

### 1. ONE PIECE

Promotional Campaign Comic Con Execution Approach Creative SMM Approach



### 2. TEEN TITANS GO

Summer Campaign Creative Approach



### 3. GRIZZY & THE LEMMINGS

Summer Campaign Creative Approach



## AGENDA



# CAMPAIGN OBJECTIVE>





To promote One Piece through online collaterals via digital touchpoints and by leveraging ComicCon.

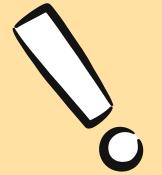
To make One Piece a well-recepted show among the Indian masses.

To engage anime audiences and focus on community building



To engage audiences in the summertime madness through digital platforms by pushing out humorous and satirical content.

To bring in a fresh perspective to passtime television and humour through online touchpoints.











### **ONE PIECE**

#### Demographics:

<u>Age</u>: Primarily teens and young adults (13-25 years old) but can extend to older demographics who enjoy shounen anime.

Gender: Primarily male, but the genre is increasingly popular with females as well.

### Psychographics:

Interests: Enjoy action-adventure stories, fantasy elements, martial arts, pirates, overcoming challenges, and long-form narratives.

Values: Friendship, perseverance, loyalty, and achieving dreams.

### TEEN TITANS GO

#### Demographics:

<u>Age</u>: Primarily children aged 6-12 years old. May also appeal to teenagers and adults who enjoy slapstick comedy and references to pop culture.

<u>Gender</u>: Can appeal to both boys and girls.

### Psychographics:

Interests: Enjoy silly humor, pop culture references, lighthearted stories, and relatable characters.

Values: Friendship, teamwork, and having fun.

### **GRIZZY & THE LEMMINGS**

#### Demographics:

- <u>Age:</u> Primarily aimed at children aged 4-10 years old, but the slapstick humor can be enjoyed by older audiences as well.
- Gender: Can appeal to both boys and girls.

#### Psychographics:

Interests: Enjoy slapstick comedy, physical humor, funny animal characters, and fast-paced action without complex storylines.

Values: Lighthearted fun and imaginative play.

## KEY TAKEAWAYS

### Age:

- One Piece: Teens & Young Adults (13-25)
- TTG & Grizzy: Kids (4-10), with TTG potentially reaching some Teens.

### Content:

- One Piece: Deep Action, Fantasy, Long Story Arcs, Character Development
- TTG & Grizzy: Light Slapstick Comedy, Simple Stories, Easy Entertainment

### **Engagement**:

- One Piece: Invested Viewers Enjoy Long Narratives & Character Growth
- TTG & Grizzy: Casual Viewers Prefer Short Episodes & Immediate Fun

### Genre:

- One Piece: Shounen (Action-Adventure, Male Protagonist)
- TTG & Grizzy: No Specific Genre Broad Appeal with Comedy
- Overlap: Teens might enjoy both One Piece's action and TTG's humor.

## ONE PIECE

Word of mouth provides unique information that individuals use in their anime-watching decisions, leading us to the fact that community network is the primary source of information driving anime adoptions.

Source

Stats show India as the second largest anime market in the world after the US and expects 60% of the global growth in the next few years in the category to come from the country.

**Source** 

There are approximately 3.4 billion gamers, of which a substantial portion of these gamers are also anime enthusiasts. 90% of anime fans worldwide also identify as gamers.

Source

Channels dedicated to <u>anime reviews often</u>
<u>have millions of subscribers</u> and their videos
garner significant views. This indicates a strong
audience interest in consuming anime reviews.

Source

Common phrases like "kawaii" (cute) or "baka" (fool) are <u>understood by anime fans</u> across genres and engagement levels. The Naruto Run and characters like Itachi Uchiha have become very popular, in turn helping their respective shows gain traction.

Source











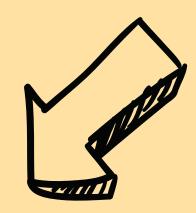
## INSIGHTS



- 1. Anime runs on Recommendations via word of mouth
- 2. Community is a huge part of anime watchers, most of them part of anime communities on reddit; anime merch has also seen a spike in sales in India over the years.
- 3. Youtube Reaction Reels + Reviews on Youtube & Social Media are close seconds when it comes to reliable sources for adoption
- 4. Since One Piece is in Hindi, we would be targeting Anime Novices because regular anime watchers would go for either English dubbed or Subtitled anime, not Hindi.
- 5.Overlap between Anime Enthusiasts and Gamers presents massive potential for One Piece & CN.



# THE CONCEPT

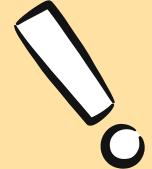


Putting facts aside, When anime fans love something, they commit.

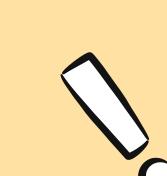
'One Piece' has been adapted many times and has been a major hit. But why do fans love it so much?

Sure, it has checked all the boxes when it comes to accessibility, providing an immersive experience and involving the Manga author time and again.

But the main reason for the audience's loyalty are <a href="https://doi.org/10.2016/j.mc">THE STRAWHATS</a>







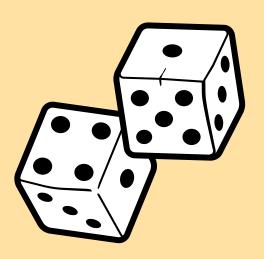
## WHAT IS THE STRAWHAT COMMUNITY?

The ragtag crew made up of talented misfits embody exactly what One Piece is all about:

The power of achieving dreams and the bond between found family and nakama (close friends) facing hardship together.

The existing fandom of One Piece already consider themselves as de facto Straw Hats, and this is the treasure we all have, but don't realise.

So together, we want our audience to find their strawhats, and embrace the beauty in shared community, and a love for manga.









### **NAKAMA- THE REAL ONE PIECE**

Nakama, is a japanese word that translates to "Close Friends" or One's Addition to Family.

The Strawhat Culture emphasises on finding your tribe, and keeping them close. It talks about shared community, loyalty and a collective power to win the hardest battles.

Through this campaign, we want to highlight the people we chose to take on life's adventures—the ups and the downs.

Through this, we are encouraging word of mouth, and creating a space for people to find their tribe or involve their tribe, on Social Media and at ComicCon.



## STORIES OF PEOPLE'S NAKAMA

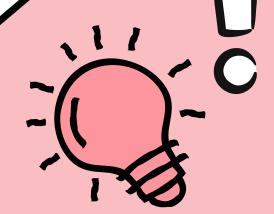


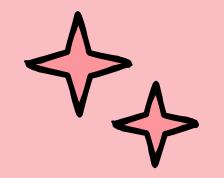
View this post on Instagram

A post shared by Hunter Prosper (@hunter\_prospe

Starting a series that highlights the journeys people and their tribes have had, some great memories and overall, a heartwarming, wholesome and engaging content-peg.

Brings in a more emotional and relatable touch on Socials and boosts engagement.











## CREATIVE APPROACH



- 1. Photo Booths at Comic Con Best Strawhat Outfits win prizes
- 2. <u>Dragon Fruit Quest</u> a hunt for the magical dragon fruits at Comic Con at Bengaluru, Delhi, Mumbai, and Hyderabad
- 3. Get Ready With Me Reels by One Piece Make Up Artists to bring in a glamour aspect, and attract more women into the fandom
  - 4. Create a Community Forum on IG Channels for Exclusive Content
  - 5. Podcast about the Behind the Scenes with the Cast & Crew (Reference: Drama Queens OTH)
  - 6. Youtube Channel with Anime Influencer Reviewers talking to people about each episode + Vox Pop Activities
  - 7. <u>Supporting Local Anime Cafes</u> by putting out videos of Anime Influencers trying on their food, and talking to the owner about One Piece as an IG activation







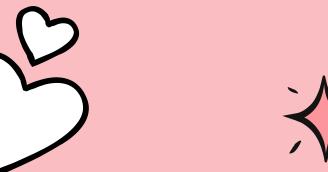








- 1.Instagram Reels, Channels, BAU
- 2. Youtube Reviews, Vox Pop
- 3.Podcasts BTS
- 4. Offline- ComicCon, Anime Cafes
- 5.Reddit- Community Forums









# TO SUMMARISE...

Basis our audience analysis, community is a huge part of the anime fandom, especially this one. Word of mouth and recommendations are considered the know-all be-all.

Drawing from this, we have our campaign Nakama- The Real One Piece, emphasising the core of the straw hat culture, which makes our audience feel like they are a part of a shared adventure, and helps us engage with them in a meaningful way at Comic Con, and through platforms like Instagram, Youtube, Reddit, Spotify Podcasts and Reddit.

#### Execution:

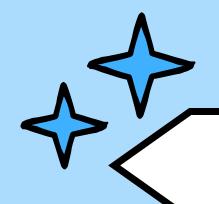
#### COMIC CON

- Vox Pop
- Tribute to Akira
- Anime Community Outreach through Promotional Video
- Photo Booths
- Dragon Fruit Quest

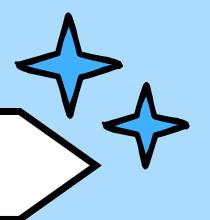
#### SOCIALS

- Podcast BTS with creators
- Youtube Anime Influencers giving reviews about each episode

### **TEEN TITANS GO**



## REVIEWS



### **POSITIVE**

### **NEGATIVE**

**HUMOR** 

Many critics praise the show's slapstick comedy and self-referential humor, finding it entertaining and appealing to children.

**DEPARTURE** FROM THE **ORIGINAL** 

Critics who enjoyed the more serious tone and action-adventure focus of the original Teen Titans might find TTG's lightheartedness and humor disappointing.

ANIMATION

The animation style is often seen as visually appealing, colorful, and wellsuited to the show's comedic tone.

REPETITIVE GAGS

Some find the show's humor relies too heavily on repetitive gags and can get cringe after a while.

DC APPEAL TO A NEW **AUDIENCE** 

Some critics appreciate that TTG introduces the DC Comics characters to a new generation of young viewers.

LACK OF **CHARACTER DEVELOPMENT** 

The focus on silly situations might come at the expense of character development, leaving some viewers feeling unsatisfied.

Currently, there is a notable trend in India, where OTT and TV co-exist. Despite the increasing popularity of digital platforms, TV remains significant, as 98% of Indian households have single TV.

Source

Children nowadays are confident in expressing themselves and have clear preferences for the content they enjoy and want to see. They look for stories and conversations that are both relatable and engaging.

Source

During the school year, kids typically spend 6-7 hours in school, leaving them with after-school activities, homework, and playtime in the evenings. In summer, with no school hours, they have this entire block of time free, with over 200 hours of freetime over the summer in India.

Children today are exposed to a constant stream of information through various devices.

<u>Lighthearted content can offer a break from this digital overload</u> and allow them to simply relax and enjoy something fun and positive.

**Source** 

A 2020 study by Common Sense Media found that 88% of parents say their children ages 5-8 enjoy funny shows. Laughter can be a healthy way for children to release stress and manage emotions.

Source















## THE CONCEPT



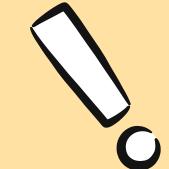
Summers - that time of year when the kids don't know and don't care about the day, date or time.

Summers are for popsicles, water balloons, cycling races, and plain fun.

Ding Dong Ditch, Wound Stick-ons, Ghost Masks, and so much more have been an integral part of our kids' childhoods. Pranks, Humour, Fun, Entertainment, Excitement, are all what make summer the best time ever!

So this summer, let's go crazy with our pranks, our gags and our fun, with Teen Titans Go!

Because it's time for, Super Squad Summer







# CREATIVE APPROACH



- 1. Pranksgiving: Share your best prank idea, and share a reaction video when you prank your friends.
- 2. <u>Augmented Reality (AR) Filters</u>: Develop AR filters for popular social media platforms like Instagram or Snapchat. These filters could allow kids to virtually transform into their favorite Teen Titans characters, complete with costumes, sound effects, and interactive elements.
- 3. <u>Behind the Scenes Content</u>: Offer exclusive behind-the-scenes content on social media platforms or streaming services. This could include voice actor interviews, animation walkthroughs, or sneak peeks at upcoming episodes, fostering a sense of connection with the show's creators.
- 4. <u>Ask a Titan</u>: Host live Q&A sessions on social media where kids can submit questions for their favorite Teen Titans characters, answered in-character by the voice actors. This creates a sense of interactivity and allows fans to feel closer to the characters.
- 5. Fan Art Spotlight: Regularly feature fan art submitted through social media on the show's official channels.
- 6. <u>Teen Titans Time Capsule:</u> Talking about previous Teen Titans Versions and storylines on SMM after every episode's release to act as conversation starters and nostalgia invokers.













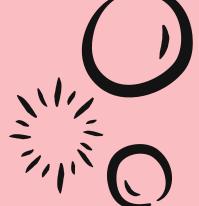


## TOUCH POINTS



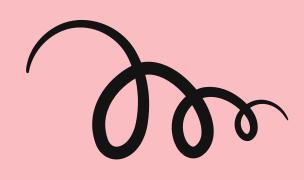
2. Youtube Kids - Reviews













### GRIZZY & THE LEMMINGS

## LANDSCAPE SCAN

Show Name	Platforms	Content Strategy	Engagement Strategy
Motu Patlu	Facebook, YouTube	Funny clips, character interactions, memes, behind-the-scenes glimpses	Polls, contests, respond to comments
Shiva	Facebook, Instagram, YouTube	Action clips, Instagram Reels/Shorts, character introductions	Interactive quizzes, fanart/cosplay contests
Chhota Bheem	Facebook, Instagram, YouTube, Twitter	Animated clips, character interactions, coloring pages, educational trivia	Drawing competitions, Twitter polls
Doraemon	Facebook, Instagram, YouTube	Heartwarming moments, creative visuals, upcoming episode promotion	Online activities based on gadgets, influencer collaborations
Shinchan	Facebook, YouTube	Funny clips featuring Shinchan's antics, merchandise/movie promotion	Limited direct engagement, organic discussions/memes

## GROUNDS FOR THE LANDSCAPE SCAN

<u>Genre</u>: All the shows listed are animated series targeted towards a similar age group as "Grizzly & the Lemmings." This ensures they compete for the same viewership and offer a good comparison point.

<u>Target Audience</u>: The chosen competitors are popular amongst children in India, which is the specific market we were focusing on.

Content Similarities: All the shows listed share some similarities in content with "Grizzly & the Lemmings." For instance, Motu Patlu and Shiva focus on slapstick comedy, while Doraemon and Shinchan also feature fantastical elements and lighthearted humor. This allows for a closer analysis of how these competitors approach similar themes and engage their audience.

<u>Popularity and Availability</u>: The chosen competitors are well-established and popular shows in India, readily available on streaming platforms or television channels. Analyzing their strategies can provide valuable insights for "Grizzly & the Lemmings" to gain a foothold in the Indian market.







### **SUMMERTIME MADNESS**

This Summer, Pranks are all the rage. G&L is here with back to back episodes and reruns filled with pranks that will keep the gags coming.

The summers are for long binging hours, and fun with friends - 'Ain't No Worries', only Grizzy and the Lemmings!

Let the summertime madness set in with a cool glass of lemonade as our socials ramp up the excitement with a few lemmings and a lot of laughter.



# CREATIVE APPROACH

1. Influencer Pranks-Kid-influencers popular in India can create summer-themed challenges or pranks featuring Grizzy & the Lemmings characters.



#### 2. Interactive Storytelling:

- "Grizzy's Summer Mishap": Post cliffhanger videos, viewers predict the ending.
- Fanfiction Fridays: Share the funniest audience-created story continuations.
- Interactive Quiz: Test viewers' knowledge of Grizzy's summer adventures.
- 3. Behind the Scenes:
- "A <u>Day in the Life</u> of a Lemming": Show voice actors recording lines.
- Grizzy's Sketchbook: Animators share concept art and storyboards.
- Ask Me Anything (AMA) with the Creators: Live Q&A session on social media.
- 4. Pranks Gone Viral: Grizzy "accidentally" leaks a hilariously embarrassing clip online, sparking a national prank war. Encourage fans to recreate the prank (safely!) and share using the hashtag.
- 5. Grizzy's <u>Summer Soundtrack</u> Challenge: Collaborate with a popular Indian musician to create a wacky summer anthem inspired by the show. Kids create their own dance routines and share them on social media.
- 6.<u>lemonade idea</u>

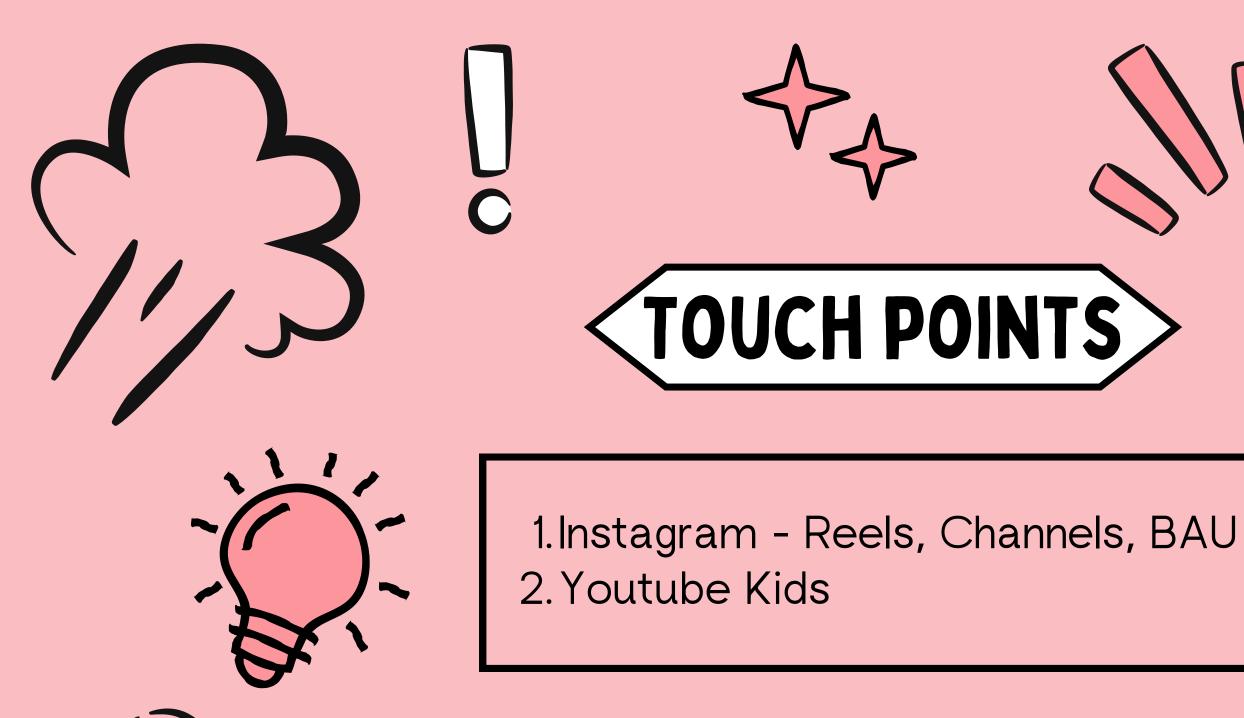




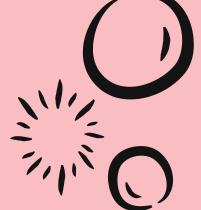






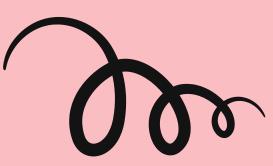












## TO SUMMARISE...

Basis nostalgia, observation and some data, we know that Summers are synonymous to fun, for every child in India. Watching TV, playing with friends and sipping on lemonade are the only activities the kids want to be involved in. So, this Summer, let's make some noise with our pranks and our laughs - with TTG and G&L. Our touchpoints will be Instagram & Youtube Kids.

#### TEEN TITANS GO

Campaign Name- Summer Gone Rogue Space- Summer with the Super Squad!

#### GRIZZLY & THE LEMMINGS

Campaign Name- Sun's Out, Prank it Out! Space- Summertime Madness

# THANK YOU!