



# Clapper Talent Campaign Overview

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## SUMMARY

Clapper Talent Show is a new campaign allowing creators to showcase their talent and win exciting prizes. The talent show will feature creators from multiple communities, allowing users to share their unique talents outside their community. Viewers will have the opportunity to discover new and talented creators, connect with like-minded individuals, and immerse themselves in the Clapper community.

## GOALS

- Encourage creators to showcase talent on Clapper.
- Increase engagement and user retention by fostering community spaces.
- Allow older users to discover newer creators.
- Allow newer users to become familiar with PK Tournaments and engaging with content.
- Provide a way for emerging creators to gain exposure and potentially grow their audience.
- Campaign flexibility

## PROMOTION

The campaign will be promoted on Clapper accounts, in-app banners and app notifications to attract participants and viewers. Creators will promote their debut on personal accounts.



# STRUCTURE

## Ways To Participate

### **Compete in our LIVE talent show**

PK Tournament participation only available to those who apply, get accepted, and reserve a time slot.

### **Post a video with #ClapperTalent2023**

Submissions must adhere to the guidelines and rules of the talent show to be considered.

## How to Win

### **LIVE Talent**

- PK Battle Tournament style. Bracket will be made after applications.
- Winners will move up, 2-3 rounds max
- Prizes will be awarded to finalists and winner.

### **Video Talent**

- The community will interact their favorite submissions to determine the winners.
- Winners will be announced publicly on the Clapper accounts and social media platforms.
- Prizes will be awarded to the finalists and winner.



# WEEKLY OUTLINE

1

- Promotional material created for socials
- Application created for **PK Tournament** Participation
- Dates finalized for rest of campaign
- **#ClapperTalent** Guidelines finalized

2

- Promotional material posted
- Application for **PK Tournament** posted
- Users notified of **#ClapperTalent** Competition & Guidelines

3

- **PK Tournament** application closes, Users are notified of their LIVE time slot
- Bracket is posted
- **#ClapperTalent** videos continue to post

4

- **PK Tournaments** occur, bracket style.
- Top 10 creators from **#CreatorTalent** are notified and voting for top talent is created.

5

- Winners announced for **PK Tournament**
- Winners announced from **#CreatorTalent** poll
- Prizes sent to finalists and winners

