

Content with Impact

How Vox Media leverages insights technology to develop high-performing content

VOXMEDIA

| sight·x



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Cutting through the noise

VOXMEDIA

A bold vision

sight·x

**An intelligent and data
driven approach.**

What makes the partnership successful

**AGILITY | DEPTH of ANALYSIS
SYNTHESIS of INTELLECT and EMOTION | ACADEMIC VULNERABILITY**



Maximum Content Saturation

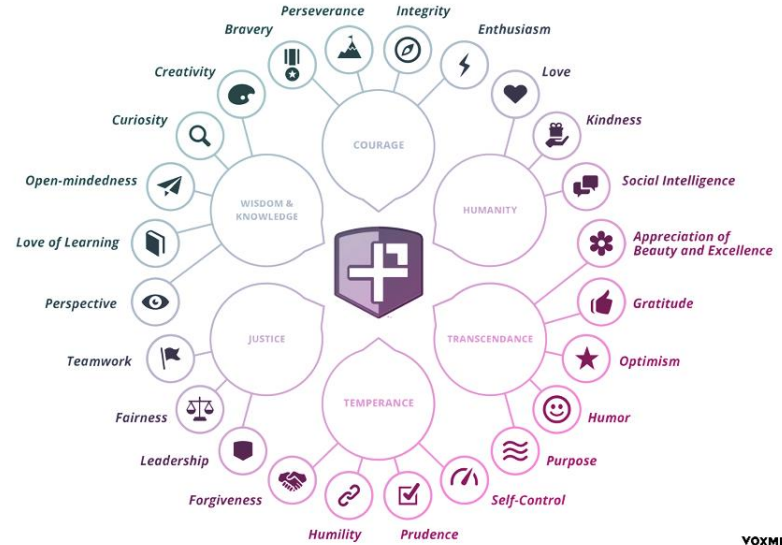
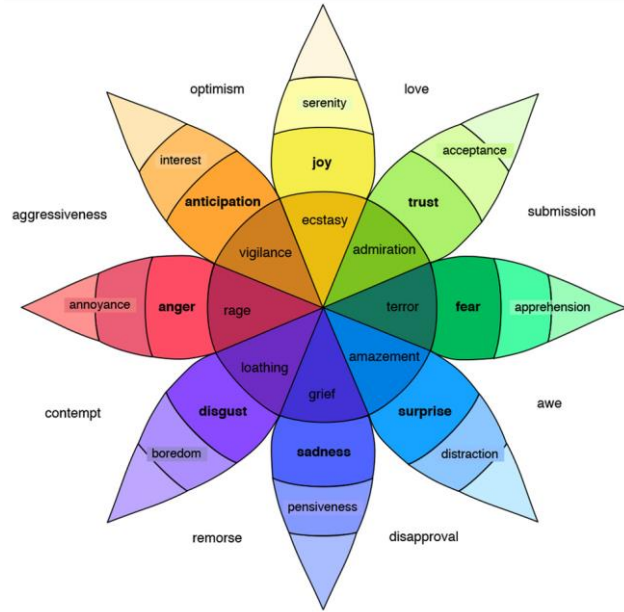
Breaking the Algorithm

The average consumer spends **2.5 hours a day** on social media.

Over half check their phone at least **once every waking hour**.

Only **39%** feel that digital media is authentic.







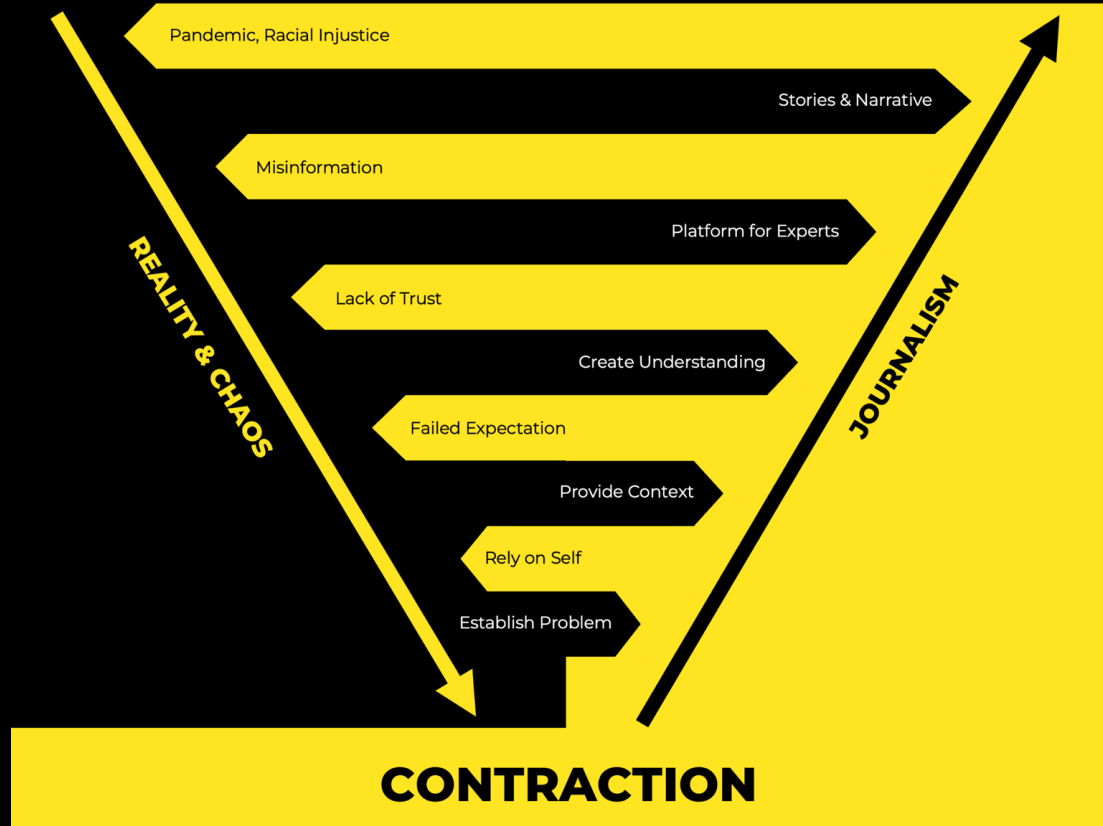
Getting Past Polarization with Responsible Journalism

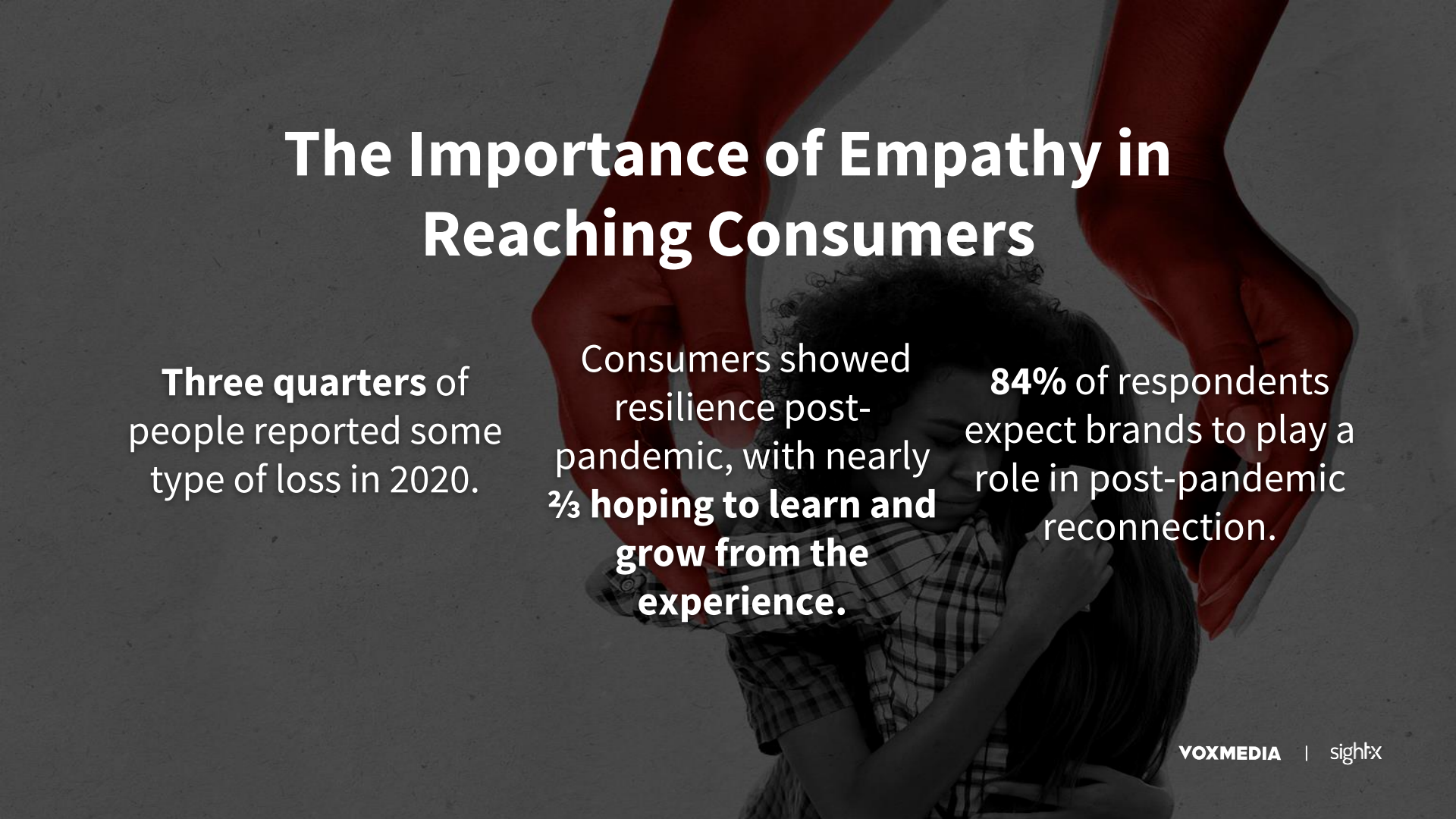
Despite labels, **70% of people** consider themselves moderate.

Nearly half reported social media platform exposing them to **increasingly extreme content.**

73% recognized the **importance of compromise** in the political process.

CONSENSUS





The Importance of Empathy in Reaching Consumers

Three quarters of people reported some type of loss in 2020.

Consumers showed resilience post-pandemic, with nearly **2/3 hoping to learn and grow from the experience.**

84% of respondents expect brands to play a role in post-pandemic reconnection.



goblin noun

gob·lin

'gä-blən 

Goblin mode

'Goblin mode' – a slang term, often used in the expressions 'in goblin mode' or 'to go goblin mode' – is 'a type of behaviour which is unapologetically self-indulgent, lazy, slovenly, or greedy, typically in a way that rejects social norms or expectations.'

Although first seen on Twitter in 2009, goblin mode went viral on social media in February 2022, quickly making its way into newspapers and magazines after being tweeted in a mocked-up headline. The term then rose in popularity over the months following as Covid lockdown restrictions eased in many countries and people ventured out of their homes more regularly. Seemingly, it captured the prevailing mood of individuals who rejected the idea of returning to 'normal life', or rebelled against the increasingly unattainable aesthetic standards and unsustainable lifestyles exhibited on social media.

Re-Emergence & Re-Invention in Chaos



**FIGHTING
FLIGHTING
FLOPPING
FREEZING
FAWNING**

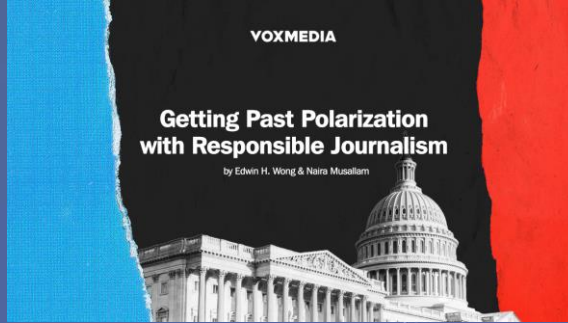
VS



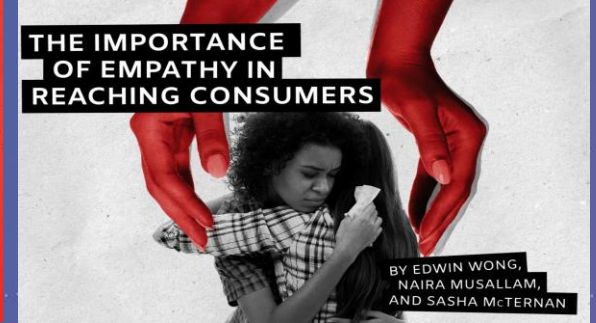
**RE-EMERGENCE
RE-INVENTION
RE-EVALUATION
RE-ESTABLISHING
RE-FRAMING**



Each piece garnered over **1,500** reads & sent to over **+10,000** marketers.



Breaking the algorithm became one of Vox's most popular videos and the findings were featured at many conferences in 2021.



The Art & Science of Storytelling



Academic
vulnerability

Sound
methodology

Time

Openness to
change

Rein it in

Psychological
principles

When Things Go Wrong And How To Get It Right



Stakeholders want more of the same

Balancing a business goal with telling a story that matters

Jumping into a project too quickly

Time, space, and trust

Not having a sound methodology or approach


Thoughtful approach to research

Inability to dig into data

Having the right tools

Not taking outside feedback

Accepting inputs from other teammates



**Obsess with
the non-
obvious**



Be Bold



**Respect your
content
&
research
partners**



Use powerful tools



**Find brilliant
colleagues and friends**