

CREATORVILLE SOCIAL FORMATS

SPOTLIGHT

**Maximise a
launch.**



**Maximise
participation.**

Explained

**Maximise
expertise.**



**Maximise emotional
connection.**

**BESPOKE
SOCIAL
SERIES**

**Maximise recurring
attention.**

The strongest ideas can then be expanded, refined and repeated over time.

Because the most valuable attention isn't earned once.

It's built and compounded over time.

SPOTLIGHT

Powered by **72POINT.**

WHAT IT IS

Fast-turnaround social storytelling built around launches, moments and cultural relevance.

BEST USED FOR

Product launches, partnerships, events, stunts and reactive PR campaigns.

WHY IT WORKS ON SOCIAL

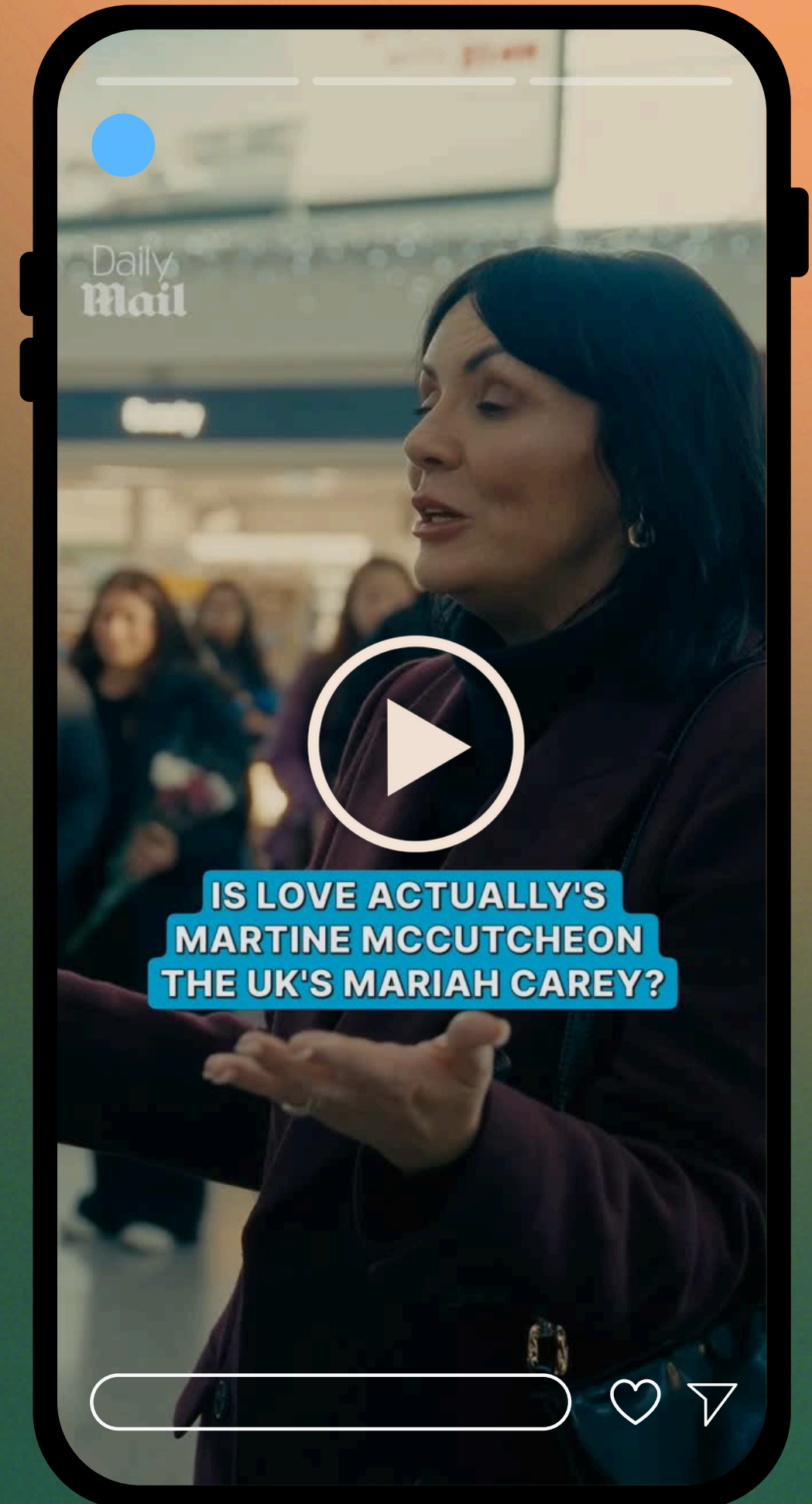
Built around immediacy, strong hooks designed to stop the scroll quickly and create highly shareable moments.

WHAT MAKES IT DIFFERENT

Combines social-first storytelling with PR instincts and publisher understanding, helping campaigns travel beyond brand channels.

FLEXIBLE EXECUTION

Creator-led, presenter-led, event-led or fast-turnaround faceless edits tailored to platform and audience. Spotlight can scale to amplify campaigns no matter what size.





Powered by **OnePoll**®

WHAT IT IS

Street interviews reacting to surprising statistics, opinions and cultural questions.

BEST USED FOR

Research-led PR campaigns, consumer launches and insight-driven storytelling.

WHY IT WORKS ON SOCIAL

Human reactions, humour and disagreement naturally drive comments, sharing and retention.

WHAT MAKES IT DIFFERENT

Transforms OnePoll data into entertainment-first social storytelling built for broad audience appeal.

FLEXIBLE EXECUTION

Presenter-led, creator-led or lo-fi faceless approaches.





Powered by **OnePoll**

WHAT IT IS

Social-first explainers unpacking the statistics, behaviours and opinions shaping modern culture.

BEST USED FOR

Insight campaigns, thought leadership and expert brand positioning.

WHY IT WORKS ON SOCIAL

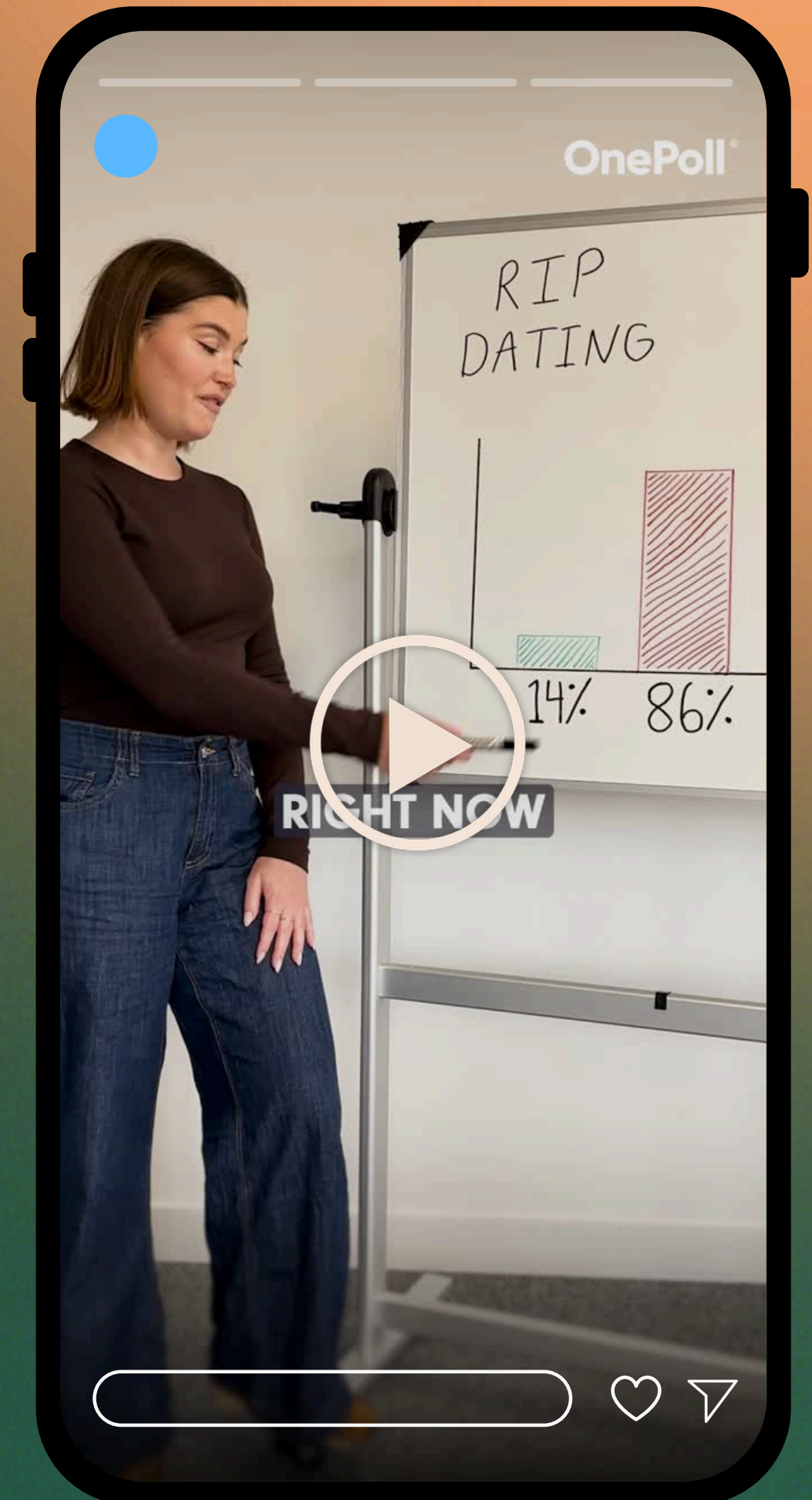
Audiences increasingly engage with content that helps them understand trends, behaviours and cultural shifts.

WHAT MAKES IT DIFFERENT

Blends authoritative data with platform-native storytelling designed to feel accessible, intelligent and shareable.

FLEXIBLE EXECUTION

Presented, voiceover-led or creator-led depending on platform and audience.





Powered by **HUMAN VOICES**

WHAT IT IS

Human-led profile films built around powerful personal experiences and emotional storytelling.

BEST USED FOR

Purpose-led campaigns, charity partnerships, emotional PR and brand storytelling.

WHY IT WORKS ON SOCIAL

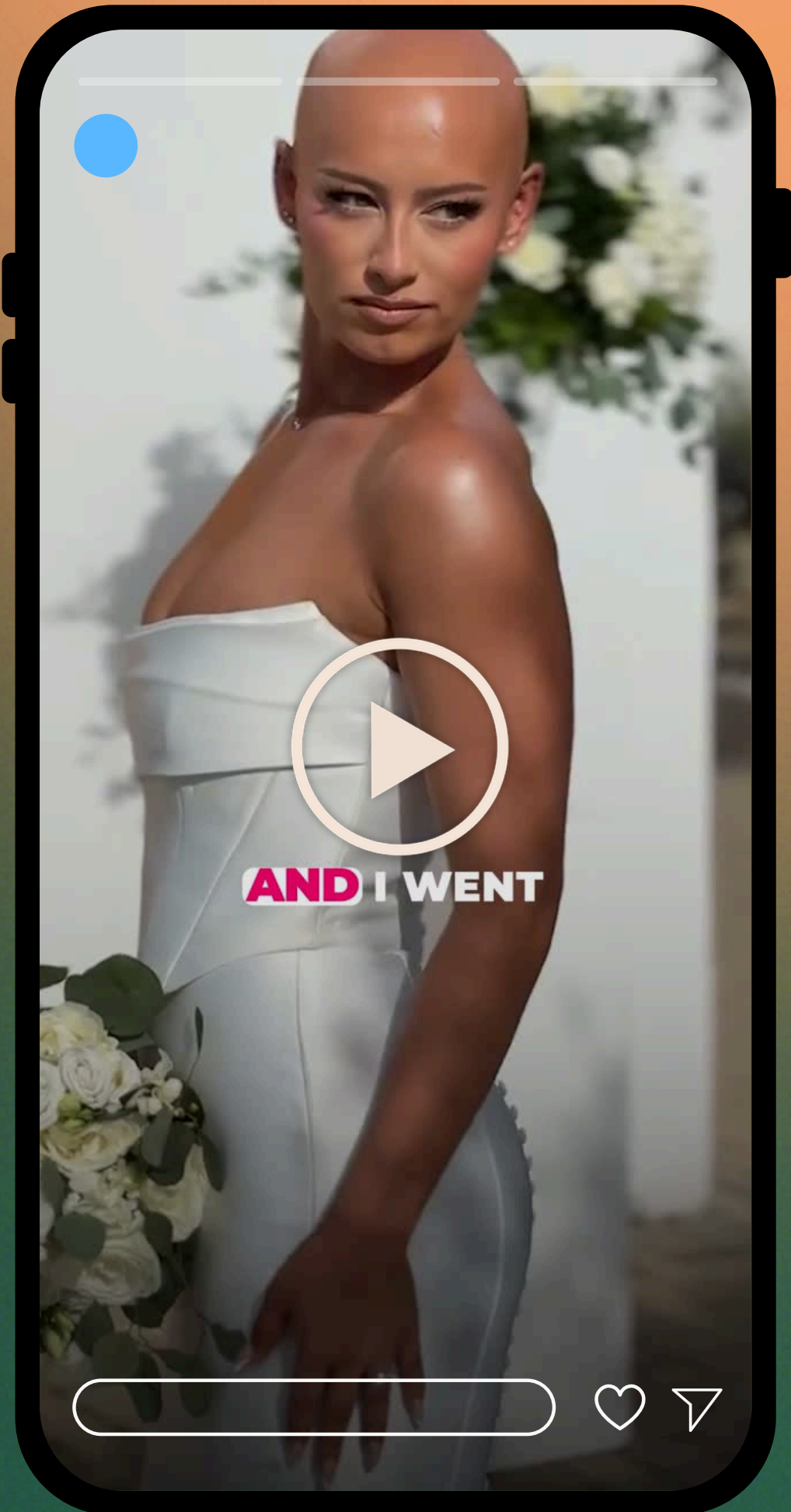
Authentic human stories drive strong emotional engagement, watch time and audience connection.

WHAT MAKES IT DIFFERENT

Combines documentary-style storytelling with social-first pacing and accessibility.

FLEXIBLE EXECUTION

Can range from lightweight social profiles to premium short-form documentaries.



BESPOKE SOCIAL SERIES

WHAT IT IS

Repeatable multi-episode social series designed to build long-term audience attention.

BEST USED FOR

Brands looking to build recurring audience engagement and distinct social identity over time.

WHY IT WORKS ON SOCIAL

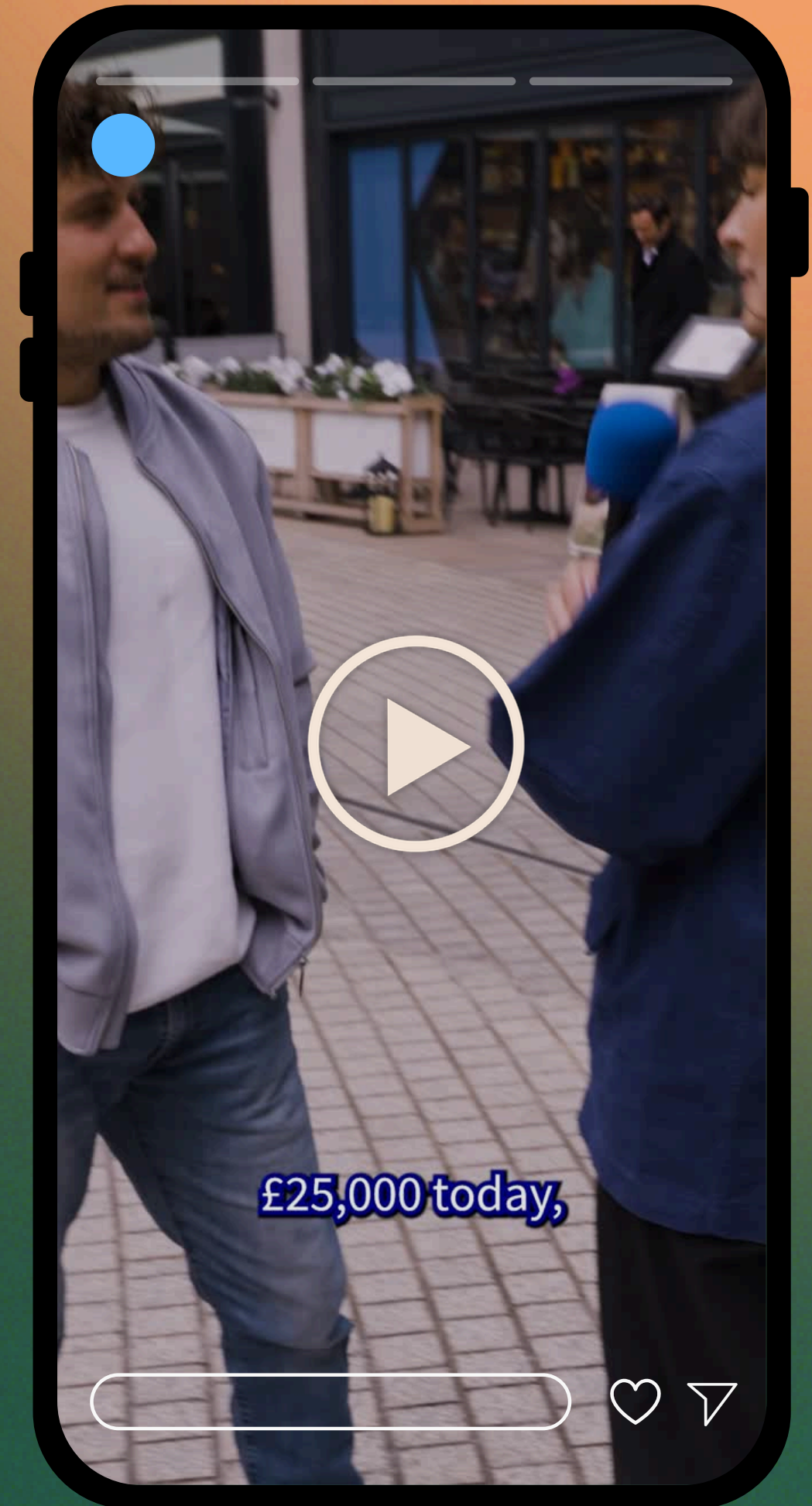
Audiences return to familiar formats, recurring talent and consistent storytelling structures.

WHAT MAKES IT DIFFERENT

Moves beyond one-off campaign assets to create sustainable audience momentum and repeat viewership.

FLEXIBLE EXECUTION

Short-form vertical, long-form YouTube, vodcasts or multi-platform original series.



RATECARD PACKAGES

FORMAT	BASELINE ASSETS	PRICING	PRODUCTION TIMELINE	KPIS
Spotlight	16:9 30- 60s (Hero) 9:16 30- 60s (Vertical) Initial Package of 2	from £6,000	3 weeks	Benchmarked organic views & engagements from current brand social performance.
Street smarts	9:16 90-120s Initial Package of 6 Instagram, TikTok, YouTube Shorts	From £12,000	6 weeks	
Explained	9:16 90-120s Initial Package of 4 Instagram, TikTok, YouTube Shorts	From £18,000	6 weeks	
Open Door	9:16 90 - 180s Initial Package of 4 Instagram, TikTok, YouTube Shorts	From £24,000	6 weeks	Benchmarked views and engagement. Publisher features.
Bespoke Social Series [Vertical]	9:16 90 - 180s Initial Package of 5 Instagram, TikTok, YouTube Shorts	TBC	8 - 16 weeks	
Bespoke Social Series [Longform]	16:9 10m - 30m (Hero) 9:16 60 - 90s (Vertical) Initial Package of 3 hero + 3 vertical YouTube, Instagram, TikTok, YouTube Shorts, LinkedIn	TBC	12 - 18 weeks	