

**VICE**

**A CAMPAIGN PRESENTATION**

**BRETT MCDONALD-CURTIS**

**8 FEB 2022**

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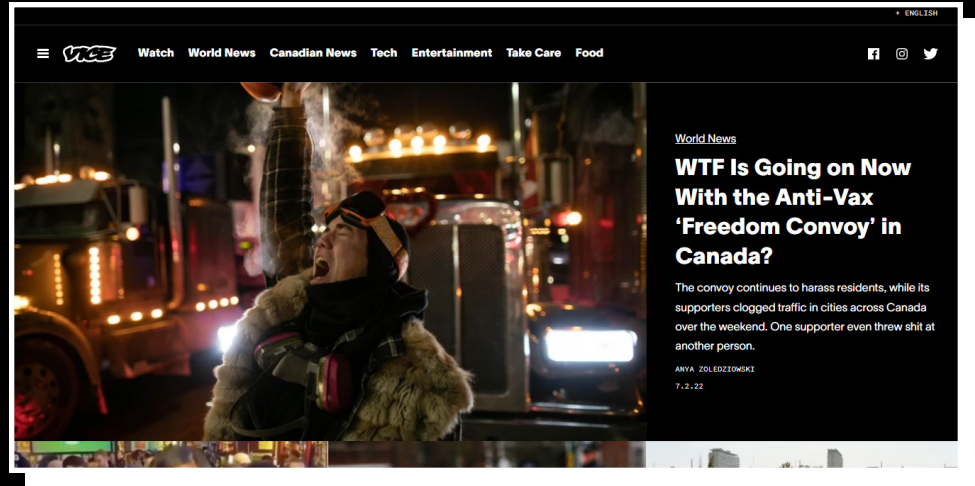
## BACKGROUND

Vice News was originally founded in 1994 as the Voice of Montreal, changing to its current name in 1996. In the context of its original purpose, it served as an alternative to the Montreal Mirror for covering Anglophone culture within the city from the perspective of the alternative scene. Carving out a piece for itself in that environment, it later established a foothold in new media in the 00s and has kept it via social channels such as YouTube and Twitter, as well maintaining a presence in old media via its basic cable channels. It has gained significant notoriety in recent times with covering many ongoing conflicts in the world as they happen, including: the Syrian Civil War, unrest in Iran, the situation in Venezuela, Chile, the War in Ukraine, etc. It's expected that the subsidiaries Vice News and Viceland will soon merge, paving the way for the opportunity of a cohesive brand image.



## PROBLEMS

In order to draw people to Vice's website, there needs to be a build up of trust between the publication's editors and its readership. Whilst specific issues in the past can be brought up with individuals who have left the company and recent financial matters, more of an immediately addressable problem can be found in its news being sometimes derided as based in Millennial/Gen Z entertainment, skewing away from traditional rigorous journalism. People in general want to hear stories that have more of a pinpoint focus and cut through the fat of the large swath of news overall.



## CHALLENGE

Get young people to choose Vice as a trusted media source by telling them a story they've never heard. Use the digital medium to create urgent and shareable content. The campaign can make use of physical advertising – like print media or events – but it should have a strong digital solution at its core.

## COMPETITORS

### BuzzFeed News

Vice's most direct competitor, does in depth news stories targeting the exact same demographic, has focused on more domestic and social issues as opposed to more global issues like Vice.



American equivalent to BBC, CBC, albeit with less prominence in the mind of the public, so targets more informed Americans who want an unbiased source for news.



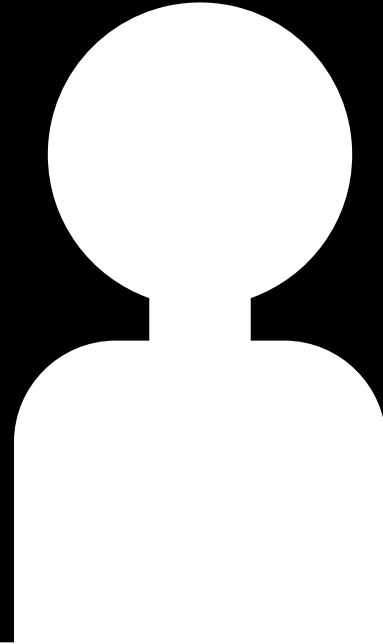
Content aggregator social media site devoted to more longform, text based discussion, allows more direct access to the public consciousness than most sites due to its longform nature, used a lot for news from various sources serving various niches.



More targeted towards stories about music & music culture, as well as adjacent media and social news.

## TARGET MARKET

The primary target market of the brief is 18-35 year olds who are digitally-savvy, and don't watch lots of TV, primarily getting their news online. Many of these people grew up in the burgeoning age of social media, seeing it as what dictates culture and the collective public consciousness. In general, they have a more heightened sense of when an outlet is lying to them, having practically an infinite amount of resources for fact-checking and dogpiling on those who mess up. Lastly, they're more likely to treat any given outlet as one small fish in a sea of media, where even the most provocative news stories can very easily be read quickly and forgotten about like any other. In short, it's hard for them to see the value in one outlet when they see the forest of all media as just one big tree.





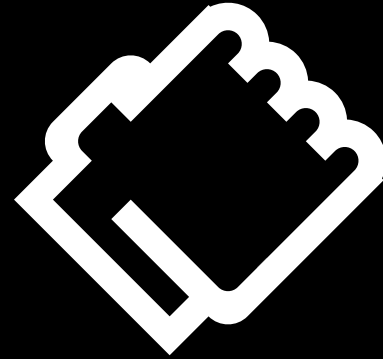
## **CONSIDERATIONS**

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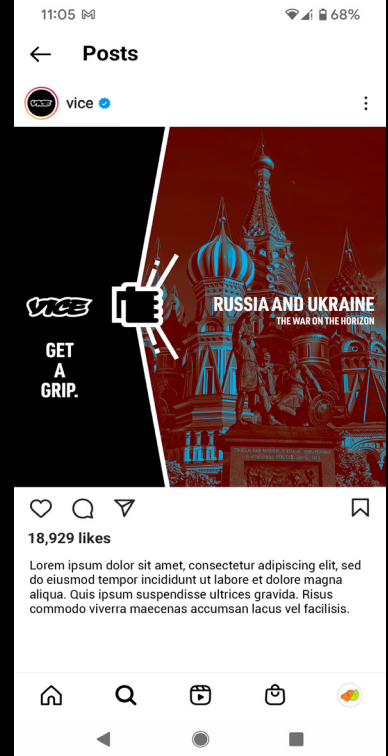
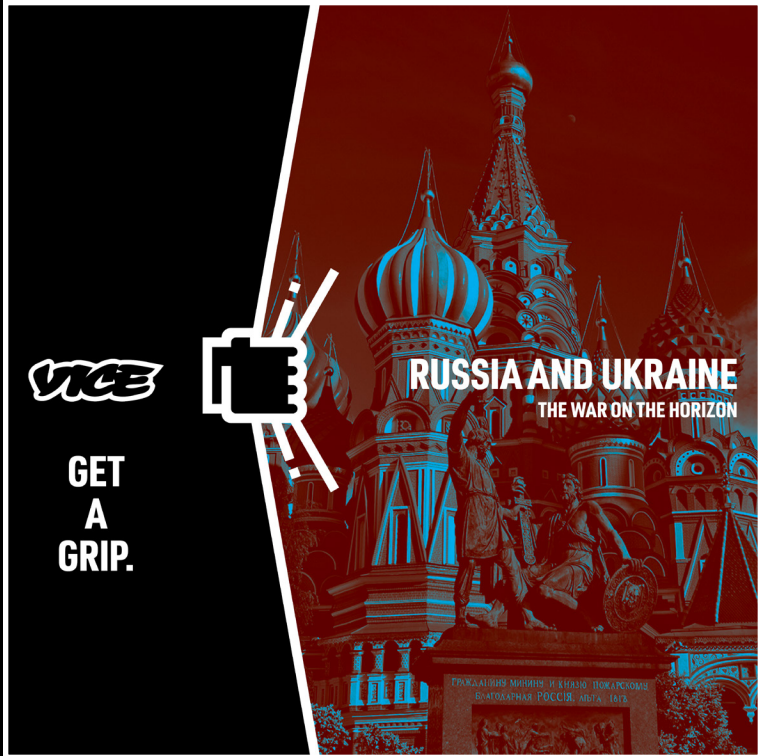
- **SOCIALLY PROGRESSIVE, DIGITALLY NATIVE**
- **TAKE IT PERSONAL**
- **THOUGHT-PROVOKING AND PROFESSIONAL**

## **INSIGHT**

People want a story they can grip onto, instead of scroll past like anything else.

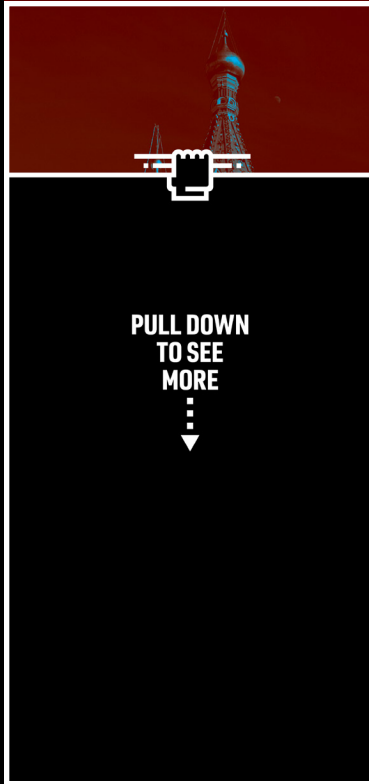


**TAGLINE: "GET A GRIP"**



**EXECUTION – INSTAGRAM 1080 X 1080**

**EXECUTION – TIKTOK**  
**19:9**



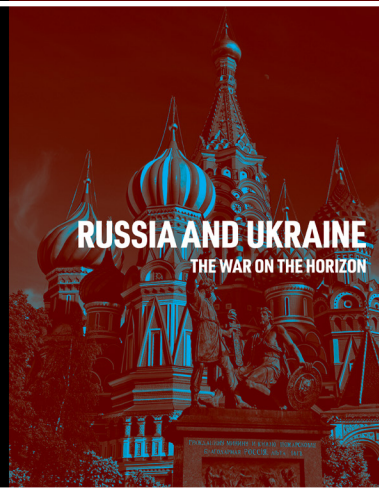
- INTERACTIVE MOTION
- REVEALS HIDDEN NEWS

**GET  
A  
GRIP.**

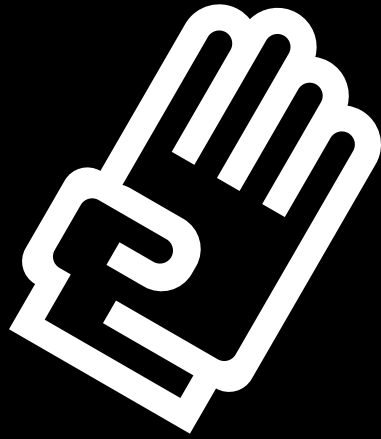


**VICE**

**RUSSIA AND UKRAINE**  
THE WAR ON THE HORIZON



**EXECUTION – MAGAZINE AD SPREAD**  
**8.5"x11"**



**THANK YOU**

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