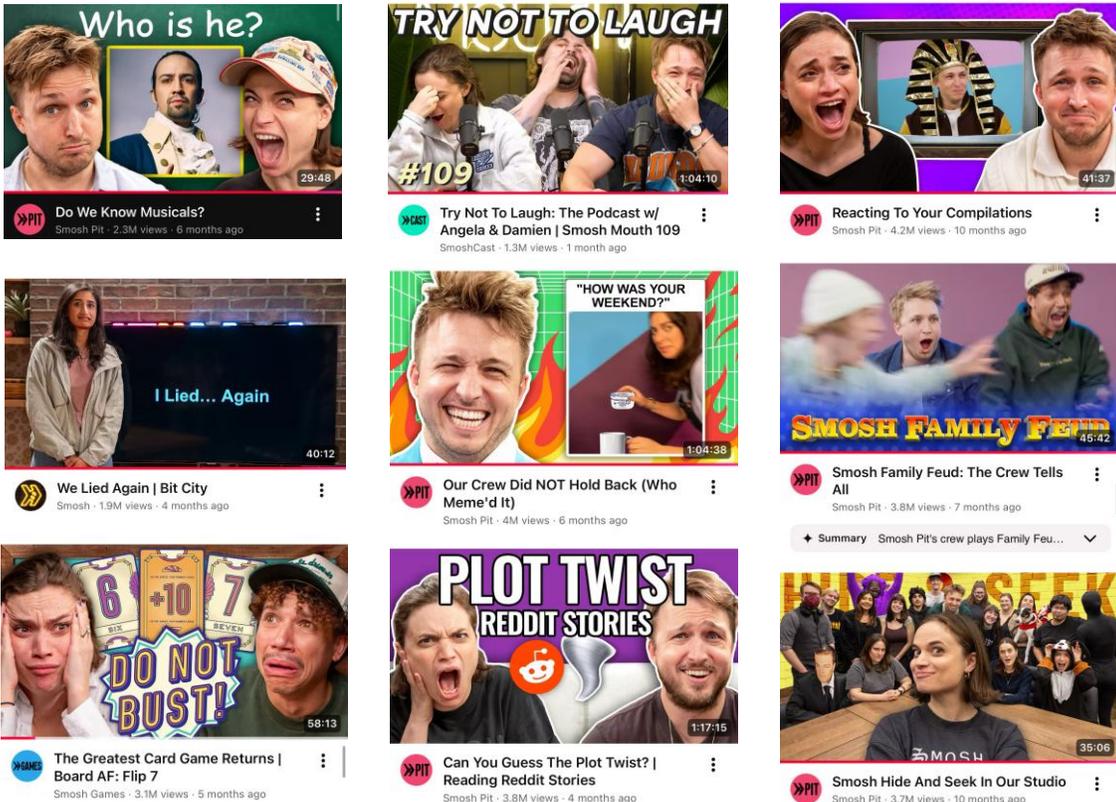


# SMOSH

Smosh is a YouTube channel led by American YouTubers, actors, and comedians Ian Hecox and Anthony Padilla. Their channel focuses on the comedic sketches and skits, but across their brand they have 5 different channels with individual focuses such as games, podcasts, interviews, reactions, improv and challenges.

Here I have documented a variety of their recent most popular videos across all their channels as this shows which types of content aligns most with their audience already. This allows me to see how this can be adjusted to align with a new market.



Ways they align to an American Audience:

- Features familiar American experiences
- References American pop culture
- Mirrors American sketch comedy formats
- Satirises American culture
- Cast personalities mirror modern U.S. values and classic archetypes.

Here I found a map of Smosh's demographics locations. It may not be entirely accurate, but it provides an estimate about which audiences are engaging with their brand. This lets me see which markets I could build strategies to make their content align better to them.



# Audience / Platforms



## Target Audience:

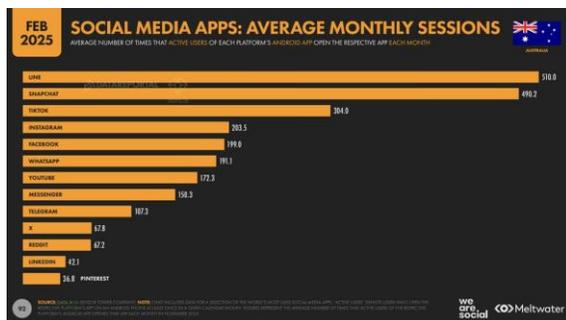
- Age: 16-30
- Location: Australia
- Interests: comedy, gaming, personalities

The types of brand content consumers are most likely to interact with on TikTok

- 1 Short-form video (15-30 seconds)
- 2 Short-form video (<15 seconds)
- 3 Short-form video (31-60 seconds)
- 4 Sponsored influencer content
- 5 Long-form content (>60 seconds)

Australian audiences prefer authentic, self-deprecating humour that feels local and relatable. They also respond well to interactive elements such as polls, Q&A's, and involvement in challenges. Comedy and gaming content already performs strongly on TikTok and YouTube Shorts when associated with trending audios.

I wanted to look at other local Australian social media brands / individuals who also specialise in comedy, sketches, and gaming to see if there's anything to draw inspiration from and identify how Australians interact with them.



I researched into what social media is most used in Australia and it was surprising to see that Snapchat is one of the most popular and so it's crucial to include this in my plans. I also found out that they're banning social media for those under 16 so that affects my target audience. I feel like these platforms better align to a younger audience and utilise short-form content.



Snapchat: Exclusive posts, Time sensitive, Most used app, Short clips

TikTok: Participate in trends, Short sketch style content, React to other content

Instagram: Behind the scenes, More engaging, Stories and Reels engage with fans, personality driven posts

YouTube: long form content, established fans, compilations, full sketches

Here I have identified a duo whose content seems like Smosh but with a more Australian centric comedy style and themes. They use Instagram as their main platform.



The Inspired Unemployed are an Australian comedy duo formed in 2019 by Matt Ford and Jack Steele. The pair are best known for their satirical Instagram account, which lampoons Australian societal tropes and has more than two million followers.

There are differences in culture and language.

## VOCABULARY

AUSSIE SLANG - ENGLISH

- Arvo → Afternoon
- Bloody ripper → Really awesome / fantastic
- Keen as → Super excited / eager
- Heaps → A lot
- Ute → Utility vehicle (pickup truck)
- Roo → Kangaroo
- Drongo → Silly person (playful)
- No worries → It's all good / Don't worry
- Mozzie → Mosquito

## Popular comedy influencers

- **The Inspired Unemployed:** A duo with a massive following on Instagram, known for their relatable and comedic skits, sketches, and podcast.
- **LazarBeam:** A gamer and YouTuber with a large subscriber base, creating comedic gaming content and vlogs.
- **Junpei Zaki:** A TikTok creator with millions of followers, best known for his funny "Answering Comments" and "Remixing My Comments" series.
- **Sasha Morpeth:** A TikTok comedian who has gained millions of followers for her funny content.
- **Matt Storer:** Appears on lists of top Australian influencers, often associated with comedy content.

# Strategies

Exaggerated Stereotypical characters

Should use strong hooks and quick gags for tiktoks/reels  
- can be repurposed from longer content on youtube.

Consider public holidays such as Australia day or dates of big events.  
- Sports events

USE familiar Australian locations, sounds and visuals

- Sydney Opera house
- Uluru
- animal sounds

- Trends
- Animals
  - Food culture
  - everyday struggles
  - Celebrities
  - work culture
  - entertainment
  - pop culture

Consider time zone differences

Parody Australian pop culture

- Parody sketch of Neighbours or Home + away
- Consider costumes + props
- don't be offensive

Could travel to Australia

- live shows
- merch pop ups
- vlogs/content in Australia

- Guest appearances on Australian podcast + other influencers.
- ↑ expensive + scheduling

SMASH down under week

- Australian focused sketches featuring slang, culture, memes
- Getting Australian guests on shows
- highlight Australian games
- assumptions of Australians
- Polls, comment prompts, Hashtags
- introduce American audiences and include Australian audiences
- typical video format but with Australian themes

align with trends that would encourage Australian audiences

- Guessing Australian slang
- Trying Australian snacks
- reacting to Australian memes

use Australian sound bites / audios

live streams with behind the scenes + convos with the cast about Australia

Create Australian themed visuals / stickers for immersivity.

align to their humour style by writing self-deprecating sketches comparing Australia to America in a funny way to combine audiences.

# Social Media Strategy Plan

I considered Smosh's current posting schedule and typical content and adjusted it to better align with an Australian audience, that way it retains its brand identity whilst tailoring it to a new audience. I incorporated some of the strategies that I established in my mind map by considering if they aligned with the brands goals, tone and if it was achievable in terms of budget and scheduling. I also considered the posting times.

I looked at other competitors to identify how they were optimising social media for their audience so that I could consider these strategies for my social media plan. I looked at what times they were posting and what types of hashtags they were using to engage with their Australian audience. People were combining trendy formats such as ranking or roasting and then adding an Australian spin on it to target a different audience.

<b>Mon</b>	Smosh Cast 4pm PST → 9am AEST Smosh Mouth podcast with Australian guest
<b>Tue</b>	Smosh Pit 5pm PST → 10am AEST Try not to laugh with guest
<b>Wed</b>	Smoshalike 4pm PST → 9am AEST Assumptions about Australians
<b>Thu</b>	Smosh Pit 5pm PST → 10am AEST Australian beapardus
<b>Fri</b>	Smosh 4pm PST → 9am AEST bit City - sketch show
<b>Sat</b>	Smosh Pit 5pm PST → 10am AEST Reading Australian Reddit stories.
<b>Sun</b>	Smosh Games 5pm PST → 10am AEST Playing Australian board game

Podcast with an Australian Guest can talk about life in Australia and growing up there, sharing relatable stories.

Guest is popular Australian Comedian can do themes related to Australia such as animals, locations or people.

Fans submit assumptions for Australian guests to react, respond and have an open discussion about.

Competitive game cast do trivia about Australian topics such as trying food, slang or history.

Weekly Sketch show rethemed Bit City Down Under, sketches themed to Australia tailored to their comedy style

Podcast where host and two cast guests read, react and discuss controversial Australian Reddit stories.

Cast get to play an Australian made or themed Board game whilst cracking jokes and being themselves.

## Long form content schedule

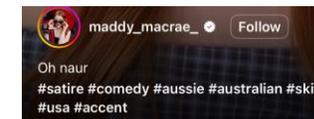
I adjusted Smosh' current schedule to create an Australian themed week with different videos and guests. (Left)

## Community Interaction Post

- Ahead of week post on socials asking fans to submit their assumptions of Australians

## Short form content plan

- Clip short funny segments from longer content, post to TikTok & Insta Reels
- Post teasers for upcoming guests on snapchat and Instagram
- Livestream with cast behind the scenes in the middle of the week
- Film short trends with popular audios with guests and post TikTok & Reels
- Use hashtags such as #Australia #aussie #downunder #aussiehumor



# Collaboration Plan

A main part of Smosh' brand is that they enjoy bringing in guests and involving them in different videos across their channels. To target audiences in Australia, it would be a good opportunity to Invite some Australian creators and comedians. Given that it might be harder and more expensive to have someone travel from Australia to the US to be apart of videos, I must consider if there are any already located in the US or that travel often. It's important that the guest aligns with the video that they are apart of otherwise it will be unnatural and uncomfortable.

## Kate Murdock



Kate Murdock is an Australian creator, writer, director, performer, and editor known for fast-paced POV comedy that feels authentic and natively shareable. She has built a community of 1.2M+ on TikTok, with individual sketches reaching up to 9.4M views, by turning the small, awkward truths of daily life into punchlines that travel.

A lot of her brand is about living in Australia and making satire skits about Australians. I think she would be a good fit for Try Not To Laugh which is based around Improv and impressions as she can bring an authenticity and set the tone of to the jokes. I think her personality would align with the Smosh cast which would be welcoming to fans. It would also give her the opportunity to make her own content about Americans to combine and widen their audiences.

## Swag On The Beat



Swag On The Beat are an Australian sketch comedy duo made up of Jack Say and Isaac Gibbons. The pair have amassed a substantial following on TikTok (1.6m) and Instagram (1m). They also have a podcast which ranked #3 for Comedy on Spotify Australia, and #7 for all podcasts.

Swag on the beat are another great example of Australian Sketch Comedy Influencers who I feel would align with Smosh's brand. Given that they have their own podcast they are already familiar with the format and how to adjust their comedy to an audio medium, I feel like they would be good on the Smosh mouth Podcast where they can talk about life and comedy in Australia. It would also be a good opportunity to collaborate and Smosh can feature on their own podcast which is something that commonly in the industry.

## Monty Franklin



Monty Franklin is an Australian born stand up comedian now based in LA. He uses social media to document his journey in comedy, his age, and insights into his Australian influence. Monty has headlined major comedy clubs worldwide and opened for big names like Rob Schneider & Joe Rogan.

He blends his comedy with storytelling and self-aware reflections of Australian culture which is why he would do well in an interview discussing assumptions of Australians. His experiences in both Australia and the US gives him a unique perspective to debunk stereotypes and connect to Smosh's western audience. In return Monty would gain exposure to Smosh' younger viewers which will increase his demographic and reach within the US.