



Client : Ri8brain
Work : Digital Pitch
Date : 26-08-2021

Highlights of the presentation

1. Understanding the brand
2. Problem Statement
3. Social Observation
4. Competitor Analysis
5. Key Takeaways
6. Objectives
7. Our Approach
8. Campaign Ideas
9. Visual Mood Board
10. Paid Media



Understanding the brand

Ri8brain is an emerging online learning platform for art and animation by experts in the industry. Our EdTech mentors are alumni from our parent company Toonz, that created multiple hours of animated content, working with prestigious brands like Pixar Studios, HBO, Nickelodeon, Cartoon Network, Marvel, Disney, and more. The effective courses teach students the art of creating exceptional content that resonate with the world, years after it's been created. Ri8brain trains students with hand-on tools and softwares like Maya, Adobe, Unity3D, Mudbox, and more for adults. And creative life-skills for kids like cartoon drawing, notebook animation, along with empathy building, stress-busting, and anger managing skills.

To categorize better, we have divided our TG into two:

- Ri8explore: For 6 to 16 year old kids
- Ri8excel: For 16+ years old students

We have 50+ creative courses for both the TG



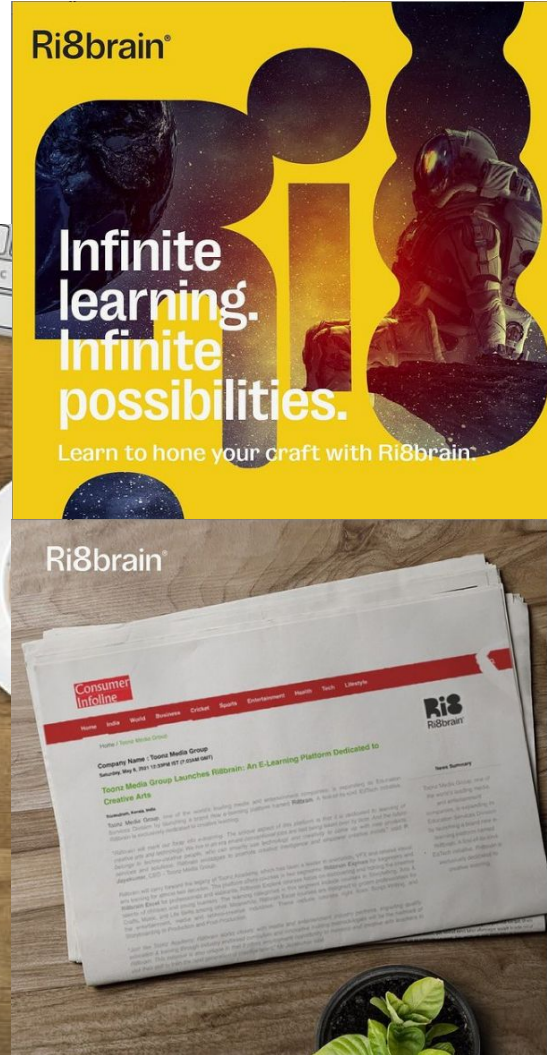
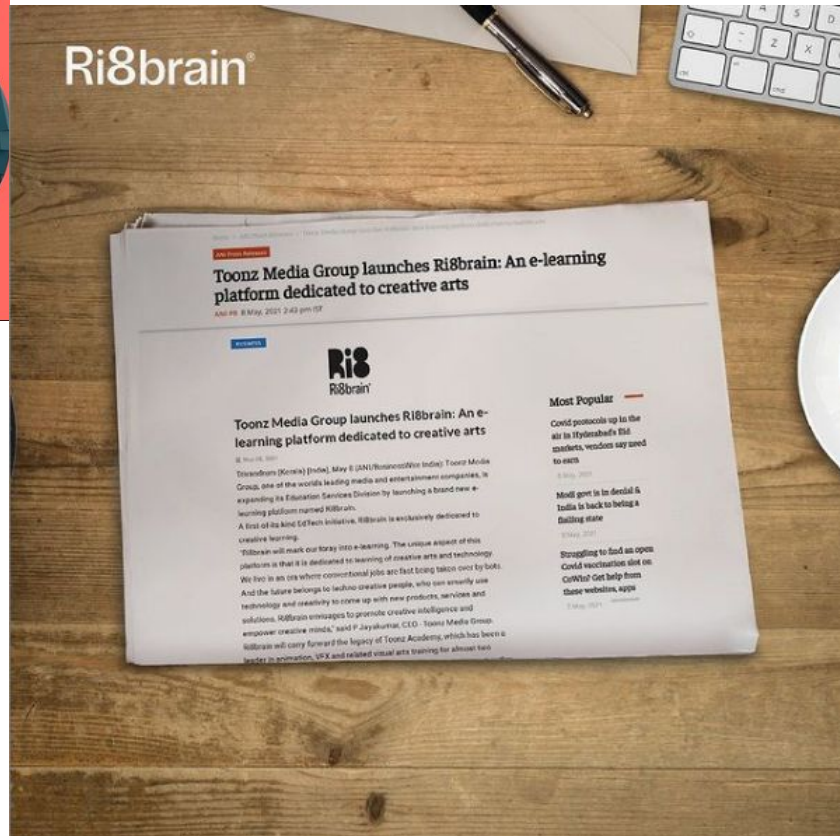
Social Observation

- **No pedigree communication:** Although Ri8brain consists of alumni from Toonz, the connect with the parent company is shown too subtly
- **No thought leadership:** While the brand presently talks about high-level tools to establish thought leadership, the work completely goes above our primary TG's head
- **No introduction of the courses:** Even though we have amazing courses with great mentors, none of the courses, reflect from the copy or creatives on social media
- **No functional communication:** The duration, time, teacher, qualifications, and important aspects of the course is missing from the feed
- **No brand personality:** When we say alumni from the biggest animation company in the country, our audience tend to expect a showcase of work on that level, not a few poor visibility creatives done by a bunch of amateurs





Social Observation



Current Industry Scenario

- **Lack of Industry Knowledge:** Analytical skills are highly appreciated and given more importance than creative pursuits
- **Career Crisis:** People don't generally understand that engineers get paid a lot less than a filmmaker
- **Tool-based Learning:** Students who get into animation, graphic design, and visual after-effects waste their talent away learning only the tools and not the idea at behind it
- **Lack of opportunity awareness:** They never bank on their own talent and instead settle for a low-paying salary or wage



Competitor Analysis for Ri8explore



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Competitor Analysis

Brand	Instagram Followers	Facebook Likes	Twitter Followers	Posting Frequency
Domestika.org	3M	2,884,852	87.8k	1 post in 4 days
skillshare.com	561k	2,679,418	98k	1 post in 8 days
diy.org	28.8k	276,435	56.8k	2 posts in 1 day
bitclass.live	84.5k	18,656	220	1 post in 3 days

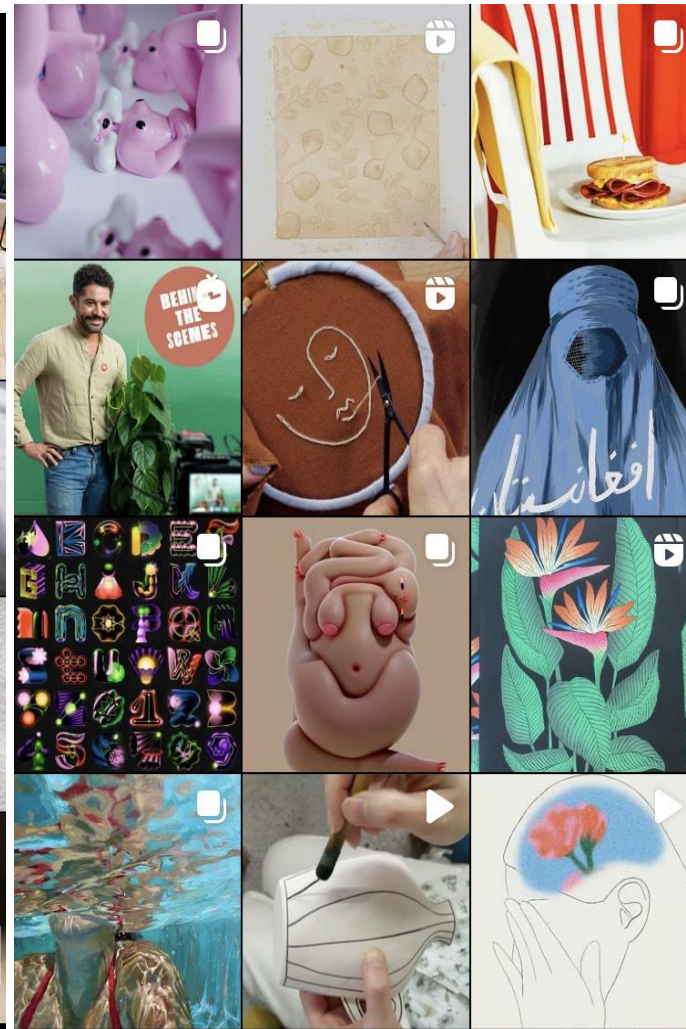
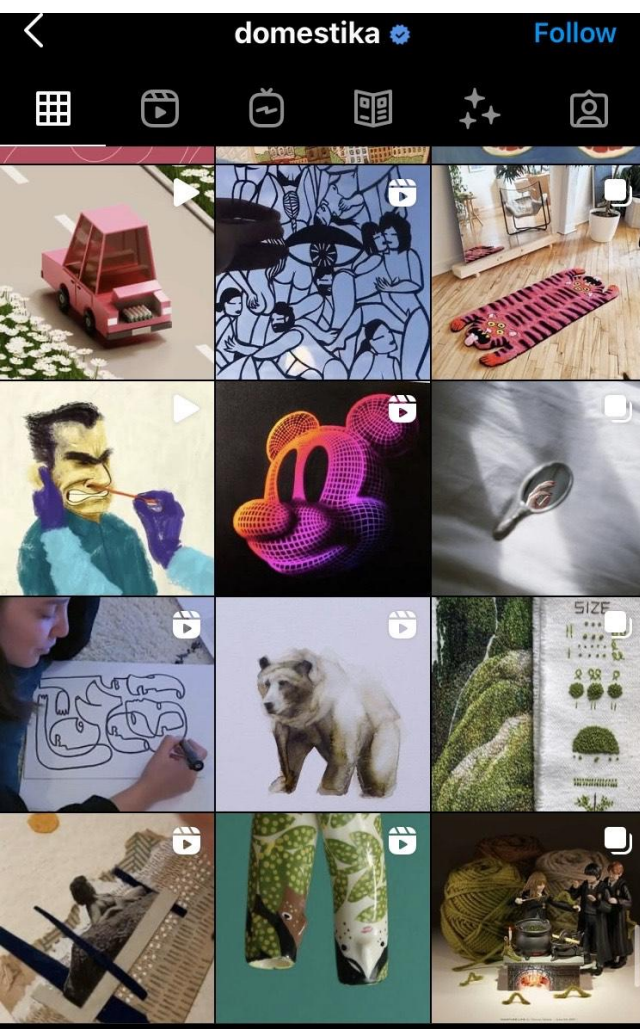


Competitor Analysis

@domestika

- Their page mostly consists of posts that showcase the work of their teachers/artists that have been done over the years
- The layout is unorganised, there is no particular format that has been followed
- Grids are colourful and bright, full of life, however there is no theme followed
- Lots of fun illustrations and animations are present
- Captions have vivid descriptions of the artists and their art
- Hashtags that they have used: #modernart #inspiration #creative



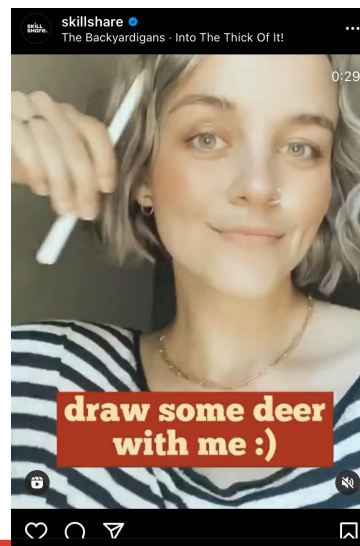
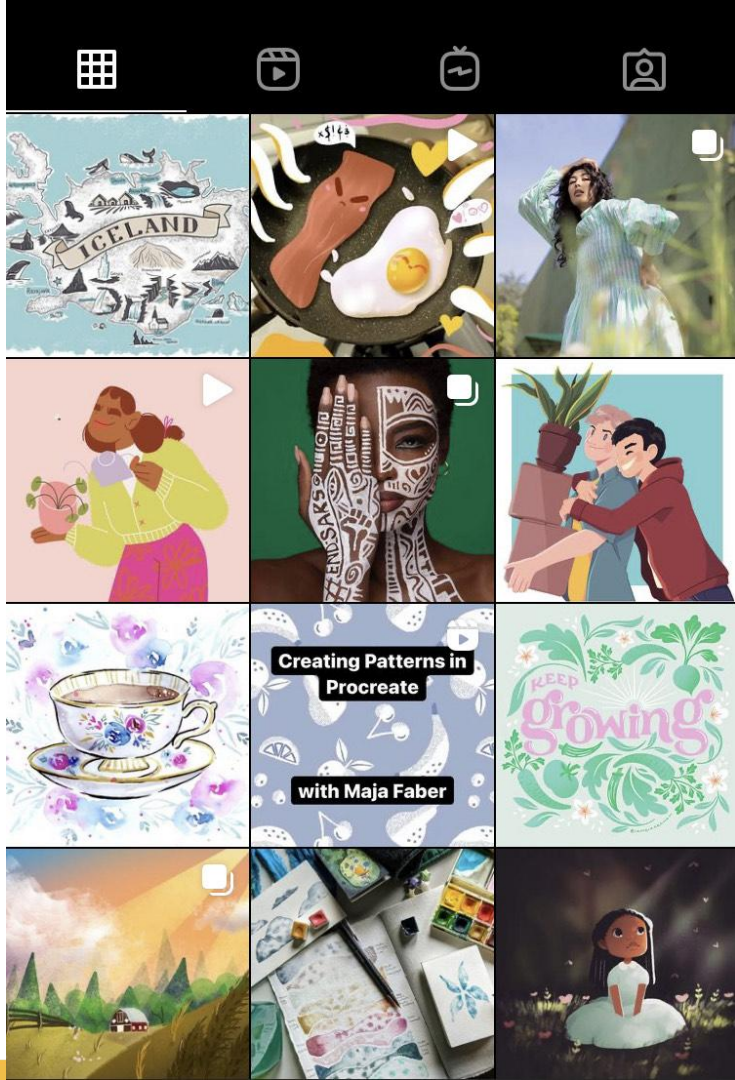


Competitor Analysis

@skillshare

- Descriptive posts about both their students as well as their teachers
- Showcasing of all their art pieces along with long descriptive captions
- Interactive videos where there is art being made in real time
- Positive and motivating posts along with quotes
- They have also used influential people to spread love and inspiration through some of their posts
- Hashtags that they have used: #skillshare #patterns #patterndesign #procreate



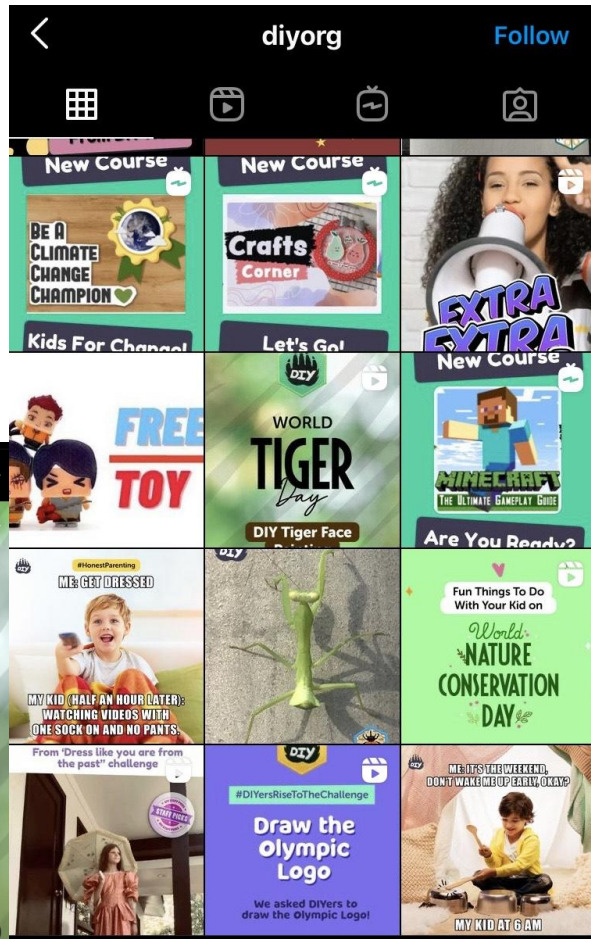
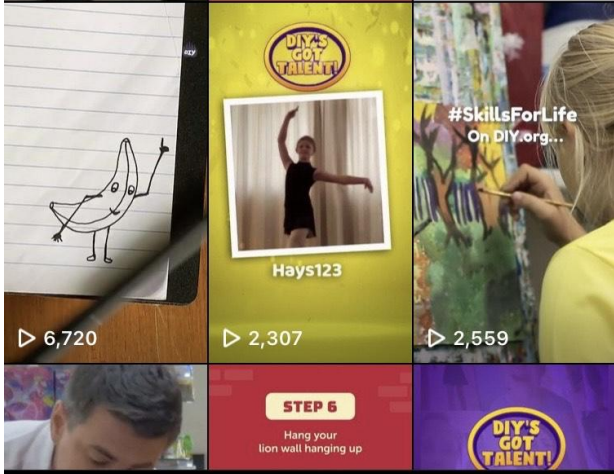
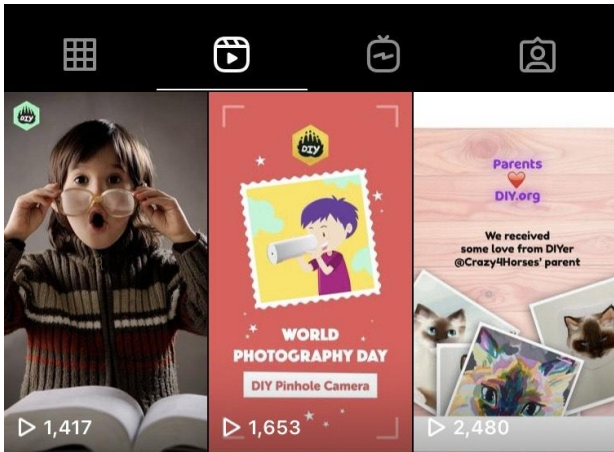


Competitor Analysis

@diyorg

- Most posts are brand-centric. They have posts describing everything that can be achieved by designers and other artists
- Some grids follow a certain colour theme however the rest has no colour theme
- They have lots of topical posts celebrating several important dates
- They have interactive and relatable video content
- Their content is very children centric as their main target audience is young children
- Hashtags that they have used: #DIY #fun #art #papercraft #crafts #creativekids



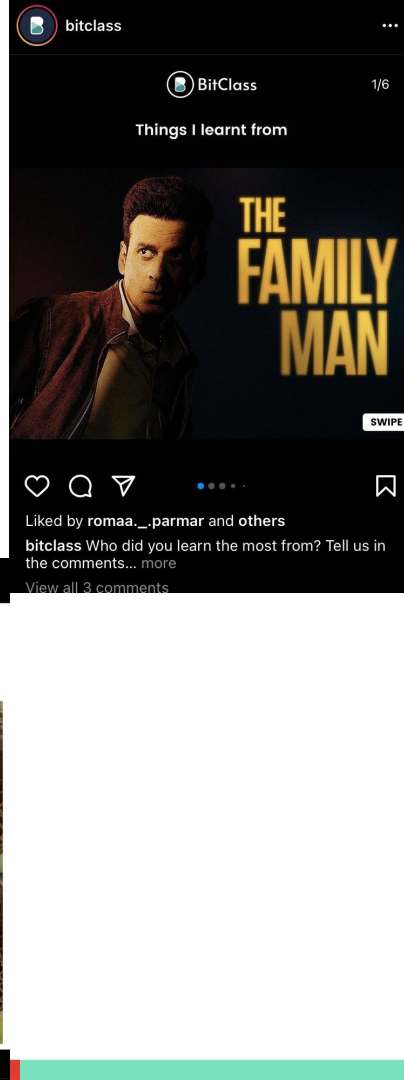
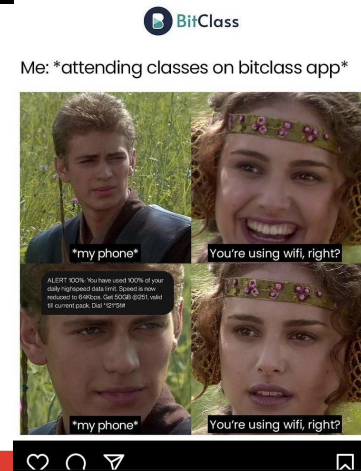
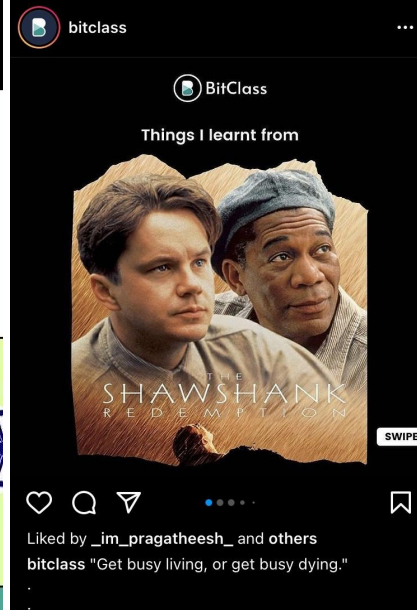


Competitor Analysis

@bitclass

- Their layout has formal posts with no particular colour theme
- Most of the posts are textual
- Topical posts with movie references
- Most of the posts talk about the teachers they provide and showcases their skills and talents
- Hashtags that they have used: #bitclass #bitinfluencer #bitclassstudent #bitclasstotherescue





Competitor Analysis for Ri8excel



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Competition Analysis

Brand	Instagram Followers	Facebook Likes	Twitter Followers	Posting Frequency
Cgspectrum	5103	31,343	1947	1 post in 2 days
Animation mentor	98.8k	348,598	51.2k	1 post in 3 days

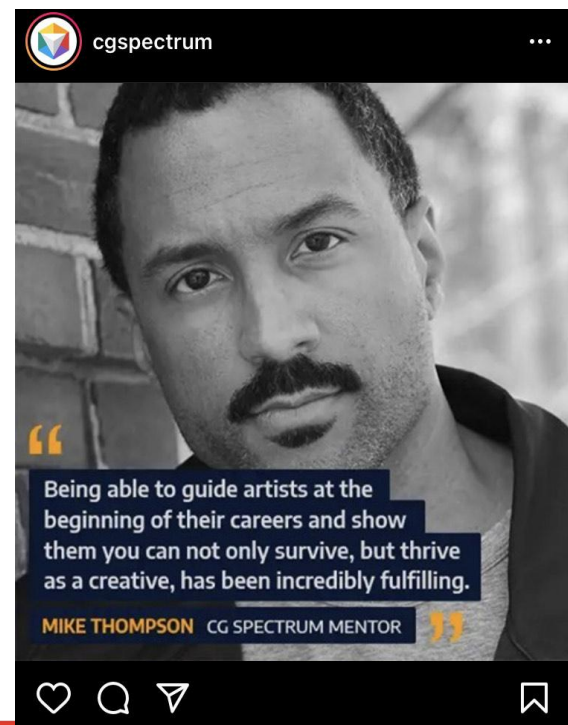
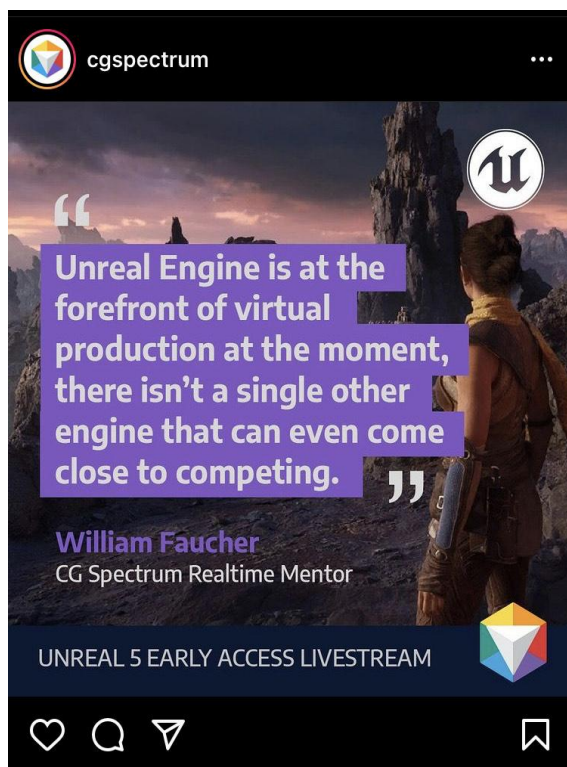
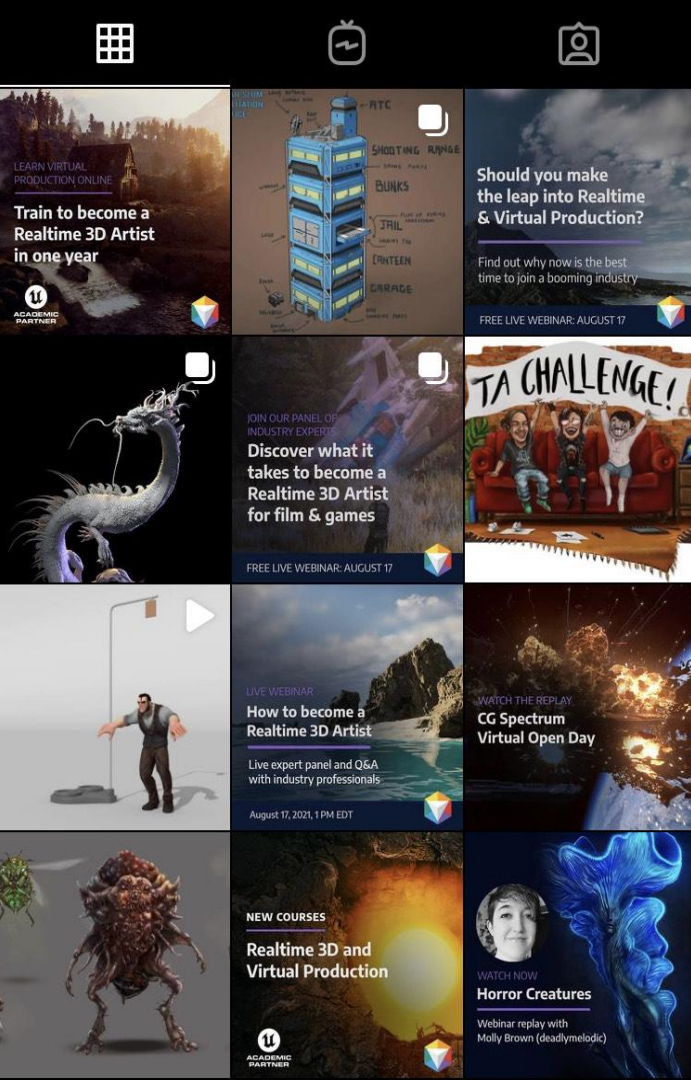


Competitor Analysis

@cgspectrum

- Most of their posts have descriptive content about different skills that can be learnt through them
- They follow a dark theme therefore looks uniform
- They have also showcased work and art made by their students
- Motivational and educational quotes on animation and design are present
- Hashtags that they have used: #CGSpectrum #CGStudentwork #conceptart #setdesign



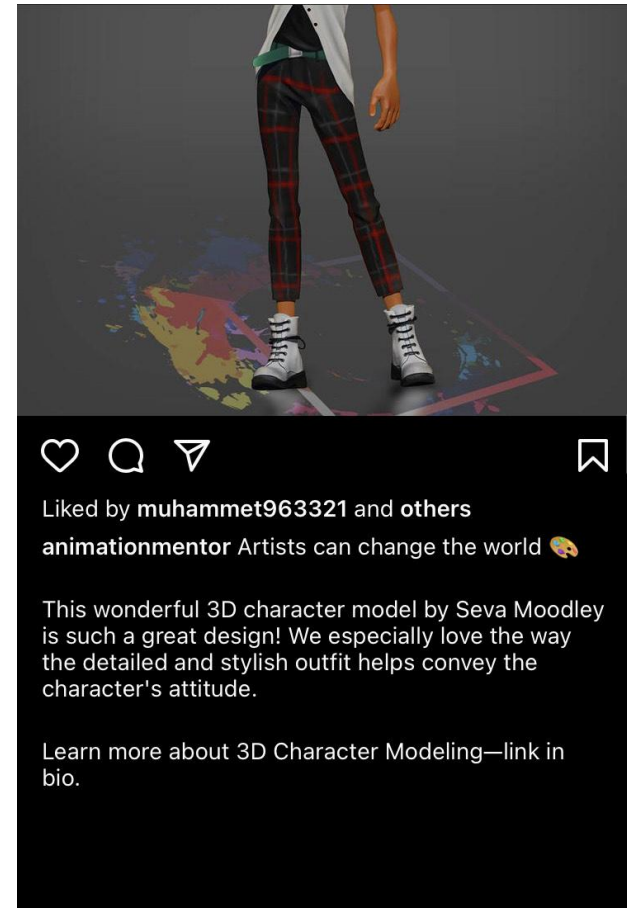
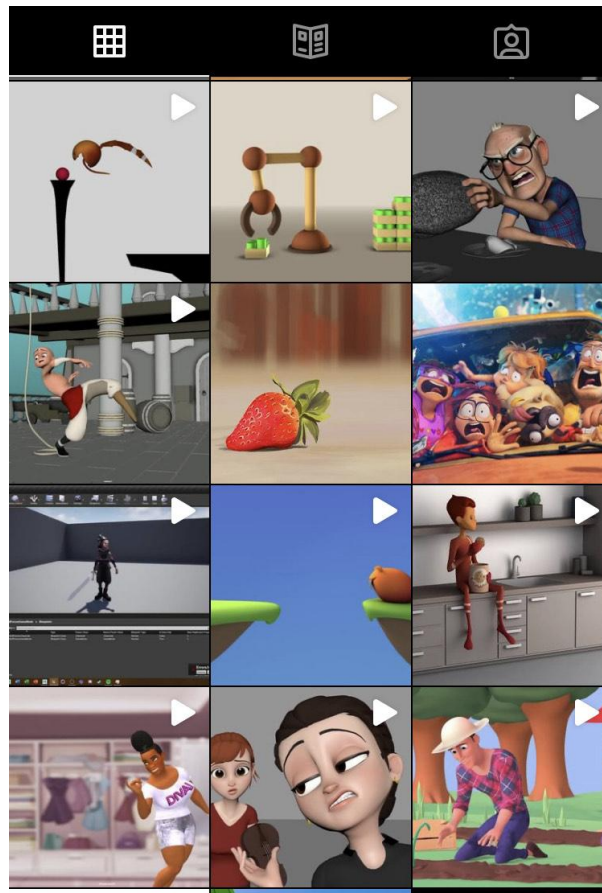
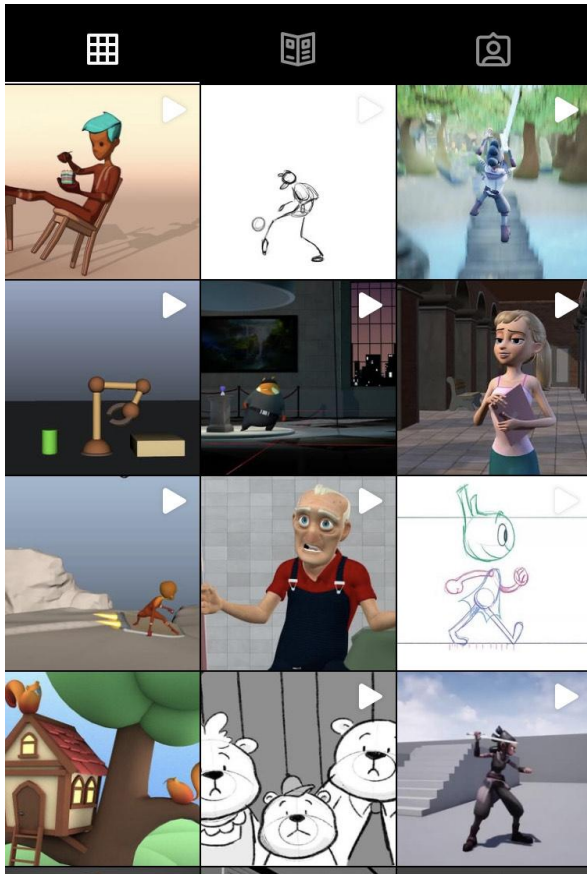


Competitor Analysis

@animationmentor

- Their entire layout consists of animations created by their students as well as mentors
- There are no interactive posts or photographs or textual posts
- Entire page is dedicated to the animations which adds its own kind of aesthetic to their layout
- They have descriptive captions always crediting the people responsible for the animation
- Hashtags that they have used: #animationmentor #visdev #2dartwork #characterdesign #digitalcolour





Key Takeaways

- **Over Communication:** Brands build content authority by showcasing their work, but eventually end up marketing tools and softwares in an unorganized layout, we must move away from that
- **Lack of Pedigree:** None of competitors have a pedigree, they're merely opportunists
- **Experiment with content buckets:** A lot of our competitors are experimenting with content buckets, adding creatives, videos, and more to communicate their ideas
- **Too much focus on tools:** We must showcase our work, placement opportunities, and moreover sell the mentorship instead of just the courses



Objectives

- **Build-up the brand:** Establish the brand and showcase its pedigree while clearly establishing differentiators
- **Bring in seriousness:** We're part of the serious animation business, we purely cater to passionate creators, given our work with Toonz
- **Build the Community:** Communicate the brand personality and create a community of like minded people
- **Create Thought Leadership:** Show thought leadership through our communication with tips of the trade



Quarter 1 | Objectives

- Introduction of the brand
- Introduction of the courses
- Introduction of the personality
- Introduction to thought leadership
- Introduction to showcase our pedigree



Quarter 2 | Objectives

Testimonials

Share the testimonials and alumnus experiences with the brand and the mentors in the form of short videos to build the trust with our audience.

Ri8 opportunities

Communicate about the opportunities and growth one can have at the academy. This will include the learning and placements a student will get.

BTS

Showcase a finished product and extract frames to explain all the work that goes into production. Explain each scene, tool used, and walk our audience through how we do.

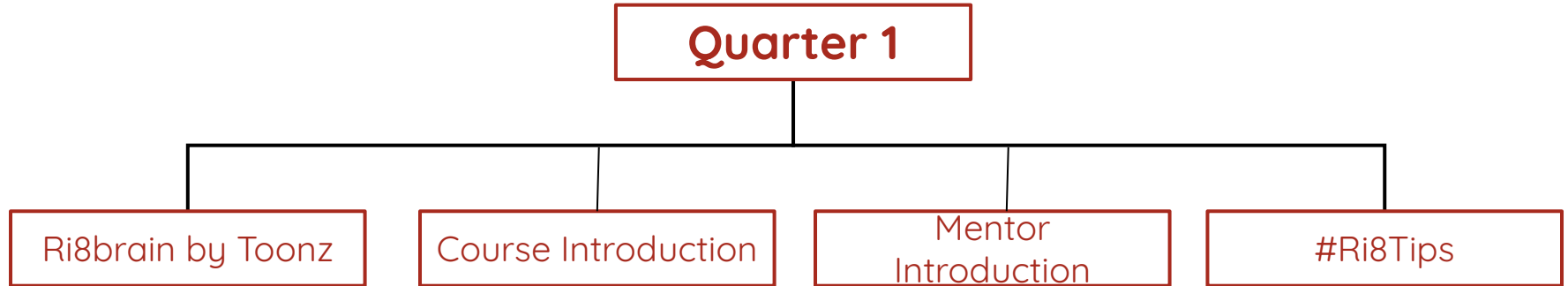


Quarter 3 and 4 | Objectives

- All the observations from quarter 1 and 2 will help us create quarter 3
- We'll pull all the things that worked and add a layer of what is working in the market



Campaign Bifurcation for 1st Quarter



Campaign 1 | Ri8brain by Toonz

- **Objective:** Introduce the brand
- **Idea:** Talk about our background, how we are linked to Toonz, and showcase the awards we've won in the past. Show stats, talk in numbers, share our success stories, and highlight our projects.
- **Mechanism:** Share the data through carousel posts and videos on all social platforms

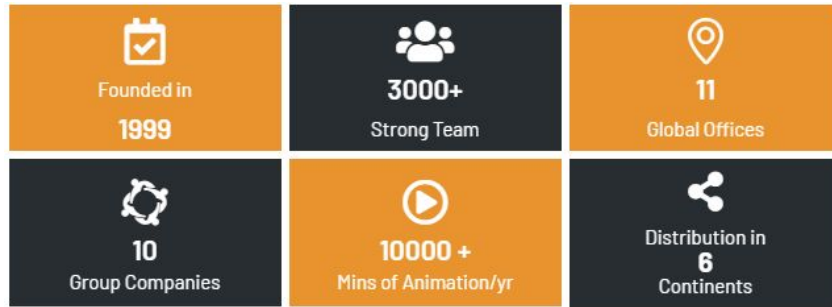


Sample | Ri8brain by Toonz

Copy: Learn animation from the creators of Wolverine

Caption: We're Ri8brain, we have 10,000+ minutes of spellbinding content, working with the biggest names in the industry. And bagging all the awards for years.

Reference:



Campaign 2 | #Ri8Courses

- **Objective:** Introduce the courses
- **Idea:** We have multiple courses on our website, that need to turn more eyeballs. If we share insights, duration, opportunities, and the mentors we can pull more viewers and then convert this traffic into sales. A simple listicle that ends with a testimonial from someone who's tried and tested the course will bridge the gap between expectation and reality.
- **Mechanism:** Share the details in form of carousels and slide-show videos.



Sample | #Ri8Courses

Copy:

<Frame 1> Meet Shoubhik Battacharya, an animation specialist with over 20 years of experience

<Frame 2> Spend 120 hours with him learning the art of **character animation**

<Frame 3> Move your well-defined pencil sketches to digital artboards

<Frame 4> Add a layer of depth and perfect your skills

<Frame 5> Let your creation come alive in games and animation movies

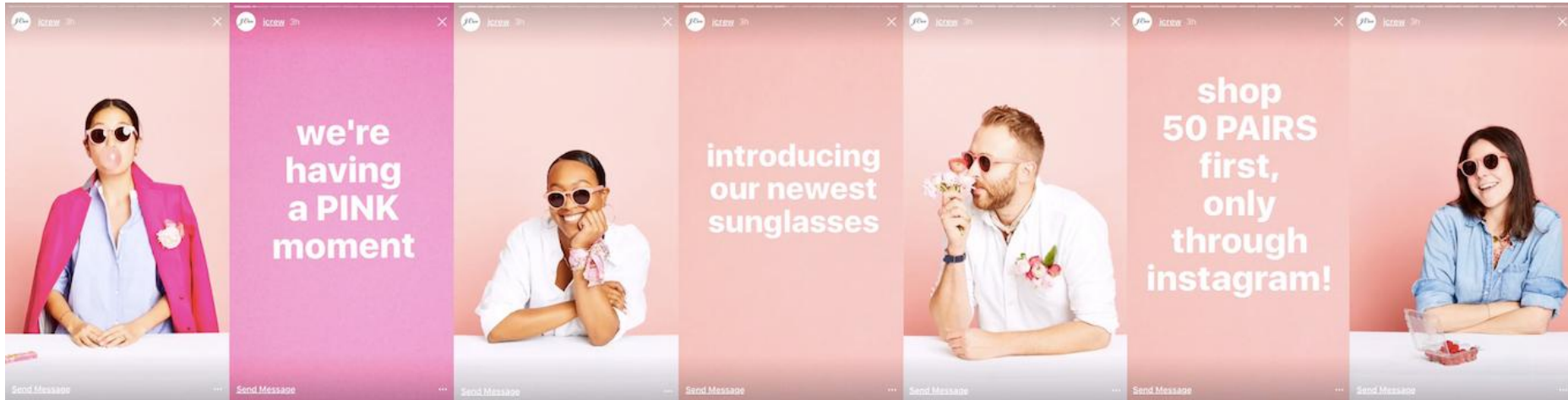
<Frame 6> At special price of ₹1,35,936

<Frame 7> “This course changed the course of my life for the better, I’m now known as the artist that created the cartoon version Wolverine. I make a fat check with my royalties alone” - Aveeva

Caption: Learn character sketch, animation, and detailing with the vast experience from our Ri8 expert, Shoubhik. His immense experience and love for the art will keep you tuned in for the entire duration of the course. Buckle up for 120 hours of fun-filled learning and create something beautiful. Enrol now!



Sample | #Ri8Courses



Campaign 3 | #Ri8Mentors

- **Objective:** Introduce the mentors - *Sell the artist, not just the art!*
- **Idea:** Build the confidence of students in the course by showcasing the mentor's capabilities and experience. Inspire them with the Ri8 mentor's brilliance and expertise in the creative industry. So, students can understand exactly who they're investing their money in. Here, the institute, background, and course comes secondary. All we're selling is thought leadership.
- **Mechanism:** Videos and carousels with the background information of our mentors



Campaign 3 | #Ri8Mentors

Inspiration:



Sample | #Ri8Tips

Inspiration:



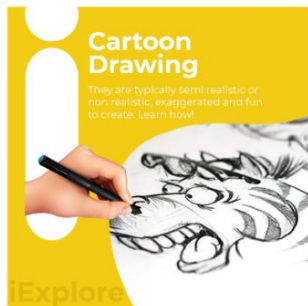
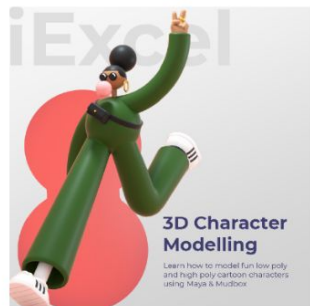
Campaign 4 | #Ri8Tips

- **Objective:** Share educational content
- **Idea:** Inspire future artists to enrol in the courses by giving them the Ri8 tips of the trade, without the tricks. Just like how Camera.Setup gained popularity by showing how one must hold a camera, the angles, the modes. We will share a sneak peak of the wisdom we've garnered over the years all audiences to increase the likeability of the brand.
- **Mechanism:** Share industry wisdom through snackable videos ranging from 10-30 seconds. Leverage reels and share it on Youtube as well.



Visual Mood board

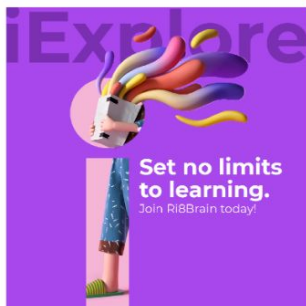




iExplore



Ri8



iExcel



Ri8



Paid Strategy



Paid Strategy - Target Audience

Location	India
Age	13 - 55
Gender	Male and Female

TG 1	Interests > Additional interests Adobe After Effects Cartoonist Creativity Design Game design Script Writing Unity (game engine) Video editing Video game development Visual effects Voice-over Interests > Business and industry > Design Graphic design Interests > Entertainment > Films Animated films
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TG 2	Demographics > Parents > All parents Parents with pre-teens (aged 9-12) Parents with primary school-age children (6-8 years) Parents with teenagers (aged 13-17)
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Paid Strategy - Targeting Methods (Google)

- **Keyword:** Targeting Audiences visiting blogs or websites with content relevant to our service/product..
- **Remarketing:** Targeting users who visited our website.
- **Custom Intent:** Targeting users who visited competitors websites.
- **Placement:** Placing ads on selected youtube channels, videos and website.
- **In-Market:** Targeting Audiences that are actively searching topics related to animation and art.
- **Affinity:** Targeting Audiences having a historical inclination related to topics such as animation, script writing, game design etc.



Paid Strategy - Budget

Social Media			
Total Monthly Budget	₹1,80,000	Daily Budget	₹6000
Campaign Type	Daily budget	Reach	Engagement/Leads
Brand Awareness	₹1000	2,00,000	N/A
Lead Generation	₹3000	65,000	50(Leads)
Page Like	₹1000	8,000	200(Likes)
Post Engagement	₹1000	35,000	4,000 (Engagements)
Total Monthly Reach*		92,40,000	

Google Ads			
Total Monthly Budget	₹1,80,000	Daily Budget	₹6,000
Campaign Type	Daily Budget	Avg CPC	Approx. Results
Search	₹3000	₹30	100
Display	₹1000	₹8	125
Video	₹2000	₹17	117
Total Monthly Clicks*		10,260	



Team Division

1. Account Manager:
2. Copy POC:
3. Design POC:
4. Paid POC:

Escalation to

Social Lead

Senior Copy

Senior Design

Senior Paid

Key Account Manager: Who will be given from Business end to handle Business level discussions and planning.





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