zandersmalls-v2-strategy-cover

EXECUTIVE YOUTUBE PACKAGING STRATEGY

Zander (zander_smalls - V2 Meme Branding)

6'8" weeb | cofounder @fanlockcom | Collabs: contact@zandersmalls.com

INSTAGRAM HANDLE	AUDIENCE	STRATEGY MODEL
@zandersmalls-v2	958,000 Followers	PMC G.A.P.S. Information Gap Architecture

strategic_rationale

STRATEGIC RATIONALE

A recurring weekly series where Zander travel-vlogs to major conventions (Comic-Con, Anime Expo, Artist Alley), reacted to cosplays, and navigates crowded halls under the premise of being a 6'8" tall anime fan.

retention_hook_10s

FIRST 10-SECOND RETENTION HOOK

Show a split-screen visual contrasting a standard convention crowd view with Zander's literal birds-eye height perspective inside the hall.

concept_01_var_01

VARIATION 01 | Ambiguity Gap



"I Spent 24 Hours at Anime Expo as a 6'8" Weeb (The Truth)"

concept_01_var_02

VARIATION 02 | Promise Gap



"The Complete Cosplay Convention Survival Guide: Everything You Need to Know"

strategic_rationale

STRATEGIC RATIONALE

Directly expands his most viral vertical POV reels (like 'Emo Girls aren't for the weak' and 'How to bag a cosplay baddie') into a hilarious, value-packed long-form walkthrough of geek dating dynamics.

retention_hook_10s

FIRST 10-SECOND RETENTION HOOK

Zander talking to the camera holding his black wireless microphone, giving a hilarious 3-second 'test' to see if the viewer's crush is an emo girl.

concept_02_var_01

VARIATION 01 | Ambiguity Gap



"Why Emo Girls Are Actually a Test of Survival (And How I Survived)"

concept_02_var_02

VARIATION 02 | Promise Gap



"The Weeb's Guide to Dating: How to Bag a Cosplay Baddie"

strategic_rationale

STRATEGIC RATIONALE

Storytelling-driven concept breaking down the viral Brazil vs. Japan Hatsune Miku custody battle meme, explaining the psychology of internet trends and how viral hits are made.

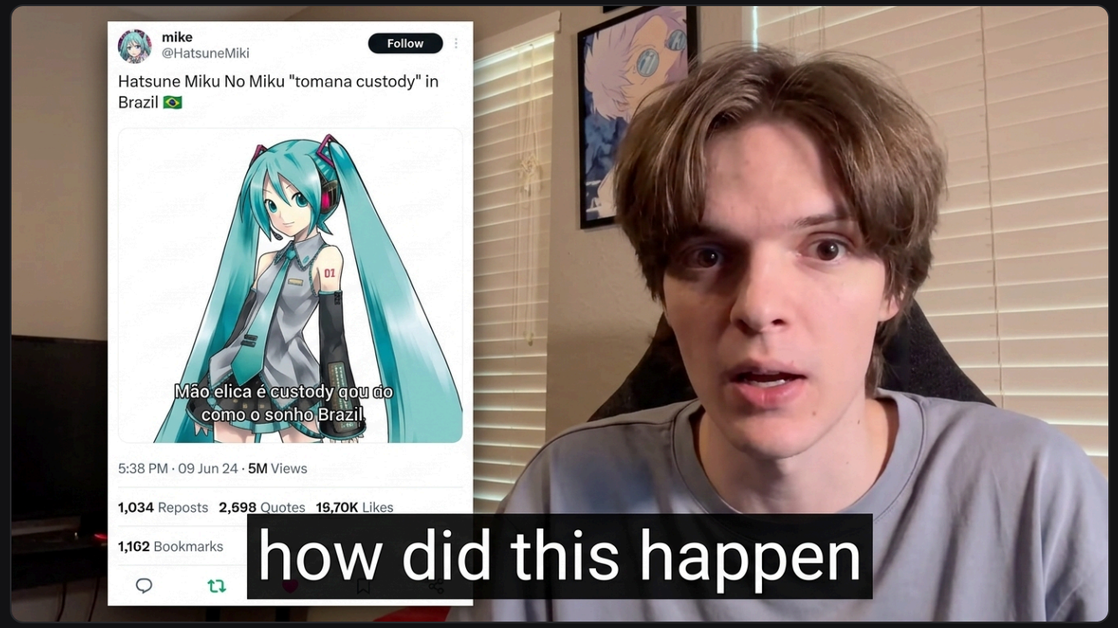
retention_hook_10s

FIRST 10-SECOND RETENTION HOOK

Show the raw, unedited footage of the Hatsune Miku custody video, cut directly to a dashboard showing the view count ticking past 5,000,000.

concept_03_var_01

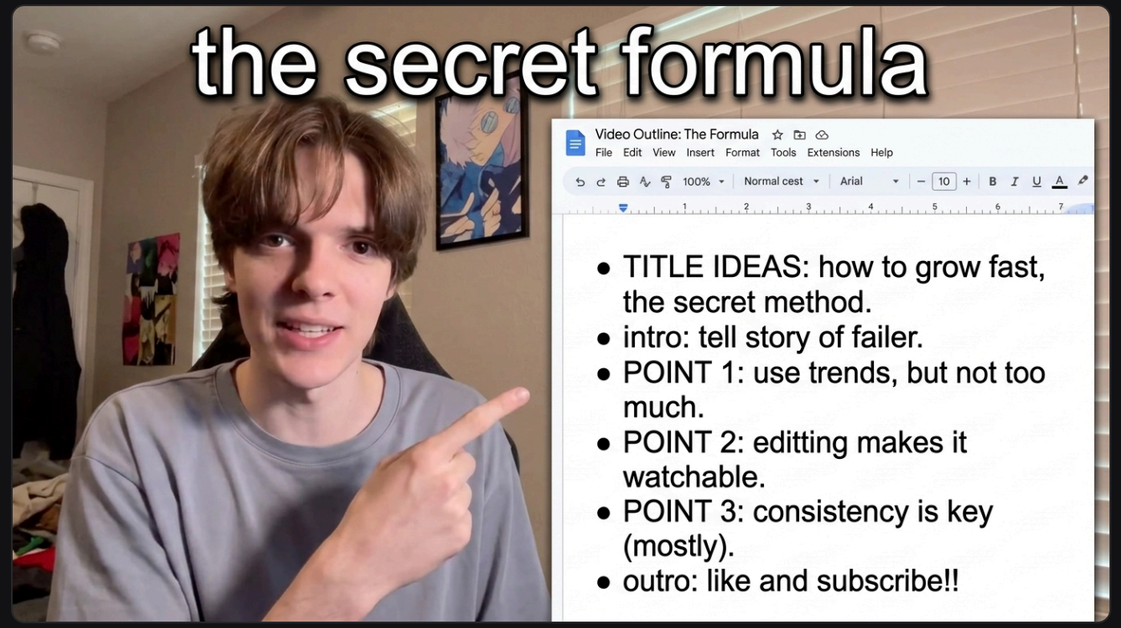
VARIATION 01 | Status Gap



"Behind The Scenes: How I Accidentally Started the Hatsune Miku Custody Meme (Step-by-Step)"

concept_03_var_02

VARIATION 02 | Action Gap



"Click to Unpause: The Exact Video Outline I Use to Go Viral in 24 Hours"

gaps_workflow_system

METHODOLOGY & NEXT STEPS

The PMC G.A.P.S. Outbound Workflow

1

Grounding & Ingestion

Short-form performance metrics and visual anchors are ingested to construct an authentic long-form persona.

2

G.A.P.S. Framing

Topics are mapped to Ambiguity, Promise, Status, and Action psychological gaps to maximize CTR.

3

High-Conversion Packaging

Widescreen thumbnails and titles are rendered for immediate deployment across long-form YouTube channels.