

TOMORROW'S  
WORLD  
TODAY

FLYING  
CORK®

## INTRODUCTION

Building a brand is imperative to the success of a business, personality, or even a television show that wants to engage and retain their audience.

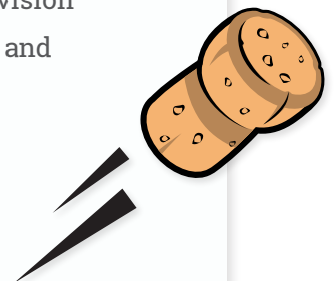
From powerful imagery, stunning design elements, engaging editorial content and videos, to a national public relations campaign which garnered coverage from various print, web, and television outlets, Flying Cork led Tomorrow's World Today (TWT) on their journey of creating a TV show with deep brand recognition and financial solvency through strategic planning, operations, public relations, content creation, design, photography, video, social media, and sales management.

### CASE STUDY

## WHAT WE DID

**Flying Cork's team was able to utilize social listening tools, focus groups, market research, and best practices to create an authentic environment for The Science Channel audience, before, during, and after the airing of the program.**

The ability to translate relevancy to a viewer and convert them to consuming content on another platform is a complex formula. The Flying Cork team created a sustainable method to find new viewers, but also engage and retain the current audience with targeted touch points and calls-to-action through the television show, which could be followed on TWT's social media channels, website, and other offerings.





**PRODUCTION SCHEDULES • LAUNCH DATES**  
**DIGITAL DISTRIBUTION • SOCIAL MEDIA**  
**ACCOUNTS RECEIVABLES • ADVERTISING • CONTENT**  
**MARKETING • PROMOTIONS**  
**PUBLIC RELATIONS • CONTRACT NEGOTIATION**

## STRATEGIC PLANNING

Flying Cork worked with executive management and producers to understand the ideal viewer, show arc, plot, and locations. They also determined what the program's public relations, branding, and sales goals were. They met with talent to understand their voice, tone, PR goals, and how their personalities could help attract more viewers.

Flying Cork researched platforms for the most brand awareness and additional revenue and developed charitable goals to maximize the impact of each entity.

## PUBLIC RELATIONS

Flying Cork developed a comprehensive public relations strategy which targeted local media during the pre-launch of the program, and expanded to national media, once the show aired. They found the pick-up rate higher for local media during pre-launch, because the story created a large narrative in certain local markets.

**ONCE THE SHOW AIRED, THEY SUBMITTED THE SHOW TO NATIONAL REVIEW SITES AND CONTINUED TO REACH OUT TO LOCAL MARKETS TO HIGHLIGHT COMPANIES OR INDIVIDUALS IN THE SPECIFIC AREAS OF FILMING.**

The team also pitched and organized speaking engagements for the host George Davison and field reporters, Tamara Krinsky and Jackie Long so they could promote the program and showcase their backgrounds and expertise in the innovation and sustainability industry.

Flying Cork positioned the show as a new and innovative program which celebrates innovation, technology, and sustainability.

In addition to their public relations plan, they created social media channels to highlight the television show's content and provide more engagement opportunities for the audience.







**IN-DEPTH INTERVIEWS • PROFILE PIECES  
NEWS • INFOGRAPHICS • PODCASTS**

## SOCIAL MEDIA

After tracking user engagement through Instagram, they divided TWT into four separate accounts, each catering to the specific interests of the show programming: Inspiration, Creation, Innovation, and Production. With this implementation, Flying Cork increased engagement through each channel and were able to create more engaging and specialized content for the readers.

Through a focused effort of strategic posting and outbound engagement, the anchor account for TWT grew to 10,000 followers within 6 months with an average 5 percent engagement rate. The strategy resulted in several top-line leads for the content partner sales team, as well as in-kind sponsorships from multiple companies.

## CONTENT

A wide variety of web articles were created revolving around the different aspects of the program. Exclusive videos were used to develop a robust catalog of content that was informative, entertaining, and SEO friendly.

The content plan served three parts:

- Generating readership and viewership
- Developing brand awareness
- Creating a notable front-page presence in search results



## WEBSITE

The TWT website used powerful, moody imagery and tech-centric design elements to appeal to the Science Channel audience and promote authenticity.

To do this, the design and development team utilized web personas, mood boards, wireframes, and other custom-coded elements that focused on seamless content management and engaging user experiences, utilizing the WordPress platform. Hosting services and server space were also provided.





## DESIGN

Flying Cork's creative team developed a catalog of design elements which were used to create marketing collateral, show posters, videos, t shirts, promotional materials, booth space, and other products which were also sold online.

## PHOTOGRAPHY

Flying Cork provided high-quality imagery of the cast, crew, set and other elements to properly depict the essence of the show to our viewing audience. The Science Channel also utilized Flying Cork's imagery.

## TOMORROW'S WORLD TODAY MAGAZINE

The Flying Cork content team developed, planned and created a stand-alone digital publication which included original interactive content that echoed the world of the television show. They leaned on a deep knowledge of the publishing industry to create engaging content, striking photography, and immersive design.

These were fundamental branding elements that encouraged continued engagement from the viewing audience, as well as new readers.



## SALES SYSTEM DEVELOPMENT

The Flying Cork team developed a ground-up sales system for advertising. They created sales scripts, follow up emails, contracts, media kits, and monitoring systems tool of the process and to ensure all clients were receiving the same level of care.

They also provided sales training and management to the staff and implemented a sales CRM.



## MEDIA BUYING

Flying Cork performed all broadcast media buying and negotiated advertising contracts for partners of the television show.

Content developed included a production calendar and an executed plan that increased TWT's web visibility, provided valuable SEO that increased network ratings and increased engagement.

**WEB • DIGITAL • TV COMMERCIAL**  
**PRODUCT PLACEMENT • SPONSORED CONTENT**



## MEDIA COLLATERAL AND DIGITAL DISTRIBUTION

The Flying Cork media team managed the creation of all promotional material for the show, including commercials and trailers, as well as content partner material, which included post-production and delivery.

They also managed the distribution of collateral to Amazon, which included file condensing, uploading and quality control.

## CONCLUSION

**Content consumption, consumer engagement, and business practices have changed, but value has not. People engage with what they value, and trust.**

Flying Cork set out to create a value proposition with a television show that engaged and entertained audiences from all consumption angles.

Flying Cork was able to develop and execute a global plan through sound public relations, original content, engaging social media, and unique business offerings.

All these elements in concert with a dedicated team of professionals and creatives led to a successful first airing on The Science Channel in 2018, with an Amazon Prime implementation 3 months later.

The show also developed content partnerships with some of today's most prevalent fortune 500 companies seeking to make their mark in the technology and sustainability market.

As a marketing agency with varied skill sets, we understand the need to utilize our assets to tailor the client experience, so they can find, engage, obtain and retain their RIGHT customer.





**FIND,  
ENGAGE,  
OBTAIN,  
RETAIN.**

Your **Right** Customer