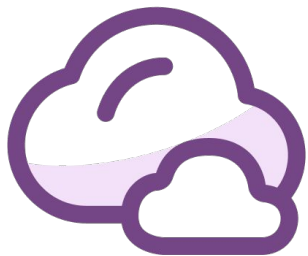


# Why Schools Don't Have Fans (Yet)

**KEYNOTE SESSION**

**Dani Rayner**





# What are you a fan of?



# Would you get a tattoo to show your fandom?



# FANDOM



TATTOO

RG'S ORIGINAL  
D SHOP  
IN ALL STYLES

1996

# FLYRITE TATTOO

WALK INS

492  
HOURS  
OPEN 7 DAYS A WEEK  
1 PM - 9 PM  
NO CHILDREN  
18 OVER ONLY  
PLEASE WATCH YOUR STEP

GEEKED  
INK  
NETFLIX

NETFLIX  
FREE  
Tattoos  
FOR TRUE FANS  
Check Out  
THE FLASH  
GEEKED  
WEEK 50



TRADITIONAL • JAPANESE •  
EVERYTHING IN-BETWEEN!  
BLACK & GREY • LETTERING •

纹身

TATTOU AGE

入れ墨



TATTOUAGES

INK & TATTOO  
ALLEGIANCE  
HERE

NOVEMBER 7 - 8  
1PM - 9PM ET

# FLYRITE TATTOO

492 METROPOLITAN AVE  
BROOKLYN, NY 11211

@flyritetattoo

BOOK THIS SHOP



## THE LOCATIONS



11/6 - 11/7  
**City  
of Ink**  
Atlanta, GA

DETAILS



11/7 - 11/8  
**Flyrite  
Tattoo**  
Brooklyn, NY

DETAILS



11/8 - 11/9  
**Dead Drift  
Tattoo**



11/10 - 11/12  
**Shamrock  
Social Club**



SIGN UP  
NOW

LET'S GO

SIGN UP NOW TO AVOID  
DISAPPOINTMENT\*

LIMITED SLOTS AVAILABLE  
18 AND OVER WITH VALID ID

SLOTS AVAILABLE AT 5 TATTOO SHOPS - ONE EACH IN  
BROOKLYN, RICHMOND, ATLANTA, DENVER & LA  
LIABILITY WAIVERS AND FILMING RELEASE REQUIRED  
SPOTS AVAILABLE ON SELECT DATES AND TIMES UNTIL  
NOVEMBER 12

SEE BELOW FOR MORE DETAILS



**NETFLIX**



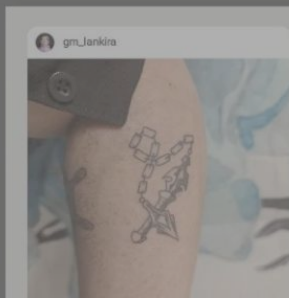
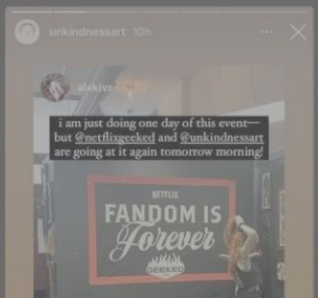
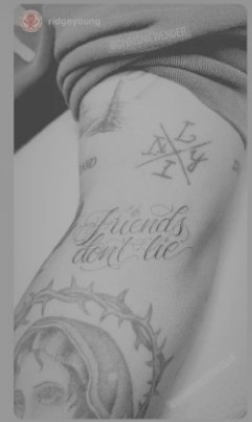
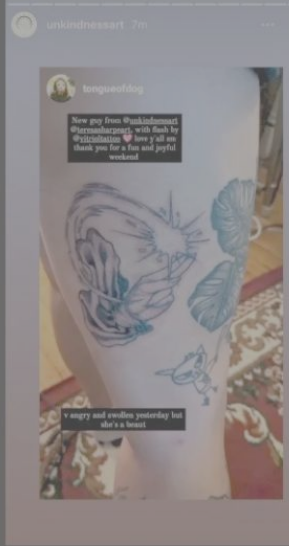
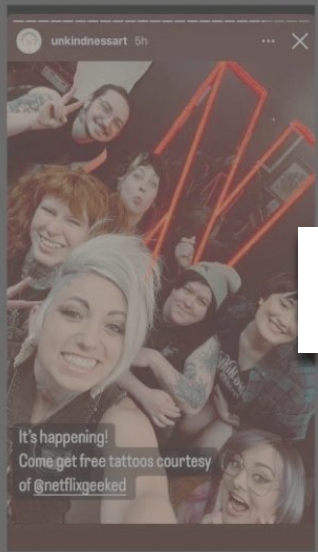
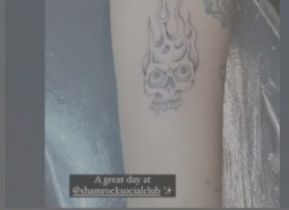
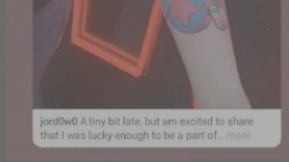
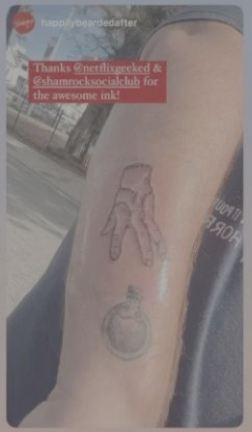
**| RECAP**

NETFLIX

# Netflix Offering Free Tattoos Themed Around Its Shows As Part of Upcoming Geeked Week Event

Pain is temporary, fandoms are forever.





# FANDOM



# FANDOM

Fan culture, or fandom, is a term which describes communities who share a common interest in an aspect of popular culture

# FANDOM

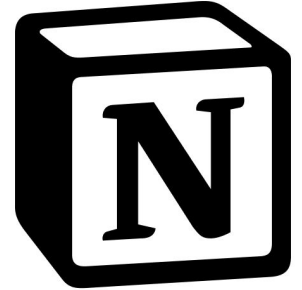
Fandom doesn't start with marketing.  
It starts with how **something makes us feel** - about ourselves,  
about where we belong, about who we are becoming.

Emotion starts it. Culture shapes it. Marketing fuels it.

Organisations that understand this  
don't force attention, they earn trust.



Fandom starts with how we **feel**.  
Leveraging this feeling **earns loyalty**.



# PRACTICALLY ... HOW?

Fandom starts with how we **feel**.  
Leveraging this feeling **earns loyalty**.

## BORROWED ATTENTION

- Paid media buys
- Seasonal campaigns
- Reach & frequency metrics
- Algorithm chasing

## EARNED LOYALTY

- Habit
- Identity
- Community
- Memory
- Story

# LIVE EXAMPLE.





netflixhouse

Follow

Message



145 posts

101K followers

32 following

#### Netflix House

Step inside your favorite Netflix worlds, all under one roof 🏠  
Philly & Dallas doors are open, get tickets NOW at the... more  
[bit.ly/4rkffUo](https://bit.ly/4rkffUo) and 1 more



Netflix

<https://www.netflix.com/house>

### Netflix House – Netflix Just Got Real

Welcome to Netflix House. Step inside our permanent, year-round fan destination where you can explore, taste, play, and shop your favorite shows and movies ...

#### House

Our House is free to enter and explore. Once you're inside, you ...

#### Netflix House Philadelphia

Netflix House Philadelphia is an entertainment venue at King of ...

#### Netflix House Dallas

Netflix House Dallas is an entertainment venue at Galleria ...

#### Groups & Private Events

Get in touch with our team to explore group experiences at ...

#### Netflix House Philadelphia FAQs

Find answers to all of your frequently asked questions ...

#### Wednesday: Eve of the Outcasts

Discover games, mis-fortunes, and surprises in this immersive ...



Listening to how fans **feel** >>  
**Responding** via marketing touchpoints >>  
Earning loyalty; **driving fandom.**



# NETFLIX HOUSE



NETFLIX

NETFLIX  
HOUSE

NETFLIX  
HOUSE DALLAS

A key differentiator for Netflix House compared to traditional [theme parks](#) is its location strategy. By situating these venues in busy retail areas, Netflix is embedding itself into everyday life rather than requiring a dedicated holiday or trip.

Lombardo stresses that the aim is to be a regular spot for locals, not merely a once-in-a-lifetime destination.

"One of the reasons we're putting these first Netflix Houses in well-travelled malls is because we want to be super convenient to all of those fans, and then offer that variety of experience that changes throughout the year.

"That way we can guarantee that fans are coming back not only year after year, but day after day."

**EARNED  
LOYALTY**

**Habit  
Identity  
Community  
Memory  
Story**



# FANDOM

## + SCHOOLS?



**If fandom is about identity and belonging, schools should be the easiest place to create it.**

- Daily connectivity
- Habitual attendance
- Deep emotional moments
- In-built opportunity for community
- Long-term relationships
- Life-shaping impact



# Why might educational institutions that shape lives for ~14 years struggle to create fandom?

*“Because school isn’t something that we chose to belong to, it happens to us. ... Is choosing to belong inherent to fandom?”*

*“Because school is about endurance not emotions”*

*“Because education is different. It’s not something you’re a fan of.”*

*“Because there is limited social currency in being a school fan”*

*“Because people tend not to actively ‘like’ school - there is negative association”*

*“Because schooling success is about different things such as grades and growth”*

*“Because fandom of schools can’t be measured - how do we know it exists?”*

**Why might educational institutions that  
shape lives for ~14 years  
struggle to create fandom?**

**SCHOOLS ARE DESIGNED TO DELIVER  
A DIFFERENT PERCEPTION**

... and marketing is usually optimised accordingly

# OPTIMISING FOR

**Academic outcomes**

**Credibility**

**Reassurance**

**Consistency**

**Measurement**

**Safeguarding**

**Compliance**

**Authority**



# OPTIMISING FOR

Academic outcomes

**INTEGRAL TO  
SCHOOL  
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**Authority**

Attention

Emotional connection

Surprise

Sporadic headlines

Moments of joy

Risk-taking

Individual choice

Affinity

# OPTIMISING FOR

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Attention drops the moment the relationship ends

Alumni drift, rather than advocate

Marketing works harder for diminishing returns

Brand is defined about you, not by you

# WHAT IF... ?

**The question isn't whether our organisation *belongs* in fandom, or *deserves* to have fans.**

**The question is whether we are intentional about how we make individuals feel.**

# TAKEAWAYS

# Takeaway Reflections.

## 1

### LEVERAGING **identity & belonging**

- Daily connectivity
- Habitual attendance
- Deep emotional moments
- In-built opportunity for community
- Long-term relationships
- Life-shaping impact

*How can we leverage existing emotions around school identity and belonging to fuel loyalty and advocacy?*

# Takeaway Reflections.

## 2

### EARNING **loyalty** vs borrowing attention

- Habit
- Identity
- Community
- Memory
- Story

*Where are we renting attention instead of earning belief?*

# Takeaway Reflections

## 3

**OPTIMISING** marketing output for **emotional need states** to develop a stronger sense of loyalty and advocacy

- *How are we aiming to make our audience feel? When? How? Why? THEN – tactics.*
- *How does this differ for our different audiences: parents, students & alumni?*

# 3 Ways To Start Fuelling Fandom Today.

## 1 Design One Moment Worth Remembering

Pick one moment... and make it unforgettable.

- First day
- Open day
- Graduation

Memorability = emotional connection.

## 2 Turn Students Into Storytellers

Let the students speak:

*What does school actually feel like?  
What's the experience?*

Hand over the microphone. Give individual identity, community and story room to breathe, authentically.

## 3 Build Something People Can Belong To

We shouldn't aim to build campaigns, instead build culture.

- rituals
- identity
- shared language
- USPs

When someone says "that is so my school" - what do they mean?

# FUELLING FANDOM



FUELLING

~~FANDOM~~

FEELING

# FEELING



**Thank You.**



Dani Rayner