

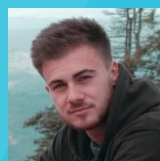
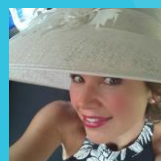
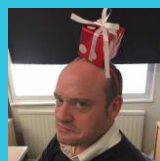
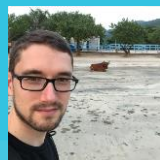
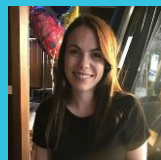
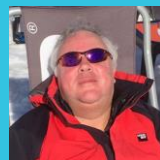
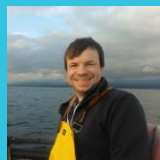
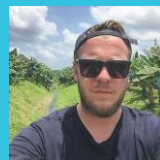
A large, white version of the ThirtySeven logo, consisting of a stylized '37' icon and the text 'ThirtySeven' in a bold, sans-serif font, set against a dark blue background with abstract geometric shapes.

Inside the mind of a journalist in the business of content marketing

Charles Abel  
*Editor, Journalist, Consultant*

[www.thirtyseven.agency](http://www.thirtyseven.agency)

# Meet the team



# Compelling Content

~~130,000,000~~

Faded text copy

~~23,000,000~~

Faded text copy

~~70,000,000~~

Faded text copy

 **ThirtySeven**

Communi**Gator** Official Partner

The Bad & The Ugly



Cumbersome Click-bait  
Convolut**ed** Hectoring Jargon  
Confusing  
Prejudiced Dull Turgid Ponderous  
Untrue Bland Tedious  
Unclear

The Good (The Basics)



**Engaging** **Authoritative** **Compelling** **Informative**  
Actionable Scintillating Punchy Digestible Jargon-free Captivating  
Readable Credible Relevant Succinct Tone Concise  
Believable Different Unique  
Emotive

Time to vote

*What's your biggest challenge in creating compelling content?*

1. Ideas
2. Creative development
3. Structure
4. Grammar/vocabulary
5. Word count
6. Hook/angle
7. Time
8. Tone
9. Expertise
10. Other?

# The story

A vibrant, high-energy scene of a celebration. The background is filled with a dense shower of red and white confetti. Several bright spotlights beam down from above, creating a dramatic atmosphere. In the upper center, a camera rig is suspended from the ceiling, capturing the event. The overall color palette is dominated by red and white, with dark silhouettes of people in the foreground.

 **ThirtySeven**

Communi**Gator** Official Partner

# TRUTH

**T**

*Topical*

**R**

*Relevant (to the audience)*

**U**

*Unusual (angle)*

**T**

*Trouble (or an answer to)*

**H**

*Human interest (people)*





# The Challenge

***Use the storyline in the envelope beneath one of the chairs to create a truly captivating headline***

***5 minutes – max impact is key***



**5 minutes  
remaining**



**4 minutes  
remaining**



**3 minutes  
remaining**



**2 minutes  
remaining**



**1 minute  
remaining**



**Time's  
up!**

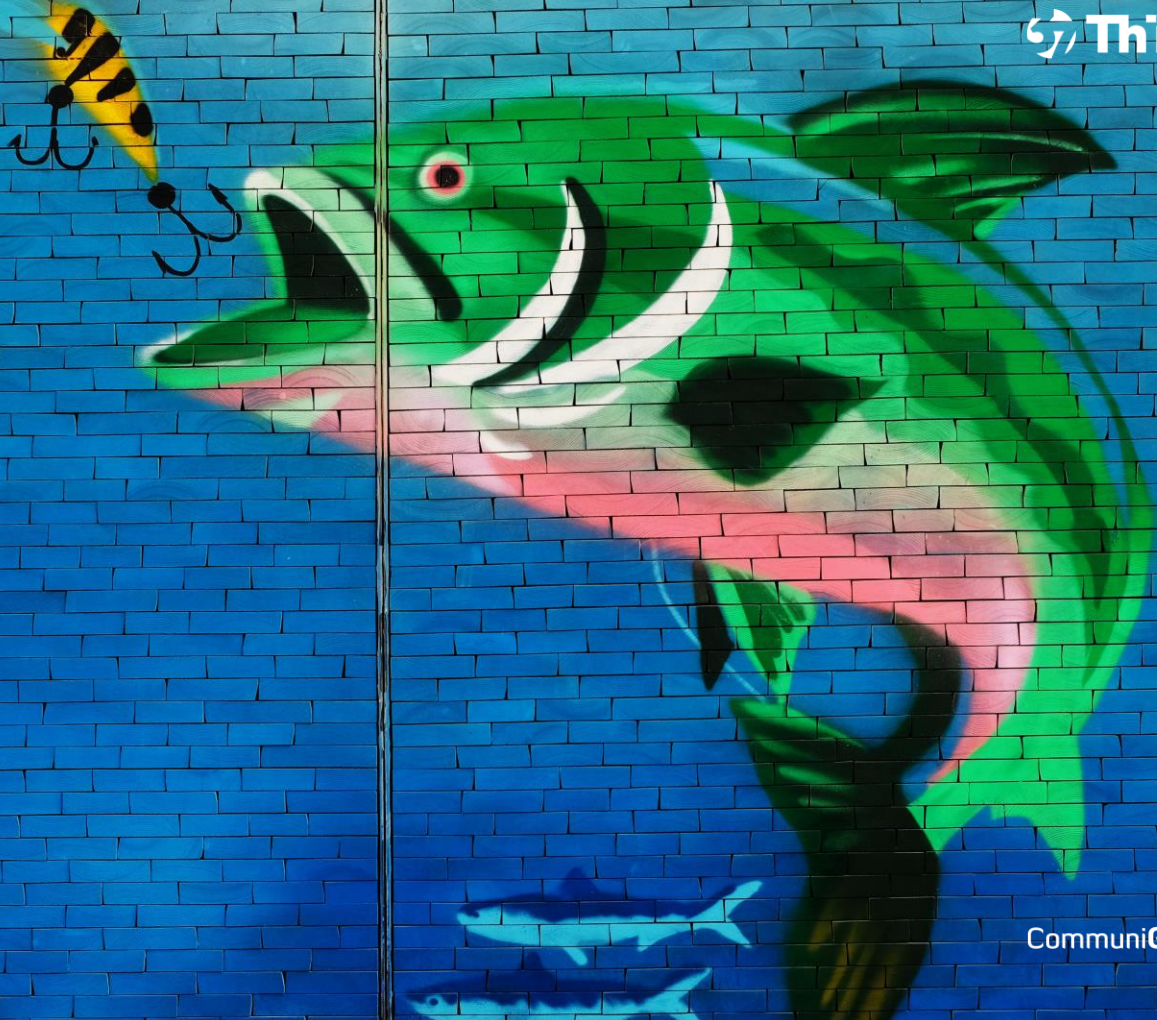


A glass of orange juice sits on a wooden table. In the background, there is a bowl of oranges and a bowl of soup. The scene is brightly lit, suggesting an outdoor setting.

 **ThirtySeven**

Communi**Gator** Official Partner

 **ThirtySeven**



**CommuniGator** Official Partner



Grab'em...

好評  
分譲中  
温泉付き住宅地 JR東日本の国 0120-686

血泉  
2017  
Reborn-Art Festival 2017  
JRをご利用ください。

37 ThirtySeven  
JR

モビット

CommuniGator Official Partner

Seven Es

**Excite**      **Energise**  
**Entertain**   **Engage**  
**Empower**      **Educate**  
**Elicit a response**





Short form... long form...



Searchable

*Click-bait war*

*Keywords waning*

*Longer content rising*

*Voice/Video rising*

*Reliable content key*

*Topical authority rising*

*Mobile-friendly key*





Just imagine!

 **ThirtySeven**

**CommuniGator** Official Partner



## ***Inside the mind of a journalist in the business of content marketing***

Charles Abel  
*Editor, Journalist, Consultant*

[www.thirtyseven.agency](http://www.thirtyseven.agency)

Communi**Gator** Official Partner