



PR News

Video Workshop

11.9.15

Hello!

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**These opinions are my own and
do not represent and/or are
not endorsed by Bayer—
unless you agree.**



Public Conference Announcement...

“Video” can take many forms— short, long, user-generated, documentary-style, looped, black & white, captioned, live, pre-recorded, panoramic, etc.

“Video” will be used in the broadest sense for this presentation.

Let's discuss

- ▷ Video strategy
- ▷ Influencers
- ▷ Tools

1.

Strategy

You gotta start somewhere

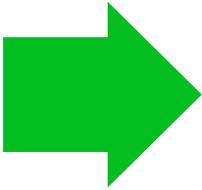


*However beautiful the strategy,
you should occasionally
look at the results.*

Winston Churchill

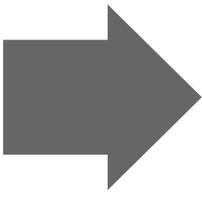


“I want to create a video
and make it go viral.”



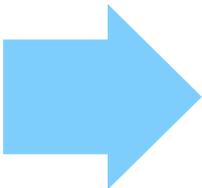
Define it.

Quantify what success looks like. What does “viral” actually mean?



Dig into data.

Figure out exactly who you want to watch the video, what are their behaviors & and where (and if) they are watching videos.



Decide.

Determine if video is the right tactic to achieve your objectives.



“Ugh. I just want to create a video!”

Warning signs you aren't ready for video

- ▷ You don't have a clear objective
- ▷ “Everyone” is your audience
- ▷ You don't know how your target communicates and engages with content
- ▷ Video is your only tactic
- ▷ You have no idea how you are going to measure success
- ▷ You think “everyone” cares about what you have to say



Where we started.

Yes, viral was brought up at least 15+ times in the making of this strategy.

“Thank You” Campaign



“Thank You” Campaign



Goal

Figure out what you are trying to achieve for the business in one sentence

- Drive awareness of the 20th anniversary of the Making Science Make Sense program

You Campaign

ence

down your audience(s) to the
priority targets

- Consumers
- Employees
- Media
- Government
- Educators

“Thank You” Campaign



Channels

Understand audience behavior

Employees

On-site events/promotion, email, Intranet , Internal communications sites, social media

Government

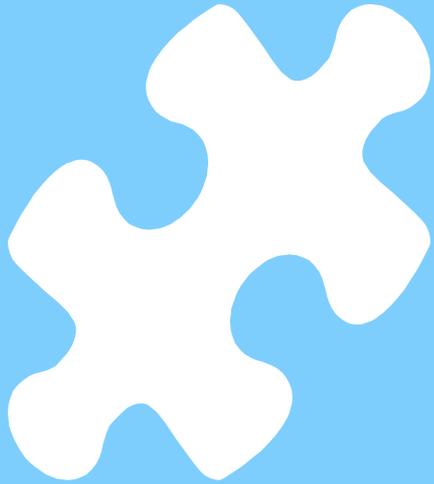
Events, government relations, media, awards

Media

Media relations, media event, social media, spokesperson

Educators

Social media, events, advertising, influencers



Why we used video.

Video was only one piece of the content puzzle.

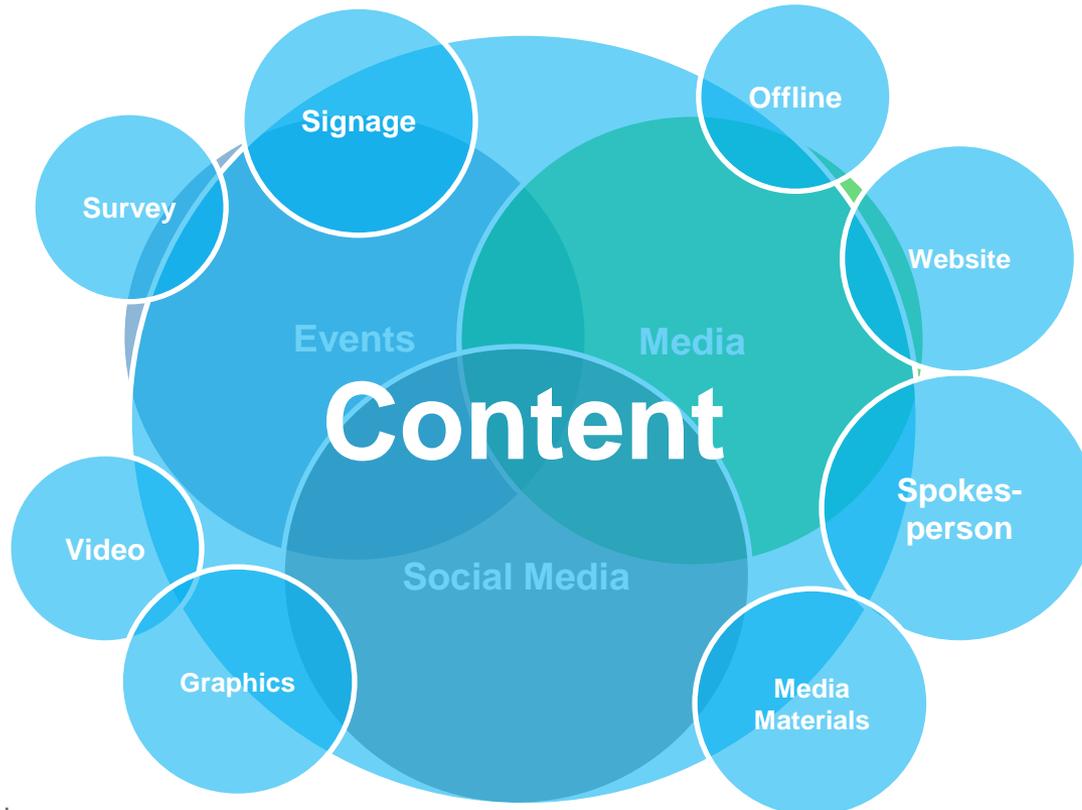
“Thank You” Campaign



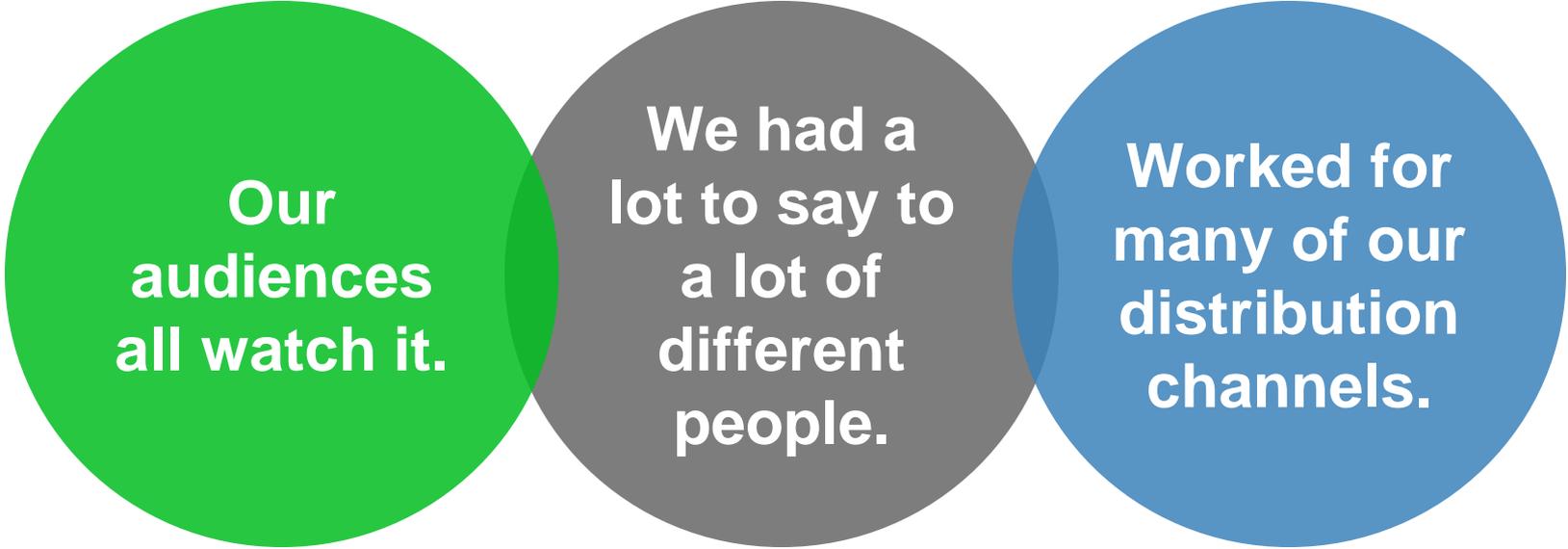
“Thank You” Campaign

Analyze

What channels did our audiences have in common?



Video was part of a larger content strategy.



Our audiences all watch it.

We had a lot to say to a lot of different people.

Worked for many of our distribution channels.

2.

Influencers

You can't do it alone



“Can I get Pizza Rat to star in the video?”

Under the influencer

Before engaging with influencers, you must:

- Define what “influence” means to your business
- Ensure the influencer reaches your target audience(s)
- Understand any potential risks/conflicts the influencer may have
- Assume there will be a fee
- Be transparent
- Follow all regulations and guidelines

How can you leverage influencers for video?



Co-Create

Tap into content production experts such as BuzzFeed, Funny or Die, or other content provider.



User Generated

Partner with influencers/content creators to create the video for you.



Distribute

Leverage the reach of influencers to drive engagement and awareness of your video.



Talent

Enlist the influencer to serve as “talent” for the video.



Who we got involved.

Yes, it involved rocket science.

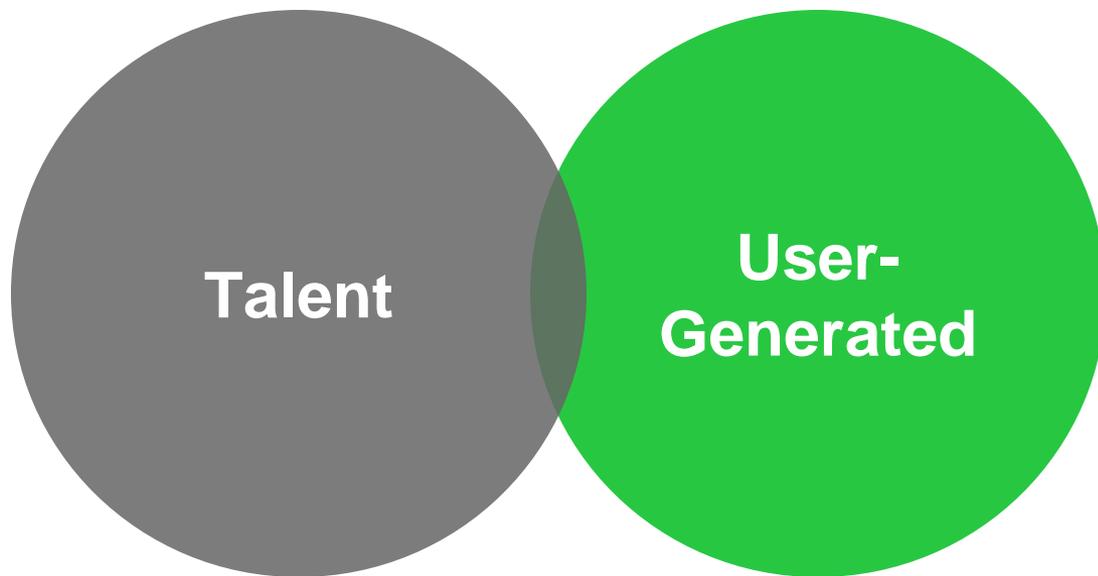


Talent

Official Spokesperson

Dr. Mae Jemison, first
African-American woman
astronaut, Chief
Ambassador for Making
Science Make Sense for 20
years



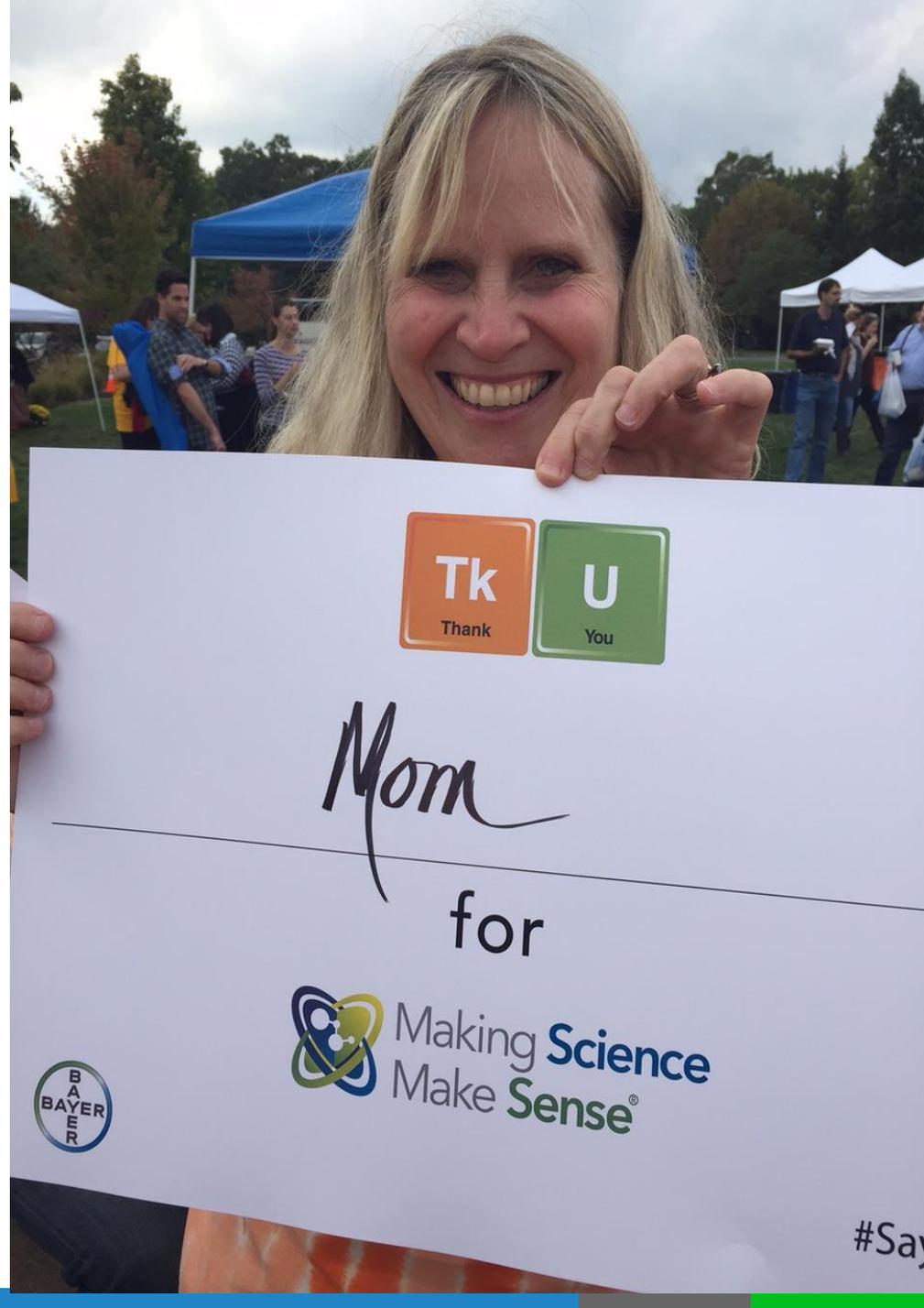


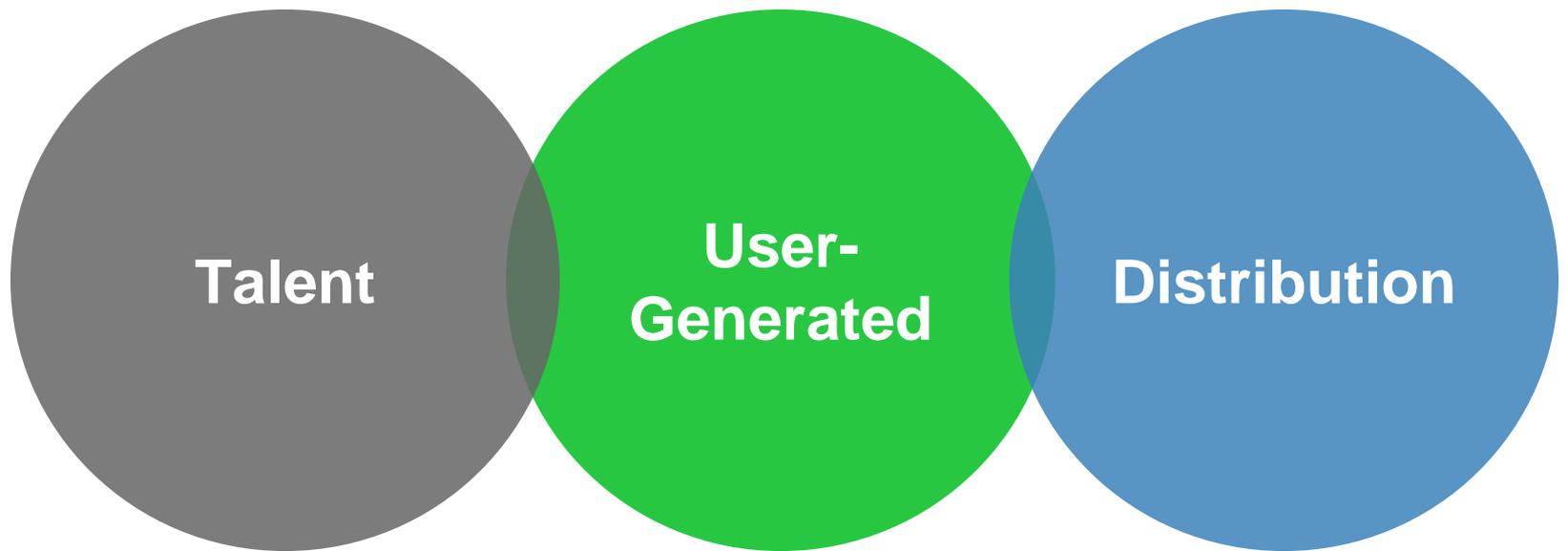
Employees

Leverage employee ambassadors & videos to engage employees and drive participation

Online influencers

Shared their own “Thank You’s” via a paid influencer outreach program





Paid social media

Leveraged social media sponsored content to distribute video to appropriate audience segments

Internal

Employee newsletter, intranets, on-site events, site communications

Event

Media/Government Relations event



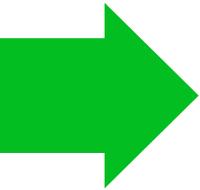
3.

Tools

Somebody has to make the thing!

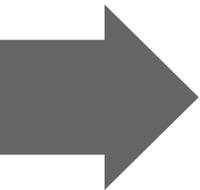


“Okay, great. I don’t really have a budget so can you just use your iPhone?”



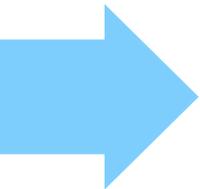
Who?

Determine who is creating the video.



What?

Align on the production quality and expectations.



When?

Figure out the timeline and when the video needs to be finished.

Producing a video

Creator:

- ▷ Agency
- ▷ Production company
- ▷ Social media manager
- ▷ Freelancer
- ▷ Influencer(s)

Production

Considerations:

- ▷ Camera equipment
- ▷ Sound quality
- ▷ Talent
- ▷ Editing
- ▷ Scripting
- ▷ Lighting
- ▷ Music licensing/fees
- ▷ Location
- ▷ Format(s)
- ▷ Length
- ▷ Animations

Timeline:

- ▷ Shooting schedule
- ▷ Deadline
- ▷ Edits
- ▷ “Go live” date

Budget-friendly resources

If you are on a limited budget and depending on the kind of video you are looking to create, you can try some of these resources:

- iMovie
- Animoto
- Brainshark
- Camera (iPhone, DSLR)
- YouTube editor
- VideoScribe
- Stock photo sites for images/graphics

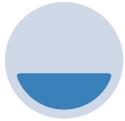


How we made it.

Yes, there were a lot of ingredients.

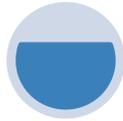
Considerations

- ▷ We needed it to look good
- ▷ We had limited resources
- ▷ We needed it to serve many purposes



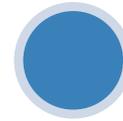
The Team

Professional
production crew
Agency
Bayer
communications
team
Bayer employees



The Ingredients

Multiple locations
B-roll footage
Talent
Scripting
Music
Graphics



The Deliverable

Full-length video
Four different
edits
Shorter video
snippets
Multiple formats



“Wait, so did it go viral?!?!?!!”



Key things to remember

- ▷ **Don't be afraid of the word “viral” – define what it means**
- ▷ **Prioritize your audience – “everyone” is no one**
- ▷ **Keep grounding yourself in the objective**
- ▷ **Don't approach influencers without knowing what you want from them**
- ▷ **Video isn't always the answer**
- ▷ **If there's no budget to create it, then there's no budget to support it**
- ▷ **If video is your only strategy, then don't make a video**

Any questions?

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