

# Clash Creation The Timeline

# CLASH

You can't rush authority...we've tried.

Between 2022-2025, we generated 15-90 million views for clients in 2-8 week sprints.

The attention came fast.

But they churned before transformation.  
Here's why 9 months is **non-negotiable**.

The Timeline

# THE 9 MONTH PROCESS

## Month 1-3



### Familiar

Voice finding

Viral Moments

Testing Formats

1M+ Views

Industry Recognition

## Month 3-6



### Liked

Audience Connection

Speaking Gigs

## Month 7-9



### Loved

Cultural Authority

Major Opportunities

Business Leverage

## Month 10+



### Impact

Book Deal

Ted Talk

Board Position

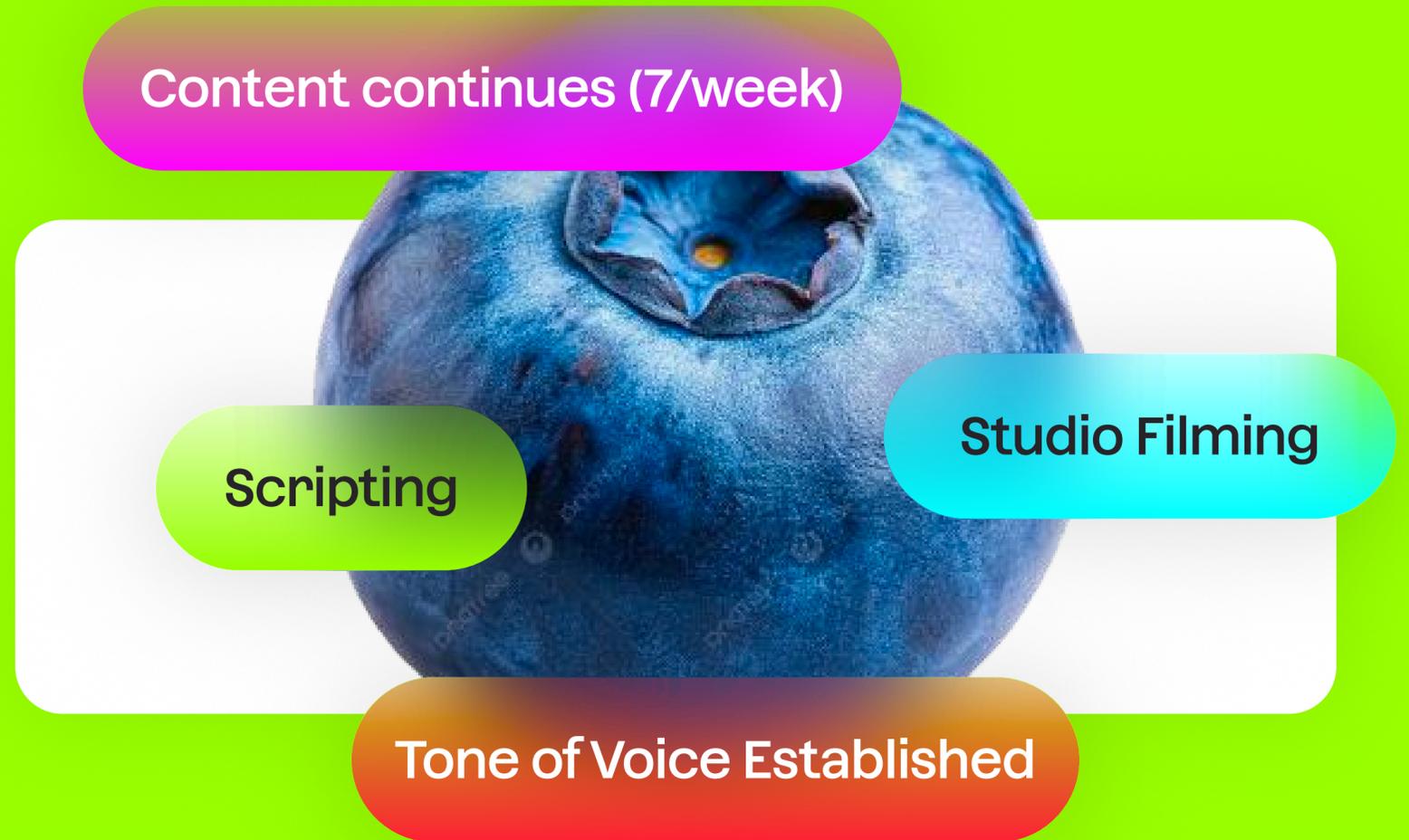
Platform

Next Funding Round

Month 1-3

# FOUNDATION

- Weekly: 7 premium videos published
- Monthly: 4-hour filming session in our studio
- Ongoing: Script approval, iteration based on data
- Outcome: Voice established, 1M+ views, first viral moments



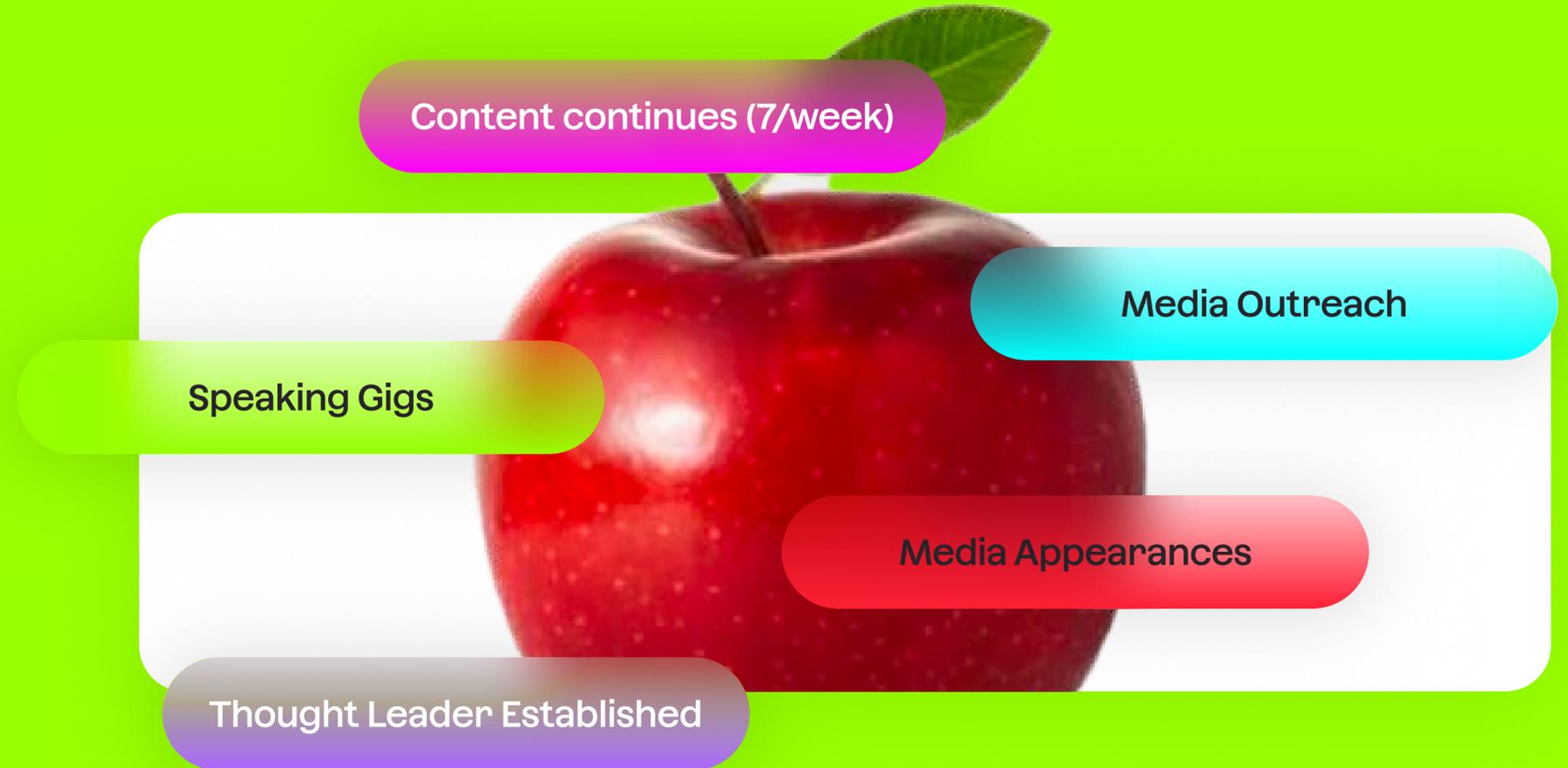
## Client Example



Month 4-6

# AMPLIFICATION

- Content continues (7/week)
- Media outreach begins (articles, features)
- First speaking gigs booked
- Podcast guest appearances start
- Outcome: Industry recognition, thought leadership forming



## Client Example



**Charlotte Mair**

January 2025



February 2025



March 2025



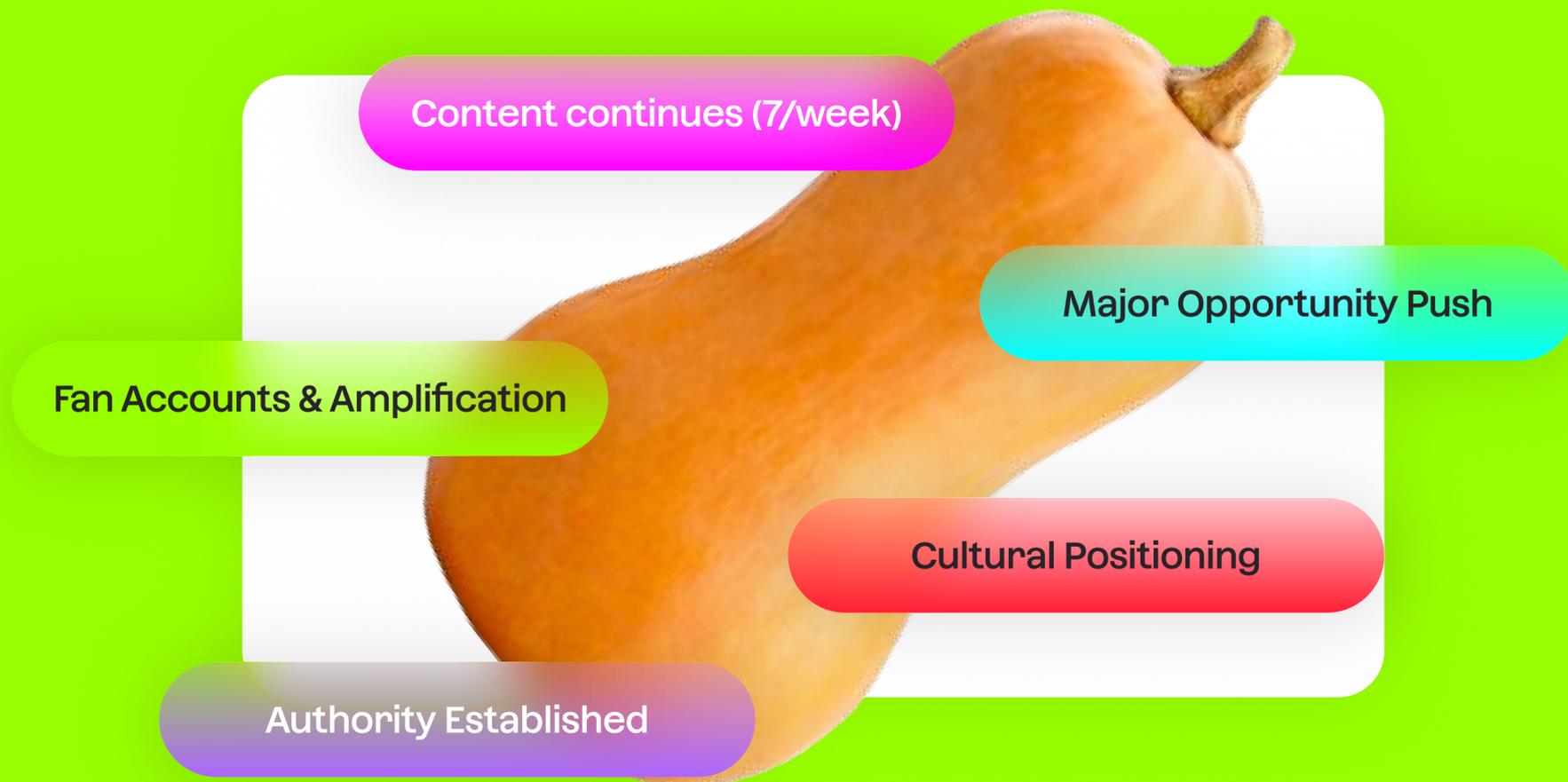
April 2025



Month 7-9

# AUTHORITY

- Content continues (7/week)
- Major opportunity push (keynotes, book deals, partnerships)
- Fan accounts and amplification strategy
- Cultural positioning as THE voice
- Outcome: Major milestone achieved, authority established



## Client Example



Month 7-9

# CHARLOTTE MAIR

Through her contents voice charlotte continued getting sponsored content opportunities and now larger brands and speaking opportunities began to appear. She is an industry leading voice and is now recognised as such.



Month 10+

# LEVERAGE

- Whatever you want: book deal, Ted Talk, board position, next funding round
- Your expertise finally has the platform it deserves



This isn't just content.  
This is **media management.**

What's Included

# THE COMPLETE TRANSFORMATION

## Content Foundation (Base Service)

- 7 premium videos per week (28-30/month)
- Shot in our Bermondsey studio (you film 4 hours/month)
- Full strategy, scripting, filming, editing, posting
- Platform management (TikTok, YouTube, Instagram)
- Data-driven iteration every week
- UK posting by hand (proper algorithm timing)

## Brand Design & Visual Identity

- Complete personal brand system
- Custom set design for your shoots
- Media kit development
- Instantly recognizable visual continuity

## Media Positioning & PR Strategy

- Media craze campaigns (get featured everywhere)
- SEO strategy (Medium, Forbes, industry publications)
- Strategic narrative development
- Authority positioning vs. competitor analysis

## Speaking & Keynote Development

- Professional speaker showreel
- Outbound for keynote opportunities
- Media training and positioning
- Guest booking on relevant podcasts

## Deal Execution (Partnership with Pence Talent)

- Brand partnership brokering
- Speaking engagement booking
- Book deal facilitation
- Platform revenue optimisation

## The Piece Most Agencies Miss

We don't just create attention and hope. We convert it. When your video hits 2M views, we're already reaching out to event organizers. When you're recognized in your space, we're booking you on the podcasts. When opportunities appear, we close them. You focus on your business. We handle the transformation.

## Project Chapter

# THE INVESTMENT

## Pricing & Value Breakdown

### What You Get

- 252 premium videos (7/week × 36 weeks)
- 36 hours of professional filming
- Full strategy, scripting, editing, posting
- Media positioning and PR campaigns
- Speaking gig booking and development
- Deal brokering and opportunity execution
- Brand design and visual identity
- Access to team of 6 specialised creatives
- Revenue share model: 15% of deals we help secure

### Optional Add-Ons

- Long-form content: +£3,000/month
- Full podcast production & management: +£4,000/month total

## The ROI

### Our Clients Generate £10M+ Earned Media Value On Average.

- That's 138x ROI on £81K investment.
- But the real ROI isn't the EMV number.
- It's the book deal that positions you for the next 10 years. It's the keynote stage that opens the board seat. It's the authority that makes your next funding round easier. It's the leverage that compounds for life.

## The Alternative

### Want To Do This In-House? You'll Need

- Strategist who understands social: £50K+
- Scriptwriter in your voice: £40K+
- Director/producer: £45K+
- Editor (premium quality): £40K+
- Social manager: £35K+
- = £210K per year + 6 months to hire + you manage 5 employees
- Or: £81K for world-class team that starts Monday.
- Plus, you don't manage anyone. We do.

Project Chapter

# THE TRACK RECORD



## Charlotte Mair

Consultant → Cannes Lions Speaker

- 48.4M views | 222K followers | \$4.91M EMV
- Speaking at Spotify, AdAge, TikTok official events
- Brand partnerships: LinkedIn, Sprout Social, Tracksuit
- Invited to Cannes Lions (advertising's biggest event)
- Timeline: 12 months | Status: Currently active

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## Ben Askins

Co-Founder → Published Author

- 387M views | 3.4M followers | \$12.64M EMV
- Book deal secured
- Regular keynote speaker at industry events
- New business partnerships from visibility alone

Timeline: 12 months



## Joden Clash

Agency Owner

- 100M total views across all platforms
- 1.13M combined followers across four major platforms
- 10.06M total engagements
- \$11.83M in earned media value

Timeline: 6 months

Thank You!

GNASH