



POLLEN UK EDITORIAL STRATEGY

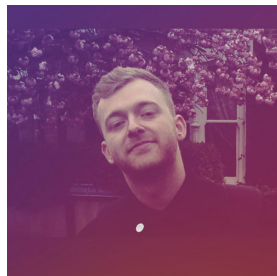


UK EDITORIAL SQUAD

SQUAD



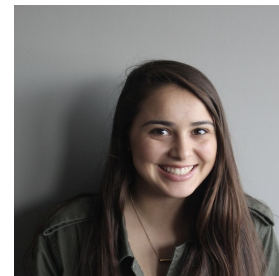
Joe Martin



Joe Stevens



Emily Howard



Caitlin Carillo

PARTNERS



Lester Doone
(US Marketing)



Greg Mostyn
(Growth)



Georgina Andrews
(CRM)



James Mulvey
(SEO)

OBJECTIVES

1

Keep it Authentic

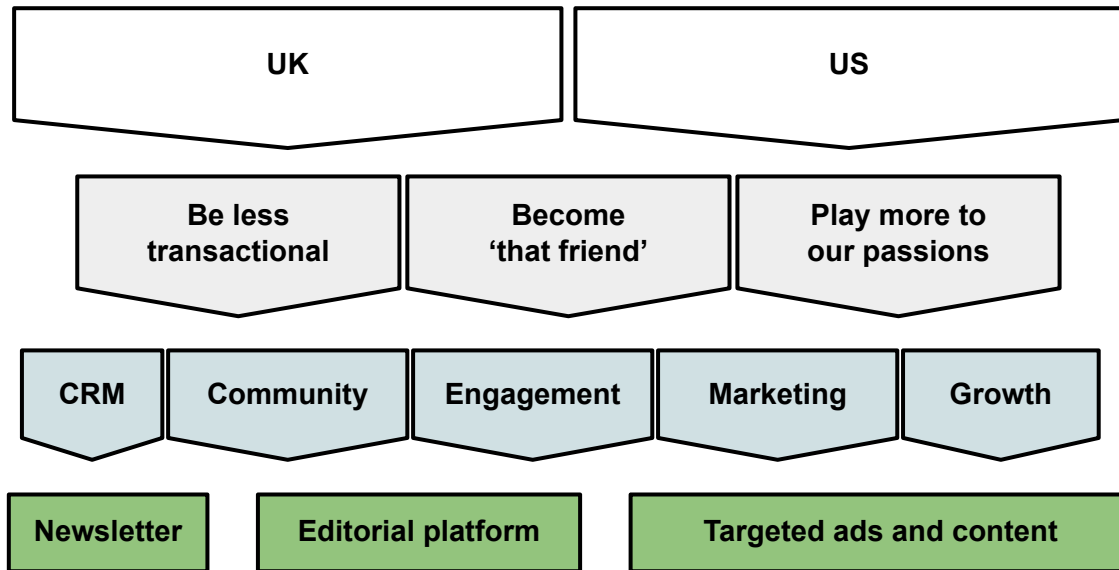
Show Pollen as a one-stop
experiences brand, one as
passionate as our Members

2

Thought Leadership

Establish ourselves as
the leading experts in
having a good time

CROSS-FUNCTIONAL GOALS



SIMILAR PLATFORMS

phonica



Ableton

THE WORLD'S BIGGEST DANCE MUSIC AND CLUBBING MAGAZINE
mixmag

**DEK
MAN
TEL**

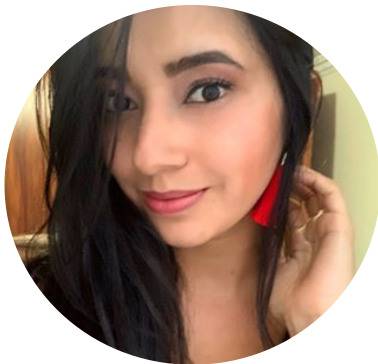


festicket



PERSONAS

THE ENTHUSIAST



'I'm scene-obsessed and love being a part of the culture. I have friends who work at Ninja Tune and Phonox, and so get a lot of free tickets to events'

THE RAVER



'I live for the weekends, and love a good night out where the beats are big and the drinks are flowing. Love a good deal too and that's why Pollen is so sick!'

THE ORGANISER



'I'm always the one dragging my friends out at the weekend or to a festival. They normally go by what I recommend, so I always keep tabs on all the latest from the industry'

THE AGNOSTIC



'I love being a part of Pollen to discover my next experience. I'm not much of a music or travel nerd, and am open to whatever jumps out at me'





WE BELIEVE WE SHOULD SOUND:

ASPIRATIONAL, NOT TRANSACTIONAL
EDUCATIONAL, NOT FUNCTIONAL
PERSONAL, NOT INSTITUTIONAL
ORIGINAL, NOT TRADITIONAL

POLLEN





CONTENT CATEGORIES

We've identified the following categories, which we plan to address using internal resource as it is more authentic and credible to members.

NIGHTLIFE - EMILY

FESTIVALS - JOE S

TRAVEL - GRANT

MUSIC - ALL WRITERS

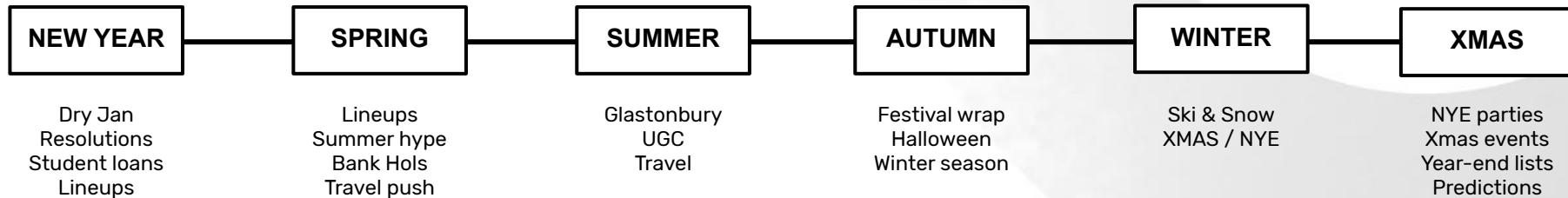
Content surrounding the music industry itself, looking at the genres/artists/labels etc.

This kind of content can be standalone, while also falling under travel, nightlife or festivals.

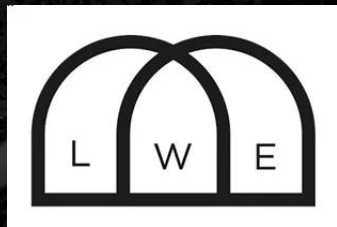




CONTENT CALENDAR



PARTNERSHIPS



PRINTWORKS
LONDON



DEFECTED™



elrow



LAUNCHING THE STRATEGY

FESTIVALS - JOE S

MM Festival Essentials

Guide: Leftfield Line-ups

Career Defining Sets

NIGHTLIFE - EMILY

Artists to Watch in 2020

Guide: Gender Equal

New-Wave UKG Interviews

TRAVEL - GRANT

Pollen Guide: Ibiza

Pollen Guide: Marbella

How To: Party on Slopes

Draft titles



WORKFLOW





NEXT STEPS



- **Validate strategy**
- **Blog launches mid-February**
- **Initial articles delivered in time for launch**
- **Gather Member feedback**
- **Launch performance retro and iteration**

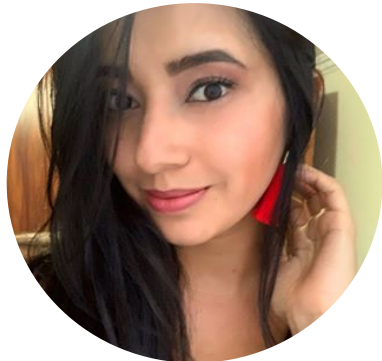
A large, light grey 'X' graphic is positioned behind the text 'APPENDIX' and 'WHERE SLIDES GO TO DIE'.

APPENDIX

WHERE SLIDES GO TO DIE



THE ENTHUSIAST



'I'm scene-obsessed and love being a part of the culture. I have friends who work at Ninja Tune and Phonox, and so get a lot of free tickets to events'

Profile

- ◆ Lives in a culture city like Bristol or Brighton
- ◆ Fashion aficionado, Depop lover
- ◆ Regular at Saatchi or Tate

Music preferences

- ◆ NTS/Boiler Room devotee
- ◆ Deep knowledge of electronic music
- ◆ Big dnb and/or techno fan

Travel preferences

- ◆ Has been travelling and has to Instagram content to show for it
- ◆ Not necessarily an Ibiza fan
- ◆ Prefers Meadow in The Mountains or similar
- ◆ Backpacked before

Festival preferences

- ◆ Gottwood, Houghton, Boomtown, Dimensions
- ◆ 'Glastonbury's a bit too commercial'



THE RAVER



***'I live for the weekends,
and love a good night out
where the beats are big
and the drinks are
flowing. Love a good deal
too and that's why Pollen
is so sick!'***

Profile

- ◆ Essex/London/Liverpool/Manchester living
- ◆ Loves a deal but not afraid to splash
- ◆ Night in the pub just as fun as a festival

Music preferences

- ◆ 'I only really listen to house and techno, anything with a beat'
- ◆ MK, Danny Howard, Solardo, Michael Bibi
- ◆ Often won't know songs or artists by name

Travel preferences

- ◆ Been on a few lads holidays
- ◆ Ibiza/Amsterdam regular
- ◆ May have done a month in Bali

Festival preferences

- ◆ We Are FSTVL, NAS, Abode, Boardmasters
- ◆ 'Never heard of Latitude, where's that?'



THE ORGANISER



'I'm always the one dragging my friends out at the weekend or to a festival. They normally go by what I recommend, so I always keep tabs on all the latest from the industry'

Profile

- ◆ Shoreditch, Camden, Brixton-based
- ◆ Big follower of Crack and Vice
- ◆ Loves trying new things
- ◆ Loves giving friends recommendations

Music preferences

- ◆ Tame Impala, Floating Points, Four Tet
- ◆ Won't find themselves at fabric or Reading/Leeds
- ◆ Fans of Printworks or Motion if lineup is right

Travel preferences

- ◆ City breaks to Berlin, Brugge, Amsterdam
- ◆ Hiking trips in Lake District

Festival preferences

- ◆ Latitude, Citadel, Lost Village
- ◆ 'No way, I'd never go to Hospitality in the Park'

THE AGNOSTIC



'I love being a part of Pollen to discover my next experience. I'm not much of a music or travel nerd, and am open to whatever jumps out at me'

Profile

- ◆ Open to new experiences
- ◆ Still finding themselves
- ◆ Not deeply embedded within a subculture
- ◆ Will comfortably 'go with the flow'

Music preferences

- ◆ Likes 'a bit of everything'
- ◆ Radio 1 is the source of most discoveries

Travel preferences

- ◆ All-inclusive beach breaks
- ◆ Could be tempted by Ibiza
- ◆ Haven't travelled much but wants to

Festival preferences

- ◆ More interested by day festivals
- ◆ 'I've been to Reading a couple of times'





KPIs

KPI	ACTION	MEASURED USING	OUTCOME
Sales	Checkouts	Sales figures	£££
Acquisition	Sign-ups	Analytics	More Members
Views	Clicks	Analytics	Buzz
Brand building	Engagement	Feedback	Stronger brand



Examples of Nightlife content

Future content

- Your city's best club
- **Andy C's most legendary shows**
- Ranked: XOYO's residencies so far
- Coming up this season: Autumn/Winter 2020

Already posted and/or written

- **Your favourite DJ's favourite club**
- The UK's best room twos
- London's best New Year's parties





Examples of Festival content

Future content

- **Career-changing headline sets**
- **Our favourite line-ups this summer**
- **This season's most anticipated festivals**
- **My festival essentials: Rianna**
- **5 one-of-a-kind festival locations**

Already posted and/or written

- **Our Glastonbury 2020 predictions**
- **The best performances of 2019**





Examples of Travel content

- [Berlin's] afterparty eats: 5 afterhour hotspots
- My travel essentials: [Georgia]
- Sidestreet secrets: [Amsterdam]
- The beginner's guide to budget travel
- Longform 'complete' guides to [Valencia]
- Brand partnership articles





Examples of Music content

Future content

- The best live drum and bass acts
- 7 of Carl Cox's biggest anthems
- The weirdest collaborations of all time
- Underrated songs by superstar DJs
- Track of my tiers
- 2020: a big year for: [x], [y] and [z]
- Hybrid Minds: the new face of dnb

Already posted/written

- 17 Bristolians and their best songs
- High Contrast's history of ample samples
- 10 best drum and bass songs of 2019
- 10 best house and techno songs of 2019
- 10 best remixes of 2019
- 5 best performances of 2019
- Our favourite songs of the decade (ft MMs)



Content calendar

	Notable events and happenings	Potential content
Christmas and New Year	<ul style="list-style-type: none"> • Christmas • New Year 	<ul style="list-style-type: none"> • Hottest Xmas/New Years' Eve parties • 2019 round up lists • 2020 predictions
Early 2020	<ul style="list-style-type: none"> • 5-week month • First student loans • Dry January • New Year's resolutions • Valentine's Day • Most lineups will be teased/kicked off 	<ul style="list-style-type: none"> • Wallet-friendly/budgeting features • Themed content e.g: Spotify playlists • Picking apart lineups
Spring	<ul style="list-style-type: none"> • Festival season is nearly here • Easter • Most lineups will be finished off • New financial year / student loans • May bank holidays 	<ul style="list-style-type: none"> • Our favourite lineups • 'Why not spend that extra cash' articles • 'Sort out your summer' features • Summer soundtrack Spotify playlists
Summer	<ul style="list-style-type: none"> • Glastonbury • Festival season in full swing • Holidays/travel kicks off 	<ul style="list-style-type: none"> • 'Missed out on Glasto?' etc. • Instagram pushes • User generated content • Members' summer stories, during and after
Autumn	<ul style="list-style-type: none"> • Festival season finishes • Halloween • Nightlife winter seasons announced 	<ul style="list-style-type: none"> • Round/reviews of the season • Halloween events • Winter preview
Winter	<ul style="list-style-type: none"> • Christmas/NYE build up • Winter seasons from Motion, WHP etc. 	<ul style="list-style-type: none"> • Christmas/NYE party round ups • Looking at/hearing about winter season shows

