

Creating Communities

Sadie Groom
Managing Director

Here at Bubble we have recently conducted a research programme for a well-known industry supplier and one of the questions we ask was around where their trusted information comes from – one of the top answers was “my communities”. We delved deeper into this to see where, what and who these were and came back with forums, WhatsApp, Facebook groups and meetings of friends/freelancers.

Why are these communities so important and how can you make the most of them? Having a sense of community unites us. Being a part of a community can make us feel as though we are a part of something greater than ourselves. It can give us opportunities to connect with people, to reach for our goals, and makes us feel safe and secure. We need them in our lives personally and professionally and often it is friends and colleagues who encourage us to join or get involved in them. A shout out to one in the AV sector that we work in one such community that regularly meets is #AVINTHEAM which is live on Twitter every Sunday – this is always a well-attended and buoyant group which is incredibly supportive.

As communities can come in various forms I thought it was worth talking about what we use for Marketing Leaders Circle – a forum app called Guild (guild.co) – I can't recommend this enough, as on here you will find many groups that are free to join, or you have to apply. Guild has the five Ps of Community which are Practice, Play, Product, Place and Purpose. Here is a brief description and how you can get involved and not just using the App:

Practice – typically based around job functions and often started by associations or other groups of people doing the same job who don't feel that the association suits or covers them. Increasingly people are finding the gaps here and are being able to monetise them – watch this space for an announcement on this from me early next year.

Play – these are a common interest or hobby, yes, I am setting up a media and entertainment golf one, but brands can also do this – Lego has a great forum called Lego Ideas.

Product – very specific to a product but you can use this to get your users in and sell and upsell to them.

Place – lots of groups here that you might use on Facebook due to where you live or want to live and as the world goes back to normal will increase – regular meet-ups will be key here.

Purpose – this should have a big and bold ambition and the most important question to answer is why is this needed.

What other things do you need to consider before starting or joining a new community.

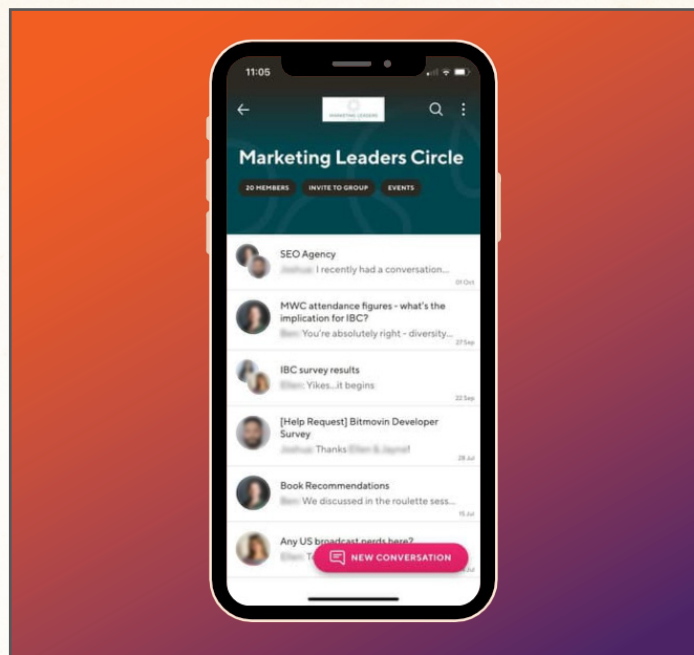
They are not just technology based and as we move back into the real world we will start to see more of the groups like Marketing Leaders Circle appear as they provide a trusted environment with PLU (people like us). Often held under Chatham House rules these type of events can provide great networking and access to resources – yes the famous little black books that we all have.

What do you do if you want to start one? Ask the five people closest to you what are the five P's that keep you talking to another, things that

you enjoy or a joint purpose. Once you have that then asked those five to ask another five people and your community will begin to grow.

Depending on the type of community that you are creating you might want to set some ground rules. These can be simple points but are really useful in case they do need to be enforced and you can refer people can to them.

However, obscure it might be and whether we are introvert or extrovert or somewhere in the middle we all want to join up with likeminded people – and if anyone wants to join my left-handed people of media and entertainment group just give me a shout.



OUR TEAM IS GROWING! WE ARE DELIGHTED TO INTRODUCE YOU TO...

Kim Willsher, Head of Americas

Kim has over two decades of experience in B2B technology PR and leads Bubble's team and operation in the Americas. Since moving to Los Angeles in 2010, Kim has overseen global campaigns for media and entertainment clients including Avid, Cinesite, Deluxe, EVS, IBM Aspera, Haivision, LEE Filters, Light Iron, Panalux, Panavision, Quantum, Rosco, Vecima, Vicon, and Vizrt.



Laura Morris, Junior Account Executive

Laura joins the Bubble team as she completes an MA in PR and multimedia communications at Solent University. She has a first class degree in English Literature from Portsmouth University and a great deal of experience in business development and operations. Laura has already started applying the skills developed from her MA, along with her enthusiasm and passion for PR, to her role within Bubble.



CULTURE CLUB

Long Lives a King

Denise Williams
US Senior Publicist

One year ago, 28 August 2020, the film industry lost a king, Chadwick Boseman, to a four-year battle with colon cancer – he was 43 years old.

When I heard the news, I was in shock! I could not believe it. You could feel/hear the shock waves around the world.

So soon after the release of the spectacular movie *Black Panther* (2018), how could this be? He was in the best shape of his life – or so we thought.

I never knew what he had done before so once the news set in, I was obsessed with learning everything about this talented young man. Born in Anderson, South Carolina, he studied at Howard University and I learned that Denzel Washington paid his tuition to attend a theatre program at Oxford University.

I spent the next two weekends rewatching the iconic movies that he starred in. The first movie I ever saw him in was *42* (2013), the life story of Jackie Robinson, the first African-American to play in Major League Baseball in the modern era – and after that I was a fan! He went on to play other icons: James Brown



in *Get On Up* (2014) – my favourite line in this movie was, “If you ain’t never been down, how you gone get on up?” He also portrayed Thurgood Marshall in *Marshall* (2017); these are all black icons in the real world, and he brought them all back to life to those of us who lived it.

After Boseman’s death, all the little boys in the community wanted to be Black Panther for Halloween – even my little nephew, Jakai, who was five years old. When Jakai told

my husband that he was going to be Black Panther for Halloween, my husband said, “Black Panther died.” Jakai did not understand that Chadwick Boseman had died, so he let my husband have it! “What’s wrong with you, uncle? Black Panther did not die. Where have you been?!” He was so mad at my husband for saying such a thing.

Boseman also starred in *21 Bridges* (2019), *Da 5 Bloods* (2020), not to mention the Marvel/Avengers

franchise. He also directed a short film entitled *Love is a Fallacy* (2013) – he was so young then.

His final role was in the musical drama *Ma Rainey’s Black Bottom* (2020). And then the stage went dark.

Boseman was diagnosed with colon cancer in 2016, which means he made seven movies, including *Black Panther*, after his diagnosis. He deserves the crown.

COMPETITOR ANALYSIS IN THE WORLD OF MARKETING

James Grisley
Digital Marketing Professional at Wagada Digital (one of Bubble Agency’s trusted digital marketing partners)

Whilst a company needs to find its own strategic direction in its marketing, it’s always worth keeping a strong eye on competitor activity.

You can learn a lot about your target market by studying your competitors and it allows you to see what’s working and what isn’t for them. As a result, you can benefit from their experiences to help you refine and improve your own marketing whilst identifying gaps in the market.

Why should you do a competitor analysis?

There is only a finite number of customers who will be interested in your products or services. To become the ‘go-to’ brand for these customers, you will need to know what your competitors are doing and what their online presence is like. Therefore, running a competitor analysis will give you an insight as to where your business can improve and capitalise on areas your competitors aren’t doing. Due to the fast-paced nature of digital marketing, it’s worth scheduling competitor reviews to keep up to date with the latest market landscape.

Key areas of competitor analysis

Comparing yourself to rival businesses allows you to make direct comparisons between elements of

their online marketing strategy and your own. SimilarWeb is a handy tool that analyses and compares different areas of your strategy against your competitors. Thanks to its free version of the tool, even small businesses can begin their analysis without any heavy financial investment. To help you get the most out of a competitor analysis, here are some key comparisons to consider:

- Analyse website traffic
- Understand traffic sources
- Organic and paid keywords
- Social media
- Competitor link building
- Find appropriate and relevant keywords
- Stay up to date with any change your competitors make
- Use link research tools to check what pages are indexed and what backlinks your competitor has

- Keep an eye out for any events that they are attending
- Content they produce
- PR activity
- Paid online advertising campaigns

Next Steps

Using a competitor analysis in the right way can help you get the most out of your strengths and capitalise on the weaker areas of your competitors whilst taking inspiration from their strong points. Using the many tools available will equip you with the information you need to stay ahead of your competition and ultimately lead to an increase in traffic and sales for your business.

www.wagada.co.uk

Growing your media presence in North America

Kim Willsher
Head of Americas

For many B2B media and entertainment technology brands, North America is one of their biggest target markets, if not the biggest market.

Whether you are targeting Hollywood film studios, national sports leagues, or some of the world's most famous live performance venues, North America is a lucrative market—and often top of the priority list when it comes to raising brand awareness.

Challenges and opportunities

However, securing high-quality media coverage is increasingly challenging. As in many regions, editorial teams are shrinking and several trade publications have closed. This means there is fierce competition for the attention of those that remain, making it harder for companies to stand out.

On the other hand, traditional media outlets are experimenting with new formats to attract audiences, and new types of media outlets—like podcasts—are flourishing. So, it is vital to keep track of the fast-changing media



landscape to capitalise on these new opportunities.

Making headlines

With the huge readership figures of North American national and business media outlets, many brands are eager to be seen in the likes of The New York Times, Forbes and Fast Company, or on Bloomberg, CNBC or NPR. But with smaller editorial teams, most media and tech reporters are primarily interested in covering household brands.

So, how can B2B M&E brands break through? They must not only have a compelling story to tell, but also offer proof points to back up their claims—from impressive stats and

financial figures, to providing access to big-name customers, partners, investors, and independent industry or financial analysts.

Another technique is to be prepared to quickly offer a unique point of view from a senior, expert spokesperson on a relevant breaking news story, positioning your brand as an industry expert.

Growing your media presence in North America takes time, creativity and persistence, but for M&E tech brands, it can be well worth the investment. To find out how Bubble Agency can help, contact kimw@bubbleagency.com

UPCOMING DATES FOR THE DIARY

We have witnessed the return of physical tradeshows these last couple of months, and we hope these continue.

Here is a selection of dates for upcoming virtual events, hybrid events, and in-person tradeshows within broadcast, film, AV, audio, and sports.

Please note, these are subject to change.

21 – 23 OCTOBER 2021

BROADCAST INDIA

Mumbai, India

23 – 29 OCTOBER 2021

INFOCOMM

Orlando, Florida, USA

26 – 28 OCTOBER 2021

CABSAT

World Trade Centre, Dubai

30 NOVEMBER 2021

BROADCAST TECHFEST

The Brewery, London, UK

03 – 06 DECEMBER 2021

IBC

RAI Amsterdam, The Netherlands

WHAT WE DO WHEN WE ARE NOT BUBBLING

Rufus Jay
Account Director

When I am not supporting my clients and engaging with the media in the exciting world of B2B technology PR, you can find me doing these things:

Exercise: I had been putting on a bit of weight last year but re-established my long-term love of exercise during the first lockdown. I have been into running for several years, but also bought an exercise bike last year. It's a really useful piece of equipment to have, as it makes it super convenient to get a good cardiovascular workout in. You have got a lot fewer excuses when the gym is in the same room as you! I do a lot of walking too as I currently live in rural Ireland.

Cue sports: While I love exercise,

snooker and pool are my passion. I got into playing snooker and pool back at university. I used to play quite regularly but have only managed a couple of times in the last year and a half, what with regulations and lockdowns. With a top break of 25, I'm no Ronnie O'Sullivan, but I really enjoy the game and can't wait to get back onto the snooker table.

Darts: The lack of cue sports during lockdowns did enable me to buy a stand for my dartboard and practice at home. It's no snooker, but darts is still a fantastic game and great fun to

play. No 180s yet, but I've definitely improved over the last few months. Ally Pally – here I come!

Football: Sadly, my playing days were ended at school - with the discovery that I am useless at football. However, I love watching football and follow Watford in the Premier League. While I didn't make an uncompromising central defender, I have spent many an hour over the last few months guiding Wrexham from non-league to FA Cup and Champions League glory - on Football Manager Mobile.



My Favourite Things

INTERVIEW

Each issue we will put a Bubble under the spotlight to find out what makes them tick... this issue it is Louise Wells, Associate Director.

Favourite meal to eat?

Am I allowed two, one for summertime and one for winter?! Summer would be delicious sushi. After any work trip it is a must have treat. And in winter would be a roast dinner with all the trimmings. Roast chicken, pork, beef or lamb, I am there!

Favourite TV or film character?

Everyone in the office laughs when I talk about how much I love *Only Fools and Horses*. Some Bubbles are even too young to know the series that well. For me, it brings back such nostalgia from my childhood watching episodes with my Nan and Grandad. So, I would have to say my favourite TV character is Derek (Del Boy) Trotter. I could watch old re-runs of *Only Fools and Horses* for hours.

Favourite pastime?

Pre-pandemic it would have been shopping. And while this still holds a place in my heart – especially hunting for a bargain at an outlet – I have been enjoying the pleasure of dog walking. Looking after my brothers two dogs, Digger and Ellie (pictured), for a week over the summer was lovely and now I am

an Auntie again to my best friends' Poochon puppy.

Favourite lockdown hobby?

Like everyone, I really enjoyed walking and getting out for some daily fresh air to break the day up. I didn't realise how many green spaces are near to my house before, which is bad considering I have lived in the same town all my life!

Favourite holiday destination?

Nassau, The Bahamas. My parents used to live there, so I have a soft spot for the Island. I haven't been since they moved back to the UK in December 2010, but we have heard from friends who are still out there that there has been a lot of investment in the infrastructure on the Island since then, so I would like to return and see how things have changed. I am planning to try and go back for my 40th in Jan 2024.

Favourite band?

Oasis.

Favourite song lyric?

"Cold and frosty morning, there's not a lot to say about the things caught in my mind." – Oasis, *Don't Go Away*

Favourite scent?

Valentina by Valentino.

Favourite word?

Classic.

BRAZILIAN BRIGADEIROS

Aline Mello, Account Manager



This is a Brazilian birthday party classic and so easy to make it's almost a crime not to give it a try. If you want to follow it by the book, you can roll the mixture into little balls and cover them with chocolate sprinkles. But if you're lazy and just want a quick sugar fix, grab a spoon and eat it straight out of the pan – another Brazilian classic.

INGREDIENTS

- 1 can of condensed milk
- 3 tablespoons of unsweetened cocoa powder
- 1 tablespoon of butter
- Chocolate sprinkles (optional)

RECIPE

1. In a pan over medium heat, combine the cocoa, butter and condensed milk. Stir it until it becomes gooey, for about 10 mins.
2. If you want the lazy version, once it's cool enough to eat, grab a spoon and go for it!
3. For the classic recipe, transfer it to a plate and keep in the refrigerator for at least one hour to cool down.
4. Pour chocolate sprinkles into a small bowl. Split the dough into little balls with your hands and roll them in the sprinkles so that they cover them completely. Place them in paper baking cups.



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