

Informing, Educating and Entertaining with Journalist- Ready Content

Jack Bamfield
NeoMam Studios





About Me...

- Born in London but moved to Manchester in 2020
- 5 year career in PR and Content Marketing
- Now in my 11th month with NeoMam



The team...



Where in the World Is the Best at Solving Wordle?



The Most Used Emoji on Twitter in Every Country



Which Cities Have the Most Pothole Complaints?



The Most Dangerous Pop Culture Search Terms



7 Ancient Ruins Around The World, Reconstructed



Which Singers Have the Biggest Vocabularies

We create online digital PR content like this...

The New York Times



Los Angeles Times

The Guardian



Newsweek

statista



AXIOS



FAST COMPANY

Bloomberg

BUSINESS INSIDER

FORTUNE Entrepreneur



TRAVEL+ LEISURE



Fodor's



Condé Nast Traveller



Smithsonian MAGAZINE

Better Homes & Gardens

HouseBeautiful



Wallpaper*

AD

ELLE DECOR

design boom

lifehacker



IGN gamesradar



DEN OF GEEK

That gets featured on news sites like these...

Where in the World Is the Best at Solving Wordle?

Author: Mirela Iancu Last update: 3/15/2023



First, you heard somebody muttering at their phone on the train.

“Spoke. Stuck. Stake. Sleke – smeke – is sneke a word?”

Soon, it got onto your computer. Well, your Twitter feed. In its first two months, Wordle was mentioned on Twitter [1.7 million times](#). And that doesn't include those countless captionless result grids, at first enigmatic and soon tiresome. Green and yellow and totally excluding you from the club. What was this strange phenomenon everybody was talking about?

And then, the think-pieces started. Good heavens, the think-pieces! So you read one. But you needed more context. Just one go. But playing Wordle once, you realize how much better you could do a second time. Your techniques are, frankly, burgeoning. A shame not to try again tomorrow. Maybe you'll be one of the Wordle greats.

THE COUNTRIES WHICH ARE

the Best at Solving

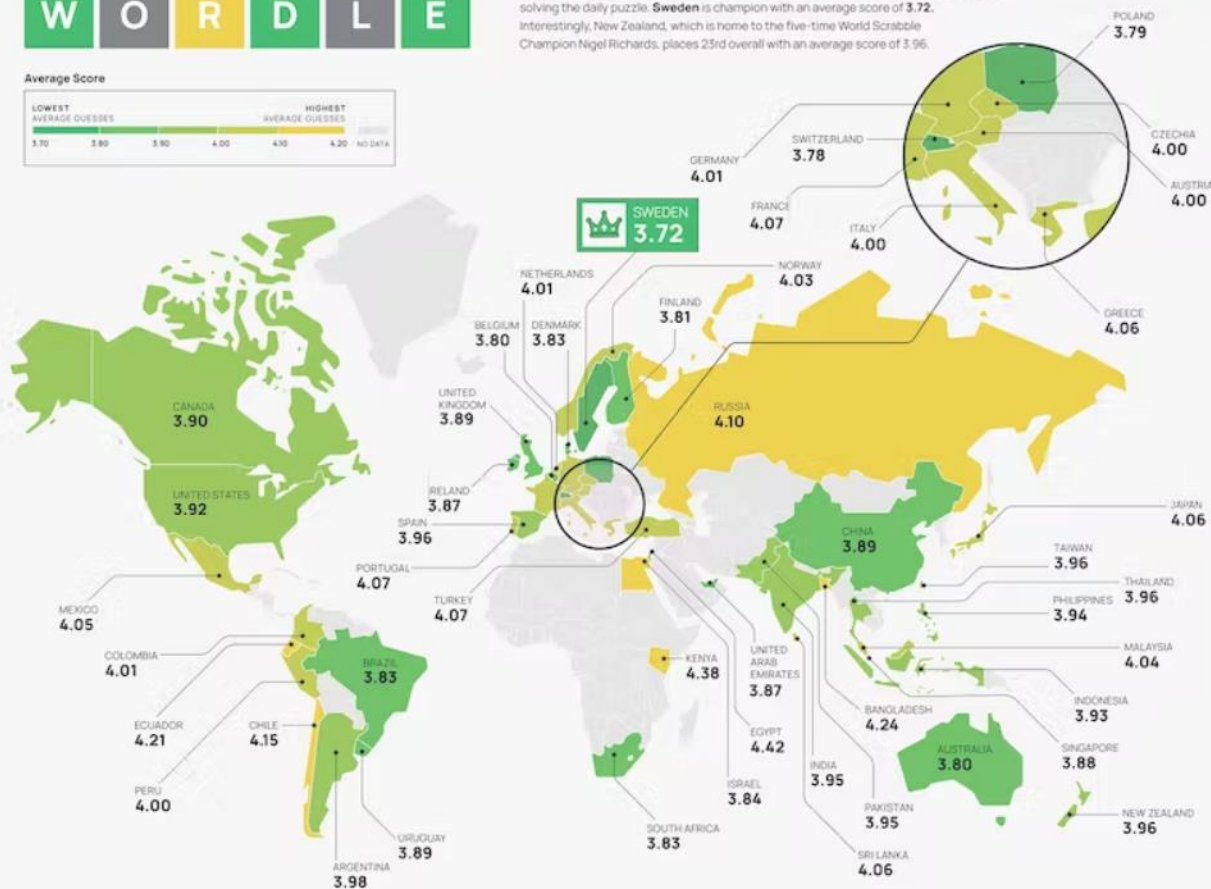
WORDLE

Average Score



People have taken to Twitter to express their frustration with, or humbly brag about, their Wordle scores. Wordle is an online word game that presents players with a mystery five-letter word to figure out each day. With a maximum of six guesses, the letters change color to green or yellow the closer you get to guessing the word correctly.

We analyzed thousands of geotagged tweets to find out where in the world is the best at solving the daily puzzle. **Sweden** is champion with an average score of **3.72**. Interestingly, New Zealand, which is home to the five-time World Scrabble Champion Nigel Richards, places 25rd overall with an average score of 3.96.





I joined NeoMam because we create content that people want to share...



**...but what makes a great story
with hero content?**





They always ask questions about their concepts and what it should do...



Does their idea spark debate?



Does it resonate with people?



Does it appeal to a range of audiences?



**But what do we really want
from our content?**



“We want every piece of content we launch to be educational, entertaining, awe-inspiring or informative.”





**Inform, Educate, Entertain
...sound familiar?**

BBC



BBC SPORT



**Journalist-ready content should
inform, educate and entertain...**



**What do I mean by this?
Let's break it down...**



Inform



What information are we providing to the media with our content?



CALCULATOR

Which States Offer the Largest Lot Sizes for Home Buyers?

Land parcels vary from place to place, governed by local laws and property values. But the largest lots aren't necessarily where you think they are.



Give this article



28

By **Michael Kolomatsky**

Sept. 8, 2022

Lot size is important — the more acreage, the merrier. Why be pressed up against your neighbors if you can avoid it?

To get an idea of which cities and states offer the most land to homeowners, the online home services company Angi (formerly Angie's List) reviewed nearly 400,000 Zillow listings of houses for sale in all 50 states and major metropolitan areas for its [2022 Lot Size Index](#) to find the median lot size for new single-family homes. For the metro areas, only those with at least 500 listings were included; 107 made the cut.



Educate



**Does our content
teach readers something new
about a particular topic?**



Equality

Men Make 48% More Than Women in the Gig Economy, Study Finds

Even in the freelancing industry, women are falling behind men on wages.



Office workers at desks in a WeWork co-working office space in the Waterloo district in London, U.K. on Monday, Aug. 2, 2021. *Photographer: Jason Alden/Bloomberg*



Entertain



Does our copy draw readers in and keep them engaged with our content?

@ THE MOST UNIQUELY POPULAR *
SWEAR WORD
 # IN EACH STATE !%

There are plenty of vulgarities in the urban dictionary, and studies have shown that eloquent speakers are more fluent when it comes to using swear words. To find out which profanities are most uniquely popular (highest usage above national average) in each of our 50 states, we scoured the depths of Twitter.

'Shit' is the curse of choice for 15 states, making it the most uniquely popular word overall. It is a favorite of the East Coast, with 8 on the eastern seaboard favoring it. Meanwhile, 'fuck' is preferred in 13 states, including all three on the West Coast.





We talk a lot about 'relevancy' of content in Digital PR

BITCOIN

▲ BTC \$28,061.10 +884.10 +3.25%

Despite Failures Across Altcoin Space, Bitcoin Remains Undefeated

CONTRIBUTOR

[Bitcoin Magazine](#)

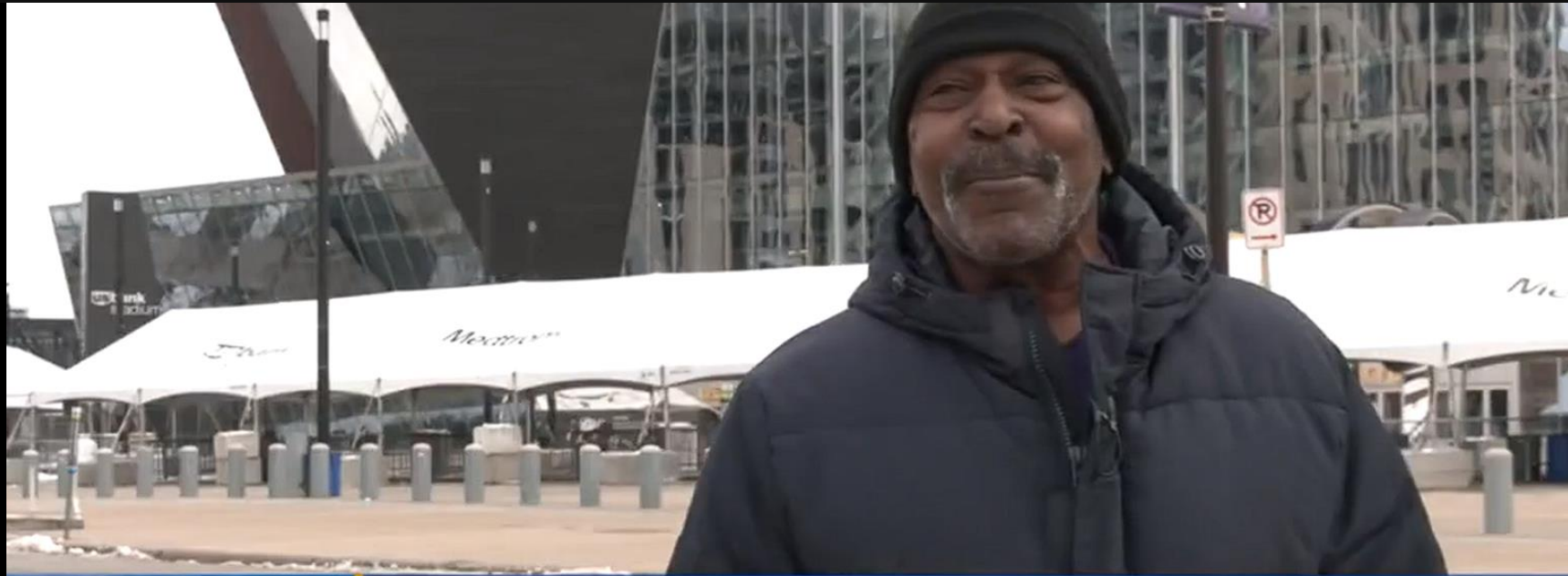
PUBLISHED

JAN 17, 2023 10:57AM EST



But our content often finds itself at heart of debates that matter to clients...

U.S. Bank Stadium ranked ugliest stadium in the world, survey says



usbank
stadium

Beautiful Or Ugly?
Adam Duxter Reporting

...and sometimes create new debates on their own!



It isn't easy!



**We put a lot of pressure
on our content...**



My role is to write on-site copy that informs, educates and entertains...



Here's how I do it...



Inform



**Between 2018 and 2020, I worked in
Outreach for Verve Search**





We spent a lot of time obsessing about headlines...



Why?



“Subject lines are the most important part of any email, because they determine whether you’ll get an open or not”.

“Examine how publications write their headlines and mirror that in your pitches”.



M Science ▸ Optical Illusions

Fewer than 1% of people can pass this colour perception test

Try the colour perception test for yourself to see if you can score 100%

(Data) Less than 1% of people can pass this color test



Elisabeth Thaarup

to

Tue, Mar 5, 12:00 PM





Writing the Perfect Headline

- Short (>60 characters), punchy, and captures the essence of the story
- Adaptive to fit the style and tone of target publication
- Be specific and state the obvious



How do I apply this to NeoMam's content?

- Short, punchy asset copy that highlights key information in the data
- Break up landing page copy with sub-headings to guide readers and journalists
- 'Key Findings' section with main stories highlighted

HOW MUCH **MEN** vs **WOMEN**

Charge as Freelancers

Data from the Pew Research Center found that women in 2020 earned 16% less than men for the same job. However, the gap continues to be much higher with freelance pay, with a 2019 Honeybook report finding that women earn 26% less per project than men.

We analyzed hourly rates for almost 6,000 freelance roles and found that, on average, men are charging 48% more than women, with tech and administrative roles responsible for the widest gap.



Accountants and Consultants Have the Largest Freelance Gender Pay Gap

Data and Development Roles Have Higher Rates for Men – but UI/UX Design Is a Notable Exception

Men Freelancing in Sales and Marketing Charge \$15 More per Hour on Average

What We Did

We scraped freelancers' names, categories, specialties, and hourly rates for almost 6,000 US-based freelancers that have billed at least 100 hours of work in the last 6 months on Upwork. We then used

[Gender API](#) to ascertain the gender of freelancers, applying it to every individual freelancer, and calculated the average rate among men, women and overall.

Key Findings

- Freelancers who are men charge **48% more** than women for the equivalent role overall. The average hourly rate for men is **\$68.58**, higher than the **\$46.30** hourly charge for women.
- The largest gender pay discrepancy was for **DevOps Engineers**. Though a vital part of the software development process, men in the space charge **\$100.90** per hour on average – more than three times as much as women (**\$30 per hour**).
- Women **copywriters** charge slightly more (**\$6.29 per hour**) than men, but rates for **business writers** are **\$20.59** higher if the writer was a man.



Educate



So...we have our content idea



**It has a strong methodology
and a full data set...**



**Our content has headlines
worthy of the New York Times...**



But why would a journalist want to write an article about our content?



The campaign needs to bring something new to the table...



Sometimes you need to bring a fresh perspective on a story...



So how do we do this in our copy?



Educating with our Content

- Prioritise the most interesting/newsworthy stories – your main angles that people will want to know.
- Place stories from data within a wider context to help people understand it.
- Add authority to our research by supporting findings with quality sources and academic studies.



How do I Prioritise Stories?

- What is the most interesting and relevant story from the data?
- How do major cities and locations perform? Are they at the top or bottom of key categories?
- Does the data show any surprise winners or losers?



PANORAMIC PROPERTIES

Waterfront Homes Surpass \$2m Average in Wyoming and California

A waterfront property can feel like a permanent vacation. With views overlooking the lake, harbor or ocean, these homes are among the most desirable on the market, and buyers pay a premium for them.

Two states, Wyoming and California, have homes by the shore averaging higher than \$2m. With stunning views of the Teton Mountains and acres of open space, Wyoming's houses (\$2,733,918) surpass those of California (\$2,359,912) and Nevada (\$1,890,821).

Despite having the least amount of water-covered land of any US state, shorefront properties in West Virginia have the cheapest mean value, costing just under \$300,000 per home.



What makes waterfront homes in Wyoming so expensive?



The Wyoming most people think of...



But this is the waterfront view you're paying for!



More on average than to live in California...and that's a story!



How do I Add Context for Stories?

- What is the story behind key figures in our data set?
- How can we explain outliers in data?
- How can we provide the reader with more information about our findings?
- What do they need to fully understand the content?



THE MOST STRESSFUL US CITIES FOR COMMUTING

Census data shows that only 5% of US workers use public transport. Most commuters choose the comfort of a car journey despite the stress of tailbacks and traffic fumes. A study from BMC Public Health found that long-distance commuting by transit takes a bigger toll than by car, partly due to greener environments.

In **New York City**, where commuter stress is at a nationwide high, public transport use rises to 55.6%. In fact, 38.5% of the nation's public transport commuters live in the New York Metro Area. We found that **45.09%** of commute-themed tweets from NYC show signs of stress.

NYC Metro Area Commuters Are the Most Stressed

According to Big Apple city planners, more than a million commuters pour into New York City every day for work, accounting for 20% of its workforce. Census data [estimates](#) that around 600,000 of those are 'super-commuters' - people who spend more than 90 minutes per day traveling to work.

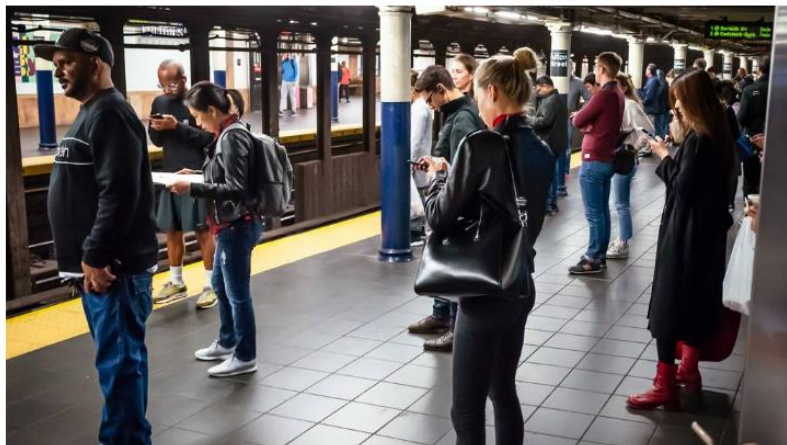
It comes as no surprise then that our research found that **New York** and neighboring **Jersey City** have two of America's most stressful commutes. **45%** and **43.4%** of commute-related Twitter posts in the cities, respectively, were negative.

Second on the list was Baton Rouge. Many Louisiana residents drive 80 miles into New Orleans each day. However, Consumer Affairs [research](#) has found the state's roads to be among the worst in the U.S, and a long-term road widening [project](#) for Interstate 10 in Baton Rouge has added to congestion for locals.

The campaign's landing page copy



Journalists need this information for their story, and use it when it's there...



Photograph: Shutterstock

NYC has the most stressful commute in the U.S.

Negative comments come up in 45% of Twitter posts mentioning NYC commutes, a study says.



Written by [Shaye Weaver](#) Thursday September 1 2022

It's not just you—getting around New York City really does suck. It's the norm to feel like you're a tiny sardine sharing the same tin can as *everyone* in NYC when riding the subway. Waiting for the bus can feel like being stood up, and driving? Forget about it. Traffic jams are our bread and butter.

Well, a new study from [resume.io](#), an online resume builder, found that NYC has America's most stressful commute, with "negativity" in 45% of Twitter posts mentioning commutes.

RECOMMENDED: [NYC continues to be the priciest city to rent an apartment](#)

Resume.io says that more than 1 million people commute into NYC every day, accounting for 20% of NYC's workforce. About 600,000 of those are "super-commuters" or people who spend more than 90 minutes per day traveling to work. In fact, 38.5% of the nation's public transit commuters live in the NYC area.



These U.S. Cities Have the Most Stressful Commutes



by [ARIELLE TSCHINKEL](#)

published SEP 6, 2022

According to the [findings](#), residents of the New York City metropolitan area have the country's most stressful commute, 45 percent of commuting-related Twitter posts having a negative tone. Given that more than a million commuters travel in and out of the Big Apple every day for work — 20 percent of the city's workforce — as many as 600,000 of those are designated as "[super commuters](#)," which means they spend more than 90 minutes per day in transit.

Those stats were released in 2018, just before the pandemic and the rise of WFH life, but it seems reasonable to expect that many of those super commuters are back on the grind once again.

Coming in second on the rankings is Baton Rouge, Louisiana, with many residents driving 80 miles into New Orleans each day for work. The researchers also cite the stress of the state's [road conditions](#), which are said to be in "poor condition" thanks to potholes, weather deterioration, and a lack of state and federal funding, according to a Consumer Affairs analysis.

THE COMPANIES

THAT PRODUCE

THE HIGHEST % OF BUSINESS FOUNDERS

All aspiring entrepreneurs have to start somewhere, and many hone their skills at America's largest companies before creating their own. We've analyzed 228,000 startup leaders to find out which businesses produce the most future founders.

Boston-based **Bain & Company** has the best track record overall, with **8.13%** of their former staff moving on to start their own businesses.

Staff at fellow management consultants Oliver Wyman (7.93%) and McKinsey & Company (7.75%) also use their strategic connections to set up their own companies.



However, more **ex-Twitter employees** have left to set up their own businesses than any other tech company, **at a rate of 6.17%**. According to Crunchbase, around \$7B of funding has been invested in businesses by Twitter alumni. The San Francisco-based social media platform faced a major restructuring in late 2022 following Elon Musk's **controversial \$44B takeover**, with Musk firing around **50% of its staff** after assuming the role of CEO.

Second on the list is Yahoo, with 5.92% of its former staff founding their own companies. As one of the original 'dot-com' companies, Yahoo spent more than a decade among the largest and most valuable internet businesses.

However, a **string of poor commercial decisions** and **data breaches** plummeted its share price. Despite this, it maintains an impressive reputation for developing **'power players'** in Silicon Valley. Former Yahoo staffers include Slack CEO and founder Stewart Butterfield, WhatsApp co-founders Brian Acton and Jan Koum and LinkedIn CEO Jeff Weiner.

The campaign's landing page copy

Want to quit your job and run your side hustle full time? Start by working at one of these 5 companies

Published Sun, Jan 29 2023•9:00 AM EST

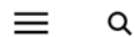


Tom Huddleston Jr.

Twitter is the list's highest-ranked tech firm, with 6.17% of former employees going on to launch their own business. Having a big-name tech company on your resume is one way to get the attention of potential investors, and you'll meet other talented tech workers who you can potentially hire down the road.

Some of the tech workers [who left](#) — whether by layoff or choice — amid Musk's takeover of Twitter are already launching microblogging rivals, [like Spill](#). The company's history of producing entrepreneurs even goes back to its [own founders](#): Jack Dorsey launched payments platform [Square](#) and [Evan Williams](#) founded Medium, both after Twitter.

If you work on Wall Street, you can connect with potential investors who could back future ventures. This was the case for billionaire Jeff Bezos, [who left his job](#) at Wall Street hedge fund D.E. Shaw in 1994 to move to Seattle and launch an e-commerce business that became Amazon, OnDeck noted.



For successful founders like Jeff Bezos, Stewart Butterfield, and Ben Silbermann, their previous jobs gave them a leg up in their entrepreneurial efforts. Working for a major [tech company](#) or [consulting firm](#) can be a launching pad for your [startup](#).

The small-business-lending platform OnDeck [analyzed 228,000 LinkedIn career histories](#) to identify which US companies produced the most founders in former employees.

The analysis found that consulting firms were the most common place for founders to get their start. As it turns out, helping other people run their businesses is the best training ground for starting your own. [Bain & Co.](#) was the top producer of entrepreneurs, followed by Oliver Wyman and [McKinsey & Co.](#)



Aren't these just lazy journalists?



No!



Journalists are busy people!



**We source the information and write
journalist-ready content for them**



**So they spend less time having to
research the story themselves**



**Which increases our chances
of links and coverage!**



How do I Add Authority to Copy?

- Using official statistics, industry reports, articles/opinion pieces from experts in the relevant sector
- Academic research and studies
- Additional data from our own campaign we can feed in to emphasise our point



Japan Leads Asia's Economies with \$151 Contactless Limit

The Covid-19 pandemic badly affected Asia's economy. According to the Asian Development Bank, [9.3 million jobs were lost](#) in Southeast Asia alone in 2021, plunging nearly five million people into poverty. Yet the region is uniquely placed to spearhead an economic recovery through its transition to a high-tech economy. A global report from PwC found that the Asia-Pacific region will lead the shift towards digital payments, with a 109% growth in cashless transactions by 2021. The region is already the [largest contributor to global payments](#) revenue, generating \$900 billion in 2019.



The US and UK cities with the most stressful commutes

According to [UN research](#), 55% of the world's population now live in urban areas, and this number is predicted to increase to 68% by the middle of the century. This means that getting around town, especially to work, is becoming more important in our world.

Euromonitor's [International's Mobility Survey](#) in 2020 found that 52% of global respondents commute five or more days per week, and 63% of people spend 15-60 minutes commuting on average every day.

THE RISE OF THE SIDE HUSTLE IN AMERICA

'Side hustling' has become mainstream in America, with nearly half of the population reporting making extra money alongside their main job.



45% of working Americans report having a side hustle.¹



The **average income** for a side hustle in the U.S is

\$1,122
PER MONTH¹



but the **modal income** is only

\$200
PER MONTH¹



41% of side hustlers rely on their secondary income to cover monthly bills.²



An Iowa University study found that side hustles improve productivity in a side hustler's full-time job.³



The landing page copy should fully explain our research to our audience



**To educate readers about the findings
of our research and what they mean**



**But there's still more
we can do at this point...**



Entertain



Is it our job to entertain as digital PRs?



After all, we're only building links...



We're not Eastenders...so no need to cry about nofollows!



**But well-written copy can
engage and entertain readers...**



WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit kfc.co.uk/crossed-the-road for details about your local restaurant.



**Data-driven content can still be
engaging if you pick the right topics**



SWHERE WORDS

In 1972, comedian George Carlin delivered a legendary monologue that pushed the boundaries of stand-up comedy and challenged the taboo on profanity. His "Seven Words You Can Never Say on Television" [skit](#) was so controversial at the time that Carlin was himself arrested, and the broadcast led to a Supreme Court ruling that changed how speech was regulated on TV.

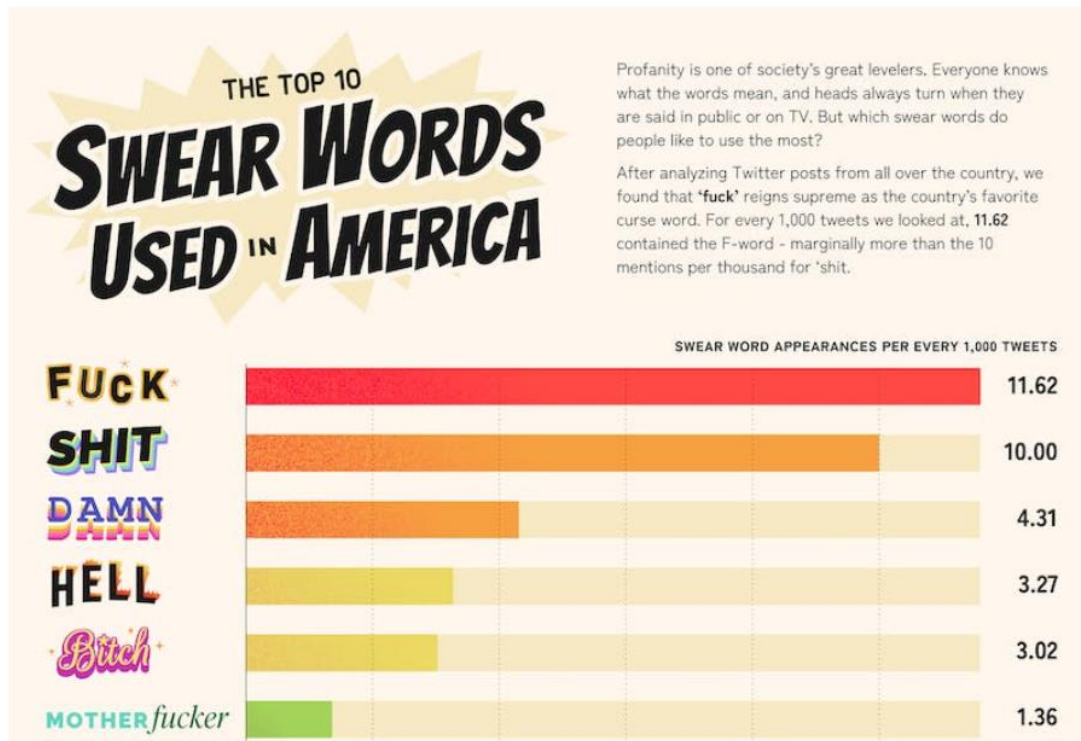
In society, value judgments are made about people all the time, from our physical appearance to the way we shake hands. Yet evidence [suggests](#) that these same calls are being made about those who use profanity in conversation.

Whether we mean them in anger or use them casually in our everyday vocabulary, those 'seven words' are becoming more of a fixture in our lives. A Business Insider [report](#) found that the average American now uses 80-90 curse words per day - which works out at around five an hour. But where in the U.S. can you find people who swear more than anywhere else? Our analysts at [WordTips](#) have the answers, as do our [words with friends cheat](#) tools.

Americans Love 'Fuck'

It's a word synonymous with popular culture. Martin Scorsese used it 506 times in his [script](#) for *'Wolf of Wall Street'* in 2013. J.D Salinger gained notoriety for his use of the word in *'Catcher in the Rye,'* which became one of the most banned books of the 20th century. And Steve Jones, guitarist for Sex Pistols, will forever be known for the outrage caused by swearing on British television.

'Fuck' has transcended its sexual connotation and become mainstream. It can be used both positively and negatively, with phrases for a range of situations. It is used in abbreviated forms (WTF, STFU, etc.). It is a versatile profanity and [popular](#) all over the world.





**Content can be entertaining
if it's light-hearted and
people can relate to it...**



Regional [language differences](#) are a perennially popular topic among Americans. Southerners say “ya’ll,” while people in the Pacific Northwest favor “you guys.” Californians call soft drinks “soda,” but they’re “pop” to Minnesotans. The list goes on.

As illustrated in the map below, linguistic preferences seem to extend to [swearing](#), too. [Wordtips](#)—a site that helps you beat various [word games](#), from [Scrabble](#) to [Wordle](#)—analyzed tweets from across the country to determine the most common curse word in each state. It was a close race between *s**t* and *f**k*. The former came out on top in 15 states, including the majority of Southern states and several more in New England. The f-word nabbed a respectable 13 states, from the West Coast (California, Oregon, and Washington) to the Northeast (New Hampshire, Vermont, and Massachusetts).

Hell looms large over both Dakotas, plus Minnesota, Nebraska, Missouri, and a few other states. The Carolinas are partners in their affinity for the word *b***h*, and Alaskans love *d**k*. Idaho residents, meanwhile, are big fans of *crap*.



**Visual led content
(and how you write about it)
can also be entertaining...**

FRIENDS



How to Design Your Home Like a Wes Anderson Movie: Explained With 6 Iconic TV Rooms



Written by [Kaitlyn Pacheco](#)

Updated 26 October 2022

Picture this: You're curled up in your living room watching a movie made by the revered filmmaker Wes Anderson like "Fantastic Mr. Fox" or "The French Dispatch." When you get up to make a snack run, you notice that your home decor seems dull compared to the bright, symmetrical worlds shown on the screen. How can you channel some of that Wes Andersonian joie de vivre from your Blu-ray to your home decor?

Don't worry; we've got you covered. With the help of interior designer [Lau Wlasenkov](#), we gave rooms from six non-Wes Anderson TV shows a makeover in the director's iconic style to model how to incorporate the filmmaker's flamboyant, dazzling style into your home. Be sure to search for the show-themed "Easter eggs" smuggled into each shot.



Writing Entertaining/Engaging Copy

- Adapt your tone of voice - each brand has its own style
- Short. Snappy. Sentences
- Light-hearted conversational style – like you're sharing the story with a friend

Where in the World Is the Best at Solving Wordle?

Author: Mirela Iancu Last update: 3/15/2023



First, you heard somebody muttering at their phone on the train.

“Spoke. Stuck. Stake. Sleke – smeke – is sneke a word?”

Soon, it got onto your computer. Well, your Twitter feed. In its first two months, Wordle was mentioned on Twitter [1.7 million times](#). And that doesn't include those countless captionless result grids, at first enigmatic and soon tiresome. Green and yellow and totally excluding you from the club. What was this strange phenomenon everybody was talking about?

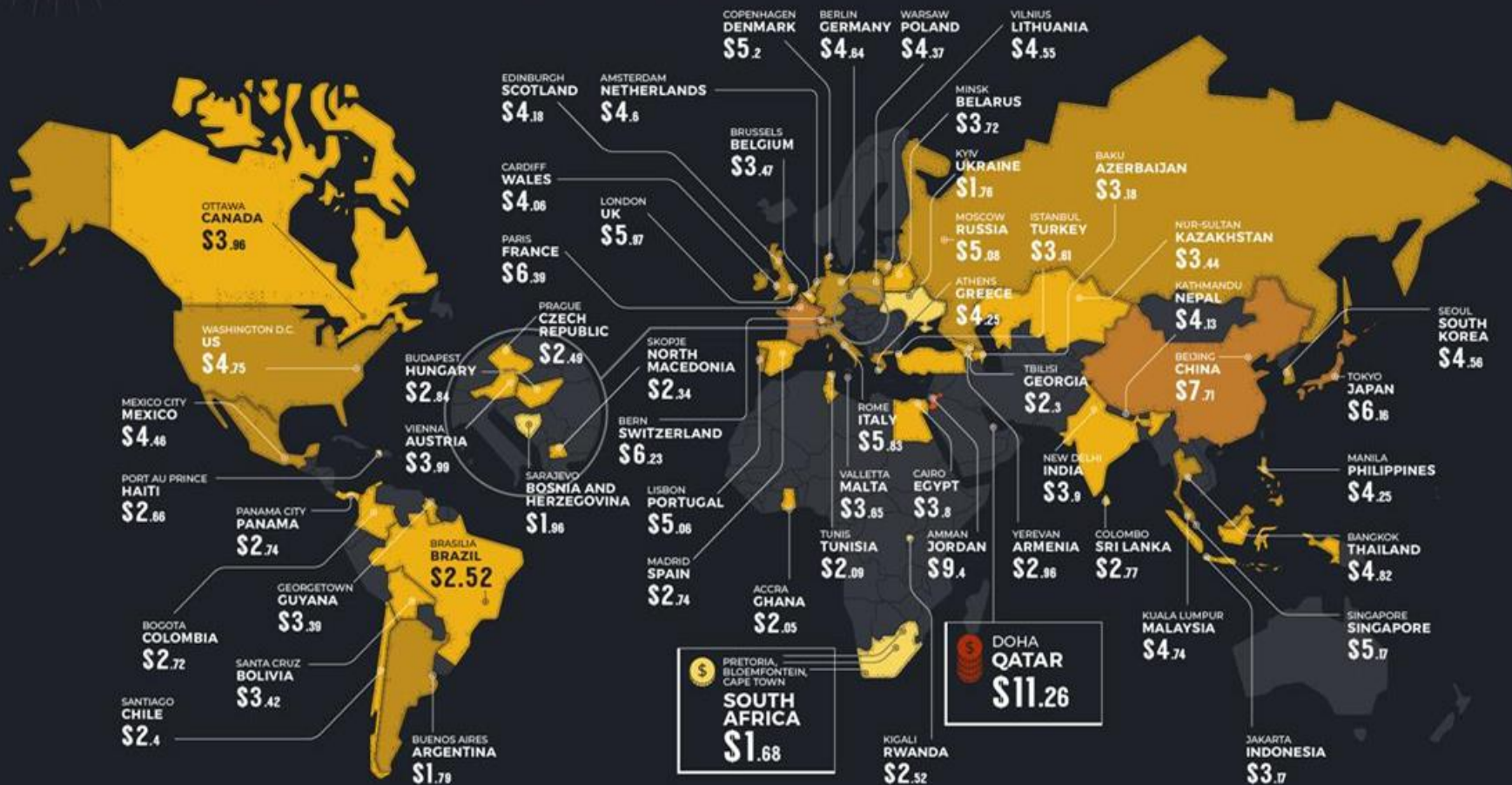
And then, the think-pieces started. Good heavens, the think-pieces! So you read one. But you needed more context. Just one go. But playing Wordle once, you realize how much better you could do a second time. Your techniques are, frankly, burgeoning. A shame not to try again tomorrow. Maybe you'll be one of the Wordle greats.



Let's wrap this up...



Well-written copy is often overlooked in Digital PR...



But imagine creating content without it!



As a Content Producer, my job is to write journalist ready content



**To break down complex data sets into
clear threads and headlines**



To write copy which guides the reader through the story of our concept



**To give journalists
everything they need to write an article
and link back to our content**



To educate, inform and entertain



I'm no Huw Edwards!



But I love writing content for NeoMam :)



Key Takeaways

- Landing page and asset copy should start with headlines that hook the reader in - what's the campaign about and what's the key story?
- Add context and new information throughout the landing page to inform the piece and educate readers about the substance of the campaign.
- Write engaging, punchy copy to fit entertaining topics - get the tone right!



Questions