



EDITOR'S PICKS 24 JANUARY 2022

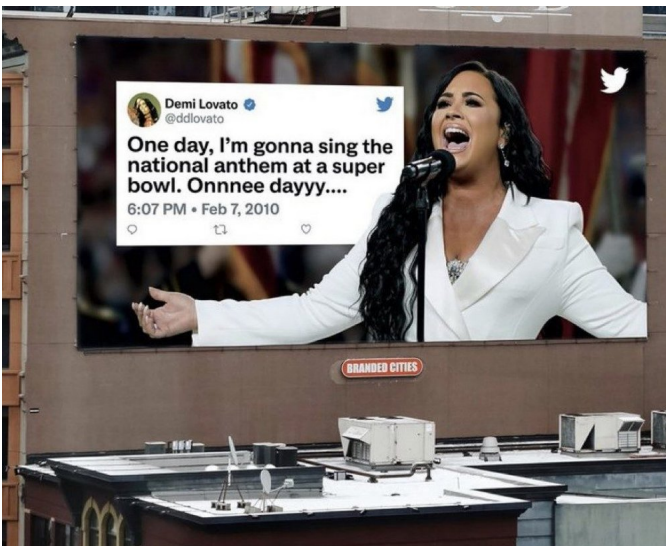
Tweet it into Existence /

Twitter

Social media brand heroes the posts of celebrities who manifested their own success on the platform



Social media platform **Twitter** has launched an outdoor campaign that highlights the past tweets of celebrities and shows how the hopes and dreams they tweeted about eventually came true.



The **Tweet it into Existence** campaign, which was created in-house, features the posts of notable figures from the worlds of sport, entertainment and gaming, including rapper Megan Thee Stallion, singer Niall Horan, actor Issa Rae, WNBA players Diamond DeShields and Michaela Onyenwere, Nascar driver Bubba Wallace and NFL stars Leonard Fournette and Patrick Mahomes.

Each of the 39 billboards depicts the celebrity's original tweet and an image showing it becoming a reality. For instance, in 2010 singer Demi Lovato tweeted that she would one day sing the national anthem at the Super Bowl and the billboard then shows her doing just that. Another billboard focuses on actor Simu Liu's request to talk to Marvel about the film *Shang-Chi* juxtaposed with a photo of him in character as the superhero in the 2021 hit.

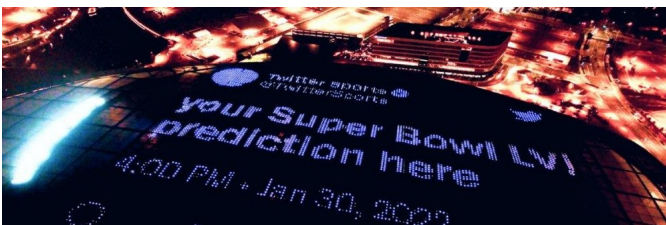
The campaign launched on 18 January in eight cities across the US and Canada, (including New York, Los Angeles, Chicago and Toronto).



Twitter CMO Leslie Berland said the inspiration for the campaign was this 2012 tweet by NFL player turned screenwriter and director Matthew Cherry: 'I'm gonna be nominated for an Oscar one day. Already claimin it.' His prediction became a reality in 2020 when his film *Hair Love* won the Academy Award for best animated short film.

To promote the Tweet it into Existence campaign, entertainment journalist Gia Peppers hosted a live audio conversation on Twitter Spaces on 18 January shining a light on manifestation tweets from celebrities, as well as ordinary people. Twitter is also encouraging people to use the hashtag #TweetItIntoExistence to share their own tweets that came true.

Twitter has also donated over \$1m in total to the favourite charities of the celebrities involved in the campaign, including Unicef Canada and the Boys and Girls Clubs of America.



Update 16/02/22: The social network also brought the Tweet It Into Existence campaign to this year's Super Bowl, the third year running that the social platform has activated at the big game. In 2020, Twitter dropped confetti from the stadium's roof that was printed with tweets from supporters and fans, while in 2021, the confetti contained thank you messages to the 7,500 front line healthcare workers who were given free tickets to the game.

This year, manifestation tweets of players and fans were projected onto the stadium's LED roof after the brand called on people to share their wildest Super Bowl predictions in just six words or less. One of the tweets was from Los Angeles Rams wide receiver Odell Beckham Jr. (OBJ) who tweeted in 2011 'Finally a champion... long time coming' and went on to win the Super Bowl this year.

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The great outdoors / As Twitter is a digital platform, taking the tweets out of their usual context and turning them into gigantic billboards makes the creative more memorable and impactful. This isn't the first time that Twitter has relied on this OOH media strategy. In 2020, it released a series of outdoor ads across the US that featured humorous tweets about wearing face masks. And for a 2020 Valentine's Day campaign, the platform released outdoor ads that celebrated the tweets of singletons.

Instead of viewing outdoor and digital as siloes, more brands are using traditional executions to help fuel conversation about their campaign on social media. As CMO of Reddit Roxy Young told us when we interviewed her about Reddit's Superb Owl campaign: 'If the creative is impactful, it'll make its way back onto these other online platforms. Every time we are planning a new campaign, myself and the R/GA team are thinking about when this comes back onto Reddit, how will people engage with it and will it spark conversation.'

Cancel culture / With Twitter now over 15 years old and having amassed 211 million users across the platform, some users and celebrities have felt the repercussions of their previous tweets many years after first tweeting them. Over the past few years, director James Gunn, actor Kevin Hart, supermodel Chrissy Teigen, makeup blogger James Charles, YouTuber Zoe Sugg and many others have been embroiled in controversy for offensive past tweets. But, this campaign shows how historical tweets can also be a symbol of success for people.

Twitter has a reputation for toxicity, with 17% of users having experienced harassing or abusive behaviour, according to a 2021 Pew Research report. Meanwhile, a 2021 study by DePaul University and Harvard Business School that examined 140,000 tweets from 44 news organisations found that bad news spreads faster than good news on Twitter. But this campaign helps to change the perceptions of what types of content can be found on the platform – reframing it from toxic and damaging to aspirational and beneficial. The combination of celebrity tweets with prompting the Twitter userbase to

find and highlight their own historic manifestations fosters and heroes even more positivity on the platform. It's also based on the real way that people use Twitter as, according to the platform, over the past three years, 59 million tweets have been made about manifesting one's dreams and tweets of this nature also doubled in frequency from 2020 to 2021.

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