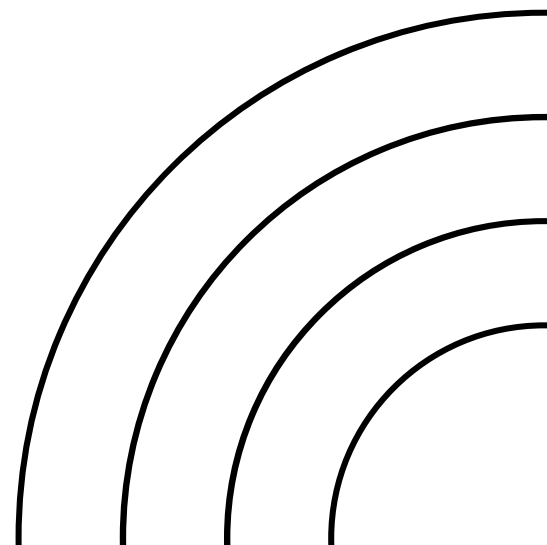


Odyssey of Possibility

Today's Focus

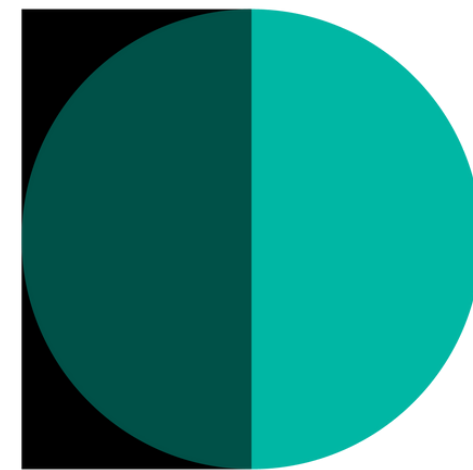
1. Recap
2. Campaign Strategy
3. Campaign ideas and execution



Recap

Content Creators as the new market segment

Insights Summary



theDesk

Content creator is an emerging occupation due to the development of web2.0 and covid

Influencer Marketing has been widely adopted by marketers

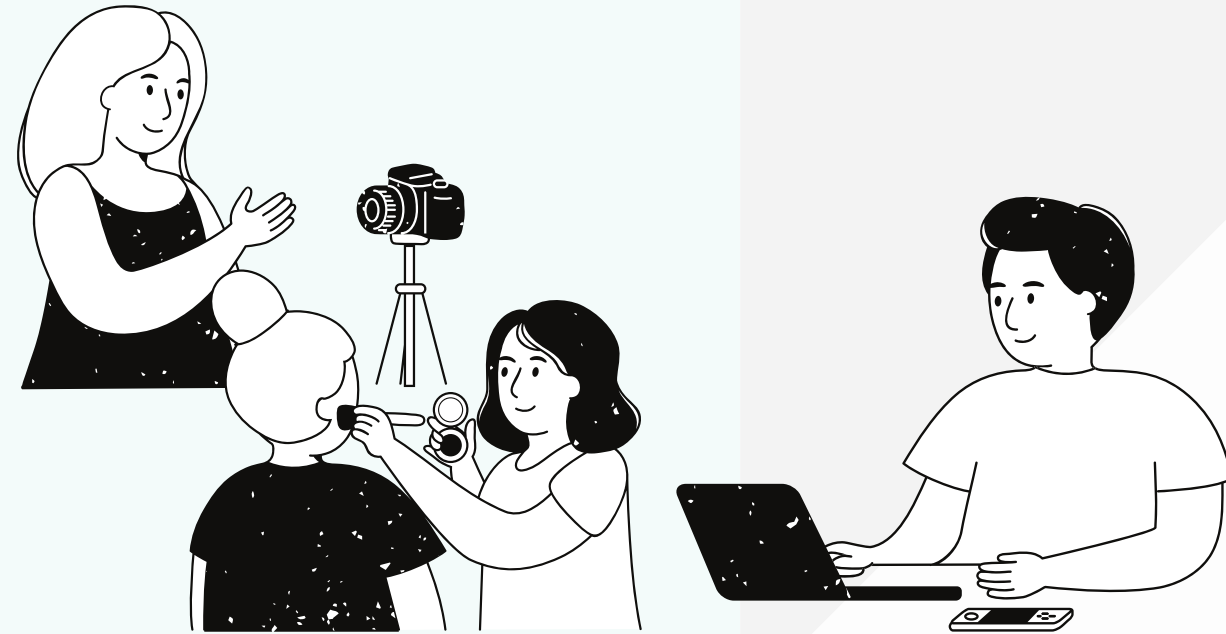
Influencer marketing has become a vital aspect of consumer marketing

Creator management agency may undermine the flexibility of content creation

Content creators found collaboration with peer professionals attractive

Content creators value the opportunity to meet potential business partners

Identification of business opportunities



Community of content creators

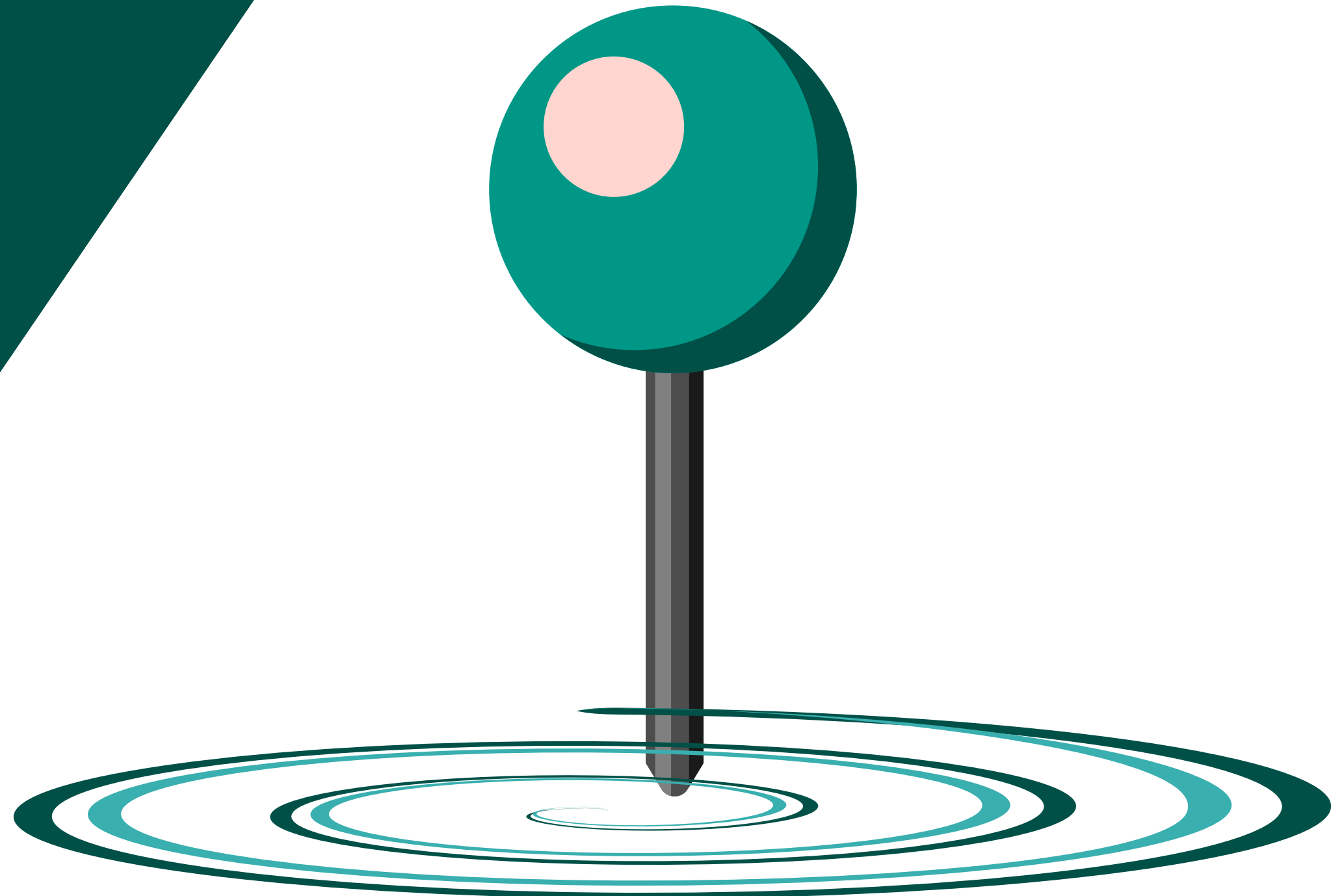
A multi disciplinary collective



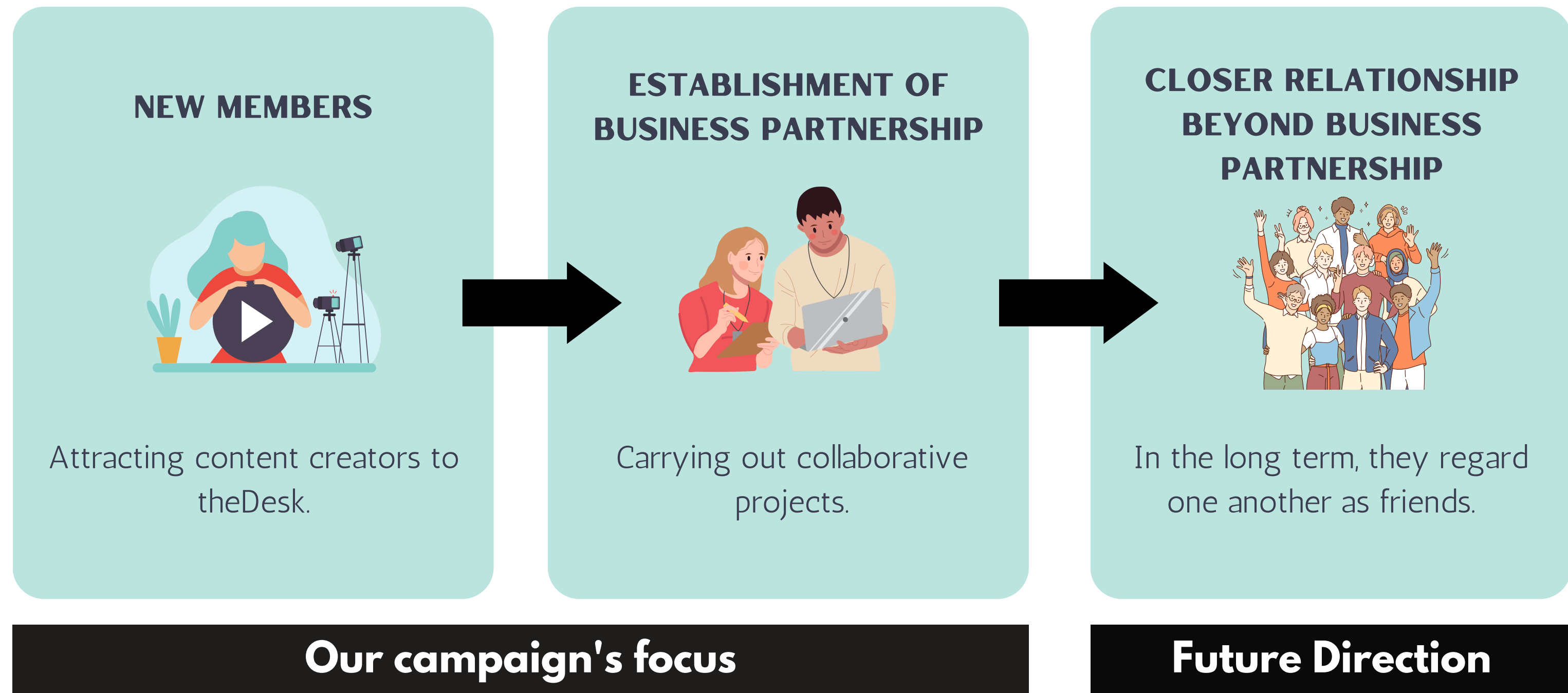
From co-working to co-creating

**Facilitating collabs and community
existing members and content creators**

Campaign Strategy



Development of vibrant community



**Who will be open to establishing dual relationships
(business partnership and friendship) with SMEs ?**

TARGET AUDIENCE



Go-
getter





Go-getter Persona

Attribute

- Grew up online and live in the social ecosystem
- Making content videos in accordance to specific areas
- Profit-oriented

Pain Points

- Presence of content uniqueness and personal charisma
- Attainment of social exposure and influence
- Exposure to business collaboration

Campaign Objectives



Primary:
Attract content creators to theDesk



Secondary: Foster collaboration and facilitate community

Campaign Objectives



Possibility

theDesk



Seek for possibility to cooperate

Campaign Idea:

THE ODYSSEY



Two Phases

Phase 1

**Attracting content
creators to theDesk**

Phase 2

**Fostering
collaboration between
SME & content
creators**

Phase 1
#1 Short Video Series
來一場跨越空間的創作
February

Phase 1
#1.5 Social + Invitation
Early to Mid March

Phase 1
#2 Event
Odyssey at the Desk
April (Easter Holiday)

Phase 2
#3 Event + App upgrade
July to August

The Odyssey Timeline

(Half-year campaign)

A stylized illustration on the left side of the slide. It shows a hand holding a film reel. The reel is light teal with several dark teal circular frames. The hand is also light teal. Below the hand is a grey rectangular object, possibly a camera or a base, with a thin red line extending from it. The background is a teal gradient with a white diagonal line separating the teal from the white background.

#1

Short Video Series - 來一場跨越空間的創作

Phase 1
#1 Short Video Series
來一場跨越空間的創作
February

Phase 1
#1.5 Social + Invitation
Early to Mid March

Phase 1
#2 Event
Odyssey at the Desk
April (Easter Holiday)

Phase 2
#3 Event + App upgrade
July to August

The Odyssey Timeline (Half-year campaign)

Target Audience:

- Content Creators

Execution:

- Short video series

Objective:

- Show content creators about the possibilities they can find at the Desk
- Develop awareness among content creators

Possibilities they need...

 theDesk | Cloud 9





Channels: YouTube, Instagram

Evaluation

Brand Perception

- The degree of content creators' understanding on possibilities at theDesk

Effectiveness

- Numbers of likes and shares by the content creators
- Sentiment of theDesk's existing members
- Participations and Engagements for the next event



有時圍爐：
是爲了初心不滅

Quick wrap-up of #1

沒有懷才不遇，
只有捉緊機遇



theDesk | Cloud 9



4 Video

4 biggest needs

再緊密的關係，
都需要空間。

Endless possibilities



有幾多間 TheDesk，
就有幾多種靈感。



#1.5

Call for action



Phase 1
#1 Short Video Series
來一場跨越空間的創作
February

Phase 1
#1.5 Social + Invitation
Early to Mid March

Phase 1
#2 Event
Odyssey at the Desk
April (Easter Holiday)

Phase 2
#3 Event + App upgrade
July to August

The Odyssey Timeline (Half-year campaign)



theDesk

**THE ODYSSEY
BLAST OFF!**

COMMUNITY

The Desk



theDesk

**“HANDS ON THE DESK,
ENDLESS OPPORTUNITIES.**

[HTTPS://THEDESK.COM.HK](https://thedesk.com.hk)

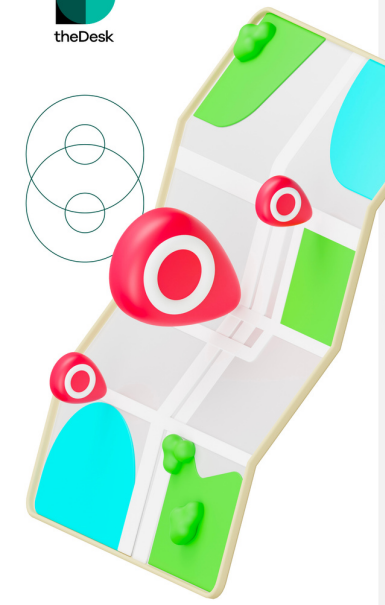


theDesk

explore new opportunities
explore new opportunities
explore new opportu

**CONTENT
CREATOR
COMMUNITY**

THE ODYSSEY



theDesk

**MAP
CHESS
IRL**

WALKABILITY

JOIN THE ODYSSEY
APR. 31 2023

APPLY NOW!



theDesk

**“EMBARK
ON YOUR ODYSSEY**

[HTTPS://THEDESK.COM.HK](https://thedesk.com.hk)

JOIN THE ODYSSEY



theDesk

WALKABILITY

**THREE
DAYS
LEFT**



JOIN THE ODYSSEY

Socials w/Phrase 1:



theDesk

**THE ODDYSSEY
BLAST OFF!**

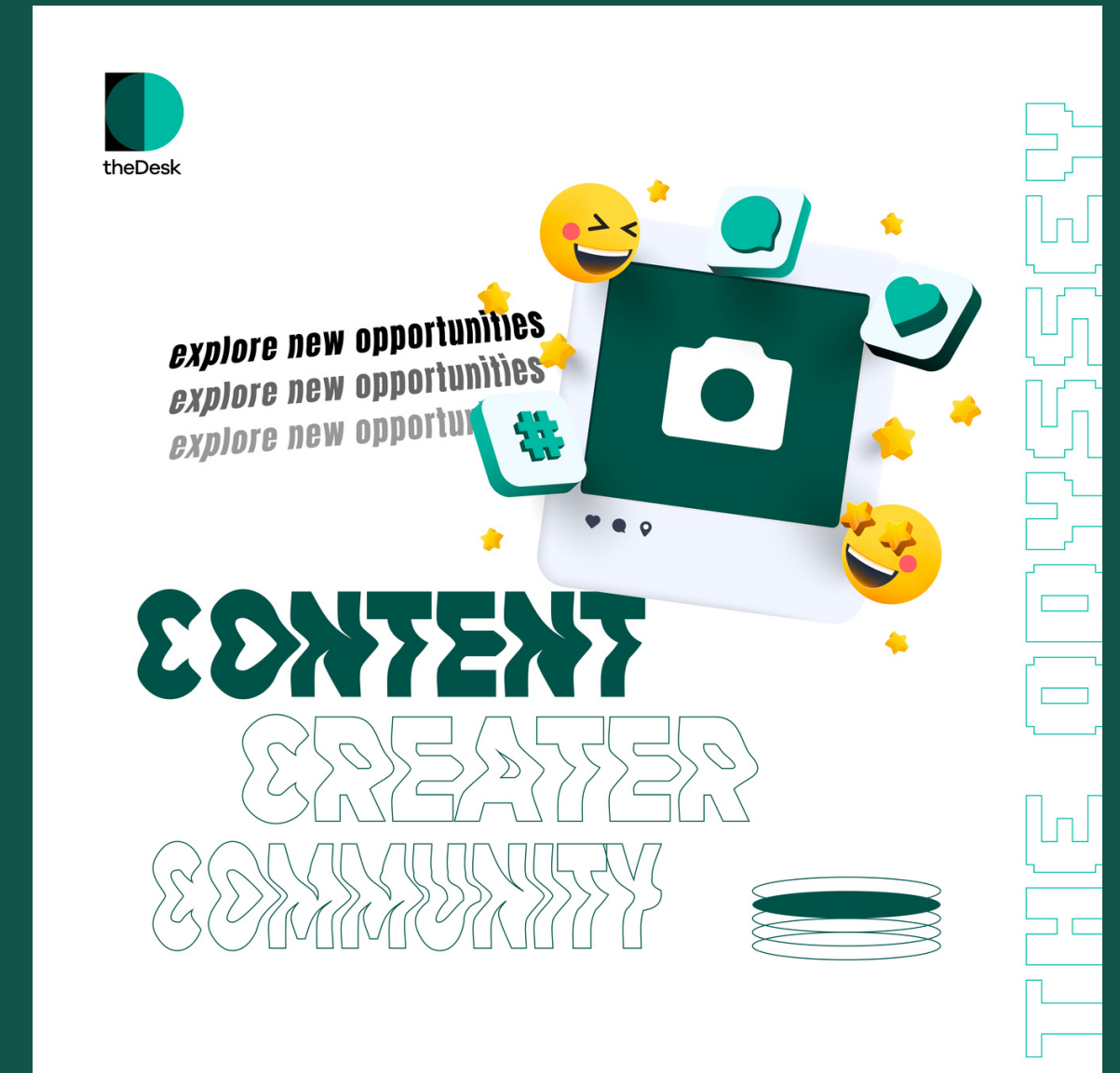
The Desk



theDesk

**“HANDS ON THE DESK,
ENDLESS OPPORTUNITIES.**

[HTTPS://THEDESK.COM.HK](https://thedesk.com.hk)



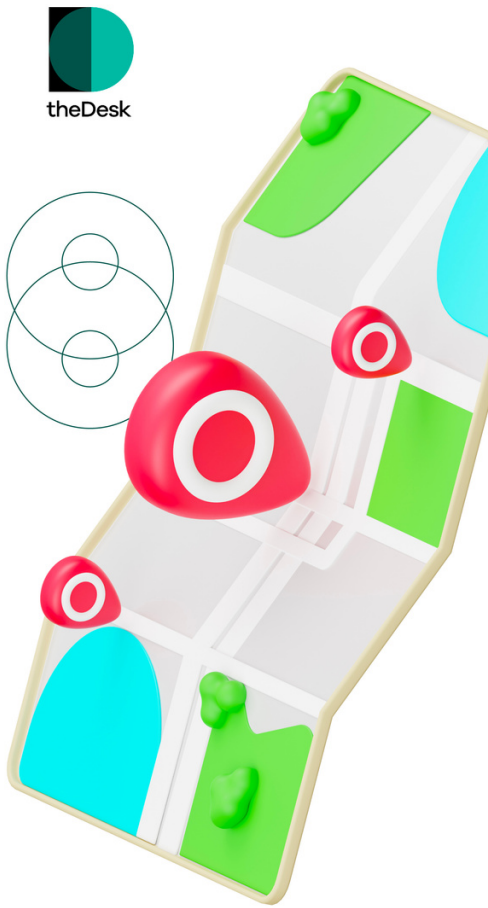
theDesk

*explore new opportunities
explore new opportunities
explore new opportu*

**CONTENT
CREATOR
COMMUNITY**

THE ODDYSSEY


Socials w/Phrase 2:



theDesk

MAP CHESS IRL

WALKABILITY



APPLY NOW!

JOIN THE ODYSSEY
APR. 31 2023



theDesk

EMBARAK ON YOUR ODYSSEY

[HTTPS://THEDESK.COM.HK](https://thedesk.com.hk)

JOIN THE ODYSSEY



theDesk

WALKABILITY THREE DAYS LEFT



JOIN THE ODYSSEY

The background of the entire image is a photograph of a city skyline at sunset. In the foreground, several people are silhouetted against the bright sky. Two people are walking away from the camera on the left, and another person is sitting on a bench on the right. The ground is a checkered pattern of light and dark squares.

#2 Odyssey at theDesk

Phase 1
#1 Short Video Series
來一場跨越空間的創作
February

Phase 1
#1.5 Social + Invitation
Early to Mid March

Phase 1
#2 Event
Odyssey at the Desk
April (Easter Holiday)

Phase 2
#3 Event + App upgrade
July to August

Timeline

Target Audience:

- **Different types of content creators**

Execution:

- **One day event**
- **A real-life chess game referencing "Monopoly"**

Objective:

- **Introduces content creators to different locations of theDesk**
- **Instil the power of collaboration and community into the content creators**

Concept

- **Monopoly: Different districts = different colors, remarkable locations = chessboxes**
- **theDesk: found in different districts (colors), unique settings in different theDesk (chessboxes)**



FREE PARKING 	PRICE \$220 THE LOBBY 	PRICE \$220 THE COURTYARD	PRICE \$240 PRIEST DINING ROOM	PRICE \$200 WHITE VAN 	PRICE \$260 CONVENT CHAPEL	PRICE \$260 MARY MOTER CHAPEL	PRICE \$150 STUDENT SERVICES COMPUTERS	PRICE \$280 ST. CHARLES CHAPEL	GO TO RECTOR'S OFFICE 
PRICE \$900 THE REFECTORY	PRICE \$160 THE HEIGHTS	COMMUNITY CHEST FOLLOW INSTRUCTIONS ON THE CARD	PRICE \$160 THE GYM	PRICE \$500 SILVER VAN 	PRICE \$160 THE AUDITORIUM	PRICE \$140 THE LIBRARY	PRICE \$150 HENRICK LIGHT AND MAGIC 	PRICE \$140 THE DORM	PRICE \$300 Hong Tai Expo & Business Centre
WALKABILITY									
COMMUNITY CHEST FOLLOW INSTRUCTIONS ON THE CARD									
CHANCE FOLLOW INSTRUCTIONS ON THE CARD									
PRICE \$320 theDesk One Hysan Avenue	PRICE \$300 theDesk Sai Wan	PRICE \$300 Hong Tai Expo & Business Centre	PRICE \$320 theDesk One Hysan Avenue	PRICE \$300 theDesk Sai Wan	PRICE \$300 Hong Tai Expo & Business Centre	PRICE \$300 theDesk Sai Wan	PRICE \$320 theDesk One Hysan Avenue	PRICE \$300 theDesk Sai Wan	PRICE \$300 Hong Tai Expo & Business Centre
PRICE \$900 SISTERS' CAR 	PRICE \$350 theDesk Leighton Centre	PRICE \$350 theDesk Leighton Centre	PRICE \$350 theDesk Leighton Centre	PRICE \$350 theDesk Leighton Centre	PRICE \$350 theDesk Leighton Centre	PRICE \$350 theDesk Leighton Centre	PRICE \$350 theDesk Leighton Centre	PRICE \$350 theDesk Leighton Centre	PRICE \$350 theDesk Leighton Centre
PRICE \$75.00 Rest one round 	PRICE \$400 theDesk Strand 50	PRICE \$400 theDesk Strand 50	PRICE \$400 theDesk Strand 50	PRICE \$400 theDesk Strand 50	PRICE \$400 theDesk Strand 50	PRICE \$400 theDesk Strand 50	PRICE \$400 theDesk Strand 50	PRICE \$400 theDesk Strand 50	PRICE \$400 theDesk Strand 50
PRICE \$120 WEIGHT ROOM	PRICE \$100 LAUNDRY ROOM	CHANCE 	PRICE \$100 TENNIS COURTS	PRICE \$200 RED VAN 	PAY 10% OR \$200	PRICE \$60 BOILER ROOM	COMMUNITY CHEST FOLLOW INSTRUCTIONS ON THE CARD	PRICE \$60 WRECK ROOM	COLLECT \$200.00 SALARY AS YOU PASS 

theDesk Strand 50

PRICE \$400

3 types of content creators



e.g. Beauty vlogger x5



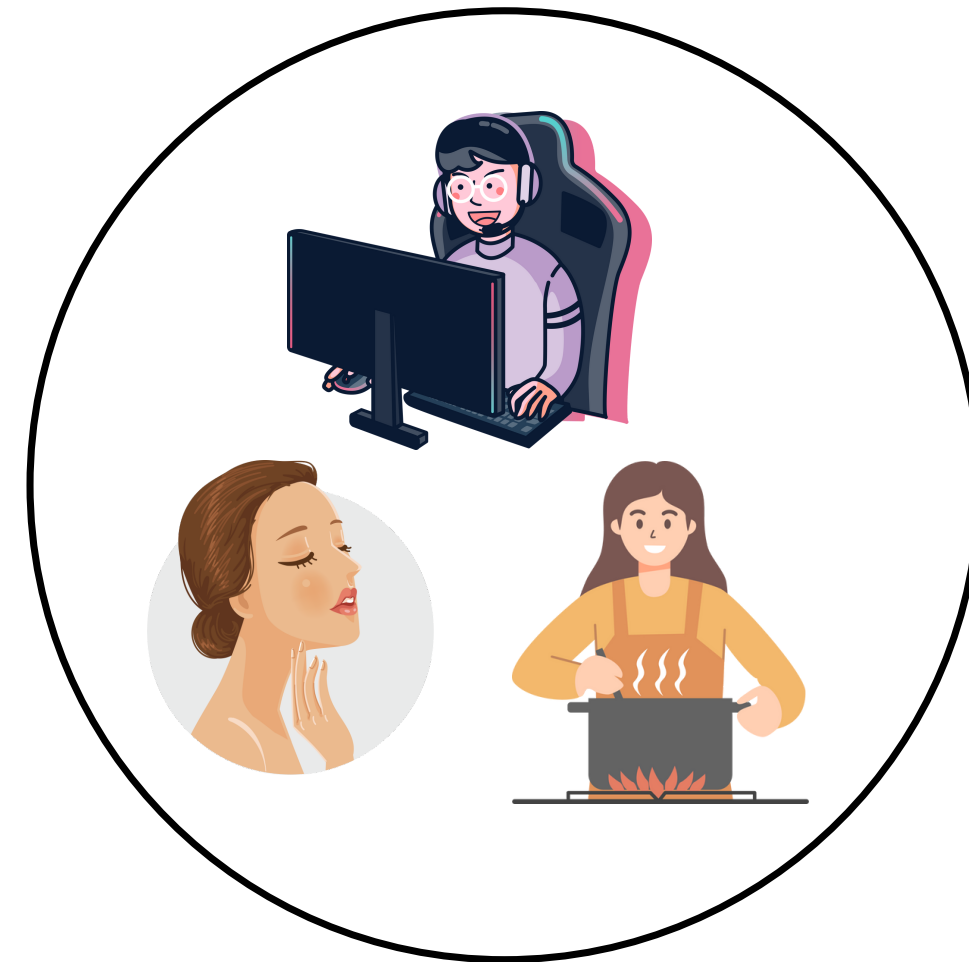
e.g. Gamer x5



e.g. Foodie x5



**Each group consists of
3 different types of creators**



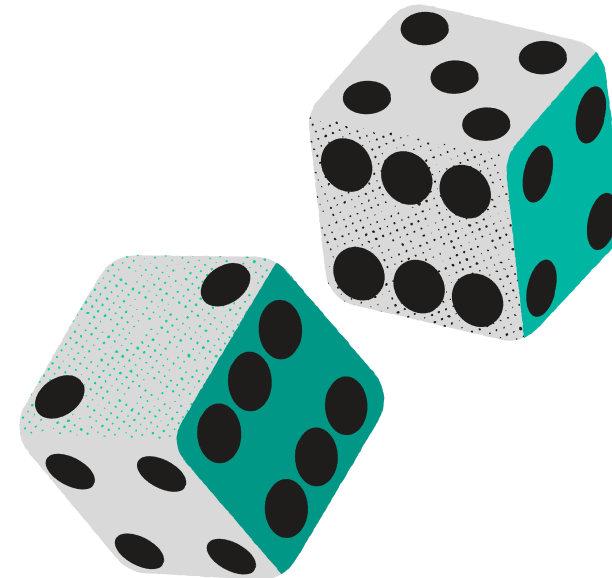
***5 groups in total**

1. Draw a TASK CARD



- Film an Outfit Lookbook
- Unboxing
- Film a challenge
- Shoot a micro-film
- Product shoot
- Many more [possibilities...](#)

2. Roll dice to determine LOCATION



3. Complete tasks @locations





Event Characteristics

- Requires **collaboration** among content creators
 - Emphasises the **collision of ideas**
 - Exhibits the **power** of collaboration
- +
- Reaches **ALL locations** of theDesk
 - Highlights the **"community"** concept of theDesk





PRIZES

1st place: 3-month theDesk Pass + App Access

2nd place: 2-month theDesk Pass + App Access

3rd place: 1-month theDesk Pass + App Access

Others: 1-month theDesk Pass



Evaluation

Brand Perception

- theDesk as a platform full of **possibilities** for content creators (e.g. creative possibilities, collaboration possibilities)

Effectiveness

- Feedback from the content creators
- Videos' engagement levels and sentiment
- Inquiries received after videos uploaded

The background of the slide is a blurred city skyline at sunset. In the foreground, the silhouettes of several people are visible on a rooftop. One person is sitting at a desk with a laptop, while others are standing and looking out over the city. The floor has a checkered pattern of light and dark squares.

Quick wrap-up of #2

An odyssey to explore possibilities and different locations of theDesk

Moving on to phase 2....

How can Content Creators and SME work closer?

#3

Desk right



theDesk | Cloud 9



Phase 1
#1 Short Video Series
來一場跨越空間的創作
February

Phase 1
#1.5 Social + Invitation
Early to Mid March

Phase 1
#2 Event
Odyssey at the Desk
April (Easter Holiday)

Phase 2
#3 Event + App upgrade
July to August

Timeline

Target Audience:

- Content creators
- SMEs

Execution:

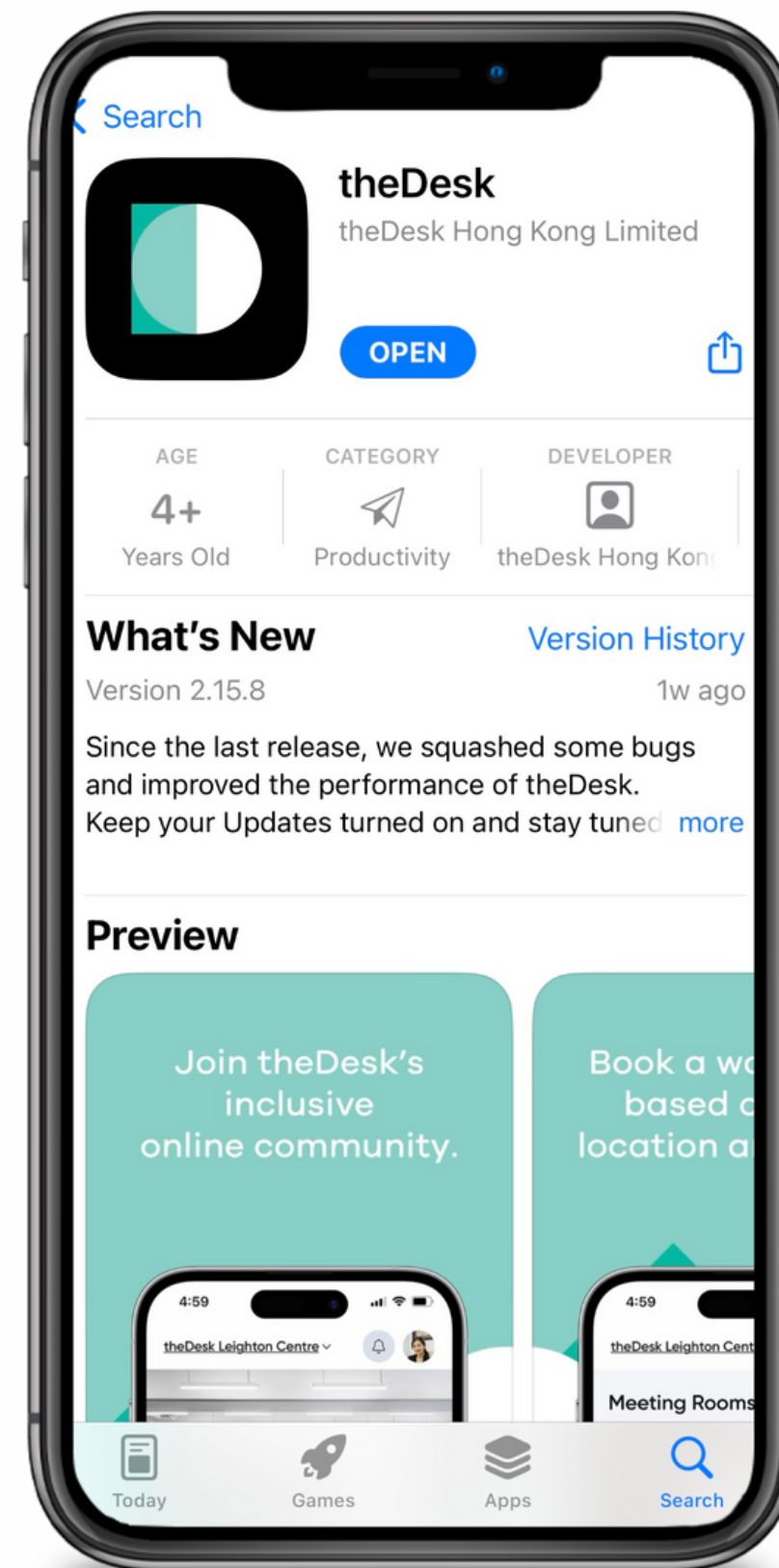
- Upgrade theDesk App
- Video collaboration

Objective:

- Allow content creators and SMEs to experience the possibilities provided by theDesk
- Develop loyalty towards theDesk's community

theDesk App

Existing functions



01 Room booking system

02 Members could create personal profile, lists of members and companies

03 Members benefits

- Newsfeed: e.g. community activities

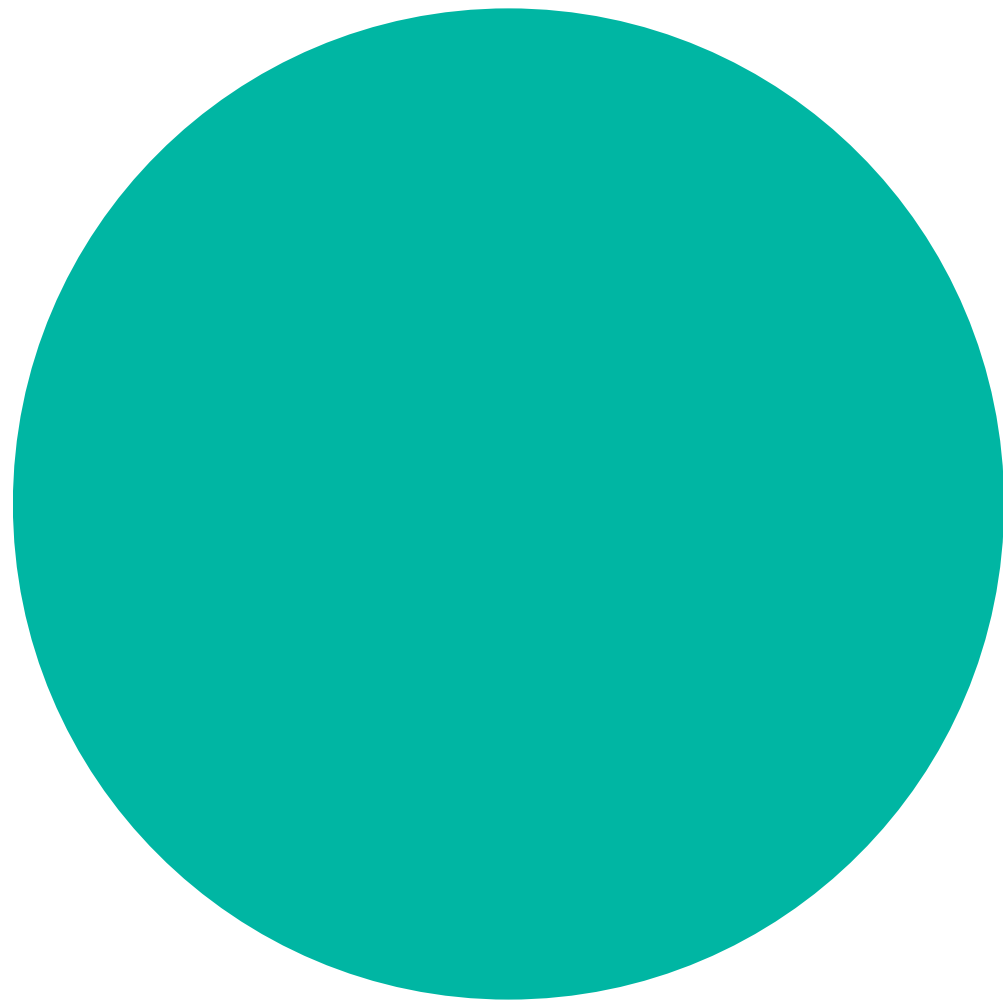
A large teal graphic on the left side of the slide, consisting of a downward-pointing triangle and an upward-pointing triangle meeting at a point, forming a diamond-like shape.

Possible Enhancements

Internal community and service platform

- 01** Exploration of SME members and content creators
- 02** Instant match
- 03** Co-working requests

Circle Desk

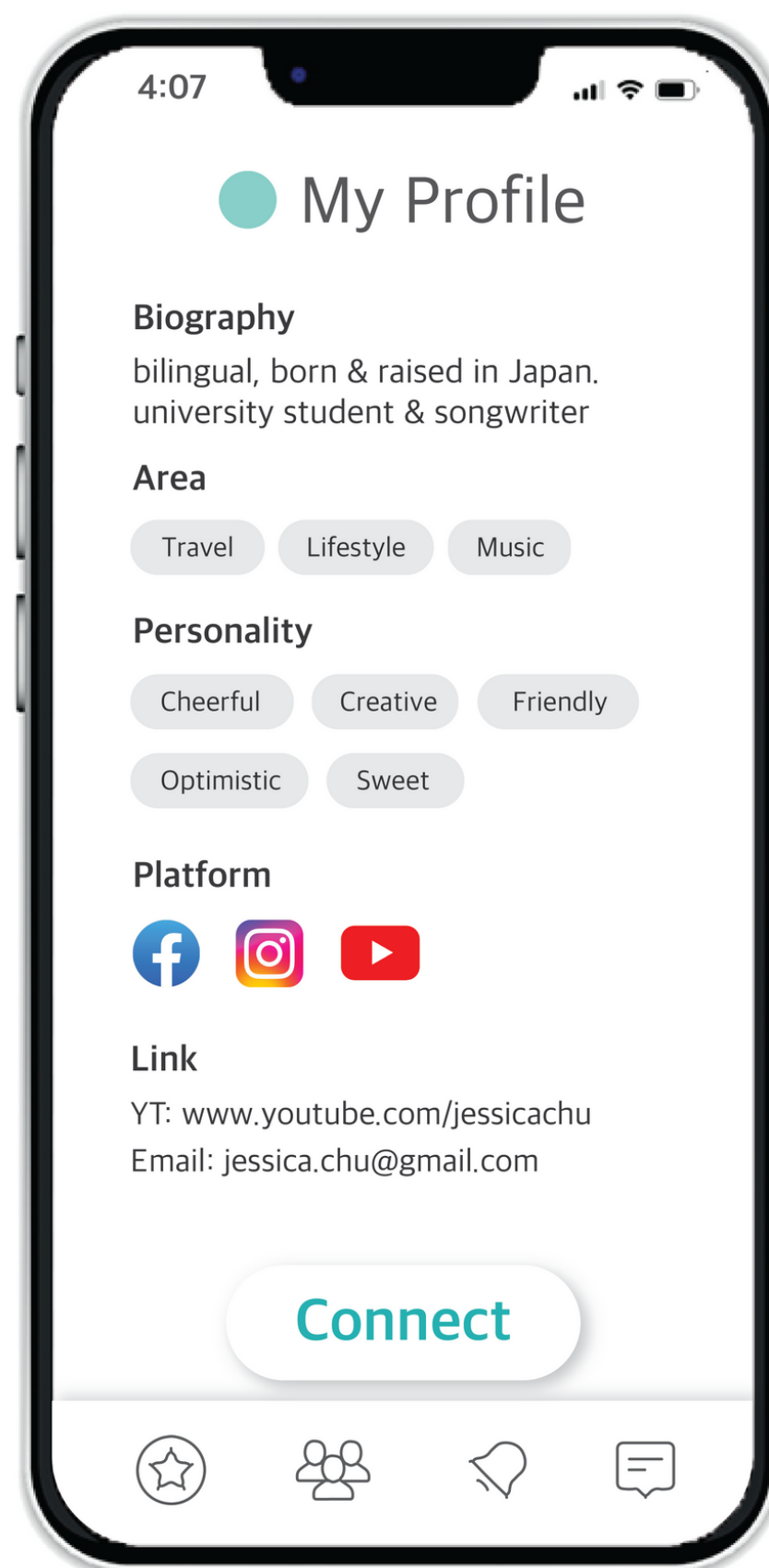
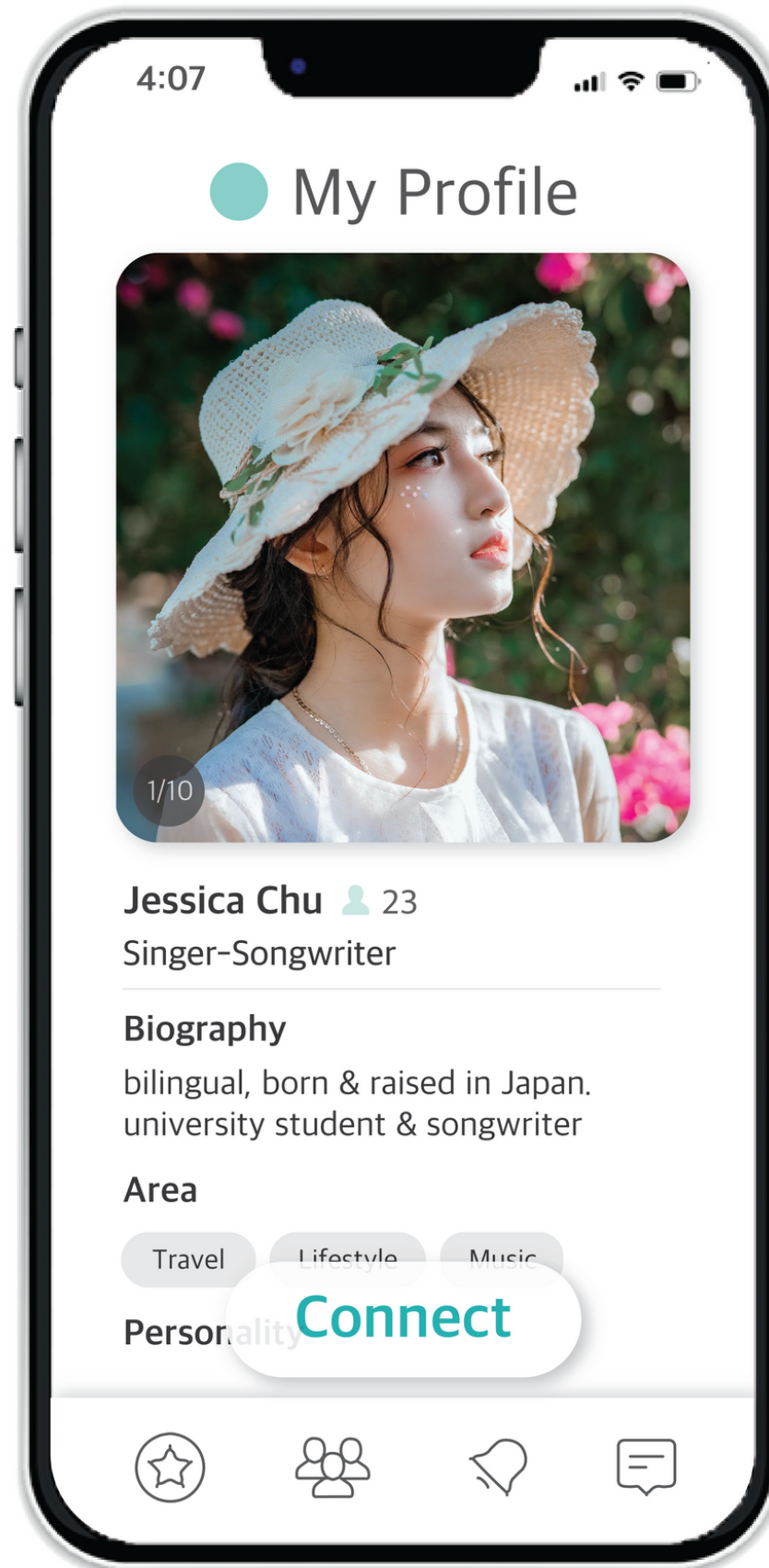


Content
creators

Square Desk



Companies &
Office Wokers

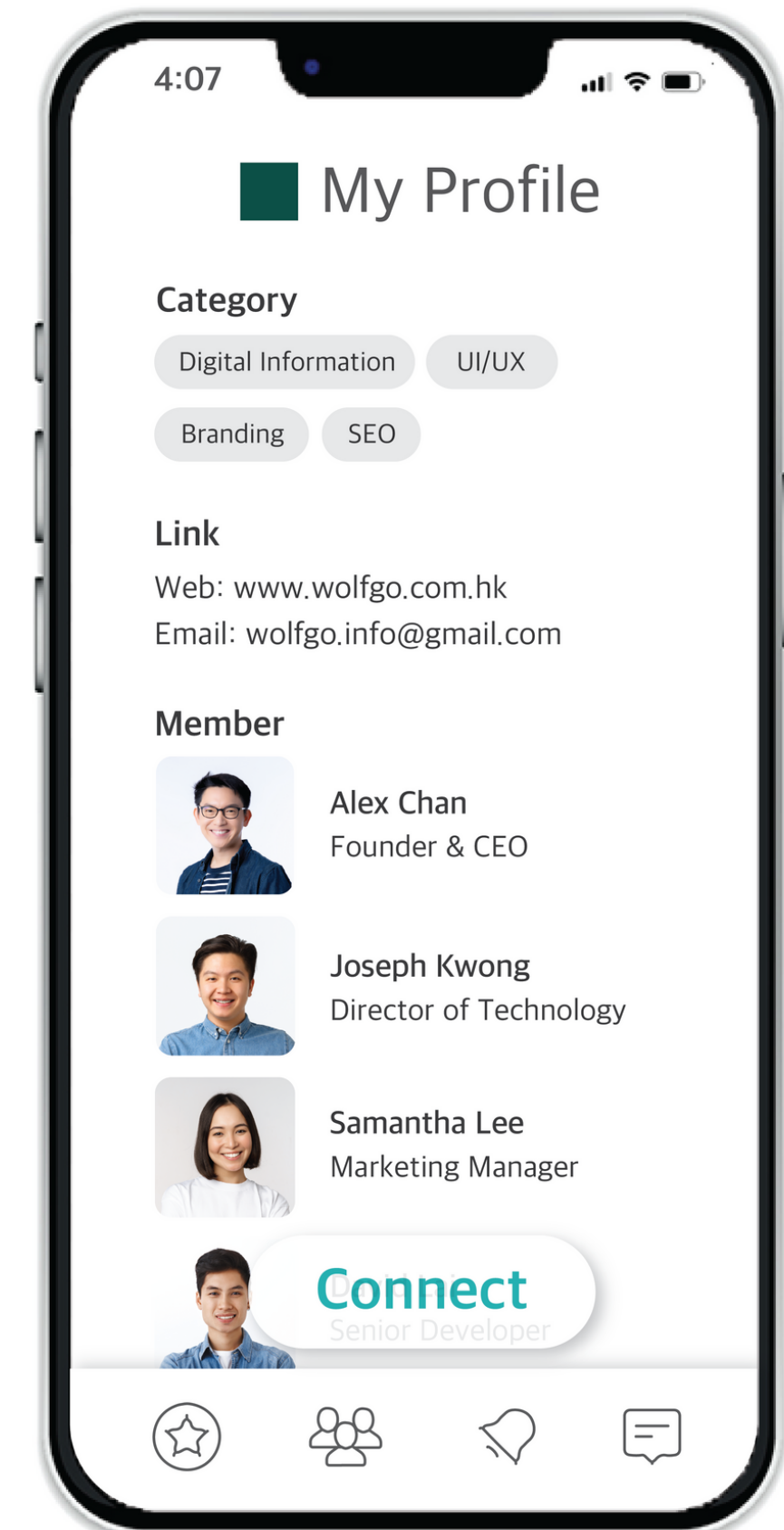
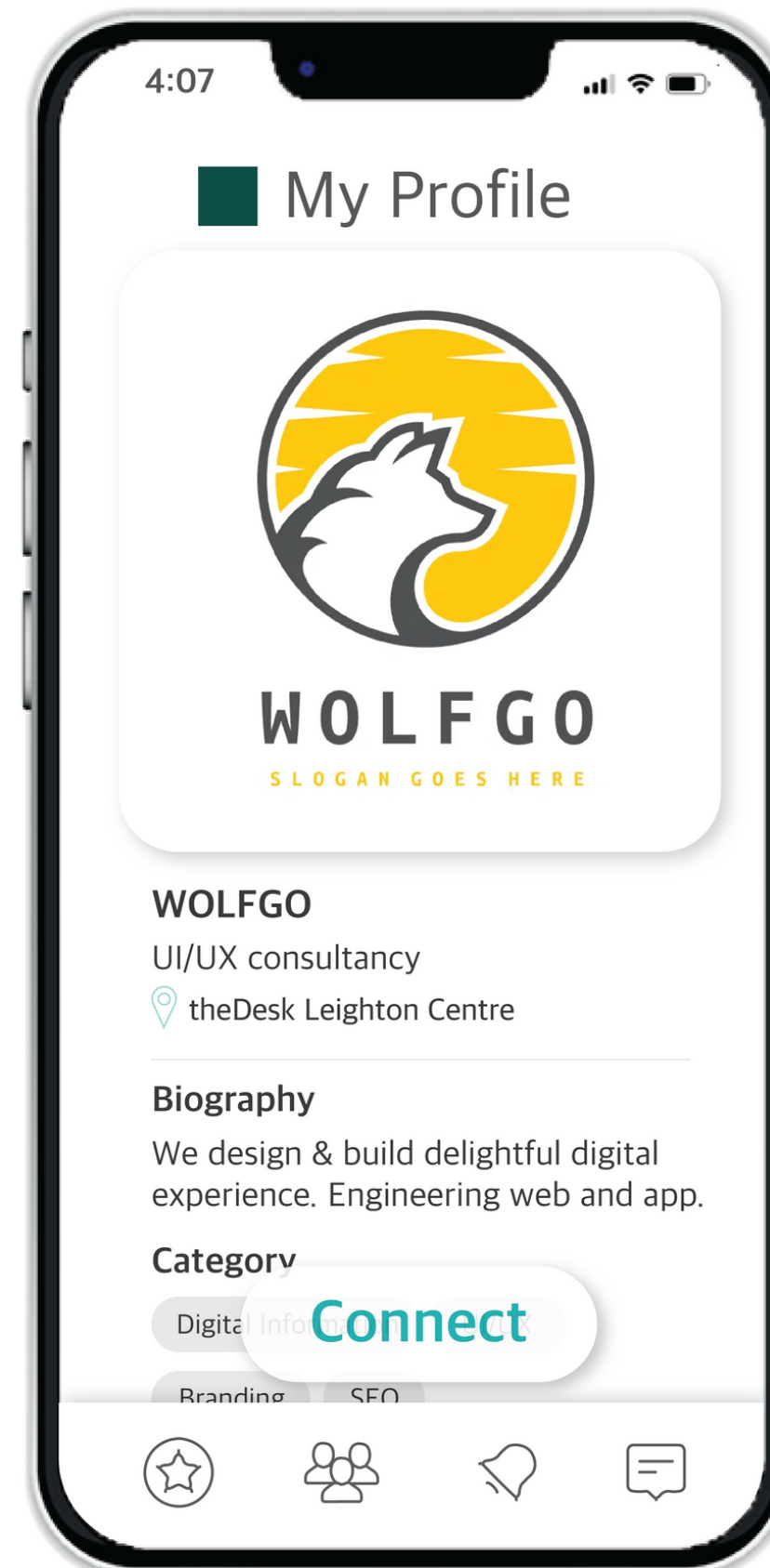


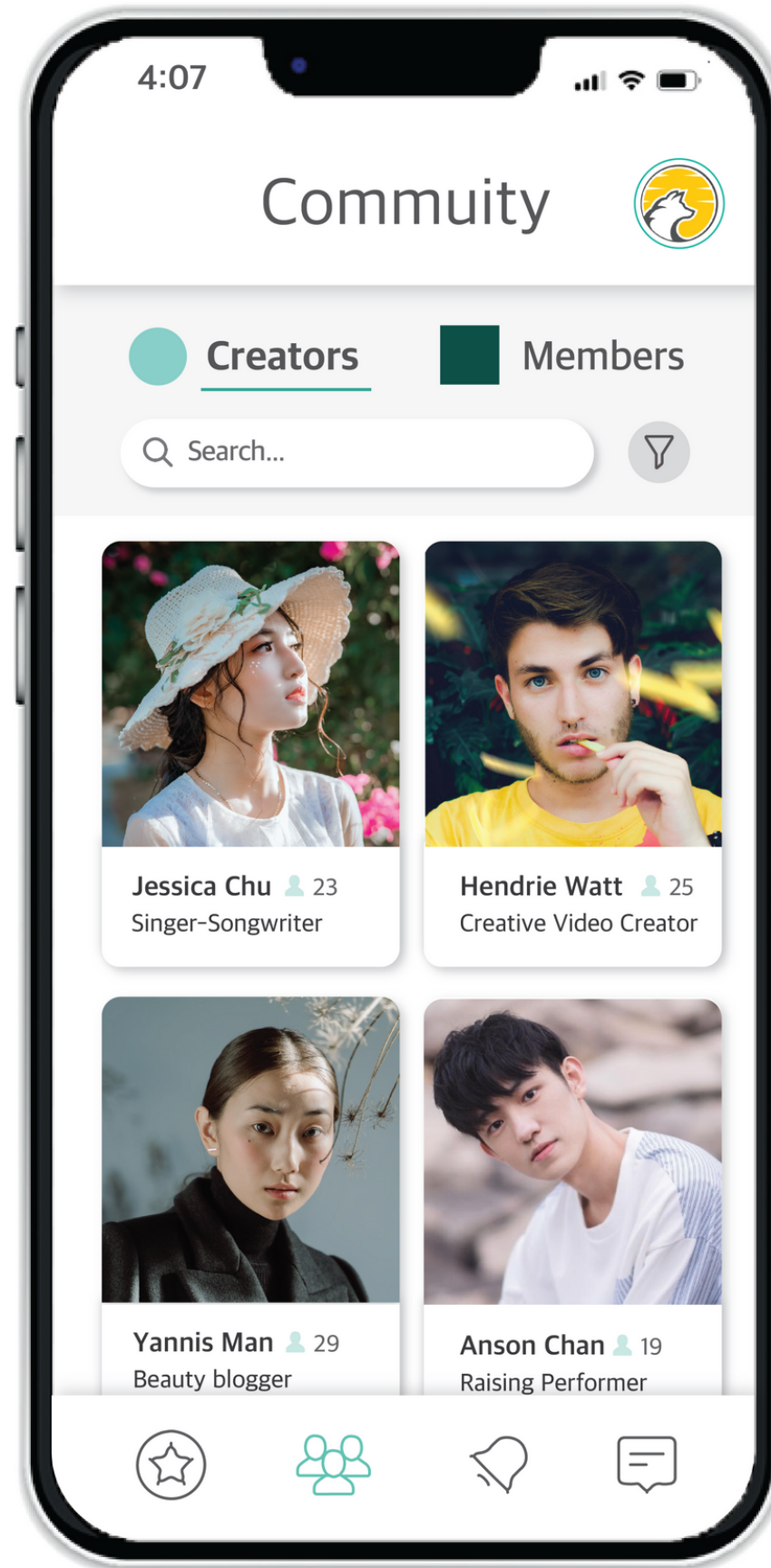
Profile

- Personal Information
- Photos
- Biography
- Area
- Personality
- Platform
- Link

Profile

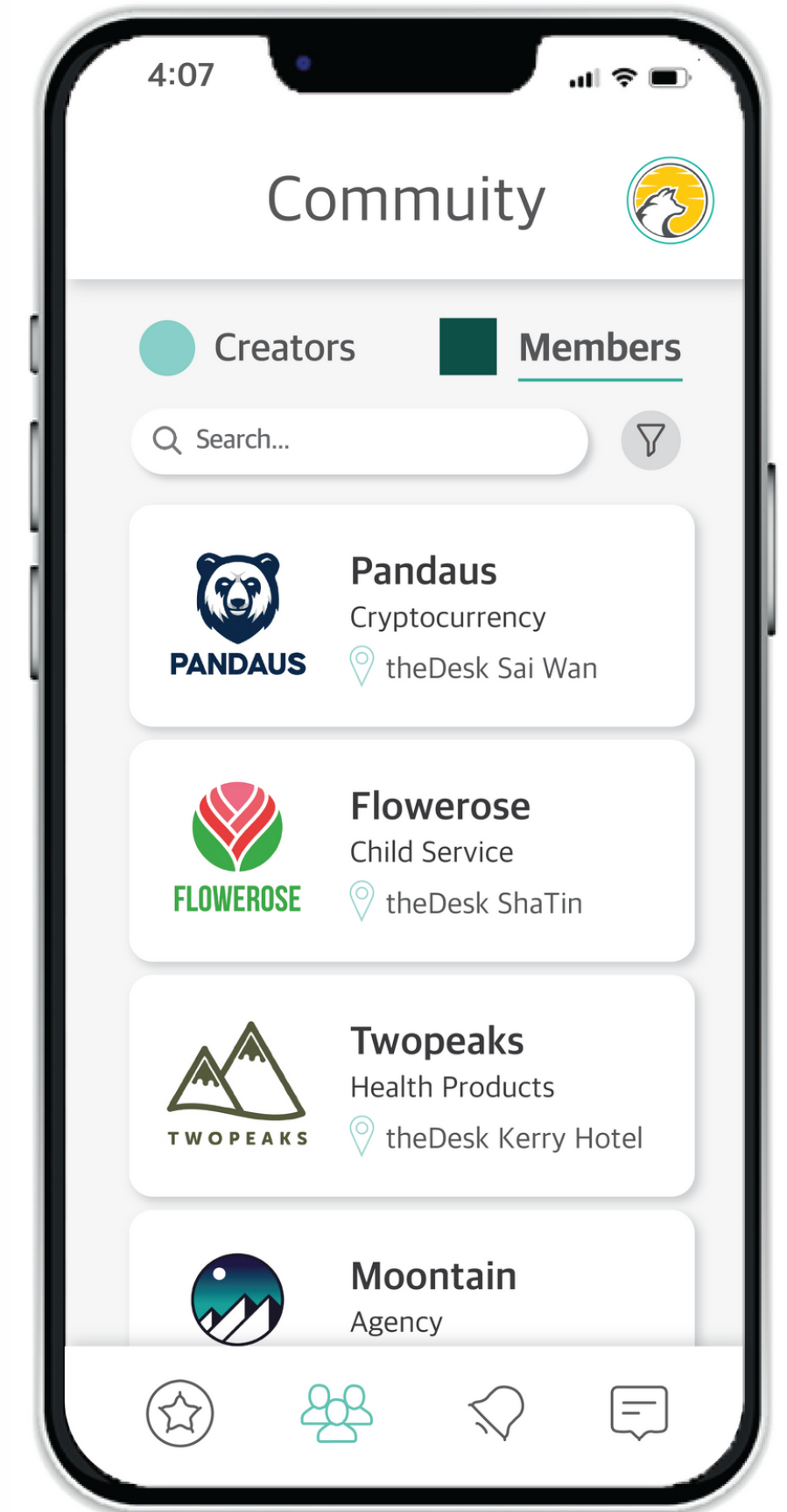
- Company Information
- Icon
- Biography
- Category
- Link
- Member

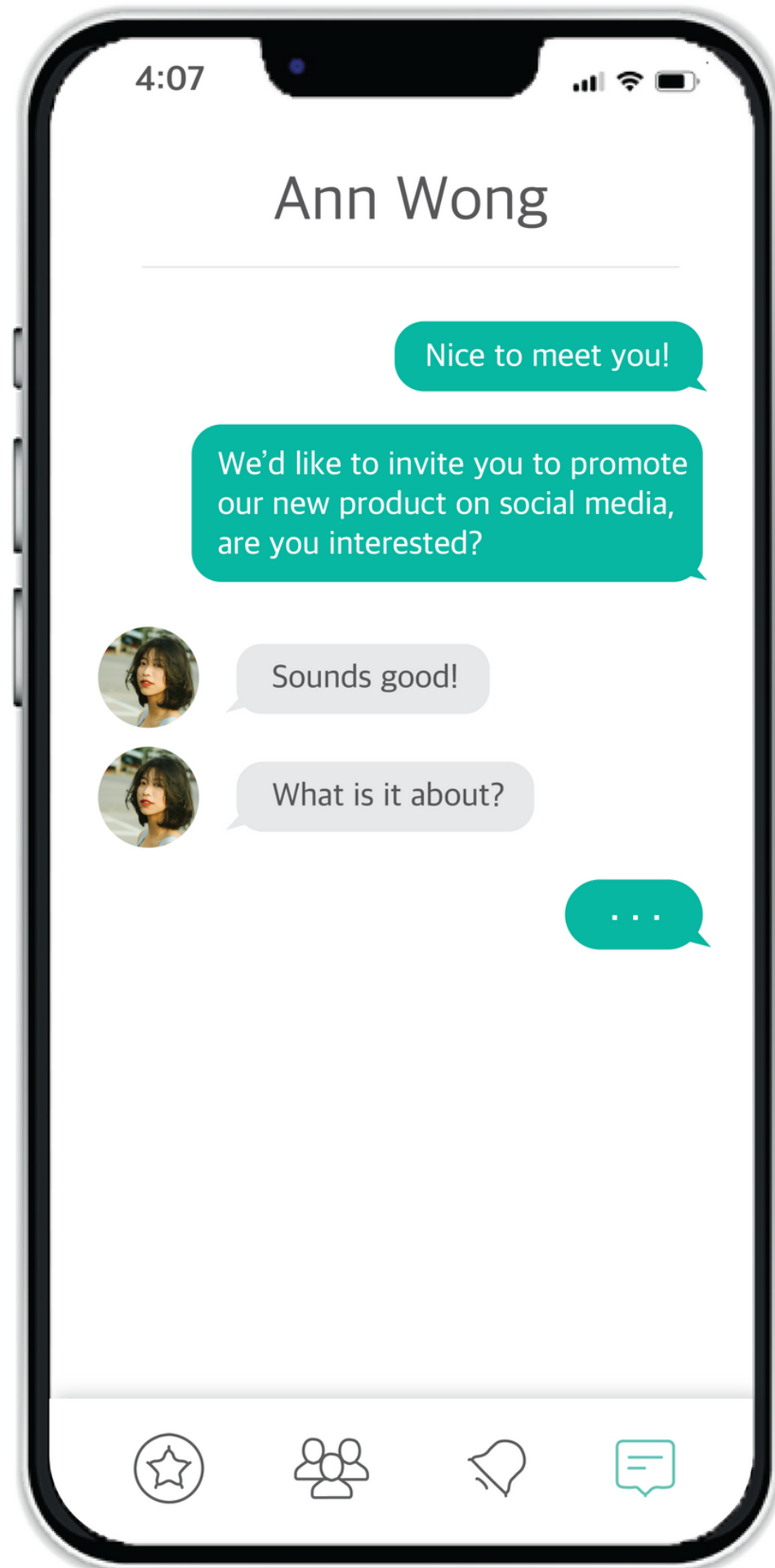




Community

- Search & Filter
- Connect to PM

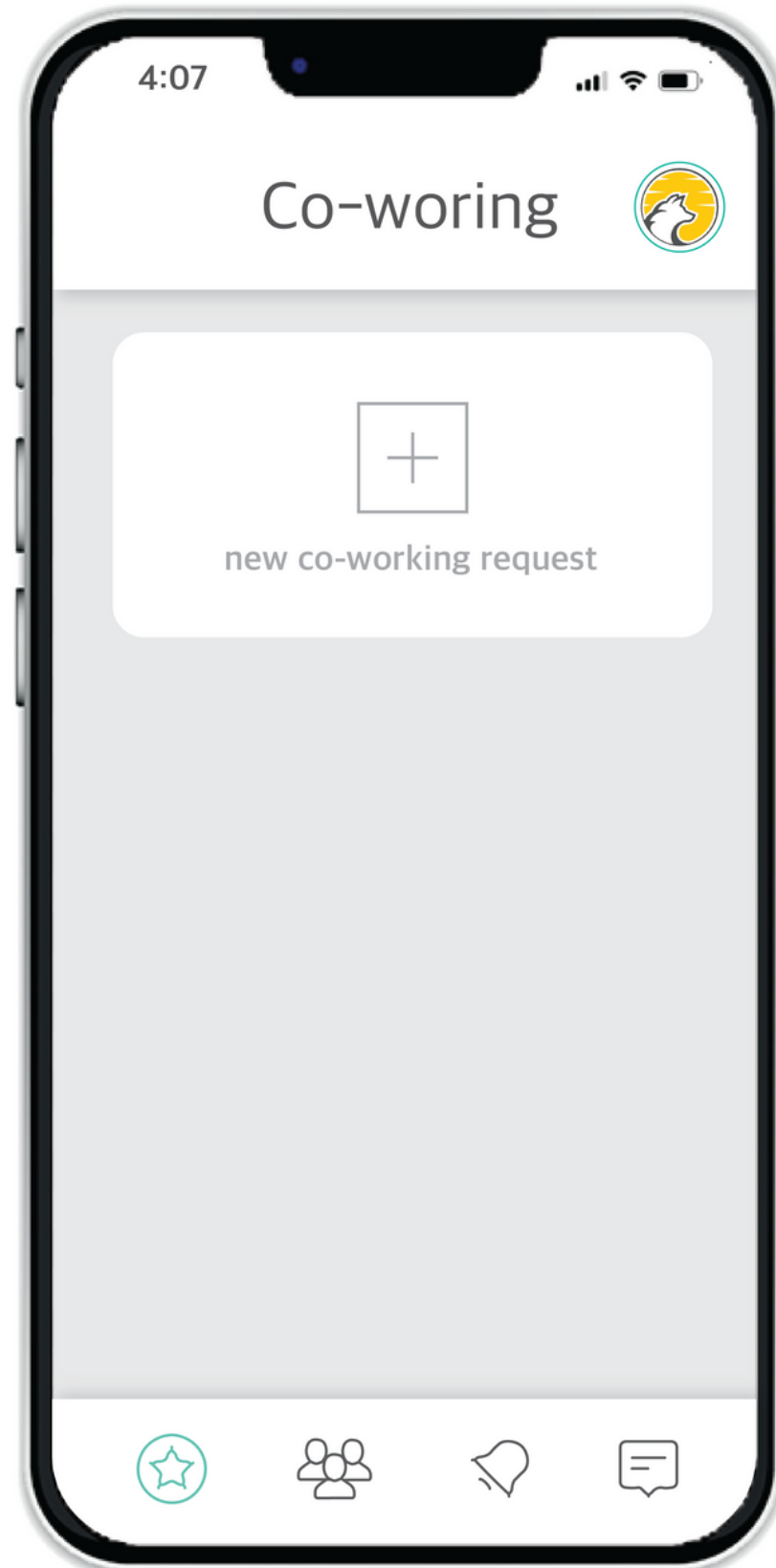




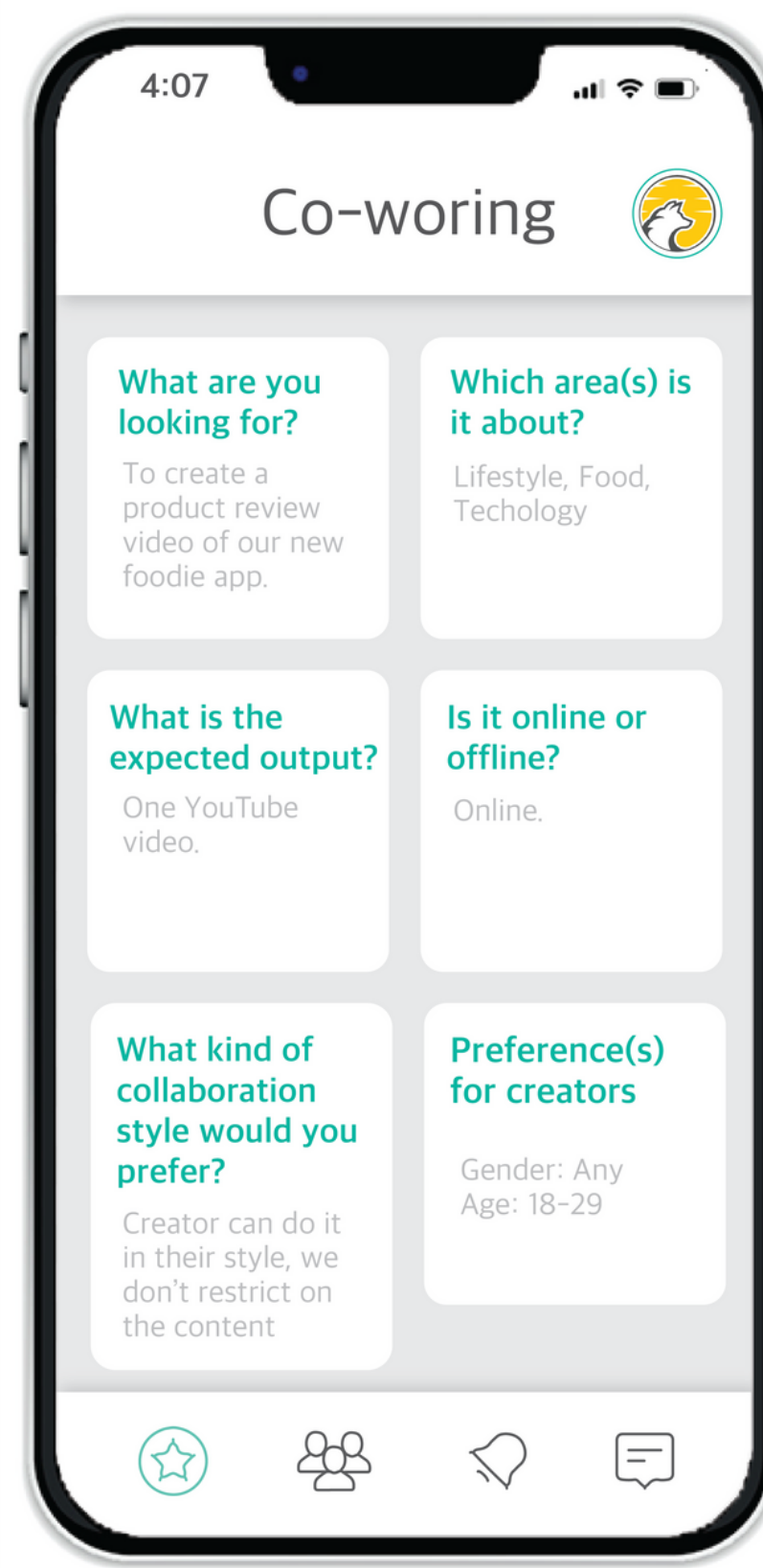
Instant Chat

- Swift connection
- Send invitations just like that easy

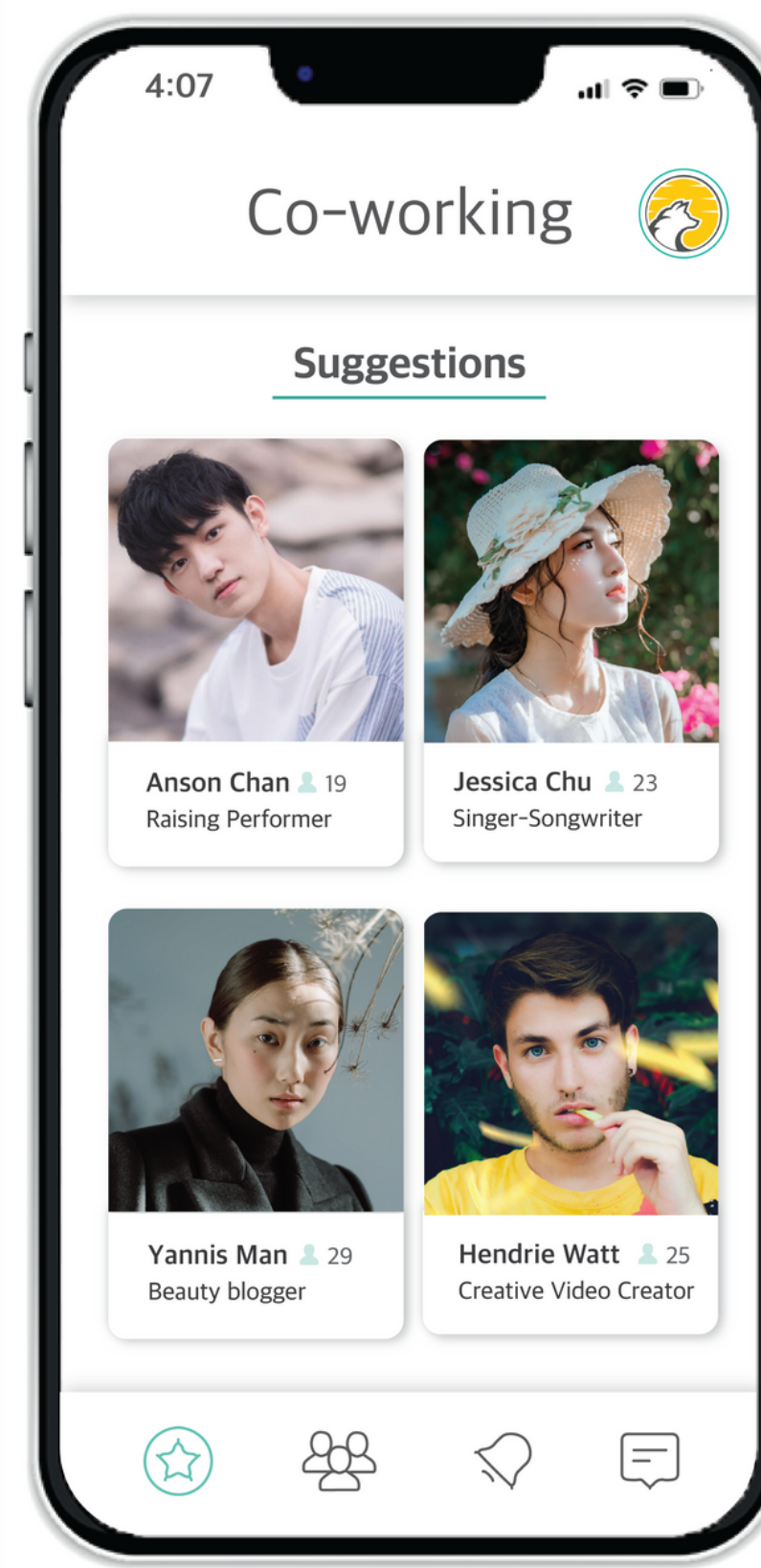
Submit request



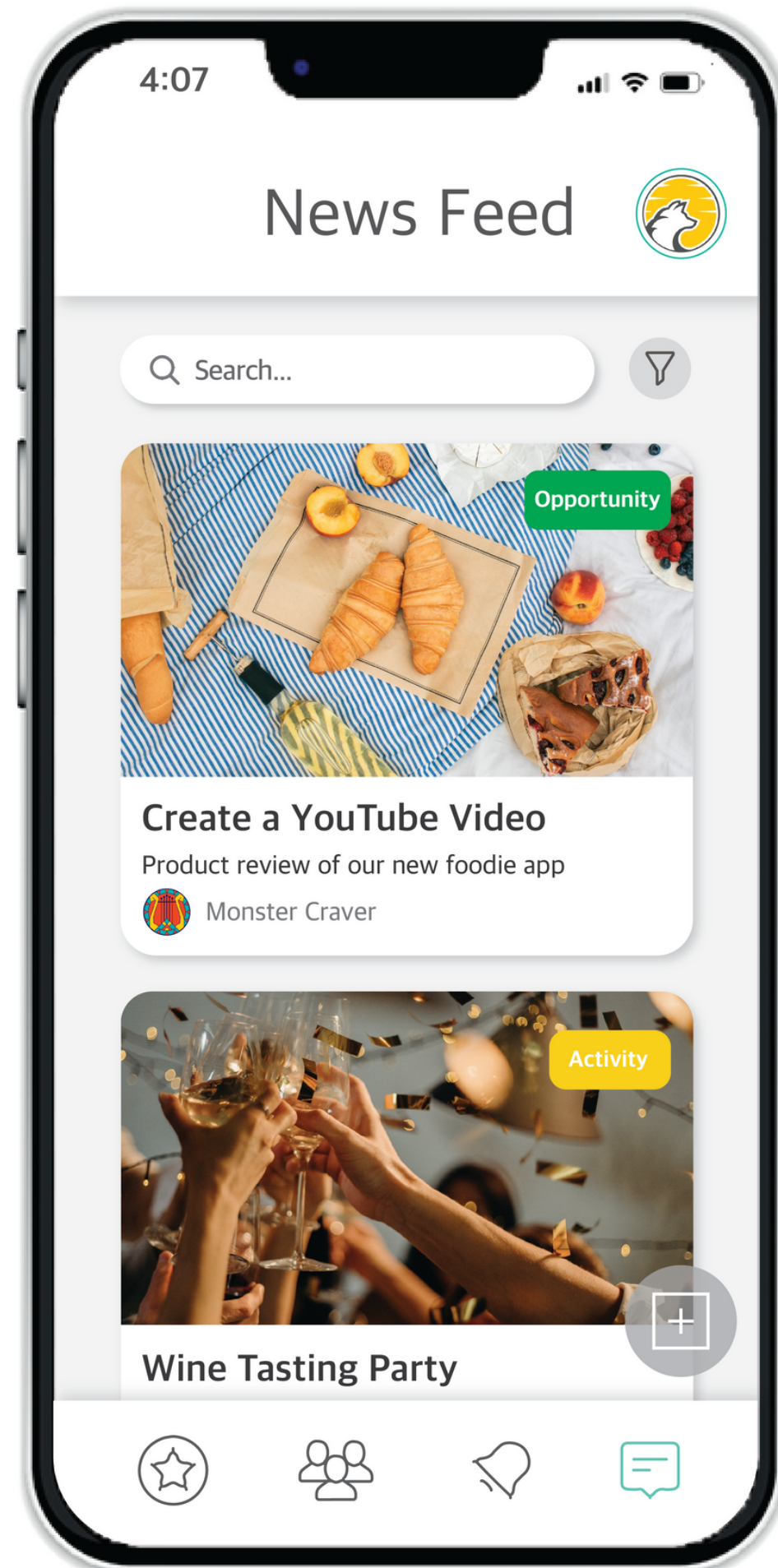
Answer questions



Match for you



Co-working



Newsfeed

- Post "Opportunities" to attract interested users to apply
- Members' social activity
- Search & Filter
- Different colour tags for various categories

3.2 PROMOTING THE APP



Trial Event

- Invite creators and members to join trial event
- Match one creator with one company, creating one video
- A chance to -
- Experience the synergy
- Meet partners for future collaboration



Co-Creating
where circle meets square

內容：
配對創作者和企業
拍一條影片

認識 theDesk 成員
並贏取豐富獎品!



Download
thDesk app

The poster features a geometric pattern of overlapping squares and triangles in shades of teal and grey. The text is centered and uses a mix of bold, sans-serif and script fonts. A QR code is located in the bottom right corner, with the text 'Download thDesk app' below it.


Evaluation

Brand loyalty

- theDesk agglomerates members even in virtual space

Effectiveness

- Member reviews and ratings on mobile functionalities
- Member feedbacks on social activities

The background of the slide is a blurred photograph of a person sitting at a desk. The person is wearing a plaid shirt and is holding a white pen over a smartphone. A laptop is open to the right, and a white coffee cup with a wooden stirrer is in the foreground. The overall scene is brightly lit, suggesting an office or workspace environment.

Quick wrap-up of #3
**An App enhancements to cultivate content
creators & SME collaboration once and for all**

Phase 1
#1 Short Video Series
來一場跨越空間的創作
February

Phase 1
#1.5 Social + Invitation
Early to Mid March

Phase 1
#2 Event
Odyssey at the Desk
April (Easter Holiday)

Phase 2
#3 Event + App upgrade
Desk Right
July to August

The Odyssey Timeline (Half-year campaign)

Budget Plan

Campaign: Odyssey of Possibility	Details	Expense (\$)	Category
#1 Advertising: 來一場跨越空間的創作	Production house for video production	20,000	Personnel
	Hire content creators	20,000	Personnel
	Total	40,000	
#1.5 Social media: Social + Invitation	Instagram advertising (21-day advertisement)	2100	Media Costs
	Total	2100	

Budget Plan

Campaign: Odyssey of Possibility	Details	Expense (\$)	Category
# 2 PR event: Odyssey at the Desk	Inviting content creators	150,000- 200,000	Personnel
	Designs (Chessboard + Task cards)	8,000	Personnel
	Content creators travel fee	5,000	Commute
	Tasks props	2,000	Materials
	Light refreshments	2,000	F & B
	Total	167000- 217000	

Budget Plan

Campaign: Odyssey of Possibility	Details	Expense (\$)	Category
#3 theDesk App: App upgrade + Trial event	Upgrade theDesk App	15000-40000	Personnel
	Total	15000-40000	
	Grand Total	224,100 - 309,100	

What's next...?

NEW members



Attracting content creators to theDesk.

Establishment of business partnership



Carrying out collaborative projects.

Closer relationship beyond business partnership



In the long term, they regard each others as friends.

Join the odyssey, explore possibility
Thank You!