

#TEAMSUPERFUNNY ***DIGITAL STRATEGY***

by Team Treehouse & Friends



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OVERVIEW

- #TEAMSUPERFUNNY is the hashtag for the Sean Ward Show, a superhero cosplay parody channel on YouTube
- **Problem:** Lack of consistency and brand identity between platforms
- **Problem:** Low fan engagement with #TEAMSUPERFUNNY hashtag
- **Goal:** Build a strategy to unify #TEAMSUPERFUNNY's digital presence and promote audience engagement

1. CURRENT STATE ANALYSIS

- a. Current Digital Properties
- b. Competitor Analysis
- c. Personas
- d. User Journey

2. WEBSITE REDESIGN

- a. Wireframes
- b. Site Map
- c. Merchandise Strategy
- d. Interactive Stories

3. DIGITAL STRATEGY

- a. Voice and Tone
- b. Social Media Strategy
- c. Content Guidelines

4. NEXT STEPS

CURRENT STATE ANALYSIS

CURRENT DIGITAL PROPERTIES

#TeamSuperFunny in 2019



YouTube Channel - /TheSeanWardShow

- 4.04M Subscribers
- 2.1B Views
- Joined May 3, 2010
- Ave of **212.8M views per video**

Instagram - @the.sean.ward.show

- 2,125 posts, 3,659 followers, 2,970 following
- Ave of **146 likes & 3.5 comments per post**
- 358 posts were tagged with #teamsuperfunny

Facebook - @TheSeanWardShow

- Launched 2010
- 11.1k likes, 11.2k followers
- **Average per post**
 - **12.2 like/reactions**
 - **2.5 comments**
 - **2 shares**

CURRENT DIGITAL PROPERTIES: **WEBSITE**

TeamSuperFunny.com



- Outdated content
- No clear brand voice
- Unclear headings
- Broken links and pages



**Who is
#TEAMSUPERFUNNY?
Cast or fans?**



COMPETITOR ANALYSIS

NinjaKidzTV (Direct Competitor)

- Joined on Feb 9, 2017
- 6.29M subscribers
- 2.5 billion views
- Instagram:
50.8k followers
- Facebook:
5,644 followers
- Website key note:
E-commerce platform

How It Should Have Ended (Indirect Competitor)

- Joined on March 5, 2007
- 9.35M subscribers
- 2.5 billion views
- Instagram:
136k followers
- Facebook:
327K followers
- Website key note:
Videos and blog

D Piddy (Replacement Competitor)

- Joined on Feb 9, 2017
- 6.29M subscribers
- 2.5 billion Views
- Instagram:
50.8k followers
- Facebook:
5,644 followers
- No website

PERSONAS



TAYSON G.
THE BORN YOUTUBER



MARJORIE M.
THE ASPIRING ARTIST



KRYSTELLE S.
THE COSPLAYER

USER JOURNEY



USERS

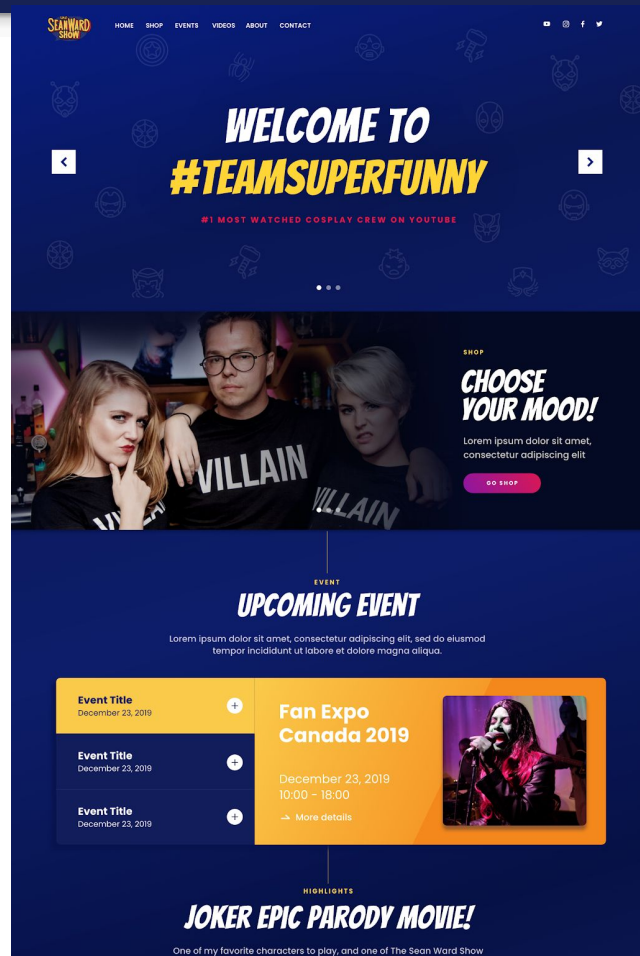
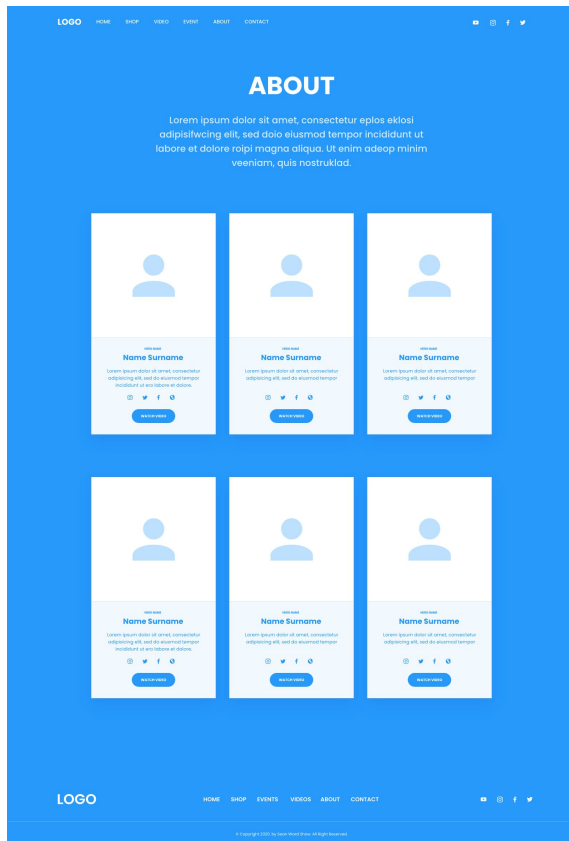
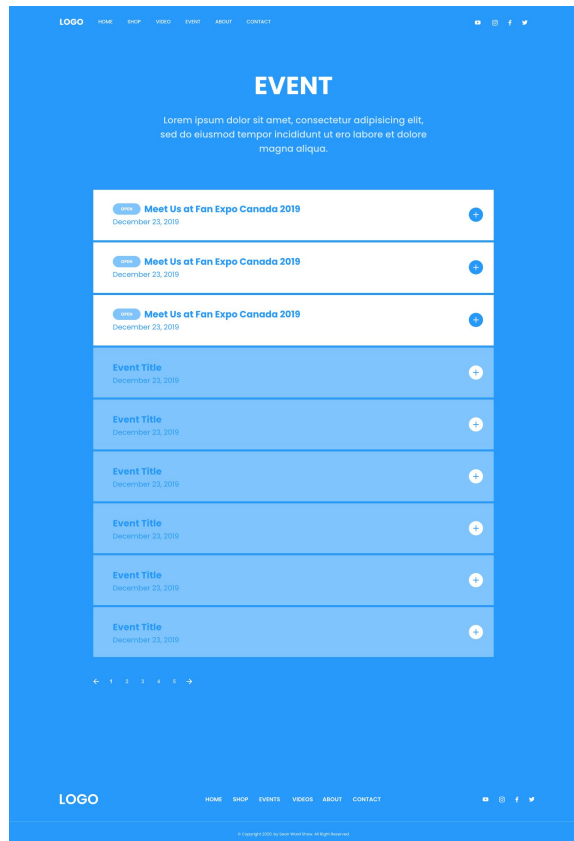


Watch videos

Learn about the
team

Buy merchandise

WEBSITE REDESIGN



MERCHANDISE STRATEGY

Teespring

- Separate site
- Customize front & back only
- Old and reliable
- YouTube integration
- Cheaper
- Contains a sales platform

Printful

- Website integration
- Customize entire shirt
- New and finding its way
- Branded packaging
- More control
- Requires sales platform to integrate with

For best website integration and customization, we recommend **Printful**.
For ease of use with current tools, we recommend **Teespring**.

INTERACTIVE STORIES HERO OR VILLAIN CHARACTER MAKER



- Drag and drop costume pieces onto your selfie
- Position, rotate and erase pieces of the costume to make it fit you perfectly
- Upload and share under the hashtag #TEAMSUPERFUNNY



INTERACTIVE STORIES CREATE YOUR OWN STORY

- Interactive element for fans on the website.
- Fill-in-the-blank storytelling in a *choose your own adventure* format.
- Fans can “choose the mood” of Hero or Villain for the story.
- Sharing the story you created lets you become part of the Sean Ward Show universe.

A screenshot of an interactive story interface. At the top, a dark blue header contains a left-pointing arrow and the text: "Tayson enlists the help of his superhero friends, SPIDER-MAN and click here to type." Below the underlined text are labels "(SUPERHERO #1)" and "(SUPERHERO #2)". Below the header is a row of five white rectangular buttons with dark text: "3atman", "Thor", "Spider-Man", "Captain America", and "Wonder Woman". The "Spider-Man" button is highlighted with a yellow background. The entire interface is set against a dark blue background.

DIGITAL STRATEGY

VOICE AND TONE

Superfans — not gatekeepers

Enthusiastic — not annoying

Cool — not exclusive

Goofy — not childish

Familiar — not patronizing

Confident — not intimidating

Self-aware — not self-deprecating

Sarcastic — not insulting

SOCIAL MEDIA STRATEGY

- Every post, every comment, every like tells a story, and every publish should have a goal.
- Make it constant and schedule ahead.
- Utilize your current following status.
- Follow the competition and get leverage.
- Audit, improve and repeat.

CONTENT GUIDELINES: MAIN PAGE

- Advertises the subsections of the website
- Up-to-date and enticing guide to this content
- Uses relevant images and clear, descriptive headlines
- Benefit-oriented CTAs: *why* should I click here?

CONTENT GUIDELINES: HIGHLIGHTS

seanward.net

MUSIC COMICS VIDEOS SEAN'S BLOG

Sean Ward as The Joker

My version of The Joker is based on my interpretation of the classic comic book villain, with a heavy dose of Cesar Romero's over-the-top portrayal.

Watching Jack Nicholson in the Michael Keaton Batman 1989 movie was a huge influence, but watching those old episodes of 1966 Adam West Batman when The Joker was the villain, those were my inspiration and now my version of The Joker, instead of based on any particular movie version, is my updated interpretation of the classic icon.

My obsession in life has always been superhero movies so of course doing these parodies where the universes are all mixed together is my favorite thing.



- Themed content with a call-to-action
- Each page should be unique, but have a clear purpose
- Tie in to: merchandise, upcoming movie releases or social media campaigns

CONTENT GUIDELINES: EVENTS

- Event pages must clearly inform the audience what the event is and how to attend it before giving a more detailed description —————→

What: Fan Expo 2020

When: August 27 – August 30, 2020

Where: Metro Toronto Convention Centre (255 Front St W, Toronto, ON M5V 2W6)

Who: Sean, Violet, Lee, Makenzie and Emily (and you!)

Why: Meet the team behind the Sean Ward Show, take photos with us and check out our new merchandise

CONTENT GUIDELINES: CAST BIO

- Cast pages should be fun and relatable
- Don't sound like a résumé!
- Use a Q&A format and ask each member different questions based on their personality
- Cast member should answer in the first person
- Example: "I heard you have a funny story about Fan Expo 2018. What happened?"

NEXT STEPS

Hand off the wireframes to your web developer

Hire a graphic designer for the Interactive Story elements.

Begin to develop regular Highlight pages for the website.

Ensure that everyone who writes for the #TEAMSUPERFUNNY / The Sean Ward Show brand has access to our brand identity guidelines.

Continue our thought process to develop a personality for #TEAMSUPERFUNNY as the show evolves.

Work with your social media manager, Jenna, to implement our recommendations.

THANK YOU