

# #We Have That

Kailee-Ann Pilling

VSCA 422 A



Johnny Talisman

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# The Viewer The Reader

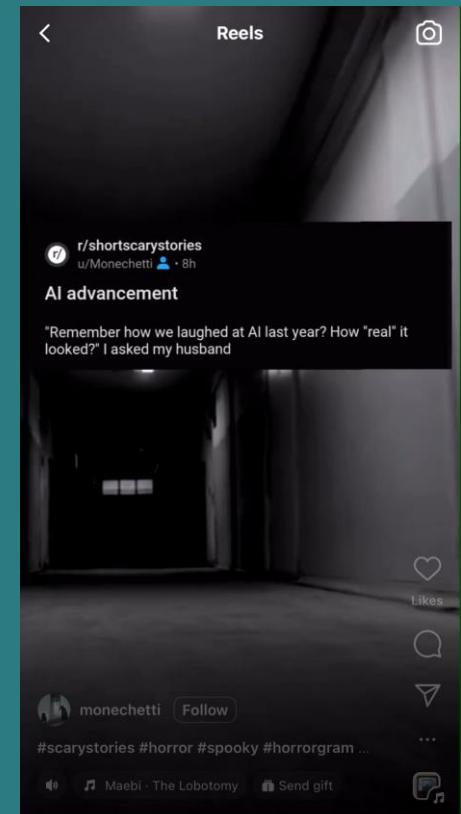
## The Viewer The Reader



- Most of Gen Z gets their content from Tik Tok
- There's a large group of book lovers on Tik Tok – BookTok
- Gen Z mainly stay on their phones for viewing
- How do we get the passive viewer to become the active reader?

# The Story The Idea

- Learn from what's present
- Coax the viewer in
- Bait and switch



# Rapid Fire

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<https://www.youtube.com/shorts/4pAL4UT2DrM>

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# r/AITA



[https://www.youtube.com/watch?v=L1IZp6sj\\_6Q&ab\\_channel=Jelixpo](https://www.youtube.com/watch?v=L1IZp6sj_6Q&ab_channel=Jelixpo)

# r/No Sleep

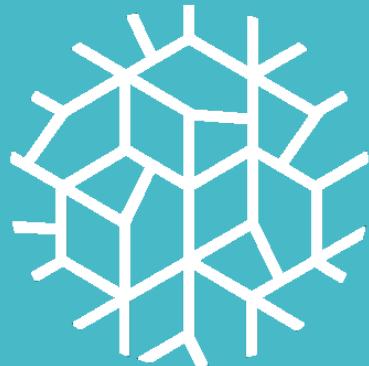
 r/nosleep ·  
Posted by u/ItsJustMe134582 1 year ago  
**I think my landlord is hiding  
something from me.**  
3.2k upvotes 145 comments



[https://www.youtube.com/watch?v=ieZ2DuKAvkE&ab\\_channel=Jelixpo](https://www.youtube.com/watch?v=ieZ2DuKAvkE&ab_channel=Jelixpo)  
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# Mockups





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# Thank You