

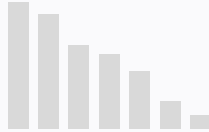
Content Opportunity Methodology



1

Measure & Categorize

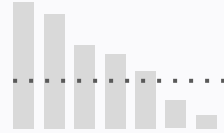
Sample a large number of social posts to find ones that are significantly outperforming the average.



2

Identify Top Themes

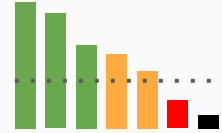
Identify the themes that are resonating most with the audience by sorting the themes by their aggregated performance metrics.



3

Identify a Benchmark

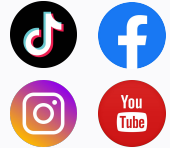
Identify content themes that are performing above and under an average benchmark for the industry based on views & engagements.



4

Identify Opportunities

Look at the data and find the content themes that are resonating with the audience based on a set of top creators.



5

Repeat For Each Platform

Repeat the analysis for every platform that matters to your brand and audience to find platform-specific opportunities.

Data is collected via our principle data partners, a variety of additional tools, and our own manual observation techniques.

Principle Data Partners



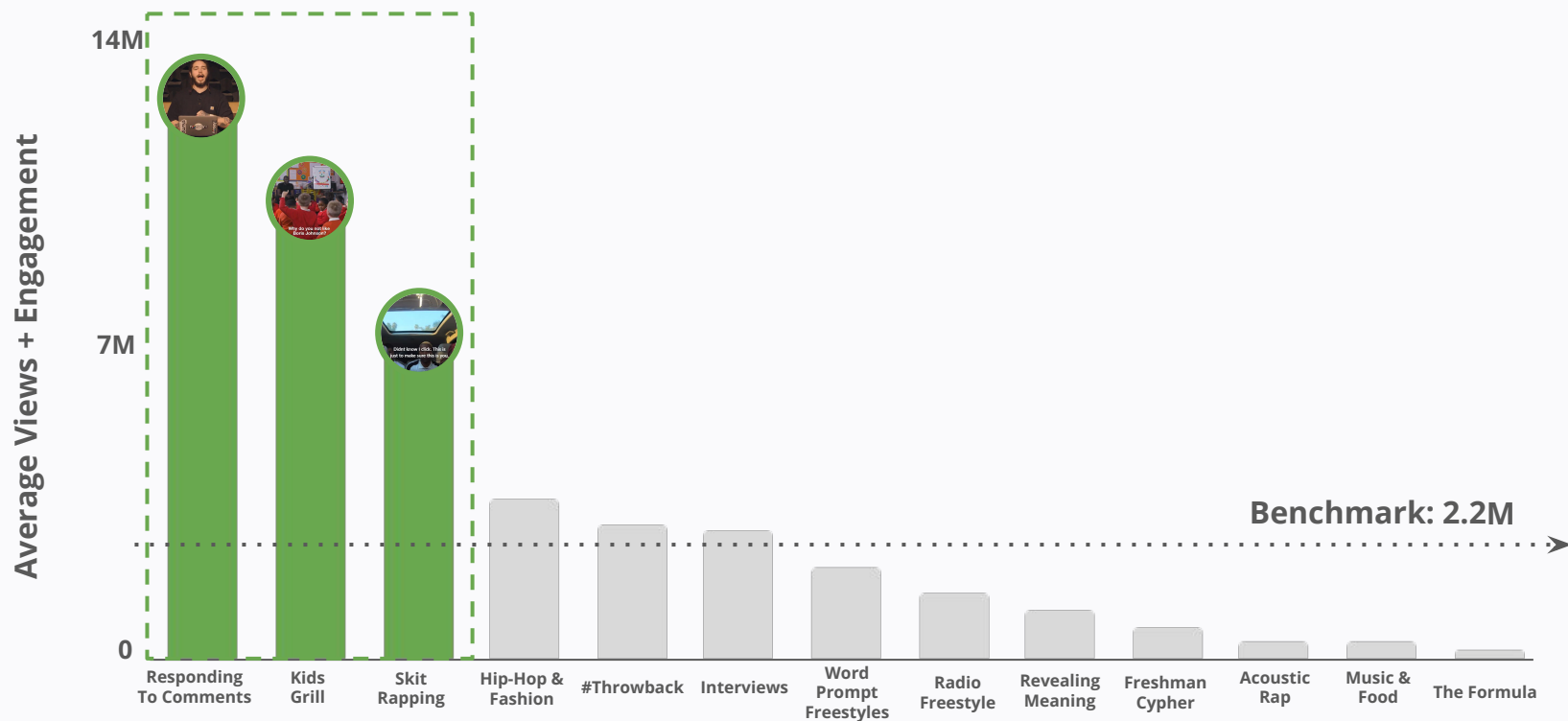
Facebook Content Bucket Definitions

Click to see example

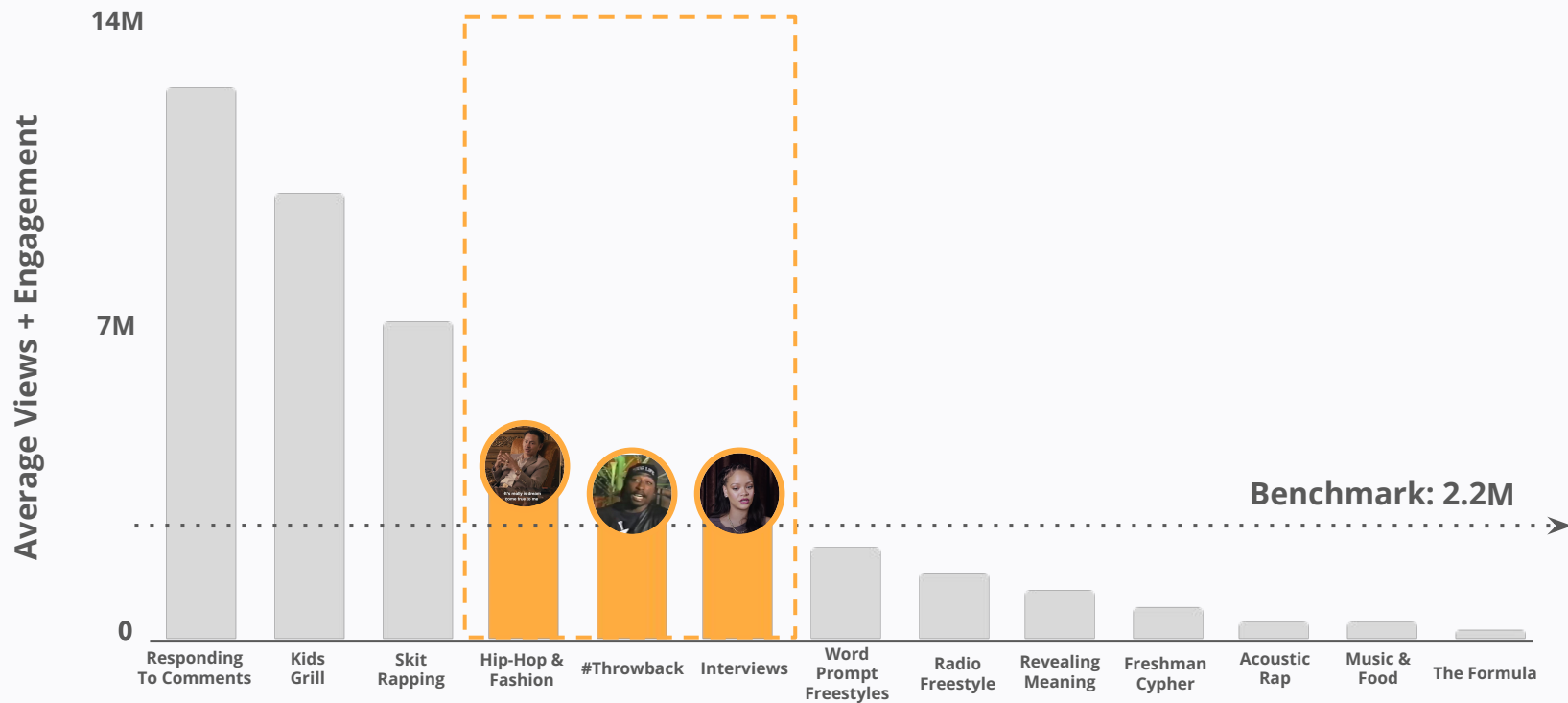


- **Rap Battles**: This viral format is based on the show Wild 'N Out which features a variety of rap battles between recurring show hosts and surprise hip-hop guests.
- **Responding to Comments**: A series where artists are invited to read and respond to comments made about them from specific performances or in general online.
- **Kids Grill**: A series similar to [Arts & Raps](#) except where rappers are invited into a classroom full of children and they must answer their questions.
- **Skit Rapping**: Hip-hop content creators build scenarios for themselves to perform in, such as being an Uber driver and freestyling for riders.
- **Hip-Hop & Fashion**: A group of different series that explore the connection between hip-hop and fashion as both industries are heavily influenced by one another.
- **#Throwback**: Old videos sharing throwbacks of the classic moments that have paved the way for hip-hop today.
- **Interviews**: This format features a variety of unique ways that rappers engage with interviewers to share more about themselves with the audience. In addition to radio interviews, other series include [Gangsta Rap International](#), [The Couples Quiz](#), [Ink Explained](#) and the [Questionnaire of Life](#).
- **Word Prompt Freestyles**: A series where artists conduct freestyles only with randomly generated words to showcase their true talent.
- **Radio Freestyle**: A series of rappers freestyling and performing on radio shows live.
- **Revealing Meaning**: A video format that explores artists breaking down the meaning behind their lyrics and the stories that built them up.
- **Freshman Cypher**: A format that introduces up and coming talent in a freestyle or performance with two or more rappers.
- **Acoustic Rap**: Videos that allow rappers to showcase more organic content by performing without technology and focusing on live instruments as their background music.
- **Music & Food**: Artists exploring food together while discussing the world of music.
- **The Formula**: Video formats that deconstruct how different songs and content were made.

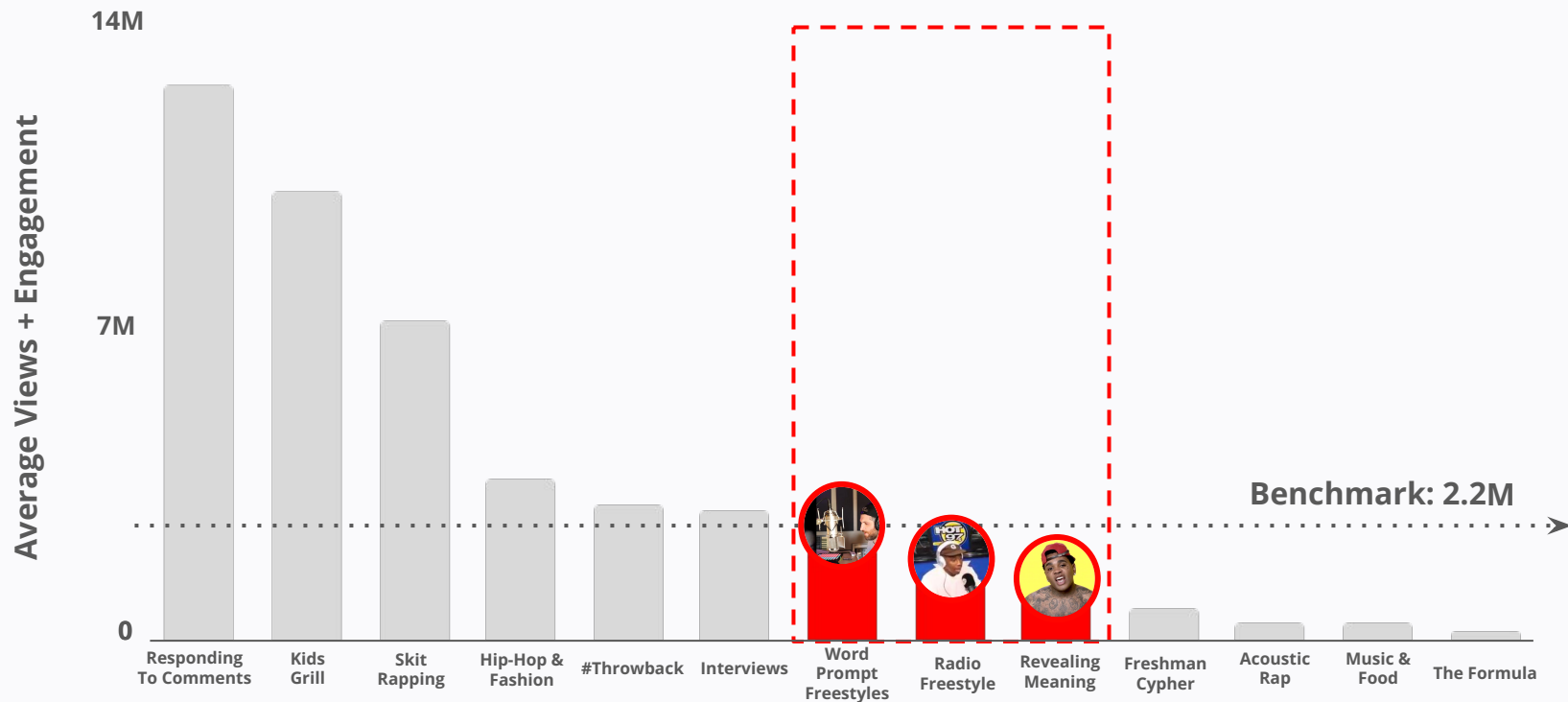
Content buckets that had the **highest average views & engagement** in the USA hip-hop space include:



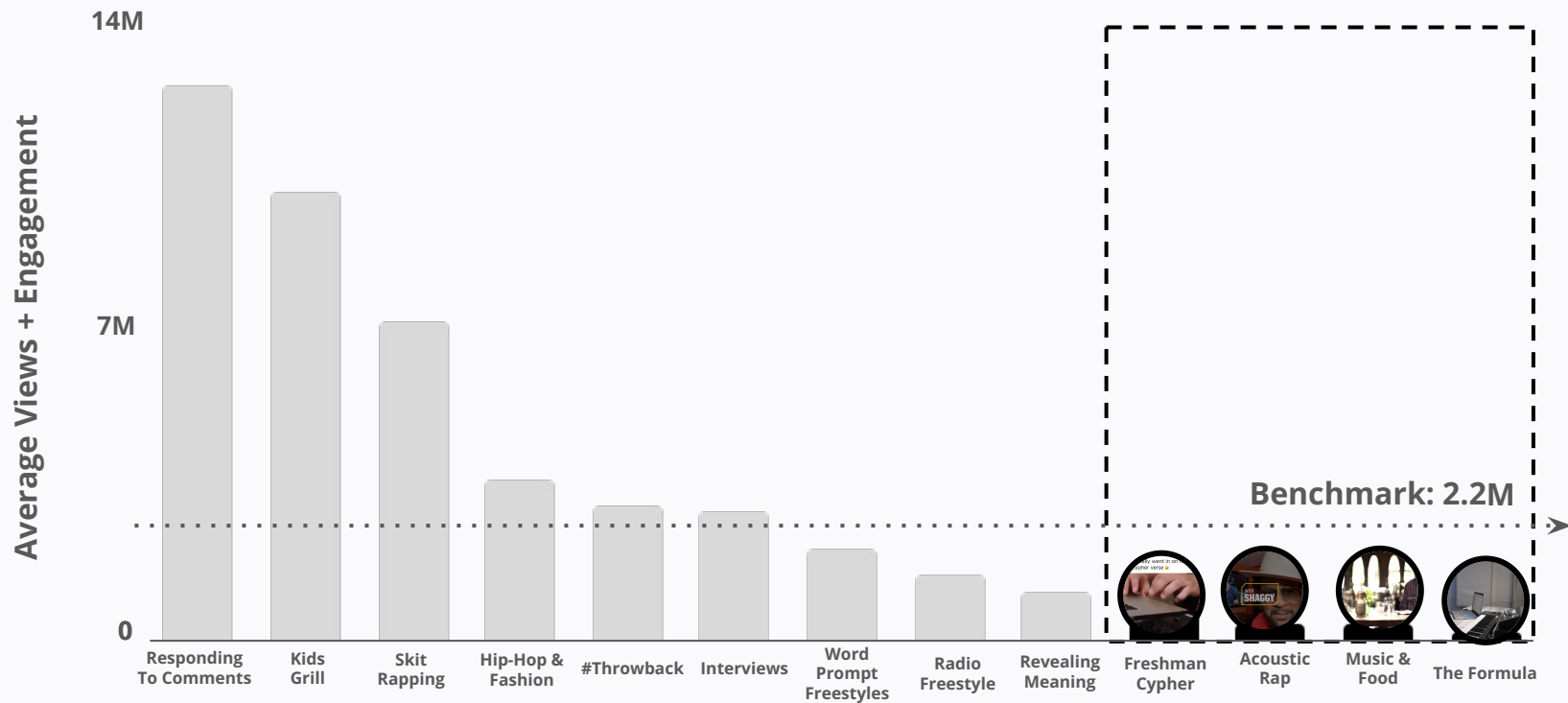
Good performing content opportunities for the USA hip-hop audience on Facebook include:

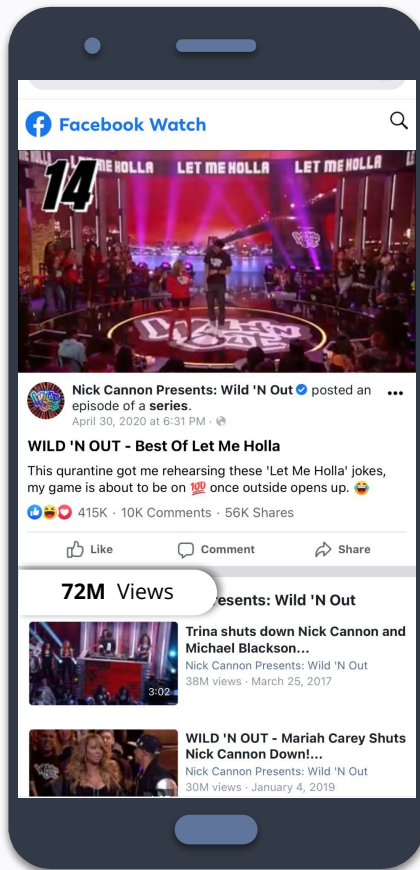


Substandard performing content opportunities for the USA hip-hop audience on Facebook include:



Low performing content opportunities for the USA hip-hop audience on Facebook include:





[Click to view](#)

Viral Callout:

Rap Battles

Similar to on [YouTube](#), Rap Battles are a viral segment with an average of 22M views and engagements due to Wild 'N Out's success. [This video](#) has led to higher averages in the segment with 72M views.

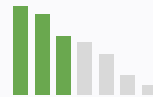
Tactics to Implement:

- **Viewer Intention & Attention:** With the rise of interest in platforms like TikTok & Instagram Reels, viewer attention is going down. It's not surprising that the top video is a compilation of best moments. When on Facebook, the viewer intention may not be as much on watching long form videos as the intention a viewer has when loading up YouTube. Compilations set expectations and allow viewers to watch a series of short clips without going anywhere.
- **Untraditional Creativity:** Wild 'N Out's successful rap battles are entirely untraditional as they combine various segments of a show into a mixture of diss-showdowns and rhyming off each other. While untraditional, it still forces guests to tap into their lyricism and creativity to provide the best entertainment for the show.

Content Opportunities:

- Another Wild 'N Out segment that has seen high views on Facebook includes [Hood Leopardy](#) (15M views). While untraditional to rap battles, it depends on one's artistic creativity. A way to spin this is to think about existing formats that may appeal to different demographics and find a way to relate it to your audience in a unique & entertaining way.

*The following viral videos were omitted from the data set to avoid any skewing.



Content Opportunities:

#1. Responding to Comments

While predominantly popularized by Noisey's "[The People vs.](#)" this video format invites artists to read mean comments about themselves on the internet and respond.

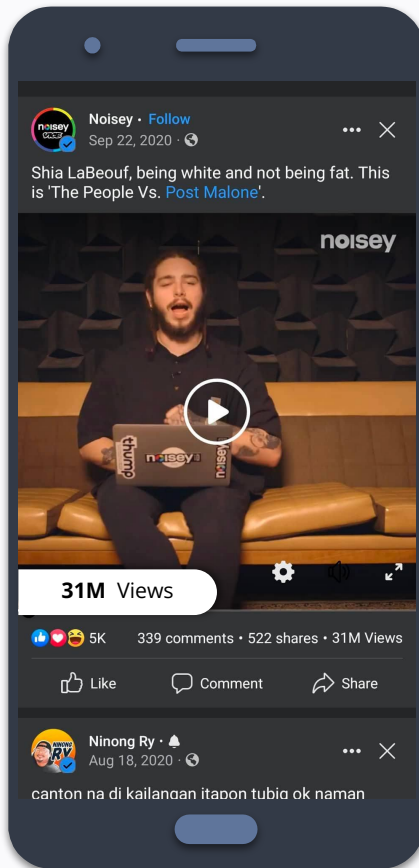


Tactics to Implement:

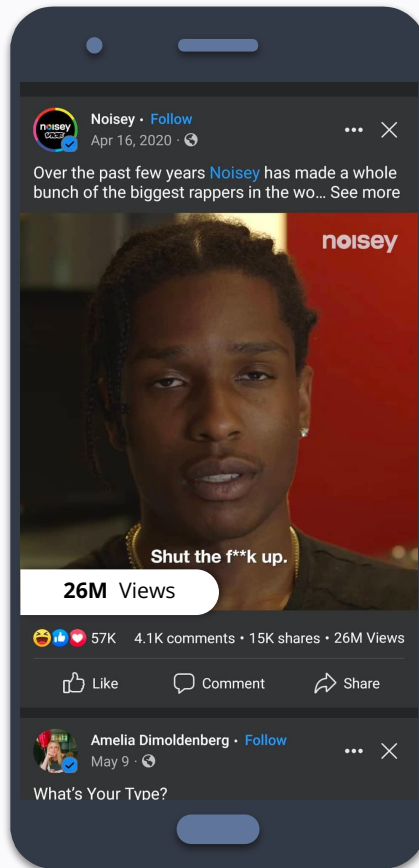
- **Compilations:** Similar to the Rap Battle segment, the second most viewed video in this category is a [compilation](#) of best moments from previous series. Compilations are successful because they set expectations for viewers and give excerpts to people who don't want to watch full interviews.
- **Format:** These videos are about 5 minutes in length. They always feature subtitles for the viewer to easily follow along and capitalize on moments where artists are reading negative comments to capture their emotions.

Content Opportunities:

- XXL created a [series](#) where their freshman respond to mean comments about their cyphers. This could be an opportunity to leverage comments from previous content about artists hosted by Red Bull or other partners.



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Content Opportunities:

#2. Kids Grill

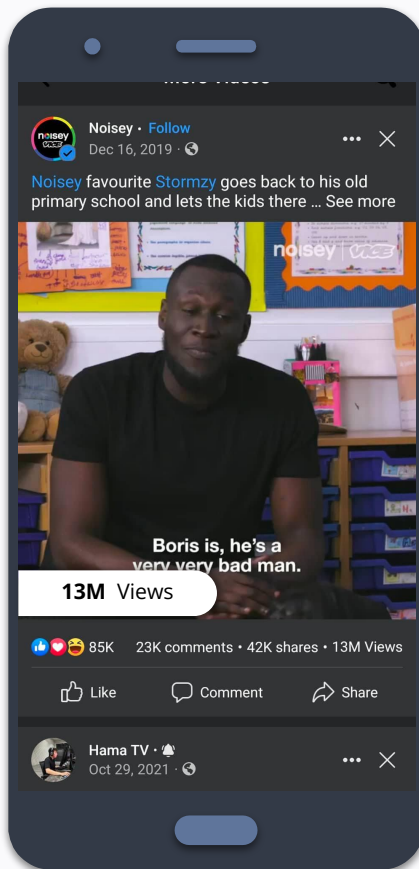
Kids Grill is a format by Noisey that invites artists to a classroom with primary school students, where they are asked a series of questions and must respond in a way that is appropriate and meaningful for the children.

Tactics to Implement:

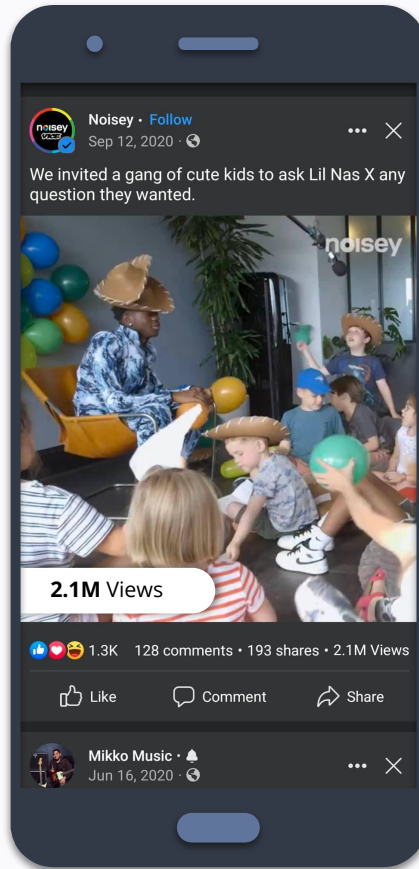
- **Uncomfortable:** Putting artists in uncomfortable or awkward situations is a theme across top performing content such as [responding to mean comments](#) or having to [breakdown the lyrics](#) from a song. This format leverages how artists communicate with an unexpected audience of children.
- **Length:** These videos are about 5 minutes and length and cut between the artist and the children to show the facial expressions and interests of both parties.

Content Opportunities:

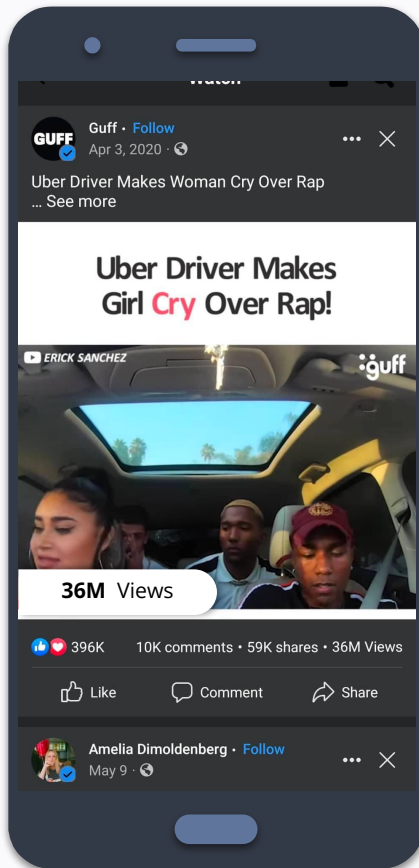
- There is an opportunity to incorporate a style similar to this with contrasting demographics (adult content like rap with a PG audience) to influence prompts for freestyles or artistic challenges for artists.



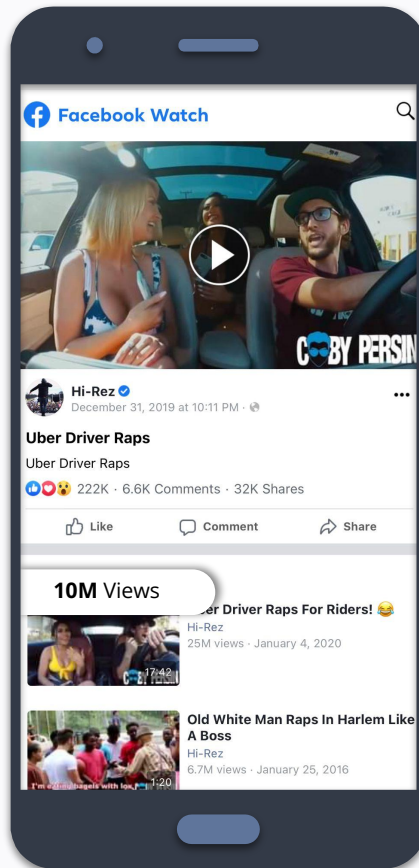
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Content Opportunities:

#3. Skit Rapping

Skit Rapping incorporates content creators interests' to build a series of scenarios where they can freestyle or perform for unexpected audiences such as driving an Uber or delivering a DoorDash order.

Tactics to Implement:

- **Storytelling:** Videos cut straight into the driver picking up a rider. Some videos feature the creator asking the rider if they can freestyle for them while others cut straight into the video and tell a story through captions on the screen.
- **Reactions:** This content is successful mostly because of the reactions of the riders, the top viewed video uses the caption "Uber Driver Makes Woman Cry Over Rap".

Content Opportunities:

- While this content category is played out and sometimes coming off as scripted, it speaks to an opportunity for more content scenarios, similar to the success of James Corden's [Carpool Karaoke](#). A new content format could focus on a relatively mundane location that could be transformed for performances & challenges.