

**SPLAY ONE®**

# Shaping the future of Branded Entertainment

Helsinki

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## About SplayOne

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**The leading Entertainment Agency in the Nordics — *a new type of creative content partner* bringing people and brands together by adopting strategies and expertise from the entertainment industry and digital media eco-system.**



# SPLAY ONE

Sweden

**baluba.**

NICEDRAMA

TITAN

**STRIX**

Brain Academy®

nice one

Denmark

**strong**

nice one

Finland

moskito

GRILLIFILMS

DARLINGS

PRODUCTION HOUSE LTD FINLAND

Norway

**MONSTER**

NOVEMBERFILM

nice one

**RAKETT**

**STRIX**

playroom

ONE BIG HAPPY FAMILY

In our network:

**Splay**

**ZOOMIN TV**

VIAREAL

**MTG**



How we do it



# The hottest talent, best ideas, smartest production and the biggest network

The best talent  
& influencers

Multi-disciplinary  
concept & development  
team

Inhouse premium  
production

The largest network  
in the Nordics





Simple as 1, 2, 3

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The hottest *talent*,  
best *ideas*,  
smartest *production*  
and the biggest *impact*



# Video Content Strategy



60 / 40



OPEN MOSTLY  
CLOSED SOMETIMES



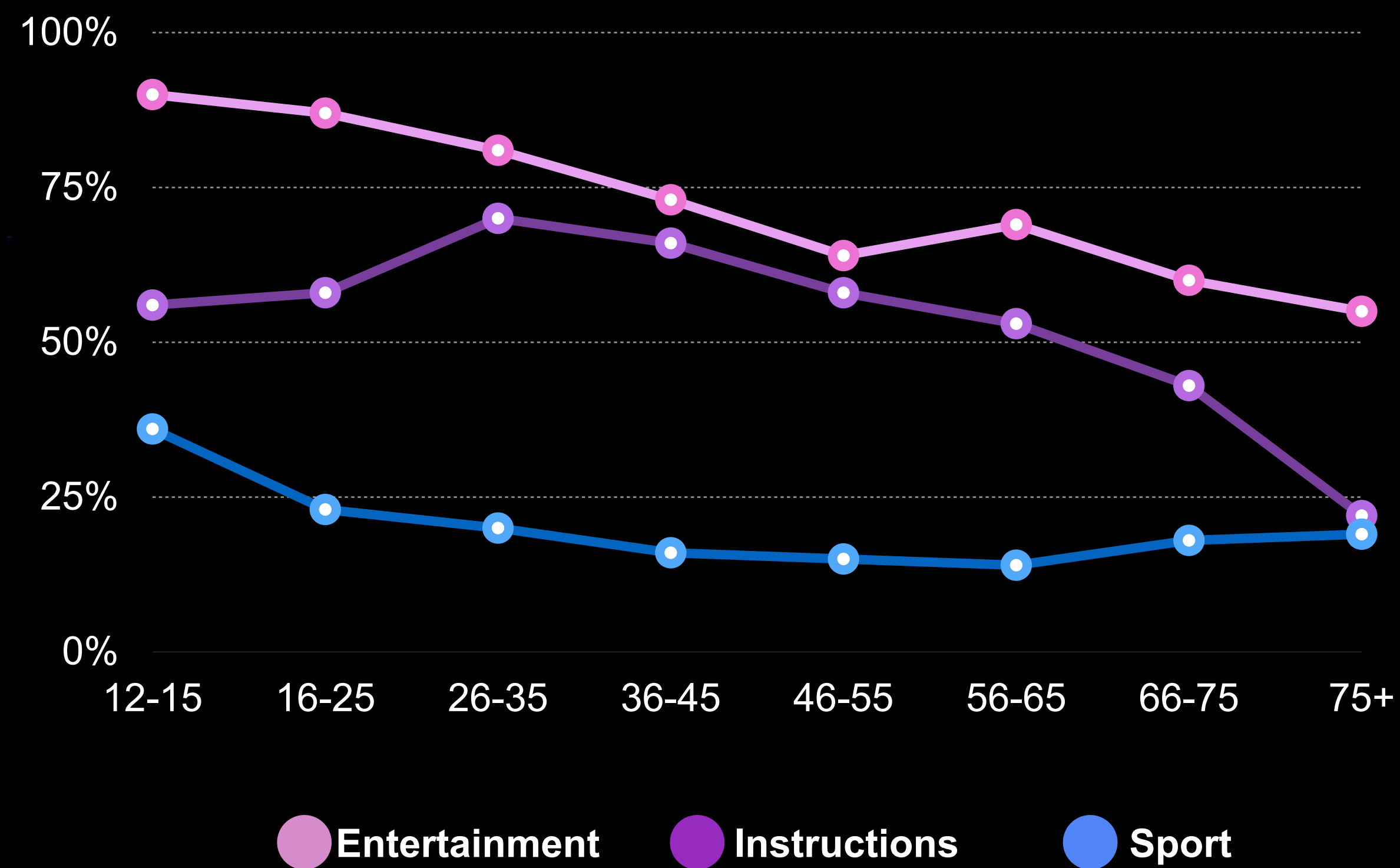
**Video is the mean of communication**

**82%**

Of all internet traffic is **video** by 2022

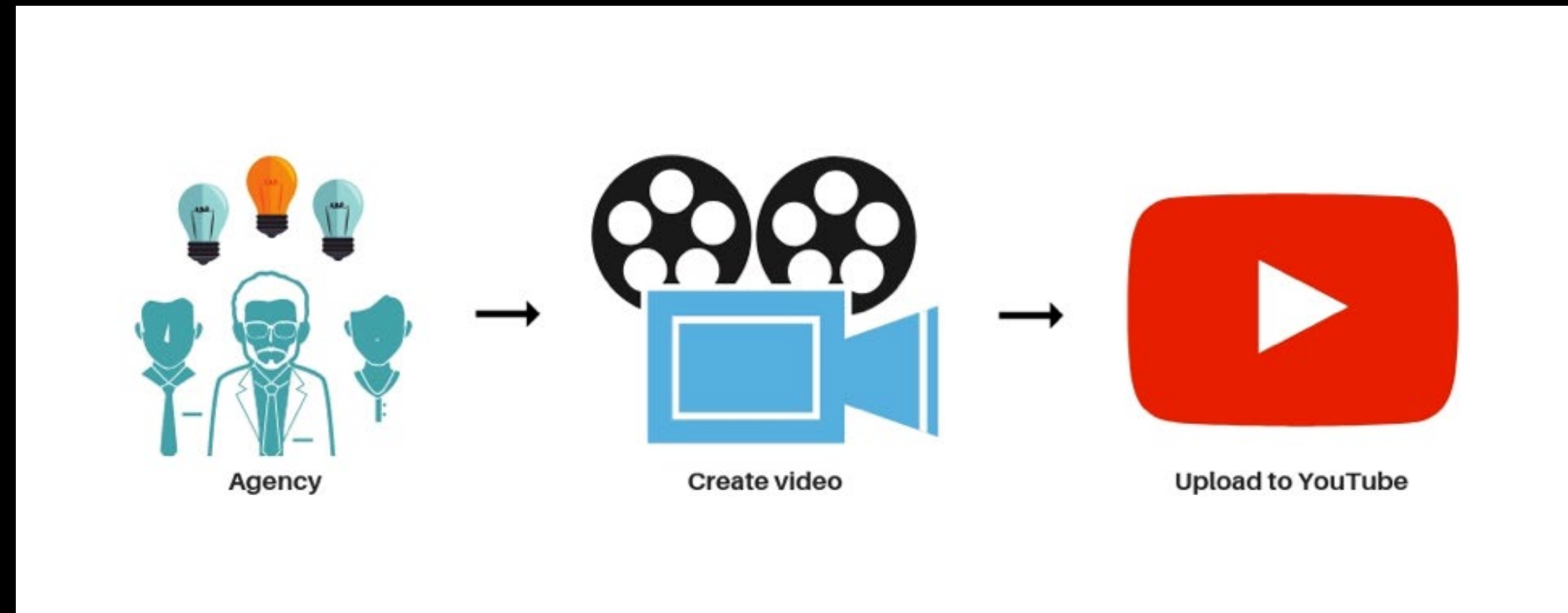


# What type of content do people like on Youtube



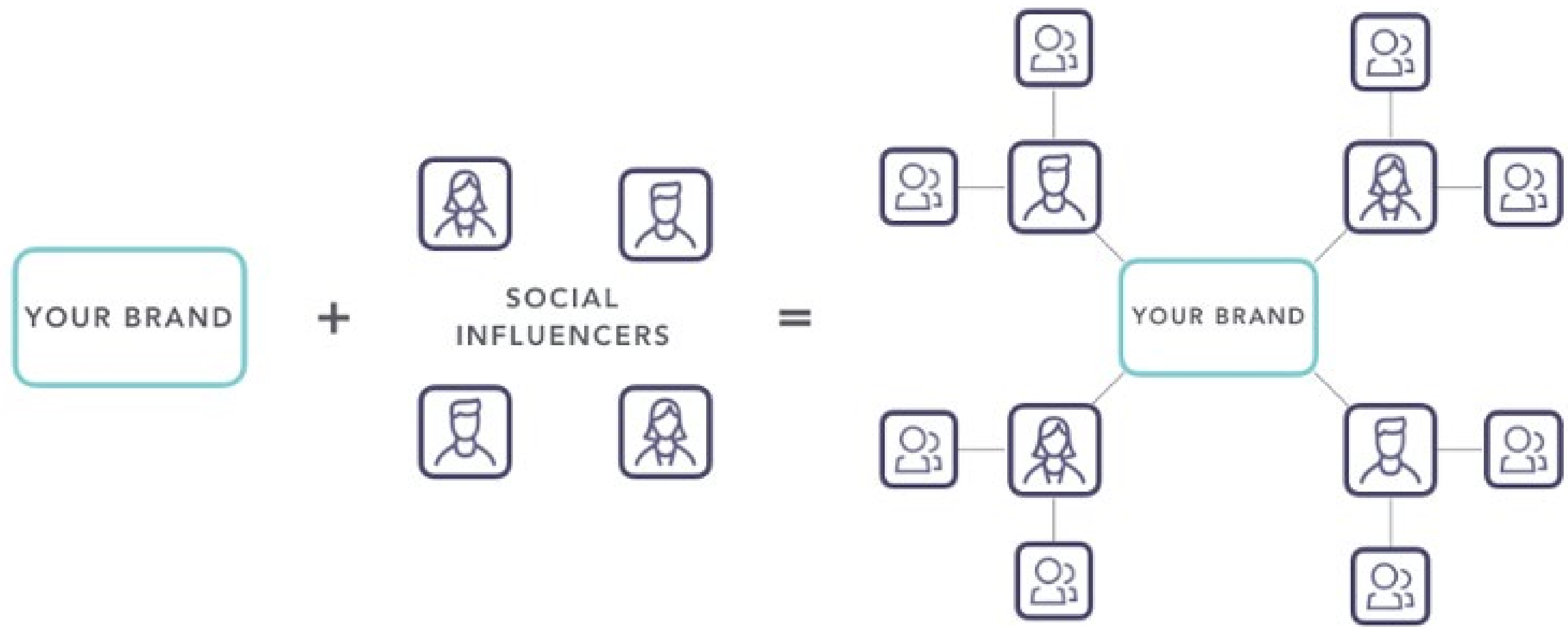
OLD

—





VS. NEW





# Where are we heading ?

From

To

Clips → Formats

One-offs → Intellectual property

Bought → Owned (or even sold!)

Message → Liking

Media as outlet → Media as partner





BRANDED ENTERTAINMENT

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**The next big entertainment formats will be developed, owned and managed by brands.**





# **Branded Entertainment: Case Fotbollstuben**





## Intersport Fotbollstuben

Intersport had for a long time focused on an older target audience, traditional media and decentralized communication. Price dumping, modern communication and e-commerce challenged the brand. A thorough analysis resulted in that "digital transformation" was the solution to their problem and that no other brand owned the football vertical on YouTube.

New focus on a digital strategy resulted in the YouTube-channel "Fotbollstuben". In less than three months, Intersport managed to build Sweden's biggest commercial YouTube-channel ever.

The results were so good that Intersport's suppliers e.g. Adidas joined in and co-financed the production.



**74k**  
Subscribers



**13M**  
Views

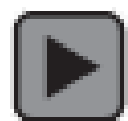


**90%**  
Organic Views

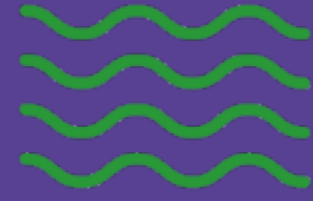


**#1**  
Subscribed Branded Channel in SE





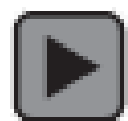




# INFLUENCER MARKETING

## CASE: EA







# INFLUENCERS



## Arttu Lindeman



1724 000  
SUBS



173 000  
Followers



## Jaakko Parkkali



176 000  
SUBS



159 000  
Followers





Facebook



Youtube ads



Youtube content



Events



Instagram





# Q & A

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