

# LINKEDIN REINTRODUCTION CAMPAIGN.

11 May 2026

**LITTLE DOT STUDIOS.**

# THE WHY AND THE WHAT.

We've recently seen an influx of 200+ new followers on LinkedIn, presenting a valuable opportunity to reintroduce Little Dot Studios to a broader and potentially unfamiliar audience.

As a business with a wide-ranging and interconnected offering, there is a risk that new audiences only understand certain parts of what we do (or even nothing at all).

This campaign is designed to clearly and cohesively communicate the breadth of Little Dot Studios, reinforcing our position as a global, multi-platform content and media partner.

## Key areas to highlight:

- Sports
- Entertainment and Consumer Brand Social Studio
- Digital Media Network (new Network Originals initiatives)
- Podcasting and ad partnership with Acast
- In-house multi-platform production
- B Corp Certification
- History Hit
- WING London
- Global presence

## GOALS:

- Reintroduce Little Dot Studios to new and existing audiences with a clear, unified narrative
- Increase understanding of our full, interconnected offering (beyond individual business areas)
- Strengthen perception of scale, credibility, and global presence
- Drive high-quality engagement from relevant industries and potential partners

# THE IDEA.

## ‘Allow Us to Reintroduce Ourselves’ Campaign

A multi-format, multi-touch campaign designed to reframe Little Dot Studios for new and existing audiences as a **connected global content ecosystem – not a collection of separate services.**

**CAMPAIGN FRAMING:** For those unaware (or those who *think* they’re aware), this is who we are. [insert our service areas and key points here]

- A native LinkedIn article from Little Dot’s CMO
- A 2min podcast interview with Wayne (or someone equally charismatic) discusses our whole offering
- A snazzy carousel post naming each department/highlight area
- A quick-cut video compilation zooming in on each office/department
- Quick vox pops of more junior team members saying ‘we’re the xx team’
- Downloadable one-pager/infographic of all our service areas and key points of contact
- An office tour video (including WING, HH, and the new Studio)
- A carousel of case studies per business area/department
- Jay-Z’s ‘Public Service Announcement’ intro into quick department head intros

EITHER each piece has a CTA to our home page OR to a clean, simple landing page that details each area further

# 'Allow Us to Reintroduce Ourselves' Campaign

## THE PROBLEM

We've recently seen an increase in new followers from adjacent or different markets on LinkedIn (thank you UCMO and also upcoming Cannes Lion). The challenge now is:

- They don't arrive with full context of who we are
- Our offering is broad across multiple disciplines (sports, entertainment, production, network, etc.)
- LinkedIn's distribution model means no single post reliably reaches all audiences
- Individual department-led posts risk fragmenting understanding of the business

## Resulting risk:

New audiences see only *parts* of Little Dot Studios, not the full ecosystem.

## MEANING...

The LinkedIn algorithm pushes content 2-3 weeks late into feeds, we have no control over who sees what and when, which means splitting our offering into different posts could confuse these new audiences even more.

So instead of trying to explain everything in one place or one format, the goal is to:

**Create multiple entry points into the same unified story of Little Dot Studios.**

Each asset should:

- Stand alone
- Reinforce the same core narrative
- Encourage discovery of the wider business

# HERO ASSET

## Wayne-led 'Reintroduction' video (60–90 seconds)

A fast-paced, narrative-led video featuring our CRO (Wayne) as the guiding voice and CMO (Camilla) as the interviewer

### Purpose:

- Establish scale and credibility through a leadership voice
- Frame Little Dot Studios as a unified ecosystem

### Structure:

- Strong hook (pattern interrupt)
- High-level narrative of what LDS is
- Rapid visual proof across all divisions:
  - Sports content
  - Entertainment & brand social studio work
  - Digital Media Network
  - Podcast/audio (Acast partnership)
  - Production capabilities
  - Global presence incl. WING & History Hit
- Closing message reinforcing “one company, many capabilities”

# SUPPORTING CONTENT

To reinforce and extend reach, the hero video is supported by a mix of assets in a variety of formats:

**1. LinkedIn article (CMO-led):** Narrative synthesis piece. ‘Why we are reintroducing ourselves now.’ Embeds campaign assets for depth

**2. Quick-cut ‘ecosystem proof’ video:** Faster, more visual companion piece. Focus: scale, output, global reach. Less narrative, more energy

**3. Carousel: ‘What Little Dot Studios actually does’:** Clean breakdown of business areas; Designed for clarity and saving/sharing

**4. Case study carousel(s):** One per key area (sports, brand social, network, etc.). Proof of delivery and commercial impact

**5. Vox pop micro-content:** Junior and mid-level staff saying ‘We’re the [sports/production/History Hit/etc.] team.’ Humanises scale and reinforces culture (elevator

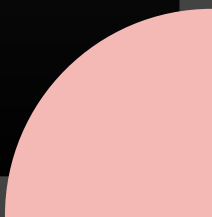
**6. Office / global tour video:** WING, History Hit, studio spaces, production environments; Reinforces global footprint visually

**7. Services Carousel:** A highly visual carousel designed to clearly and concisely showcase our core service offerings

LINKEDIN REINTRODUCTION CAMPAIGN

# CAMPAIGN MESSAGING

LITTLE DOT STUDIOS.

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# OUR MESSAGING

We need some concise and clear messaging that allows us to highlight our eight key areas:

- Sports
- Entertainment and Consumer Brand Social Studio
- Digital Media Network (new Network Originals initiatives)
- Podcasting and ad partnership with Acast
- In-house multi-platform production
- B Corp Certification
- History Hit
- WING London
- Global presence

# OUR MESSAGING

## Options:

1. Where audiences connect.
2. Built for fandom.
3. Made for modern fandom.
4. The engine behind modern entertainment.
5. Content. Community. Culture.
6. Stories that move audiences.
7. From content to community.
8. Where content finds its audience.
9. Global content. Connected audiences.
10. The future of audience engagement.
11. Every audience, everywhere.

## TAGLINE OPTIONS:

### **The Home of Fandom**

Sports. Entertainment. Social. Podcasts. Production. Distribution.

### **Built for Fandom**

A global content and media partner powering the world's biggest audiences.

## CAMPAIGN HEADLINE

Allow us to reintroduce ourselves.

We're Little Dot Studios – a global content studio, social agency, digital network and multi-platform production partner powering modern audiences.

LINKEDIN REINTRODUCTION CAMPAIGN

# ASSETS

LITTLE DOT STUDIOS.

# PODCAST VIDEO: HERO ASSET

## Wayne-led 'Reintroduction' video (90-120 seconds)

A fast-paced, narrative-led video featuring our CRO (Wayne) as the guiding voice and CMO (Camilla) as the interviewer

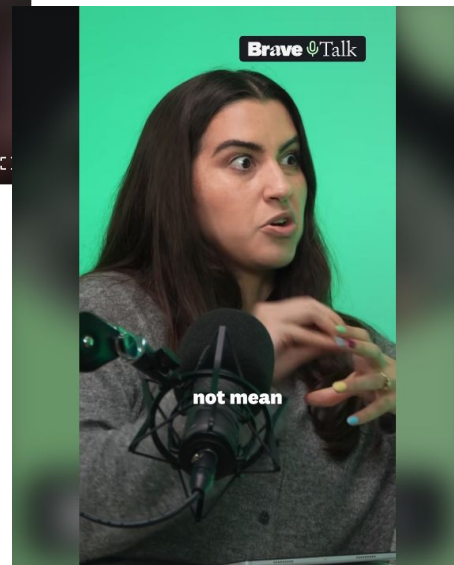
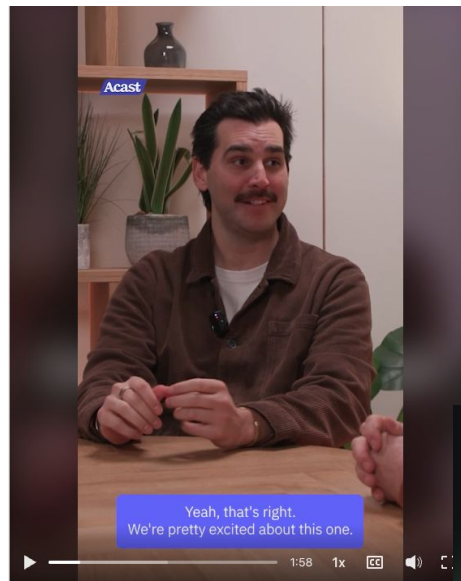
### PURPOSE

- Establish scale and credibility through a leadership voice
- Frame Little Dot Studios as a unified ecosystem

### STRUCTURE

- Strong hook - perhaps even starting with a quick cut of Wayne saying something like 'Little Dot who?' (or we can choose during the edit so it's more natural), bu something to stop the scroll
- High-level but snappy breakdown of what LDS is
- Rapid visual proof across all divisions (where possible):
  - Sports content
  - Entertainment & brand work
  - Digital Media Network
  - Podcast/audio (perhaps this can be Camilla/Wayne pointing around to the studio and mentioning the Acast partnership)
  - Production team/BTS footage
  - WING
  - History Hit
  - Other office locations
- Closing message reinforcing "one company, many capabilities"

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Brave Talk x ITV - Listen to the latest episode now!

# NATIVE LINKEDIN ARTICLE

## OBJECTIVE

Reintroduce/welcome Little Dot Studios to new and existing LinkedIn audiences as a connected global content and media company – not a collection of siloed services or brands.

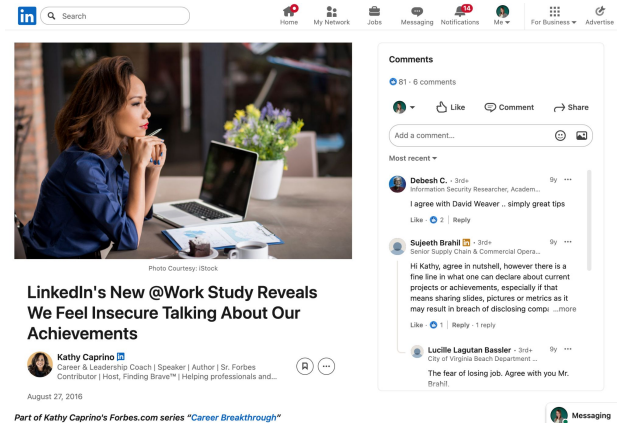
The article should:

- Clarify the full breadth of the business
- Reinforce credibility and scale
- Introduce lesser-known parts of the company
- Create cohesion between all business areas
- Position Little Dot as future-facing, audience-first, and platform-native
- Drive curiosity and further exploration of services

This is not a sales piece, this is a welcome letter. It should read as a thoughtful perspective from Camilla about how modern media companies need to operate (specifically digitally), with Little Dot as proof of that evolution.

## IDEAS

- Perhaps add some team/company photos
- Add links to our website or LI page, tag people



**FIND DRAFT HERE**

# CASE STUDY CAROUSEL

## OBJECTIVE

Showcase the breadth and quality of Little Dot Studios' work through a visually-led carousel that demonstrates how different parts of the business solve different audience challenges across platforms, industries and formats.

The goal is to move audiences from: 'What does Little Dot actually do?' To: 'Oh, they do all of this.'

This asset should reinforce Little Dot as a modern, multi-platform content and media partner with proven expertise across entertainment, sport, social, production, podcast and audience growth.

## FORMAT

Highly designed LinkedIn carousel. Editorial, premium and platform-native – more like a media brand deck than a corporate sales document.

Strong typography, motion-inspired layouts, bold imagery, layered screenshots, platform UI elements, campaign stats and concise copy.

## CREATIVE DIRECTION

- modern magazine layouts
- streaming platform aesthetics
- social-native design language
- punchy headlines
- dynamic image cropping
- clean data visualisation
- minimal copy per slide
- subtle humour/personality where appropriate

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# SERVICES CAROUSEL

## OBJECTIVE

Create a clean, visually-led LinkedIn carousel that quickly and confidently explains Little Dot Studios' core service offering, helping new audiences understand the breadth of the business beyond individual campaigns, channels or departments.

This should act as a simple, high-impact explainer asset: strategic enough for clients and partners, but accessible enough for new followers unfamiliar with the business.

## CORE MESSAGE:

Little Dot Studios combines strategy, production, distribution and monetisation under one connected ecosystem, powered by audience insight and data.

## STRUCTURE:

**Slide 1:** How do we build fandoms and grow **brand value**? →

**Slide 2:** Social media strategy - Audience-first social strategies built for culture, conversation and community.

**Slide 3:** Channel launch & management - Launching, growing and managing some of the world's most engaged digital channels.

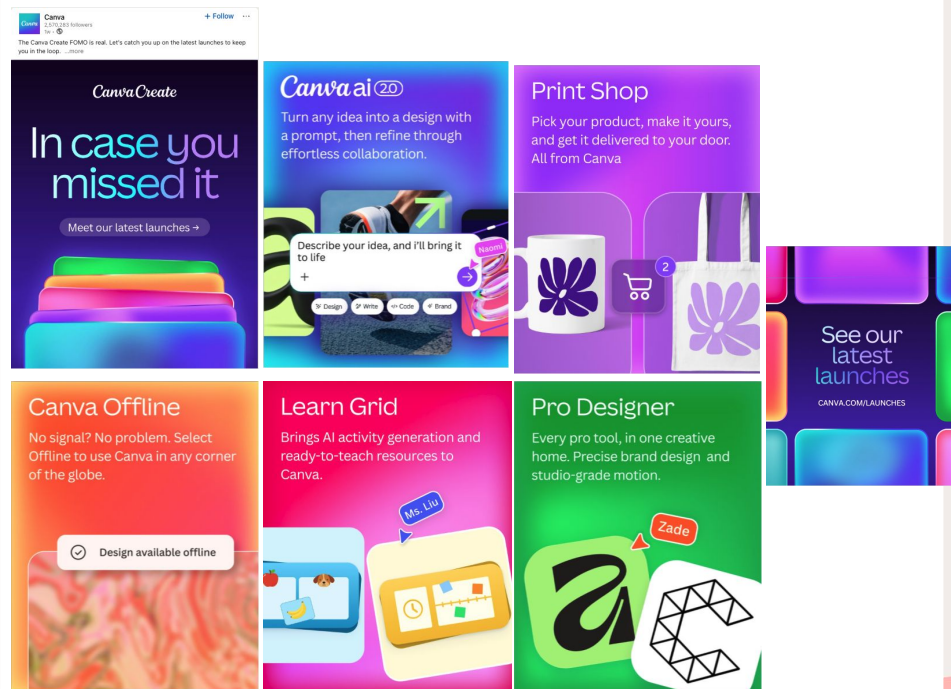
**Slide 4:** Original production - From short-form social content to premium originals, built for every screen.

**Slide 5:** Paid media - Precision distribution strategies designed to extend reach and maximise performance.

**Slide 6:** Podcast & Acast ad sales - End-to-end podcast production, recording and monetisation, all through our partnership with Acast.

**Slide 7:** Powered by data - Everything starts with audience insight.

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# MINI HIGHLIGHT REEL

**OBJECTIVE**

Create a fast-paced, visually striking hero reel that reintroduces Little Dot Studios as a connected global content and media ecosystem, showcasing the breadth, energy and scale of the business in under 40 seconds.

This is the campaign's emotional hook: designed to immediately shift perception from 'one service' to 'one interconnected company.'

**CREATIVE DIRECTION**

High-energy, editorial and premium.

- quick-cut montage
- layered motion graphics
- kinetic typography
- punchy sound design
- dynamic office/studio footage
- social-first pacing
- subtle humour/personality moments
- a feeling of momentum and scale

We already have a lot of this footage for our current highlight reel – we could maybe steal some of that?

| TIME      | FOOTAGE                                                    | TEXT                                           |
|-----------|------------------------------------------------------------|------------------------------------------------|
| 0:00-0:05 | Text animation                                             | Allow us to reintroduce ourselves              |
| 0:05-0:09 | Quick flashing shots with LDS overlaid (or changing font?) | Little Dot Studios                             |
| 0:09-0:13 | Stock footage of fans + comments section clips             | The home of fandom.                            |
| 0:13-0:18 | Client work                                                | Social studio for sport, brand & entertainment |
| 0:18-0:23 | Channel logos rolling by                                   | Digital media network                          |
| 0:23-0:28 | People recording podcasts                                  | Podcast studio & Acast partnership             |
| 0:28-0:33 | Dan Snow and WING work with their logos                    | History Hit & WING                             |
| 0:33-0:38 | Shots of teams + B Corp logo                               | B Corp & Global Team                           |
| 0:38-0:40 | Text animation + LDS logo                                  | Realising potential in every story.            |

# VOX POP LOFI VIDEO

## OBJECTIVE

Create a low-lift, personality-led social video that humanises the breadth of Little Dot Studios through quick, informal interviews with junior team members across the business.

The goal is to:

- make the company feel approachable and collaborative
- showcase the variety of departments in a simple, digestible way
- reinforce the “connected ecosystem” message in a more playful, authentic format
- spotlight the people behind the business

This asset should contrast the polished hero reel by feeling more candid, energetic and self-aware, and should ideally feature more ‘junior’ employees.

## CREATIVE DIRECTION

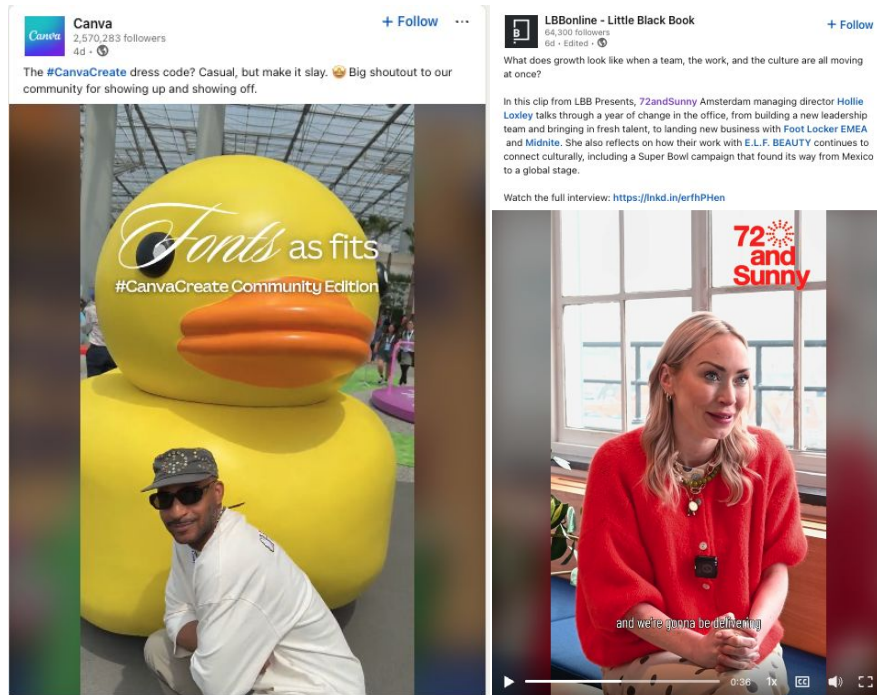
Lo-fi, fast and social-native.

- TikTok/IG Reels energy
- whip pans
- handheld camera
- natural office lighting
- jump cuts
- subtitles/captions
- occasional awkward pauses kept in
- playful but still smart

## CORE CONCEPT

Quick-fire vox pops with team members around the office answering:  
‘Tell us what your department does in 10 seconds or less.’

OR ‘Explain your job like I’m your mom.’ OR ‘What does the [X] team actually do?’



# GLOBAL TOUR VIDEO

## OBJECTIVE

Create a fast, visually engaging office tour video that showcases Little Dot Studios' global footprint, creative culture and interconnected teams across London, LA, Germany and Australia.

The purpose is not simply to show office spaces, it's to demonstrate the scale, energy and personality behind the business, while reinforcing that Little Dot operates as one connected global ecosystem.

**LENGTH:** 30 seconds – very quick and snappy

## CREATIVE DIRECTION

- global media company meets creative collective
- handheld movement mixed with cinematic transitions
- quick travel-style edits
- kinetic typography
- map/location graphics
- subtle humour and personality moments
- social-first pacing

## CORE CONCEPT

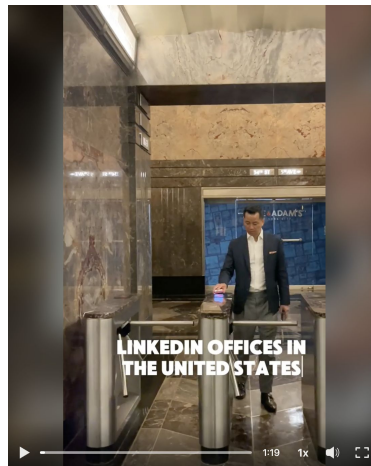
A dynamic 'day in the life' style journey through Little Dot Studios' offices and creative spaces.

The camera moves quickly between:

- offices
- edit suites
- studio spaces
- meetings
- production environments
- podcast setups
- WING London
- History Hit
- casual moments between teams

The video should feel alive, collaborative and in motion.

'Around the World with Little Dot Studios'



Create a visually-led downloadable one-pager that clearly maps the full Little Dot Studios ecosystem, helping new audiences quickly understand the breadth of the business, how the different divisions connect, and what makes Little Dot distinct.

- a campaign leave-behind
- a sales enablement tool
- a simplified explainer
- a companion piece to the hero assets

It should answer: 'What exactly does Little Dot Studios do?' within 30 seconds.

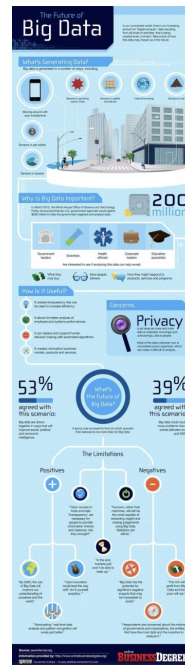
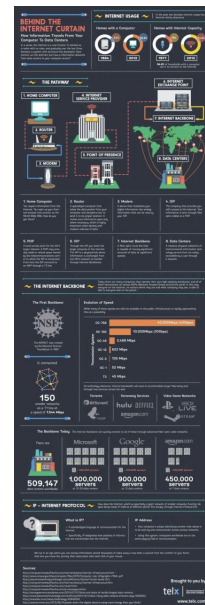
Unlike the more emotional and energetic campaign assets, this piece should provide clarity and structure.

- simplify a broad offering
- visually connect departments/services
- reinforce Little Dot as one connected ecosystem
- communicate credibility and global scale
- make it easy for audiences to identify relevant capabilities

This is the 'saveable' and 'forwardable' asset in the campaign.

Premium, editorial and highly visual.

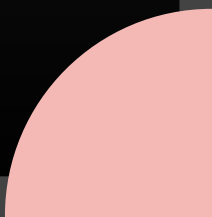
- modern media company annual report
- streaming/platform UI inspiration
- clean data visualisation
- minimal but impactful copy
- bold typography
- strong iconography
- interconnected diagrams/maps
- modular layout system



LINKEDIN REINTRODUCTION CAMPAIGN

# DISTRIBUTION

LITTLE DOT STUDIOS.

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# DISTRIBUTION.

**WHERE?** LinkedIn... obviously

**WHEN:** June through July, starting 8th June to 2nd July (4 weeks)

**CADENCE:** 2 posts per week – we encourage SMT to share and provide them options for copy

**OPTIONAL:** Boost some of our posts to target our followers

## POSTING SCHEDULE

9th June - Hero interview video + SMT and global shoutouts to encourage virality and broadest network reach

11th June - Letter from CMO

16th June - Infographic

23th June - Highlight reel

25th June - Case study carousel

30th June - Global tour video

2nd July - Lo-fi Vox Pop