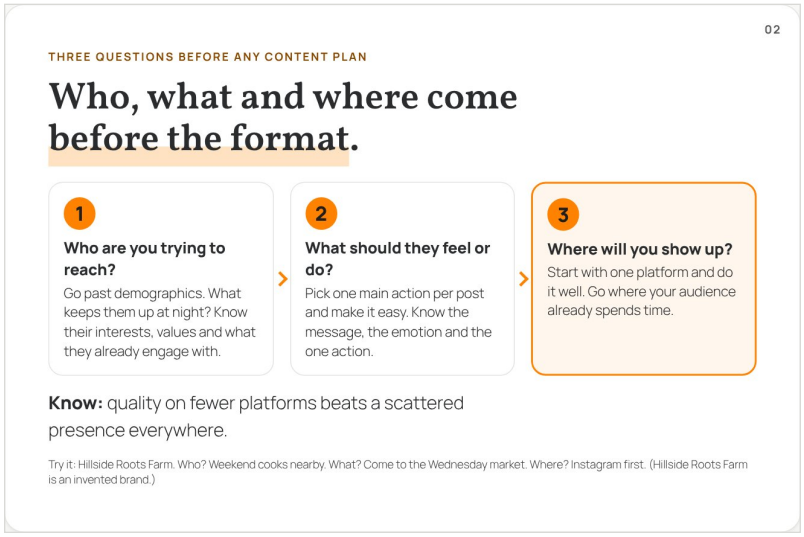
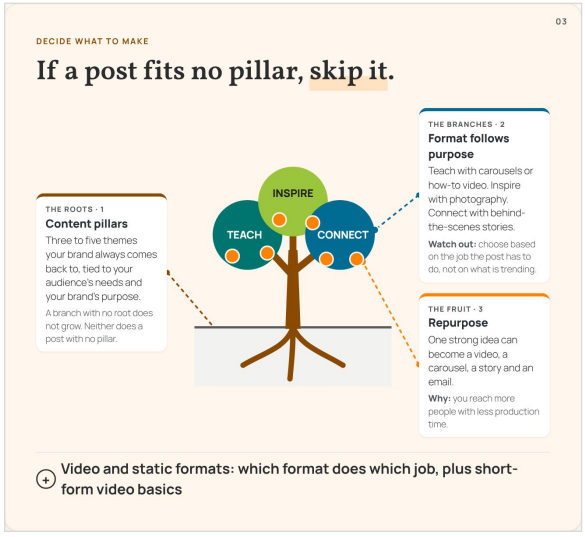


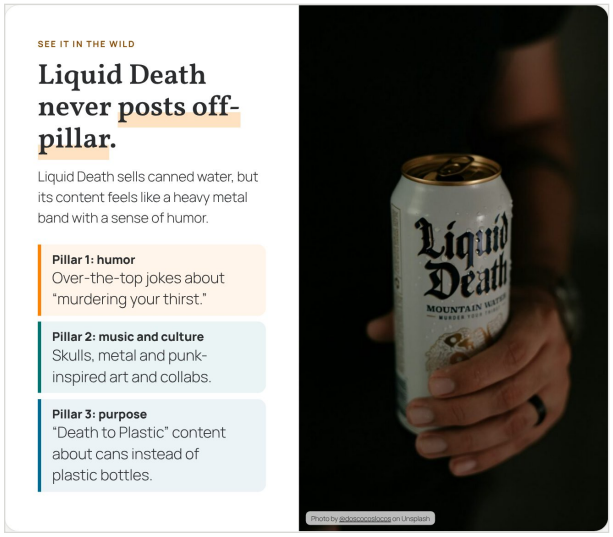
Slide 1



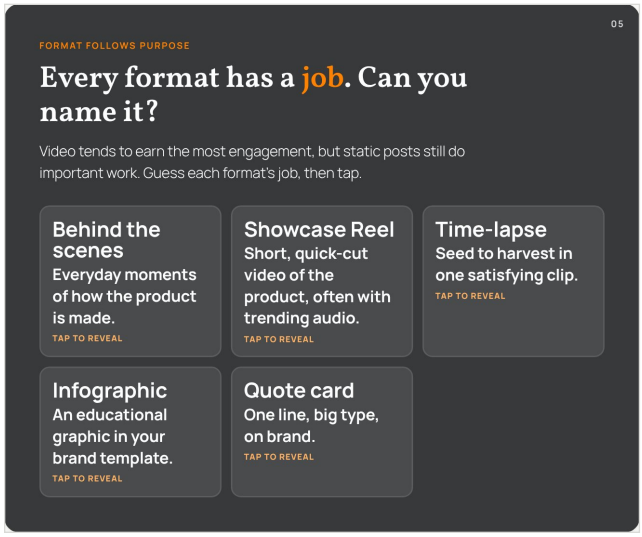
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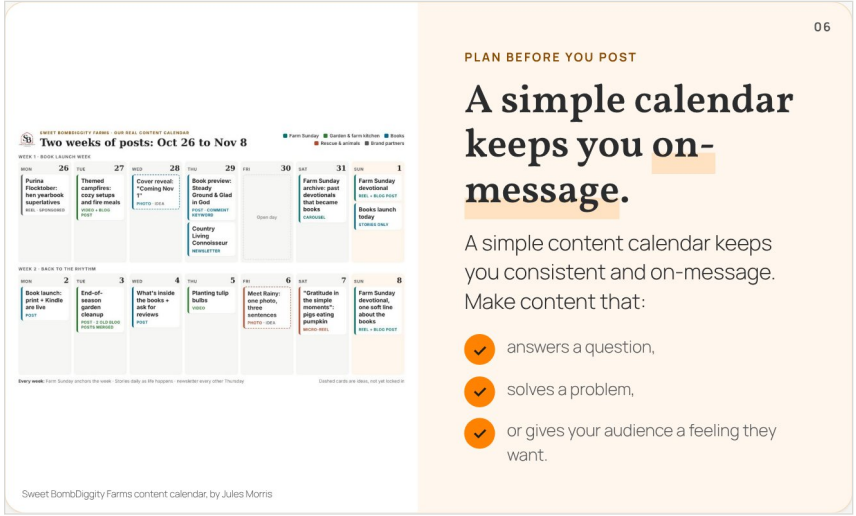
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Slide 4



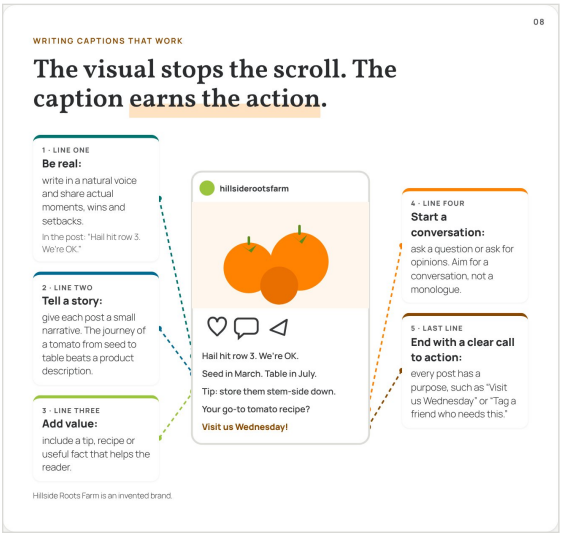
Slide 5



Slide 6



Slide 7



Slide 8



Slide 9

10

WORKED EXAMPLE: A FAMILY FARM'S FINAL HARVEST

One brief. Three content options to compare.

A third-generation family farm in East Tennessee grows organic vegetables without harsh pesticides and is heading into its final harvest of the year.

Video option

A short Reel of the last harvest with text overlay announcing the next market day.

Static option

A bold "Final Harvest" graphic with the key facts: family-owned, grown without harsh pesticides, where and when to buy.

Story series

Several Story frames with a countdown sticker, a location tag and behind-the-scenes harvest footage.

Practice: which version fits which platform and audience, and why?

⊕ **Why this story works**

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11

QUICK CHECK

Post it, rework it or skip it?

Hillside Roots Farm has three pillars: growing, cooking and family. Make the call on each idea, then open the answers.

1. A trending dance video that has nothing to do with the farm.
2. A carousel: five ways to use the last tomatoes of the season.
3. Posting a little bit on six platforms at once, starting this week.

⊕ **Check your answers**

Hillside Roots Farm is an invented brand.

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12

REAL BRANDS IN ACTION

See it in real brands.

This case study shows these ideas at work. Open it to read the full story.



Blendtec: Will It Blend? One content idea built on one product truth

Blendtec turned its own durability test into a weekly entertainment series, and it worked because every episode proved the one thing the brand needed buyers to believe.

The lesson: The strongest content proves what you need the audience to believe, in a format that shows it.

Photo: Trebz (CC BY 2.0), via Wikimedia Commons. Brand: Blendtec

Read the case study →

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