



Jan '22- Jan '23

Social Content Opportunity Analysis™

Social Content Opportunities For YouTube between Jan '22 - Jan '23

SHARED MEDIA

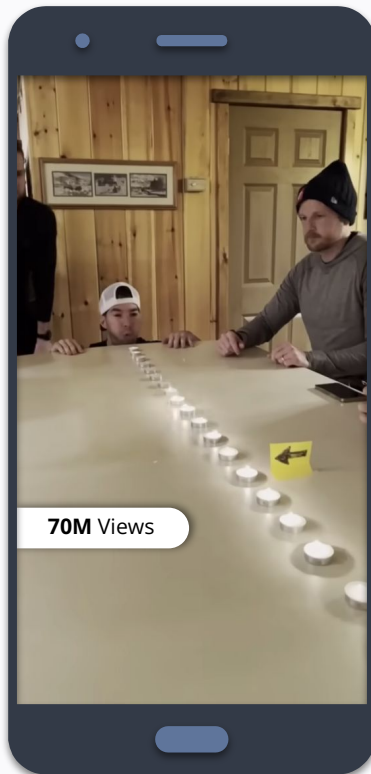
YOUTUBE



Dude Perfect



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[Click to view](#)

Top Content Bucket #1:

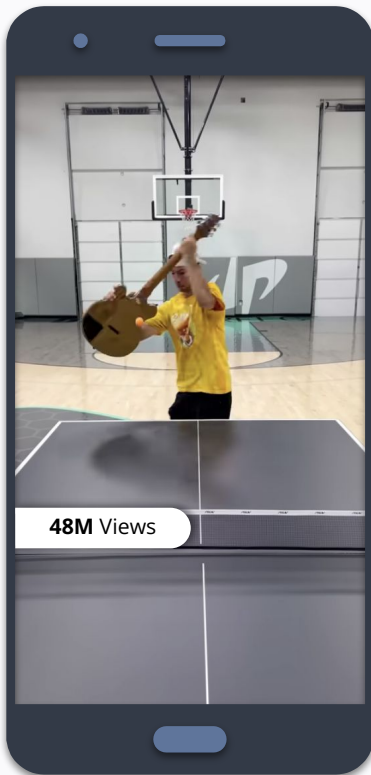
Mini Game Shorts

In these videos, the Dude Perfect team competes against each other in unique, made-up games such as [Orea Roll Roulette](#) or [Stair Jump Challenge](#).

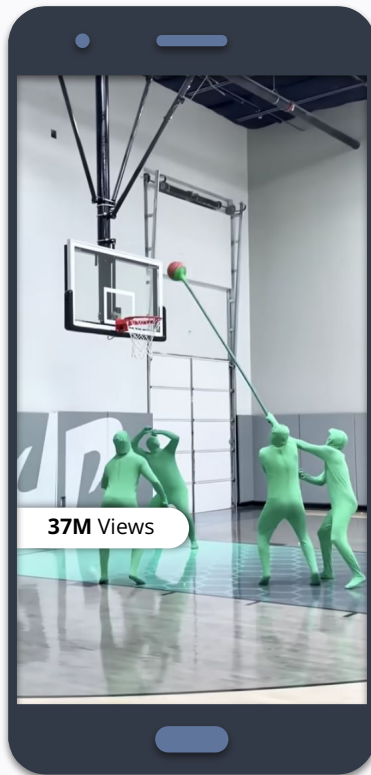
- ✓ **Short and Sweet:** The videos in this category are formatted as YouTube shorts and are under 60 seconds long.
- ✓ **Creative:** The creators use unsuspecting objects and activities to make up simple yet creative games.
- ✓ **Replicable:** The games or challenges featured in these videos are low-cost and require little materials and skill, making them easy for viewers to replicate.
- ✓ **High Energy:** The Dude Perfect team maintains a high level of enthusiasm throughout the games, adding to the entertainment value of the videos.



Dude Perfect



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Top Content Bucket #2:

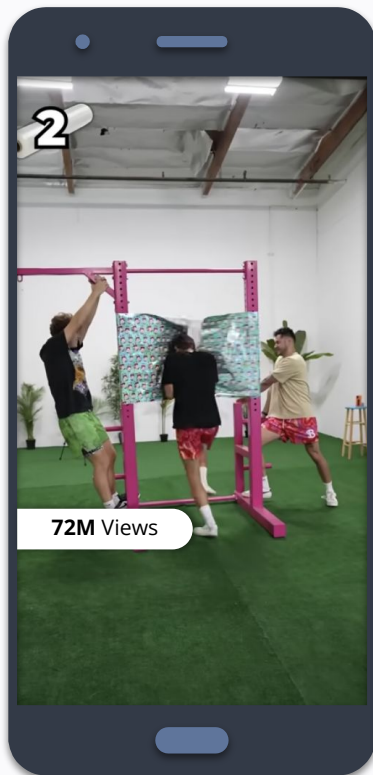
Curated Skits

Scripted skits in which the creators act out a scenario or role-play different stereotypes. These videos include both long and short-form content.

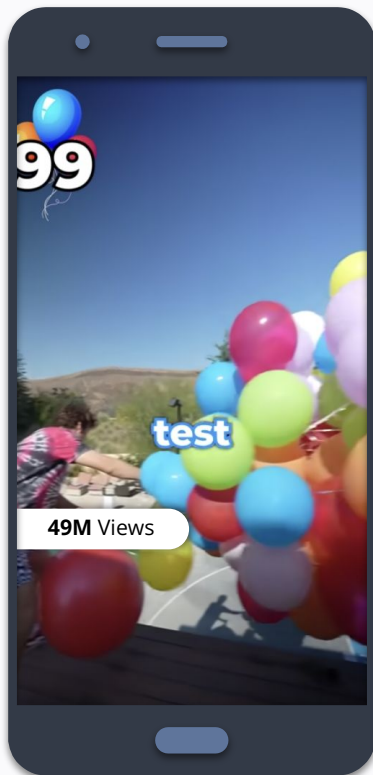
- ✓ **Duration:** The average video length in this category is 6 minutes, however, the top-performing videos are YouTube Shorts under 60 seconds long.
- ✓ **Inside Joke:** In [this video](#), the creators poke fun at the critics who claim that their trick shots are faked.
- ✓ **Good, Clean Fun:** One reason for the group's popularity is it's family-friendly approach to comedy. Dude Perfect's skits are funny and entertaining for all age groups and exclude profanity or mean-spirited themes and dialogue.
- ✓ **High-Quality Footage:** These videos consistently use high-quality audio and video and include creative filming styles and perspectives to capture their content.



Jesser



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Top Content Bucket #1:

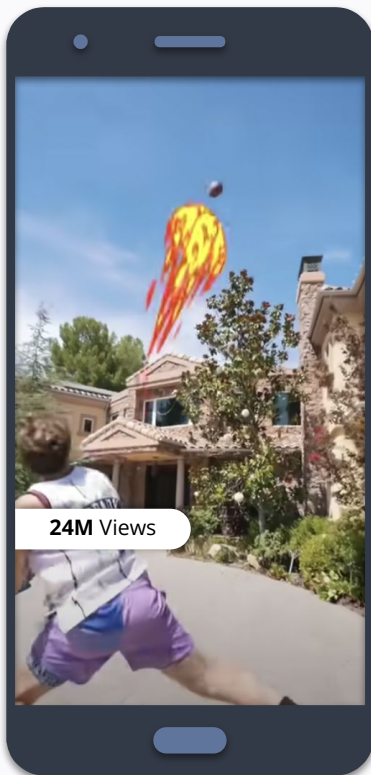
Challenges & Experiments

Entertaining challenges and engaging experiments presented in a concise, easy-to-digest format.

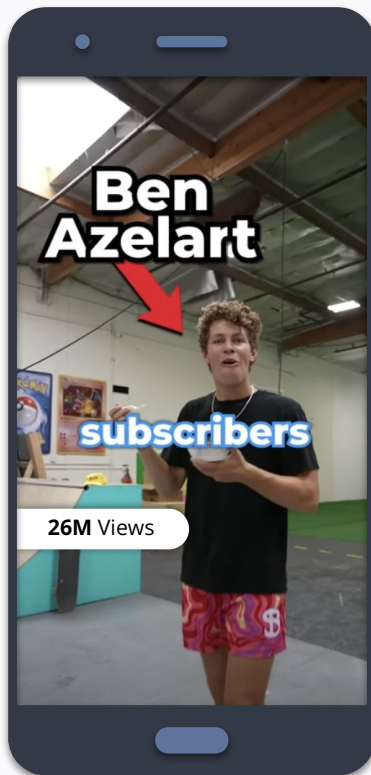
- ✓ **Format:** These videos are formatted as YouTube Shorts under 60 seconds long.
- ✓ **Repurposed Content:** Jesser's shorts are posted on his [TikTok account](#) before being shared on YouTube.
- ✓ **Voice-To-Text:** The videos use TikTok's voice-to-text feature and Jesser's narration is displayed on-screen in bright and bold text.
- ✓ **On-Screen Counter:** A counter with a relevant icon is displayed in the top left corner of the screen and is used to track the progress of the experiment or challenge.
- ✓ **Interrogative Titles:** The video titles build curiosity and drive viewership by suggesting that the content will answer the question it poses. Examples include "How many layers of wrapping paper does it take to stop a person?" and, "How many balloons does it take to make a Yoga Ball fly?".



Jesser



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Top Content Bucket #2:

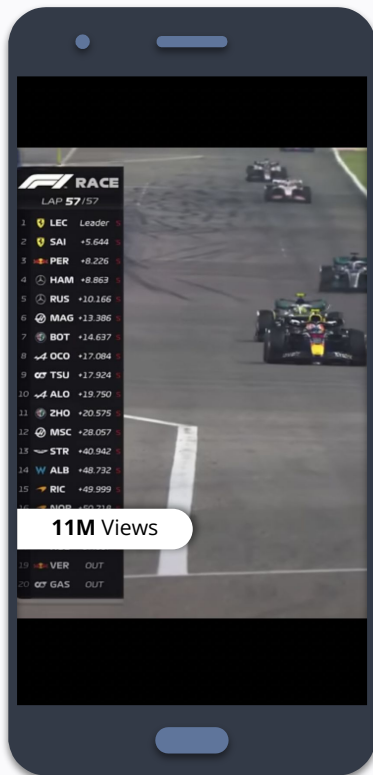
Comedic Pranks & Skits

Short, comedic skits or pranks designed to be entertaining and make viewers laugh. These videos typically involve Jesser's friends and fellow creators.

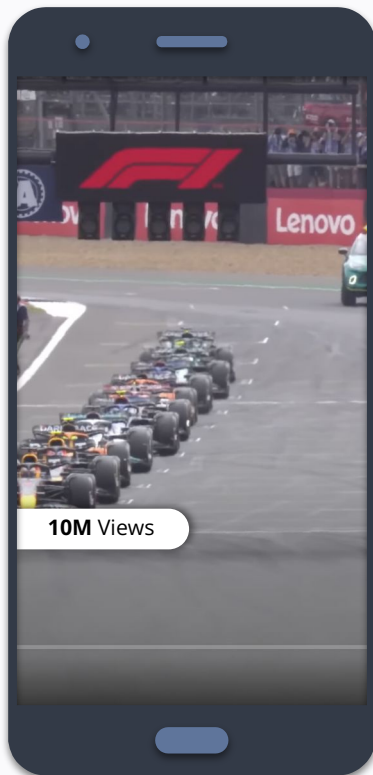
- ✓ **Format:** These videos are formatted as YouTube Shorts under 60 seconds long.
- ✓ **Recreating What Works:** Jesser has replicated the prank in [this video](#) with other YouTubers such as [Adin Ross](#) and [FaZe](#). Each video includes the name of the YouTuber in the title and follows the same premise.
- ✓ **Fellow Creators:** Including other popular creators in his videos, and using their names in video titles, increases the likelihood of Jesser's videos being seen by the other creators' audiences.
- ✓ **On Trend:** This '[Over The House Catch](#)' video follows a trend seen on other sport comedy accounts like [this version](#) from Dude Perfect.



FORMULA 1



[Click to view](#)



[Click to view](#)

Top Content Bucket #1:

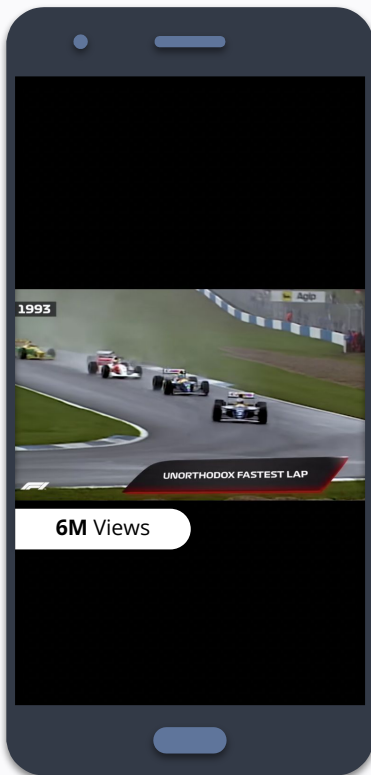
Race Highlights

F1's highlight videos provide a condensed and engaging visual summary of each Grand Prix. They showcase key moments, highlights and analyses of the race, accompanied by dialogue from race commentators.

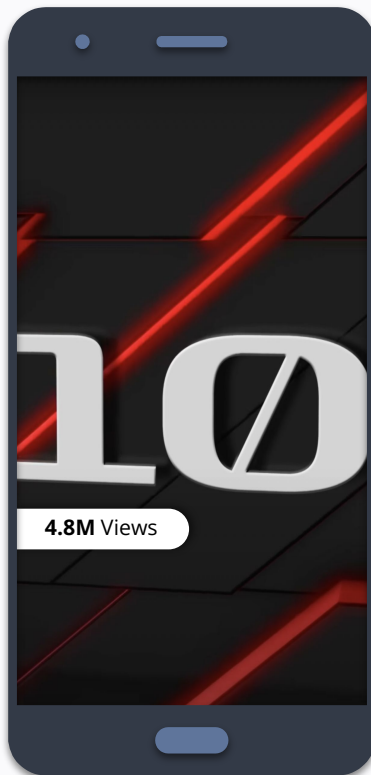
- ✓ **Content:** Formula 1's YouTube race highlight videos are typically around five minutes in length and showcase the most exciting moments from each race including overtakes, crashes and key battles for position.
- ✓ **Multi-Format Footage:** Race highlights often feature slow-motion replays and onboard footage to give viewers a thrilling and immersive viewing experience.
- ✓ **Team Stats:** Within each video, team stats for lap performance (during qualifiers), average speed and time are displayed on the screen.



FORMULA 1



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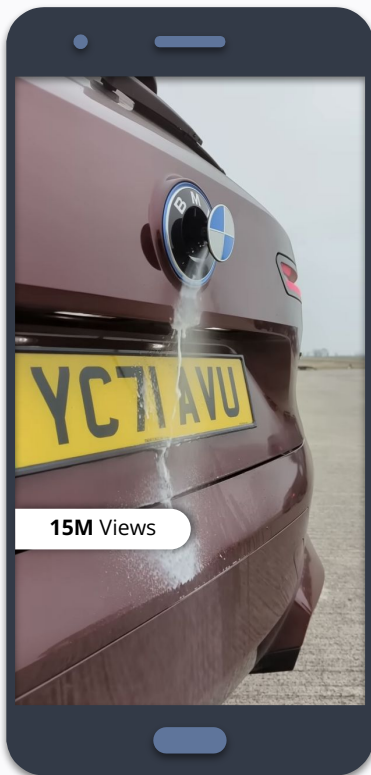
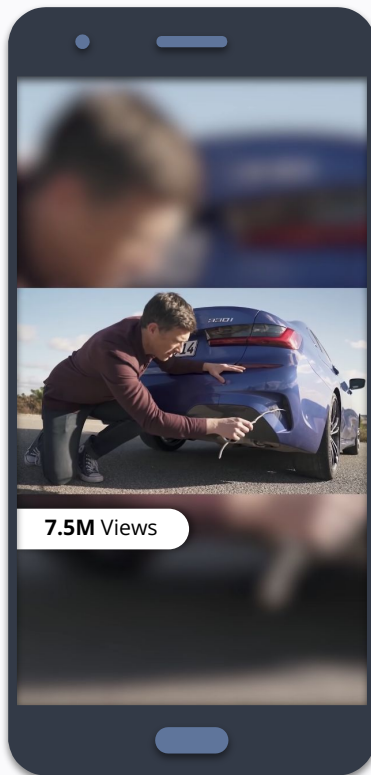
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Top Content Bucket #2:

Top 10 Lists

Long-form content highlighting thematic situations or events from F1 in a list-style format. This content is narrated and provides background information and context for each case presented.

- ✓ **Video Duration:** F1's video lists are 17 minutes long on average.
- ✓ **Top 10:** The video lists are presented in a Top 10 format and introduce 10 unique F1 situations with a consistent theme.
- ✓ **Narrated Context:** A key aspect of what makes these videos interesting is the narrator providing context around each situation in the video. The narrator is the same in each video.
- **Topic Introduction:** [This video](#) begins with the narrator setting the stage for situations presented in the video, giving viewers a sense of the content to come.

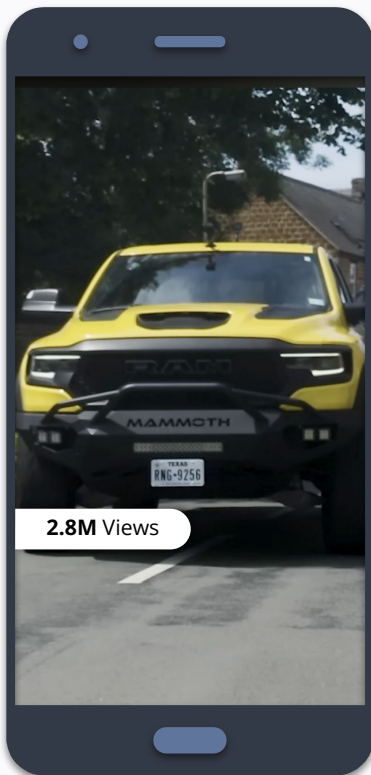
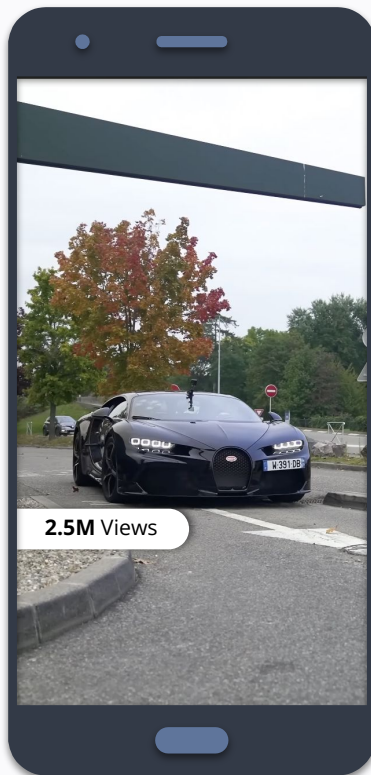
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Top Content Bucket #1:

Car Features

Highlighting unique or unknown features from an array of different cars.

- ✓ **Recycle Content:** In [this video](#), CarWow reuses previously uploaded content by gathering multiple similarly themed clips and creating a new video topic: fake exhaust pipes in cars.
- ✓ **No Music:** In [this video](#), no music or voice over is used. Instead, BMW's unique backup camera cleaning feature is explained by simply editing together video clips sequentially.
- ✓ **Short & Sweet:** Videos in this category range from 5-59 seconds, with the average video length of 16 seconds.

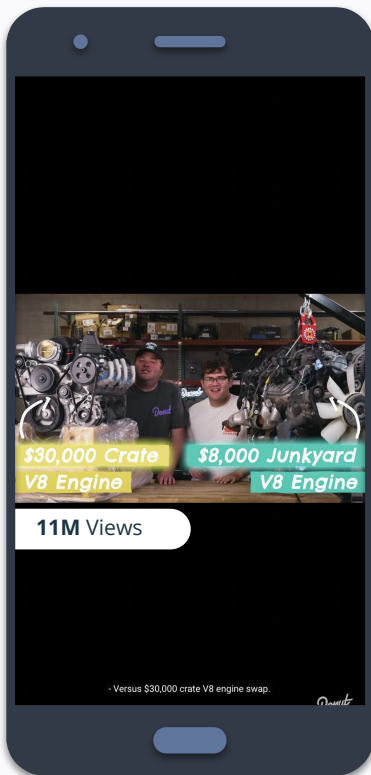
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Top Content Bucket #2:

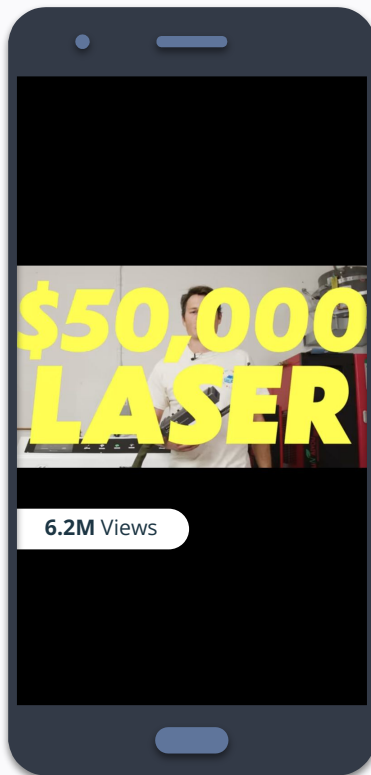
Out of Place

Driving cars in places that are completely inappropriate for its size or luxurious status. The videos juxtapose the cars with their settings, such as driving a huge American pickup truck through a small town in the UK.

- ✓ **Chaos as a Hook:** The introduction to both videos utilizes a short compilation of the most anxiety-ridden or hectic moments in the video to hook the viewer.
- ✓ **Video Chapters:** [This video](#) is categorized by breaking down all the locations Mat Watson brings his 3 ton pick-up truck.
- ✓ **Multiple Angles:** 4 different camera angles are used in both videos: 1. Shot to show the driver 2. Shot from the top of the car 3. Shot from the tire 4. Shot from another car/person
- ✓ **Humorous Editing:** Both videos utilize [animations](#) to make the video more entertaining and funny.



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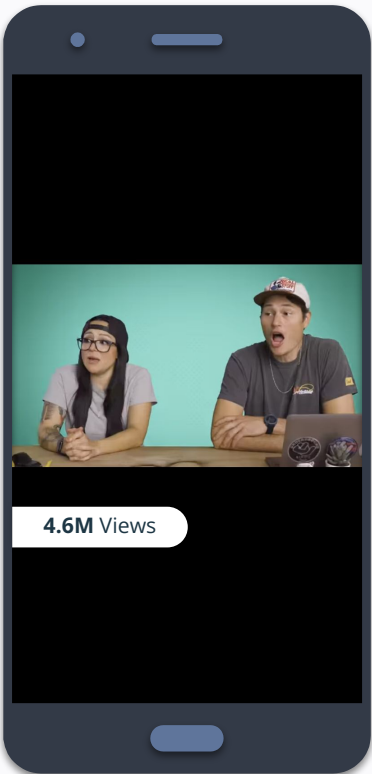
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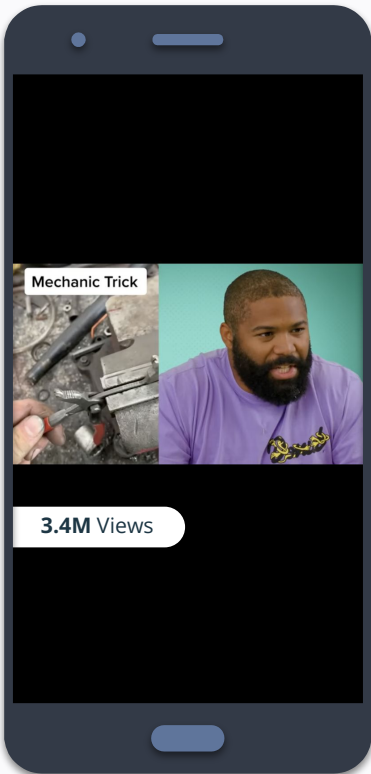
Expensive vs. Cheap

The Donut Media team tests and compares different cars, car parts or products; one high-end and one low-end. The videos discuss the pros and cons of each and highlight the differences in style, function and performance.

- ✓ **Product Introduction:** In [this video](#), each rust-removal product or tool is introduced with labels, images and its price before the hosts dive into how it works and begin their test.
- ✓ **Explainer Segments:** When things get technical, the creators include [animated visuals](#) to explain the mechanics of the parts they discuss.
- ✓ **Wrap-Up:** Both videos conclude with a detailed wrap-up that summarizes the performance, value for money and ideal use case for the parts or tools that were tested.
- ✓ **Commentary:** Donut media uses humour and entertaining commentary to keep viewers engaged and balances the high level of detail and technicality in their videos. This allows them to appeal to an audience beyond tech-savvy car enthusiasts.



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Top Content Bucket #2:

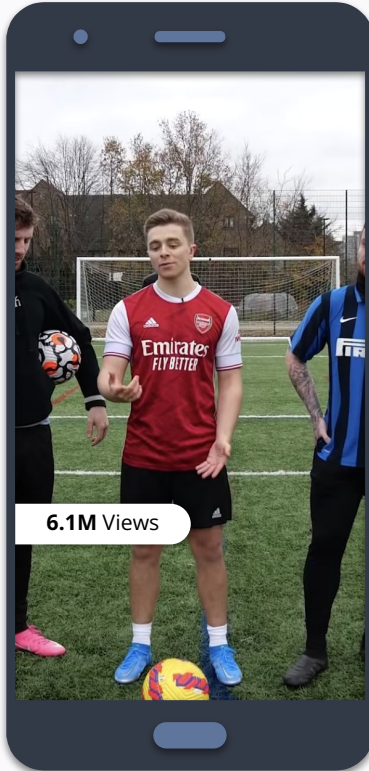
Reaction Videos

Mechanics and technicians react to questionable car advice from amateurs on social media.

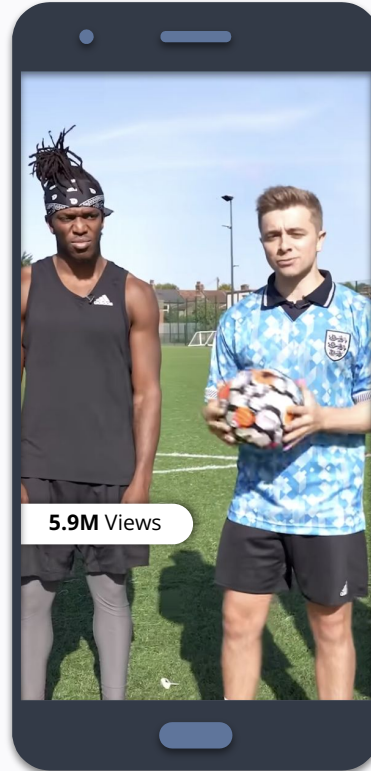
- ✓ **Voting Visuals:** After each hack is shown, the hosts provide an analysis and give it a positive or negative vote. Vote titles are different in each video and use an accompanying graphic and sound effect.
- ✓ **Playful Effects:** Throughout the video, notable or funny moments are emphasized using effects like slow motion, voice-changers and on-screen graphics. These add a creative and playful touch to the commentary.
- ✓ **Split Screen:** Talking-head video footage of the hosts is put next to the TikTok video in question using a split screen.
- ✓ **Credible Voters:** Donut Media team members are paired with certified mechanics to cast votes. This adds credibility to the votes and analyses.
- ✓ **Sponsor Segment:** [This video](#) includes a 1 min. intro for their sponsor, Porsche, highlighting job opportunities at the company.



ChrisMD



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Top Content Bucket #1:

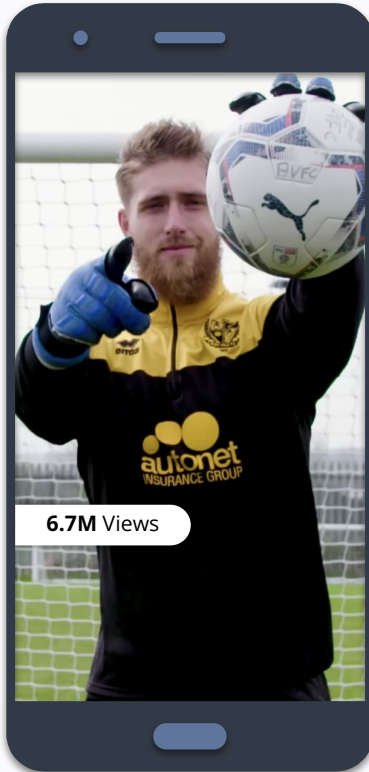
Goal Challenge

Chris challenges other fellow YouTubers to participate in a series of soccer challenges.

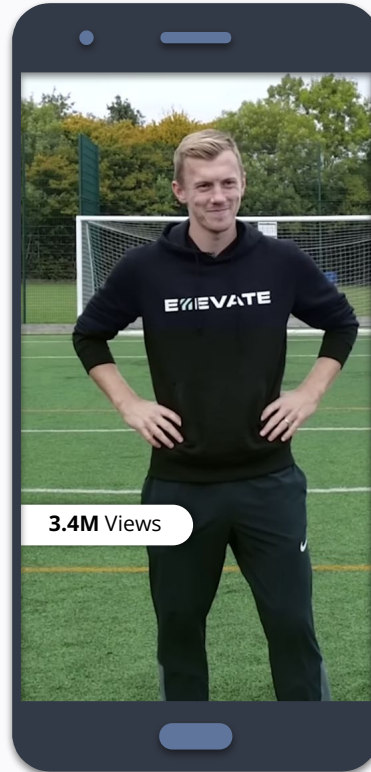
- ✓ **Fun Banter:** In both videos, Chris highlights the light-hearted moments between players by showcasing their [cheeky banter](#).
- ✓ **Video Categories:** In [this video](#), Chris created video chapters to categorize the different challenges and allow the audience to click on the section they want to see.
- ✓ **Visual Animations:** In [this video](#), Chris inputs animated graphics to aid in his explanation of the challenge.
- ✓ **Riding the NFT wave:** In [this video](#), Chris tries to gain virality by following the NFT trend and creating a NFT of the winning goal.
- **More-the-Merrier:** Both videos contain 3-4 famous YouTubers partaking in the challenge. Their combined audience leads to a greater amount of views.



ChrisMD



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Top Content Bucket #2:

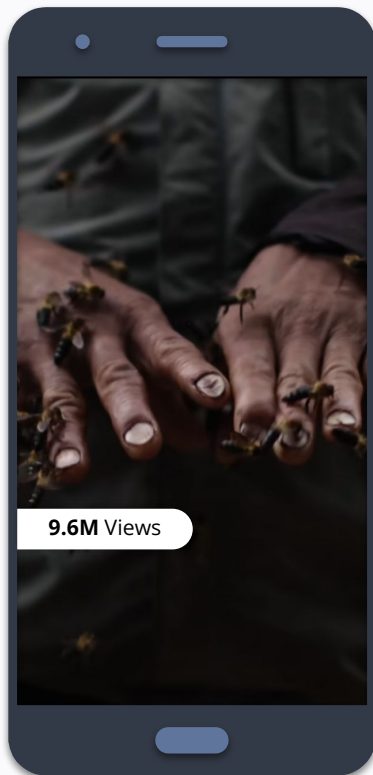
Pro vs. Amateur

A video series where Chris challenges prominent figures in the soccer industry to a variety of challenges.

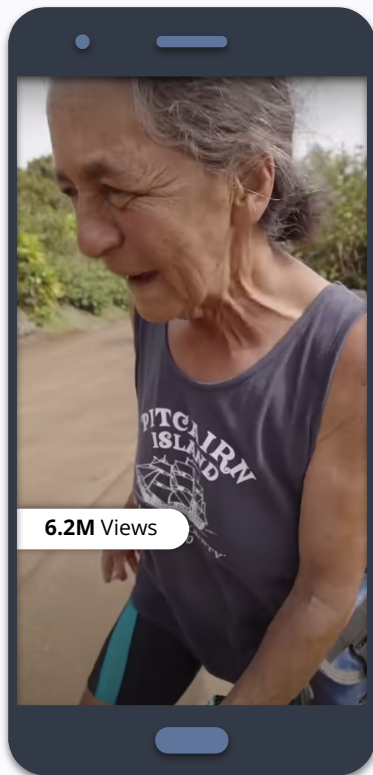
- ✓ **Recognizable Faces:** Both videos feature popular figures in the soccer industry, [Tomáš Holý](#) and [James Ward-Prowse](#).
- ✓ **Creative Intro:** In [this video](#), Chris creatively highlights famous goalkeeper, Tomáš Holý's height by filming only Chris's eyes while showing all of Thomas's upper body.
- ✓ **Levels of Difficulty:** In [this video](#), Chris slowly amps up the difficulty by beginning the challenge with Sunday league players then ending the challenge with the best free kick taker, James Ward-Prowse.
- ✓ **Cut to the Memes:** Chris keeps the video humorous by adding [memes](#) to poke fun at his missed goals.
- ✓ **Fill In the Blank:** In the video title "We Took 100 Shots vs the World's Tallest Keeper and Scored _ Goals", the number is purposely kept out so viewers are more enticed to watch the video and fill in the blank.



Yes Theory



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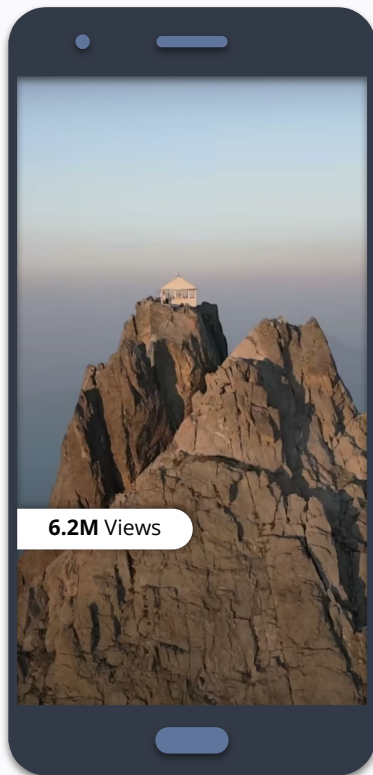
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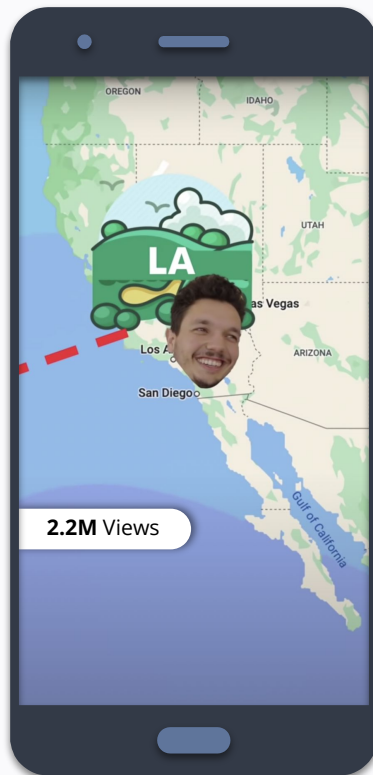
Unique Social & Cultural Features

In these travel vlogs from Yes Theory, the creators visit destinations to explore a unique social or cultural phenomenon from the area and document it in the video.

- ✓ **Long-Form Content:** Videos in this category are 26 minutes long on average.
- ✓ **Compelling Titles:** Yes theory uses sensationalized titles to drive viewership. Titles include superlatives and often address the most dramatic part of the video even if it is not the focal point of the content.
- ✓ **Filming Styles:** These videos combine multiple filming styles like talking head, aerial and “follow me” footage to tie the content together and tell a story.
- ✓ **Educational:** The videos provide detailed information on the locations they visit, sharing background on the local people, their cultures and the history of the area.



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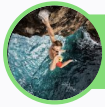
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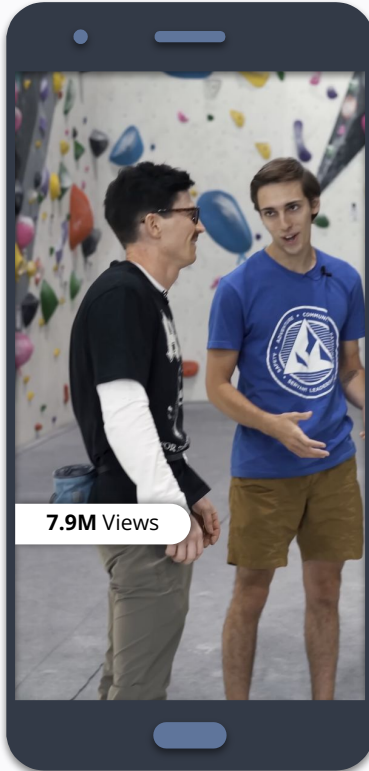
Adventure Travel Vlogs

In these videos, the creator documents the group's adventures and expeditions, often featuring risky activities and destinations.

- ✓ **Supporting Elements:** The videos use on-screen images, text and animation to support the video narration. For example, [this video](#) displays an [animated map](#) to track Tommy's travel.
- ✓ **Video Chapters:** [This video](#) is segmented into chapters for easy navigation.
- ✓ **Introductions:** The videos begin by introducing the team members taking part in the adventure and providing background on the purpose of the excursion.
- ✓ **Multi-Perspective:** [This video](#) links to [another video](#) filmed from Tommy's perspective of his airport adventure.
- ✓ **Seeking Discomfort:** Yes Theory's moto is seeking discomfort. This theme is consistent across their content as the group intentionally puts themselves in challenging situations and pushes them outside of their comfort zones.



Magnus Midtbø



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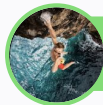
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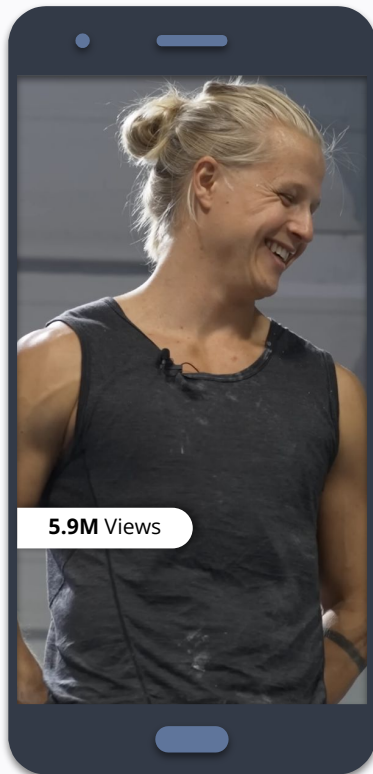
Disguised as Beginner

Magnus takes a climbing lesson disguised as a beginner and quickly transitions from a 'beginner' to a professional during the duration of the lesson.

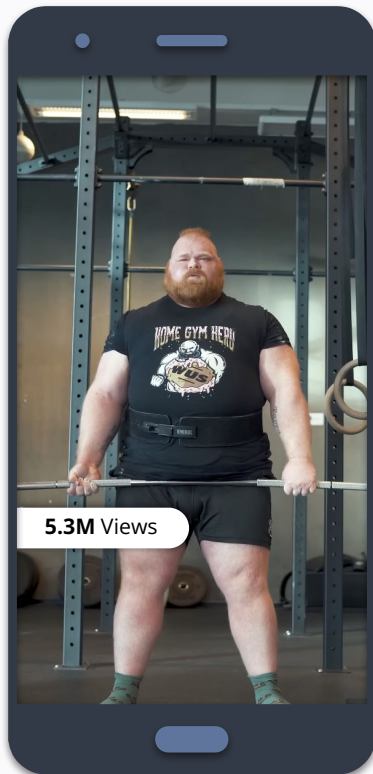
- ✓ **Don't Drop the Act:** Björn, the beginner climber from Iceland is the character Magnus created and acts as in the video. Magnus maintains this act until the end of the video, where he reveals his true self.
- ✓ **Tips for Beginners:** An entire climbing lesson is filmed and the instructors provide excellent tips for beginner climbers.
- ✓ **Patient Teachers:** Both instructors are very patient and supportive with 'Björn' and maintain professionalism even during hilarious moments like when Magnus [face plants](#) on the floor.
- ✓ **Strong Finish:** The videos in this series always end with Magnus excelling at climbing a difficult route and revealing himself as a professional.



Magnus Midtbø



[Click to view](#)



[Click to view](#)

Top Content Bucket #2:

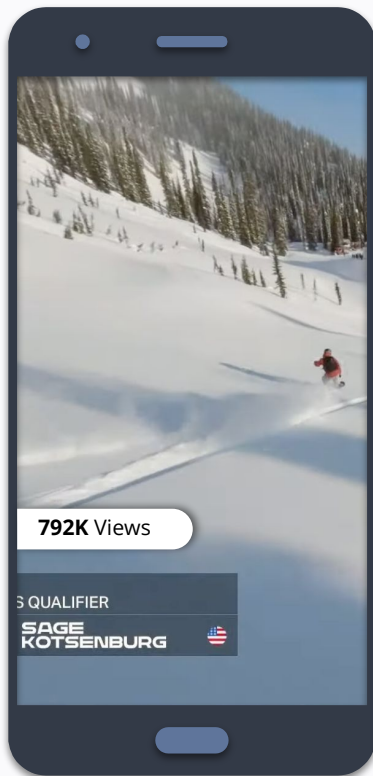
Who is Stronger?

Magnus challenges extremely strong athletes to either [rock climb](#), [test their grip strength](#), or [do a push up](#) — all to determine whether rock climbers can beat strength trainers.

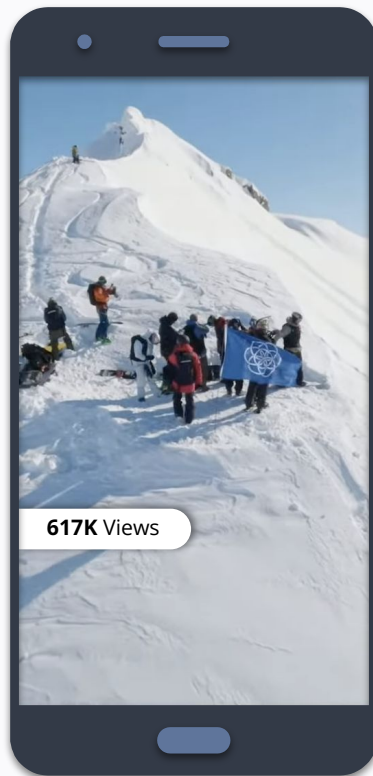
- ✓ **Introducing the Opponent:** Both videos contain an opening sequence that puts the spotlight on the athlete Magnus is challenging.
- ✓ **List of Challenges:** Videos in this series always contain 3 or more challenges for the athletes to compete in.
- ✓ **Explaining the Challenges:** In [this video](#), Magnus describes the 7 different types of grip strengths very thoroughly by providing a close-up visual and succinct audio explanation.
- ✓ **Polite Conversation:** Despite being competitors, the conversations between Magnus and his opponents always contain a lot of mutual respect and support.
- ✓ **Versing a Strong Man:** Magnus uses the words “VS strong man” or “strongest man VS” in the video title to describe the opponent he challenges.



GoPro



[Click to view](#)



[Click to view](#)

Top Content Bucket #1:

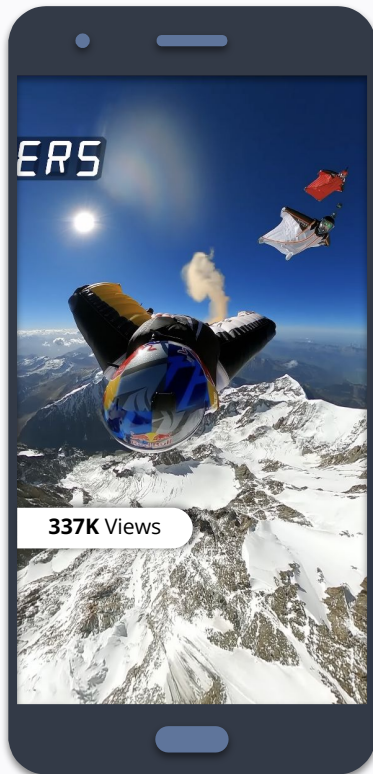
Livestream Event

Broadcasting events such as the [Natural Selection Tour](#) and the [Freeride World Tour](#) on a livestream; allowing fans to provide commentary and join in on the fun.

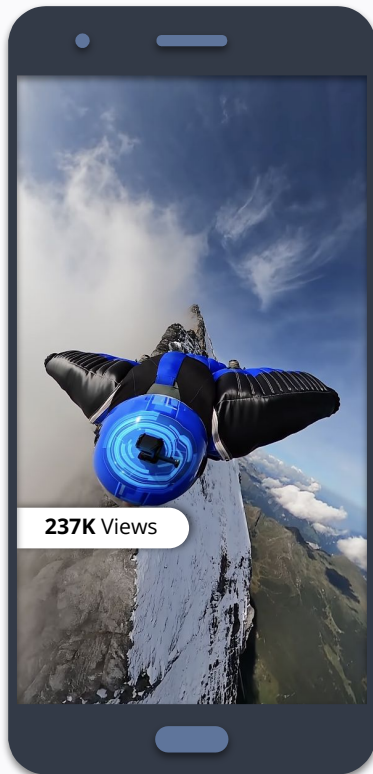
- ✓ **GoPro Watermark:** GoPro watermarks it's logo on the bottom right corner. The logo is a subtle but constant subliminal reminder of their brand presence during the event.
- ✓ **Branded Hashtag:** All of GoPro's videos utilize the brand's hashtag #GoPro to help viewers easily find their videos.
- ✓ **Shot 100% on GoPro:** GoPro's description states that the video was 100% shot on a GoPro and provides links to the products so viewers can easily purchase after being impressed by the video.
- ✓ **FPV Drone Shots:** This style of controlling a drone is highly commended by the viewers in the comment section and boosts the wow factor of GoPro's footage.
- ✓ **Chat On:** GoPro turns the chat on for livestream so engagement is boosted throughout the event.



GoPro



[Click to view](#)



[Click to view](#)

Top Content Bucket #2:

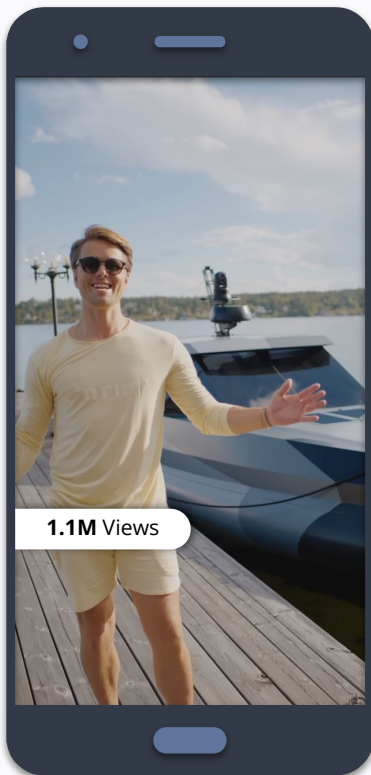
Wingsuit Flying

GoPro's Max 360 camera captures epic footage of athletes jumping off helicopters and flying impressive distances over huge mountain ranges.

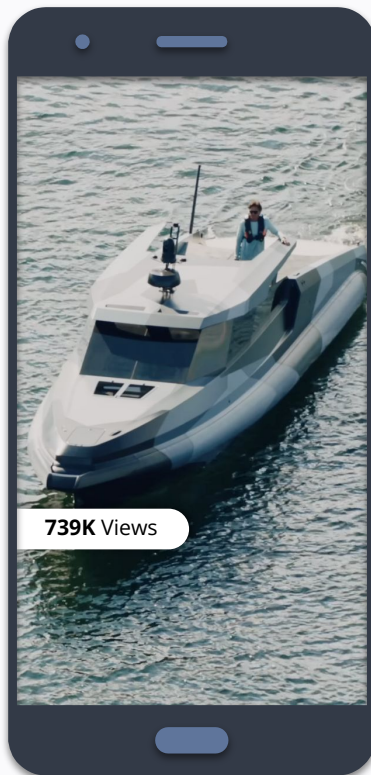
- ✓ **Distance Flown:** [This video](#) contains a visual distance tracker on the top left corner of the video to measure the meters flown by the athletes.
- ✓ **Raw Audio:** [This video](#) contains unedited audio from the entire duration of the flight so the audience can clearly hear how the athletes communicate with each other.
- ✓ **Translated Captions:** [This video](#) uses subtitles to translate the athletes' conversation from French to English.
- ✓ **360 Camera:** Both videos utilize GoPro's 360-degree camera to give the viewer a fully immersive experience.
- ✓ **GoPro Awards:** Both videos are a response from creators to GoPro's [video challenge](#). Contestants can submit their video filmed on a GoPro to get a chance to win a cash payout.



Jon Olsson



[Click to view](#)



[Click to view](#)

Top Content Bucket #1:

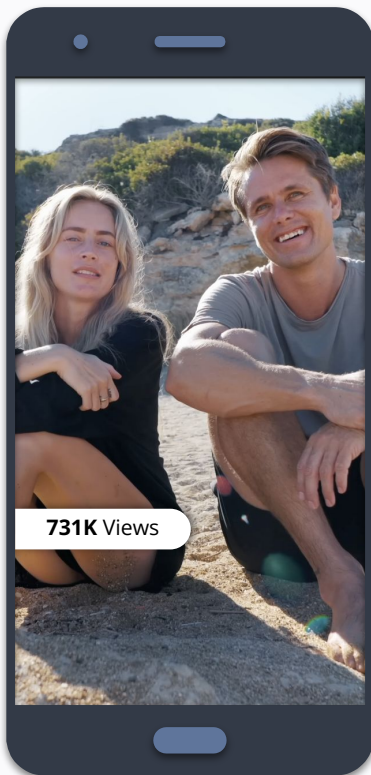
On the Yacht

Moments on Jon's hybrid speed yacht with himself, his friends, and his family.

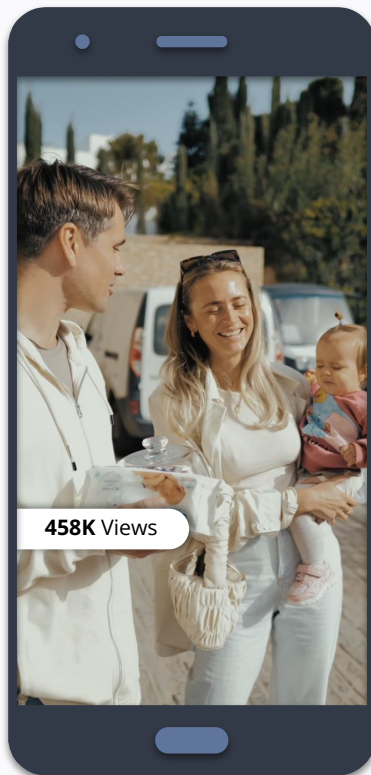
- ✓ **Hyped Up Intro:** By pairing beautiful drone shots with high-energy electronic music, [this video's](#) intro makes the viewer feel excited to see what's coming next.
- ✓ **A Full Tour:** Get to know the ins and outs of Jon's yacht in [this video](#), where he takes the viewers for a tour around the boat.
- ✓ **Consistent Branding:** Jon consistently puts his full name within the intro of the video.
- ✓ **Serialized Content:** The vlog number is visually at the beginning of each video & in the title. Serialized content encourages viewers to subscribe as they can expect more similar content to be uploaded.
- ✓ **High Speed:** Jon aims to get more clicks by putting the impressive number of knots his yacht can travel up to in the title of the video.
- ✓ **Cinematic Shots:** All videos are filmed using high-quality cameras and are color-graded in a professional manner.



Jon Olsson



[Click to view](#)



[Click to view](#)

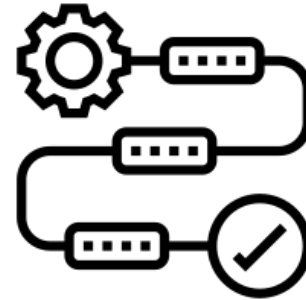
Top Content Bucket #2:

With the Family

Get to know Jon's family through the vlogs and gain insight into their life highlights and difficulties.

- ✓ **Personal Moments:** Jon shares intimate moments of his personal life with his viewers, such as when he sings his wife and children a [happy birthday](#) song in the morning.
- ✓ **The Ups and The Downs:** Jon shares the happy moments in his life, as well as the sad ones. In [this video](#), Jon and his wife talk about their divorce candidly in front of the camera.
- ✓ **Balanced Screen Time:** Jon, his wife, and his kids all get ample screen time throughout the video; allowing the viewers to get to know his family better.

Methodology & Data



How the Social Content Opportunity Analysis™ Methodology Works



1

Measure a Large Sample of Posts

For each creator, sample their top 50-100 videos by views and engagements.



2

Group Into Themes

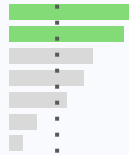
Group videos into themes or “buckets” that are both distinct (different from each other) and specific enough to be actionable.



3

Benchmark the Average

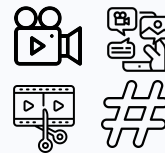
From the post sample, measure the average post views and engagement for the creator.



4

Surface Top Performing Themes

For each custom theme / bucket we identified, rank them by their average views and engagements to identify the top two content buckets.



5

Identify Production Insights

For each theme, go into detail about what makes it perform, like video length, editing techniques, production style—the nitty gritty.

