

# ● REC/REATE

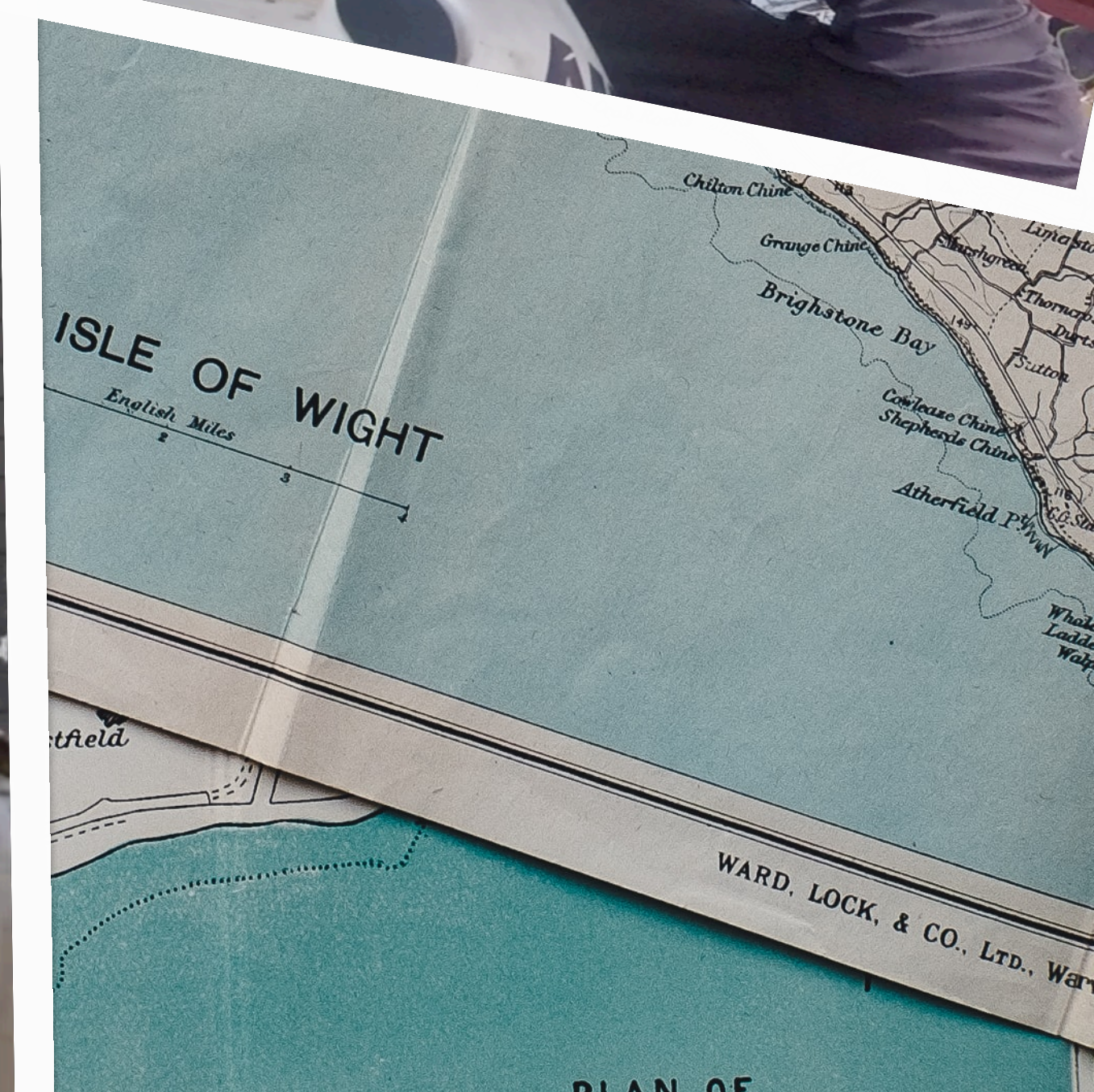


FINDING NEW STORIES IN OLD CONTENT

# KENT JOHNSON

- Co-founder of the digital platform & award-winning travel company for Black millennials, Black & Abroad.
- Travel Photographer/Videographer
- Content Producer for Digital & Social Media campaigns





**KENT JOHNSON** @KENTWJOHNSON

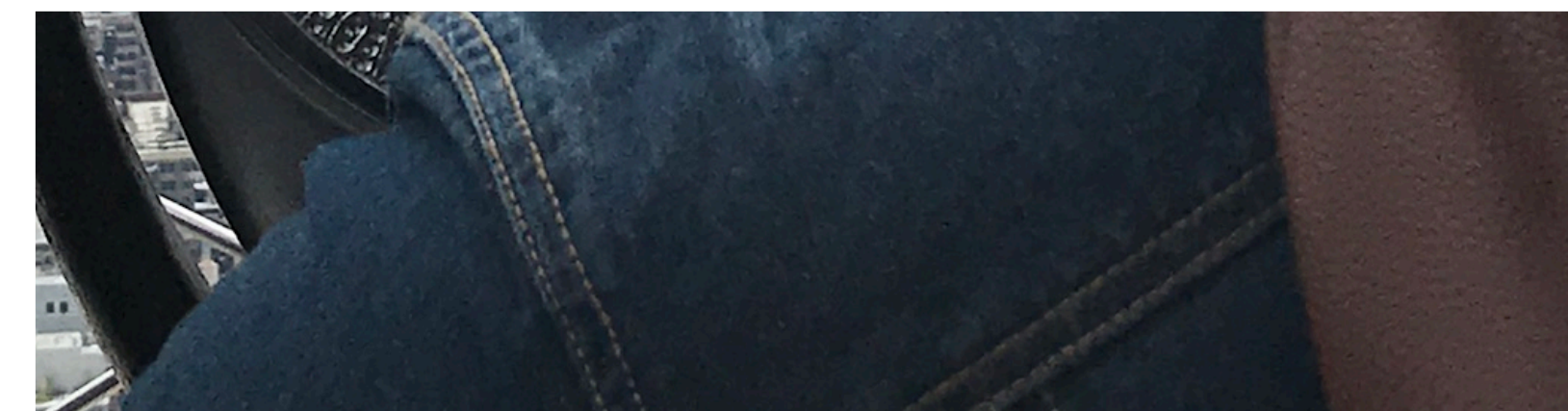


**black &**  
**abroad.** →

# COMPANY OVERVIEW

**Black & Abroad** is an online digital platform and marketing company focused on travel and tourism for Black millennials. We partner with tourism based brands and organizations to expand their reach by not only targeting the markets essential to the growth of their business, but by also assisting in positioning them as companies that are authentic and inclusive.

We strategize to amplify awareness of destinations, airlines, properties and travel-centric experiences through marketing campaigns that increase overall visitation and diversify current market reach.

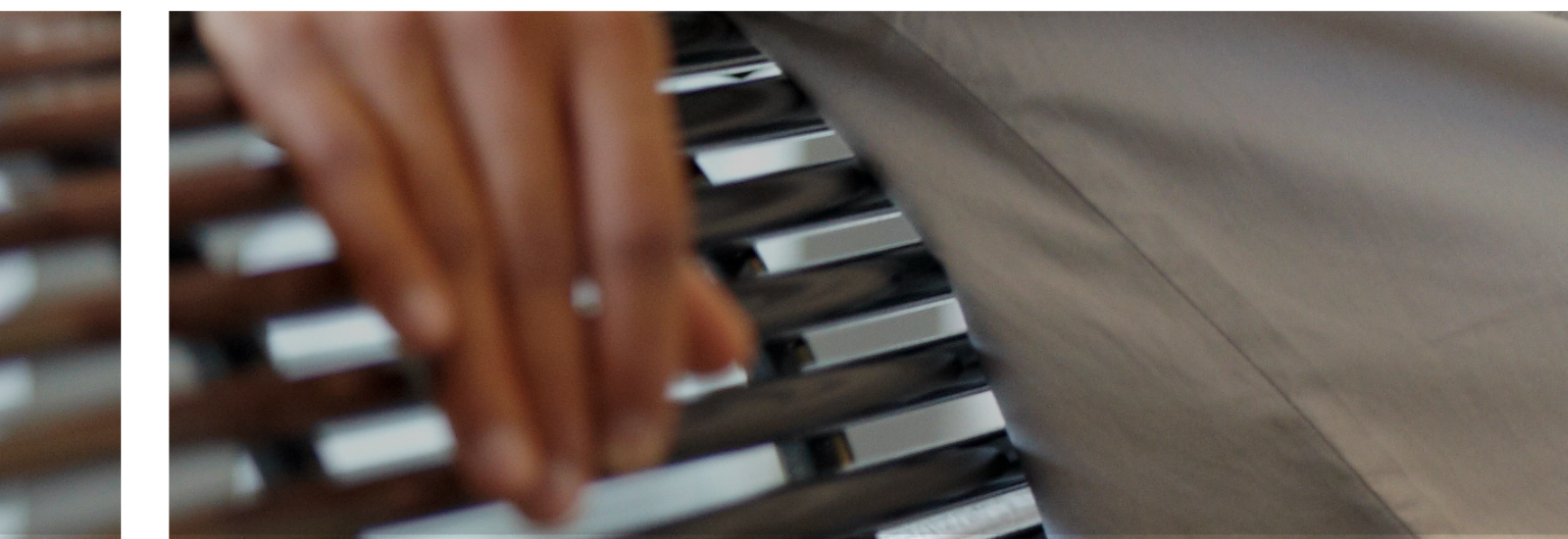




# black & abroad. →

Black & Abroad utilizes both real-time, crowd-sourced data and existing research to develop specifically tailored marketing strategies in line with the goals of our partners. Once identified, we implement the strategies to meet those goals.

While we are headquartered in Atlanta, GA, we maintain partnerships with companies in worldwide markets for tourism & destination campaigns and are versed on the key variances in each market.



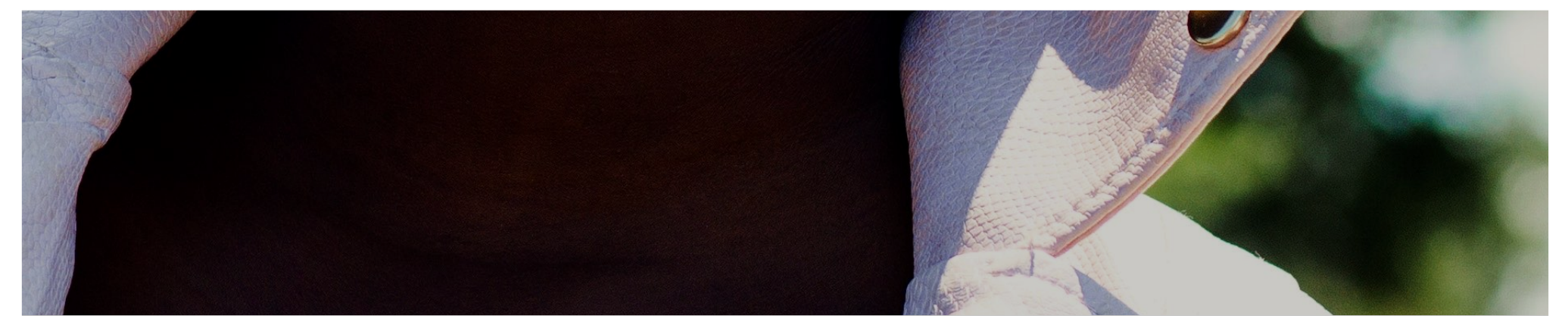
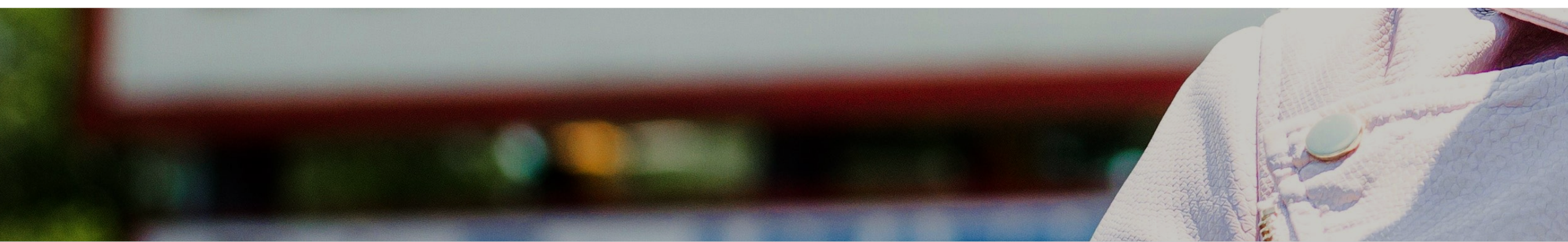
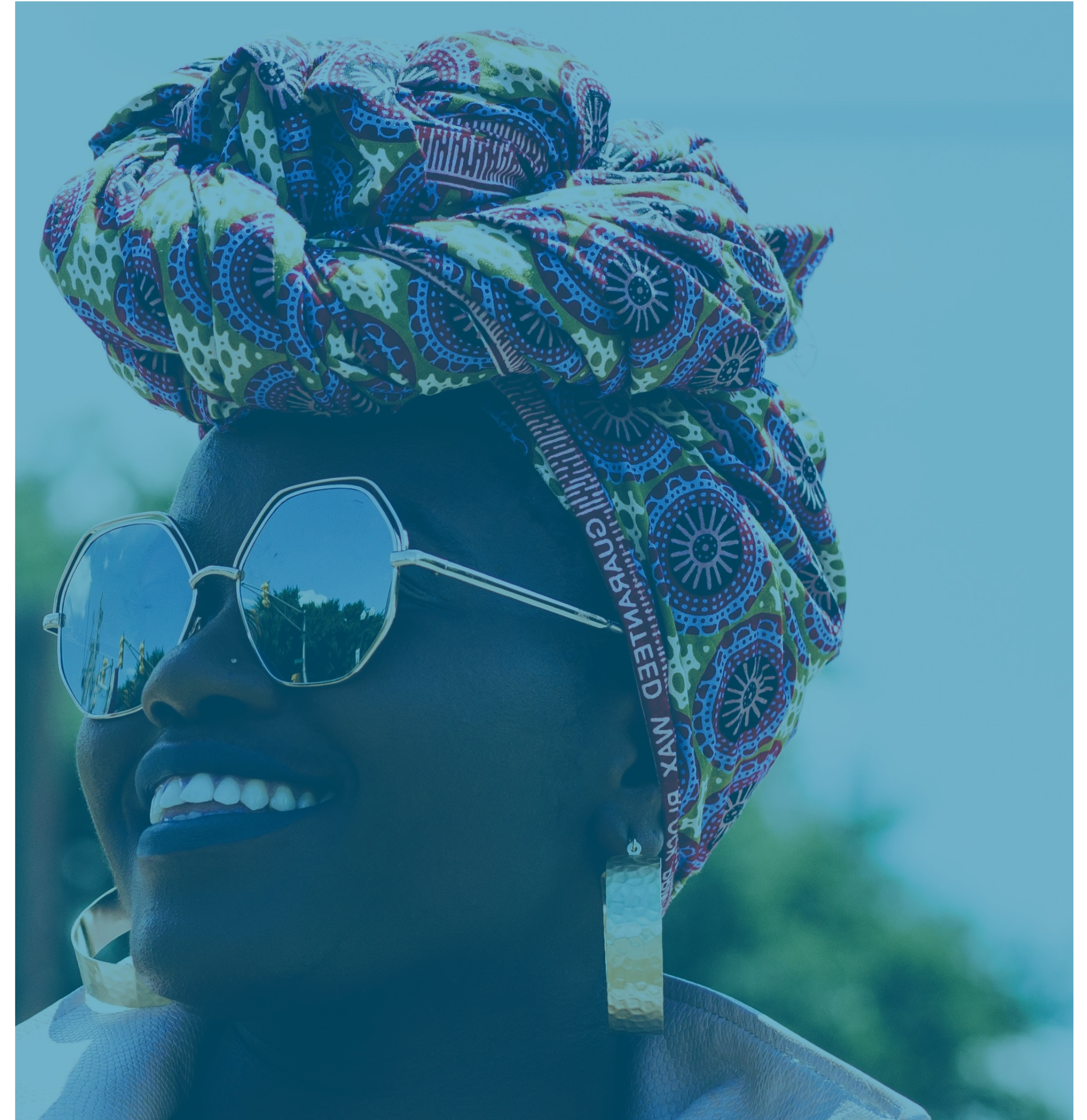


# OUR REACH IS GLOBAL

Along with our marketing strategies, we bring along a community of highly engaged travelers that blanket the globe. We have cultivated an invaluable **consumer pool of over 150,000 individuals** eager to dive into experiences and new cultures. This source includes various types and subsets of travelers and the data behind those numbers that gives us unique insight on the changes in travel industry trends from the voices that matter most; the customer.

# WHAT WE DO

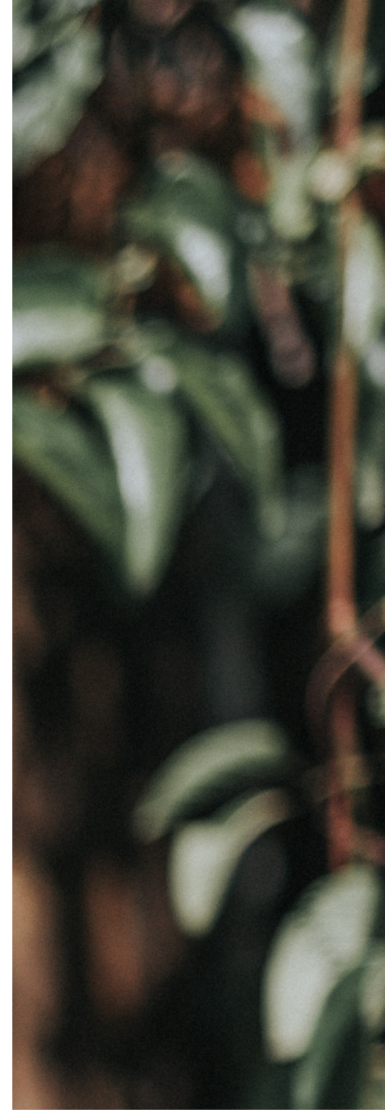
We work with several tourism affiliates to tailor specialized campaigns designed to amplify awareness and increase visitation, using digital and live, interactive activations. We engage consumers, whether traveling for business or pleasure, at each stage of the travel process, to touch all opportunities for brand exposure. Our partnership network spans the globe, and puts your destination within arm's reach of a wide range of consumer demographics.





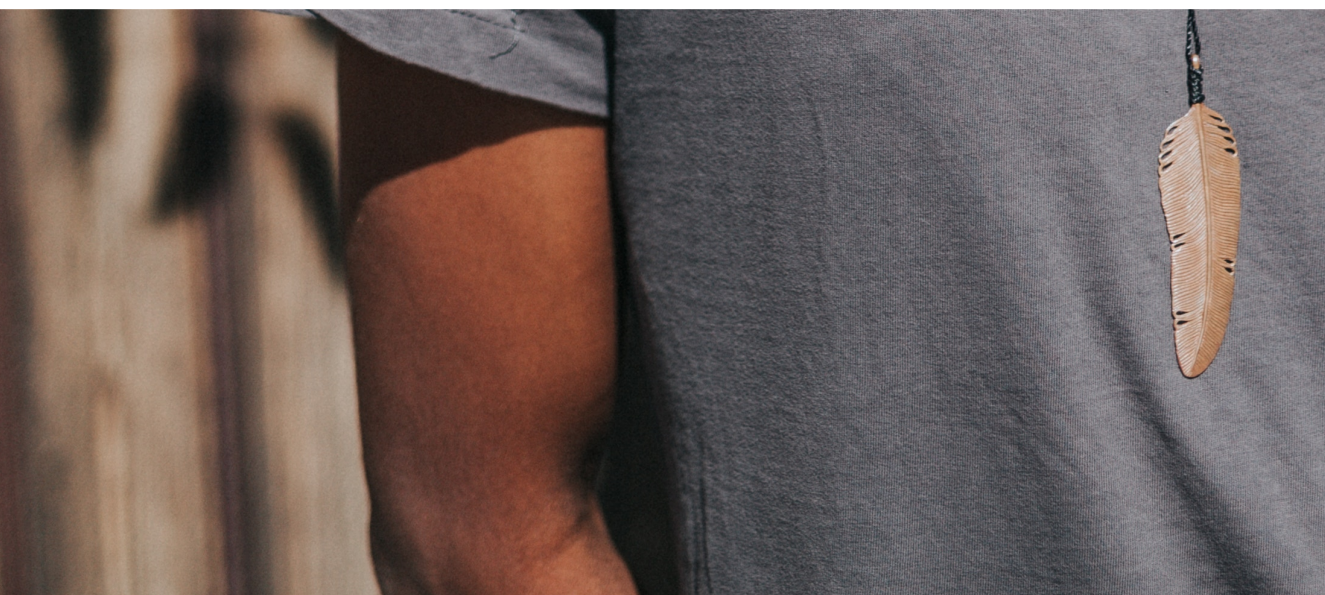
A man wearing a red t-shirt, a straw hat with a black and white striped band, and a large grey backpack is seen from behind. He is standing on a rocky outcrop, looking out over a vast blue lake. In the distance, there are brown, hilly mountains under a clear blue sky. The overall scene is bright and scenic, suggesting a travel or adventure theme.

# Go Back To Africa



# GO BACK TO AFRICA CAMPAIGN

- We created a provocative, yet engaging campaign that hijacked the racialized and derogatory phrase.
- Debunked the common stereotypes that plague the African continent rooted in western generalizations.
- Encouraged travel to the continent by showcasing its beauty through the connective travel experiences of travelers of color.
- Identified new markets for opportunity within the continent.
- Reinforced Black & Abroad's position as a market leader in the Black travel industry.





# CULTURE IS **KEY**

“In this digital age, there’s a lot of negative data like fake news, privacy violations, or hate messages, [but] the Grand Prix winner tackled this issue with a bold and impactful way.”

“It changes negative messages into meaningful contents. It created a new community with the power of data and [contributed to the culture.](#)”

Cannes Creative Data Jury President,  
Yasuharu Sasaki

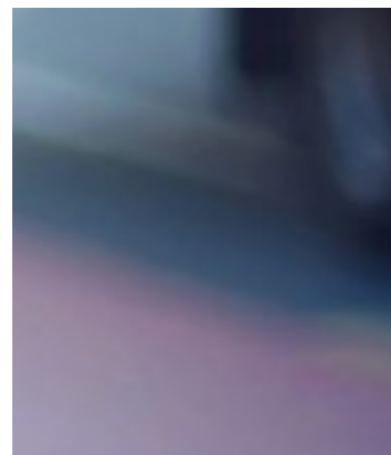


# CONTENT CREATION IN 2020

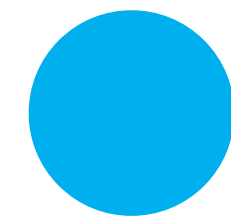
For most of us, the current pandemic has placed limits on the type of content we are able to capture and produce, whether it's our budgets or our options, so we have to take a different approach to keeping our consumers engaged and obtaining new consumers.

**How do we craft compelling video content within these new limits?**

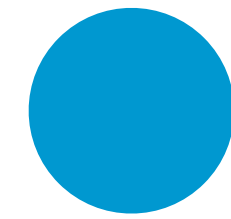




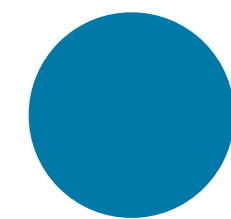
# WHAT WE KNOW



**Adults aged 18 to 34** spend an average of 105 minutes consuming mobile videos per week. The global average, now at 84 minutes is expected to increase and hit 100 minutes per day by 2021. *\*Pre-COVID-19 data points\**



**54%** of consumers want to see more video content from a brand or business they support



**73%** of consumers claim that they have been influenced by a brand's social media presence when making a purchasing decision

# MISTAKES WE MAKE

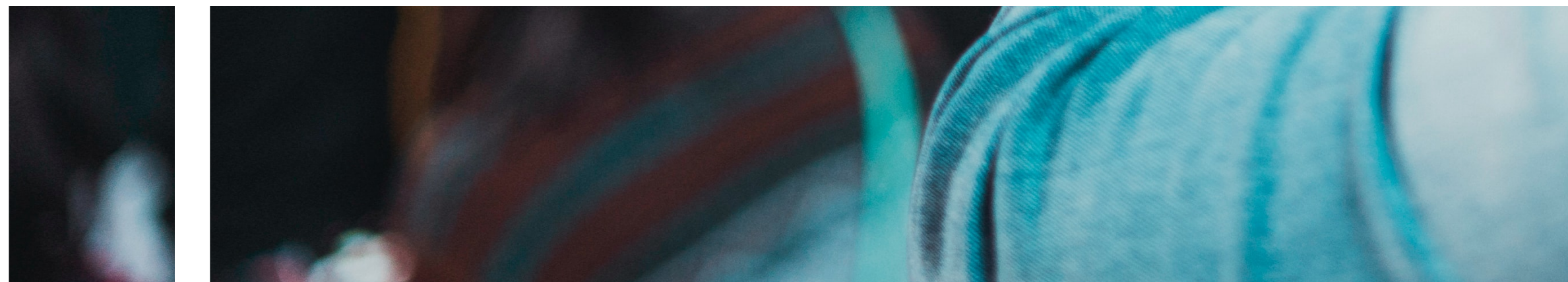
- Assuming that because we've posted it before, all of our followers have already seen it
- Having the idea that because the footage is old, it's useless
- Thinking that consumers will get tired of seeing the same video/content



# REMAINING ON TREND

Although the way we consume content has changed as a result of the pandemic, the goal is ultimately the same; to win our consumers over.

**The Rule of 7** still applies to consumer buying habits, but we also have to remain at the cutting edge of trends and creating unique content moments for our consumers so that each time we present an idea (whether recycled or new), it ***feels*** fresh.



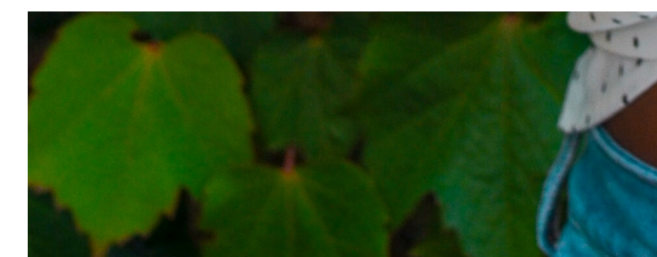
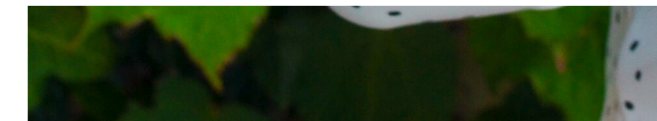
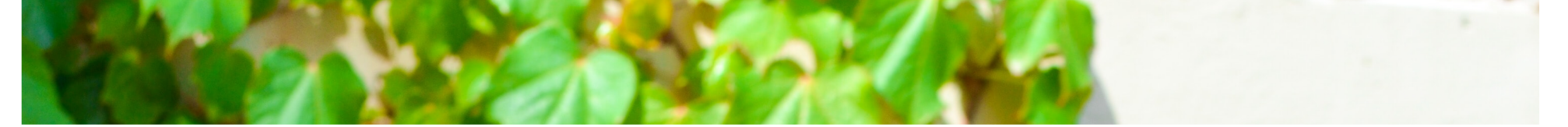


# THE SECOND STORY

Almost every piece of content has a “second story;” the opportunity to give another perspective or tell another story. Reviewing your archive for new stories can capture your audience on deeper levels.

Using the response/analytics from the first run of your initial content can help determine what “second stories” you can tell to amplify the reception.

Keep in mind that different corners of your audience respond to different moments of your content, so look to cater to those micro-demographics within your audience.

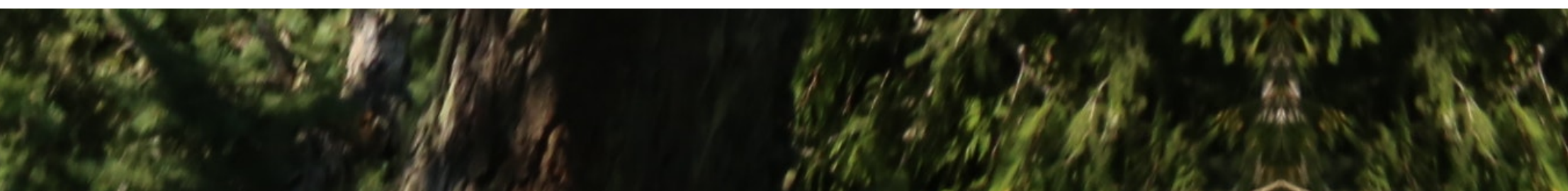
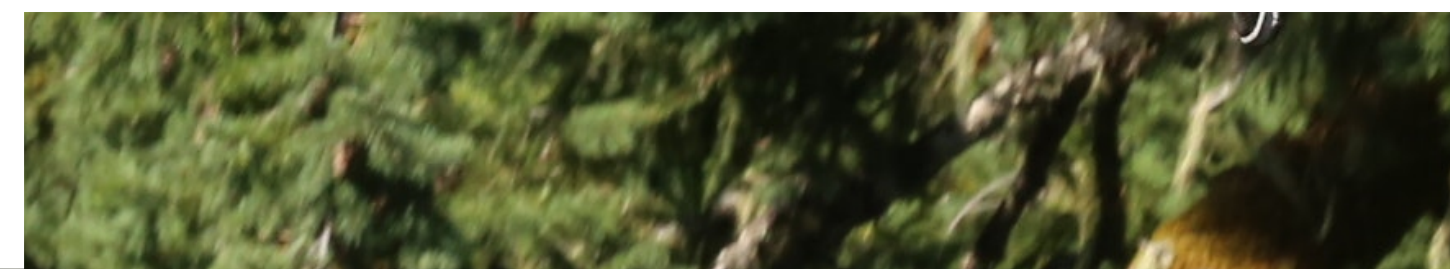
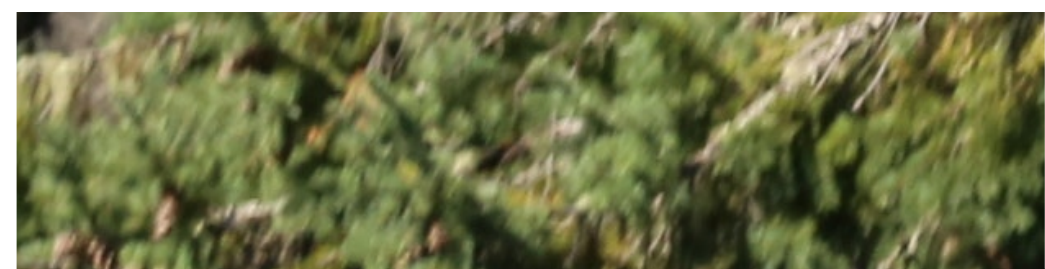
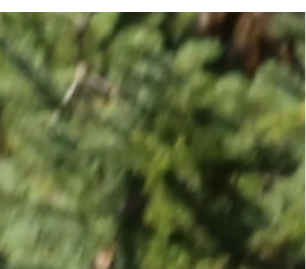




# HIGH SECOND STORY VALUE

**Opportunities for reinvigorating old content:**

- Reaction Videos
- “Did you know?”/Infographic Videos
- Compilation Videos
- “Where Are They Now?”/Update Video
- BTS Commentary Videos



# UPCYCLING CONTENT

**When reviewing older content for potential reuse, consider the following:**

- Is the content universal/evergreen in theme (ie, not centered around an obviously dated event)?**
- Can it be mixed with other content easily to convey a new message?**
- What about this content worked/didn't work, and how can we address or amplify?**



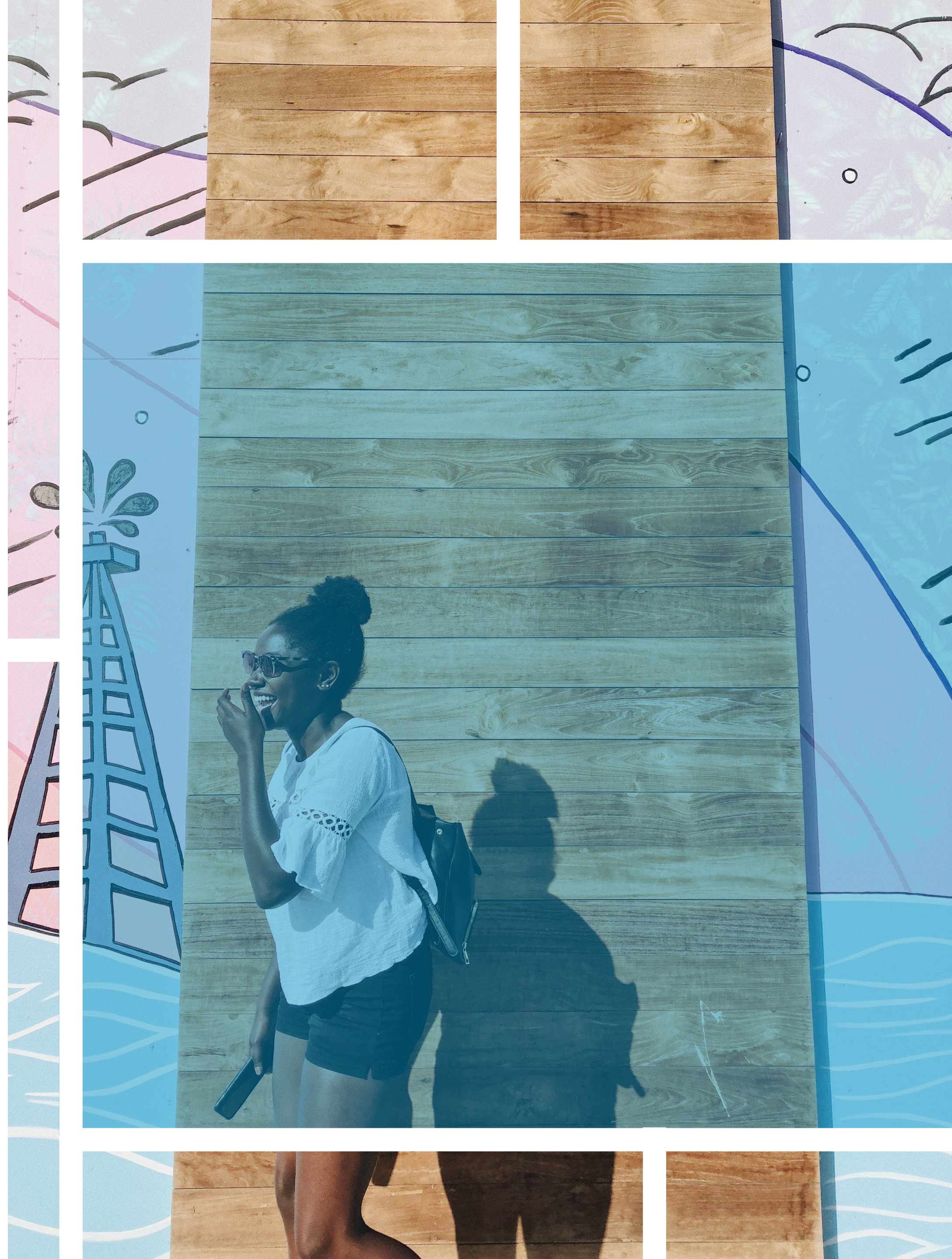
# FINDING NEW VALUE IN AUDIO CONTENT

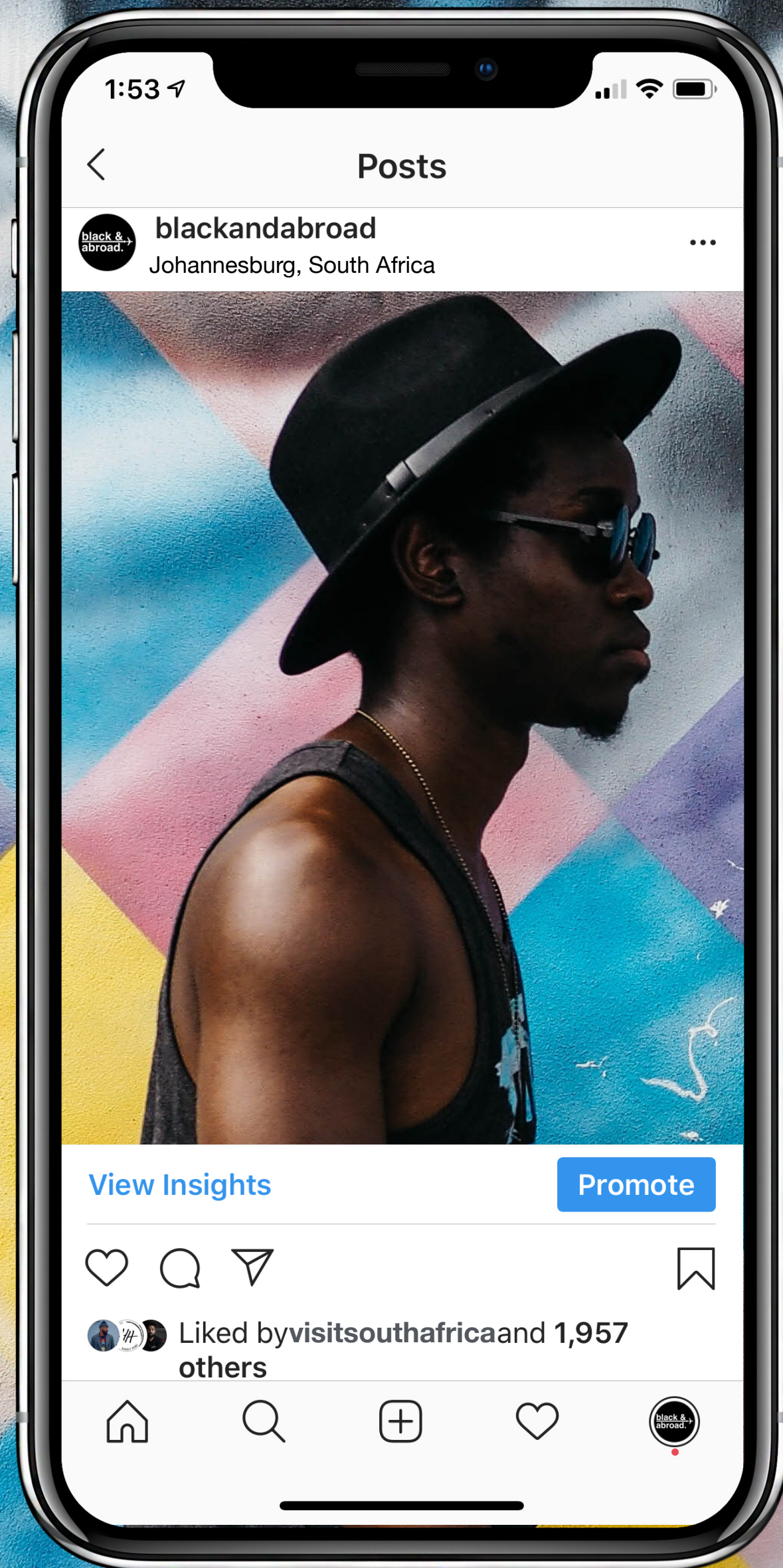
**As the TikTok-ification of social media content happens, there's a great opportunity in repurposing audio from past content, pairing with new images/video, and bringing a fresh take on content you already have in your arsenal.**

**Look for:**

- **Great quotes from previous videos**
- **Funny stories that can be conveyed quickly**
- **Opportunities for viral activity from consumers**

**There's also an opportunity to convert written media into audio content.**





# CRAFT YOUR SECOND STORY IN ADVANCE

When capturing your new content, consider the mediums where it can thrive once segmented, and cater your footage to those outlets:

01

**Long-form (60 seconds or more):** YouTube, Instagram TV, Facebook Video, LinkedIn Video, Twitter Video, Medium, Blog Post, Podcast

02

**Mid-form (60 seconds or less):** TikTok, Instagram Reels, Instagram Feed, Facebook Feed, Twitter Audio

03

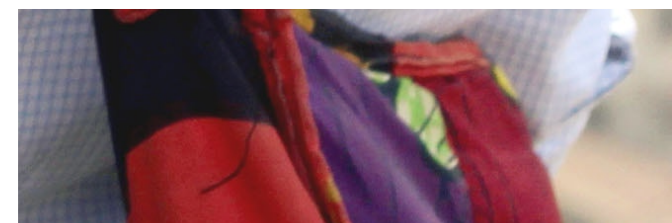
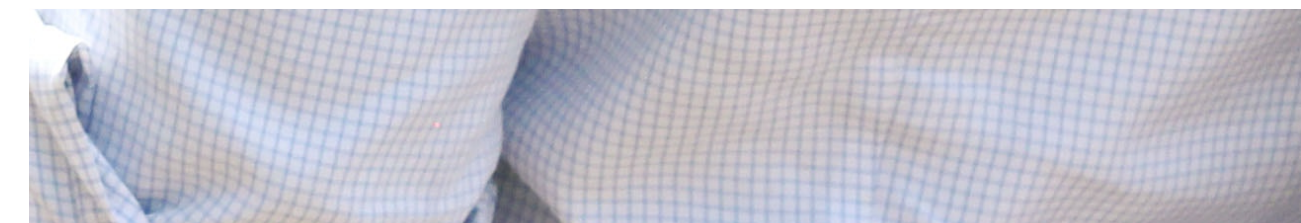
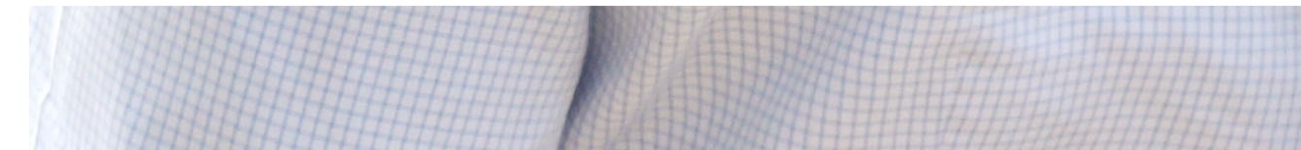
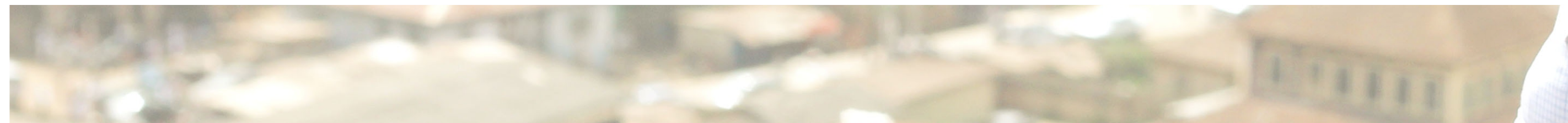
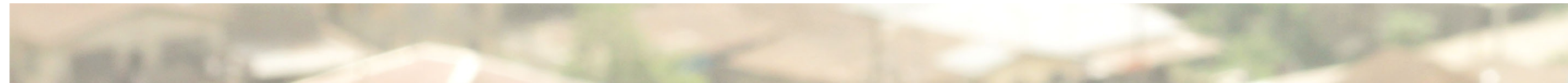
**Short-form (15 seconds or less):** GIFs, Boomerang, Email/Text Campaigns, Instagram Stories



# WHAT NEW CONTENT CAN WE CREATE?

How would you segment this video into additional micro-content?

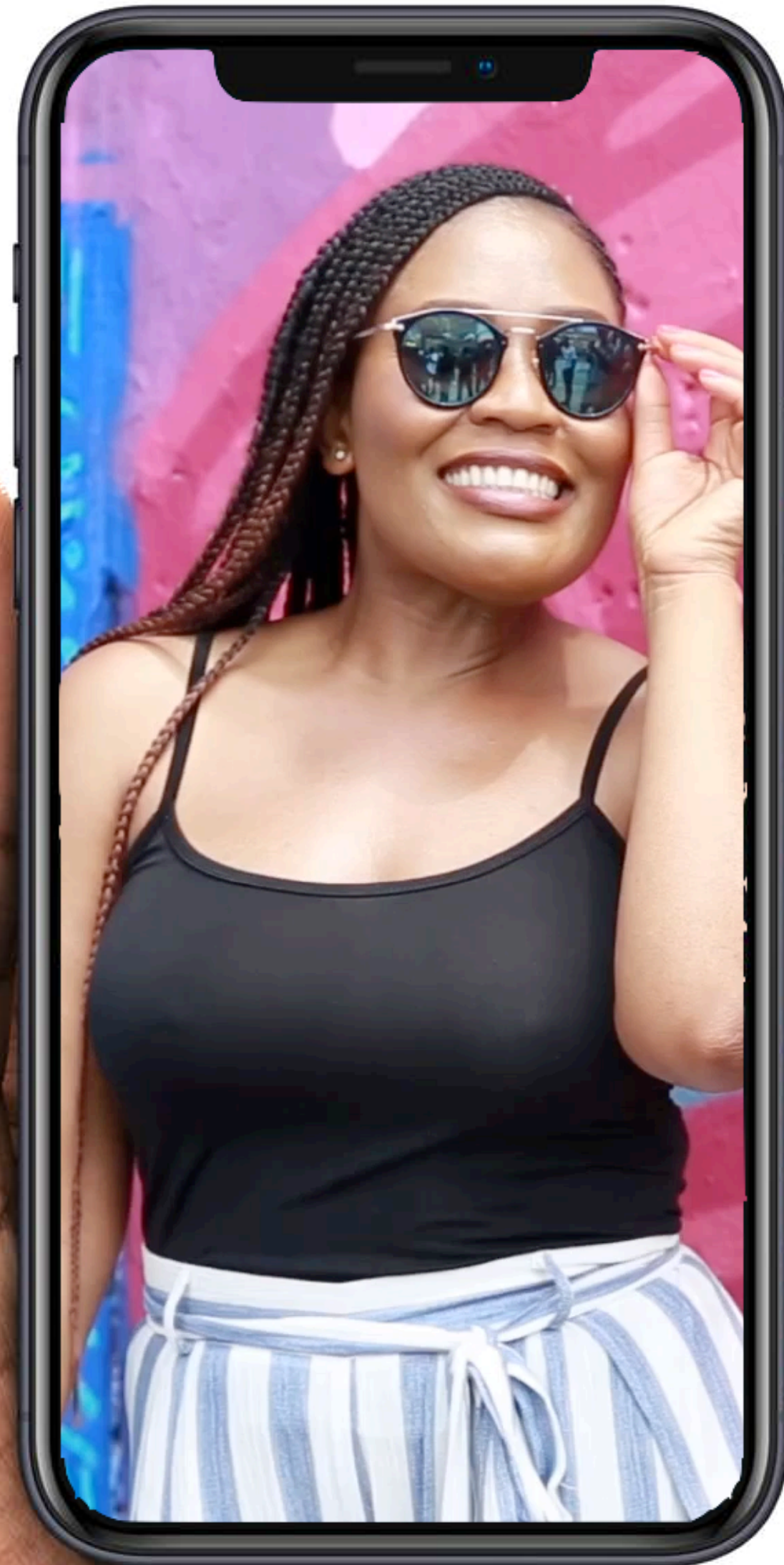
Where in your current archives do you have a great opportunity for new content?



# CREATE YOUR FIRST SECOND STORY

Here's an easy exercise to jump-start your journey into repurposing your content into second stories.

- Review 5-7 of your older videos, and compile clips of all of the smiles.
- Turn clips of those smiles into new media around the joy your brand creates.
- This can create the perfect IG Story, Boomerang, or Gif for quick use!







# TOOLS TO **USE**

- Giphy app (available on iOS & Android)
- iOS Shortcuts
- iOS Live Photos
- Unfold
- Steller
- Mojo
- Camera+
- iMovie/Final Cut Pro
- Lightroom
- Headliner.app
- Your Phone's Recording App
- Google Docs Transcription
- Gary Vaynerchuk's Content Model



# QUESTIONS?



THANK YOU

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