

Audience-specific ideas that creators can film

Newsbreak personality campaign: January 9-April 4, 2026.

Generic popular videos are not enough for a community-focused product. Creators need hooks, scripts and references suited to the audience they are trying to reach.

110
video submissions
January 9-April 4, 2026

10
participating creators
Same campaign

161
recorded review actions
Same campaign

From client feedback to creative direction

The client requested niche-specific hooks, authentic storytelling and clear reasons for creator selection. Vizzy translated that feedback into creator-ready gameplans with hooks, timed script sections, calls to action and source-video links.

A guided creative workflow

Amy AI Agent within the Vizzy platform connects creative research and briefing to creator execution and feedback. One Scoopz plan allocated 70% of weekly content to the gameplan and 30% to creators' own ideas, combining a consistent direction with flexibility in delivery.

Recorded campaign activity

The Newsbreak personality campaign recorded 110 video submissions from 10 creators and 161 review actions between January 9 and April 4, 2026. Monthly submission counts were 16 in January, 42 in February, 46 in March and six in April.

Sources and method

[Campaign source sheet](#)

[Scoopz creator gameplan](#)

[Creative feedback meeting](#)

Vizzy's legacy Newsbreak personality campaign export, checked September 29, 2026. Submissions count campaign records; review actions count recorded review events. They are different units. January and April are partial campaign months. This report keeps the later June campaign separate.