

# How brands with purpose create content that provokes action



A hand holding a pen over a tablet with the word 'TOUCH' on the screen. The background is a blurred office setting with a computer monitor and keyboard.

## THE CHALLENGE:

How to make your content provoke action, in a world that has seen “more content generated in the last 2 years, than in the history of mankind”

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**Forbes**

# CONTENT STRATEGY

**WHAT**  
YOU POST

**HOW**  
CHANNELS

**WHY**  
CONTENT  
PURPOSE

A great content strategy is **HUMAN AT THE HEART**

Aligns your audience with your brand around **SHARED VALUES**

Defines how your brand **ADDS VALUE**

Establishes your brand's **TONE OF VOICE**

**DIFFERENTIATES** your brand from the competitive set and

is content on a mission that lives your purpose and **PROVOKES ACTION**

# Your content strategy is like any other marketing strategy, it needs established business goals

**GET**

Who you we need to influence?

**TO**

Change their behaviour, act in a certain way, or alter their perceptions.

**BY**

Delivering a strategic communication that will provoke this new behaviour or belief.





# WHY ARE YOU CREATING CONTENT IN THE FIRST PLACE?

**The first thing you need to do, when approaching a content strategy, is a quick content audit.**

What content are you creating?

What is it doing for your brand?

How are you differentiating from your competitors?

How is your audience reacting?

How is your content living your purpose?

What audience action is it generating?

# BUILDING A CONTENT MISSION

It all starts with a holistic strategy that has your customer at the heart of your content.

At 3rdspace, we call this 'The Content Mission'.

The content mission is not the creative solution, it is a 'guiding light' for the content we create.

What do we want our content to achieve and how will it involve the consumer in an engaging way?

How will it provoke action?





# DEFINING YOUR CONTENT PILLARS

A lot of businesses put themselves at the centre of the content. Our belief is that the content pillars should have your consumer at the heart.

HERO  
CONTENT THAT

**INSPIRES**

**BRAND DEFINING**

Our purpose and the story of how we align with our audience

SEGMENTED  
CONTENT THAT

**INVOLVES**

**SEGMENT SPECIFIC**

Thought leadership involving the audience in the conversation

TARGETED  
CONTENT THAT

**PROVOKES  
ACTION**

**ACQUIRE**

Targeted product offers relevant to the story

# HUM SING SHOUT

We encourage brands to think of their weekly content as a way to reinforce their purpose that hums across their social pages, EDM's Blogs etc. Sing is when we dial up how we live that purpose defining and demonstrating what the brand does to help it's customers. Shout is when we go on a crusade to create an initiative, which can extend into other channels.



**SHOUT:** Large campaigns. Initiatives. Hero content involving the audience. Taking the best performing social content through to other platforms.

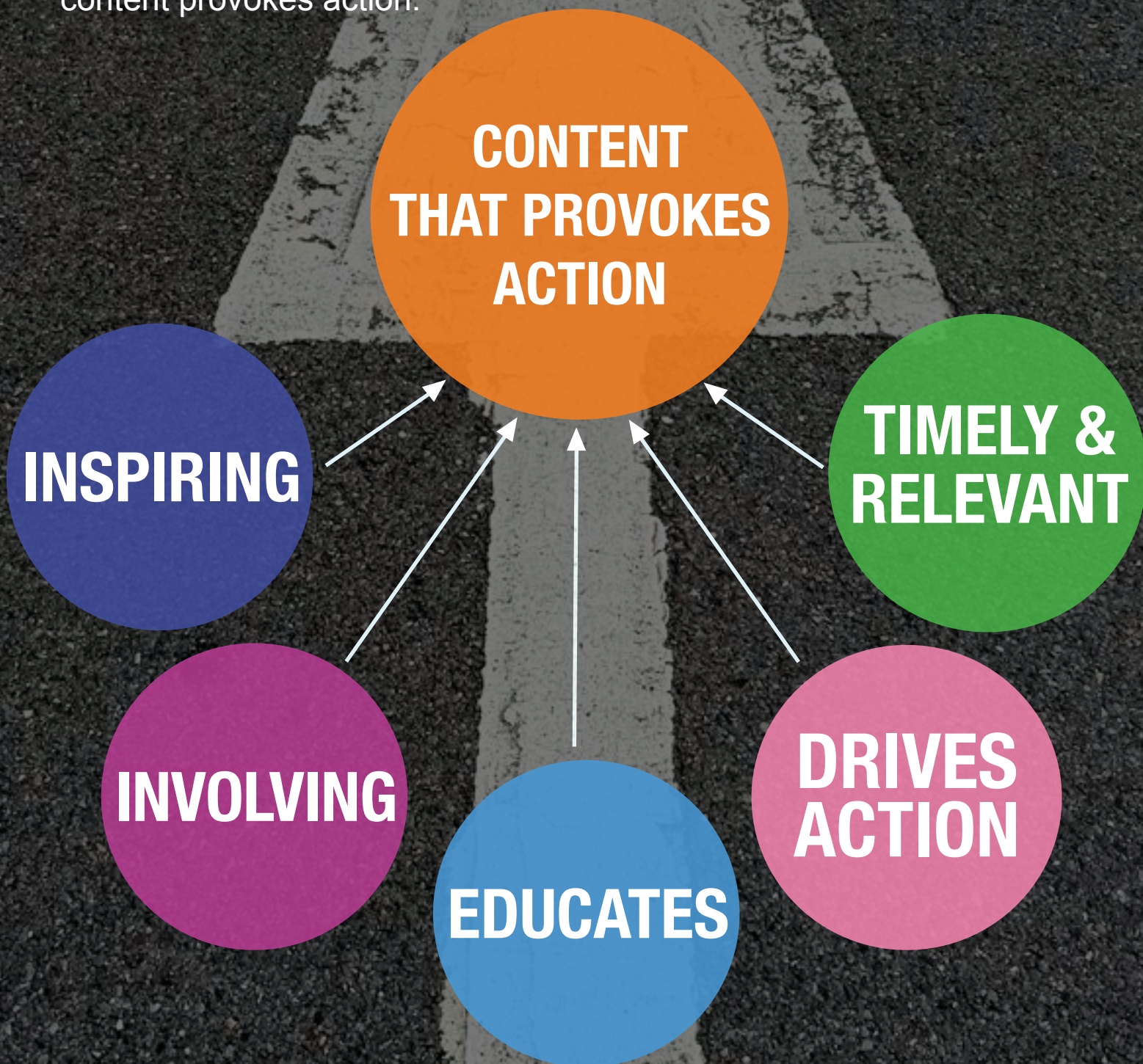
**SING:** Campaigns that define and demonstrate your point of difference.

**HUM:** Lives your purpose.



# OUR 5 CONTENT DRIVERS

Our purpose is to help purpose driven brands connect with the values of purpose driven customers. We do this with our 5 Content Drivers. Content drivers are designed to ensure your content engages your desired audience, these drivers help support your content mission, drive creative development and help ensure your content provokes action.





# Using the content drivers to select the right format, for your message.

When your brand wants to be “Topical Relevant & Involving”

**LIVE STREAMS  
VIRTUAL EVENTS  
& SOCIAL STORIES**

Delivers trust, knowledge and real time entertainment, consistently. Creates an in-depth connection with your audience with dialogue-shaping content

Always use a strong CTA to join the conversation.

When your brand wants to Inspire & Drive Emotion

**STORYTELLING THROUGH FILM  
BLOGS & INTRACTIVE  
EXPERIENCES**

Highlights your purpose & attributes. A powerful way to showcase your brand’s point of difference through quality production and a distinctive tone of voice.



3rdspace

# Some Examples of using the drivers to create hero content that sings



[https://3rdspace.com/portfolio\\_page/nec-lets-play-to-win](https://3rdspace.com/portfolio_page/nec-lets-play-to-win)

**INSPIRES:** This content highlighted The play to win values of the brand using to high profile sports people to inspire the audience around that shared value. To provoke action we invited the audience to have a training session and exclusive presentation with the athletes.



**EDUCATES:** For this content educating consumers on their rights, we deliberately made a faulty video and asked the audience to pick the mistakes in comments, to drive audience action.

[https://3rdspace.com/portfolio\\_page/accc-education-video](https://3rdspace.com/portfolio_page/accc-education-video)



# Some Examples of using the drivers to create hero content that sings



**DRIVES EMOTION:** This content campaign told a heartbreaking story of a farmer in far west NSW who had contemplated suicide due to the impact of the droughts in Australia.

[https://3rdspace.com/portfolio\\_page/the-nrma/](https://3rdspace.com/portfolio_page/the-nrma/)



**INVOLVES:** This campaign drove to a virtual event with quality thought leadership to generate over 1800 qualified leads

[https://3rdspace.com/portfolio\\_page/nec-immersion/](https://3rdspace.com/portfolio_page/nec-immersion/)

# Some Examples of using the drivers to create hero content that sings



**TIMELY:** As covid struck the world we produced a range of thought provoking LinkedIn Lives - with thought leaders taking questions in real time with an engagement rate of over 13%

[https://3rdspace.com/portfolio\\_page/ey-linkedin-live-2/](https://3rdspace.com/portfolio_page/ey-linkedin-live-2/)



**RELEVANT:** To ensure our content for LinkedIn was as relevant as possible to the audience we created over 60 versions of this campaign targeted at different industry segments.

[https://3rdspace.com/portfolio\\_page/linkedin-you-post-we-find/](https://3rdspace.com/portfolio_page/linkedin-you-post-we-find/)



To find out more about how you can bring your purpose to life through content contact one of the senior team direct, who would be delighted to talk with you about your priorities.



**ROB**

Founder & Global Head of Content  
[rob@3rdspace.com.au](mailto:rob@3rdspace.com.au)

**MADI**

Head of Amplification  
[madeleine.l@3rdspace.com.au](mailto:madeleine.l@3rdspace.com.au)



**RACHEL**

Managing Partner UK & Head of Strategy  
[rachel.s@3rdspace.com](mailto:rachel.s@3rdspace.com)



**FIONA**

Managing Partner UK  
[fiona.h@3rdspace.com](mailto:fiona.h@3rdspace.com)





**How can we help  
you live your purpose  
through content?**

**Thank you**



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[3rdspace.com.au](http://3rdspace.com.au)

[3rdspace.com](http://3rdspace.com)