

How did the Photoshop audience
respond to what we thought
would be a compelling and slam-
dunk piece of content?

Not well.

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analytics to analyze your
Facebook audience.

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Just stalk them on Facebook.

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(Like you do with the people
who went to your high school.)



They love to show off their work*.

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*surreal photography

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*dark and gruesome

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*one-upping one another

They love to show off their work*.

*surreal photography

*dark and gruesome

*one-upping one another

*ugliest shit I can imagine

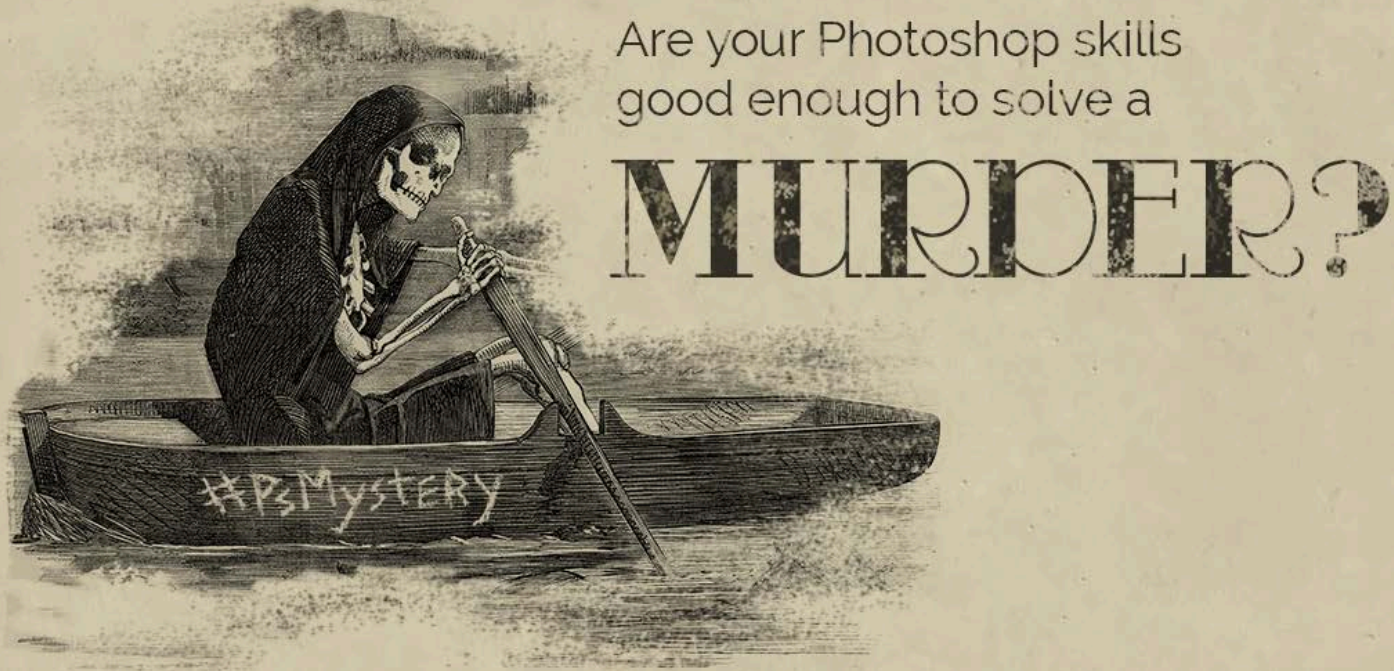
HALLOWEEN

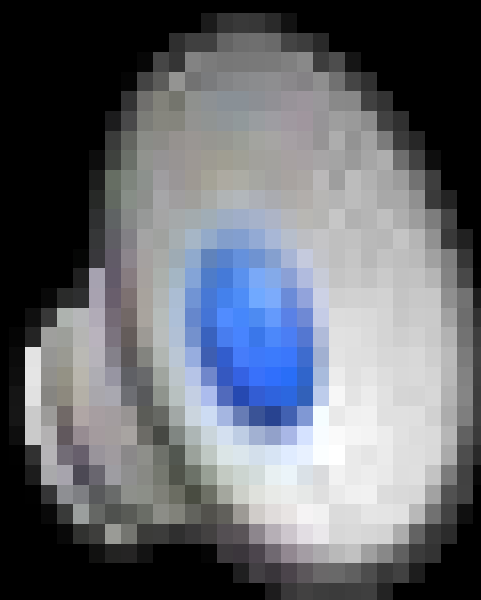


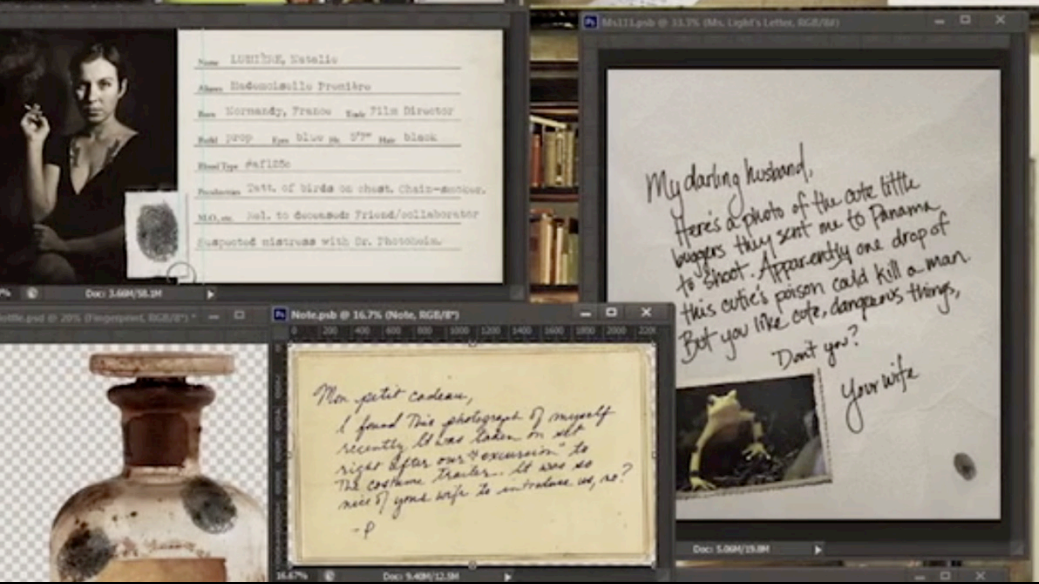
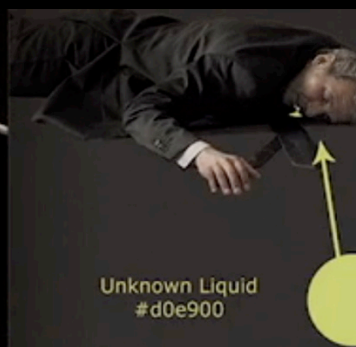
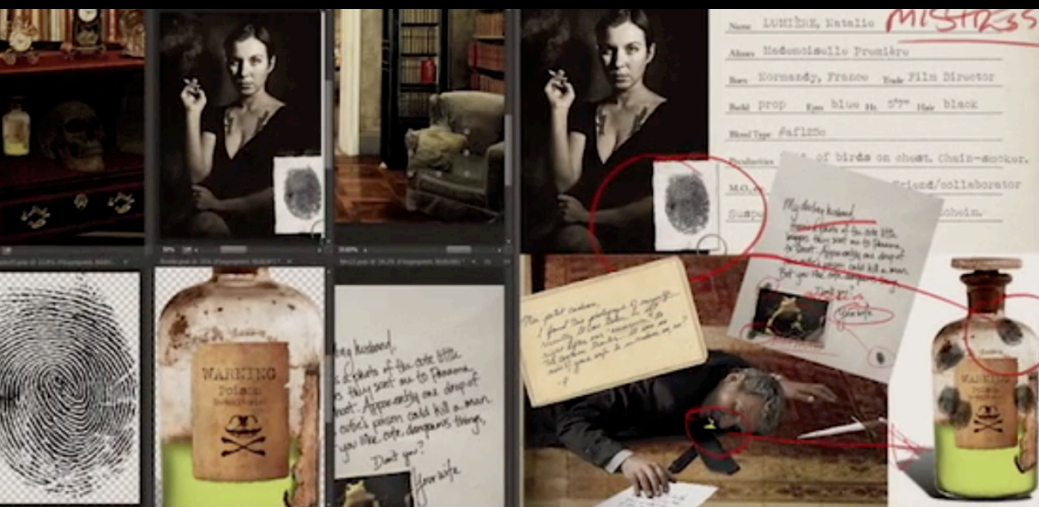
IS COMING

Our insight:
Our audience will try and one
up one another by posting
weird, gross works of art on
our page no matter what we
do. Let's use this to our
advantage.

Our idea:







Do's and don'ts:

(The lack of apostrophe consistency in this headline is driving me crazy too, but trust me, I do believe it's correct.)

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Don't: create a murder mystery game for
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Don't: create a murder mystery game for
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Do: Facebook-stalk your community,
notice trends in behavior, AND THEN rip
off what they're doing and serve it back
to them (they'll love it)

Thanks, y'all!

I'm Derekh Froude, Associate Creative Director from Edelman SF.

Do email me with questions.

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