

WINNIN REPORT

BBB and the content factory

An online content analysis through the ecosystem
of Brazil's biggest reality show



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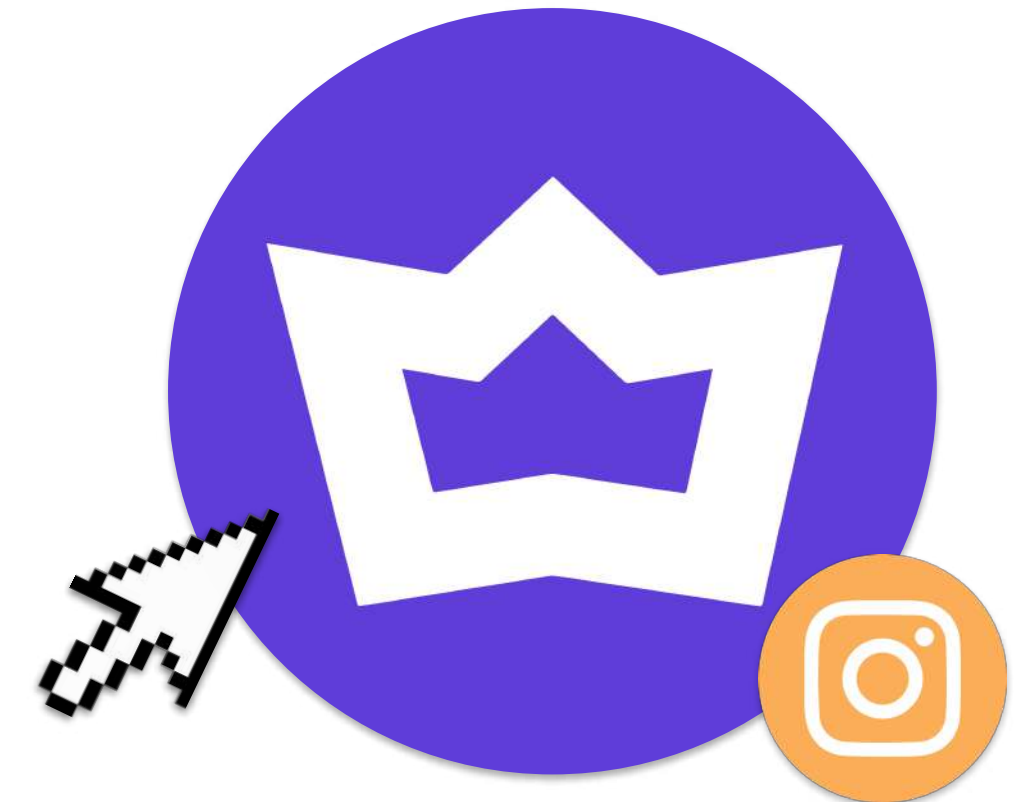
The cultural insights in this report are based on data from Winnin Insights, our proprietary video intelligence software.

Great insights are waiting for you!

Enjoy!

PS: All videos in this report are clickable.

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01

Introduction

02

Content & Formats

03

Creators

INDEX

04

Platforms

05

Brand Conclusion

01. Introduction

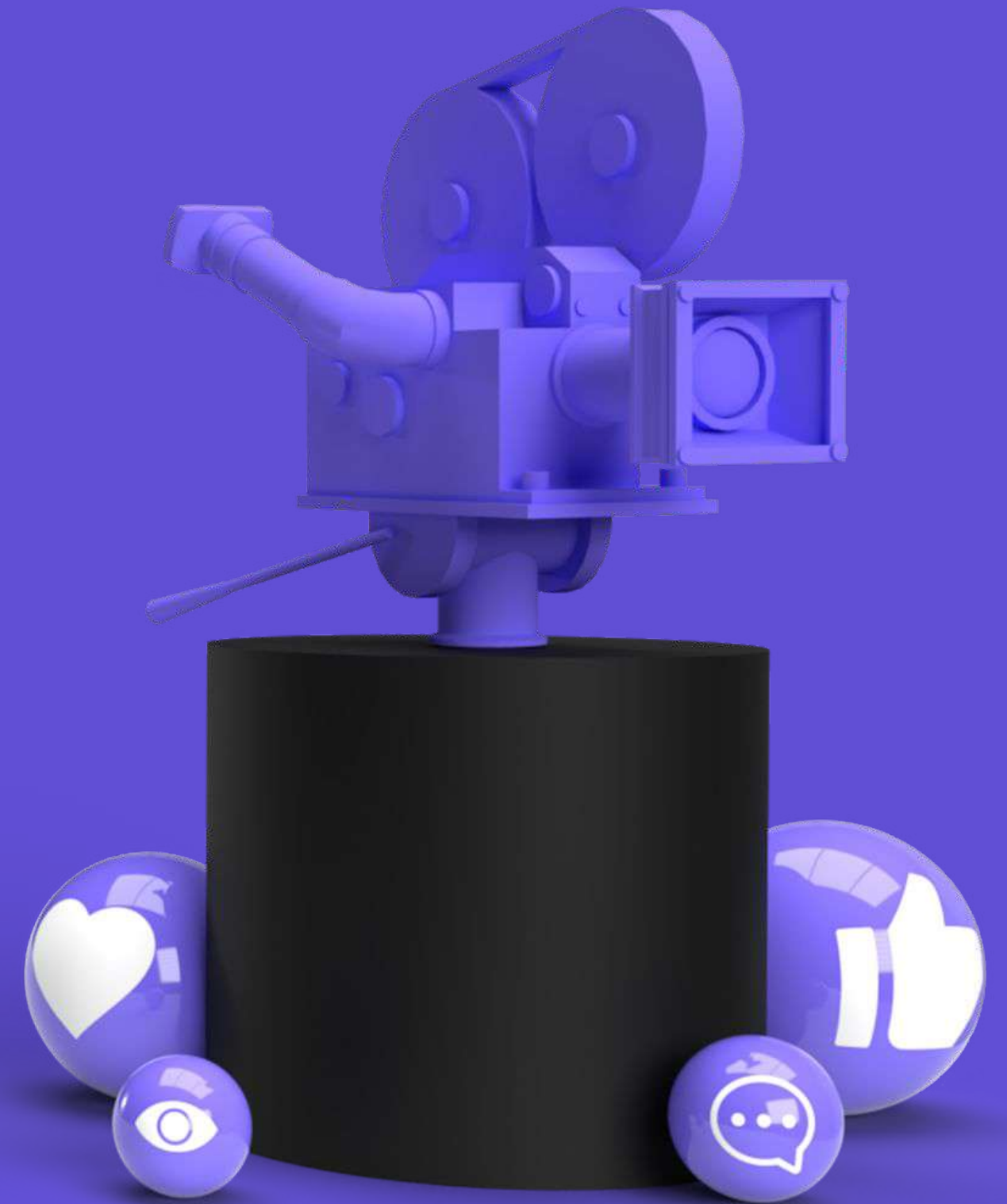
Why this report is so important?

After some less engaged seasons, Big Brother Brasil 2020 made his comeback as one of the most trending subjects of the country.

This regain of popularity was mainly due its format changes which brought the show closer to the online universe.

In this report, we'll understand how this entertainment bomb is connected to online culture and the ways it's becoming super engaged content in all platforms.

Through Winnin Insights data, we'll understand which formats, creators, brands and platforms rule this conversation.



1. Introduction

For those who taught BBB was shallow... the tables have turned!

Big Brother Brasil can give spotlight to all kinds of subject.

The show impacts can embrace any online cultural topic: be it from serious debates such as cancel culture, as we watched on Karol Conka and Lucas Penteado case, to even impacting the most played songs in the country, as it happened with Juliette, that after singing a song released 13 years ago on the show, made it become Top 1 on Spotify.

The magnitude these topics gain after appearing on the show are huge and being connected to them is essential to build a relevant strategy in Brazil.



O que é animosidade? Palavra usada por Karol Conká na eliminação do 'BBB21' desperta interesse de internautas

No site de pesquisas Google, a procura pelo significado da palavra sofreu um aumento considerável quando comparado aos dias anteriores. Em ...

1 day ago



Entenda o que é violência psicológica após atitudes de 'brothers' no BBB21

Assunto veio à tona depois do comportamento da cantora Karol Conká com o ator Lucas Penteado dentro do reality, que estreou dia 25 de ...

3 weeks ago



BBB21 arrecadou mais de R\$ 600 milhões antes mesmo da estreia

O BBB21 começou com dez patrocinadores, dois a mais do que no ... Ambas incluem as marcas em toda a extensão do BBB nos canais da ...

1 week ago



BBB 21: Juliette canta Chico César e “Deus Me Proteja” viraliza nas plataformas de streaming

BBB 21: Juliette canta Chico César e “Deus Me Proteja” viraliza nas plataformas de streaming. Foto: Divulgação.

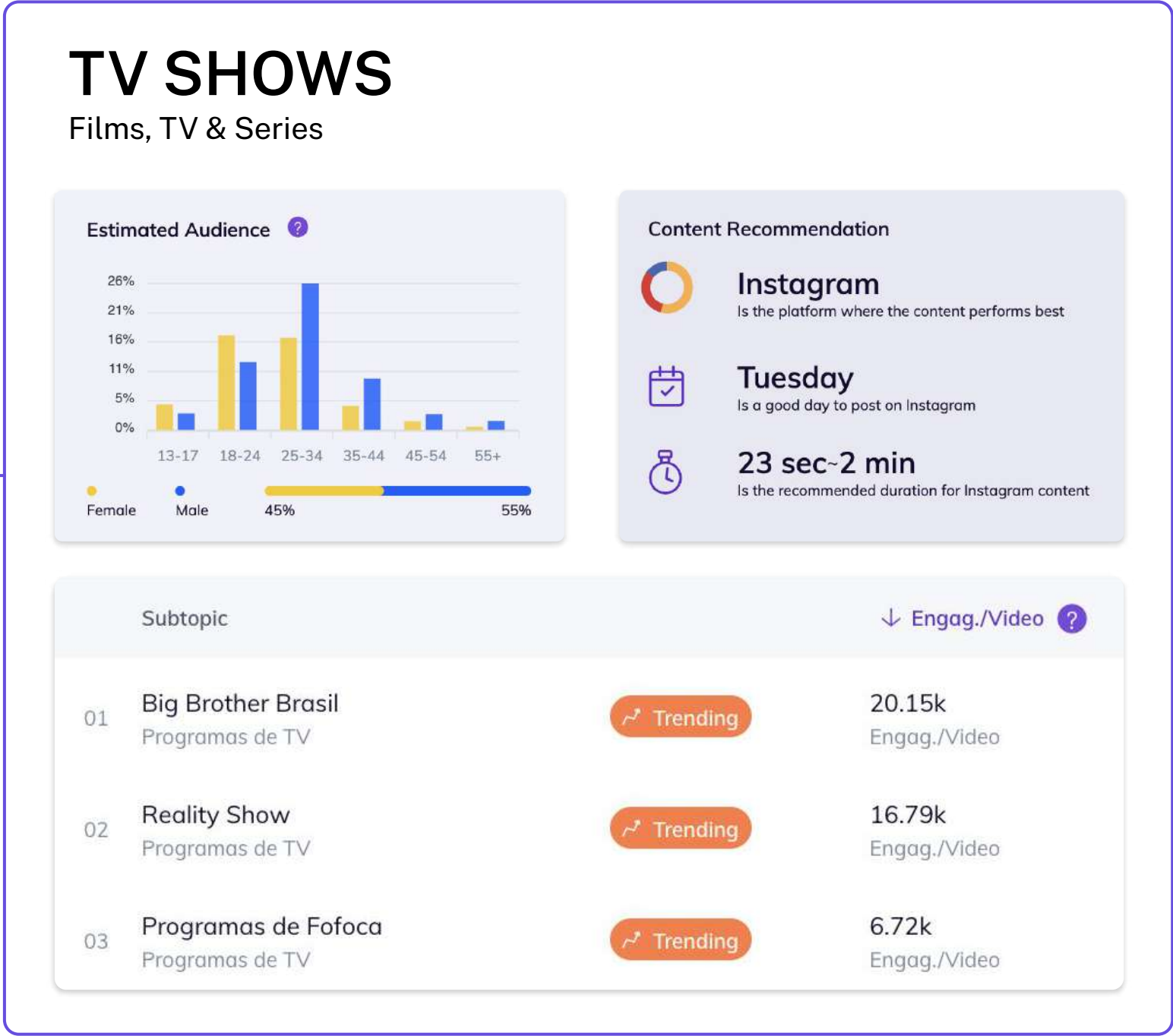
6 dias atrás

1. Introduction

According to Winnin Insights, TV shows is the 5th most relevant topic in Brazil today.

Topic	Viewership*
1 Família	10.0
2 Carnaval	9.8
3 Dança	9.7
4 Futebol	9.7
5 Programas de TV	9.6
6 Jogos de Tiro	9.3
7 Doenças e Exames	9.2
8 Cabelo & Barba	9.2
9 Gestação	9.0
10 Pegadinha	8.9

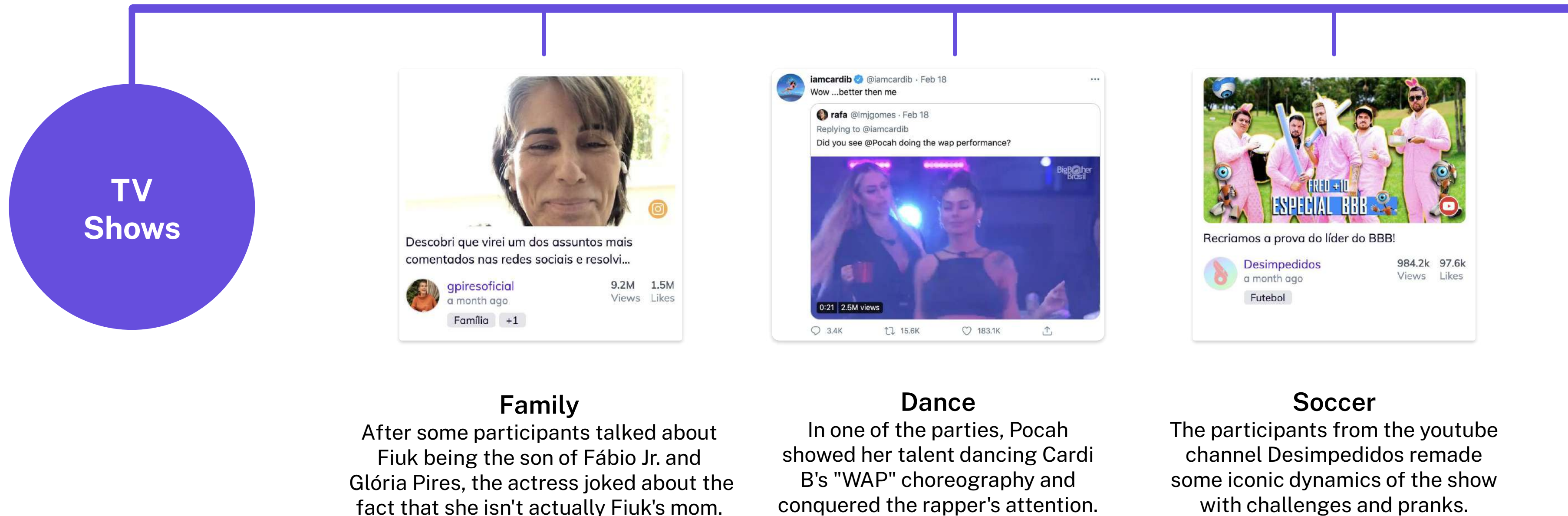
**Winnin Insights's proprietary metric that indicates the size of topics, ranging from 1 to 10 by the audience who consume this content in the last 12 months*



Winnin Insights: dados Brasil do Facebook, YouTube e Instagram no último ano.

1. Introduction

However, BBB content appears in almost all other relevant topics.



Winnin Insights: Last Year Data from Facebook, YouTube & Instagram on Brazil

1. Introduction

There are many examples...



Shooter Games

The creators from Loud made a prank with one of its members saying that she had been invited for the "Glass House" from BBB.



Hair & Facial Hair

Creators are doing make up challenges to transform themselves on iconic personalities from BBB, such as Rafa Kalimann and Manu Gavassi.



Pranks

After having its name quoted as a possible participant of BBB 21, Camila Loures made a prank saying she would really go to the show.

Winnin Insights: Last Year Data from Facebook, YouTube & Instagram on Brazil

02. Contents & Formats

Entertainment goes far beyond an episode or pay per view.



02. Contents & Formats

Nostalgia + Expectativas

Who is the next Prior?

Who is the new Manu Gavassi?

After an epic season in 2020, the expectations for BBB 21 were high.

Before the beginning of a new BBB, the audience starts to warm up by watching the best and worst moments of previous editions. And on the first days of the show, videos comparing and speculating about points in common between them others editions engeded a lot.



02. Contents & Formats

Versions + Choreographies

We saw Manu Gavassi boosting Dua Lipa’s hit with the choreography “tamborzinho tamborzinho” and this year Juliette helped “Deus nos Proteja” to become one of the Spotify Brazil viral songs.

Besides what the participants are singing inside the house, unpublished versions dedicated to the last events of the show are a trend.

Dennis Dj is leading this format since 2020’s edition, and is already gaining protagonist with the funk remix for “coxinha, croquete, fica juliette”.

'BBB21' faz quase todos os cantores do reality crescerem no streaming... menos a Pocah

G1.globo.com

Karol Conká foi excluída de festivais, mas ações não interferiram no desempenho no streaming. Pocah segue com números parecidos no Spotify. Podcast analisa carreiras e discografias.



02. Contents & Formats

Reaction + Real Time

Talking about reality shows... content that embraces this reality is always on the spotlight.

Videos showing people reacting to the reality's biggest events are already a must have.

The format already engages millions of people, from soccer fans penalties reactions to people watching their favorite series' last episode. And of course, with BBB it wouldn't be different.



02. Contents & Formats

Skits + Humour

We already know the power of memes and how they reflect on the show outside the TV.

Dubbing videos, skits and slangs born on the internet have arrived on BBB.

And internet language influence on the show is clear, program sections such as "C.A.T. BBB" with Rafael Portugal, where he interacts with the audience, and even a whole section dedicated to most relevant TikTok contents about the show.

@aildesoll



7M 1.1M

@diegodiego_



3.3M 666k

@ranngellucas



2M 414k

@luciosincero



4M 647k

02. Contents & Formats

Debates + Theories

Like every competition, BBB generates lots of debates, theories and speculation.

Internauts are asking themselves all the time and sharing theories on possible manipulations made on the dynamics of the game; debating about each player's strategy and sometimes even creating conspiracy theories about the participants personal lives.

During the BBB season, the internet becomes a huge round table of discussions about the reality.



03. Creators

BBB is not only made of brothers.
New characters joined the game
and are making a huge buzz



03. Creators

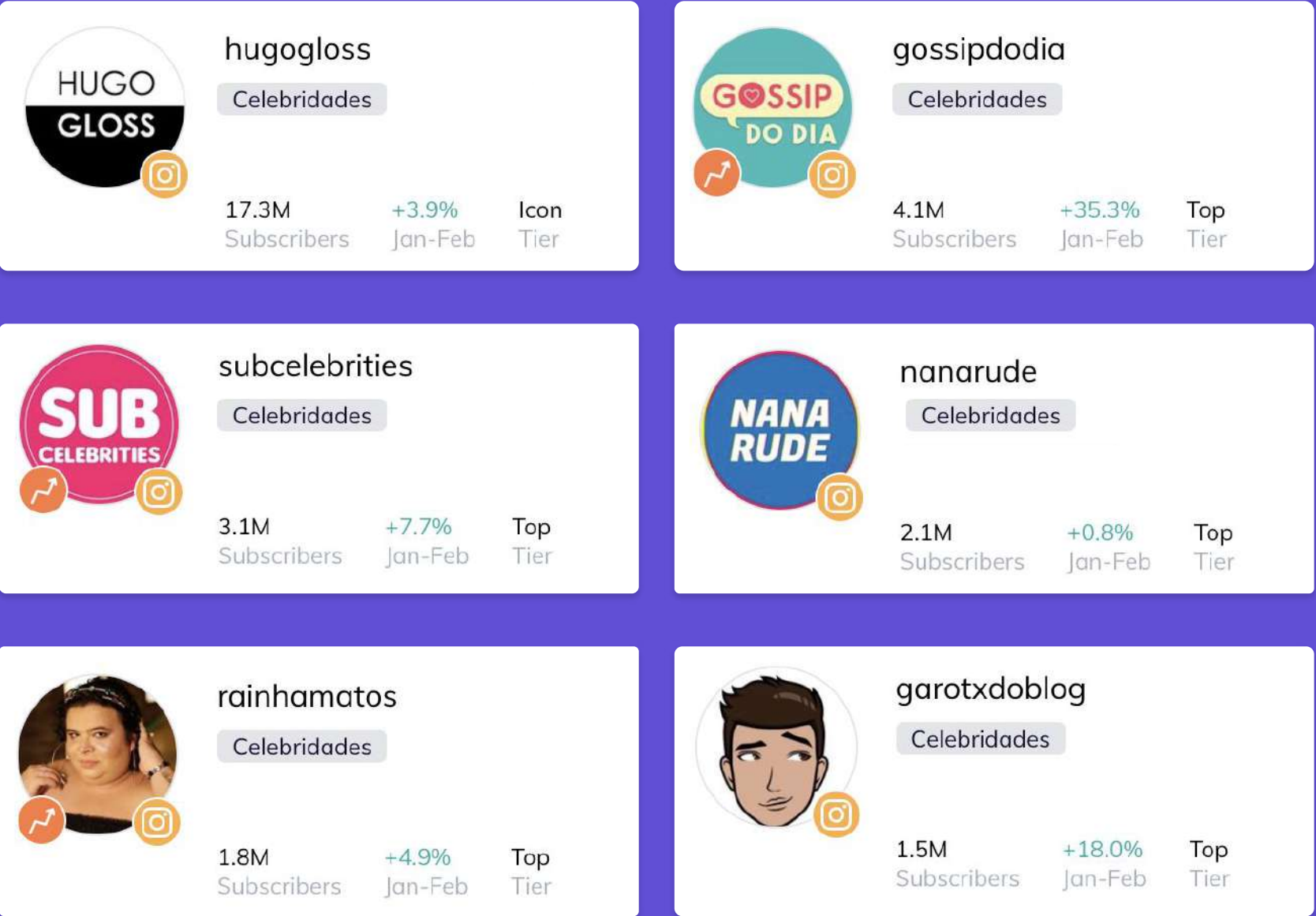
XOXO... Reality Show

Gossip Instagram accounts share a major role on commenting what goes on in the house.

When it comes to BBB, in just one night everything can change, and for those who want to be updated with those events in real time, Gossip Instagrams are essential.

They are responsible for summing up everything that happened, sharing the most important events of a party or dynamics on the show and even sharing with people the background and personal life of the show's participants.

We know that brazilians love gossip, and when it comes to the most watched house in the country, it wouldn't be different!



03. Creators

ADMs taking the spotlight

The team that takes care of the brothers' social media has personality. A lot of it!

If in the past, the staff behind BBB's participants had a goal of following its owner's steps, now this has changed. Administrators are a personality apart, and this year they are gaining a lot of protagonism outside the game.

Bill's mother made prayer cycles to push away his sons (fake) allies and she even asked for the public to eliminate her own son, for his best.

Other participants' official accounts made prayer chains and there were even administrators mocking his owns participants behaviors.



Participants who had the biggest growth percentage:

During BBB 20 first month:

-Thelminha had a growth of 129% in her followers and 331% on her views.

-Felipe Prior had a 467% growth on his followers and 294% on his views.

On the first month of BBB 21, the growth percentage of participants was far above.

	lucaskokapenteado Programas de TV	9.7M Subscribes	+1400.6%	65M Views	+3962.5%
	gilnogueiraofc Programas de TV	6.3M Subscribes	+693.5%	23.1M Views	+1080.3%
	sarah_andrade Programas de TV	8M Subscribes	+3173.6%	88.1M Views	+25493.8%
	juliette.freire Programas de TV	10.7M Subscribes	+2091.6%	187.9M Views	+7651.5%

03. Creators

Professional ~~non~~ official commentator

Celebrities are leading the conversation with their opinions on the game.

Artists from different backgrounds are using their social media to show their support and comment about BBB's events.

Marília Mendonça updated her twitter bio telling people she is an ex-singer and now BBB commentator; **Neymar**, despite living in another country, doesn't miss a day of the show and is leaving his foreign followers confused with so many posts about BBB; **Anitta** has already declare her crush on some of the participants; and **Bruno Gagliasso** is always sharing polls to understand how his audience is seeing the show.

On this conversation, there's space for everyone!



03. Creators

Who is getting attention while talking about BBB?



Casimiro
/Casimiro

101k
Inscritos

The streamer became a huge commentator and analyst of the game in the last BBB season, and he's doing the same this year. He's been streaming on Twitch during the show and sharing the highlights on Youtube.



Lucas Vivot
@lucasvivot

104k
Seguidores

Streaming lives during the episode and sharing on instagram stories resumes of the most important events through memes.



Web TV Brasileira
/WebTVBrasileira

1.8M
Inscritos

The channel promotes debates and interactions with people who really love BBB and want to be updated with everything that goes on in the house.



Guto TV
@gutotvreal

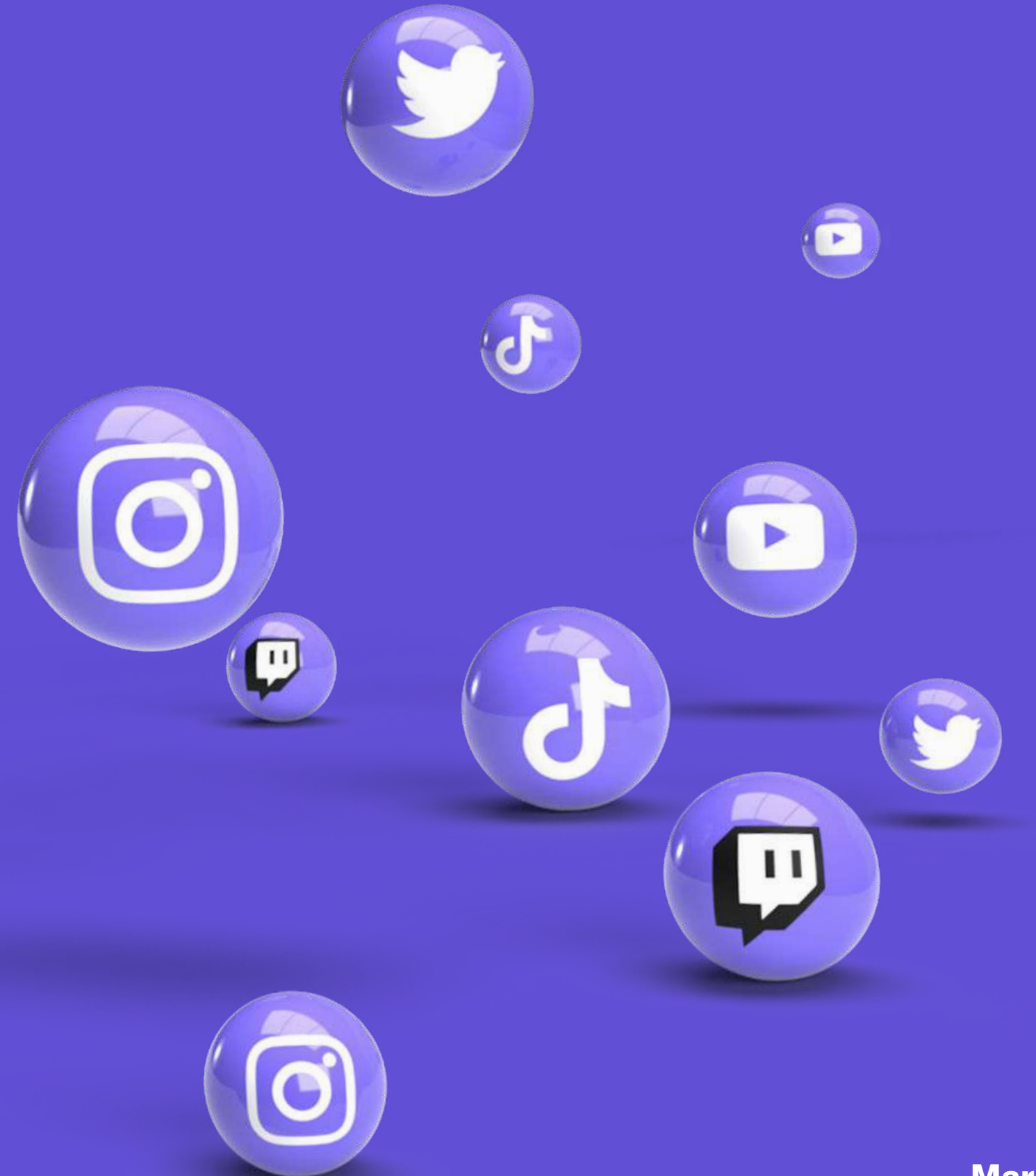
402k
Inscritos

Known for making The Sims dubbed parodies of iconic situations on the show, Guto is responsible for many viral videos on the internet.



04. Platforms

How each social media
is being used to talk about BBB?



04. Platforms

How does BBB perform on each social media?



Real time conversation and full coverage of what's going on on pay-per-view. It's the place to watch what it's not broadcasted on TV.



Highlights of the most iconic events on the show and also the most used platform by the participants official accounts.



Deeper analysis about social topics being discussed surrounding the participants behavior on the house.



Funny skits, voiceovers and parodies in which the program's events become jokes between tiktokers.



Live transmissions during the program, promoting a real debate around the show.

05. Conclusion for Brands

How can they be part of this conversation and become content creators?

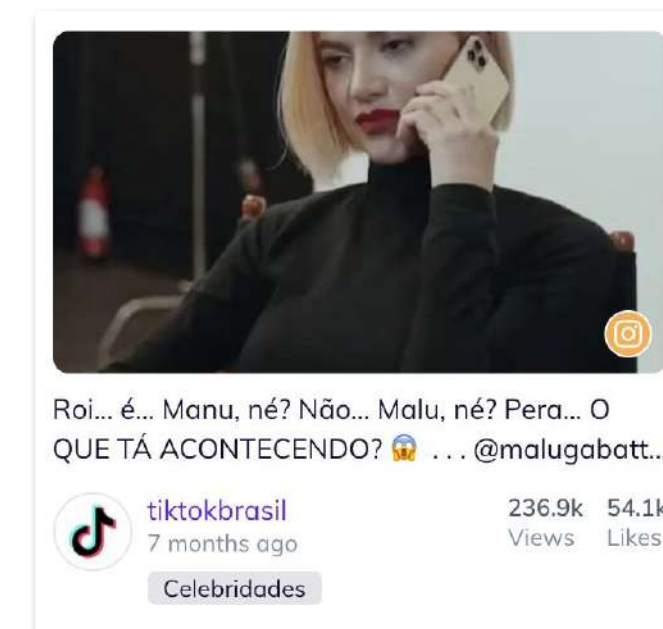


05. Conclusion for brands

What role can brands play on BBB?

Pagar milhões para fazer parte do time de patrocinadores do BBB não é uma realidade para todas as marcas.

Mas com tanto conteúdo sendo gerado, existe uma grande oportunidade para se inserirem nessa conversa. O segredo é hackear os assuntos, formatos e creators que se popularizaram com o BBB.

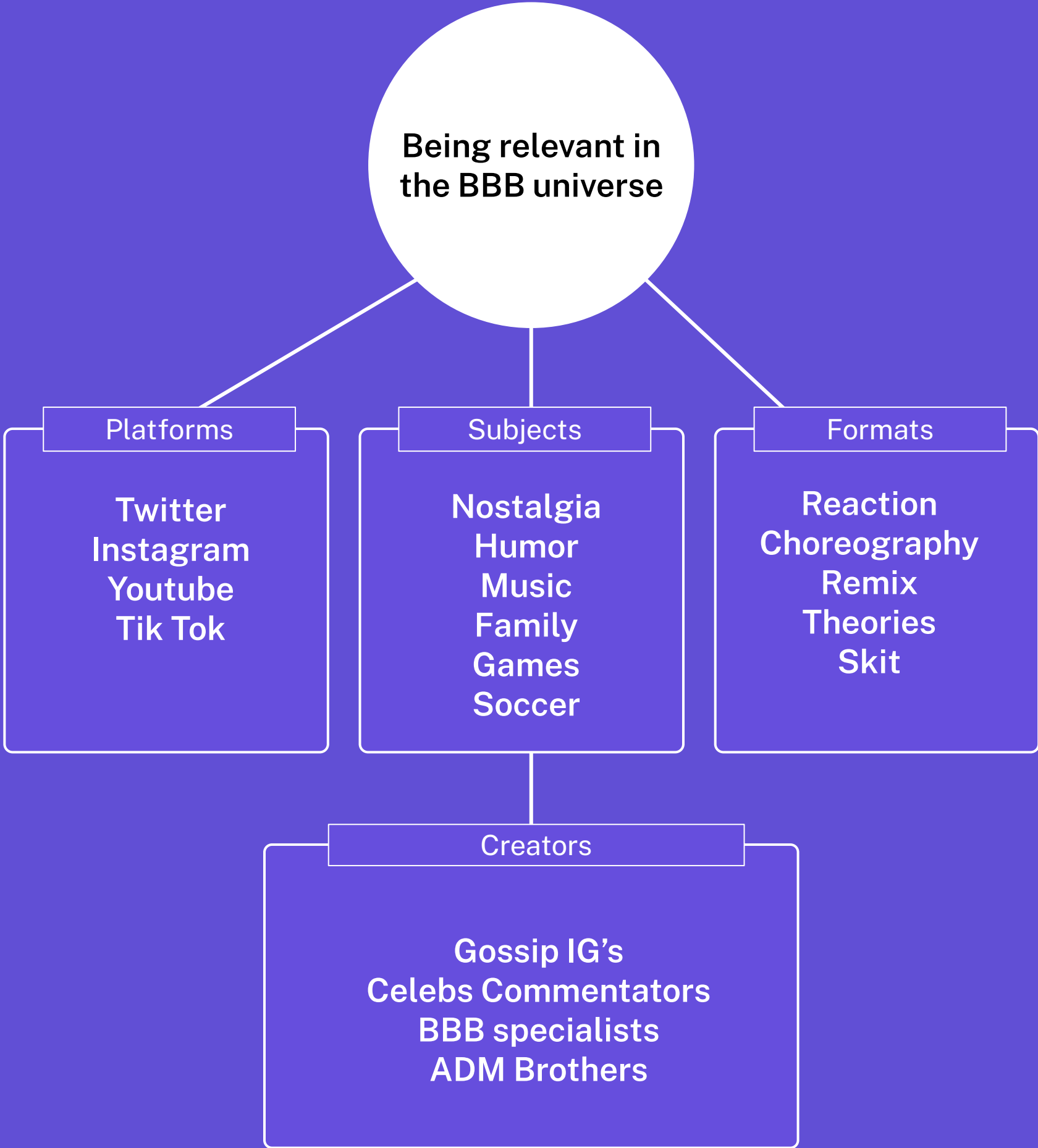


05. Conclusion for brands

After 20 years on air, Big Brother Brasil continues engaging and transforming itself. Every season, its content is watched and consumed by more screens and boosted by different topics, formats and creators.

To be part of this conversation, it's essential to produce content aligned to the most engaging formats on adequate platforms and collaborating with the most relevant creators.

Winnin Insights can show you that there are many opportunities for brands to assume the role of content creators and boost their performance while talking about the reality.





THANK YOU!

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+ ABOUT WINNIN

At Winnin we seek to empower creativity
through data science.

Global leaders like AB Inbev, Danone, Nestlé, among
others, trust Winnin to make better and more relevant
decisions.



Our technology can help you to understand:

What's relevant.

Find out what subjects your audience is really
interested in engaging with.

How to be relevant.

Understand which formats and languages work for
each audience and on each subject.

Who to be relevant with.

Find creators, influencers and brands that are
leading.

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