

The logo for 'pulp' is a purple teardrop shape with the word 'pulp' in a lowercase, sans-serif font. A small orange circle is positioned above the letter 'p'.

**YOUPIX**

STUDY  
TOUR

---

LOS ANGELES

PATRICIA PAPP

# POR QUE L.A.?



<https://www.youtube.com/watch?v=AW8YTOIN4Lo&feature=youtu.be>





ATÉ 2020

**80%**

DO CONSUMO DE INTERNET  
SERÁ POR VÍDEO.

(CISCO)

[AWESOMENESSTV](#)

TWITTER

[DISNEY DIGITAL NETWORK](#)

FACEBOOK,  
[YOUTUBE SPACE](#)

GOOGLE

[ZEFR](#)

[THEORIST MEDIA](#)

[FULLSCREEN](#)

SNAPCHAT

BUZZFEED

**AWESOMENESSTV**

**TWITTER**

**DISNEY DIGITAL NETWORK**

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**ZEFR**

**THEORIST MEDIA**

**FULLSCREEN**

**SNAPCHAT**

**BUZZFEED**



TWITTER



**FASTEST PLACE TO  
SEE ALL SIDES**

Twitter is a place for  
**VIDEO DISCOVERY**

**41%**

people discover new video  
content on Twitter compared  
to YouTube at 8%

DB5 + Twitter, Twitter and Mobile Video Consumption, US, Apr 2016  
Q8 (Among Users): And when you watch video on these platforms, do you find that you... TW N=136, YT N=340



TWITTER

VÍDEOS

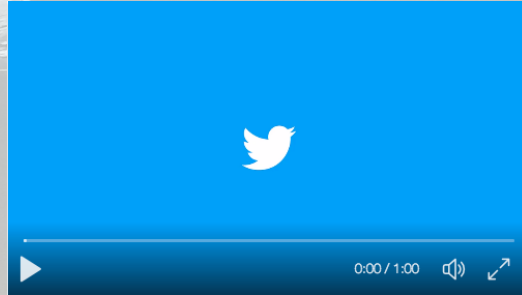
CREATE STOPING POWER

CHAMAR A ATENÇÃO EM 2"

# TWITTER



CAPA



0"



1"

buzzfeed



Engrenagem especializada na  
distribuição do conteúdo

BUZZFEED



**#conteúdosustentável**

Disney Digital

**Digitologists:  
6000 micropeças por mês**



Disney Digital

**COI X ROI**



# Awesomeness TV

**1 bilhão de views em seus canais  
(Amazon, Cinema, Youtube Red,  
TV aberta e fechada)**

**#nicho**

**#supernicho**

**#ultranicho**



# Facebook Studios

- produção de conteúdo original
  - vídeo tab
  - monetização

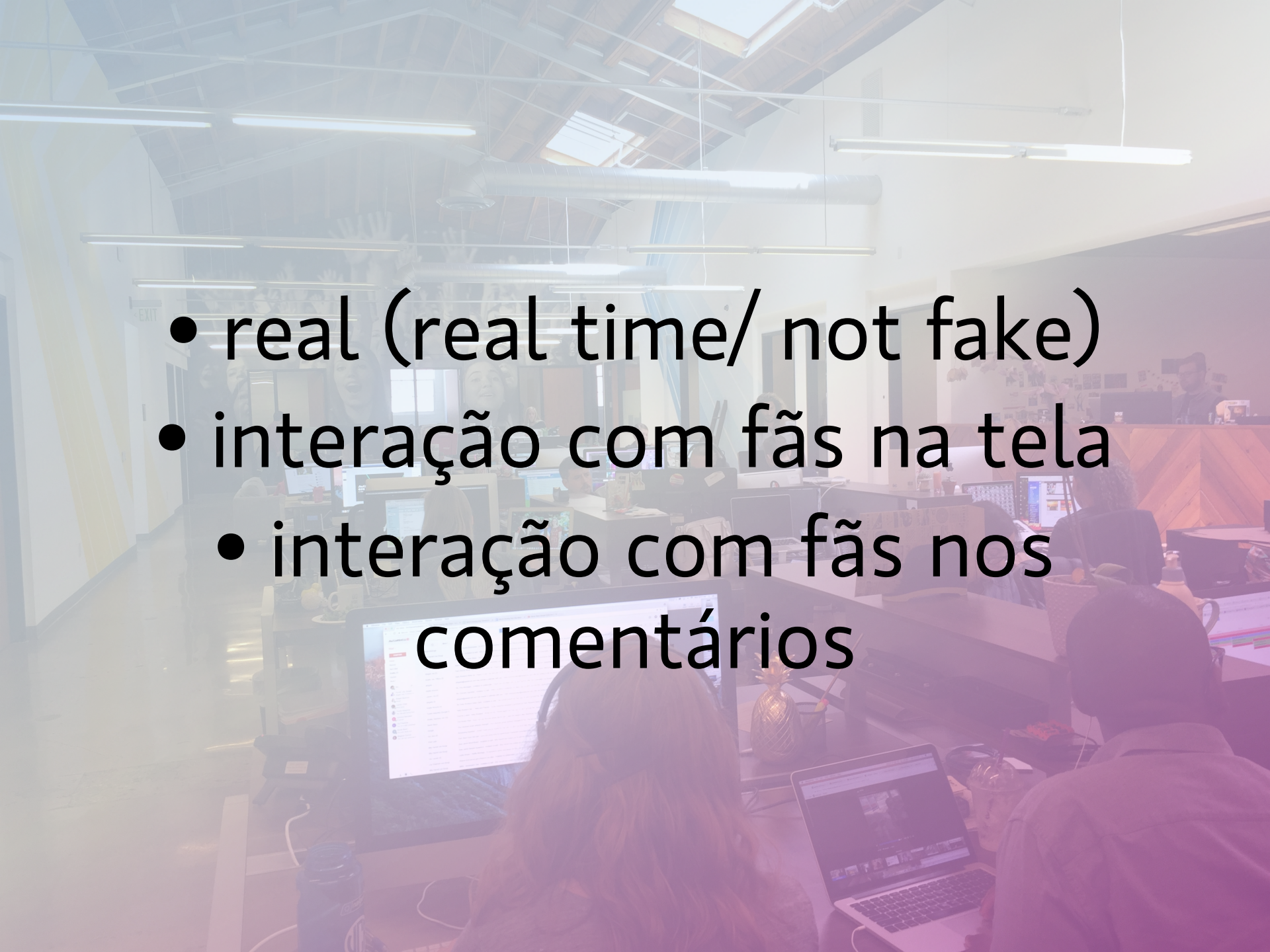
**#LIVE**

A crowd of people at a concert, with their smartphones raised to record a live performance. The background is filled with colorful stage lights in shades of purple, blue, and yellow. The text is overlaid on the image.

**1 em cada 4**

**VÍDEOS SÃO LIVE.**

**#COMUNIDADE**

- 
- real (real time/ not fake)
  - interação com fãs na tela
  - interação com fãs nos comentários



“I want a fan to be engaged for  
10 years with a brand not  
during a 10 week campaign”

”you want a marriage not  
a one night stand”

Fullscreen

A vida de um creator/influencer  
é 18 meses

Ecossistema novo (5 anos)

**#TESTE**



**TESTE**



**ANALISE**



**OPTIMISE**

# YOUTUBE SPACE

Passou a fase de contar com a sorte como principiante.

Alvaro Paes de Barros, Head of Content do YouTube Space

LET'S  
GET  
ANIMATED!  
TOUCH  
TO BEGIN



YOUTUBE SPACE

YOUTUBE SPACE RIO  
YOUTUBE RED  
YOUTUBE TV

LET'S  
GET  
ANIMATED!  
TOUCH  
TO BEGIN





Google

# MARCAS VIRARAM O PRÓPRIO CONTEÚDO



A young man with dark hair and light eyes, wearing a brown leather jacket, is shown from the chest up. He has his hands raised in front of him, palms facing forward, in a gesture that could be interpreted as 'stop' or 'I'm a doctor'. The image is overlaid with a semi-transparent pink-to-purple gradient. The text 'Mat Pac' is centered at the top, and 'Creative & Engineering' is centered in the middle.

Mat Pac

**Creative & Engineering**



Mat Pac

“Think of fan first”

**#escuteaudiência**



ZEFR

BRAND x CONTENT

YOU  
PIX  
WE  
CREATORS



#data

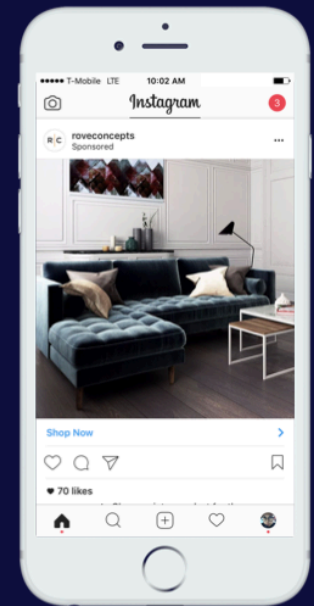
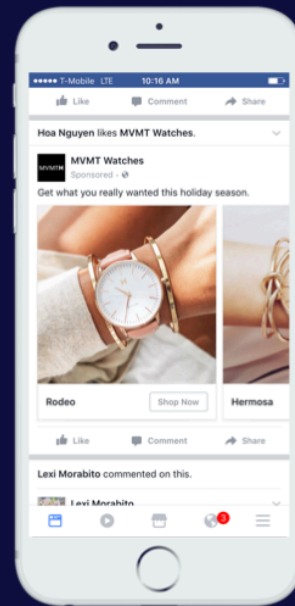
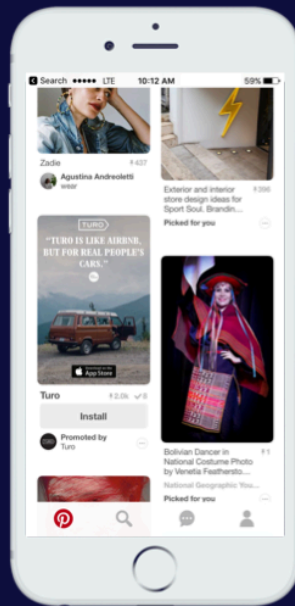
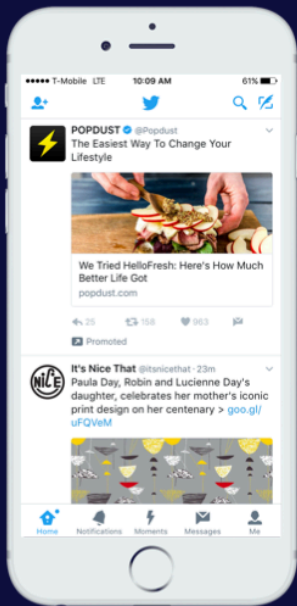
A woman with long brown hair, wearing dark sunglasses and a white top, is smiling. A large, semi-transparent Snapchat ghost emoji is overlaid on the right side of the image. The background shows a brick wall and a yellow and black patterned structure.

Snapchat

100% mobile

**#vertical**

# The Mobile Feed = Modern Attention





Waves

43 views

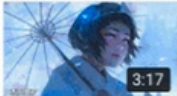


Chad Sager  
No subscribers

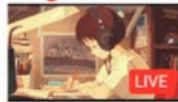
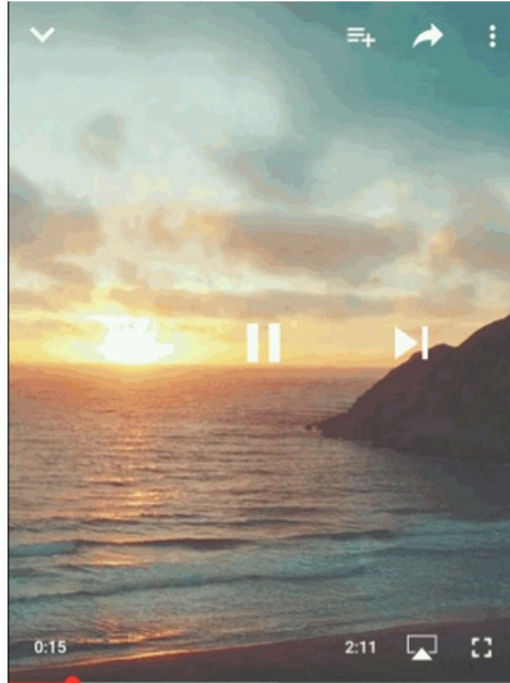
SUBSCRIBE

Up next

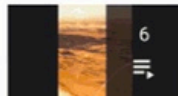
Autoplay



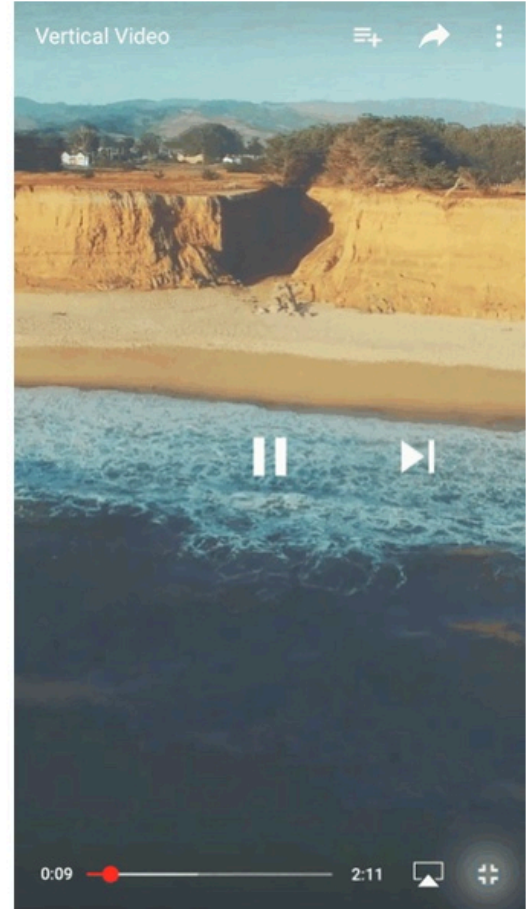
WAVES - Back In Time (feat. Lavin)  
SuicideSheep · 1.2K views



lofi hip hop radio - beats to relax/study to  
ChilledCow · 6K watching



VERTICAL VIDEO  
richy guthrie · 6 videos





# VIDCON

An aerial view of a crowded outdoor event, likely a festival or fair, featuring numerous palm trees, a central fountain, and many people walking around. The scene is overlaid with a semi-transparent purple and blue gradient. The text is centered and reads: 

**CONTENT THAT  
TRIES DO SELL,  
DOESN'T.  
CONTENT THAT  
TRIES DO HELP,  
DOES.**

LINDA BOFF, BRANDMARKETING, GE



PEOPLE WHO  
**BROWSE**

SEEK

**INSPIRING**

CONTENT

PEOPLE WHO  
**SEARCH**

SEEK

**RELEVANT**

CONTENT

PEOPLE WHO  
**SUBSCRIBE**

SEEK

**REGULAR**

CONTENT

# KPI

Cliques, engajamento, views, inscrições, tempo

**UM ÚNICO VÍDEO NÃO CONSEGUE  
ATINGIR TODOS OS OBJETIVOS.**

**#engajamento**



Likes, follows, reach,  
don't mean influence.

Painel Influence Between Brand and Content Creator

# VÍDEOS

- More vídeos = more views
- Vídeos novos 3 vezes por semana
- Tamanho do título e os comentários não influenciam o algoritmo (não quer dizer que o engajamento não contam)
- ouça a audiência > entender o que funcionou para repetir
  - 7 a 16 minutos (50% mais views)
  - Thumbnail
    - Test as much as you can
- (cores, thumbnail, aberturas, duração)

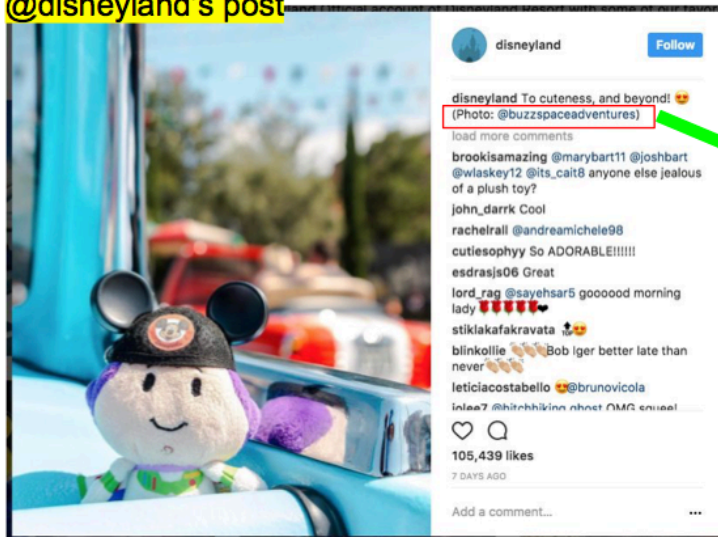
MATT GIELLE (LITTLE MONSTER)



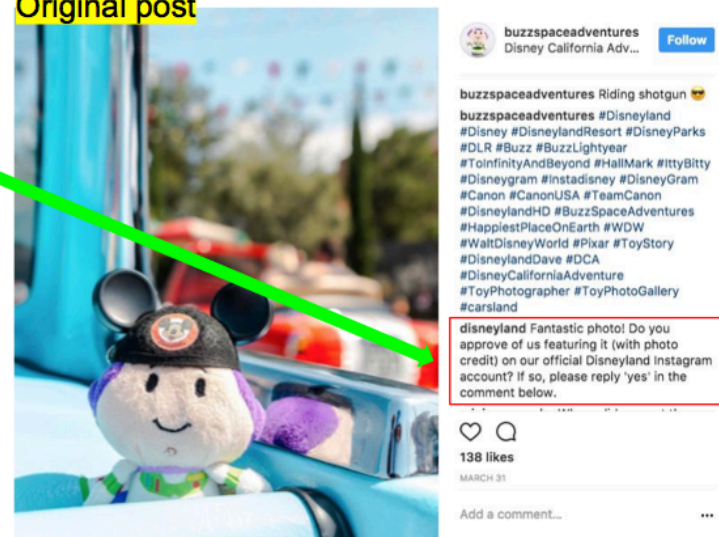
# @DISNEYLAND: 95% DE CONTEÚDO DOS FÃS

## UGC Content Case Study: @disneyland

@disneyland's post



Original post



- They give credit to the source when posting.
- Beforehand they comment on the photo they would like to repost to request permission to repost said photo.
- Once they get approvals, they throw it on the calendar.
- Note how far ahead they are requesting permission: original was posted on March 31, @disneyland posted on May 31st.

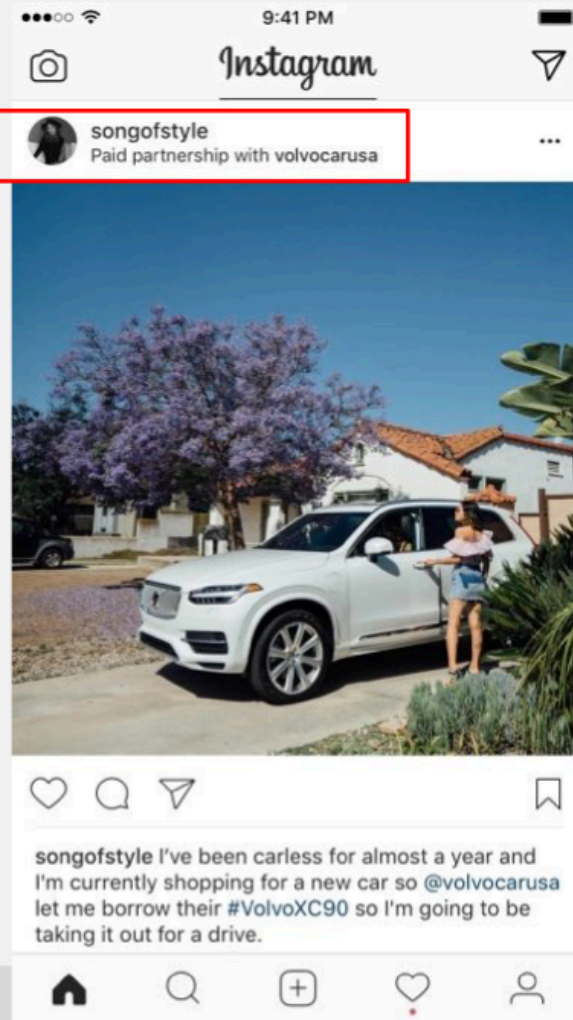
# ANÚNCIOS SINALIZADOS COM A MARCA DO ANUNCIANTE



9:41 PM

Instagram

songofstyle  
Paid partnership with volvocarusa



songofstyle I've been carless for almost a year and I'm currently shopping for a new car so @volvocarusa let me borrow their #VolvoXC90 so I'm going to be taking it out for a drive.


@gavinmcgarry



# DUAS PESSOAS NA FOTO GERAM MAIS ENGAJAMENTO

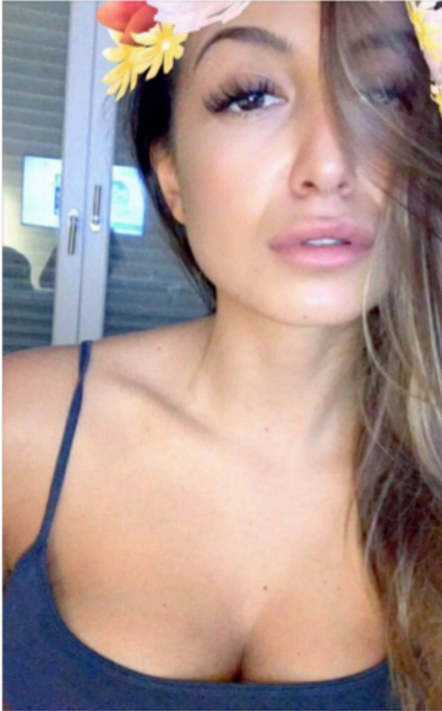
**Berlin - Tag & Nacht** 11 hrs · €

Yep, eindeutig: Vater und Sohn! 😊 Emmi  
See Translation




**Berlin - Tag & Nacht** April 1 at 11:26am · €

Genießt dieses wunderschöne Wochenende!! Alessia  
See Translation




**Berlin - Tag & Nacht** March 30 at 8:16pm · €

Yeah! Bestanden und ganz offiziell Fitnesstrainer 🙌 Milla  
See Translation



ht  
id by me when everyone else left me in the  
anslation



Like Comment Share Buffer

Like Comment Share Buffer

Like Comment Share Buffer

Like Comment Share Buffer

57 Shares

8.5K

15K

12K

46 shares

Top Comments

Top Comments

Top Comments

Top Comments

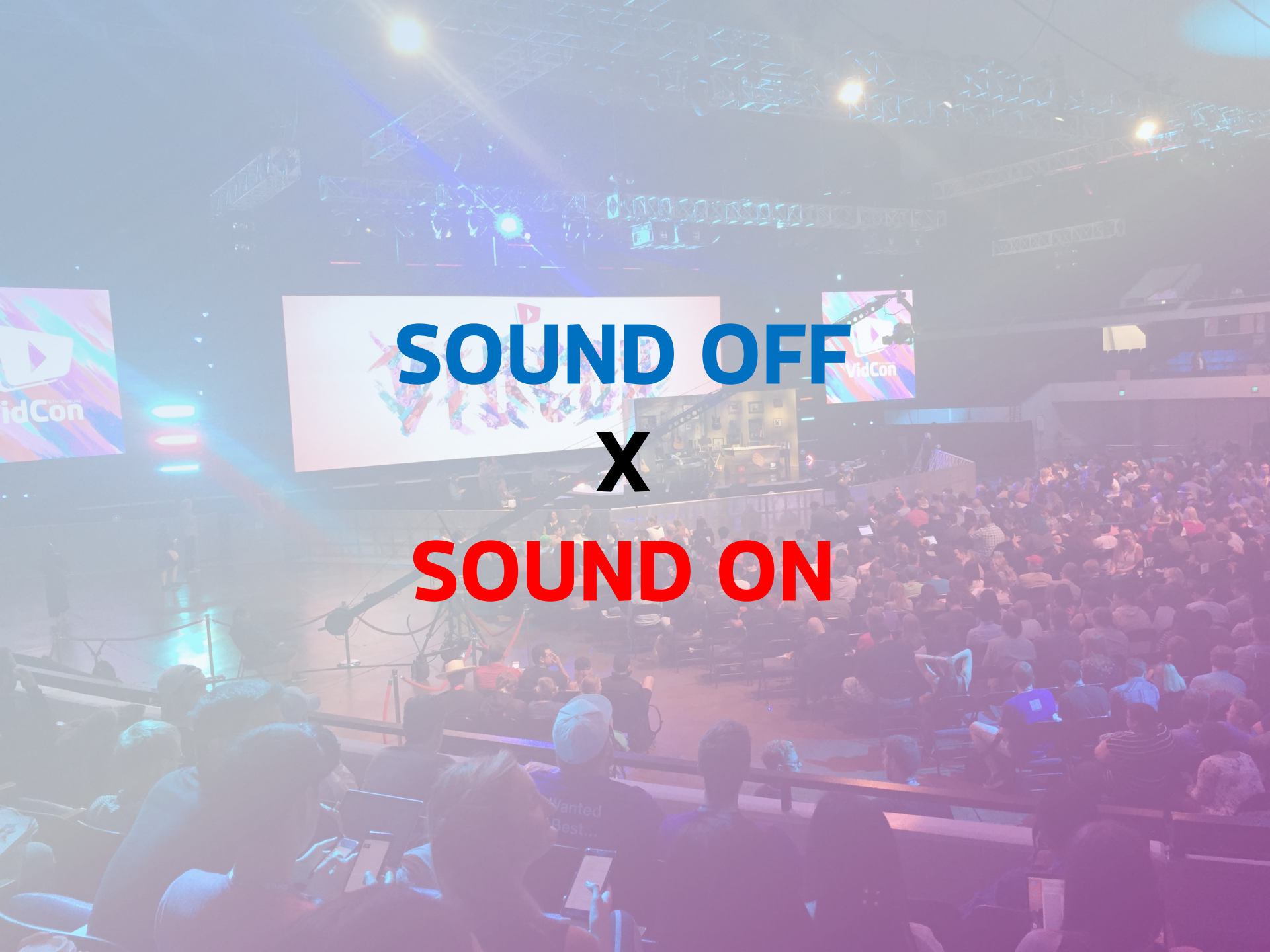
Double engagement with 2 people in an Instagram shot. Men and babies off the charts engagement.



**SIT BACK**

**X**

**FAST PACED**

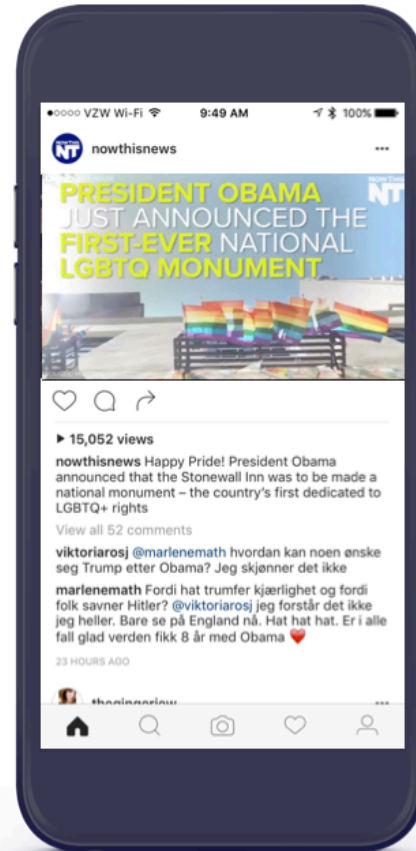


**SOUND OFF**

**X**

**SOUND ON**

# TEXTOS E MENSAGENS NA FOTO



A large audience is seated in a conference hall, facing a stage. The stage features a large screen displaying a colorful graphic of hands holding a flag. To the left, another screen shows the 'idCon' logo. The scene is lit with blue and purple stage lights, creating a vibrant atmosphere. The text 'AUTENTICIDADE' is overlaid in blue, and 'QUALIDADE' is overlaid in red, with a large black 'X' between them.

**AUTENTICIDADE**

**X**

**QUALIDADE**

**MUSICAL.LY**



Transitions

<https://www.youtube.com/watch?v=y2YaCsihTsw>

Muser Luara Fonseca

<https://www.youtube.com/watch?v=O-O4BshFgCQ>

A group of teenagers is shown at an outdoor event. In the foreground, a person is wearing a large, vibrant rainbow transgender flag costume. To their left, a young woman is wearing a striped tank top, a lanyard with a badge that says "DO IT FOR UNITY", and a yellow bag. Other people are visible in the background, some wearing lanyards and badges. The scene is brightly lit, suggesting a daytime event.

# TEENS


“This generation will  
accept no bullshit”.





#### INSIGHTS:

1. BETA MODE ON
2. SUPER DATA NERDS
3. LEAN IS BETTER
4. FORGET THE BOXES
5. DIGITALWOOD
6. GO (SUPER) NICHE!
7. GO LIVE
8. GO VERTICAL
9. GO LONG; GO SHORT
10. GO NATIVE
11. BOOSTING IS OK
12. CONSUMERS IN CONTROL
13. INFLUENCERS ARE SERIOUS BUSINESS
14. THINK LIKE A CREATOR
15. INNOVATION POWERED BY ♥



# Why Skipping Cannes in Favor of VidCon Is the Right Decision for Marketers

<http://www.adweek.com/creativity/why-skipping-cannes-in-favor-of-vidcon-is-the-right-decision-for-marketers/>

