



**Video Content Strategy for
Communications Professionals**

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Today's Session

- Communicating w/ Video Professionals
- Technological Advances in Video That Help Corporate Compete w/ TV
- Case Studies: Upworthy / Cricket Wireless
- Hub-Hero-Help YouTube Content Strategy

Video Production Variables

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



What Is the Primary Platform?



- Online: Website
- Online: Pre-roll Ad
- Online: Mobile
- Live Event: Reception
- Live Event: Sales Presentation
- Television

The Style of the Video?

- Narrative
- Documentary
- Motion Graphics
- Animation
- Scripted Voiceover
- Style Blend



When Do You Need the Video?

- ASAP!!!
- To launch as part of a campaign
- To run at a specific event

Typical Life Cycle

- Four to six 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 stopped watching 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 client's attention?

Budget?

The Budget Depends On:

- Music / Voiceover
- # of Shoot Days and Equipment Used
- Motion Graphics
- Complexity of Story
- Color Correction / Audio Sweetening
- Other Variables



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



Closing the Gap: Cost

2003 vs. 2017

Editing

Cameras

Motion Graphics

Color Correction =

Exposure	Color Temp.
Contrast	Consistency



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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Motion

Sliders & Dollies



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Cost Sensitive Motion



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Slow Motion



24fps = Real Time

60fps = 2.5x slower

120fps = 5x slower

240fps = 10x slower

4K cameras are on the rise



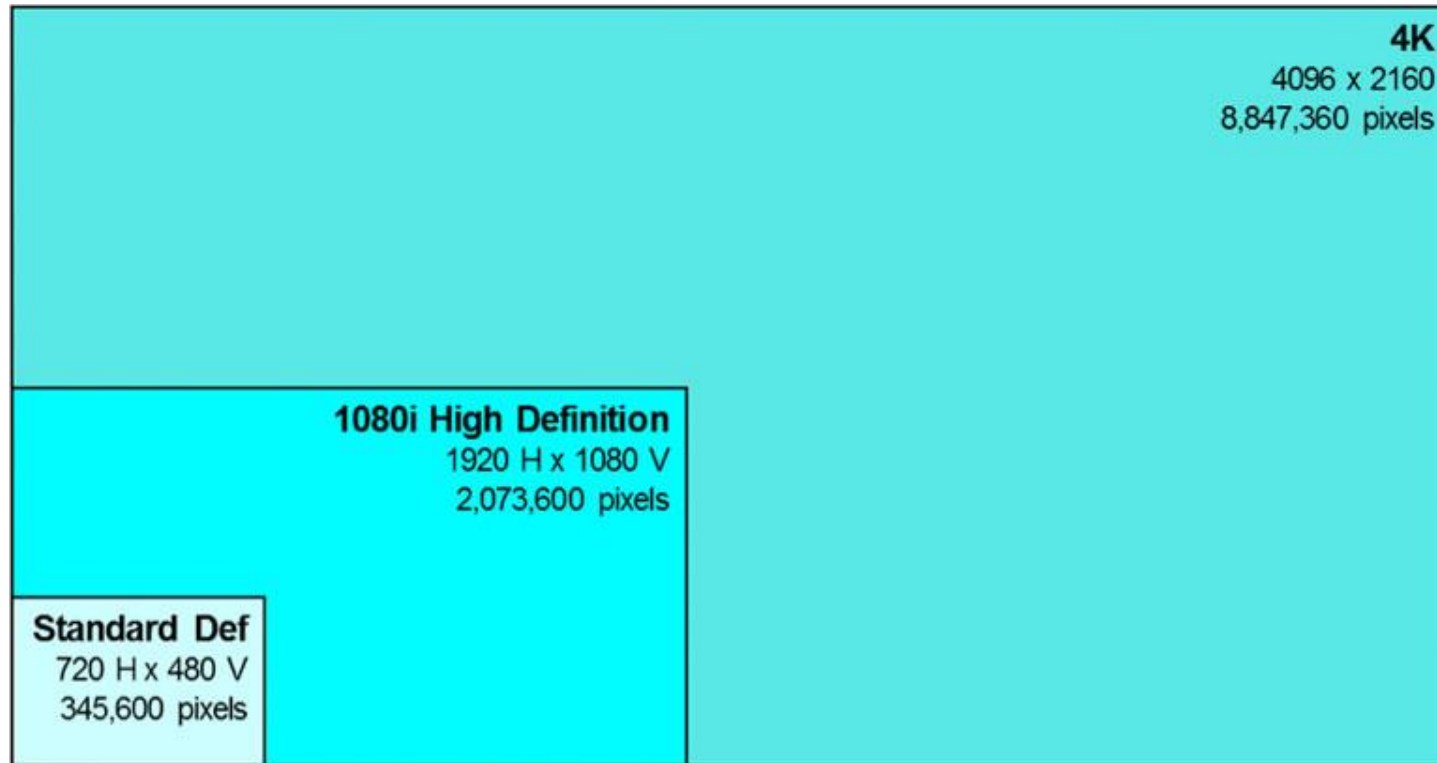
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What does this mean?

Internet & TV



GoPro Hero Series

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

- 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
- Cost in 2003 vs. Today
- Avoid Hefty Fines

Motion Graphic: Upworthy

- **Overview:** Upworthy wants to rebrand from clickbait to culturally relevant.
- **Time:** 2:21
- **Project Lifecycle:** 6 weeks
- **Watch:** Rube Goldberg contraption to move the camera around, the mix of original media and motion graphics, the lifelike quality of the motion graphics, how the script and VO drives the piece.

Branded Documentary: Cricket Wireless

- **Overview:** Cricket Wireless wants to be associated with random acts of kindness and commissioned this mini-doc to launch around World Kindness Day.
- **Time:** 3:02
- **Project Lifecycle:** 4 weeks
- **Crew:** 4 Person Crew: Producer, 2 Camera Operators, Audio
- **Watch:** The use of a hidden camera. The use of natural sound bites throughout the piece. The raw look as compared to the Hudson Institute example.
- **Engagement Metrics:** 17+ million views, 280k+ shares. Most viewed branded content video on Facebook in November 2016 (Brandtale).



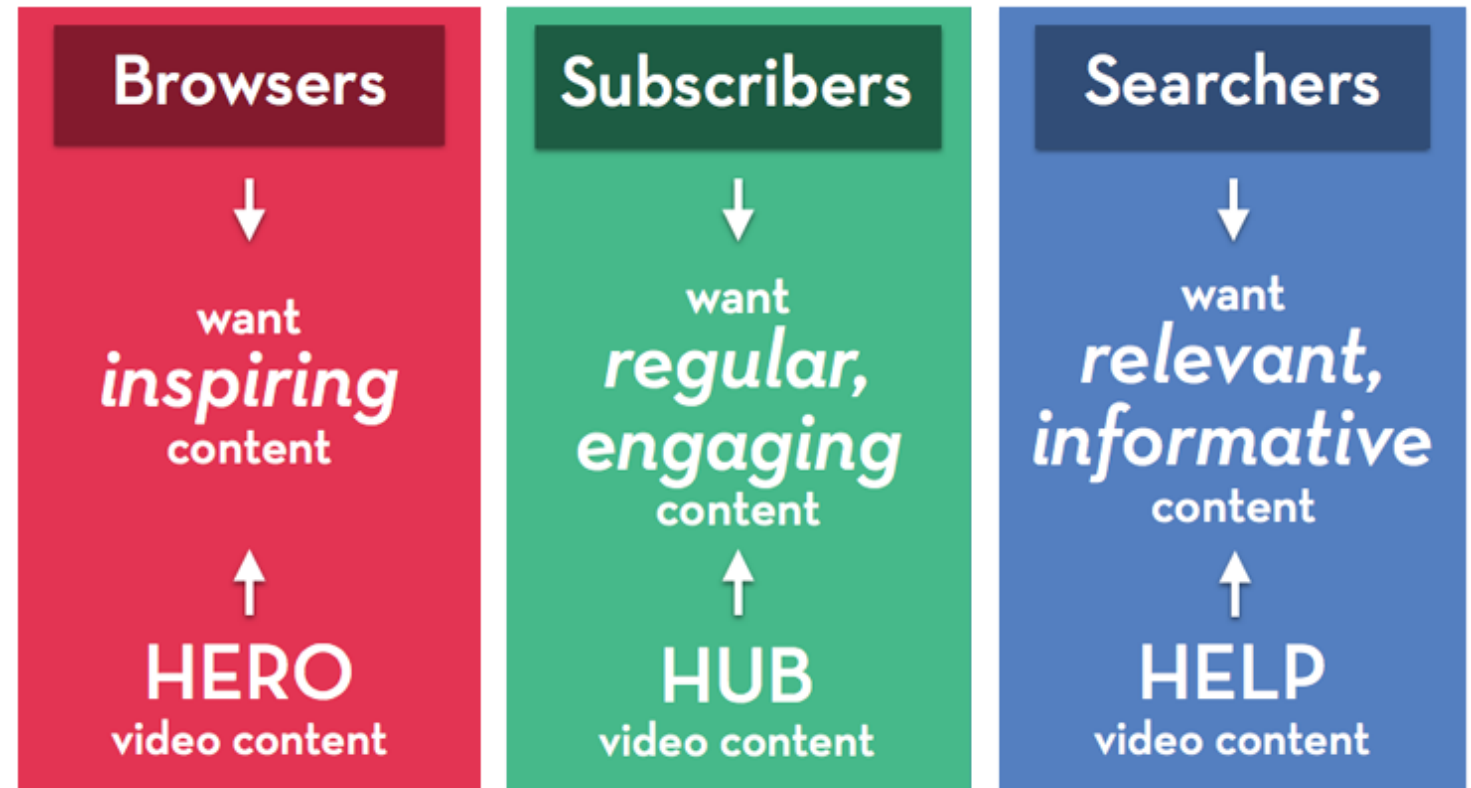
The Hub-Hero-Help Method

- YouTube-approved method for increasing brand loyalty
- Uses three different types of video content to draw in followers and keep them coming to your channel
- Nike Football used this method and increased their YouTube subscriptions to 2.4 million people



How Hub-Hero-Help Works Together

- **Hero Video:**
 - Captures Large Audience Through Entertainment. **Raises Awareness**
- **Help Video:**
 - Captures Inquisitive Audience Through Value of Content. **Creates a Positive Impression**
- **Hub Video:**
 - Maintains Audience with Entertainment & Value. **Develops Loyalty**



Hero Video



- A big, flashy, well-produced video that draws in a large audience
 - Shareable, a “viral” type video
- Build these around your “tentpole moments”
 - Tentpole moments: brand-defining events in time
 - Ex: holiday campaigns, current events

- Brings in a huge, one-time audience spike that trails out
 - But you get the chance to turn a lot of people into true followers

Help Videos

- These videos are helpful – they answer questions that pertain to your brand.
- What questions do your potential customers put in their general search bar? Answer them through video.
 - By drawing in people who have questions that are relevant to your product or service, you're attracting a highly targeted audience who is more likely to follow your brand's channel.
- 4 out of 5 customers find demo videos helpful ([Animoto](#))
 - Lending a hand through video creates a positive customer experience.



Hub Videos



- Your brand’s regularly-scheduled episodic series
- “Give a fresh perspective on your target’s passion points” and motivate viewers to subscribe to and regularly visit your channel
- If your brand is able to create an engaging, regular series, you’re using an extremely effective way to create brand loyalty

4 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's boring, shorten it.
- Advancements in video technology are bringing costs down and making corporate videos more competitive with content on TV and in film.
- The Hub-Hero-Help Method will help you increase your YouTube Channel's following through accessing viewers at several different touchpoints.



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