

ZEPHYR EPIC

PRODUCED BY

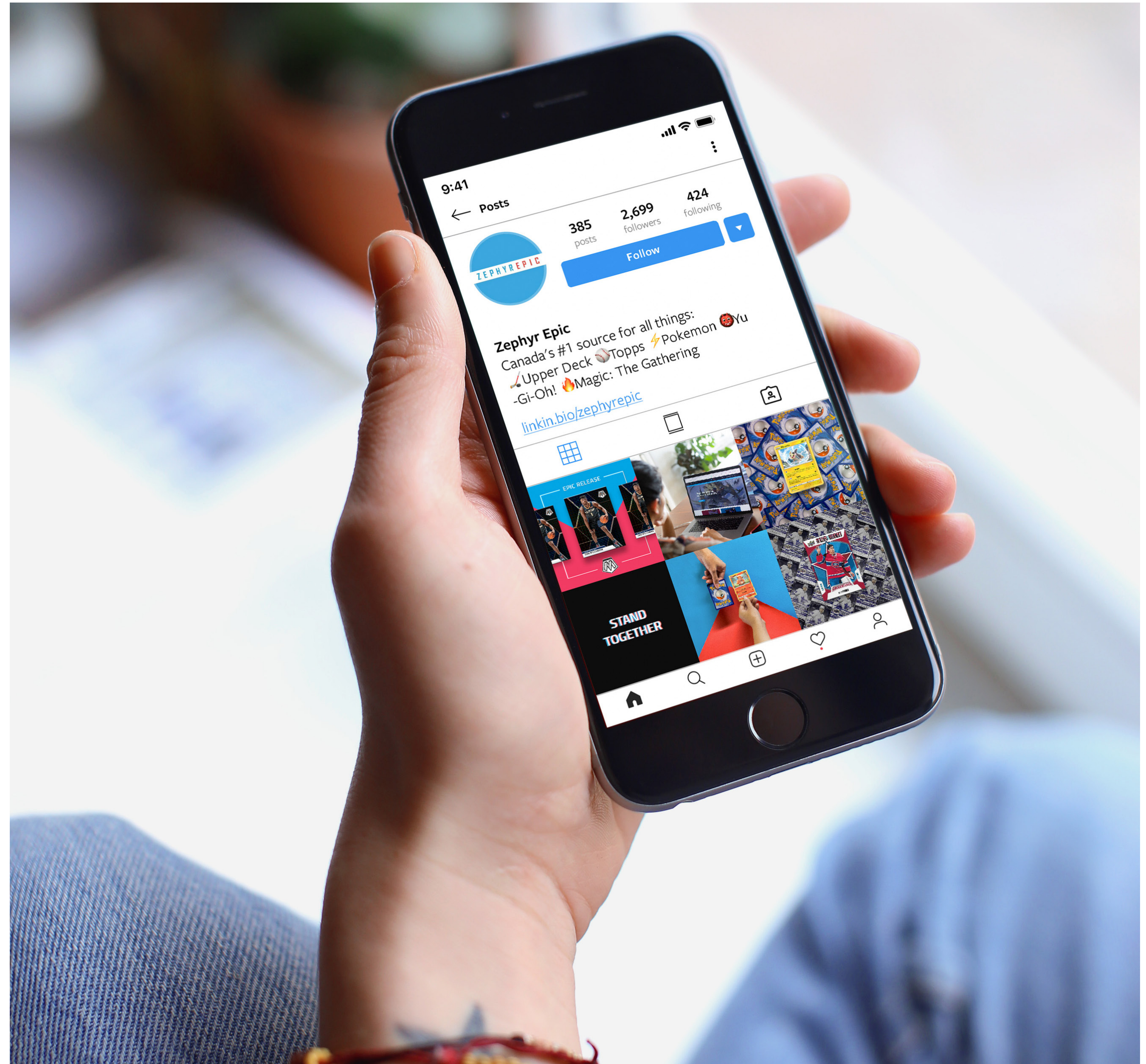
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Entry synopsis

Zephyr Epic provides Canadians with an accessible online collectible card shopping experience. Zephyr has multiple, distinct audience segments under their one brand, ranging from trading card game fans to sports card collectors. To reach these audiences, tailored content was created then executed over multiple channels. This range includes static posts, social contests, live competitions, and live-streamed breaks.

The beauty of what we created for Zephyr Epic lies in the details; we have grown and fostered a community of disparate fans. Those who love hockey and those who love Pokemon often do not follow the same social accounts, yet they both follow Zephyr Epic.



Category

The ongoing social content strategy Major Tom created targets multi-faceted yet specific audiences, all under one umbrella – Zephyr Epic.

The ‘Social Content Campaign’ category was entered because of the creative way we reach each of Zephyr’s distinct audience segments with our ongoing social content strategy. On Instagram, we created content tailored to each audience segment that maintained Zephyr’s branding standard. A roster of subject-matter experts are employed to write copy that speaks to each audience segment individually – yet in Zephyr’s voice. Individually catered, these posts were then either used in the organic feed or further targeted to demographics using paid search capabilities.



Industry context

In short, Zephyr Epic holds a place within the Canadian trading card industry as a retailer. With their in-person and online initiatives, however, they have become much more than a brick-and-mortar and eCommerce retailer. They're a hub for varied communities to interact with each other online and in person; they're a place for card collectors to meet, trade, and network, for novices and pros to get together, compete, and socialize. Zephyr has become a place for people to foster relationships within their niche communities.



Objectives

The objectives for Zephyr Epic included:

- Raise awareness of Zephyr Epic to potential customers
- Strengthen brand loyalty by increasing community engagement by 25%
- Provide value to our audiences with useful and relevant content, good customer service (especially through Direct Messaging) to eventually promote sales
- To grow Zephyr's Instagram following by 40% YOY

These objectives were necessary because Instagram is where their community was; Zephyr needed to engage with that community and provide value to them in the space they were occupying to become an industry leader. Competitors were sharing content on Instagram and Live Streams were increasing in both popularity and value. Our goal was to produce content that supported Zephyr in becoming leaders within the Canadian trading card market.

The objectives for the ongoing content strategy were prompted by the divide in their audience group. How does one reach and engage with a wide range of people with distinct interests?



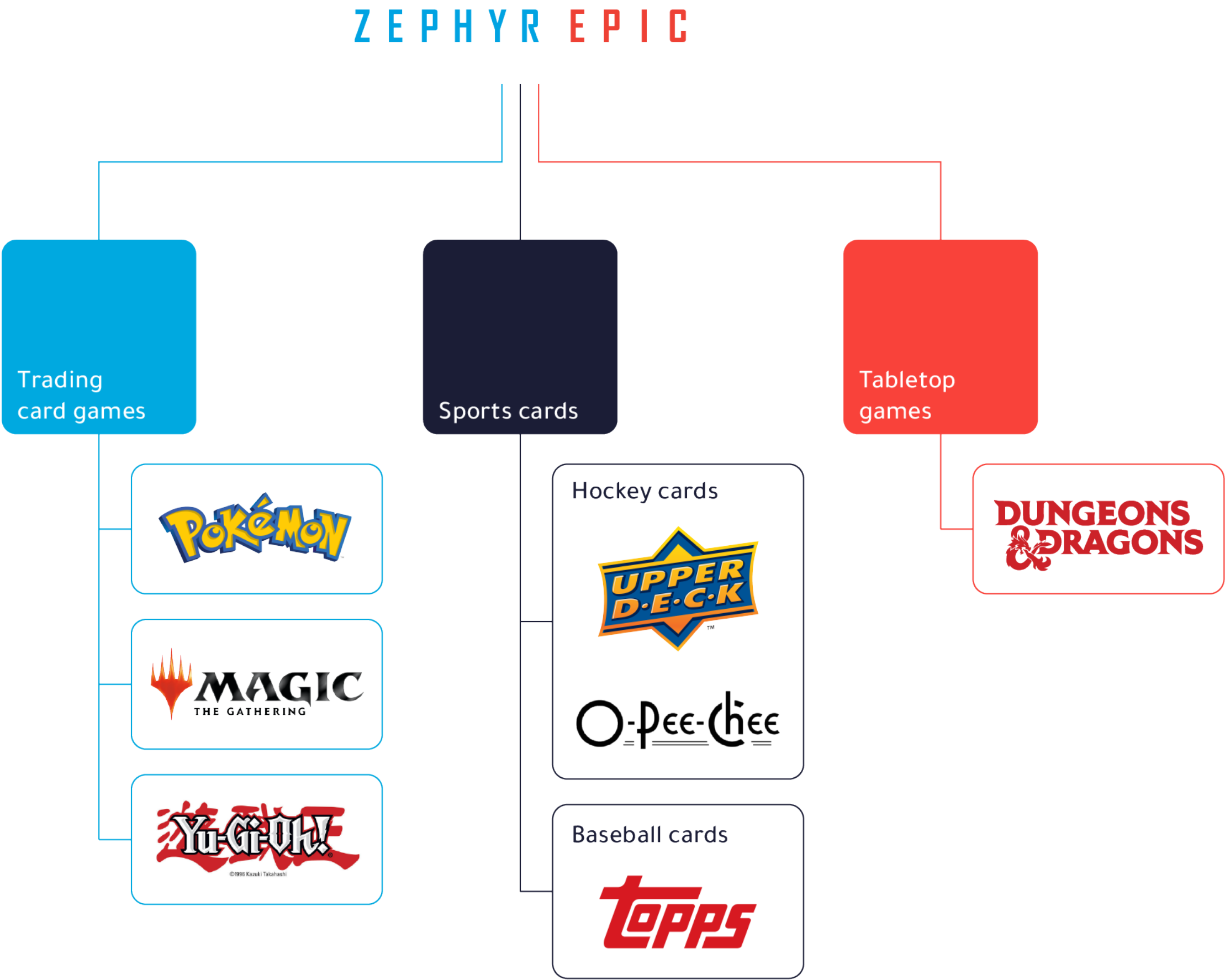
Research and Planning

Research and analysis served as the foundation for the creation of Zephyr Epic’s overall social media and content strategies.

Major Tom conducted an assessment of existing profiles, audience analysis, competitors, and an industry review of online conversations taking place on social media. The resulting report highlighted insights and opportunities within the social space for Zephyr.

By working with a team of subject matter experts and through collaboration with Zephyr Epic, we were able to extrapolate who the primary audience segments we wanted to target were. We also researched people from each sect of their product offerings to better understand their demographics, product usage, and psychographics. Then, by segmenting the audience by product usage we were able to dictate the type of content produced.

The research reiterated existing challenges we had identified coming into the project with a SWOT analysis. Additionally, it showed us a distinct lack of brand cohesion across all of Zephyr’s platforms. We needed to create and execute a cohesive aesthetic to keep consumers engaged when content that was not directed at their audience segment was published.



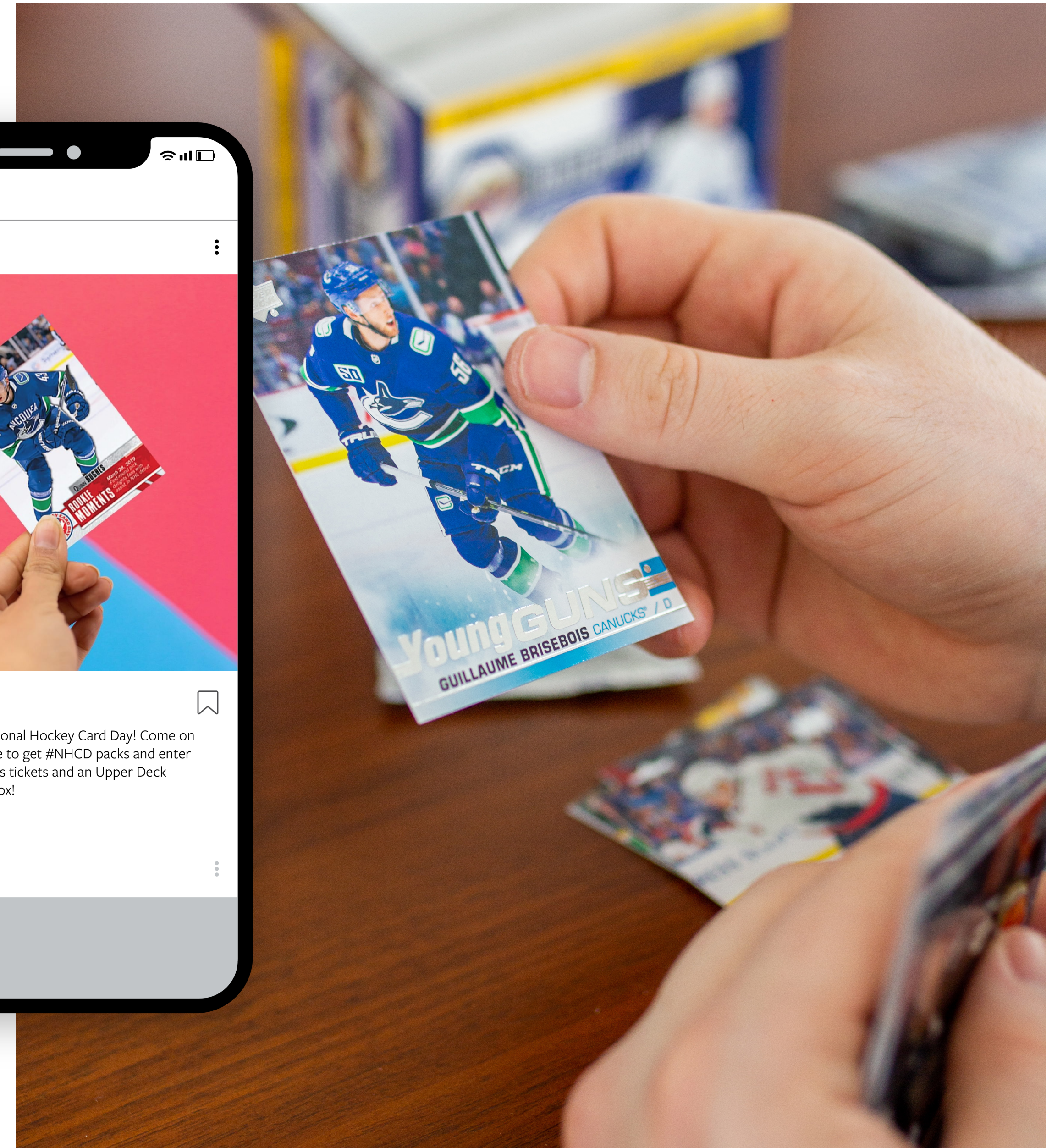
Audiences segmented by product usage

Strategy and Implementation

The strategy we created was directly influenced by the research and analysis conducted. It was clear we would have to provide a variety of content on different channels to create an engaging platform for all sects of the audience.

We reached our target audience through ads targeted at the different communities to expose them to our brand. The ads were written with specific and relevant copy and engaging, on-brand photography or graphic design. After they were exposed to our brand, we grew them into followers and long-term customers, increasing their customer lifetime value. Eventually, through engagement, our long-term customers became brand advocates.

The COVID-19 pandemic decimated Zephyr's in-store initiatives so we increased our focus on online initiatives. An April-long sale promoted on Instagram and emphasis on online contests both proved to be successful.



Strategy and Implementation

Notable initiatives include:

- NHL Draft Day contest where users could win tickets to the NHL draft in Vancouver, BC
(The location-based contest was chosen due to a large number of the audience living in Vancouver, BC)
- Hosted in-store event for NHL Draft Day where Zephyr partnered with Upper Deck
- Detective Pikachu contest to win exclusive Detective Pikachu TCG bundle and a Cineplex gift card
- Ran a holiday-themed contests for seasonal content
- Magic the Gathering Livestream and contest to give away high value cards
- The cards chosen were highly valued and sought-after by the audience
- Various high value product giveaway contests
- Weekly Pokemon drawing contests
- Nominate a fan Magic: The Gathering contest (full details [here](#))
- Hockey contests to win a spot in an upcoming Live Break



Creativity and Innovation

To reach our objectives, we had to be creative with the way we engaged with each audience segment. Using subject-matter experts for each audience segment ensured our content and captions would be impactful and relevant without pushing sales.

The creative itself was distinct, using Zephyr’s branded colours and professional photography to make a lasting impression. We broadened the graphic language of the brand by introducing red and blue angled elements to product shots and social assets, which echoed the Zephyr Epic logo. The audience became more engaged, saving posts and joining in on Live Stream chats.

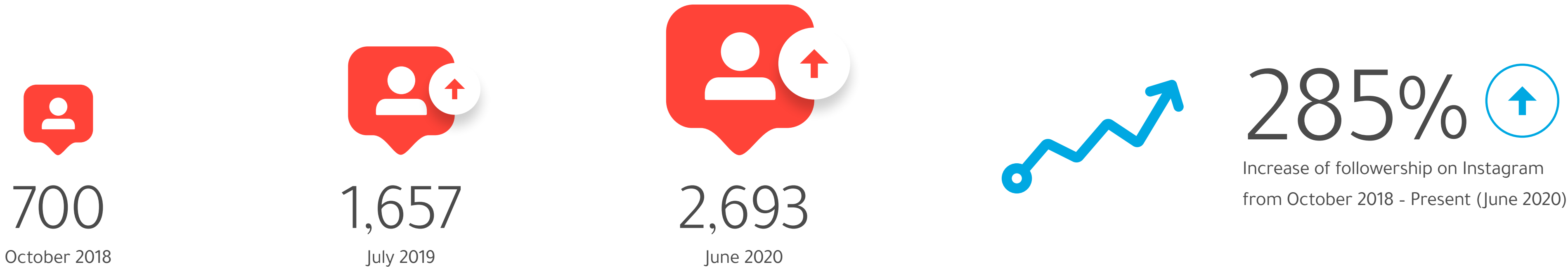
While COVID-19 caused a mass cancellation of community events and the creative assets they provided us we were able to pivot to engaging with the community through online events. Creative restrictions, however, largely came from Zephyr’s varied audience. We have to be detailed yet fair with the audience’s time – striking a balance between the communities addressed and what content best to serve them to keep everyone happy and engaged.

The results, detailed on the next page, show a massive success, far beyond projected.



Results

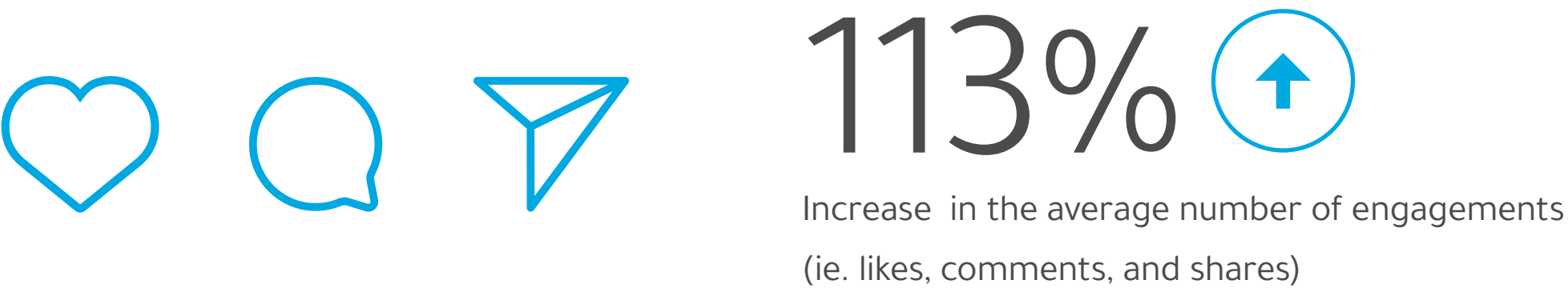
Follower growth



Engagements per post



Increase in total engagements (April 2018 – June 2020)



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