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PR News Video Workshop

Today's Session

- Communicating w/ Video Professionals
- Online Video Marketing Explosion
- Technological advances in Video that Help Corporate Compete with TV
- Case Studies
- Future of Online Video

Questions Video Pros Want to Know

- There are many variables that go into how your video is created.
- These variables influence the strategy that is used to produce the video as well as the cost to produce the video.
- What are these variables?

Communicate with Video Professionals:

- Platform
- Audience
- Themes
- Style
- Concepts
- Turnaround Time
- Length
- Budget
- Goal

Platform

What is the final primary platform for the video?

- Web/Online
- Live Event
- DVD
- Television
- Film
- Mobile

Who is the Primary Audience for this Video?

- External: Clients
- Internal: Employees

Are they people that already know your brand?

Are there multiple audiences?

What Major Themes do you want to Convey in the Video?

- What makes you unique from competition?
- Why should people care?
- You'll want to focus on 1 to 3 major themes.

The Style of the Video?

- Narrative
- Documentary
- Motion Graphics
- Animation
- Scripted Voiceover
- Blend of two or more of above

When do you need the final video delivered by?

- ASAP!!!
- When a certain campaign is launched.
- To run at a specific event.

Common Requests

- 2 weeks – 3 months

Typical Life Cycle

- 3 to 6 Weeks from contract being signed.

How Long should the Video be?

Short Format: Over half of the video ads in 2014 were less than 20 seconds. After 10 seconds, 20% of users will leave a video. Videos that were 15 seconds or less were shared 37% more often than those that were longer. (Opera Media, Visible Measures, Idea Machine Studio)

Long Format: Wieden & Kennedy: Old Spice

How much time would you prefer to have your audience's attention?

Goal

- Viral versus Engaging.
- Keeping the attention of the viewer.
- Content that saturates your target audience.

Data Research

Research conducted by:

- Forrester Research
- **ReelSEO**
- MediaPost
- Visible Measures
- Invodo
- Google
- PR Newswire
- Content Marketing Institute
- Others

Online Video: The Explosion

- NYC Advertising Week
- NYC Social Media Week

Online Video: Why The Explosion

- More Bandwidth/Better Compression = More Accessible/Quicker to Load
- Larger mobile phone w/ higher resolution = Better Quality
- Lower Cost for Production = More Possibilities to Experiment
- Proven Return On Investment = More Investment and Content

Online Video Framework: It Works

- 70% of B2B marketers are using video in their mix, and 82% of B2B marketers reported success with video marketing initiatives. (Vidyard)
- **51.9%** of marketing professionals worldwide cite video as the type of content with the best ROI. (eMarketer)

Online Video Framework: It Works

- 96% of consumers say online videos are helpful when making purchasing decisions. (Animoto)
- **73%** of consumers say they are more likely to make a purchase after watching a video. (Animoto)
- 71% say watching online video content leaves them with a positive impression of the brand, service or company. (Animoto)

Online Video Framework: Advertising

- Video ads on a desktop have a 4.25% click-through rate while mobile video ads have an 11.8% CTR. Regular display ads on desktop have a 0.1% CTR, and on mobile they have a 0.35% CTR. (Coull)
- Click-through rates are **40x** higher using videos versus text. (B2B Marketing)

Online Video Framework: Mobile

- 1 in 10 mobile ads in the U.S. were videos. (Opera)
- More than 1/3 of all web traffic now comes from mobile. (comScore)
- **48% of smartphone owners use them to watch video. 82% notice mobile ads. (ReelSEO)**

Online Video Framework: Mobile

- 64% of Americans now own smartphones, and 75% of them watch videos on their phones. Among users, 26% of them watch a video at least once a day. (Pew)
- Among young people, the numbers are even higher. 81% of 18 to 34 year-olds own a smartphone, **98%** of whom use their phone to watch videos every day. (NextAdvisor)
- Millennials who watched videos on their phones were 2x more likely to be focused on them than those watching on TV. (ThinkWithGoogle)
- By 2017, 209 million Americans will own smartphones. (Statista)

Online Video Framework: Youtube

- On YouTube, 50% of all content is watched on smartphones. (Youtube Statistics)
- More than 1 billion unique users visit YouTube each month. (YouTube Blog)
- 80% of YouTube traffic comes from outside the U.S. (ReelSEO)
- YouTube reaches more US adults aged 18-34 than any **cable network**. (ReelSEO)

Online Video Framework: Social Media

- Americans are uploading **nearly twice as many** videos to Facebook in January 2015 as they did one year ago. (Facebook)
- More than 50% of Facebook's daily users watch at least one video per day. (Techcrunch)
- The rise of video on social platforms means that marketers need to look for the human story behind their product or company. (360i)
- Facebook is telling advertisers that raw, behind-the-scenes video is more likely to perform well on social. (NY Times)
- It is estimated that marketers will spend \$8.3 billion on social advertising in 2015. (BIA/Kelsey's)

Online Video Framework: General Info

- Video are **12x** more likely to be shared than text and links combined. (Mbooth)
- Video viewing on smartphones, computers, and tablets peaks from 12:00 – 5:00 p.m. (Google Think)
- In 2017, video will make up 69% of all consumer internet traffic. (Cisco)

Closing the Gap

Tools and technology for closing the gap between corporate video and TV/Film Content:

- Editing Software / Camera Tricks
- Color Correction
- Movement via Jib and Dolly Shots
- Slow Motion
- 4K
- Aerial Footage

Camera Tricks

- Interview subject should avoid wearing logos, stark white, solid black, and especially small patterns. They should also refrain from jewelry that is flashy or noisy.
- Always use a tripod, or a tripod replacement. Do not shoot handheld ever.
- Never put subject in front of a source of light. Always have source of light hitting front of subject.
- If you have an option on frame rate, go with 29.97 or 24 frames per second. Avoid 30 or 60 fps if possible.
- Have subject look slightly off camera, not into camera.
- Remember to white balance and focus your shot before filming. Your focus will change as the subject moves closer or farther away from the camera.

Editing Software: The Big 3 for Professionals

- Adobe Premiere, Creative Cloud:
\$20/month
- Final Cut Pro:
FCP7 versus FCPX: \$300
- AVID: \$1,300

Editing Software: Cheaper Alternatives

iMovie - Free

- Integrates with iPhoto and iTunes for adding music and pictures to your movie
- Storyboard-workflow only, is not meant for professional editors
- Mac-only

Windows Movie Maker - Free

- Offers themes to add color and tone to your video clips
- Storyboard-workflow interface with transitions and effects added with a single click
- Windows-only

Editing Software: Cheaper Alternatives

Adobe Premiere Elements: \$70-\$80

- Click to choose which parts of the clip you want, and Elements turns it into a movie
- Guided edits feature helps add motion to movie titles, and identify clips where an effect (blur, vignette) would make it look better
- Windows and Mac support

Cyberlink PowerDirector: \$60-\$200

- Analyzes footage for shakiness, poor lighting
- Cheaper models marketed toward home video editors, with added features for titles and disc menu
- More expensive models come with AudioDirector and ColorDirector for sound mixing and color correction
- Windows-only

Editing Software: Cheaper Alternatives

Pinnacle Studio: \$60

- Option to use non-linear video editing interface or a drag and drop storyboard design
- Purchase price includes free video editing training and access to royalty free music tracks
- Windows-only

AVS Video Editor: Free

- Offers 300 video effects and transitions to choose from
- Social Sharing feature allows you to publish your movie and promote it across all of your accounts
- Windows-only

Post Production

70% to 80% of the Production Process

- **Sound Design:** Music Tracks and Sound effects to add to the viewing experience.
- **Motion Graphics:** Title Cards and Lower Thirds to communicate important information.
- **Editing:** Using various media assets to build a compelling story.

Color Correction =

Exposure	Color Temp.
Contrast	Consistency



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Color Correction

- Polishing your final product
- Keeps video clips looking cohesive
- Separates high-end video production from lower budget work
- Used in all Hollywood films as well as big budget TV commercials



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Motion

Steadicam & Jibs



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New

Sliders & Dollies



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High Frame Rates

What's the benefit of slow motion?



24fps = Real Time

60fps = 2.5x slower

120fps = 5x slower

240fps = 10x slower

Slow Motion

- Slow motion lets the viewer soak in the subtle nuances of a moment in time...it adds variety and keeps the viewer ENGAGED.
- Can be used equally well for serious or comedic pieces.



4K

cameras are on the rise



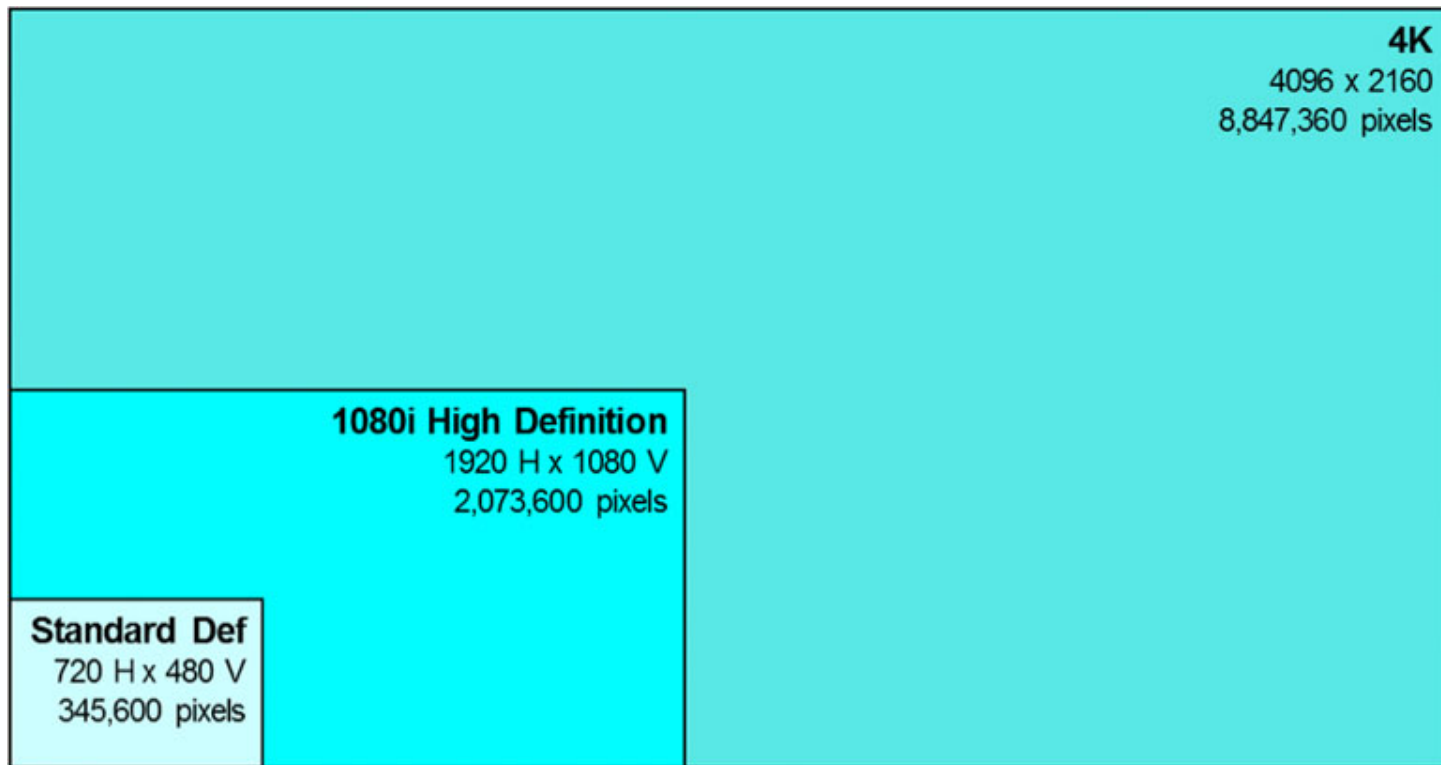
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What does this mean?

Internet & TV



GoPro Hero Series

A small, waterproof, rugged HD camera that can mount to just about anything.



- It supports both 4k and 1080P HD
- Waterproof and Shockproof
- Attach anywhere for unique perspectives
- Shoots Super Slow Motion
- Great for Time Lapse



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DJI Phantom Quadcopter



The DJI Phantom provides an affordable alternative to recording smooth aerial video. It has never been more cost effective to grab high production value shots from the sky.

- GPS Flight Control
- Grab dynamic shots you could never get before.

Documentary Case Study: NAPCS, Rural Schools

<https://vimeo.com/85170080>

Motion Graphic Case Study: TFI, Responsible Ag

<https://vimeo.com/118933405>

Scripted Case Study: GW Making History

<https://vimeo.com/111241969>

Online Video: Future

Documentary:

- Sundance Film Festival
- Branded Documentary Examples: Sriracha, Burt's Bees

Online Video: Future

TV in Decay:

- Netflix, Hulu, Amazon = Original Content
- No need for TV Advertisements.
- :30 and :60 second spot limited.

Branded Content

- Brands Create Original Content Instead of Ads
- Example is Acura's: Comedians In Cars Getting Coffee

8 Key Takeaways

- The goal of your video should be to engage your audience on an emotional level, not to go viral with a random audience.
- Videos don't need to be a certain length. Whatever length keeps people engaged is all that matters. If it is boring, shorten it.
- **73%** of consumers said they are more likely to make a purchase after watching a video.
- Click-through rates are **40x** higher using videos versus text.
- Video are **12x** more likely to be shared than text and links combined.
- Advancements in video technology are bringing costs down and making corporate videos more competitive with content on TV and in film.
- Use movement and slow motion in your productions to really increase the quality of your video content.
- The future of online video content is documentaries and branded content.

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Questions?

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