

USERFARM FOR TIC TAC **THE CONTENT CREATORS' WAY**



USERFARM NETWORK



Userfarm is today the global leader of curated video crowdsourcing.

A global network of **100,000+** filmmakers, classified by skills, directing style, creative attitude.

Production experience

Video Amateur: new or little experience

Videomaker: active users

Filmmaker: chosen for quality and skills

ProTeam: professional filmmakers

Skills

Advertising: TV ads, virals and promo

Fiction: short movies, web series,

Animation: animation, illustration and CGI

Video Art: music videos and digital art

Narrative: documentaries, storyteller

USERFARM GLOBAL TEAM

Between our clients and the world's biggest crowd of filmmakers, we are a global team of professionals working from offices in London, Rome, Paris and Madrid.

Sales Account Management – our sales managers work with customers from before to after the project

Strategy – strategists define and propose alternative approaches for reaching clients' objectives

Creativity – creative managers support the brief definition and supervise the creative execution of the project

Production – producers deal with selected pro-filmmakers and interact with the client during the production phase

Community management – our network managers take care of the crowd activation and management

IT – our project managers and IT team are responsible for any technical aspects

Legal – our legal department works on all aspects related to T&C, rights, contracts

Admin – our admins take care of filmmakers' payment and management

USERFARM FOR TIC TAC_GOALS

- To feed the Tic Tac brand with the **points of view of the film makers from around the world**
- To create **50 top quality videos** that put imagination, creativity and people at the centre
- To talk about Tic Tac through **stories inspired by the product** without necessarily having the product in it
- To create engaging, global, creative, participative content that **empowers Tic Tac's digital brand identity**
- Combine great **digital story telling** with **User Generated Content** and **social engagement**

USERFARM FOR TIC TAC_PROJECT

1 powerful creative call to action

50 amazing videos (guaranteed)

100.000 video makers

CREATIVE CALL TO ACTION





TIC TAC BRAND

THE LIGHTER SIDE OF LIFE

YOUNG
CHEERFUL

LIGHT HEARTED

THE CLOUD WITH THE SILVER LINING

A PERSONALITY OVERFLOWING WITH POSITIVITY AND ENERGY

TIC TAC... FEELINGS

- It makes you smile
- It makes you share
- It's a path opener towards social life, friendship, contagious happiness
- Tic Tac is part of everybody life, with one strong DNA and many roots in many cultures and countries

**Through our global crowd, we gather all the ways of seeing and
feeling
the brand, in one living whole.**

An abstract background featuring a grey textured surface with vibrant, multi-colored paint splashes and brushstrokes in shades of blue, green, yellow, orange, and red. A clear incandescent lightbulb is positioned vertically in the center, with its base visible at the bottom. A semi-transparent white rectangular box is overlaid in the middle of the image, containing the text "WHAT IS TIC TAC FOR YOU?".

**WHAT IS TIC TAC FOR
YOU?**

A woman is shown from the chest up, wearing a large, elaborate Native American headdress with many white feathers. She has bright yellow flower-like makeup around her eyes and is wearing a green top. Her mouth is wide open in a surprised or excited expression. A semi-transparent white rectangular box is centered over her face, containing the text "BRING IT TO LIFE!".

BRING IT TO LIFE!

TIC TAC MOMENTS_ CALL TO ACTION

A short video that takes Tic Tac to life.

You can explore your Tic Tac side, or imagine a Tic Tac character, or a moment when this cheerful, light hearted, joyful and smiley Tic Tac mood gives a special touch to your day.

You can create an original piece of music, dance, animation or whatever visual medium best demonstrates the personality, emotion and enjoyment of the **Tic Tac personality.**

Each video is a Tic Tac pill:

It makes you smile, you can't help sharing it and having another

PROCESS:

CURATED VIDEO CONTEST



CURATED VIDEO CONTEST_ HOW IT WORKS

- The brief is launched to **the whole global crowd**
- The **network managers** are briefed to **engage the community** and to **moderate** its participation in the contest with a **4” video**
- The **production managers curate the professional** filmmakers to guarantee their participation and ensure the high quality of the 50 winner videos
- Tic Tac receives c. **150 videos –a creative focus group** from the crowd
- Userfarm **selected 50 videos** for TIC TAC + note and other videos worth considering
- Userfarm delivered an **insight analysis** on the basis of the received contents

CURATED VIDEO CONTEST_ TEAM AND MAIN STEPS

1. Brief	2. Contest	3. Pro Grants	4. Shortlist
Analysis of the message / value with highest potential as a call to action, and brief for the crowd + legal assessment and T&C	Crowd engagement, Q&A about the brief, approve the participants' video to be seen on the platform.	Curation of pro filmmakers participation, through grant assignment, in order to maximise the quality of the submissions	Shortlist of the 50 videos , analysis of the insights coming from the videos, as if it was a creative global focus group
Strategist Creative Manager Legal Dept.	Network Managers	Production Manager Creative Manager	Strategist Creative Manager

CURATED VIDEO CONTEST_PLUS

- Great range of video content to choose from Insights on the global brand DNA
- Small crowd of PRO filmmakers engaged to guarantee the quality
- Opportunity to choose more videos from the participants
- High chance to be surprised by the crowd's original and unpredictable creativity
- Fully results guaranteed thanks to our curated process

CURATED VIDEO CONTEST_REFERENCES

SMEG – Children vs Adults



PANDA – Nobody's like Panda



MICROSOFT – Free your Imagination



For these
and more
video
examples:
[https://www.
userfarm.co
m/it/content](https://www.userfarm.com/it/content)

KINDER PINGUI – Web Series



CURATED VIDEO CONTEST_REFERENCES

END CARD – Example

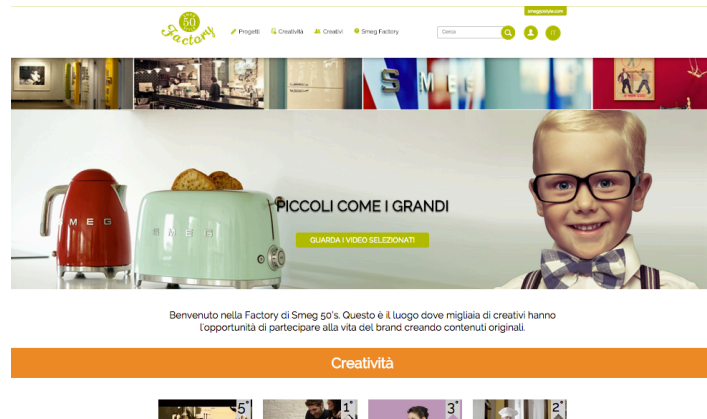
MICROSOFT – Surface Pro 3



<https://vimeo.com/108582093>

MINISITO – Example

SMEG FACTORY – Smeg



<http://www.smeg50factory.com/it>

TIMING

**FOR EITHER PROCESS, USERFARM DELIVERED THE 50 GUARANTEED
VIDEOS
IN 2 MONTHS.**

REPORT



386 Videos Uploaded



50 Winners

*We were blown away by the videos that you selected.
Compared to previous experiences, the videos we saw
were simply incredible!
I'm glad that we worked with Userfarm in this project!"*

Digital Media Manager, Ferrero



THANK YOU