Twitter Thread by Chris Savage



Chris Savage
@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/CrBursClFU

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

> \u201cWe believed that the focus and constraint of profitability would force us to be more creative. Fortunately, so far that\u2019s worked.\u201d @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\u2019s 1, 10, 100:
> \u2b50\ufe0f\u2b50\ufe0f\u2b50\ufe0f\u2b50\ufe0f\u2b50\ufe0f\u2b50\ufe0f pic.twitter.com/QPSS46IGsJ
>
> — Andy Cook (@AndyGCook) October 11, 2018