



MWW



TELL BRAND STORIES
WITH VIDEO, PINTEREST
& INSTAGRAM

#PRDIGITAL



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WHY VIDEO?

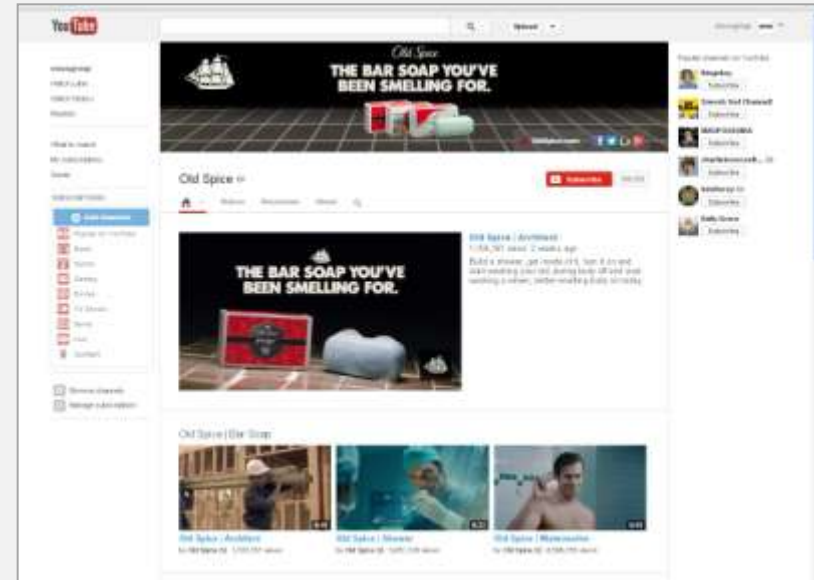
- + **89 million** people watch **1.2 billion** online videos a day in the USA ([Comscore](#))
 - Only 24% of national brands are using online video ([Kantar](#))
- + **50%** of all mobile traffic is online video ([Byte Mobile](#))
- + Mobile & Tablet users are **3x** as likely to view a video than laptop/desktop users ([NPD](#))
- + **92%** of mobile video viewers share videos with others (Invodo)
- + The average American spends **20 hours** a month watching online video ([Comscore](#))

- + The cost of creating and editing video has plummeted
 - Most phones, tablets & computers have high quality video recording capabilities for simple storytelling
 - Free or low-cost editing software is available for every device ([Learn more](#))

- + Every video platform has strengths & weaknesses
- + Don't limit yourself to just one medium
- + Look for opportunities to integrate multiple mediums
 - E.g. Create a micro-form video “trailer” to promote a longer form video on YouTube
- + Choose mediums that best complement your other social channels

Strengths

- + Can help with Search Engine Optimization
- + 2nd most popular search engine in the world
- + Countless ways to access its content
- + Robust analytics
- + Advertising Opportunities



Weaknesses

- + Not ideal for “micro-form” video
- + Very crowded
- + More of a “one stop shop”

Strengths

- + Huge built-in audience
- + Videos integrate seamlessly into Facebook
- + Video stabilization & filters
- + Very social

Weaknesses

- + Can't upload pre-recorded videos
- + No useful built-in editing capabilities
- + Doesn't integrate seamlessly within Twitter

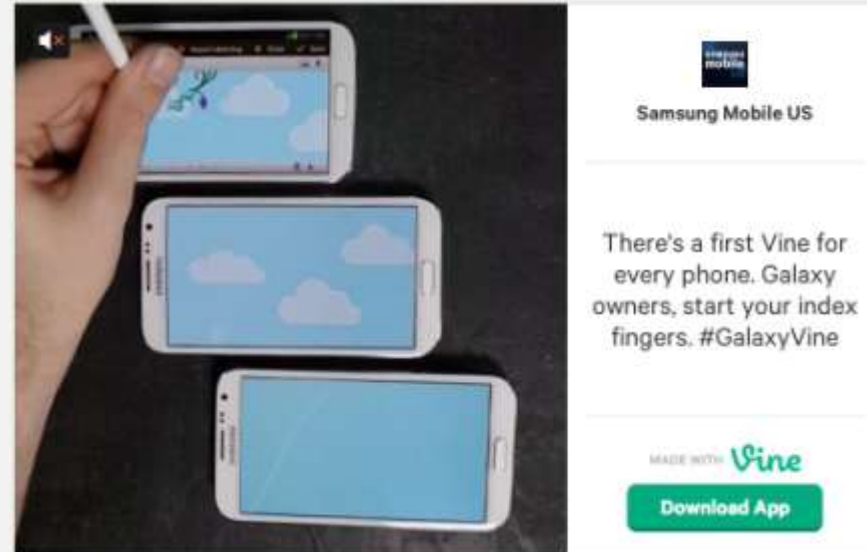


Strengths

- + Videos integrate seamlessly into Twitter
- + Content discovery channels
- + Very creative audience of core users
- + Better video creation tools

Weaknesses

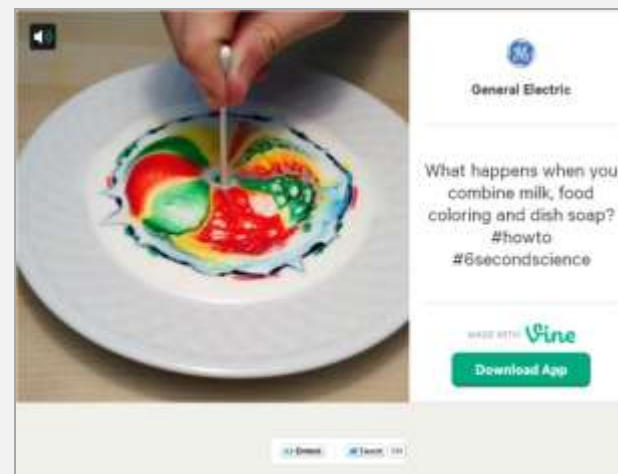
- + Can't upload pre-recorded videos
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LEVERAGING YOUR ASSETS

- + Instagram & Vine make it exceptionally easy to leverage still assets to tell stories
- + Old photos, advertisements or documents can be used for “Throwback Thursdays” to showcase a brand’s history
- + Employees will tell the brand story more authentically than hired actors



When looking to spur content ideas, consider using these buckets for thought-starters

- + **Tell a Story** (How? Where? When?)
- + **Show a Process** (Design, Development, Testing, Brainstorming)
- + **Make people think** (Questions, Statements, Quotes)
- + **Call to Action** (Sign up, Learn more, Share)
- + **Show Results** (Who did we help, How are things better)

- + Video storytelling is not limited to just B2C audiences – there’s a lot of value for B2B & nonprofits as well
- + The strategy for B2B or nonprofit doesn’t change with video, it’s all about **providing valuable content for your audience**
- + Some ways that B2Bs & nonprofits can leverage video include:
 - Showcasing Work / Product Releases / Recent Successes
 - Providing insider/behind the scenes access
 - Visual whitepapers & animated “Videographics”
 - Put a face to a name by introducing the team behind the accounts
 - Short comments on industry trends
 - Tease tradeshow, events or webinars
 - Visual history of the brand

CASE STUDIES

Brand Storytelling: Lululemon
(<http://bit.ly/lululemonInstagram>)

- + Showcases the product, but not in a “sales-y” way
- + Visually appealing
- + Lighthearted & humorous



CASE STUDIES

charity: water

(<http://bit.ly/charitywaterinstagram>)

+ Shows the people that they are impacting

+ Using 3rd party platforms to share their mission and entice others to help

(<http://bit.ly/CWpassionproject>)



CASE STUDIES



CASE STUDIES

Intel (<http://bit.ly/IntellInstagram>)

- + Teaching users something useful
- + Great stop-motion animation makes it very “share-worthy”
- + Using hashtags in the video description to increase discovery via search



intel

1 month ago

Forgot your #Ultrabook case? Easily convert your sweatshirt into a laptop sleeve. #techhack #howto

♥ suemartin51, jesheburch, jzanaught and 118 others like this.

CASE STUDIES

- + The Diabetes UK Non-Profit is using Vine to thank people for their donations (<http://bit.ly/DiabetesUKVine>)



- + Lego (<http://bit.ly/LegoStoryVideo>)
 - To celebrate their 80th anniversary, Lego created an animated short film telling their brand history
 - 5+ million views to date





- + Choose the video medium that's best optimized for your story
- + Use cross-channel integration to maximize the reach and exposure to your video
- + Challenge yourself to tell stories in micro-formats
- + Try to elicit an emotional reaction with your videos & stories (e.g. Delight, Inspiration, Humor, Educational)
- + Don't obsess over production value
- + Pay attention to your audience – comments and feedback can help shape future stories

Thank You!