Green Buzz

A G E N C Y

How to Make Video Work for Your Brand

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Today's Session

- Communicating w/ Video Professionals

- Instagram Strategy

- Technological advances in Video that Help Corporate Compete with TV

- Case Studies: Upworthy / Nuclear Energy / GWU

Questions Video Pros Want to Know

- There are many variables that go into how your video is created.

- These variables greatly effect 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

Timeline: When do you need the Video?

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

Typical Life Cycle

- 4 to 6 weeks

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?

Budget

The budget is dependent on all of those variables. Other variables to consider:

- Music / Voiceover

- # of shoot days and equipment used

- Motion Graphics

- Complexity of story

- Color Correction / Audio Sweetening

Goal

- Viral versus Engaging

- Keeping the attention of the viewer

- Content that saturates your target audience

Instagram Audience

Instagram Demographics
Among internet users, the % who use Instagram

	Internet users
Total	28%
Men	24
Women	31
White, Non-Hispanic	21
Black, Non-Hispanic (n=85)	47
Hispanic	38
18-29	55
30-49	28
50-64	11
65+	4
High school grad or less	25
Some college	32
College+	26
Less than $30,000/yr	26
$30,000-$49,999	27
$50,000-$74,999	30
$75,000+	26
Urban	32
Suburban	28
Rural	18

Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER

55% of internet users on Instagram are ages 18-29. (Pew Research Center)

Does this fit your demographic?

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Developing an Instagram Video Strategy

- **Think of your promotions.** Build your videos around your tent-pole moments.

- **Give your users something of value.** Tips and how-to's do well in Instagram's short format.

- **Call for user engagement**. Social interaction is worth more than a view.

- **Stop the scroll.** Instagram's feed allows users to quickly pass content they don't want to see. Excite viewers from the start.

Executing Instagram Video: Know the Format

- **Length:** In March 2016, Instagram extended its allowed video length to 60 seconds. Find the right length under a minute for your story. (Instagram Blog)

- **Auto play** in the user's feed puts your viewer right into the action. Make sure your video's opening has some motion.

- **Audio** is user initiated. Does your video still have a complete message without sound?

Popular Instagram Techniques

- **Stop Motion** creates interesting movement that allows scenes to change quickly

- **"Boomerang"** looping videos take advantage of Instagram's auto-replay feature to create a video that plays forwards and backwards

- **Hyperlapse** uses fast-motion to quickly pull the viewer through a story

Case Study: Ben and Jerry's

- **Overview**: Ben and Jerry's shows viewers a recipe they can create with their product
- **Time:** 13 seconds
- **Used:** Posted in winter to show people a way to enjoy their product year round
- **Watch**: Simple easy-to-remember content is useful to viewers, the link to related content gives option for more engagement

Case Study: Ben and Jerry's

https://www.instagram.com/p/BFO1heoxkBJ/?taken-by=benandjerrys

Case Study: Burger King

- **Overview**: Burger King calls for users in the ASL Community to create a sign for Whopper

- **Time:** 18 seconds

- **Used:** Posted on American Sign Language Day in conjunction with Burger King's efforts to raise money for an ASL scholarship

- **Watch**: Direct call for user engagement and user driven content

Case Study: Burger King

https://www.instagram.com/p/BEJ1KHczP7O/

Case Study: Coca-Cola

- **Overview**: Narrative advertisement that shows Coca-Cola product integrated into everyday life

- **Time:** 30 seconds

- **Used:** A continuation of the long running #shareacoke campaign

- **Watch**: Use of the recently extended video length helps to tell a complete story

Case Study: Coca-Cola

https://www.instagram.com/p/BEozO5_Apw7/

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

One-Person Band: Shooting

- 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 further away from the camera.

One-Person Band: Editing

- Adobe Premiere: $20/month
- Final Cut Pro X: $300
- AVID: $1,300

One-Person Band: Editing

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

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

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

- 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

Color Correction =

$$\frac{\text{Exposure}}{\text{Contrast}} \bigg| \frac{\text{Color Temp.}}{\text{Consistency}}$$

Corrected

Uncorrected

Motion
Steadicam & Jibs

New
Sliders & Dollys

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.
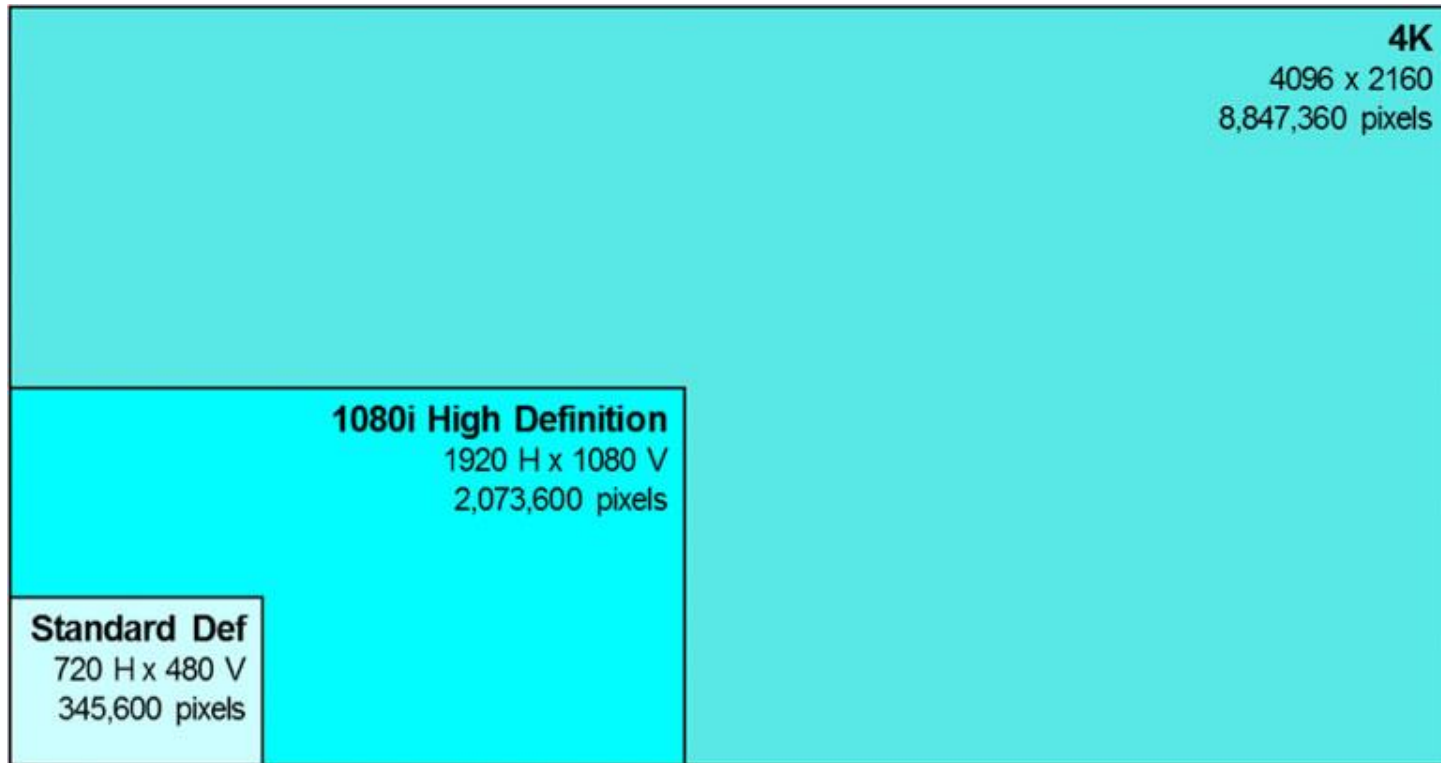
4K
cameras are on the rise

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

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.

Motion Graphic Case Study: Upworthy

- **Overview:** Rebranding effort for Upworthy away from clickbait, towards impact on viewer.

- **Time:** 2:21

- **Project Lifecycle**: 5 weeks

- **Concept:** Boston Institute of Contemporary Art, Rube Goldberg Machine

- **Used:** On Upworthy's "About Us" page, in sales meetings/presentations, employee pride.

- **Watch:** Lifelike qualities, use of mixed media, voiceover/music set the tone.

Motion Graphic Case Study: Upworthy

https://vimeo.com/155975800

Non-Scripted Case Study: Nuclear Matters

- **Overview:** $2 Million pre-roll campaign to effect legislation to give Nuclear energy tax credit.

- **Time:** 2:00, 1:00, :30, :15

- **Project Lifecycle**: 3 months

- **Watch:** Imagery in intro, all sound bites are unscripted, overlay of motion graphics.

- **Awarded:** American Business Awards, GOLD STEVIE Winner in P.R.: Industrial or Technology Category

Non-Scripted Case Study: Nuclear Matters

https://vimeo.com/148235154

Scripted Case Study: George Washington U.

- **Overview:** GW attempted to raise a billion dollars from alumni

- **Time:** 2:08

- **Project Lifecycle**: 6 weeks

- **Concept:** Prompts from a diverse

- **Used:** In emails campaigns and campaign website.

- **Watch:** The use of slow motion and time-lapse footage, the power the b-roll adds, how the music pushes the piece

Scripted Case Study: George Washington U

https://vimeo.com/111241969

5 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.

- Instagram videos are most effective when they give your users something of value, or have a strong call to action for user engagement.

- 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.