

Porn **hub**

Porn **hub**
Cares



*Come Together
Campaign*

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PRL 725

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Executive Summary

Pornhub, the largest pornographic website on the Internet, has been presented with an excellent opportunity to flex their superior technology development strengths and push its social networking capabilities. This is because in the wake of the recent incident with social networking site Tumblr— which led to the harsh censoring of media content on the site— there is an entire diaspora of people who appreciate the beauty of every person's body and the artistry behind explicit imagery in many media formats. They are creators, often sensitive to others' identities, worldview, and knowledgeable about the news around them. Using Pornhub as a new community for them would allow them to converse, share art and images, and monetize their art, creating further incentive to abandon Tumblr.

To achieve this, Pornhub will need to create a media campaign based on this demographic and align themselves in a more politically correct way. How does a “sin industry” organization do this? For Pornhub, the answer is to denounce the industry's practices and encourage these potential users to use their talents to create art that promotes love in relationships and sex and normalizes every type of body in society.

For this purpose, included within this report is a transmittal letter, organizational background, situation analysis, list of stakeholders, SWOT analysis, strategic plan, a list of important KPIs, a line budget, and a timeline of the project.

Transmittal Letter

January 1, 2019

Corey Price, VP

Pornhub

Dear Mr. Price

On behalf of Semper Public Relations, I have enclosed the strategic plan for your review. It is a great pleasure for me to develop a strategic plan to help Pornhub improve.

Pornhub, while primarily a one-stop shop for pornographic content, has also pushed boundaries to create a name for itself beyond the adult film industry. By engaging in philanthropic acts, the public has gained an understanding of the values and beliefs of the organization. Now, this same organization has been presented with an opportunity to advance its philanthropic efforts as well as growing and promoting its adult content. Social media site Tumblr has vowed to remove what it dubs “adult content” in the wake of a child pornography scandal that got the Tumblr app removed from the Apple App Store. This is advantageous for Pornhub because, as a philanthropic entity, it could use this opportunity to promote its own community tools, some of which Tumblr previously encroached upon through its mere existence to this niche community of adult content artists and body positivity bloggers.

In this file, I have outlined the organization’s background, completed a situational analysis, and included the campaign plan. I sincerely hope you consider this plan to further advance your organization. If you have any questions or concerns, please feel free to contact me at 859-358-2459 or sierra@smpr.co

Sincerely,



SEMPER Sierra Marling
Public Relations Owner
Always communicating

Background

Pornhub is the largest pornographic website on the Internet, founded in 2007 by Matt Keezer. Originally part of the company Interhub, the site was purchased by Fabian Thylmann in March 2010 in the buyout of Interhub, making it part of the organization Mindgeek. Mindgeek is known to own many pornographic sites and production companies, such as Brazzers, RedTube, Digital Playground, Men.com, Reality Kings, and Sean Cody (Cooper, 2017; Buse, 2012). This makes pinpointing competition for Pornhub difficult, as Mindgeek has a virtual monopoly of the online pornographic industry with main competition coming from lesser known sources with little to no recent innovation. This is why Pornhub's competitors are seen to be in different industries. Thinking in this abstract way allows Pornhub to integrate unique and innovative tools that continue to differentiate it and put it ahead of the competition in print and tech, like Playboy Enterprises and eTeamsys. They have gone very far out of their way to prove that they stick out from the competition. For example, in 2015 they announced *Sexplorations*, a porn flick that would actually be filmed, at least somewhat, in space. The endeavor would cost them \$3.4 million, and they sourced primarily on crowdfunding sites like IndieGogo. While they did not reach their goal, and ultimately did not produce it, the concept was new and raised over \$230,000 (Pornhub Team, 2015). They also have stepped up in terms of technology integration, much more so than other sites, in order to create a more user-focused experience. This is no surprise, as MindGeek is an information technology firm that offers a variety of services, from search engine marketing solutions to web security (Mindgeek, 2017).

This puts them at a unique vantage point, as they can use their diverse tech talents to accomplish feats that smaller pornography companies could only dream of. For example, Mindgeek's Vice President Corey Price announced in 2017 that Pornhub would use AI to help process and tag videos for various content and hoped to have their entire library scanned in 2018 (Biggs, 2017). They are also working on an industry-changing front on a project that will help online pornography distributors avoid lawsuits and liability from underaged users. Their work on AgeID, which some have deemed

controversial and further monopolizing, comes from regulations being put forth from the UK's Digital Economy Bill, which will be imposed on sites offering adult content who do not have age verification in place. However, this technology, also being *created* by MindGeek, will create a more definitive block that keeps pornography distributors from liability issues for underaged users coming on to their site (Allen, 2018; Cooper, 2017). Seeing the backlash from other, smaller sites and hearing their concerns over loss of revenue from already slim streams echo the sentiment of a lack of online competition in the pornography industry.

There is also another unexpected way in which Pornhub has gained the attention of the national press and both pornography yay and naysayers: philanthropy.

Philanthropy

Pornhub's first attempts at philanthropy began in 2012 with the infamous "Boob



Figure 1, taken from Pornhub's blog

Bus", which toured New York City offering passerby free breast exams and at-home self-check techniques from a certified professional. This, combined with a partnership with celebrity spokesperson Bree Olsen, was meant to bring awareness to breast cancer and the importance of women's health screenings. Their campaign continued

later that year into online territory whenever they launched the "Save the Boobs!" event, where they offered to donate a penny to Susan G. Komen for every 30 videos watched from the "big tit" and "small tit" categories (Tuttle, 2012).

Interestingly enough, this nonprofit declined the donations and asked that Pornhub no longer use its name in its promotion of breast cancer awareness. In response, Pornhub sent out a "call to charities", asking for charities and organizations that work for breast cancer awareness or treatments to pitch themselves to receive

donations instead. Over 74,146,928 videos were watched, and Pornhub subsequently decided to triple the amount donated to \$75,000 and split the money to multiple charities (Katie, 2012). The initiative was so successful that it became a repeat campaign for Pornhub, offering the same stakes and incentives with educational content (and no donations to Susan B. Komen) (Pornhub TV, 2015).

Pornhub has also engaged in other off the wall initiatives that engage the public, generate buzz, and help others. This was done through their Pornhub Cares division, which is an entire section of the organization dedicated solely to philanthropy (Crandall, 2015). Notable actions from Pornhub Cares include offering to plow snow from public roads during winter storm Stella, saving the whales, (Darrow, 2017; Larimer, 2016;

However, some entities think of these efforts as double-edged donations. They have been accused of perverting goodwill to continue perpetuating violence against minorities and creating more acceptance for pornography when this should not be so, sometimes from large and prestigious organizations (Crandall, 2015). This has been a consistent occurrence, even with initiatives not associated with content views or explicit content.

Year in Review

Pornhub also keeps impressive track of its stats, drawing important insights that it shares with the world annually. This transparency gives people a sense of what pornography is being used for, attitudes and understandings of users, and other types of information synthesized into a comprehensive report (Pornhub, 2018).

Situation Analysis

For 2018, the statistics in the annual report were compelling, with the top 10 searches, in particular, being quite telling. A variety of terms were popular searches, from Stormy Daniels to “tattooed”, echoing perspective shifts in the consuming population. In addition, there is a shift to wanting more romance in pornography, with one of men’s trending searches being “how to treat woman [sic]”. (Pornhub 2018); According to Pornhub (2018):

The popularity of ‘Romantic’ videos more than doubled and remained twice as popular with female visitors when compared to men. Interest in ‘trans’ (aka transgender) porn saw significant gains in 2018, in particular with a 167% increase in searches by men and more than 200% with visitors over the age of 45 (becoming the fifth most searched terms by those aged 45 to 64).

With people using pornography to explore the world around them and also understand relationships, it should come as no shock to find that Pornhub’s average visit duration also grew from 14 seconds (wow!) to 10 minutes and 13 seconds with more people also utilizing community features than ever before (Pornhub, 2018).

These statistics show an opportunity for Pornhub with the recent fall of Tumblr as an exotic art, sexual education, and adult content creation community due to reconfiguring the type of content allowed on their social networking site after a child pornography incident that cause their app to be taken from Apple’s App Store (Heater, 2017). This opportunity is to expand its community tools to really regulate that social media aspect of Pornhub and build it around the artistic and body positive communities to replace that niche social outlet that is now lost. Appealing to the romance aspect that has drastically risen in pornography indicates that the cause to bring them to the site would be positive pornography, indicating that pornography that perpetuates violence against women is unacceptable. It is Pornhub’s chance to take on their biggest critique from stakeholders while also building their philanthropic image and building the acceptance of porn in mainstream society.

Stakeholders

There are off- and online communities that must be considered in decision-making processes. They include:

- Porn-positive, body-positive, and adult artists who benefit from open expression and an arena to share explicit imagery

These misplaced artists will need a new space in which to convene, share, and monetize. They require community and often encompass LGBT users, which was a complaint voiced in the Tumblr fallout.

- Anti-porn activist groups and concerned groups, like moms, some feminists, and conservatives

Concerns from these groups typically stem from religious beliefs, fear, or ideas of how pornography contributes to societal violence. Learning from this group's concerns about privacy, identity, and content on social media will enhance the Pornhub social experience as well as any creative messaging (Ochs, 2018).

- Underaged social media users

While it is understood that underaged users do engage with pornography, those creating and distributing it have an obligation to pretend to be shocked whenever they learn about it. Some of the resources offered through social media use, as well as existing sexual education community tools, would be beneficial to these groups. With AgeID, it will be easier than ever to work to block explicit content from younger viewers while allowing them to soak up the art and education of approved media content.

- Business Partners/Owners

What's profitable? Those in business with Mindgeek/Pornhub will want to know how this initiative will drive growth and profit. By growing the community and the reasoning to keep people on the site longer, ad revenue will definitely see an increase. Furthermore, artists looking to monetize their work will bring in further revenue with sales and dedicated patrons (subscribers) that may not traditionally be on Pornhub.

SWOT Analysis

Strengths:

- #1 Name in Pornography/Explicit Content
- Experience with tech-based improvements
Pornhub has created its own VPN for private viewing as well as to resolve issues that came to users after the repeal of net neutrality, plus they have established their own social tools and community already (Liao, 2018). Also, in terms of content curation, they have an algorithm already used for PornIQ that could be adapted to reach software and API goals for the site (Holmes, 2013).
- Off-the-wall tactics can bring good results
It's hard to go completely wrong, and we can have a lot of fun with it.
- Reputation and industry will easily create buzz
- Strong visitor numbers already
Pornhub gets an average of 92 million visits daily (Pornhub, 2018).
- Excellent data tracking and reporting, as evidenced by Pornhub's annual insight report (2018).
- Trends towards body positivity and acceptance and gender equality have made the topic of sex less taboo in more centrist and liberal circles
This means that Pornhub will not seem threatening to many younger users who identify this way, and it will seem like a possible or likely alternate venue with Tumblr out of the picture.

Weaknesses:

- Community is not at forefront of users' minds
We clearly know what is.
- Community tools not well known or widely used
Social commentary on content was mostly limited to the following words: love, hot, like, and sexy (Pornhub, 2018).

- Users typically spend a short time on site
Social tools are going unused, but the main purpose of the site is realized in an average of 10 minutes and 43 seconds globally (Pornhub 2018).

Opportunities:

- Acceptance of “adult art” and body positivity societally
These movements are big, and they are gaining traction with young users.
- Internet as a sales tool
Users depend on the Internet to monetize their art and content.
- Humor-based acceptance of kinks/nihilism
Meme culture and nihilistic outlook have led to a knowledge-first outlook that provides opportunities for the advancement of positive and/or romantic porn and art to fight stereotypes and societal norms.
- Better sex ed/sexual understanding
The Internet, as well as society, are full of labels that define sexuality and preference. These labels give young people a lot to learn about themselves, their peers, and relationships so they will need tools and communities to navigate this with.

Threats:

- Backlash from Tumblr
Will they up the ante, go back to their old ways, or maybe call out Pornhub for “stealing its users” with “smut”? Many scenarios could cause negative PR for Pornhub.
- Backlash from Anti-Porn Groups
- Violent Content
Will violent content be allowed? After all, some people enjoy it, including women, according to Pornhub’s (2018) annual insights report, with a top search from women being “gangbang”. This content is seen as threatening and is blamed for perpetuating violence against women and minority groups. In addition,

terminating it could be considered censorship and turn some users away. This would also reduce users, as those with those tastes will move on to other content providers to find the content they're looking for.

- Underage/At Risk Users

Will these users cause unwanted liability on Pornhub? What roadblocks can be presented to prevent these users from accessing explicit content while also allowing them to see educational content? How hard will that be?

- Fear/Misunderstanding of Explicit Content

What will be censored? How will people react to a surge of new content?

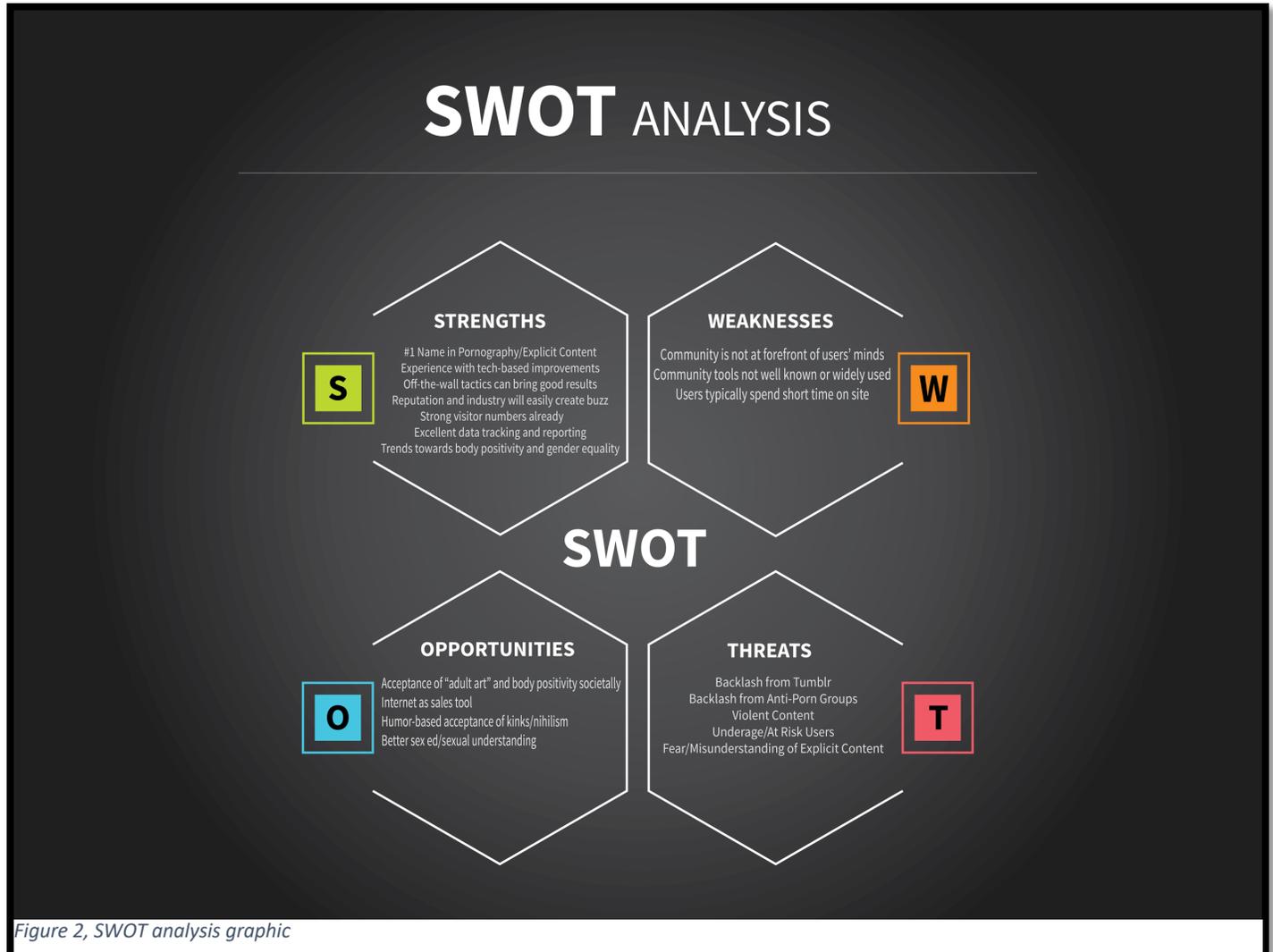


Figure 2, SWOT analysis graphic

PLAN

“Come Together” Campaign

This campaign will be all about the importance of “coming together”, a double entendre meant to signify the necessity of community as well as the importance of romance and intimacy in porn. This campaign will be meant to increase awareness about violent pornographic imagery and how it affects women and minority groups. On the other hand, it will also redeem pornography by highlighting how romantic pornography can showcase healthy relationships and help users understand important sexual education concepts. Denouncing violent pornography will give Pornhub the ability to pull ahead of the entire industry in an inevitable cultural shift and also acquire a diverse pool of users who are normally antagonistic towards their very existence.

This will be done by creating a call-to-action for artists of all kinds to bring their art to Pornhub to showcase positivity in pornography. The PSA will actively show how violent, nonconsensual-passing pornography hurts society and why it is important to take a stand on the issue as the largest pornography site on the Internet. Furthermore, Pornhub will offer the artist front-page exposure on their site, which receives a large number of visitors daily. This will give the artist high compensation (from ads, clicks, and buys) as well as exposure, giving it a positive incentive for new users to migrate to the site.

It would also be beneficial to do as Pornhub has done for breast cancer research in the past and fundraise based on video views. Views of this promoted type of pornography could then raise thousands of dollars for an organization such as the Happy Hippy Foundation or the Born This Way Foundation, which fights to end LGBTQ+ inequality and other injustices.

In addition, this should be part of an ongoing precedent to support artists. Utilizing social media tools and platforms to promote artists, as well as the frequently visited front page, would create a heavy incentive for those artists to migrate to the

improved social media platform. The age-appropriate content blocking and pro-feminist stance will also attract new audiences, probably younger audiences and women, who will likely take time to visit the sexual education resources that the site offers as well.

Buzz from the PSA, plus the imperative sign-up for artists and their following to participate, will encourage growth of a community around body positivity, romantic and healthy porn, sexual education, and pornography acceptance. This will also create an audience for future promotions since users will be staying on the site for longer periods of time and engaging with users more often.

Obj. 1: Increase the number of users by 10% by the beginning of the next fiscal year (July 2020) by capitalizing on the Tumblr community's loss of explicit content curation

Strategies:

1. Advertise current and upcoming services on social media platforms and media outlets to attract those "lost" audiences
2. Make the process of getting to creative tools easier
3. Bring awareness to negative porn culture and how it affects the population

Tactics:

1. Create and update social media tools for ease-of-use and user retention.
2. Create a PSA-style video that serves as a call-to-action for artists that outlines how positive adult content will eventually replace negative adult content, working to improve the outlook of women and the lives of the general population
3. Cultivate media-based press releases and partnerships to spread the word about creative tools and media deliverables
4. Create censorship blocks that create an obstacle for underage users to view explicit content, probably in the typical "click here to uncover" and "checking here certifies that you are 18..." style
5. Develop focus groups to understand what key demographics appreciate creatively, romantically, and pornographically

6. Create “Come Together” merchandise to be sold on Pornhub

Obj. 2: Increase the amount of user-contributed content by 40% by August 2020 while aligning with the positive-pornography culture

Strategies:

1. Create a call-to-action for artists of all types to bring love and positivity to the porn industry
2. Enable age-appropriate avenues for content viewing and creation so that younger users may engage and create as well
3. Highlight the dangers of violent pornography while promoting positive, romantic pornography

Tactics:

1. Create a porn-positive PSA highlighting the intimacy of romance porn and demonizing violent pornographic imagery, asking artists to contribute to positive porn for the chance to be featured on Pornhub’s front page
2. Publicize monetization for artists through organic, self-driven advertising, like social media posts and press releases
3. Occasionally highlight (censored) artists’ work on social media with a short profile of the artist and why they illustrate, film, and/or create pornographic art.
4. Adapt stringent censorship blocks from AgeIQ that create an obstacle for underage users to view explicit content
5. Enlist freelancers and influencers to create buzz on the site, which would include actions such as commenting on videos and befriending users to strike up real conversation
6. Fundraise for a charitable organization that fights for a feminist, anti-violence cause

Obj. 3: Integrate three new tools within six months for ease-of-use to retain users of both creative and pornographic mind while promoting positive pornography culture

Strategies:

1. Understand what tools and social sites users currently value
2. Find what media experiences mesh with Pornhub's mission and current image
3. Define what positive pornography and the general culture of the desired demographic "looks" like in the United States

Tactics:

1. Conduct interviews with different types of users, high-ranked/frequent contributors, etc.
2. Create censorship blocks that create an obstacle for underage users to view explicit content, probably in the typical "click here to uncover" and "checking here certifies that you are 18..." style
3. Develop focus groups to understand what key demographics appreciate creatively, romantically, and pornographically
4. Focus efforts on A/B Testing and beta-users for the new tools until launch.
5. Conduct user-driven surveys after launch to monitor user satisfaction and the need for improvement

Obj. 4: Promote Pornhub's image as a pro-romance entity, denouncing violent pornography and the societal fallout from it using media tools with social media sentiments portraying this as sincere by August 2020

Strategies:

1. Define what a positive pornography and the general culture "looks" like for modern and upcoming users in the United States
2. Highlight the dangers of violent pornography while promoting positive, romantic pornography

3. Create a call-to-action for artists of all types to bring love and positivity to the porn industry

Tactics

1. Create a porn-positive PSA highlighting the intimacy of romance porn and demonizing violent pornographic imagery, asking artists to contribute to positive porn for the chance to be featured on Pornhub's front page
2. Develop focus groups to understand what key demographics appreciate creatively, romantically, and pornographically
3. Enlist freelancers and influencers to create buzz on the site, which would include actions such as commenting on videos and befriending users to strike up real conversation
4. Adapt stringent censorship blocks from AgeIQ that create an obstacle for underage users to view explicit content
5. Publicize monetization for artists through organic, self-driven advertising, like social media posts and press releases
6. Create and update social media tools for ease-of-use and user retention.
7. Conduct user-driven surveys after launch to monitor user satisfaction and the need for improvement
8. Create "Come Together" merchandise to be sold on Pornhub
9. Fundraise for a charitable organization that fights for a feminist, anti-violence cause.

Key Performance Indicators (KPIs)

Pornhub can utilize KPIs that are already being tracked for their annual insights report to monitor progress, meaning there will be no extra cost or demand necessary for this tracking. Some of the tools will also be readily available for this research for that reason, and others can be easily developed by software teams from Mindgeek. The following KPIs will be effective in understanding how well objectives were reached and which tactics were effective.

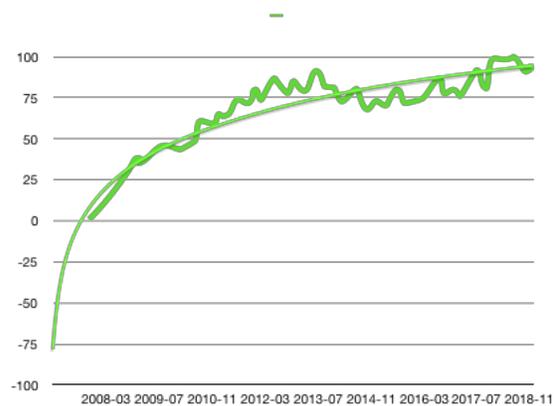


Figure 3, Google Trends data from Pornhub's founding to now with logarithmic trending line

Social Networking Tools

- It will be important to monitor the number of users coming to the site as well as the times that these people join the site to understand which forms of media messaging are working to attract users to the site. Revisiting their demographics will help researchers understand if they successfully captured some of the “lost” Tumblr youth market.
- Monitoring the change in the amount of time spent on the site will indicate that users are engaging with content beyond the normal pornographic content.
- Keeping track of the number of messages and friend requests sent between users and the difference between 2019-2020 will show whether or not the campaign was effective in promoting its networking tools.
- A sentiment analysis of the number of and type of comments left, including what the most commented words of the year are, would be helpful to track a cultural shift on the Pornhub website.

Content

- Keeping track of how much content was added, as well as what types, is imperative to see if the campaign was successful. Analyzing the type of content will assist as well, as the intent is to move away from violent and degrading pornography and towards some that is more romantic and artistic.

Image/Promotion of Positive Porn Culture

- Online sentiment analysis will prove whether or not Pornhub's image has shifted to be more closely aligned with positive body image and romantic pornography and how much attitudes have shifted within stakeholder groups about Pornhub and its content.
- Using Meltwater, Keyhole, Google Trends, or a combination of these, would be adequate for this task.

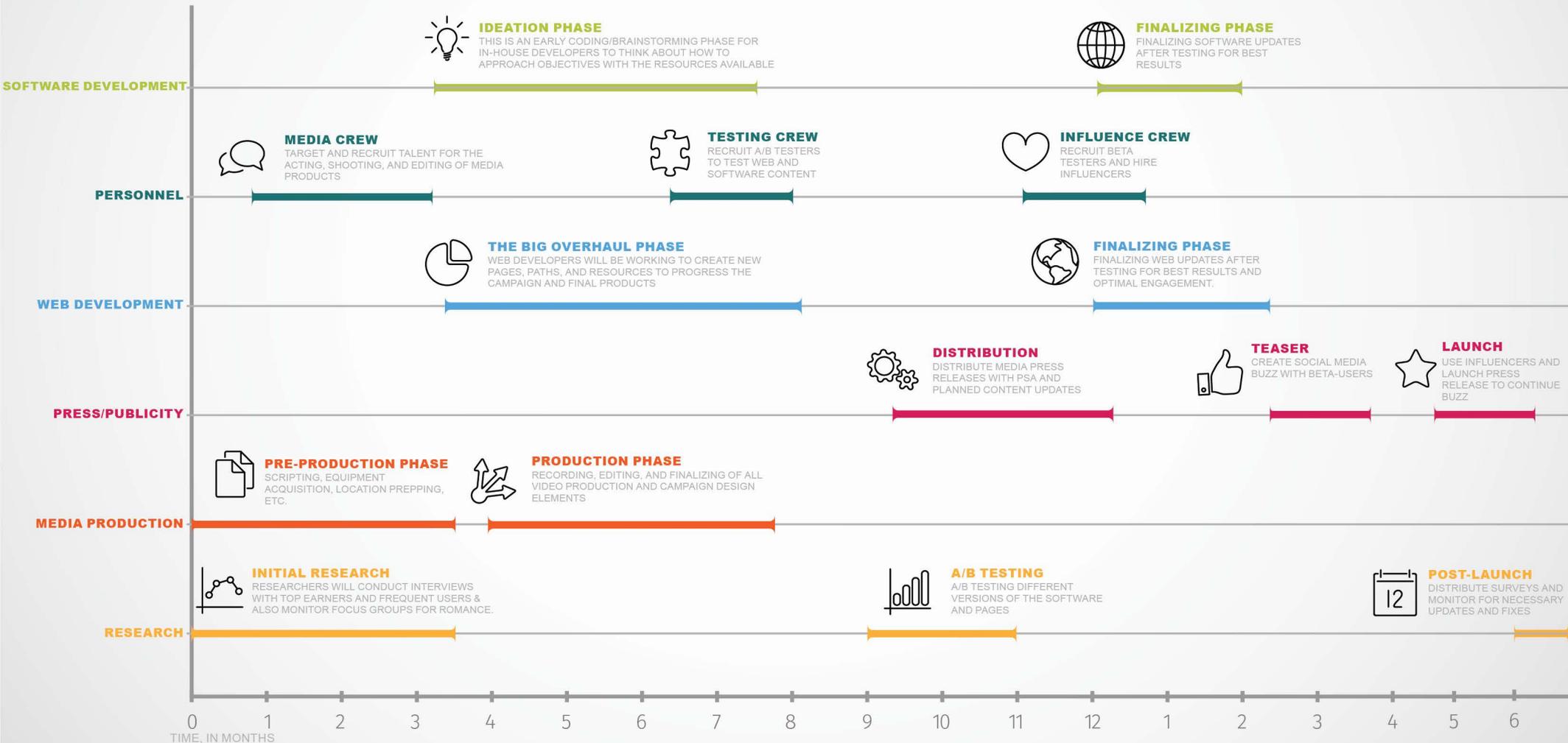
Software

- Researchers will collect post-launch surveys from random users to see the effectiveness and ease-of-use of new tools developed during the campaign.

COME TOGETHER CAMPAIGN TIMELINE

HOW THIS WILL WORK

SIX TEAMS WILL BE WORKING IN TANDEM WITH EACH OTHER, WITH SOME PIECES DEPENDING ON OTHERS TO CONTINUE. THAT IS WHY IT IS IMPERATIVE TO MEET DEADLINES. DEVELOPMENT TEAMS WILL FOCUS ON TECH AND CODING; THE PERSONNEL TEAM WILL HANDLE "PEOPLE", INCLUDING HIRING AND NEGOTIATING CONTRACTS; THE PRESS TEAM WILL HANDLE SOCIAL MEDIA BUZZ, DISTRIBUTION, AND PUBLICITY; THE MEDIA PRODUCTION TEAM WILL COMPLETE THE PSA; AND THE RESEARCH TEAM WILL BE RESPONSIBLE FOR FINDING INSIGHTS AND RELAYING THEM TO OTHER TEAMS. THE MAJORITY OF THOSE INVOLVED WILL BE IN-HOUSE TALENT.



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