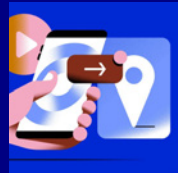
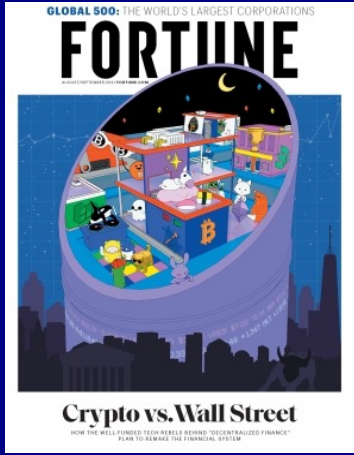


HOW TO BITE OFF MORE THAN YOU CAN CHEW

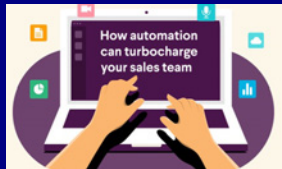
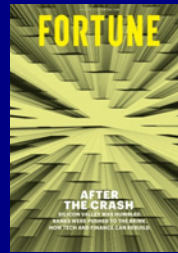
David Lennon

SVP & Head of Fortune Brand Studio



FORTUNE THE BROADSHEET

FORTUNE ANALYTICS



FORTUNE
BRAND STUDIO

+

salesforce

THE ECOPRENEURS

Series Overview

They are everyday people: inventors, activists, surfers, and scientists. The fierce urgency of our climate problem has made them who they are today: ecopreneurs. They are working to save the world—and proving that ordinary people can do extraordinary things. By listening to their stories, you might be inspired to become an ecopreneur too.

Objectives

- Promote Salesforce's core value of sustainability
- Drive organic traffic to Salesforce+
- Demonstrate the world of possibilities in B2B content
- Create positive outcomes for featured ecopreneurs and inspire business leaders to address climate change

Strategy

Salesforce and FORTUNE Brand Studio (FBS) partnered to create multichannel content highlighting ecopreneurs working on innovative business ideas related to climate change. Salesforce promoted monthly episodes across social channels with an emphasis on LinkedIn. FBS created a branded content hub featuring clips from the show, Q&As, animated explainers, and long-form articles. Promotion via custom native and social distribution pushed to Salesforce+.

Performance

- #1 in average monthly views for Salesforce+ exclusive shows
- Led all Salesforce+ shows in % of video viewed
- Far exceeded company benchmarks in view rate, total watch time, and average watch time
- #1 and #2 most-watched episodes on Salesforce+
- Salesforce social posts exceed company benchmarks for engagement and clickthrough rates
- Episode released on YouTube has 3.3 million views to date

Business Impact

- SeaTrees' audience increased by 7 million, and its income grew by 80%. It also received its first \$1 million donation.
- Six months after his episode premiered, Acción Andina founder Tino Auca was named Champion of the Earth by the United Nations and in November 2023, Acción Andina won the Earthshot Prize.
- Across the board, ecopreneurs' organizations received increased awareness, social followers, volunteers, employees, and/or monetary investments.



THE BIG IDEA

WHAT DO YOU REALLY WANT TO MAKE?

What's the ballpark cost of all the elements?

Is your team set up to help you create it?

Who else do you need to bring in from outside?



THE INTERNAL SELL

TELL YOUR BOSSES ABOUT YOUR IDEAS

Set them up for your
impending future ask.

Agree production costs
& profit margin target.

Sell in your project's
long term ROI for Sales.

OUTSIDE HELP

GET PEOPLE LOCKED IN WITH YOUR IDEAS

What is your dream project
and why choose them?

How will this project help
their company level up?

Lock in a huge discount
on their normal prices.

THE PITCH

YOUR JOB IS TO RISK IT ALL

Make your client an offer
they can't refuse.

When the time comes,
you must push all in.

If you're not _____
yourself now...



PRE-KICK OFF CALL

ORGANIZE YOUR OWN TEAMS FIRST

Who is leading the charge
on calls and why?

Who should stay more in
the background?

Have a detailed agenda
and time slots for people.



KICK OFF CALLS

WIN HEARTS AND
MINDS QUICKLY

You prepared to be here,
stick to the plan.

Multiple check-ins a week
and back channeling.

Always talk schedules and
feedback turnarounds.





STUDIO WORKLOAD

MAKE SURE EVERYONE GETS A TASTE

How are you carving up other client projects?

Does everyone understand this is their main priority?

Every team member should touch this project.



PRE-PRODUCTION

YOU'RE GONNA NEED A BIGGER BOAT

Don't be scared to bring in
extra outside support.

The workload is abnormal
so don't act normal.

You can't wing this one,
too much rides on it.



PLANNING TRAVEL

ENJOY THIS TRIP AND IT IS A TRIP

Align on team's flight, hotel,
and meal expectations.

Tired people need things
to fall into place.

A crew family meal can
solve almost anything.

SHOOTS

MAKING THE MAGIC HAPPEN

Clearly brief roles on set
with crew & clients daily.

Know when you need to
sidebar with stakeholders.

All agree you'll bend the
schedule to get the gold.



POST-PRODUCTION

THE PRESSURE COOKER STARTS

Many hands make the post process easier.

Don't burn out the editor of your main video.

Organize your life, so your life doesn't get in the way.



FIRST CUT DELIVERY

TURNING YOUR V1 CUT INTO A BIG WIN

Paper edits are your friend, do them for your clients.

Bake in lots of extra internal rounds of edit.

Clients and their approvers want a V1 that's a fine cut.





CLIENT FEEDBACK

PREPARE FOR THE WORST

If they don't like the cut,
what are you going to do?

Talk through each comment
with your wider team.

Don't isolate yourself to
fix any problems.



RE-NEGOTIATIONS

SOMETIMES YOU'LL ASK FOR MORE

Frequent updates with your internal Sales stakeholders.

Pay to fix any problems as you all find your feet.

Find efficiencies on your other projects, if needed.



THE END GAME

**“WE ALWAYS KNEW
YOU’D PULL IT OFF!”**

Plan the launch events and promotion from kick off.

Have subjects, clients, and crew pushing every post.

Always have a calendar for awards you want to win.

MAIN POINTS

TOO LONG; DIDN'T LISTEN

Keep talking everything through, all the time.

Have back up plans for burnouts and delays.

Everyone needs to feel the love on this one.



**THANK
YOU**