

Battle of the Promo Superstars

- Collaborate
- Identify your Audience
- Choose your Angles



Battle of the Promo Superstars

- Get Emotional
- Start with the Short Form
- Use the best sound and sound design



Battle of the Promo Superstars

- Don't tell the audience how to feel
- Stay true to your brand
- Get Social



Battle of the Promo Superstars

- Collaborate more/Screen the finals for an audience
- Put a baby in it! (or a puppy or monkey, etc.)

