

Twitter Thread by [Chris Savage](#)



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[@csavage](#)



1/ One, Ten, One Hundred—our first [@Wistia](#) Original Series—drops today.

■ **A thread on how we pulled off our most ambitious creative project to**

2/ One, Ten, One Hundred is the biggest creative risk we've taken at [@Wistia](#). It's possible only because of our debt round and investor buy out to make Wistia independent.

<https://t.co/6ZXX7gJp7E>

We gave [@sandwich](#) \$111,000 to make three ads for Soapbox\u2014one for \$1,000, one for \$10,000, and one for \$100,000. Here's the \$1,000 ad. <pic.twitter.com/qSnGNy2z6o>

— Brendan Schwartz ([@brendan](#)) [September 12, 2018](#)

3/ Instead of focusing on reliable but incremental growth tactics, we went independent to push the boundaries of what it means to do creative work in the business context.

<https://t.co/CrBursCIFU>

4/ Our hope is that by producing entertaining, educational, and thought-provoking original work, we'll inspire business people and marketers to bring more of their creativity to work—and that growth for Wistia will be a byproduct.

<https://t.co/XRfehjpA5C>

5/ That meant that One, Ten, One Hundred had the single largest budget of any marketing project in Wistia's history, and it had few concrete objectives or quantifiable measurables.

<https://t.co/uzcQT2m2Qt>

6/ Big spend without a sense of short term ROI is a scary combination, but sometimes you need to not measure things if you want to create art that stands out.

<https://t.co/kdwb3KuzvI>

7/ The result is that [@danmillsmusic](#), [@crlvideo](#), and [@wolfmantrev](#) created awesome work that shows off and reinforces our values.

That creates a virtuous cycle which allows us to take bigger and bigger risks, making our content and brand stand out more over the long term.

8/ Creative ideas are fragile, and an offhand dismissal from management can kill them dead. Vulnerability needs to be nurtured and cultivated.

<https://t.co/rwiiLjR4qh> [@marketo](#)

9/ We bought out our investors, redeemed our team's stock options, and instituted profit sharing to align everyone in the company around this culture and vision of Wistia as a creative endeavor, not a growth business.

<https://t.co/E5bk6aGNVU>

We believed that the focus and constraint of profitability would force us to be more creative. Fortunately, so far that's worked. [@csavage](#) <https://t.co/mahCfoizkB>

— indievc ([@indievc](#)) [October 23, 2018](#)

10/ This came together at the premiere where we rented out a theater in Boston and binge watched all 4 episodes together.

Over 12 years with [@brendan](#) at Wistia, it's these moments of building and creating that have been the most fun and rewarding.

<https://t.co/YSQWKGbIcX>

My rating for the first episode of [@Wistia](#)'s 1, 10, 100:

pic.twitter.com/QPSS46IGsJ

— Andy Cook ([@AndyGCook](#)) [October 11, 2018](#)