



What's in the deck?

00 Chapters

00 Pages

00 Topics

Tables of content

Instagram & Threads RFP Submissions Deck

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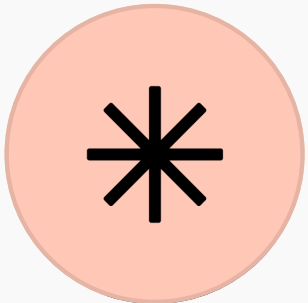
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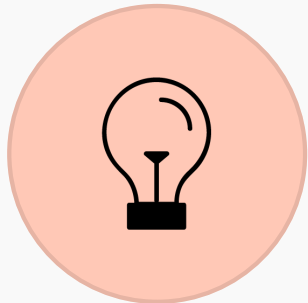
01

Topic header



About Us

Introduction
Experience
Our Team



Research & Insights

Loreum
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Teens

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Loreum
Loreum



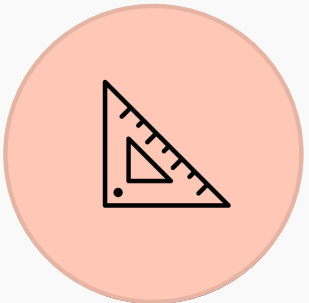
Creators

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Loreum



Threads

Loreum
Loreum
Loreum



Measurement & Impact

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ABOUT

💡
RESEARCH

🔒
TEENS

📷
CREATORS

📍
THREADS

📊
IMPACT

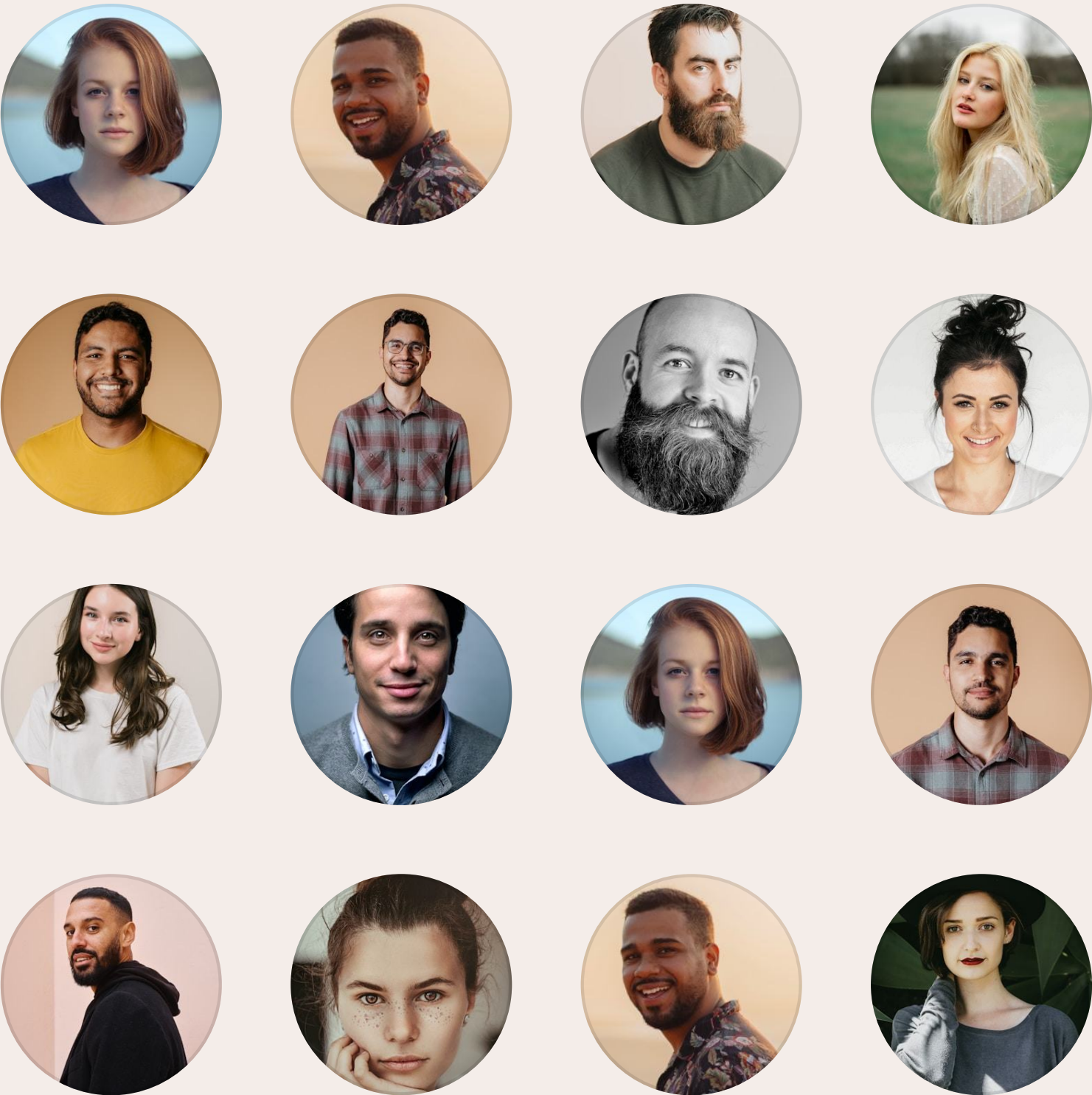


We're an 💎 award-winning,
independent strategic communications
💬 and creative marketing agency



• EST. 2000
• 100+ STRATEGISTS, MAKERS, WRITERS, ARTISTS.
• San Francisco • New York • Boston • Chicago

Hi 📢 we're LaunchSquad





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ABOUT

💡
RESEARCH

🔒
TEENS

📷
CREATORS

🗨️
THREADS

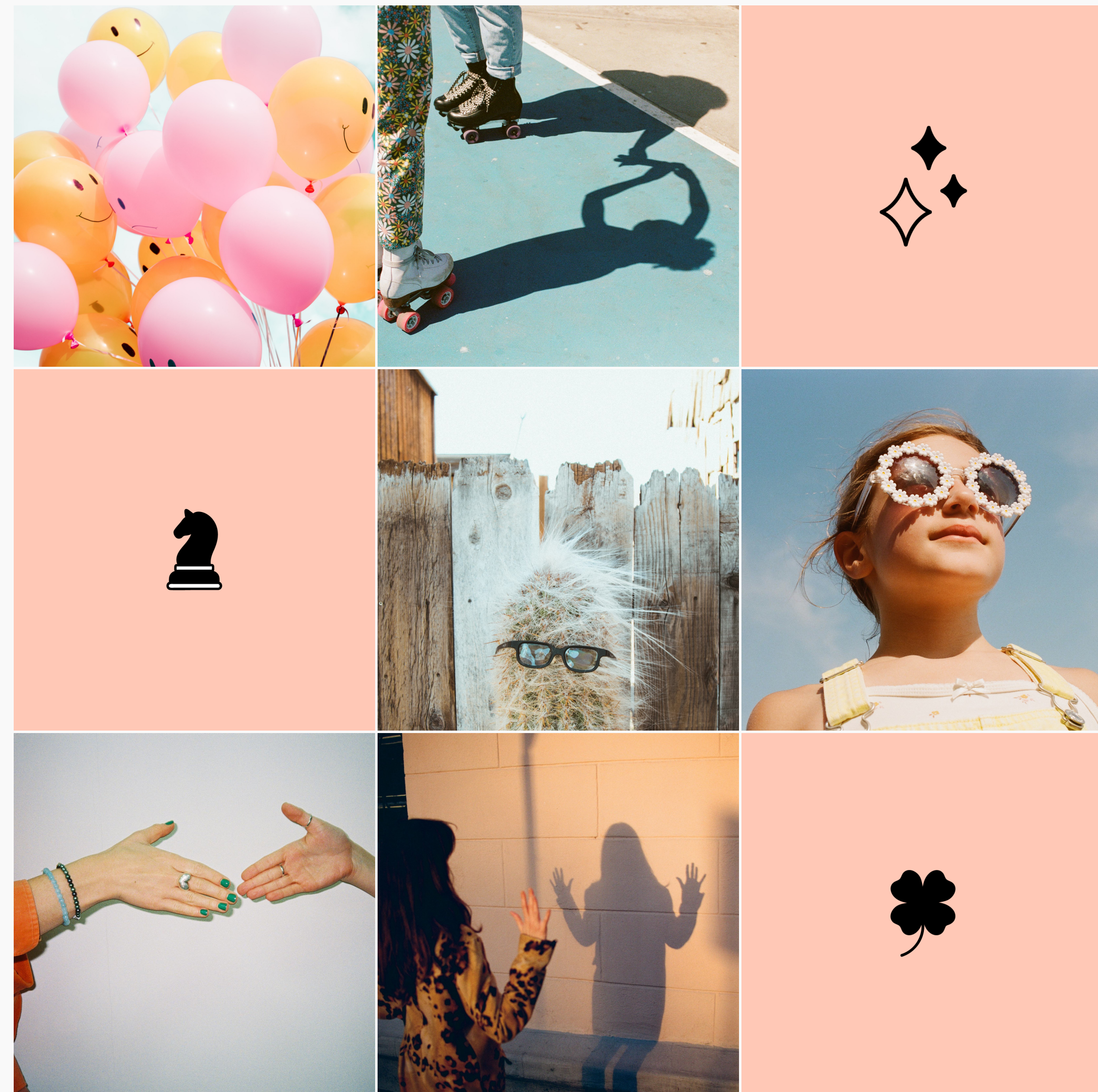
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IMPACT



We are storytellers 📖 and brand builders at our core

We tell stories that ignite optimism, inspire action, and build a brighter future for our clients and the world.

We bring them to life through a dynamic mix of earned media, owned content, paid distribution and activations, online and [#IRL](#)





We partner with visionary companies at every stage of the growth journey

From stealth mode launches through IPOs, and beyond

Whether it's synthetic fabric or synthetic data, running shoes or software for running a business, our clients share a culture of innovation, move fast and make a real impact every day.

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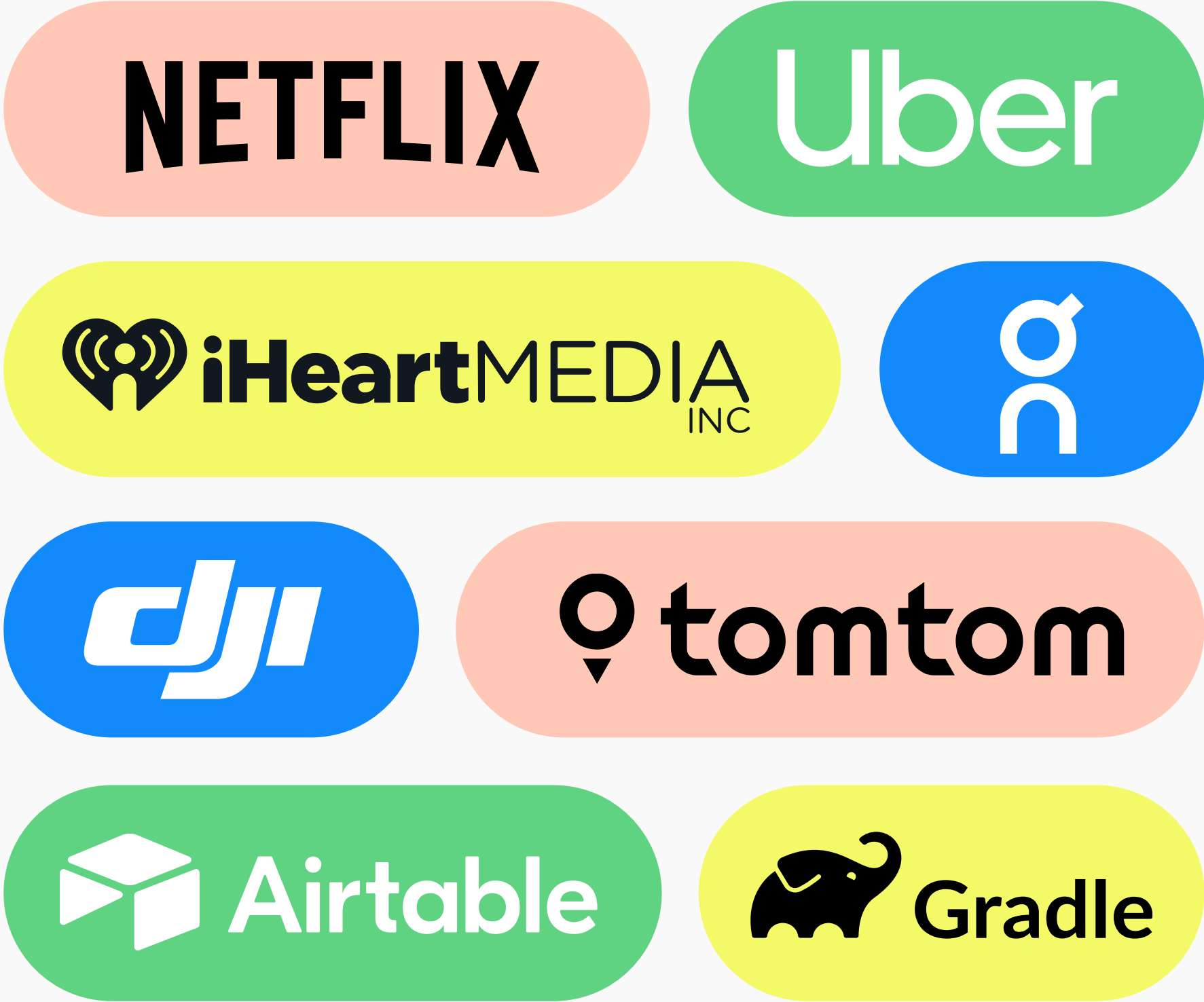
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TEENS

CREATORS

THREADS

IMPACT



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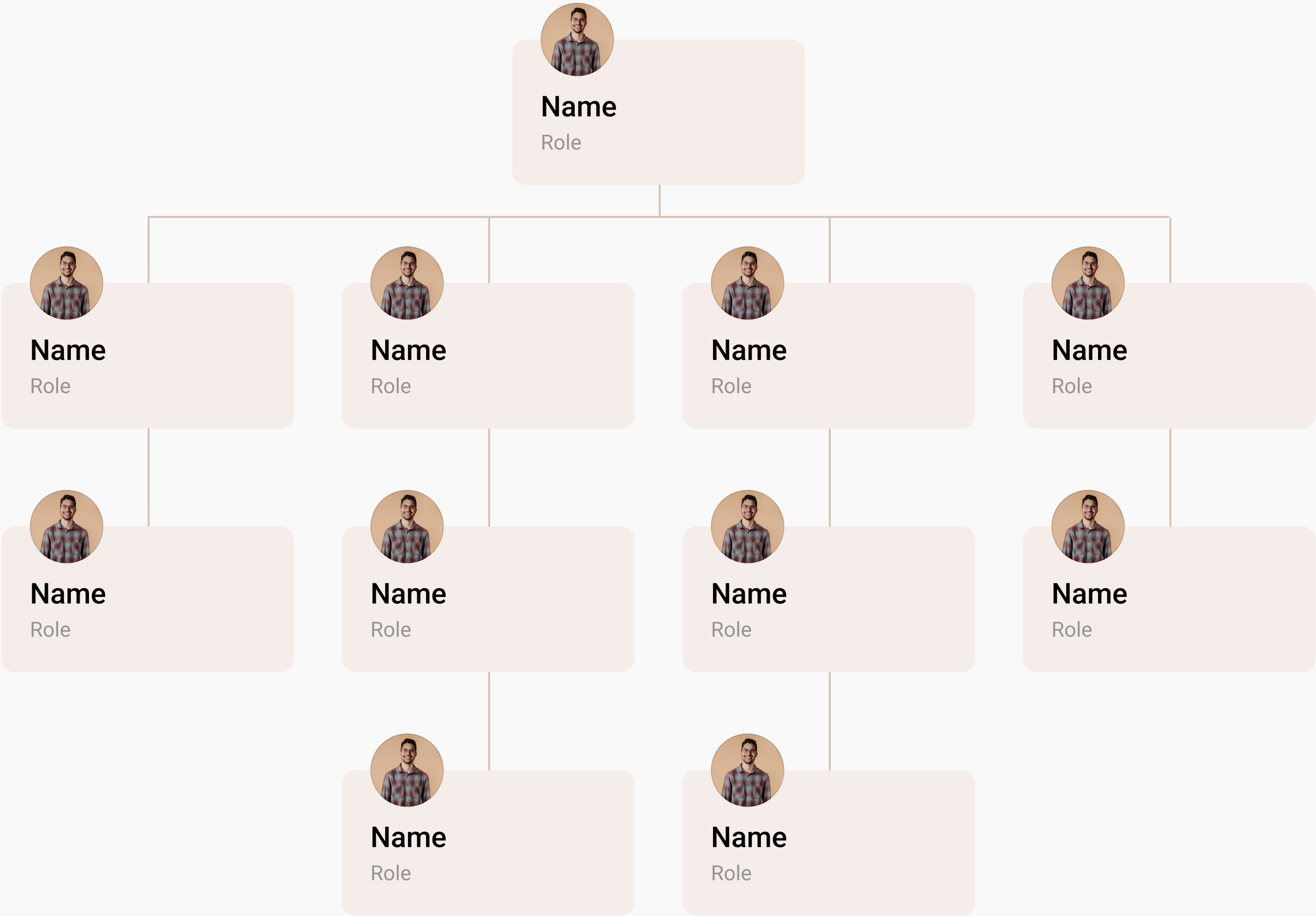
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We're seeing several organic communities flourish on threads (e.g. BookThreads, Black Threads); how would you amplify and celebrate these?

· now

Tactic 01

Identify and amplify creators from Threads' most popular communities on other platforms for activation with their followers.

EX

Find a BookThreads member with a large Youtube following. Partner with them on a paid Youtube series that utilizes Threads content as its central focus.

EX

Find a popular Gay Threads / The Traitors US threads creator with a following on TikTok and partner with them to read/rate the top Threads posts from the latest Traitors episode.

Tactic 02

Apply a 'community lens' (aka vertical audience approach) to the core idea from Question 1 Above — reaching specific demographics and groups.

EX

Place "The surprising parenting tip from MomThreads — and why this pediatrician says it's worth trying at home" in Parenting outlets.

Tactic 03

Sponsor Threads creators to attend important/niche events for a specific communities and "report" on it on Threads

EX

Book launch, interview with an author, screening of a relevant movie, etc.

EX

Send the same Gay Threads creator to the Traitors US season premiere/finale and report 'in real time' on Threads.

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ABOUT

RESEARCH

TEENS

CREATORS

THREADS

IMPACT



BookThreads Member 5hr

I read the first 5 books I come across on BookThreads and reviewed them.





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ABOUT

RESEARCH

TEENS

CREATORS

THREADS

IMPACT



Tactic 01

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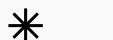
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THREADS



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Week 1

Titles goes here

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Week 2

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Week 3

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2019

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