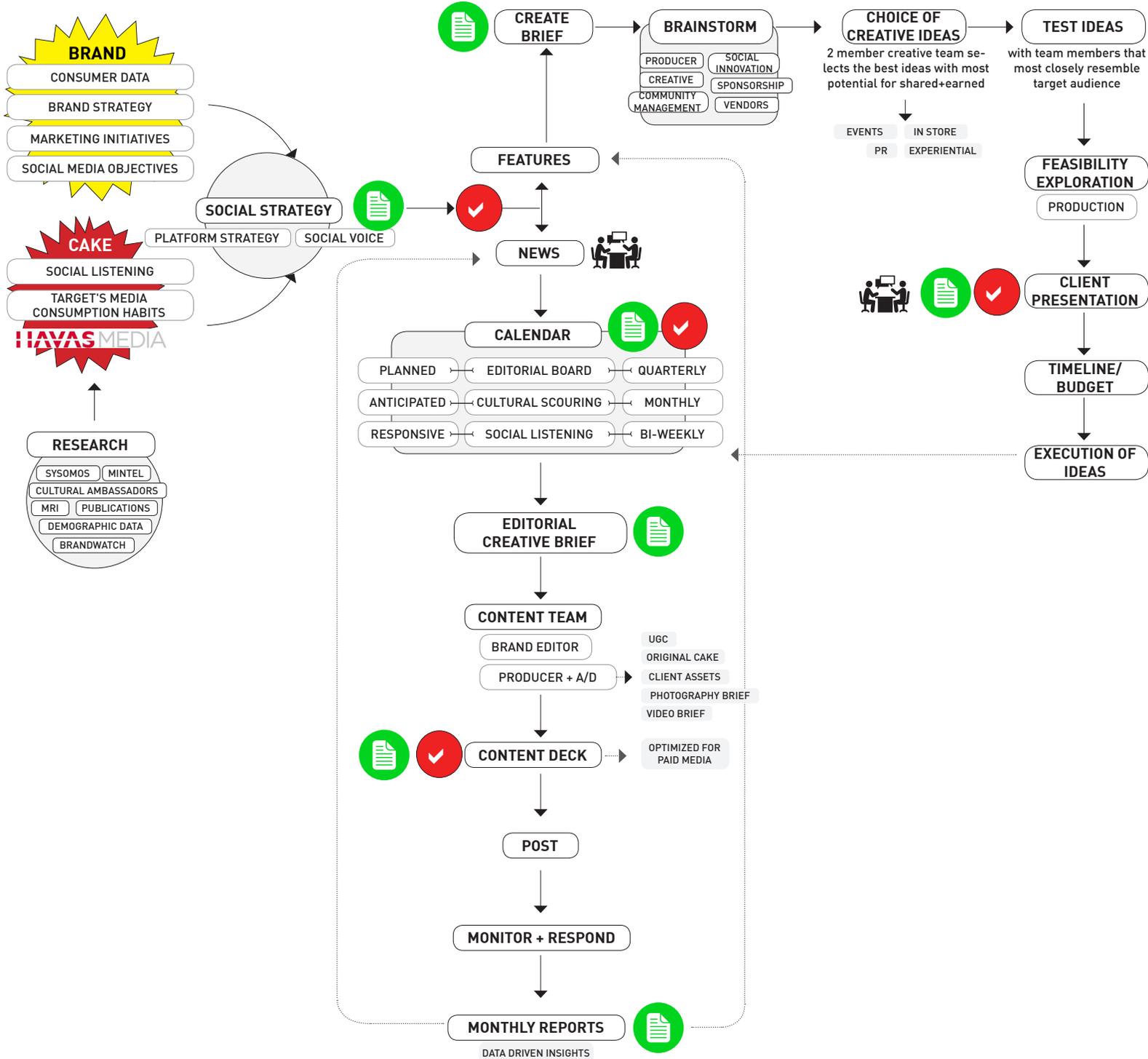


*Cake has developed a proprietary social publishing process called "The Cake Social Stream". This process ensures that our brand partners have a constant feed of relevant and engaging content that has been thoroughly vetted by our client contact. In the following pages we'll walk you through the mechanics of this process and the corresponding inputs and feedback we ask of our clients to keep it running.*

# THE CAKE SOCIAL STREAM



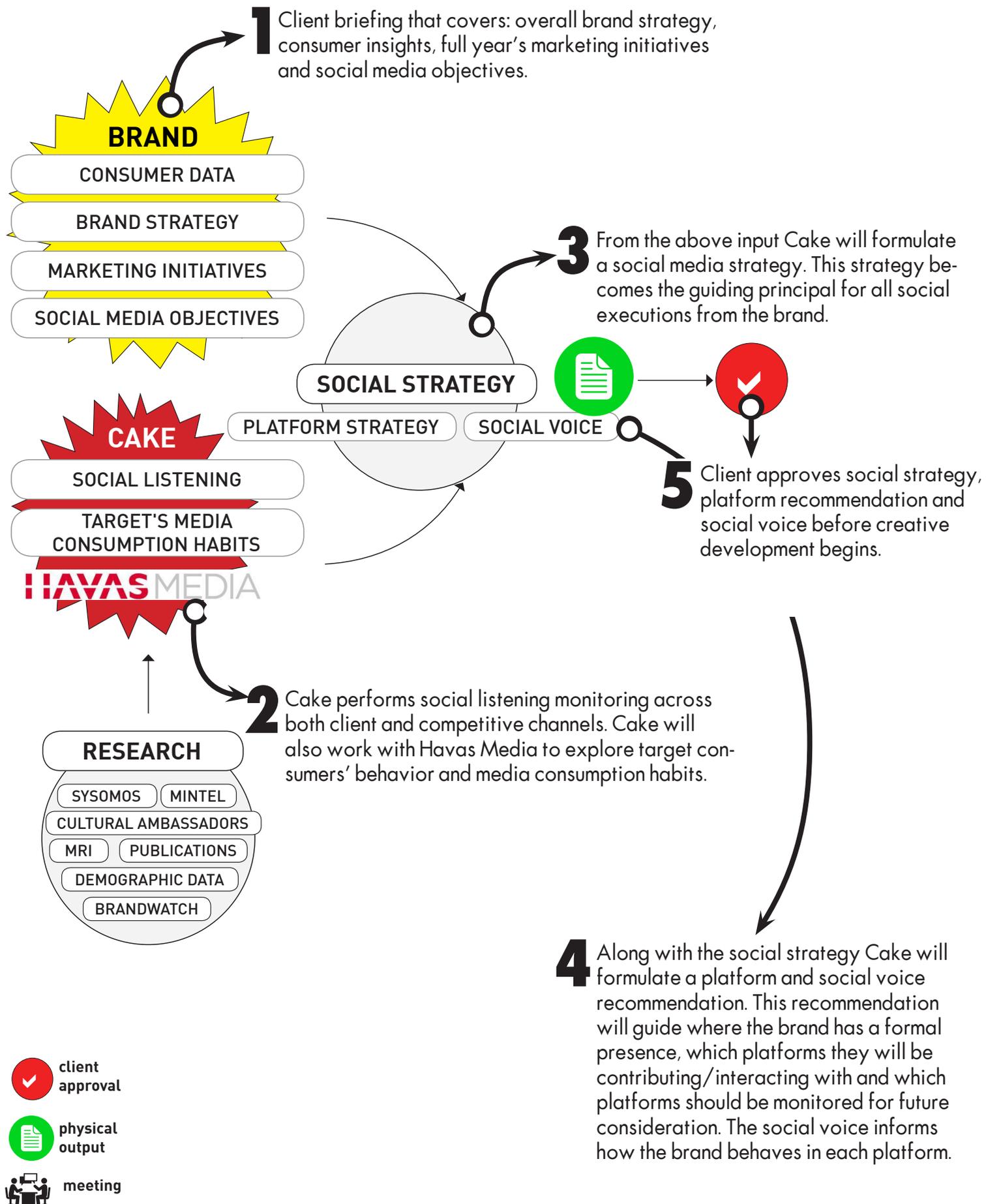
 client approval

 physical output

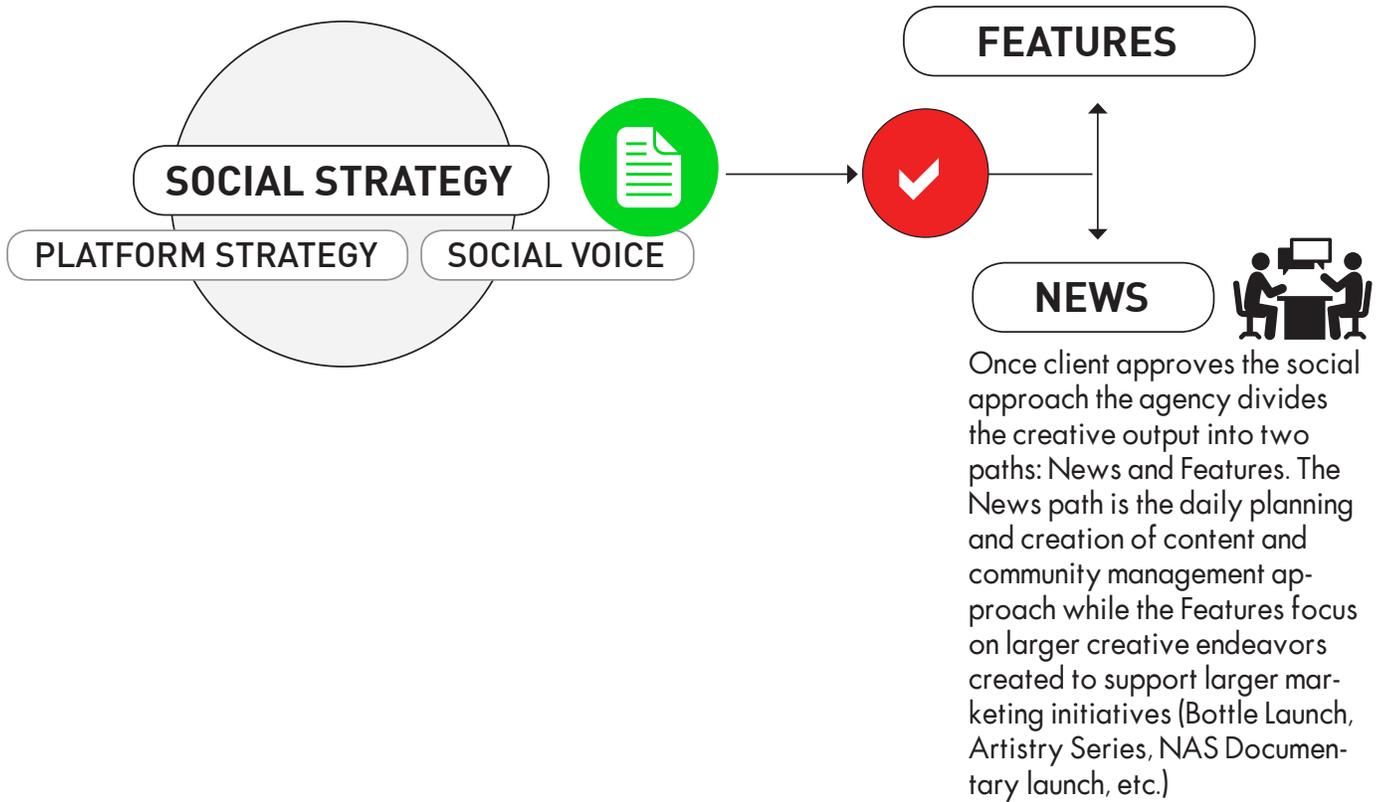
 meeting

We know this looks complex but trust us this **WILL** make your life easier. We've highlighted the areas we need your help, which is quite painless we promise. Once the process is up and running it runs like a well oiled machine and will be pumping out content that your audience will not only love but will share.

# SOCIAL STRATEGY DEVELOPMENT



# CREATIVE & CONTENT ENGAGEMENT PLANNING



 client approval

 physical output

 meeting

# NEWS PLANNING

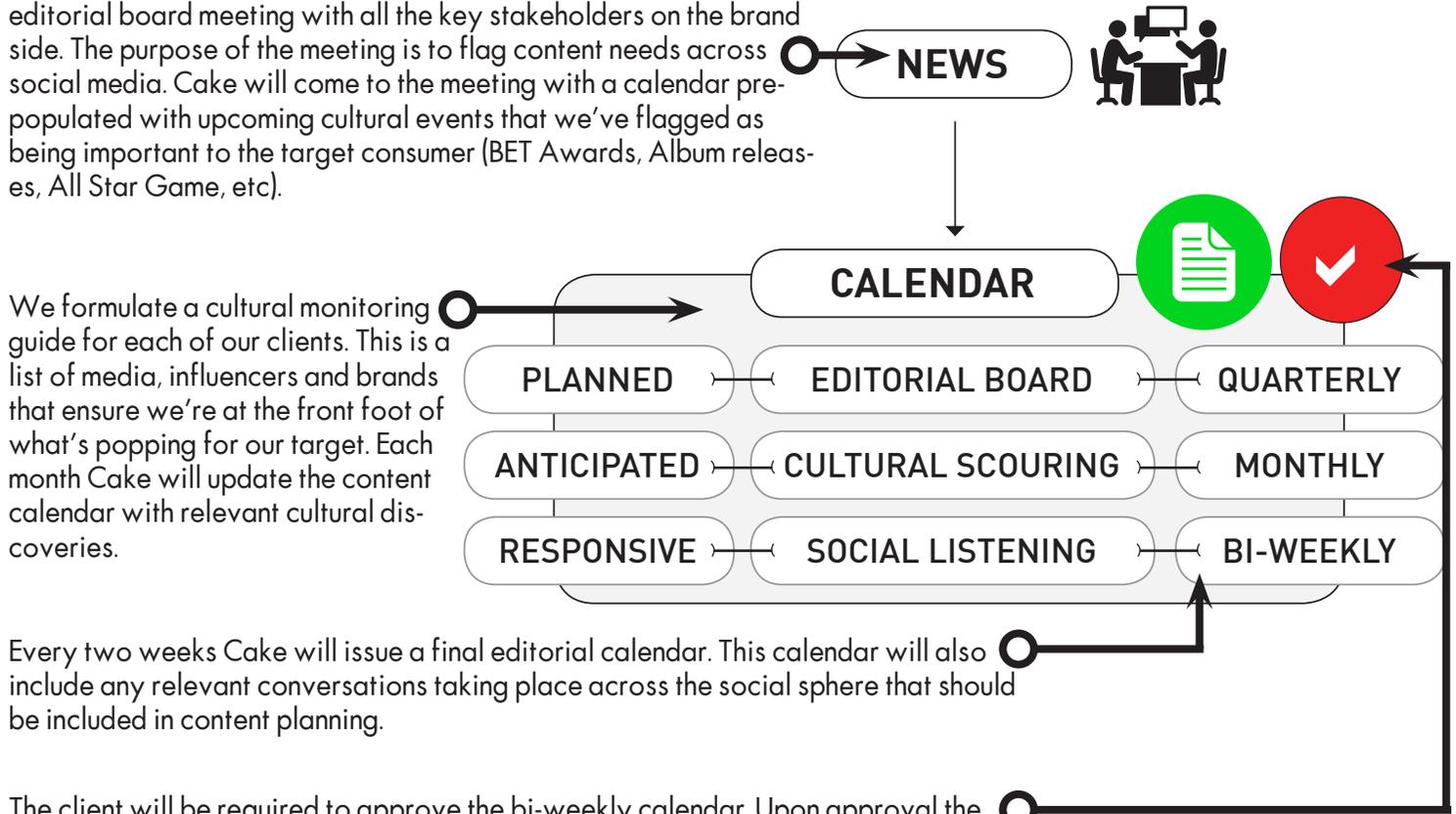
Our Approach: Cake plans content around the “P.A.R” model: Planned, Anticipated and Responsive content. Planned content is key initiatives and events we know will need to be discussed across our social platforms. Anticipated content comes from keeping our ear to the ground and monitoring potential topics that we think might resonate with our audience. Responsive content covers discussions happening among our community and inserting ourselves in that conversation.

In order to build the planned calendar the first step is a quarterly editorial board meeting with all the key stakeholders on the brand side. The purpose of the meeting is to flag content needs across social media. Cake will come to the meeting with a calendar pre-populated with upcoming cultural events that we’ve flagged as being important to the target consumer (BET Awards, Album releases, All Star Game, etc).

We formulate a cultural monitoring guide for each of our clients. This is a list of media, influencers and brands that ensure we’re at the front foot of what’s popping for our target. Each month Cake will update the content calendar with relevant cultural discoveries.

Every two weeks Cake will issue a final editorial calendar. This calendar will also include any relevant conversations taking place across the social sphere that should be included in content planning.

The client will be required to approve the bi-weekly calendar. Upon approval the content strategist will develop a content brief that is activated by the content team.

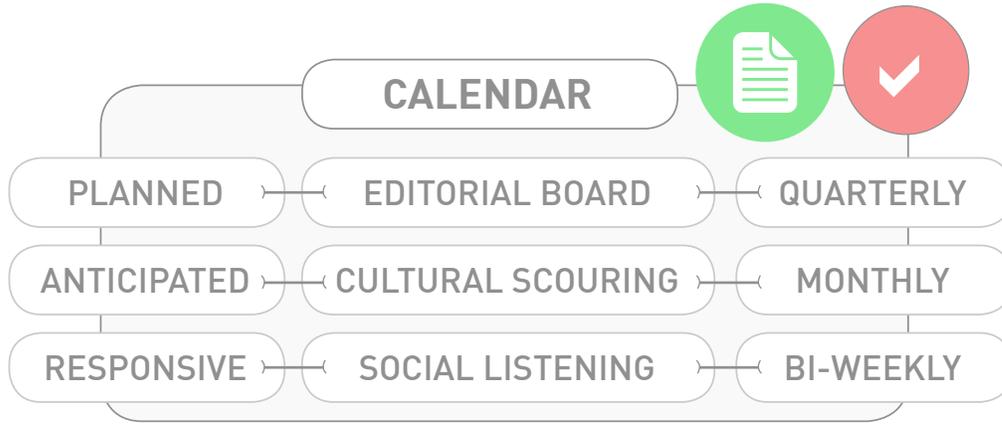


 client approval

 physical output

 meeting

# NEWS PRODUCTION



The agency producer will create a weekly list of visuals and will source from either existing brand assets, issue a visual brief to brand partners (Team Hennessy, PR Team, global team, etc) or develop a shot list for Cake content team.

The content team is led by the brand editor. The editor will be sourced from the publishing world and will have written for publications specifically targeted to the AA and/or Hispanic audiences. The editor will be responsible for all content conception and copy writing.



BRAND EDITOR

PRODUCER + A/D

UGC

ORIGINAL CAKE

CLIENT ASSETS

PHOTOGRAPHY BRIEF

VIDEO BRIEF

The brand editor and will work with a designer and producer to create the content that populates the bi-weekly editorial calendar. The designer will determine visuals that best fit the editor's concepts. (photography, film, gifs, instagram/vine video, illustration, etc).



OPTIMIZED FOR PAID MEDIA

Each week Cake will issue a populated content deck with copy and visuals for client approval. Paid posts will be flagged.



client approval

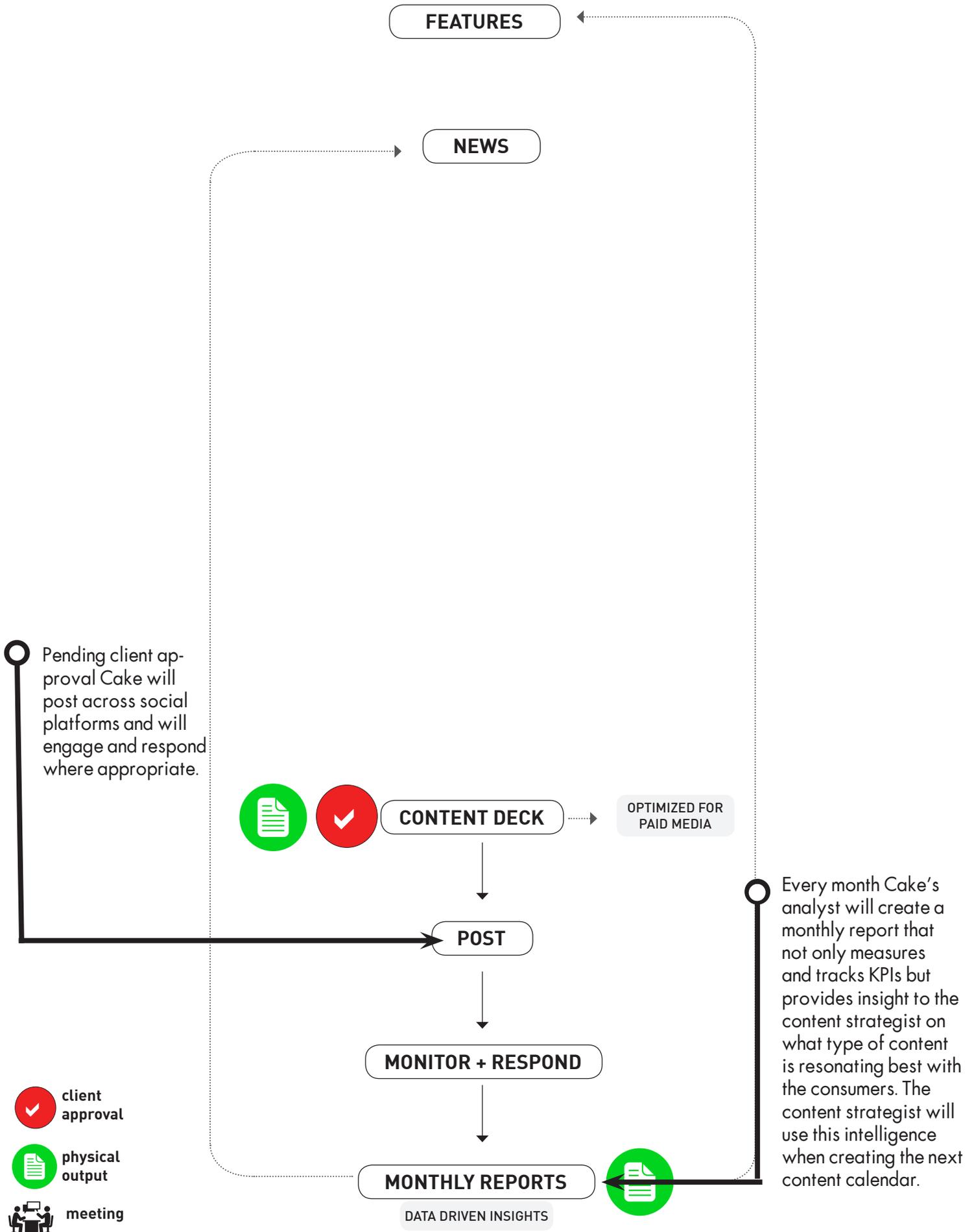


physical output



meeting

# NEWS PRODUCTION



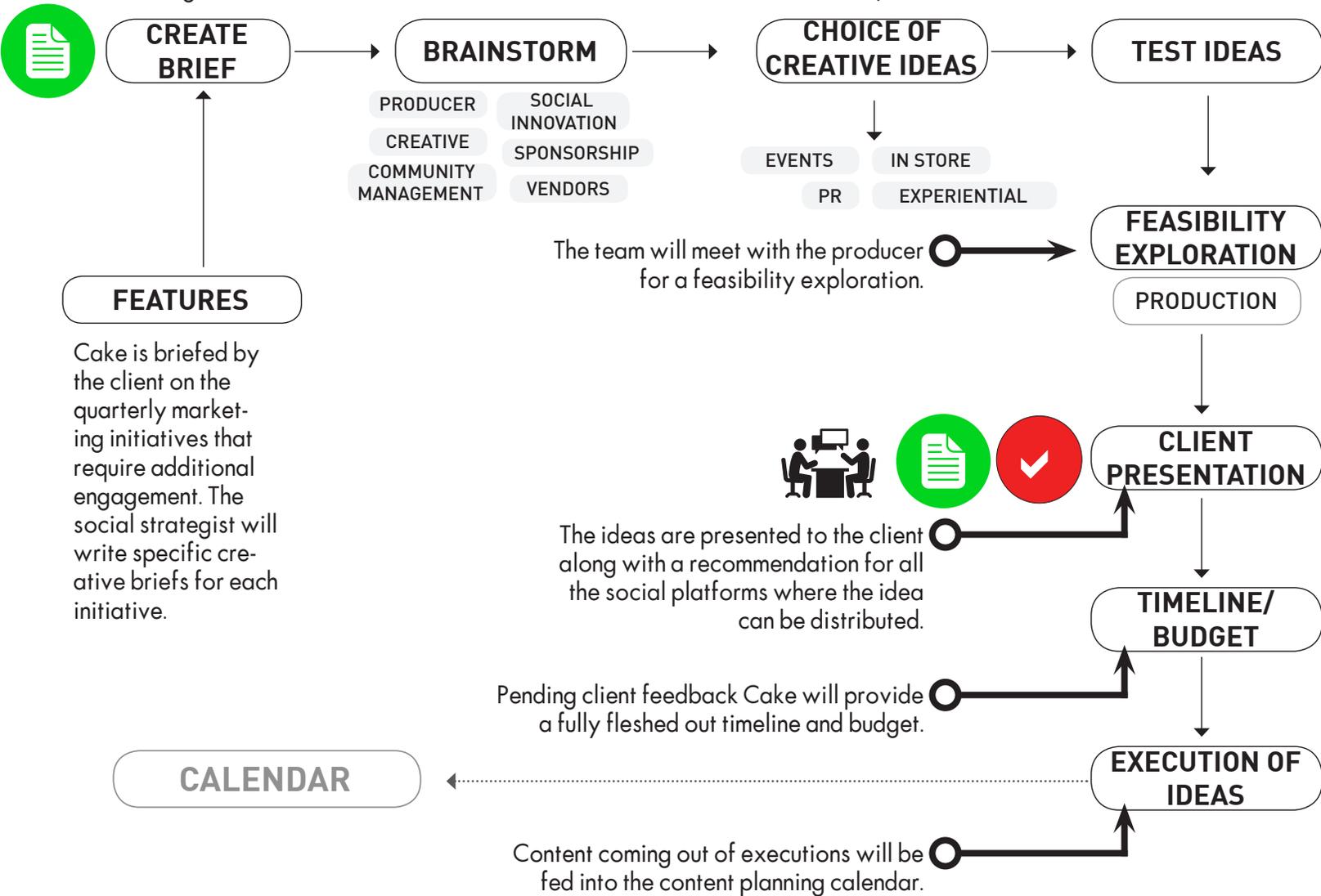
# FEATURES

Before ideation begins the strategist will collect best-in-class case studies that relate back to the initiative. When appropriate the strategist will also arrange for field research to help the ideation team fully understand the environment they will be activating.

The strategist will hold a brainstorm. The team will be constructed by hand selecting members across a wide variety of expertise (producer, social innovation, sponsorship management, etc). Depending on the brief the ideas can include activations such as events, in-store promotions, influencer engagement and social builds.

A two member ideation team reviews the ideas coming out of the brainstorm and selects those that best answer the brief and have the most potential to garner shared and earned impressions.

The ideas are then stress tested among team members that most closely resemble the target audience.



- client approval
- physical output
- meeting

Cake is briefed by the client on the quarterly marketing initiatives that require additional engagement. The social strategist will write specific creative briefs for each initiative.