

Your brand on video

MAKING IT REAL

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KETCHUM

@BeccaClaraLove / #PRNews



SO
I'VE NEARLY
GOT MY
video
strategy

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Where to Find Stories



EMPLOYEES



CUSTOMERS



PRODUCTS



HISTORY



INNOVATION



INFLUENCERS



EVENTS

ORGANIZE BY TYPE:

AWARENESS (INTRODUCTION) / EDUCATIONAL (HOW-TOS) /
EVANGELIST (STORYTELLING)

Inspiration

- + People first
- + Humor is powerful
- + Story always trumps messaging
- + Collaboration
- + Authenticity always wins

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Define Your Video Type

- Short, social video
- Long-form video – over 1 minute
- Live video
- A series of videos



Remember,
no matter
the type,
your story
needs a
beginning,
middle and
end—hero,
obstacle,
solution.



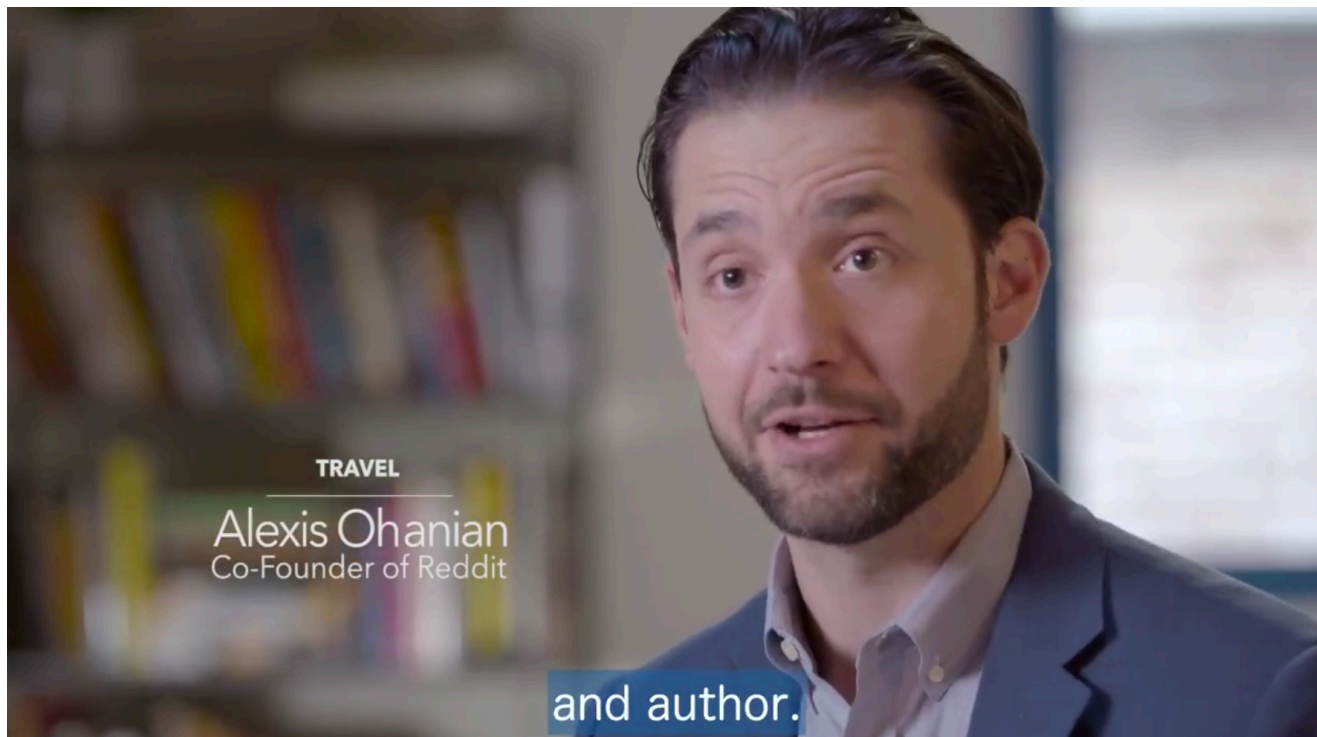
Working for patients
that really look
for that hope

GOALS:

- Drive awareness and engagement in BMS's mission
- Strengthen the culture of the organization
- Bolster BMS reputation and create a clear point of brand differentiation against competitors

STRATEGY:

- Employee Stories
- Evangelist
- Long-form video
- Owned Channels



GOAL:

Drive awareness of the Chase Ink Business Preferred Card; drive traffic to acquisitions website.

Partner with credible influencers to share video content that highlights key differentiators of the Card, drives traffic.

STRATEGY:

- Customer Stories
- Evangelist
- Social video
- Shared channels



OK, I'm
Ready!

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1. STRATEGY AND PLANNING
2. TALENT OR INFLUENCER MANAGEMENT
3. RUN OF SHOW CREATION
4. SCRIPT DEVELOPMENT
5. EQUIPMENT RENTAL (IF NEEDED)
6. SHOOTING, VO CAPTURE
7. EDITING AND ANIMATION
8. PUBLISHING AND OPTMIZING
9. ENGAGEMENT PROTOCOL
10. REPORTING AND MEASUREMENT



Production & shooting

WHAT ARE YOU GOING TO CREATE?

LIVE PRODUCTION

2D (Vector Based)

3D ANIMATION (CGI, Computer Animation)

STOP MOTION (Claymation, Cut-Outs)

WHAT DO YOU NEED?

IPHONE AND EQUIPMENT

HD CAMERAS

VR/360

DRONE

MULTI-CAMERA SHOOTS

LIVE STREAMING

GREEN SCREEN

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Editing & animation

REMEMBER SOUND:

WEB FORM

BROADCAST

VO RECORDING

SOUND DESIGN

LIBRARY LICENSING

MASTERING

REMEMBER THOSE FINISHING TOUCHES:

HIGH END VISUAL
EFFECTS

3D ANIMATION (CGI,
COMPUTER
ANIMATION

MOTION GRAPHICS
(TYPOGRAPHY,
ANIMATED LOGOS)

STOP MOTION
(CLAYMATION, CUT-
OUTS)

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Short cut videos



EMBASSY SUITES
HOTELS®



GOAL:

Raise awareness of the Embassy Suites concierge cards.

STRATEGY:

Quick social hyperlapse videos from different cities, coupled with smart social captions.

MADE IN 72 HOURS.

1.5K VIEWS

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Production Check List

THE FOLLOWING ARE SOME BASELINE CONSIDERATION/QUESTIONS THAT YOU SHOULD CONSIDER AS YOU GET STARTED

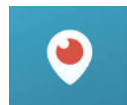
- Know when to hire experts
- If going live—test, test, test
- Build a tight run of show and scripts
- Always have a production lead
- Partner that production lead with a strategy lead
- If going live, always have a team-member on desktop moderating comments
- Sometimes it's all in the editing
- Know your end-goal for the video (and, if social, be prepared for captions)
- Don't forget the SEO data: descriptions, meta tags, annotations
- Always have a call to action



Distribution: Where to Publish?

NATIVE

LIVE



85% of video views are without sound – turn those captions on

ROLE OF CHANNEL

CHARACTERISTICS

WHAT DO WE USE IT FOR?

Where we converse

- Real time
- Interest-based
- Conversation-driven
- Live stream for events

PR, customer service, marketing, real-time listening

Where we create opportunity

- Taps into human need for belonging
- Enables self expression
- Community Driven

Tremendous targeting capability for paid media. Customer service.

Where we inspire

- Visual
- Authentic & transparent
- Primarily mobile
- Influencers

Humanize the brand by showing others that inspire us. Same Facebook targeting

Where we share how we think

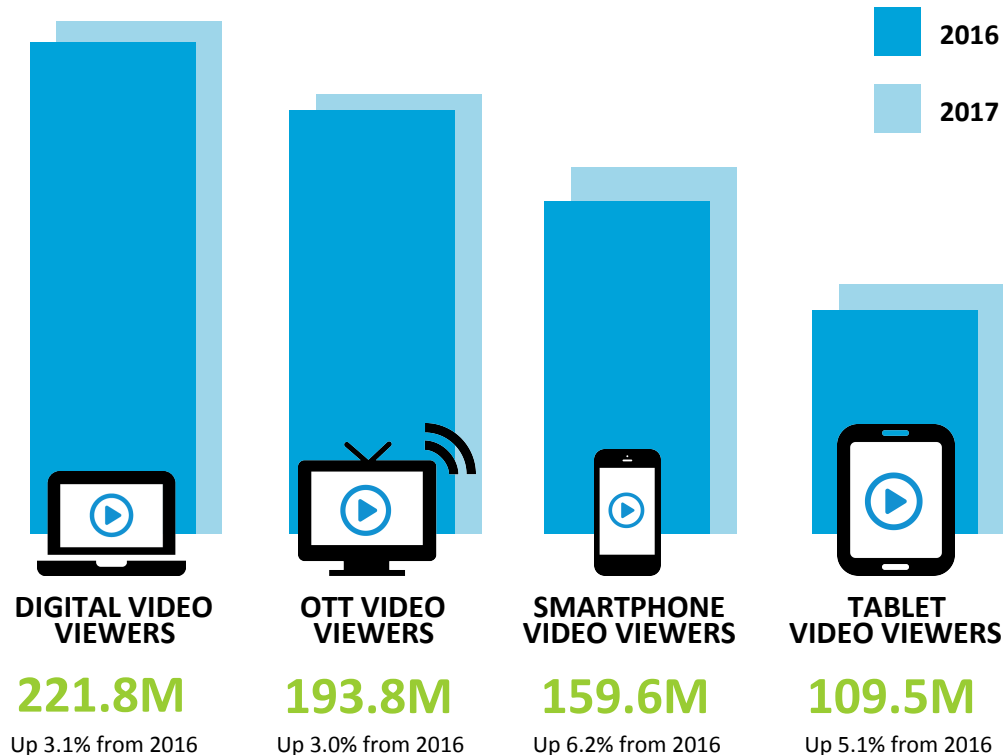
- Interest driven
- Fulfills desire to escape
- Fulfills need for knowledge

Storytelling through video, library of video content.

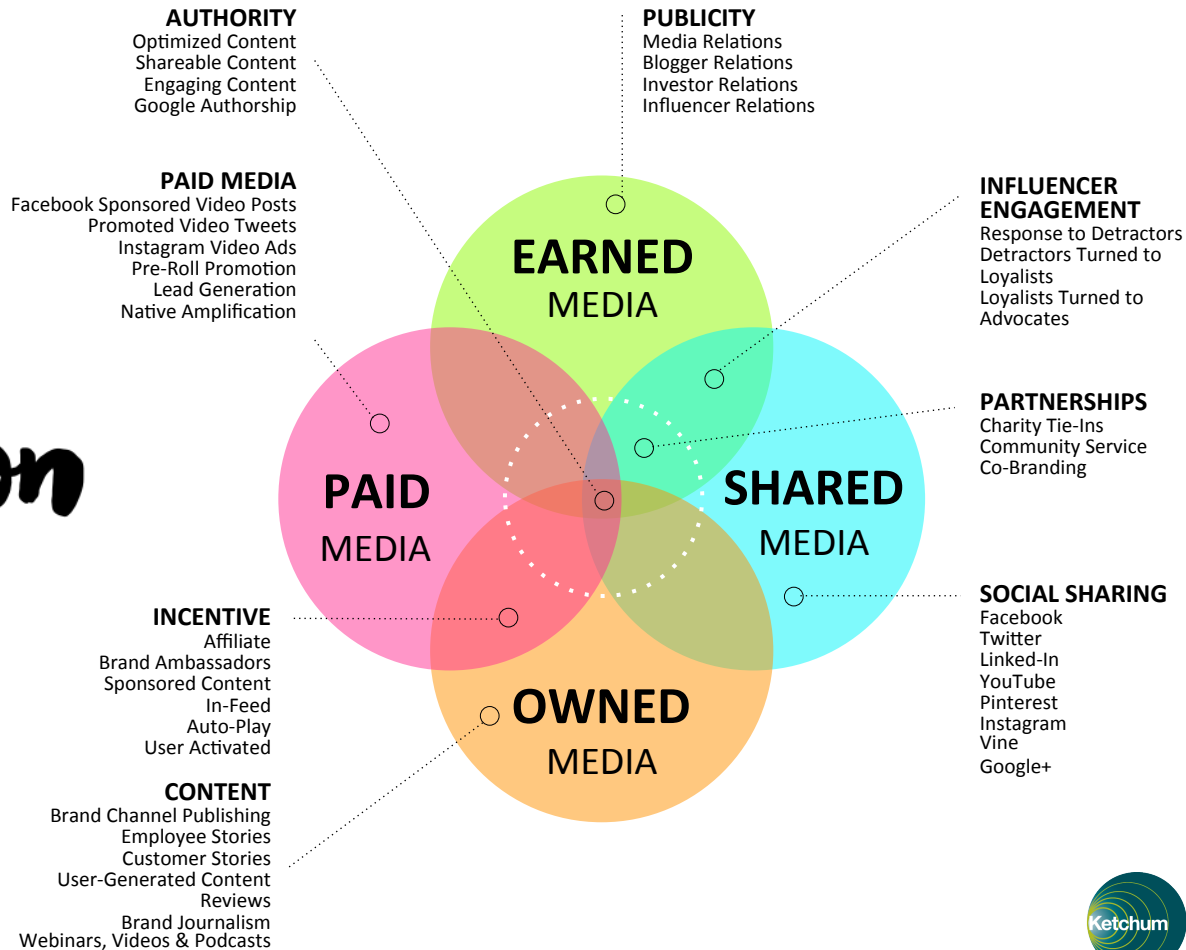
Don't Forget The Device

There is little change in the overall base of digital video viewers, though mobile access methods are increasing notably in popularity.

Over-the-top (OTT) video services are already popular with 7 in 10 internet users nearly 9 in 10 video users.



Get It Out There: Amplification

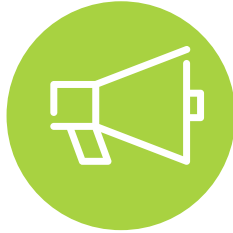


Video distribution



SERVE VIDEO TO MOST AUDIENCES ON THE WEB

Target audiences as they engage across Open Web, web, blogs social, mobile



ENCOURAGE ACTION

Encourage audiences to share, click and engage



CAPTURE AUDIENCE ACTIONS

Populate a Facebook Custom Audience segment of consumers who have clicked, filled out a survey & shared



DELIVER RE-TARGETING SEGMENTS

You will have access to the audience segment for 180 days after the campaign to retarget and look a-like audiences

Video distribution



AD TYPES: TRUEVIEW, IN-STREAM PRE-ROLL VIDEO ADS

- Ad can play before feature YouTube videos with interest, topic, keyword, and placement-targeted users having the option to skip the ad after 5 seconds.
- Targeted user only charged if the user watches 30 seconds or more of the video.
- Videos have a call-to-action overlay link or banner driving viewers to clickthrough to your webpage.
- Plus, those webpage clickthroughs are free!



AD TYPES: NATIVE IN-STREAM VIDEO ADS

- Can properly reach target audience of granular audience sets such as millennial parents, pet lovers, etc. utilizing 3rd party data as they are consuming daily online news.
- Goes beyond the video view to activate engagement with ideal audience, including social sharing icons to evoke social engagement for the video.
- Video content emotionally triggers viewers to click a custom CTA banner, driving them to do an action.



AD TYPES: TRUEVIEW, IN-STREAM PRE-ROLL VIDEO ADS

- Enhanced pre-roll TrueView YouTube ads are generated through fueled preferred API proprietary technology, a hyper-targeted set of keywords, above and beyond YouTube's targeting capabilities to efficiently and contextually target desired audience.
- Outperforms every YouTube TrueView ad campaign across every industry vertical with lower cost per views, along with higher view and clickthrough rates.



AD TYPES: NATIVE IN-STREAM VIDEO ADS

- Drives video discovery through choice-based, content driven placement in-feed on trending environments across the web.
- Engagement-based targeting developed out of MIT to measure social behaviors that drive strong completions, shares, and reliable website clickthroughs, aligning in-article native click-to-play video content.
- Increases completion rates and clickthroughs by 18% when compared to traditional run of publisher strategies.



Am I Doing This Right? Measurement

OBJECTIVE	EXAMPLE KEY SUCCESS METRICS	PAID: MEDIA CAMPAIGN Use ad dashboard for video campaign & target audiences	OWNED: ORGANIC ACTIVITY Use analytics/insights for view and engagement report	EARNED: IGNITED BY MEDIA Use
AUDIENCE Are your videos attracting an audience?	# of views	% of paid views	% of organic views	% of earned views
EXPRESSION How long is your audience watching your content	Watch time	Paid watch time (until :30 mark)	Organic watch time	# earned views x average watch time
PARTICIPATION Is your audience endorsing or sharing your content?	# shares # comments # likes	# shares # comments # likes	# shares # comments # likes	# earned shares # comments # likes

ANY
QUESTIONS?



Ketchum Digital

Thank You

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