

CONTENT CREATION IN COVID19



Have you thought about how you will change your content formats for your communications programme? With the cancellation of events, conferences and roadshows, brands need to be agile in readjusting their campaigns whilst making sure they remain authentic and impactful. In the face of more immediate business challenges, many brands have reduced communicating at all and have, to all intents and purposes, gone quiet. Others have adapted swiftly and are communicating more than ever.

At AMPLIFY@DruryPN we are working with brands to ensure that they consistently communicate throughout this time in an appropriate tone of voice delivering content in new and exciting formats including livestreaming, podcasts, greenscreen videos and via strategic content and influencer campaigns. In recent months, there has been a notable uplift in digital traffic which has helped create excellent reach and awareness levels in these campaigns. Now is the time to develop your communications plan for the second half of the year, taking full advantage of these new content formats to make your content targeted and relevant to a new 'stay-at-home' audience.



Organic & Paid Content Campaigns

Craft your message and get your campaign live on LinkedIn, Twitter and Instagram with a series of posts, graphics and video content designed to engage your target audience.



Video Formats

We can now film using green screen techniques and social distancing in studio. Animation video including explainer & motion graphics is also increasingly popular.



Live Streaming

Launch your livestream on all your social media platforms. Live streaming is attracting more traffic and engagement than ever before across digital platforms.



Podcasts & Webinars

Podcasts & webinars are providing alternate routes for communication. Why not record your Zoom meeting and get your message live online or record a webinar series on key thought leadership themes.



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