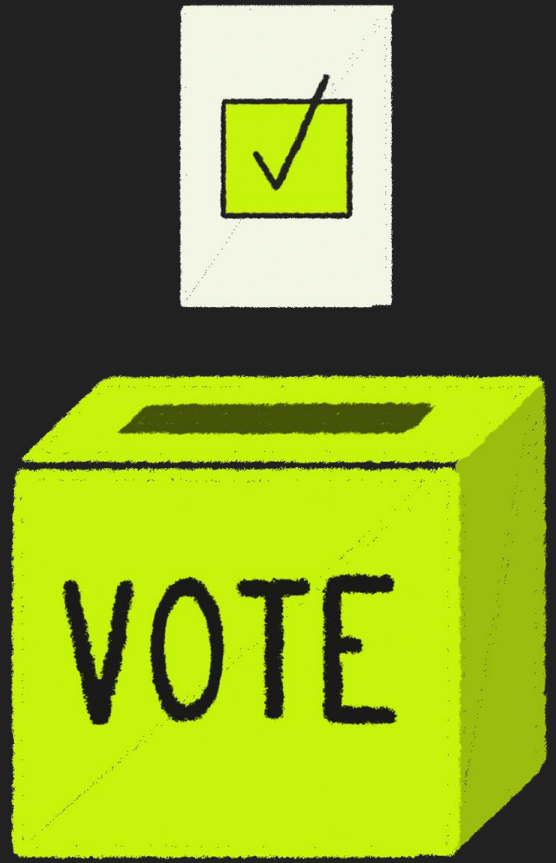
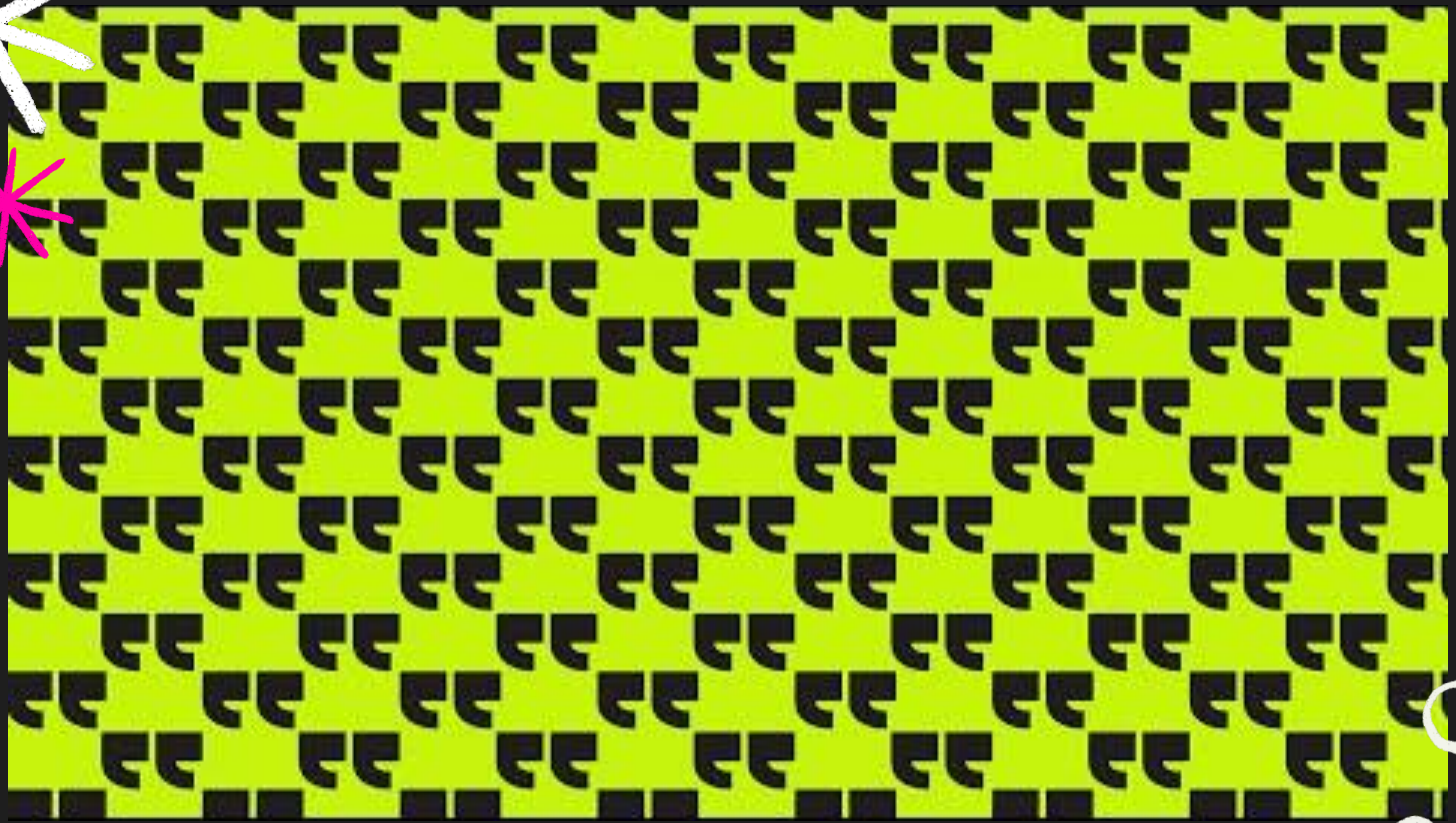
WE MISSED MASSIVE STORIES



There is an enormous opportunity to change things.

To reach millions of Gen Z audiences.

seen



HOW TO GO VIRAL WITH GEN Z IN 5 STEPS

90% of the internet is video

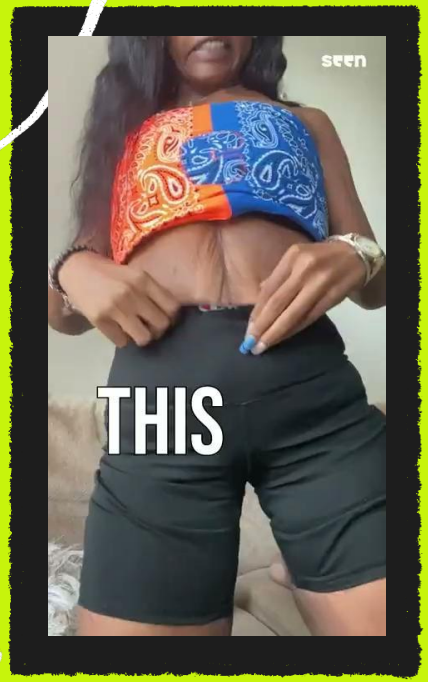
Big media organisations are no longer winning the content battle

Influencers are taking the lion's share of advertising revenue on social media platforms

They’re content is more engaging, more relatable, and far lower cost!

48,499,555 views
May 27, 2023

309 MILLION VIEWS
TIKTOK



6.56M

2800 views

Platforms matter!

One-quarter of Gen Zers spend five hours or more per day on TikTok.

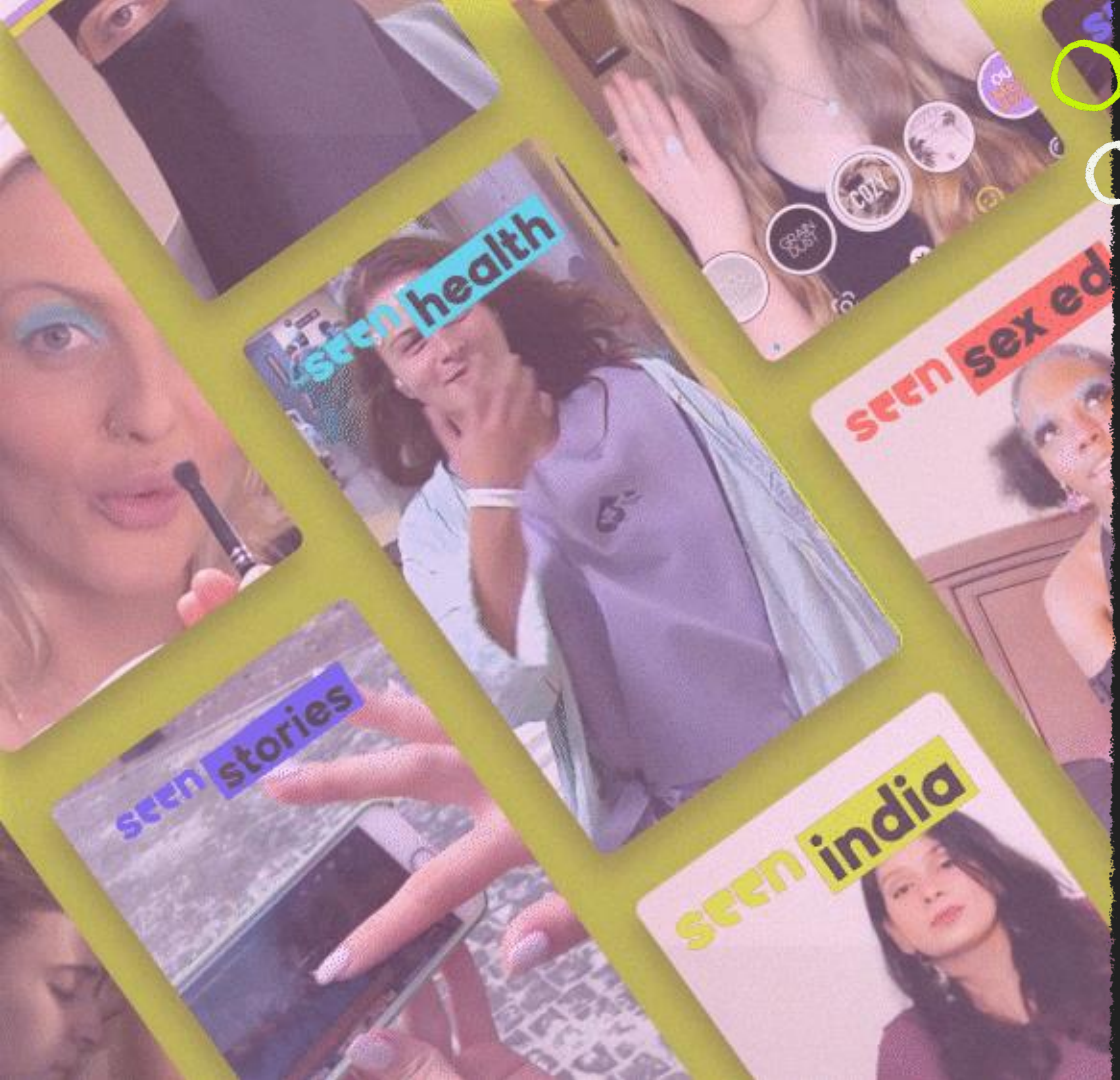
User-generated content at the forefront.

Gen Zers prefer UGC because it feels more authentic, which helps build trust with the brand

Don’t be kak, be lekker

SOLUTION BASED STORYTELLING

There is a problem in society and here is someone making it better



We went from a video a week to a video a day, to now publishing 22 videos a week!

seen sex ed
seen sex ed

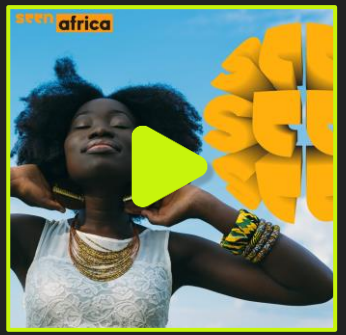
seen india

seen health

seen sex ed india

seen most asked

seen stories


seen africa

seen money

seen survivors

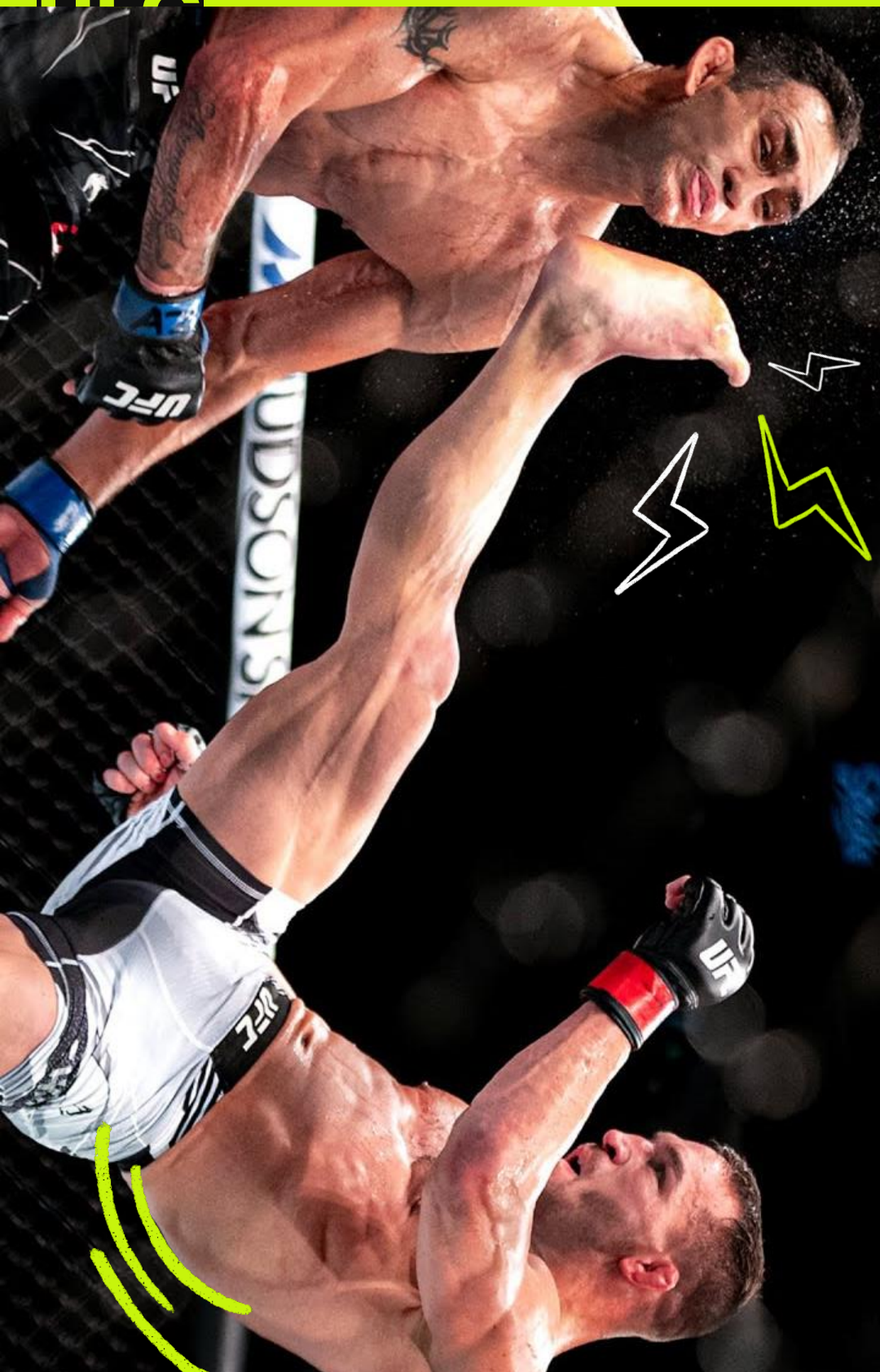
seen minds

seen

When SEEN grew and started doing every type of content... and we failed.

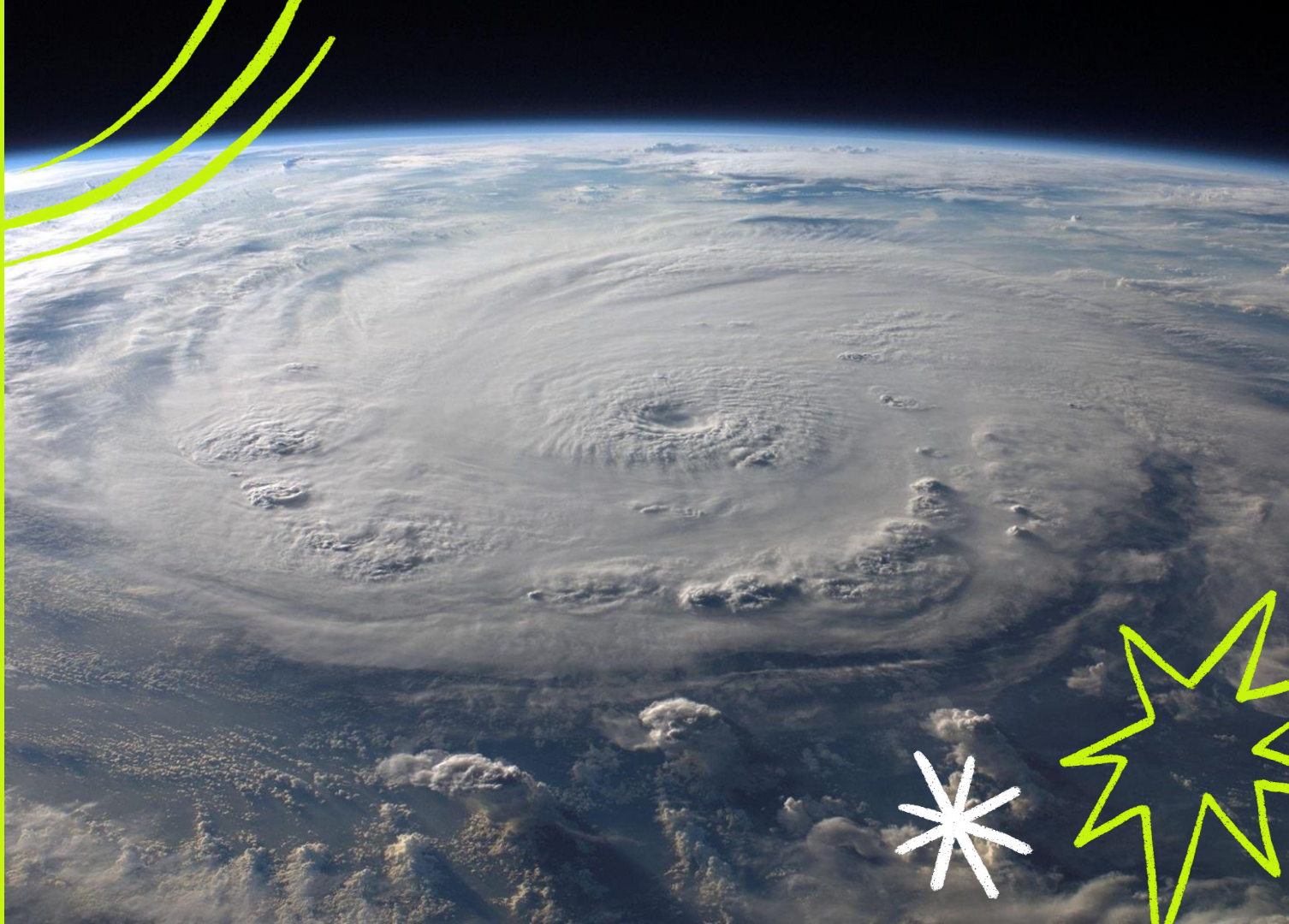
WE TRIED CATS

THEN WE TRIED UFC



WE EVEN TRIED

WEATHER



GREAT STORY IDEAS

Then we focused in and won

It all starts with a great story, but to know what the right kind of great story is for you, you need to know yourself well and there's nothing better than a SWOT analysis.

Commander's Intent:

we tell stories about people whose perspectives can positively impact the world

BE SPECIFIC

So can the audiences know why they come to you?
what are you known for as an organization?

Stu

personalization is the new quality

- Going big in the **first 3 secs**! It’s literally just a “swipe” and they’re on to the next one

- Riding on **trends and fun transitions** to grab attention early on

- Learn from your **analytics**! Open your Professional Dashboard to get a better understanding of what topics and themes are getting the most engagement. Add those learnings into future content. ur Professional Dashboard to get a better understanding of what topics and themes are getting the most engagement. Add those learnings into future content.

the future of content is hyper.

hyperlocal.
hyper focused.

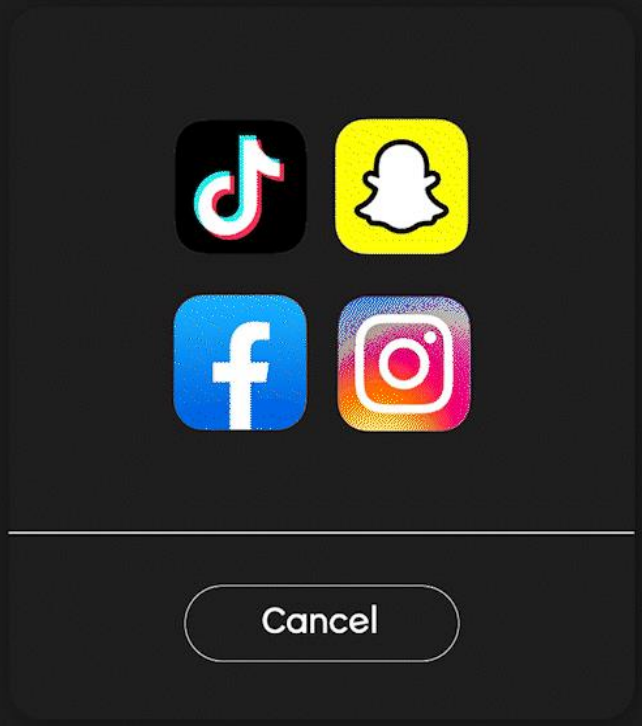
You can find young audiences anywhere, even on facebook if you look hard enough.

But if your objective is to create sustainable revenue chasing genz audiences

Then you need to look for platforms that lack equilibrium

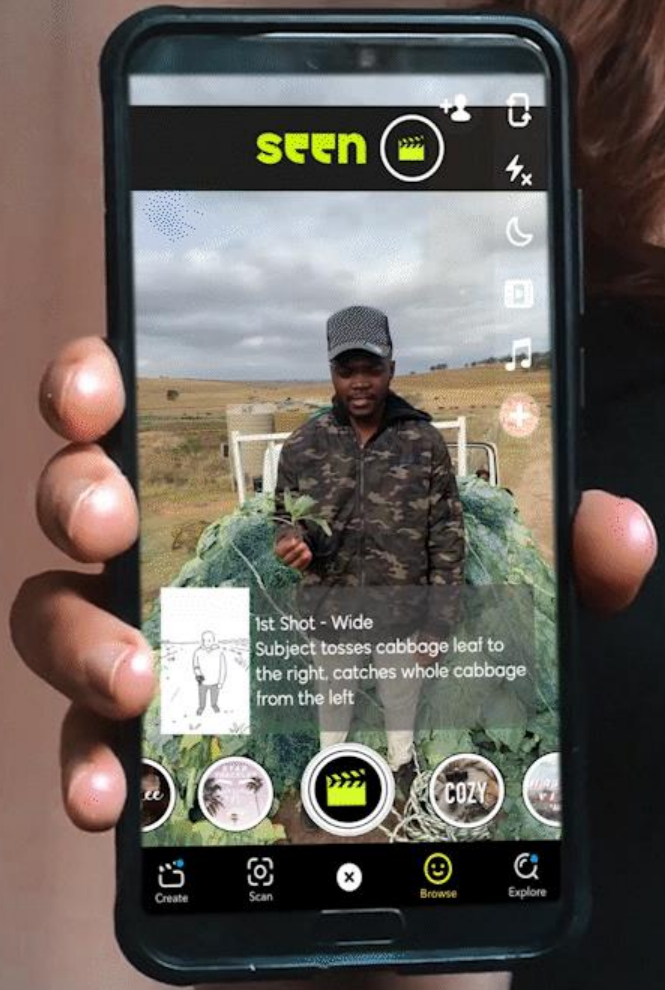
Where there are a lot of Gen Z consumers but not a lot of Gen z creators

THE SOLUTION IS...



your audience has to become your creators

OUR AR TOOLS GUIDE PEOPLE THROUGH THE STORYTELLING PROCESS

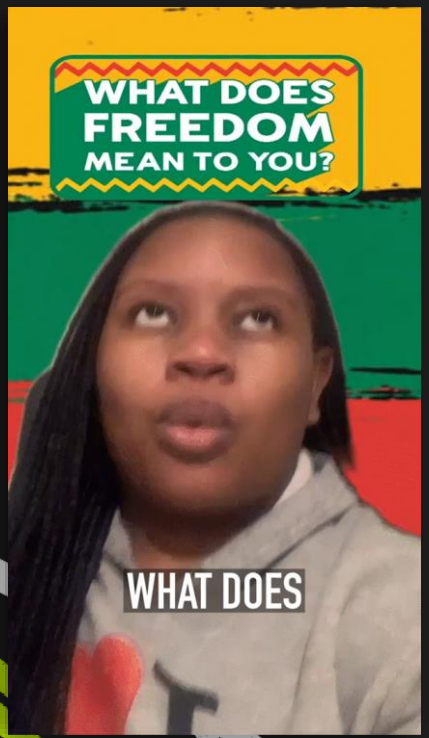


AR CREATES A UGC FLYWHEEL

Big mood

30 Million People a year use our AR filters and tell stories

The ultimate form of engagement in our work is when someone watches story and opens up their camera responds using our tools/lenses

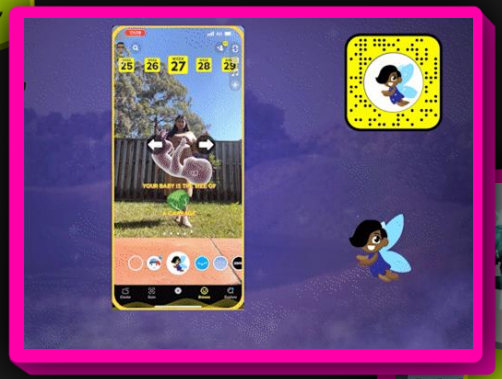


WE'RE THINKING A LOT ABOUT 2030

We believe everybody in this room will be wearing small glasses on their faces and consuming content from the perspective of their eyes.

So authentic reality and immersive storytelling, the gamification of news, what does that material look like?

Mobile AR tools



Wearable AR Apps

SEEN

Bill Gates wrote in 1996 that "We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten.

Thank you