TWITCH ADVERTISING

Livestream + Influencer Best Practices

2019

Influencer Livestream

1. Activation Cadence

2. Influencer Selection Process

3. Launch Day: What To Expect

4. Post-Launch: What To Expect

1
Activation Cadence

Upon signed IO

6 Weeks to Launch

Twitch will schedule a client **Kick off Call (KOC)** to align on:

- Broadcast Timing (Day / Time)
- Broadcast KPIs / Broadcast Goals
- Preferred Influencer / Broadcaster Attributes (Male, FPS, Interested in Pizza, Etc)
- Creative Concept / Run Of Show (If Applicable)

4 Weeks to Launch

Twitch to provide **Influencer Input Form** to client to be filled out 4+ weeks prior to stream.

Post KOC – Twitch will provide **Talent Options** to client with Twitch-specific recommendations

4-2 Weeks to Launch

Upon client selection of influencers, Twitch will reach out to influencers to **finalize availability** and to start **contracting**. Once talent agrees to the opportunity, Twitch contracts the influencer.

- On very rare occasions when all recommended influencers are unavailable, Twitch will proactively regroup with client to select a new round of brand-aligning influencers.

Influencer Input Form is shared with influencers to make sure they fully understand the stream and to provide enough time for them to ask questions.

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Twitch Influencer Selection Process

Twitch Influencers are evaluated and recommended for programs based on the following criteria:

- ## Cultural / Conceptual Fit
  Not all influencers are alike. Twitch monitors partners and discussions within partner communities looking for trends, specific topics, and/or mentions of a brand to ensure relevance. Twitch also carries a comprehensive database of partner profiles that are tagged with relevant content categories.

- ## Brand Safety
  In addition to filtering out non-brand safe or historically identified toxic influencers, Twitch vets influencers based on any provided brand guidelines. Additionally, Twitch briefs all influencers prior to stream and provides chat moderators for sponsored broadcasts (upon request).

- ## Budget & Tier Level
  Depending on the budget and ask, Twitch will find the right influencer tier, or influencer mix, to fit the program objective (between Top Tier, Mid Tier, and Up & Coming talent). As an example, often times we find that three mid-tier influencers provide more engagement power than one top-tier influencer.

- ## Level of Brand Integration
  Each influencer has a certain willingness to how much they will stray from their existing run of show. Depending on the custom concept, certain influencers will be a better fit than others.

- ## Availability
  Influencers are entrepreneurs who can sometimes have strict broadcast schedules which may not align with your brand initiative. We recommend aligning with preexisting schedules versus dictating a potentially unfamiliar broadcast time.

- ## Interests
  Influencers only accept opportunities which align with their interests, and / or of the interests of their communities. Because of this, brands naturally integrate into each influencer's broadcast.

Additional Considerations
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Twitch is Live
Influencer Streams aren't scripted and everything happens in real time which leads to maximum authenticity

Timing
Lean into an influencer's scheduled stream time as this is when their audience normally tunes-in

Bigger Doesn't Always Mean Better
Bigger influencers don't necessarily yield bigger results

The Set
Any set components, including giveaways, should be sent to Twitch Office at least 2 weeks before the stream

General Deliverables Checklist

✓ **Talking Points and Product/Service Information** – How to and how to not address the product: features, pricing, vendors, launch date, etc

✓ **Physical Product** (if needed)

✓ **Art Assets** – Key art, logos, fonts, colors, brand guidelines and textures

✓ **Trailers, Clips, related video**

✓ **Social Handles and Hashtags**

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It's Launch Day!

What to Expect

1. Media and promotion is live pushing tune in to the influencer(s) channels

2. Influencer will leverage their social channels to promote the stream

3. Influencer will go live at scheduled time and date

4. The Influencer Brief was completed and shared with the influencer so they know what to do

5. Both your Program Activation Manager (PAM) and Client Strategist will likely be on set but able to answer any questions

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Post-Launch

The stream is complete, now what?

1. It takes 24 hours from the end of the stream for the data to compress

2. Twitch will provide stream stats (total views, minutes watched, CCUs, total chat messages) 2 days after (at a minimum)

3. Chat sentiment and Brand Research via RPG (if requested as part of the campaign) data will be provided 1 month after campaign runs and will be supplied as part of the wrap up deck (if applicable)

Thank You!

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