



Reaching Hard To Reach Audiences In A Fragmented Media Environment

**By Charlene Gravesando
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Audiences have more options available to them than ever before

TV/Video

Streaming



Live TV



TV



Digital

Internet



Online news



Social media



Audio

Radio



Podcast



Music streaming



Online Presence vs Online Impact

FlairFinancials: Financial Literacy For **Footballers**





Client Results

- **Less than 1,300 followers across platforms**
- **Gained 25% more followers after the video**
- **350+ reposts & received over 80k+ views**
- **Gained multiple new clients**

= IMPACT

George Floyd 100 Days On: How Sport **Fought For Change**

ON MAY 25TH 2020

Live Producer at the BAFTA Award-Winning Abu Dhabi Grand Prix 2021



The War On Gaza: How Football Fought To Free Palestine

Content Warning

This video contains scenes some viewers
may find distressing

Impact From Tackling a Lack of Diversity



Key Takeaways

The art of storytelling

**Grab the audience in the first
3-6 seconds**

More than profit - It's about IMPACT

**Find the best ways to engage with
your audience**

**Have diversity woven into
everything you do**



Thank You!

I've been Charlene Gravesande

Ways to Connect With Me



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