

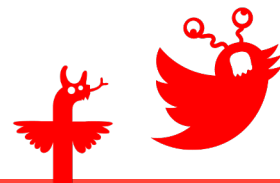
Feeding the Beast

September 22, 2022

9 am

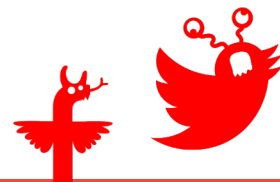


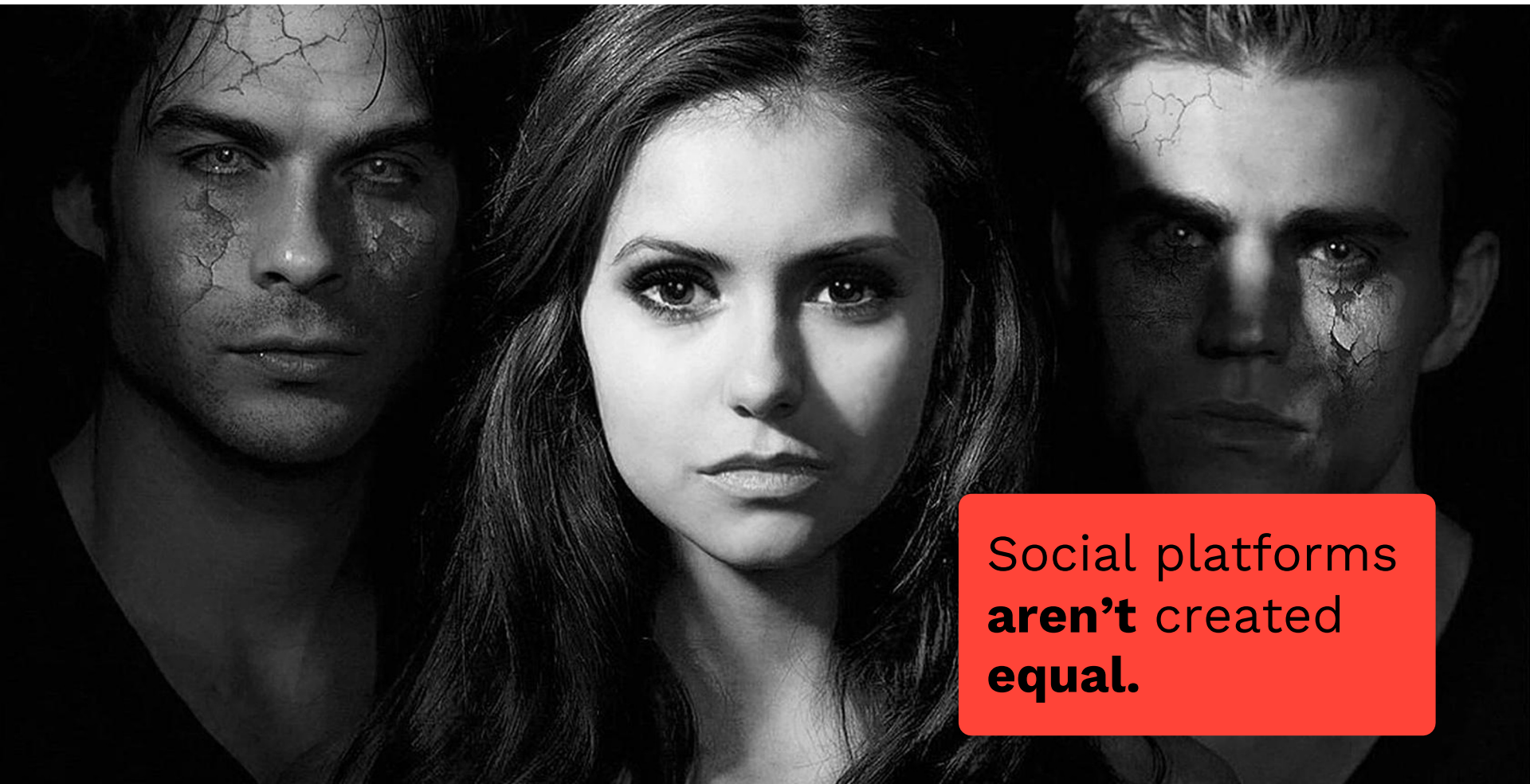
POUND & GRAIN



WHAT DOES IT MEAN TO FEED THE BEAST?

1. In the current social media landscape, algorithms drive what gets seen.
2. These algorithms are powered by data, so the more creative we feed to the machine, the more data we get back to find what works for our target audience.
3. Test more options and try different things to get better performance and insights out of your creative.





Social platforms
aren't created
equal.

“

I'm looking for something that'll... break through. You know?

”



You'll have to contend with the **algorithm** when it comes to being seen and driving performance.



“

Beware; for I am fearless, and therefore powerful.

”

Creative is where we can exert the **most control over** performance.

“

If we can harness this life force,
we can have an energy to
compete with Godzilla.

”

**“Feed the
beast”** with a
full pipeline of
creative.



“

So far he's been kept in complete darkness. Wait till I bring him into the light.

”

Form a **measurement strategy** that ladders back to your primary objectives.



“

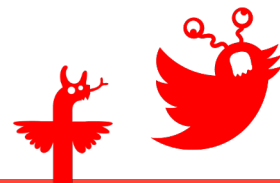
I once thought I could protect the world by myself. But I was wrong. Working together, we saved the planet.

”

Client, Media &
Creative **all come
to the table.**

THIS IS HOW YOU FEED THE BEAST

1. Have a full creative pipeline to keep feeding the algorithm the data it needs to drive performance.
2. Use the data to extract actionable insights.
3. Collaborate with your teams to help ideate and evolve your creative approach based on what works.



Thank you!

