

Case Study: Retrospect

Retrospect had a unique idea with their storytelling site. What they needed was a plan for moving forward and a creative idea that would present the idea dramatically.

Three founding partners had an idea for a storytelling website. After researching competition, we named the company, developed a strategic marketing plan and coordinated launch activities.

You lived it. Now share it.



Share stories and memories on Retrospect

Do you love The Sun's "Readers Write?" What if all your stories could be published? Retrospect makes it super easy to write, publish and share all your memories. Give it a try! It's Free.

BUSINESS CHALLENGE

Retrospect is a new company that has been building a "story telling" site for the past year and a half. They want to be known as the easiest way to create, publish and share whatever is important to you. They provide weekly prompts to get the engine started and don't charge anything for registering and taking full advantage of the sys-

tem. Most of the site's content consists of stories, anecdotes, memories, and meaningful events contributed by beta users (<100) over the past 6 months. You can roam the site without registering but you can only contribute a story or comment on a story if you are registered.

Launch date is scheduled for 9/12/16, but the site can be visited prior to that time at beta.myretrospect.com

Audiences

Women and Men 50-70; retired or semi-retired with above average education and income (basically baby boomers).

Brand Positioning

Retrospect makes it easy to add your voice to a friendly community of storytellers. With preselected story prompts, you can share favorite memories, funny stories and meaningful experiences, and read what others have shared in response. Share your latest story with the Retrospect community or with a select group of friends.

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Results: While our client is pleased with the strategy, and creative execution, we don't have any results yet to support its effectiveness in the market.



Tagline

think back. share forward.

WHAT WE DID

To reach this age group, we are starting our advertising with Facebook. It's the largest social network and it allows us to target our audience more closely than other channels. In addition to creating 20 posts and putting them in a queue, we have also developed a few

Facebook ads. These ads link directly to custom landing pages where we can grab email addresses and continue nurturing prospects.

We'll test other channels once we have some hard data from the Facebook campaign. Twitter may be useful, and one or more of the more visual channels (Tumblr, Pinterest, Snapchat, etc.) to showcase stories people have already submitted.

We'll also be blogging and working with influencers to get the word out.

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The Good Old Days?

Retrospect users from all walks of life share hundreds of stories. Sign in and you can read what others have already shared. Log in (for free) and you can participate immediately. Retrospect is the easiest way to create stories from the events of your life and share them with a community that cares.

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