

Here's how I reconnected The Take with its audience


The challenge: Rebuilding trust with a global audience

The Take, a YouTube channel known for its feminist point of view, encountered backlash with the release of "The 'Death' of Feminism – Why the Movement Is in Crisis." While the video aimed to explore challenges within feminism, many viewers — particularly non-American feminists — felt it excluded key perspectives. The comment section reflected this disconnect, with responses ranging from frustration to outright dismissal.

Faced with this criticism, The Take's leadership accepted accountability and recognized an opportunity to shift the conversation. They approached me to develop a follow-up video to address gaps in the original content, foster inclusivity, and re-engage their global audience.

Comments from the video "The 'Death' of Feminism" video are below.




 @whitecaramel7642 1 year ago
American feminism is so different from Latin American feminism and the movement has never been stronger here, so at least here it isn't dying

👍 614 🗨️ Reply


 @peddyfamarz1112 1 year ago
The women-led protests in Iran right now would disagree

👍 1.3K 🗨️ Reply



 @ChrisBrooks34 1 year ago (edited)
Feminism exists outside the US outside the West. The movement is still going strong across the Middle East, across Latin America, and across Asia and Africa. They're doing things to change their lives and their countries

👍 1.9K 🗨️ Reply

 @mulesalumina7220 1 year ago
This may be seen as a "trend" in the USA but where I come from (Zambia) and where I live (South Africa) it is a human rights movement that is very much alive and well

👍 250 🗨️ Reply

The solution?

Create branded content that resonates with viewers.

To rebuild trust and spark meaningful conversation, I wrote an intersectional and engaging video essay. I wrote a script that not only met the audience where they were but invited them into a conversation that felt inclusive and thoughtful.

My approach included ...

- **Audience-driven writing:** Using insights from viewer sentiments, I identified recurring themes and concerns for a script that reflected their values.
- **Research-fueled narratives:** My essay was extensively researched and grounded in feminist theory, current cultural discourse, and history.
- **Inclusivity:** I prioritized accessibility and relatability while amplifying underrepresented voices.

@Yellowmenace18 11 months ago

Powerful video essay! Kudos to the writer & editor. This was concise, yet thorough, better than most Netflix docs. The Take has had an amazing evolution from over-analyzing every line of dialog in Friends to macro-sociopolitical think pieces. 🤩

@readilykatie8312 11 months ago (edited)

This is an incredibly inspiring and informative video that falls outside your media-focused lens, and I'm so thankful. Women standing together, especially women in the west with less ramifications, need to push for safety and dignity of women and all at-risk genders so that other countries are influenced to do the same. Thank you, the Take. Amazing.

👍 669 💬 Reply

@audreykoskei4072 11 months ago

I've loved seeing the sense of community and sisterhood amongst African feminists. Feminists from Kenya, Nigeria, Ghana, South Africa, Uganda, Zambia, Malawi, and so many others. It's so beautiful how much we have in common as the female class.

👍 263 💬 Reply

The power of listening

The new video, “Women Everywhere Are Reaching Their Breaking Point,” transformed the channel’s engagement metrics and audience sentiment:

- **Higher engagement rates:** The video achieved a 6.67% viewed-to-liked ratio, far exceeding the 4% industry benchmark for YouTube success.
- **Positive viewer feedback:** The tone of the comment section shifted dramatically, with viewers praising the inclusive approach and the nuanced discussion.

This script highlights a critical truth for content: successful branded writing starts with listening to your audience. Understand their concerns and values, and you can create content that deepens their connection to you and your brand.

Why this matters for your brand

Whether you’re navigating a branding misstep or launching a new project, strategic writing is essential to fostering trust and engagement. My experience with The Take shows how intentional storytelling can shift narratives and build relationships.



The “Death of Feminism” ratio:
3.70 %

The “War on Women” ratio:
6.67 %

