



davidbardis@gmail.com • 404 547 9336 • 274 N.Clarendon Rd. Scottdale, Ga. 30079

**Attention:**

I do not have Microsoft Word so I have uploaded this, a PDF, from my Indesign file.

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David Bardis



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## Game Show Network Creative Brief

### Overview:

47% Americans have a cell phone. 50% of those phones are smart phones. Owners of smart phones love nothing more than to socialize on any number of outlets including but not limited to:

*Twitter*  
*Instagram*  
*YouTube*  
*Facebook*

Any audience member who has an account with the above, also has an audience of their own. Harnessing all audiences is easy with the proper hashtags (#). The key is hashtagging as often as possible, on as many social media outlets as possible, and linking them all with the press of a "share" button.

### The Key:

Celebrities have more followers and are present in many facets of entertainment. Encouraging celebrity hosts, celebrity guests, and audience members at home and in the studio to hashtag GSN related content is crucial. Once enough of a pool of GSN hashtags is created, it will be hard to escape GSN's new home in the social media world.

### Jumpstart:

To kick off the hashtagging, try a contest. Perhaps instagrammers or tweeters are offered a chance to win millions or be a contestant on Who Wants To Be A Millionaire by posting their "winning-face" with the hashtag: #MakeMeMillions or #GSNMMM. Searching these hashtags will help you find contestants while creating free promotional buzz online.

### Specifics:

GSN offers fun, games, and entertainment to it's audiences. The audiences can enjoy all the fun and games of GSN online and on television. But now it's time for GSN to Engage it's audiences.

Social Media (Especially: Facebook, Twitter, Instagram, YouTube) is the way to engage and grow.

Today consumers are ready and eager to advertise what they are interested in. They do this via blogging and posting on their favorite media outlets. Most of these outlets are available to use at any given moment on Smart Phones. Roughly 50% of Americans alone have a mobile device. Fifty percent of these devices are smart phones or tablets. Everyone in your studio audience, as well as at home, may have an audience of their own. It's not uncommon for common people to have thousands of followers on any one media site or app. GSN's celebrity hosts and contestants may also overlap t.v. networks and have huge followings of fans. Encouraging them to participate is crucial. Linking all of these people, social media outlets, and mobile devices is the Hashtag (#).

### The Hashtag is the new social "grapevine."

The Hashtag creates a pool of imagery and conversation. If you were to search the hashtag #games on instagram you'll find 863,930 (as of Dec. 24) pictures. If you were to search #GSNgames, you'll find...one picture. This is a big missed opportunity.

GSN can enter the minds and conversations of consumers quicker, the more they see related hashtags in there social media outlets. All that's needed is a small group of people posting GSN related material around the clock until the public is posting the same, but on their own. This snowball effect will drive consumers to GSN quickly and they will soon be advertising for you, for free.

After gaining a following, I suggest creating contests that promote GSN and Hashtagging. Perhaps the consumer posts a picture of their family's winning poses with the hashtag #GSNFF or #GSNFAMILYFEUD. You can easily search this pool, select a winner and reward them with a spot on television. This type of promotion will fuel consumers with a reason to basically promote GSN, for free.



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