

# tmi with tmz



BREAKDOWN / OVERVIEW

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TMI WITH TMZ IS A GEN-Z POP CULTURE-CENTRIC SOCIAL MEDIA ACCOUNT FOCUSED ON CELEBRITY UPDATES, MUSIC MOMENTS, AND CHRONICALLY ONLINE CULTURE — FROM INTERNET DRAMA AND TOUR ANNOUNCEMENTS TO THE RISE OF GEN-Z ARTISTS. BUILT FOR PLATFORM-NATIVE DISTRIBUTION ACROSS PHOTOS AND SHORT-FORM VIDEO, THE PAGE GIVES TMZ A DEDICATED ENTRY POINT INTO YOUNGER AUDIENCES WHILE COMPLEMENTING THE MAIN BRAND.



# About





# why tmi exists

## THE CURRENT GAP

### CURRENT LANDSCAPE

- SOCIAL ALGORITHMS DISTRIBUTE CONTENT BASED ON EXISTING AUDIENCE BEHAVIOR
- MAIN TMZ ACCOUNT PRIMARILY REACHES ESTABLISHED ENTERTAINMENT NEWS AUDIENCES
- GEN-Z POP CULTURE CONVERSATIONS OFTEN BEGIN IN NICHE ONLINE COMMUNITIES

### THE CHALLENGE

- EMERGING POP CULTURE TRENDS DON'T ALWAYS REACH YOUNGER AUDIENCES THROUGH THE MAIN ACCOUNT
- ESTABLISHED AUDIENCE SIGNALS LIMIT ALGORITHMIC REACH INTO NEW DEMOGRAPHICS
- NICHE OF EARLY-STAGE TRENDS ARE HARDER TO TEST WITHIN AN ESTABLISHED ACCOUNT ENVIRONMENT

### THE OPPORTUNITY

- A DEDICATED POP CULTURE ACCOUNT ALLOWS ALGORITHM TRAINING AROUND GEN-Z INTERESTS FROM LAUNCH
- NEW PAGE ALLOWS CENTERING AND EXPERIMENTATION AND GEN-Z POP CULTURE COVERAGE WITHOUT CHANGING WHAT THE MAIN TMZ AUDIENCE EXPECTS

TMI WITH TMZ



# why tmi exists

AS THE SOLUTION

A STANDALONE POP CULTURE ACCOUNT FOCUSED ON GEN-Z CONVERSATIONS AND INTERNET-DRIVER STORIES

BUILT TO ENGAGE YOUNGER AUDIENCES THROUGH PLATFORM-NATIVE CONTENT

HIGH-PERFORMING STORIES THAT TOUCH BOTH AUDIENCES CAN SCALE TO THE MAIN TMZ ACCOUNT THROUGH COLLABORATION POSTS



# social platforms

TMI WITH TMZ

## THREADS + X (TWITTER)

- USED TO PROMOTE TMI STORIES COVERED UNIVERSALLY ON EVERY PLATFORM, RESHARE CONTENT CREATED FROM IG/TIKTOK, AND INTERACT WITH THE TMI FOLLOWING DIRECTLY IN A PERSONABLE WAY
- USED TO PROVIDE QUICK DIGESTIBLE GEN-Z UPDATES
  - EX. "11 YEARS AGO TODAY BEYONCE RELEASED X ALBUM."
  - EX. "IJUSTINE JUST SLAMMED JAKE PAUL FOR PRO-ICE VIEWS IN NEW POST!"
  - EX. "ARIANA GRANDE JUST DROPPED THE TRACKLIST FOR HER NEW ALBUM!"

## INSTAGRAM + TIKTOK

- USED FOR COVERAGE OF STORIES, INCLUDING VERTICAL VIDEO, STATIC POSTS, STORY POSTS, AND COLLABORATION POSTS.



CONCEPT CONTENT



**'GET EM BANNED' FITNESS INSTRUCTOR CASHES IN ON VIRAL FAME**



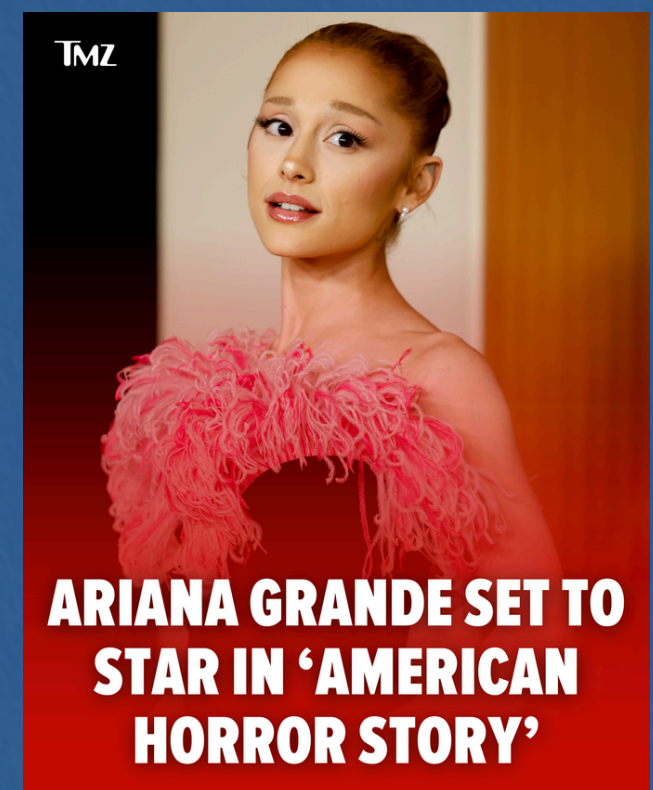
**CHARLI XCX ACCUSES FORTNITE OF USING LEAKED 'XCX WORLD' ALBUM**



**IJUSTINE SLAMS JAKE PAUL FOLLOWING HIS PRO-ICE POST**



**NINA DOBREV REVEALS MALE CO-STARS EARNED MORE ON 'THE VAMPIRE DIARIES'**



**ARIANA GRANDE SET TO STAR IN 'AMERICAN HORROR STORY'**



**tmz\_tv** now  
it's olandria's world, and we're just living in it 🍷



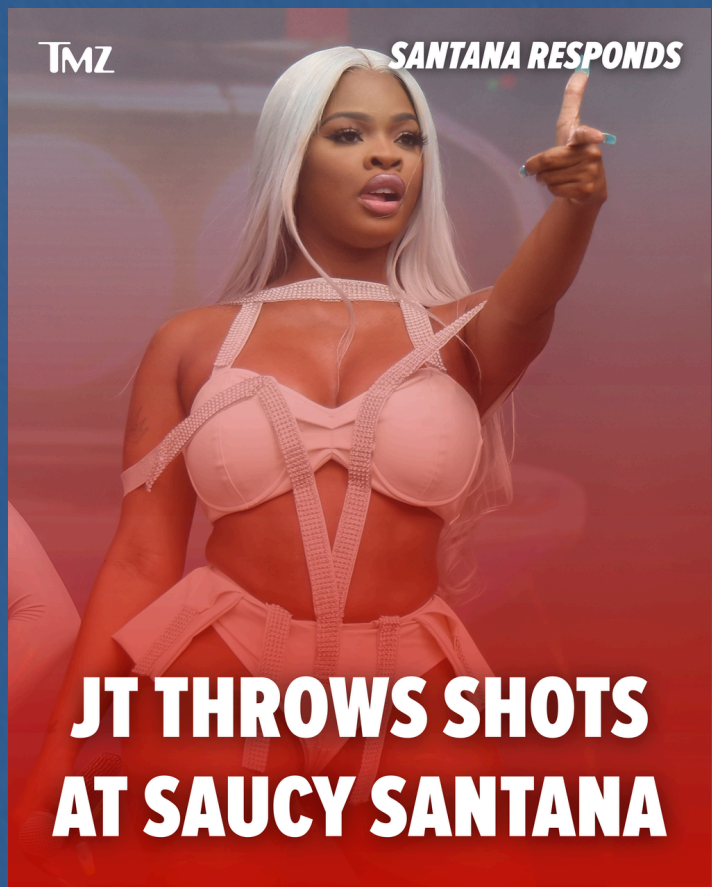
**tmz\_tv**  
sabrina blessing the timeline is the best and only way to kick off the new year 🍷



**ZARA LARSSON SHUTS DOWN RUMORS OF BEEF WITH TATE MCRAE**



**VIRAL 'CHRISTIAN GIRL AUTUMN' INFLUENCER SPEAKS ABOUT HER SUDDEN FAME**



**SANTANA RESPONDS**

**JT THROWS SHOTS AT SAUCY SANTANA**

# video content concept

- LORE BEHIND 'GET EM BANNED' VIRAL MOMENT FROM FITNESS INFLUENCER
  - X (TWITTER) USER'S HAVE BEEN USING KENDALL TOOLE, A PELOTON INFLUENCER, AS A REACTION VIDEO
  - DERIVED FROM WHEN SHE WAS TEACHING A CYCLING CLASS
  - PEOPLE ONLINE BELIEVE SHE WAS SAYING VIRAL 'GET EM BANNED' LINE BECAUSE SOMEONE JOINED WITH A "PEDAL-FILE" DISPLAY NAME
    - DEBUNKED: TOOLE POSTED ON X THAT SOMEONE JOINED WITH A DISPLAY NAME CONTAINING A RACIAL SLUR
  - TOOLE DIDNT KNOW THE MOMENT FROM HER CLASS WAS CLIPPED AND WAS SURPRISED WHEN GETTING ONLINE AND SEEING ALL OF THE REACTIONS FROM "THE GAYS" AND SAID SHE'S AN ALLY
    - 'IF ANY OF [THE GAYS] ARE BEING TRIED ONLINE, SEND THEM TO ME. I LOVE Y'ALL FOR HEARING MY MESSAGE AND GIVING ME LOVE.'
  - TOOLE'S VIDEO IS CIRCULATING ALL OVER X, WITH MAJOR POSTS RACKING UP 4 MILLION VIEWS
  - SHE'S RIDING ON THE VIRAL MOMENT BY LAUNCHING HER OWN ONLINE CYCLING PROGRAM "GETEMBANNED.COM."
    - (REACH OUT TO TOOLE ASKING WHY SHE STEPPED AWAY FROM PELOTON AND IF HER VIRALITY PLAYED A PART IN IT)
- "IJUSTINE JUST DRAGGED JAKE PAUL FOR HIS PRO-ICE VIEWS ON THREADS AND SHE DID NOT HOLD BACK."
  - WHAT SHE SAID
  - WHAT JAKE SAID
  - WHY SHE SAID IT
  - HAS HE RESPONDED?
  - WHAT IS THE INTERNET SAYING?
- QUESTION: IJUSTINE IS A WELL-KNOWN YOUTUBER FROM THE GOLDEN AGE OF YOUTUBE... DID YOU THINK IJUSTINE WOULD BE THE ONE TO SPEAK AGAINST JAKE PAUL IN 2026?
- HUDSON WILLIAMS: FROM SPAGHETTI FACTORY TO HOLLYWOOD
  - FANS ONLINE DUG UP A VIDEO OF WILLIAMS WORKING AT SPAGHETTI FACTORY JUST MONTHS BEFORE FILMING FOR 'HEATED RIVALRY'
  - DUG UP REVIEWS ABOUT WILLIAMS UNDER THE RESTAURANTS YELP
- CONTEXT
  - HOW LONG HE WAS ACTING BEFORE HR
    - FIRST ACTING GIG
  - WHAT PROPELLED HIM INTO STARDOM
    - BEING AN UNKNOWN ACTOR HELPED
    - PEOPLE WANT A FRESH FACE SO HE WAS WELCOMES INSTANTLY
    - NEW FACE ON THE SCREENS HELPS AUDIENCES IMMERSE INTO THE STORY OCCASIONALLY
- QUESTION: DO YOU THINK HOLLYWOOD COULD BENEFIT FROM HIRING MORE UNKNOWN ACTORS? HAS THE ART OF 'DISCOVERING TALENT' BEEN LOST IN THE CURRENT AGE?