#TEAMSUPERFUNNY**

Implementation Document

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## Introduction

The Sean Ward Show has an impressive YouTube audience of 4.2 million subscribers, but its digital presence is not being used to its full potential to individuate the show, create a fan community and promote merchandise sales. The purpose of our project was to develop a digital strategy that would allow the Show to showcase its brand personality and transform its hashtag #TEAMSUPERFUNNY into a fan community on social media.

Our web redesign, social media strategy and content strategy are complementary. Content strategy gives guidelines to ensure the Sean Ward Show has a distinct voice and can present users the information they need, when they need it. The web redesign allows the Show to use its website to most effectively lead users through that content. Our social media strategy allows the Show to engage with fans and encourage them to use the hashtag to share their own thoughts and feelings related to the show.

In this document, you will find an overview and summary of the work we are delivering, as well as a guide to implementing these deliverables going forward.

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## Current State Analysis

### Current Digital Properties

YouTube Channel - /TheSeanWardShow	Instagram - @the.sean.ward.show	Facebook - @TheSeanWardShow
<ul style="list-style-type: none"><li>• 4.04M Subscribers</li><li>• 2.1B Views</li><li>• Joined May 3, 2010</li><li>• Most popular videos (top 5): average number of views is 212.8M per video</li><li>• Recent videos (two months from now): average number of views is 532k per video</li><li>• Out of the 5 recent videos with a total of 8.7k likes and dislikes, 76% liked the videos</li></ul>	<ul style="list-style-type: none"><li>• 2,125 posts, 3,659 followers, 2,970 following</li><li>• Recent 10 photos posted: average of 146 likes &amp; 3.5 comments per post</li><li>• 358 posts were tagged with #teamsuperfunny</li></ul>	<ul style="list-style-type: none"><li>• Launched 2010</li><li>• 11.1k likes, 11.2k followers</li><li>• Recent 10 posts: average of 12.2 like/reactions, 2.5 comments, and 2 shares per post</li></ul>




## Competitor Analysis & Trend Research

A competitor analysis reveals the strengths and weaknesses of your brand in the market compared to other brands that operate in the same space. For the Sean Ward Show, we looked at one children's superhero YouTube channel (NinjaKidzTV), one pop culture parody channel (How It Should Have Ended) and one cosplay channel (D Piddy).

<b>NinjaKidzTV (direct competitor)</b>	<b>How It Should Have Ended (indirect competitor)</b>	<b>D Piddy (replacement competitor)</b>
<p><b>Demographic:</b> Tayson</p> <p><b>YouTube:</b> Joined on Feb 9, 2017 6.29M subscribers 2.5 billion views</p> <p><b>Instagram:</b> 50.8k followers <b>Facebook:</b> 5,644 followers <b>Website key note:</b> E-commerce platform</p>	<p><b>Demographic:</b> Marjorie</p> <p><b>YouTube:</b> Joined on March 5, 2007 9.35M subscribers 2.5 billion views</p> <p><b>Instagram:</b> 136k followers <b>Facebook:</b> 327K followers <b>Website key note:</b> Videos, gallery and blog</p>	<p><b>Demographic:</b> Krystelle</p> <p><b>YouTube:</b> Joined on Feb 9, 2017 6.29M subscribers 2.5 billion Views</p> <p><b>Instagram:</b> 50.8k followers <b>Facebook:</b> 5,644 followers <b>No website</b></p>

## Personas

Based on our research on the fans of #TEAMSUPERFUNNY, we developed three personas that best represent the different types of audience. Each of them has different needs, experiences, behaviours, and goals.

		
<b>Tayson</b>	<b>Marjorie</b>	<b>Krystelle</b>
<p><b>Age:</b> 10 <b>Occupation:</b> Student <b>Location:</b> New York, New York, US <b>Key Traits:</b> Funny, enthusiastic, picky <b>Quote:</b> “That’s for babies!”</p> <p>Tayson grew up with an iPad in his hand. He is growing from a passive YouTube consumer into a preteen with strong tastes. He likes that the Sean Ward Show features adults -- it isn’t for little kids. His dream is to go to a con dressed up as Spider-Man. He loves a good joke and when he hears a great one-liner in a video, he will repeat it endlessly.</p>	<p><b>Age:</b> 15 <b>Occupation:</b> Student <b>Location:</b> Orlando, Florida, US <b>Key Traits:</b> Observant, skillful, bright <b>Quote:</b> “I wish the fake world was the real world.”</p> <p>Marjorie is a creative teenage girl who spends her time in class drawing her original characters. She has her own YouTube channel with 200+ subscribers and posts short videos of her animation videos, her game records, and home videos online. She builds her identity around her favourite characters and loves to imagine herself in another world.</p>	<p><b>Age:</b> 23 <b>Occupation:</b> Barista <b>Location:</b> Toronto, Ontario, CA <b>Key Traits:</b> Creative, ambitious, optimistic <b>Quote:</b> “I want to be as successful as #TEAMSUPERFUNNY.”</p> <p>Krystelle got into cosplay using skills she acquired while studying fashion in college. Now she’s starting a YouTube channel for cosplay after receiving praise on her craft—but she’s unsure where to begin. At Fan Expo, she met #TEAMSUPERFUNNY and was amazed by the success achieved by her fellow Torontonians.</p>

## User Journey

We also reviewed what users usually do with #TEAMSUPERFUNNY's major digital platforms (YouTube and TeamSuperFunny.com) and have identified three key actions:

1. Watch #TEAMSUPERFUNNY videos
2. Learn about #TEAMSUPERFUNNY
3. Buy #TEAMSUPERFUNNY merchandise

## Website Redesign

Our goal with the website redesign is to convey the Sean Ward Show's unique personality, while promoting fan engagement that can improve sharing and merchandise sales.

## Wireframes

A wireframe is a visual mockup that demonstrates what interface elements will exist on key pages. A low-fidelity wireframe uses basic shapes and elements to provide a rough layout of an interface, whereas a high-fidelity wireframe presents screens that closely resemble the final version of the interface. Ten different low-fidelity wireframes and one high-fidelity wireframe are provided in the folder WIREFRAMES.

The Events page wireframe (3-Event.png) includes a list of all events TSF is attending and promotional events they are conducting. They are listed in reverse-chronological order, with upcoming events highlighted and past events faded but still accessible. Clicking on the call-to-action button on the right side brings the user to a more detailed page about the event (3A-EventDetails.png).

The Videos page (4-Videos.png) is designed specifically for the Highlights page (4A-Highlights.png), which emulates the "Sean Ward is the Joker" page on seanwart.net. For more information, check out the Highlights Pages section of ContentGuidelines.PDF

The Home page wireframe (1-Home.png) includes four main components:

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- 1) A Banner or Carousel that can be themed with current movie releases or promotions. For more information, check out the Main Page section of ContentGuidelines.PDF
- 2) A quick Merchandise layout that promotes merchandises and links to the Teespring website.
- 3) A simple, preview version of the Events page that links directly to the Events page.
- 4) A simple, preview version of the Highlights page that links directly to the Videos page.

The high-fidelity wireframe of the Home page uses the following typefaces: Bangers for the headings, and Poppins for the body text, both available on Google Fonts. It also uses the following colour palette:

#172253

#EB1846

#252525

#FDCA58

#FFFFFF

### Site Map

A site map serves as a blueprint and a guide for navigating through a website, listing down all its pages and important components. It can help create a friendlier and easier navigation path for users. Understanding and correctly positioning the pages of a website can also increase its search visibility (because search bots can scan your entire website properly and see your content more relevant for searchers), driving even more visitors to the website.

To see the full site map, check out SiteMap.PDF

### Merchandise Platform Strategy

The Sean Ward Show currently uses Teespring to sell merchandise. The website itself is good, but it could be better. Based on our research, Printful may be better suited to #TEAMSUPERFUNNY's needs, because it integrates more directly into the main website rather than standing alone. It would require adopting a platform such as Shopify or WooCommerce, or the e-commerce features of Squarespace. We provided general tips to implement a new platform and increase merchandise sales.

For more information, check out MerchandisingStrategy.PDF



## **Interactive Stories**

#TEAMSUPERFUNNY is intended to be an inclusive hashtag, inviting fans to become part of the team. To find new ways to engage the audience and connect them with #TEAMSUPERFUNNY, we developed two examples of potential interactive elements that could be used on the website to help the audience feel like a member of #TEAMSUPERFUNNY.

### **Hero or Villain Character Maker**

Everyone wants to be a hero -- or a villain. The #TEAMSUPERFUNNY Character Maker is a drag-and-drop dollmaker-style web toy that lets someone like Marjorie picture herself in the wacky crossover universe of the Sean Ward Show by creating a hero or villain character of her own. It begins with a selfie (or drawing, or other image as desired) and allows the user to add costume pieces to the photo to create an original #TEAMSUPERFUNNY character. After creating the character, the user can situate it in either an illustrated background or a still from the Sean Ward Show. The user will “choose their mood” by identifying the character as a Hero or Villain, and share the image on social media under the #TEAMSUPERFUNNY hashtag.

### **Create Your Own Story**

Storytelling is at the heart of the Sean Ward Show, and its fans are often creative storytellers themselves. Inspired by *Black Mirror's Bandersnatch* interactive film, the Create Your Own story web game is Choose Your Own Adventure meets Mad Libs. In this game, someone like Tayson or Marjorie can tell their own Sean Ward Show story with themselves as the star. The user will choose to be a Hero or a Villain, then guide the plot of the story by choosing characters, objects and dialogue from displayed options. The story unfolds before their eyes and takes different paths depending on what choices are made. Finally, they will have the opportunity to read the story from start to finish, and share it with friends.

## Digital Strategy

### Voice and Tone Guidelines

Defining a unified brand voice is key to standing out in a sea of web content. Getting views is good, but converting those views into loyal fans is even better. A clear, distinct brand personality lets your audience recognize and relate to your content. Based on #TEAMSUPERFUNNY's current voice, and with the goal of portraying a relatable brand to Tayson, Marjorie and Krystelle, we have developed a set of guidelines for anyone writing text content for the Show or #TEAMSUPERFUNNY.

In a nutshell, #TEAMSUPERFUNNY is:

- Superfans, but not gatekeepers
- Enthusiastic, but not annoying
- Cool, but not exclusive
- Goofy, but not childish
- Familiar, but not patronizing
- Confident, but not intimidating
- Self-aware, but not self-deprecating
- Sarcastic, but not insulting

For more information, check out VoiceAndTone.PDF

## **Social Media Strategy**

A social media strategy is a summary of best practices, plans, goals, results and approaches to better market in your social media platforms. It should be able to guide you and let you know where you can improve on your social media tactics.

### Key Recommendations:

- Every post, every comment, every like tells a story, and every publish should have a goal.
- Make it constant. Try to publish content in a timely manner to get your scores up on search engines and feeds. And keep track!
- Utilize your current following status. Understand your current audience and who you want to target.
- Follow the competition. Study and keep up to date with what they do to get leverage.
- Audit and repeat. Set a key metric and schedule a monthly, bi-annual, or even an annual audit to know where you're at.

For more information, including platform-specific advice, check out [SocialMediaStrategy.PDF](#)

## **Content Guidelines**

Based on the goals of the #TEAMSUPERFUNNY website, we have developed a set of recommendations and content guidelines to inform future content creation. Our full report contains guidelines for main page content, as well as three specific content types: Highlights pages, Event pages and Cast pages. Each page has a specific purpose within the site and should be written with its unique goal in mind.

- Highlights pages should include themed content with a clear call to action.
- Events pages must clearly inform the audience what the event is and how to attend it before giving a more detailed description.
- Cast pages should be fun and relatable, in a Q&A format that highlights each cast member's personality.

The Main Page should be an up-to-date and enticing guide to this content, with relevant images and clear, descriptive headlines that lead the user where they expect to go.

For more information, check out [ContentGuidelines.PDF](#)

## Next Steps

- 1) Hand off the wireframes to your web developer Erin, who will implement our strategy and develop the website based on our design.
- 2) Hire a graphic designer, who will mainly work alongside the web developer to create the graphics for the Interactive Story elements..
- 3) Begin to develop monthly (or more frequent) Highlight pages for the website, keeping in mind the voice and tone guidelines and the Call-to-Action element of these pages.
- 4) Ensure that everyone who writes for the #TEAMSUPERFUNNY / The Sean Ward Show brand has access to our brand identity guidelines.
- 5) Continue our thought process for yourself by adding to the voice and tone guidelines to develop an overall brand personality for #TEAMSUPERFUNNY as the Show evolves.
- 6) Work with your social media manager, Jenna, to implement our recommendations. Gain familiarity with our new recommended social media platforms, Reddit and TikTok, by following superhero-related content through those channels.