

MEET OUR

# CREATIVE STRATEGY TEAM



## The Creative Strategy Team...

...was built to champion creativity, drive innovation and keep the ideas constantly fresh and flowing at Fanbytes!

From coming up with concepts for pitches and proposals, to working alongside our client-facing account teams on exciting campaigns, they're always on hand to keep Fanbytes at the forefront of Gen Z marketing.

Here, we've asked each of them **5 Questions** to get to know them a bit better and find out more about their role, experiences and opinions on the industry...

## 5 QUESTIONS WITH

## TOM SWEENEY

*Head of Creative Strategy*

1

**Can you tell us about your career journey to date (in less than 100 words...)?**

Games and agencies is the short answer. My career has focused on social and communities - building, growing, and managing. In my career to date, I've built the world's most-viewed Games Media Publisher on social media, managed a community that's bigger than most countries' populations, and worked with huge brands to develop and execute on industry-leading social campaigns.



4

**You've got a lot of experience in gaming and esports. What do you think the big opportunities are for brands (and Fanbytes)?**

We are at a point where gaming is converging with other forms of entertainment; music, movies, TV, brands... Anyone not paying attention is getting left behind. For Fanbytes, the opportunity to connect our clients with the gaming community on social is huge, and for brands the opportunity is clear; if you want to reach young people, act now, or you'll miss the boat entirely.

2

**What do you find most exciting about your role at Fanbytes?**

In my role, I get to lead a team that's made up of some of the best creatives in the business. Fanbytes is fast paced, varied and ambitious, which pushes us to be at the top of our game every day. There aren't many jobs that make you excited for Monday, but this is actually one of them.

*We are at a point where gaming is converging with other forms of entertainment. Anyone not paying attention is getting left behind.*

5

3

**What do you think you bring to the Fanbytes creative team?**

Leadership (I hope!), but also a strategic approach where we combine genuine data and insights with our creative mindset to generate better ideas and devise innovative campaigns that make an actual difference to our clients.

**Heading up the Creative Strategy team, what are your main priorities for 2022?**

As we enter 2022, I'm excited to develop our creative and strategic offerings; building a dedicated Insights & Data function, exploring new opportunities with Intellectual Properties and original content, and more deeply integrating our managed talent (Bytesized Talent) into our existing creative offerings.

# 5 QUESTIONS WITH CELESTE HOULKER

Senior Creative Strategist

# 1

## Can you tell us about your career journey to date (in less than 100 words...)?

I spent the early years of my career working for a pioneering youth marketing agency called Livity. My role there taught me how to execute co-created campaigns, content creation, and lead creative teams. It's there where my passion for working in youth marketing began. I then moved on to work in influencer marketing. One of my highlights was when one of my campaigns winning Best Integrated Campaign at the 2018 UK Content Awards.



# 4

## What's been your favourite creative brief to work on at Fanbytes?

I have two favourites (because I find it hard to choose!). My favourite influencer brief this year is our campaign with G-SHOCK to promote their G2100 watch. I enjoyed developing our storytelling-based ideas for their 'Born An Icon' campaign. My favourite content creation brief was working with **International Alliance for Responsible Drinking (IARD)**.

# 2

## What do you find most exciting about your role at Fanbytes?

This role involves everything that I love; focusing on connecting brands with young people, working with influencers and creatives, and developing impactful campaigns. The breadth of clients we get to work with is exciting, and so is the talent. No one day is the same at Fanbytes, and it keeps me on my toes.

*This role involves everything that I love; connecting brands with young people, working with influencers and creatives, and developing impactful campaigns.*

# 3

## What do you think you bring to the Fanbytes creative team?

I think my enthusiasm for collaboration and keeping us on track for projects. I enjoy helping to foster an inspiring, supportive environment and create innovative work for clients. Also, my range of skills from content production, campaign management, strategy, and creative direction means I'm able to respond to a brief from all angles.

# 5

## What are three creative/Gen Z/social trends you think brands should be jumping on right now?

Firstly, creators are using sounds that are stories as the backing of their content, so I would like to see brands become more adventurous with the sounds they create for creators to use. Secondly, brands continuing to talk about the environment and their pledge to become more sustainable will continue to be of interest to Gen Z. And finally, early adopters of live shopping content will come on top next year, as they would've spent more time building up a following and learning how to execute live shopping in a way that engages their audience.

# 5 QUESTIONS WITH KATHLEEN URQUHART

*Creative Strategist*

# 1

## Can you tell us about your career journey to date (in less than 100 words...)?

Before joining Fanbytes, my career was very much centred around The Tab and journalism. I was creating content for The Tab throughout university and then for the past two years since graduating. I quickly discovered that I love writing but found the world of journalism quite exhausting. I then moved my energy onto The Tab's social media and finally their branded content. Here, I learnt I can use my love of writing and storytelling to make brands' products come to life in front of their customers which I found really rewarding.



# 4

## What were your favourite campaigns to work on in your role at The Tab?

Our biggest campaign of the year is with NatWest and I led this over summer. I would say this was probably my favourite because it was a lot of responsibility and the biggest budget - the pressure was on which made the end result even more gratifying. I worked with some amazing people throughout the campaign but I also had to learn a lot about patience. The process taught me lessons on how I work and how I stay organised - both have been (and will continue to be) extremely valuable.

# 2

*Our generation is so powerful - we're able to cancel one brand and make another brand the leading trend, simply based on a tweet..*

## What do you find most exciting about your role at Fanbytes?

The focus on creativity in this role is definitely the best part. In the two weeks I have been here, I've spent half of my day brainstorming ideas and collaborating with my team, and the other half reducing these ideas into succinct, impactful sentences to really sell to the client. My love of creating, writing and editing is being thoroughly utilised which makes the role a lot of fun for me.

# 3

## What do you think you bring to the Fanbytes creative team?

I think, as a team, we all support each other's strengths and weaknesses really well. We all also come from different perspectives which keeps the ideas broad and unique. The key thing I bring is probably **my journalistic eye** - this has given me great attention to detail, a good creative head, and has made me a really fast worker. I think as a team, we all compliment each other nicely, so it's great to know I can jump in where needed and others can help in areas I lack.

# 5

## What are three creative/Gen Z/social trends you think brands should be jumping on right now?

The 'Unlock It' challenge where people show the face they'd pull to unlock 'X' person's iPhone is gaining a lot of traction right now. There are a lot of possibilities for campaign ideas here. Another great trend is the 'Story Time' trend where people voiceover videos with a completely irrelevant story that is convoluted and shocking to encourage people to watch until the end or click on part two. Again, this could be a great one to use for future campaign videos. Finally, Gen Z are big on politics and voicing their political opinions. We could take advantage of this by directing campaigns towards encouraging the viewers to add their opinion and speak up on important topics they're passionate about. Our generation is so powerful - we're able to cancel one brand and make another brand the leading trend, simply based on a tweet..

# 5 QUESTIONS WITH ROLLO MULLINER

Junior Creative Strategist

# 1

**Can you tell us about your career journey to date (in less than 100 words...)?**

Despite studying Biomedical Sciences at University, in a classic case of lockdown boredom gone wrong, I found myself making TikToks instead of revising for my finals. It didn't take long before 50 followers became 50,000, and not long after that 500,000. While I loved being a content creator, I often found myself wanting something more team oriented, as it often got lonely always working alone. In a stroke of luck, Fanbytes reached out and asked if I'd be interested in a Junior Creative position, and well, the rest is history.



# 4

**As a TikTok creator, what do you believe are the main things brands need to know about achieving success on the platform?**

TikTok is unlike any other social media platform. Given the lower traffic of ads on users' For You Pages, it is far more effective to find your way there organically instead of paying for your place.

There is an unspoken prejudice against advertising on TikTok as it used to be a platform that was completely ad-free, so the importance of winning over the crowd organically is key to a brand's success on the platform.

# 5

**What are three creative/Gen Z/social trends you think brands should be jumping on right now?**

The biggest trend on social media at the moment is annual rewinds. TikTok Rewind is being pushed to For You pages massively at the moment, so make sure you get involved and post your 2021 highlights for an instant boost in views. Another popular stream of content doing well currently involves posting relatable "in real life" content. While there is no particular trending sound or template to follow, content that is "embarrassingly relatable" has massive potential to go viral over the next few weeks. Finally, brands posting behind-the-scenes content are seeing a strong increase in following as people love seeing the inner workings of a business that you don't usually see on a day to day basis, so giving them this unique insight will see your account fall on a large number of new FYPs!

# 2

**What do you find most exciting about your role at Fanbytes?**

I love being able to express my creativity in every piece of work I do! So many career paths these days seem to strip away individuality during office hours, however here at Fanbytes I always feel like I can be myself.

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# 3

**What do you think you bring to the Fanbytes creative team?**

I think I can bring a unique perspective to the creative team. Having been a content creator myself, I have a form of social media experience not many people can claim, and as a result I have a better understanding of what is likely to "go viral" and what won't.



Fanbytes