



MAX SPECTOR

DESIGN CASE STUDY

CAMPAIGNS & CONTENT **at FANDOM**

Art direction, partnership, & design



More important
than understanding
the behavior

is
figuring
out

WHAT'S

NEXT?



PROJECT BRIEF

As a “brand of brands,” design at Fandom stretches across a broad range of styles and personalities—often in co-branded environments—and occasionally leveraged for something completely new. My team used every creative tool in the box to deliver unforgettable design solutions across content and marketing channels.



ROLES & RESPONSIBILITIES

- » **ART DIRECTION:** directed design teams and individuals on concepting and execution, guiding them to find the right balance of brand connection and personality.
- » **PARTNERSHIP:** served as either the responsible or accountable party with internal stakeholders, driving the process and approach to execute against budget and time frames.
- » **DESIGN:** contributed hands-on design ideas, crafting various aspects and components of the finished work.

CONTRIBUTING DESIGNERS:

Dylan Abuel, Vinh Do, Nick Tam,
Risha Egart, Dermot Jiang



USING ENTERTAINMENT TO CONNECT WITH SOMEONE ELSE INCREASED +80% YOY

USING ENTERTAINMENT AS A WAY TO CONNECT WITH SOMEONE ELSE INCREASED +80% YOY

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TURN TO ENTERTAINMENT TO MENTALLY/PHYSICALLY RELAX

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SPENDING QUALITY TIME WITH FRIENDS & FAMILY

WERE MOTIVATED BY SPENDING QUALITY TIME WITH FRIENDS & FAMILY

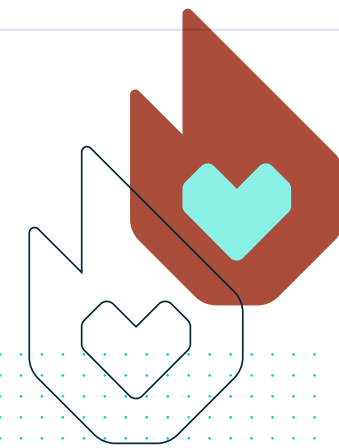
65%

SOMETHING I CAN CONNECT WITH SOMEONE OVER

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CONNECT

STATE_OF_FANDOM



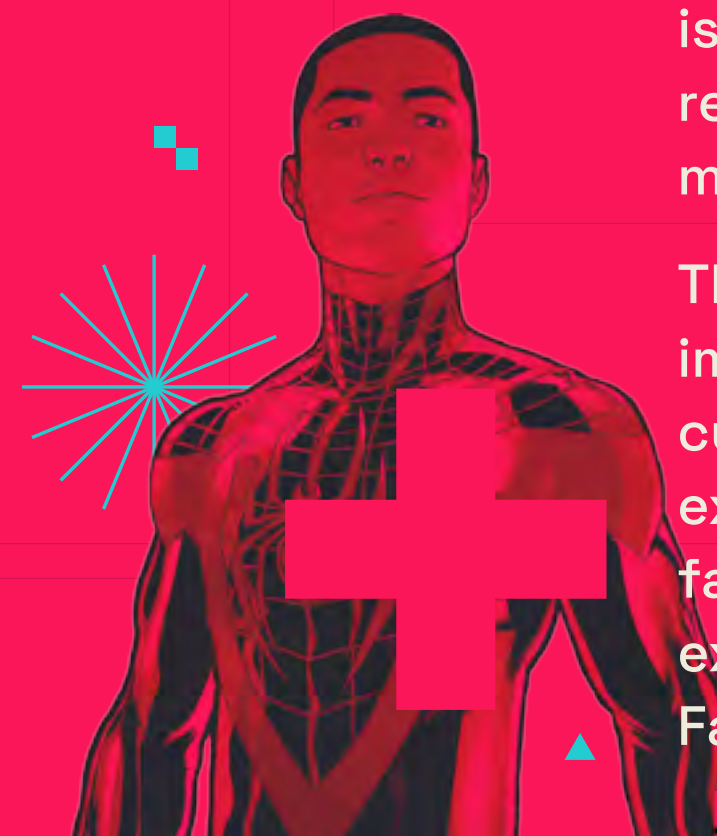
A Fandom RESEARCH REPORT



THE STATE_OF_FANDOM

is Fandom's second annual research report on the changing mindset of entertainment fans.

This year's report focuses on the impact of global health and cultural evolution on the fan experience. It combines a broad fan survey in the US & UK with exclusive behavioral data from Fandom's 315M+ unique users.



ENTERTAINMENT



THERAPY

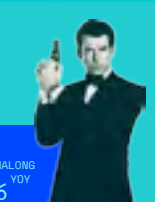
I WATCHED A LOT OF THE OFFICE BECAUSE I FEEL LIKE I'D RATHER WORK AT DUNDER MIFFLIN THAN DEAL WITH ANOTHER DAY OF QUARANTINE.
FAN LAB RESPONDENT

NEW HABITS ARE HERE TO STAY

91%

of fans who developed new entertainment interests will keep them post-pandemic

→ Virtual fan experiences like Harry Potter escape rooms and table reads brought fans closer to their fandoms than ever before.




PIERCE BROSNAN'S GOLDEN EYE WATCHING SPIKED THE BOX SET +164% YOY

→ 31% of consumers spent money on at-home movie releases during COVID-19, creating meaningful bonding

→ Gaming demographics shifted as parents looked for experiences to share with their children.





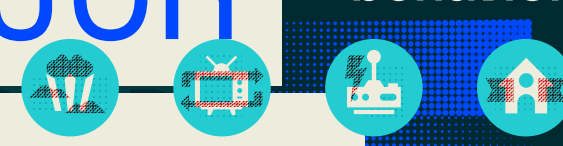
More important than understanding the behavior

is figuring out

WHAT'S NEXT? → → →

As Entertainment became our main source of connection through quarantine,

FOUR MAJOR TRENDS emerged in consumer behavior...



INTEREST IN NOSTALGIC CONTENT INCREASED

78% YoY

LET'S _DO THE TIMEWARP _AGAIN

66% of fans turned back the clock to old entertainment hobbies or content that reminded them of the good old

TOP MOTIVATIONS FOR NOSTALGIC CONTENT

- PASS DOWN FANDOMS: 73%
- BOND WITH FAMILY & FRIENDS: 64%
- CONNECT WITH CHARACTER: 62%

65 I KNOW IT'S RANDOM, BUT MY SISTER WAS NAMED AFTER ALEXIS CARRINGTON FROM DYNASTY, AND IT'S ALWAYS BEEN A TALKING POINT IN MY FAMILY. WE FINALLY HAD THE TIME TO BINGE THE WHOLE SERIES TOGETHER.

DYNASTY +191% YoY FAN LAB RESPONDENT

TAKEAWAY → Revisiting old classics through a modern perspective is a great way to connect, as today's fans are increasingly choosing to find comfort in the good old days.

AFTER BEING STUCK AT HOME FOR THE MAJORITY OF THE 2020s...

YEAR OVER YEAR

93% YoY MOVIE FANS

91% YoY TV FANS

76% YoY GAMING FANS

BECAUSE 74% OF FANS HAVE SPENT MORE TIME WITH ENTERTAINMENT DURING THE PANDEMIC

PERCENTAGE OF FANS WHO SPENT MORE TIME IN 2020

- MOVIES: 64%
- TV: 63%
- GAMES: 43%
- COMICS: 20%
- ESPORTS: 19%

...THE NUMBER OF PEOPLE CLAIMING TO BE ENTERTAINMENT FANS GREW SIGNIFICANTLY.

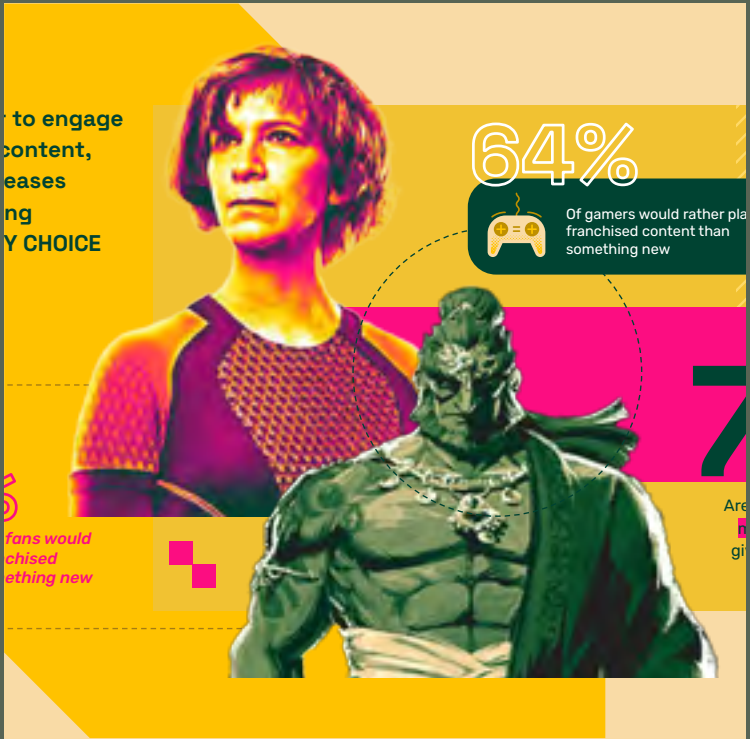
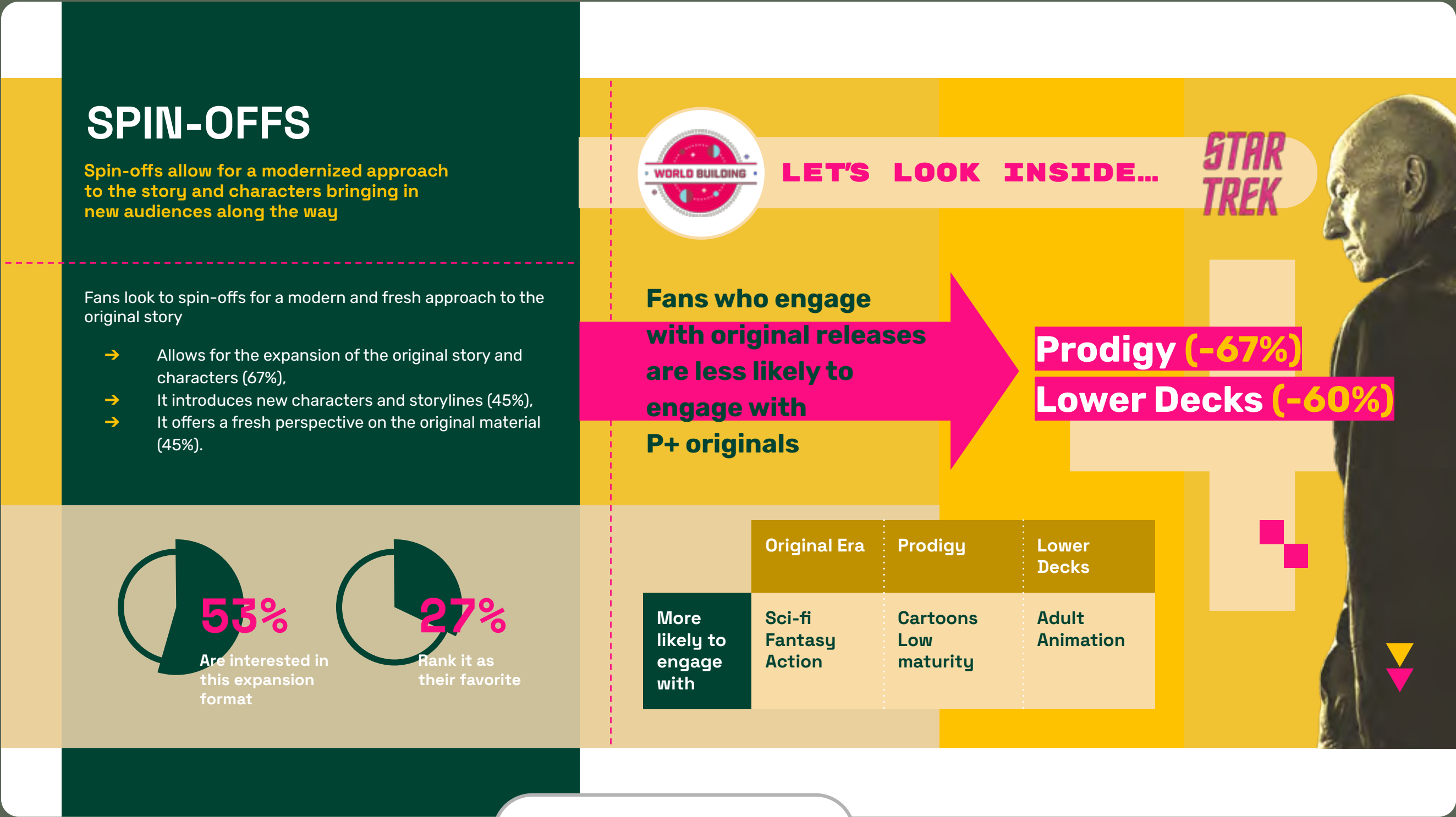
We get it, people engaged with Entertainment more than ever before... but it's just because they had more time, right?

That's part of it, but...

The reason why making sourdough bread and craft cocktails came and went but entertainment stayed was because people found **CONNECTION** through entertainment.

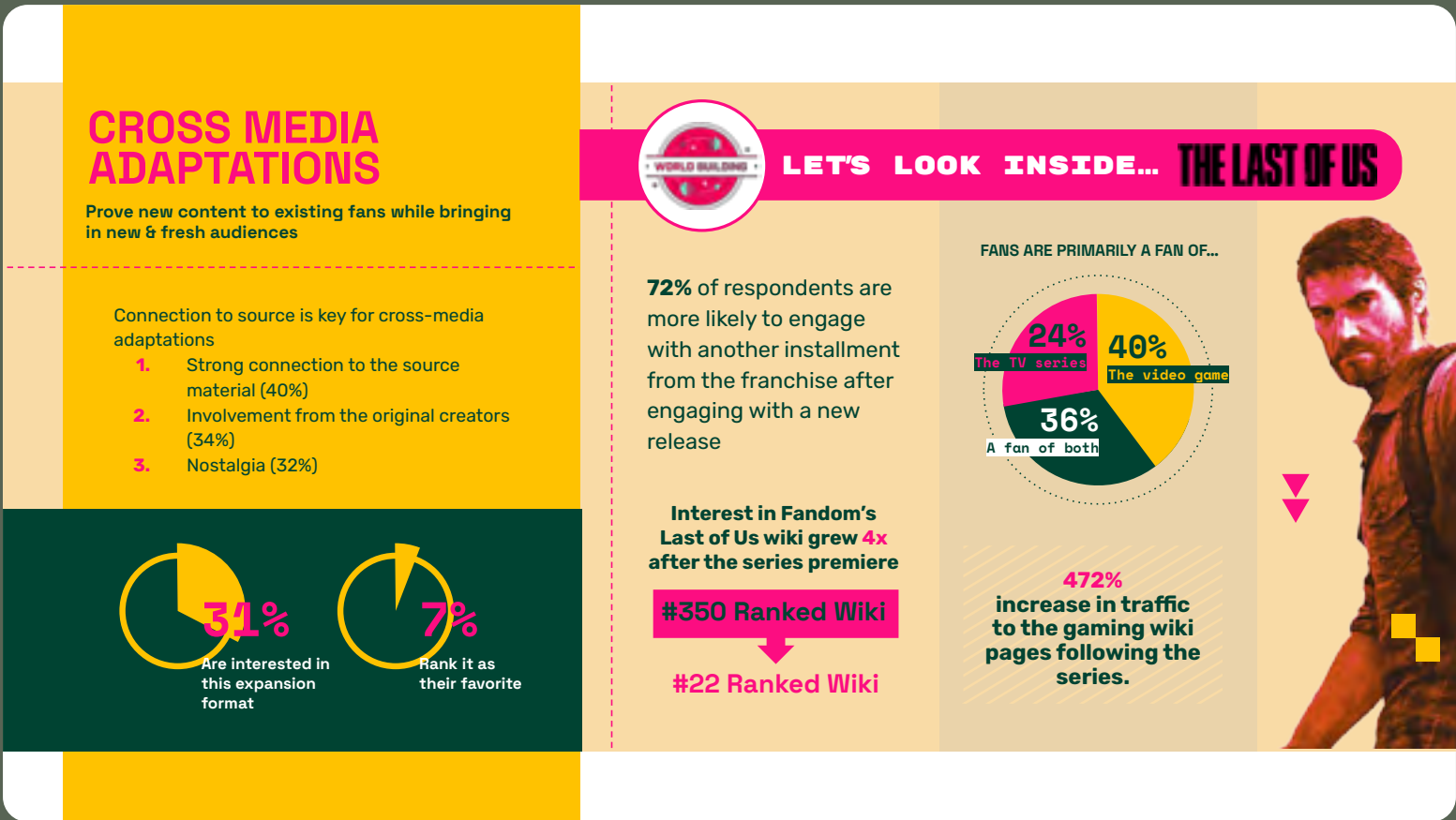
What role does entertainment play for you?

- +80% YoY TO CONNECT WITH SOMEONE ELSE
- +41% YoY TO SPEND QUALITY TIME WITH FRIENDS/FAMILY

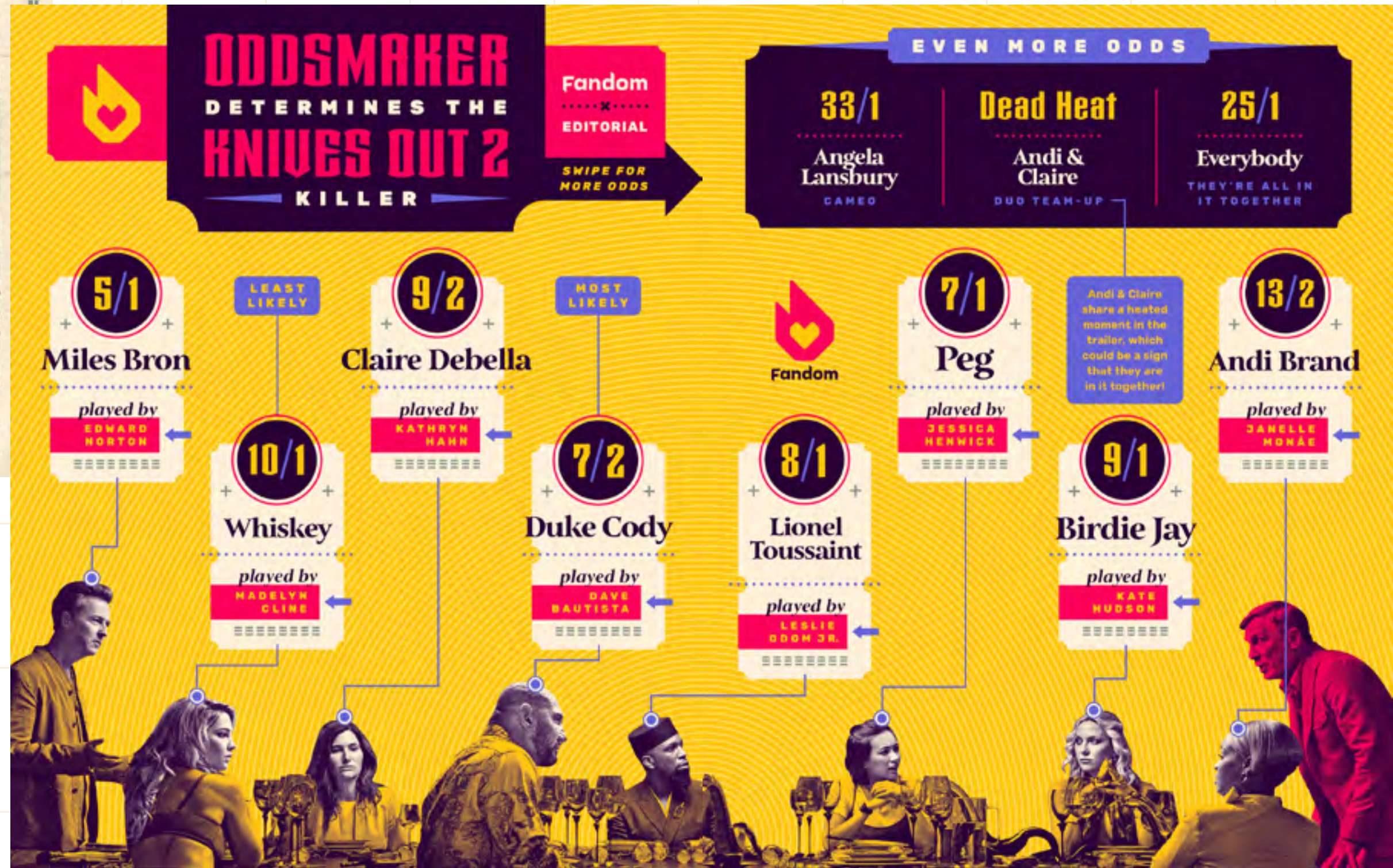


WE SET OUT TO CREATE THE FIRST-EVER METRIC TO MEASURE FAN INTEREST ACROSS THE ENTERTAINMENT AND GAMING LANDSCAPE

A UNIFIED VIEW THROUGH A SINGLE SOURCE











CUSTOM CONTENT



THE FARM BOY



Luke was born at the end of the Clone Wars, to Owen Lars and Beru Whitesun Lars. When Owen was killed by Darth Vader and Padmé Amidala, the young couple brought Luke to live with the boy's Uncle Owen and Aunt Beru on Tatooine.

That doesn't mean Luke was just an orphan, though. He took the name of his uncle, Owen, and the name of his aunt, Beru. Another name, a nickname, came from his aunt, Beru. She called him "Farm Boy" because he was so young and he was so close to the farm.

FUN FACT:
These stories are told in the comic book series "Star Wars."



FINDING THE FORCE



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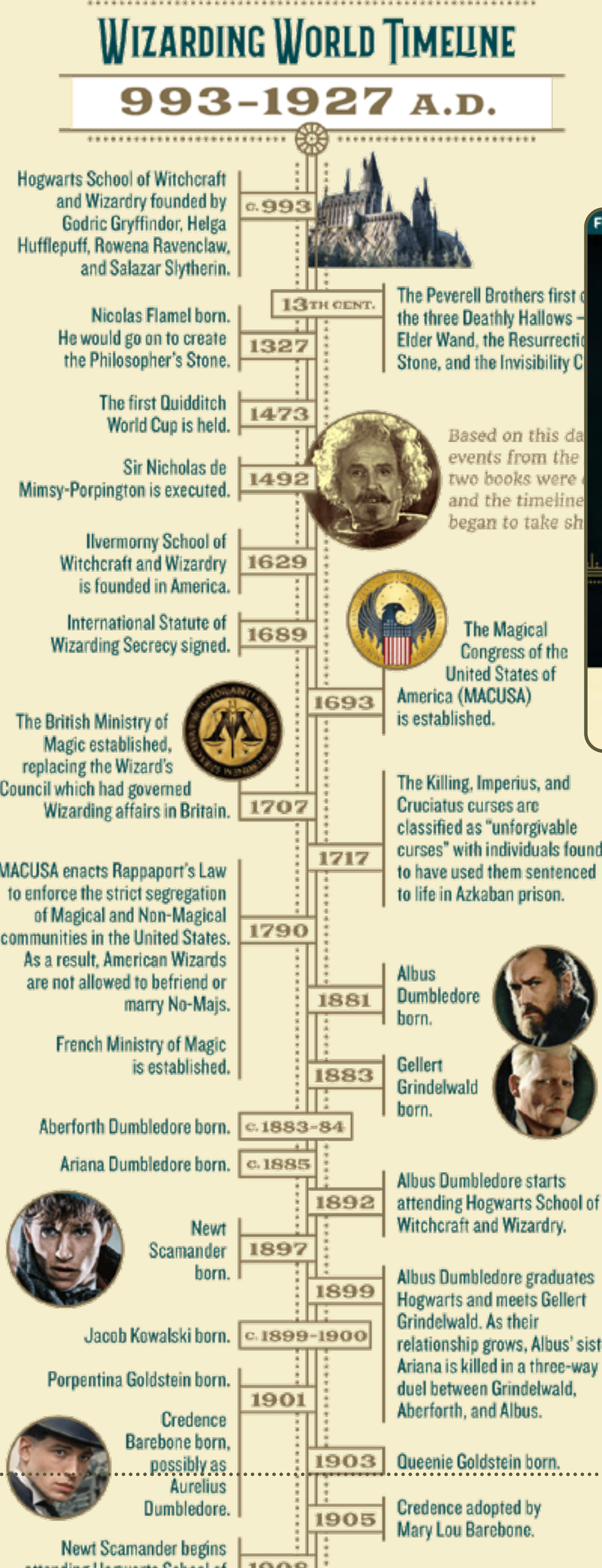
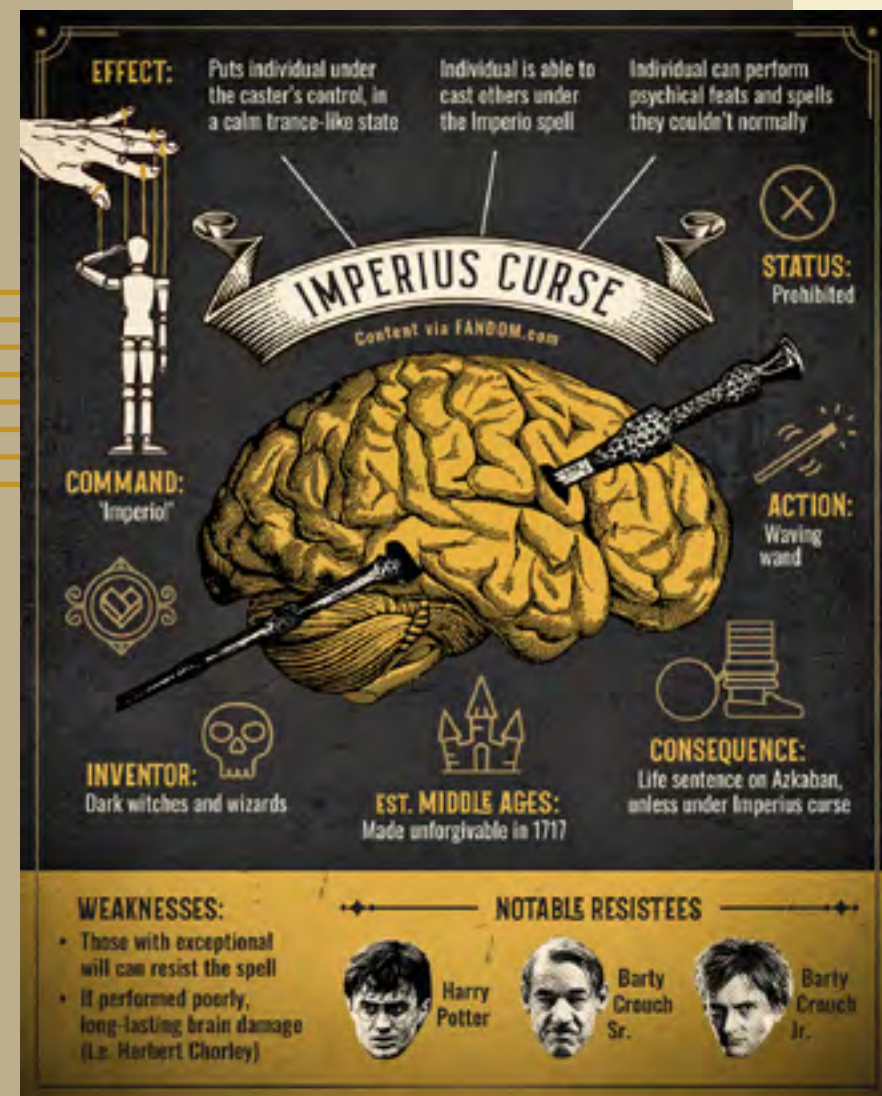
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CASE STUDY. CAMPAIGNS & CONTENT





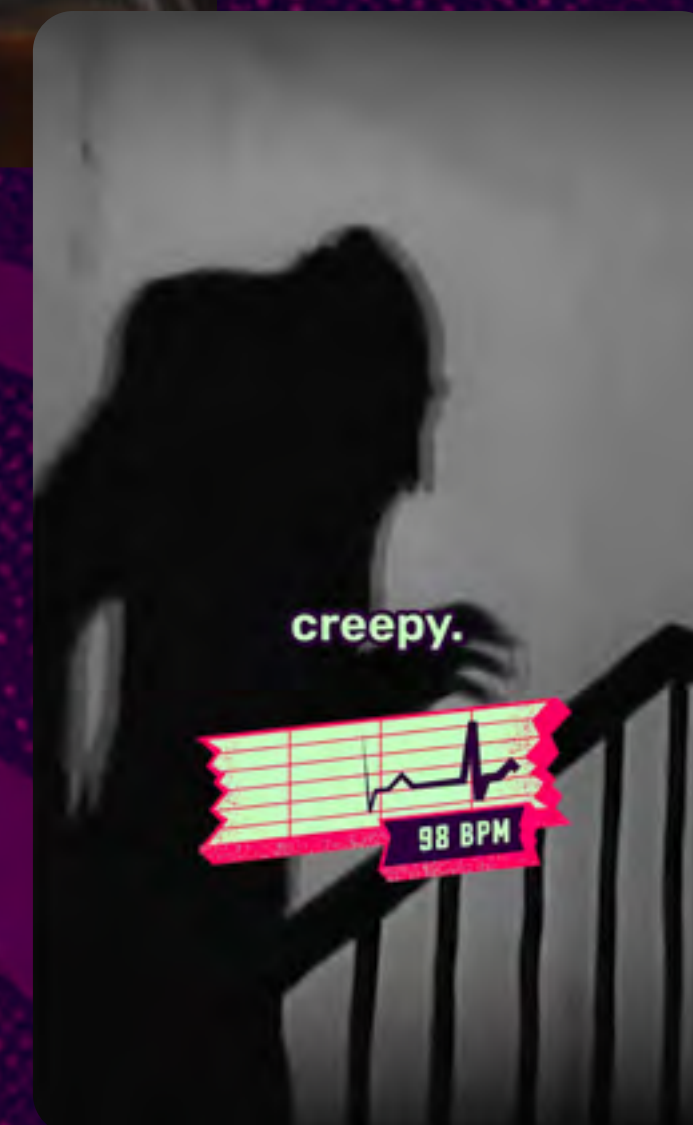
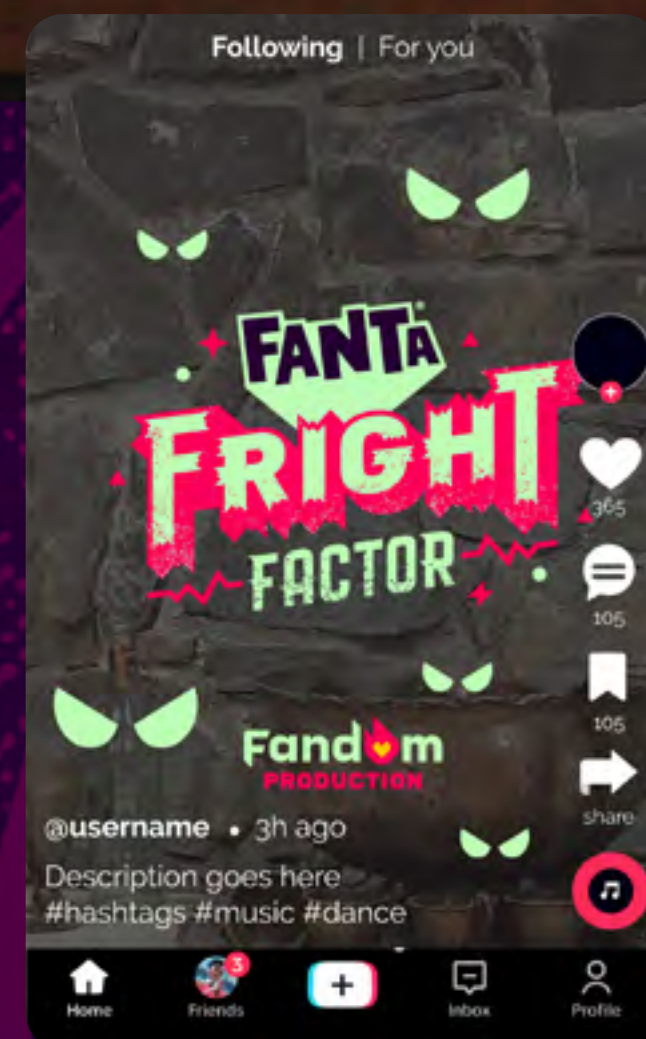
THE
definitive

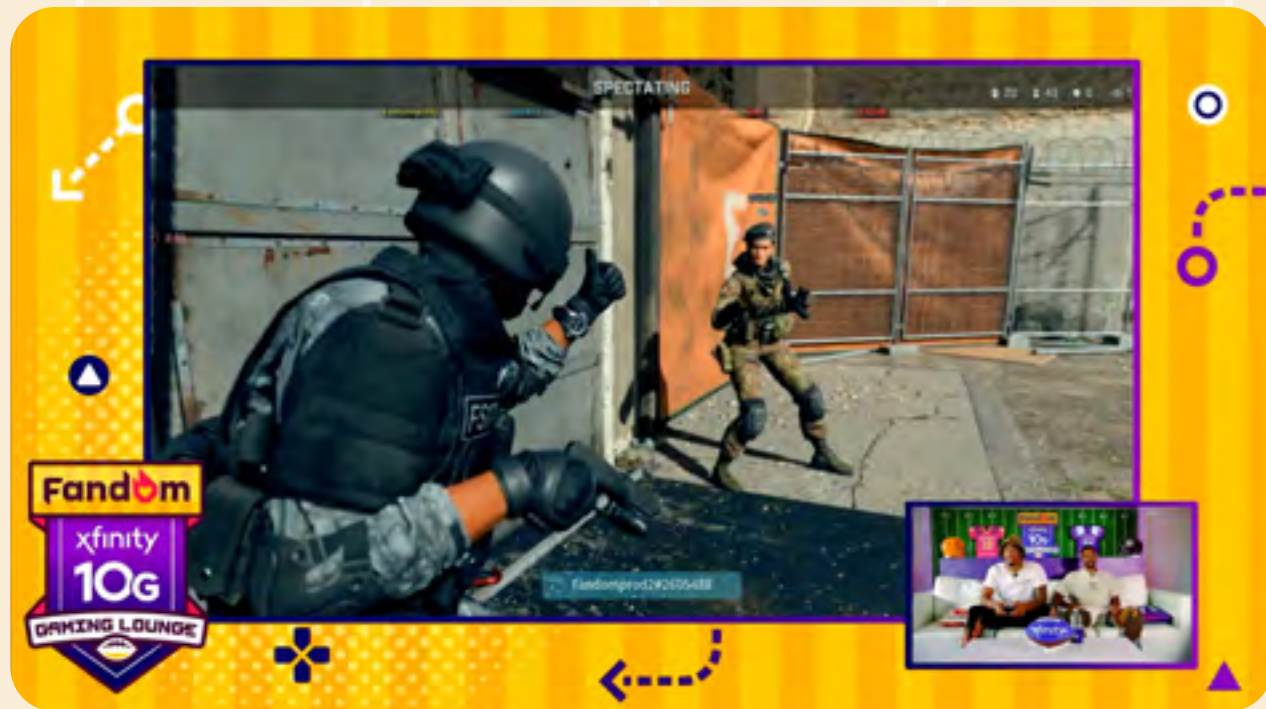


launch
GUIDE

FANTA® FRIGHT FACTOR

Fandom
PRODUCTION







THE BIG GAME

Get ready for the ultimate showdown in Madden 24. Join us as Offset and FaZe Swagg go head-to-head in an epic livestream battle. Tune in on September 19th at 3 pm PT as these gaming celebs sit down to play this year's installment of Madden and talk gaming, music, and more!



Follow Offset

Follow Swagg

presented by

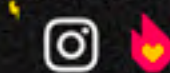


THANKS FOR WATCHING

@offsetyrn

@swagg_

presented by



GGs dude, good playing with ya

Another day, another win. Rematch?

Bet. I'll DM ya to set it up



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www.maxspector.com