

# Chief Marketer Consumer Special Report

## Video Goes Viral

Ideas for creating and distributing relevant and engaging video in 2015

**A** Coastal Carolina University student texted her friends and family recently with a link to a Budweiser responsible drinking video featuring an adorable yellow lab puppy hanging with a bunch of guys. The guys head out the door with a six-pack while the dog waits and waits for his owner to come home. A message appears. "For some, the waiting never ended." In the next scene, the owner returns. The tagline? "Next time you go out, be sure to make a plan to get home safely. Your friends are counting on you."

The viral reach of the #FriendsAreWaiting clip was astounding: Posted last fall, so far it has been viewed over 20.1 million times.

Generating mass reach through video is an important goal for most marketers, but a shift is underway. You can post your video on Facebook, Twitter, your homepage or other channels, but if the content isn't grounded in a great idea that is engaging, relevant, meaningful and valuable—like the Budweiser video—it will likely fizzle fast.

"Creating viral share was a strategy for the last couple of years, but as brands understand the need to converse with customers they want content that has value," says Katie Walker, executive producer for Jerry Rig, agency Tris3ct's internal production studio. "More than ever it's about telling a great story and when you do people will connect with that. If you've made a very strong connection then you've done your job whether it's 300 people or 1 million."

### ON PARADE

Tris3ct did just that for its client Northwestern Mutual. The insurance company signed its first major sponsorship, presenting sponsor of the Playoff Semifinal



An adorable puppy helped this Budweiser responsible drinking video go wildly viral.

at the Rose Bowl Game on New Year's Day, and built two floats for the Rose Parade.

Through Jerry Rig, Tris3ct led production of a behind-the-scenes documentary showing the full team effort it took over the final month to bring the floats to full bloom, an activity that most people never get the chance to see. The story told through the video was designed to be a metaphor for the larger core values of Northwestern Mutual.

"It's about teamwork and all the effort it takes to get to that final product," says Charlie Breit, director of digital marketing for Northwestern Mutual. "The video is a good metaphor for what we're about: working together as a team, with family, with customers and that the work you put in over time will produce a great product in the end."

The video was seeded on Northwestern's social networks (Facebook, YouTube and Twitter), drawing

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**Northwestern Mutual**  
See the full team effort it took over the final month to bring our #RoseParade floats to full bloom.

Shared with: Public  
2,554 Views

**A behind-the-scenes video shows how the team built the beautiful Northwestern Mutual float for the Rose Parade.**

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close to 13,000 views at last count. It has also been featured on Northwestern's corporate website, used in teaser content and still shots from the video were posted on Instagram.

"At the end of the day, we don't look at the raw view count," Breit says. "We look at who viewed the video, who shared it and how they engaged with the content. It's less about creating a viral sensation, and more about using a different medium to communicate in different ways and at the same time provide value."

"The idea of taking the building of the float that you don't see and serve it up in a way that's meaningful and appropriate for the audience we're trying to reach, that is more often the brief than trying to make something go viral," adds Chris Cancilla, Tris3ct's CCO.

## GETTING ANIMATED

Bellacor, an online retailer in the lighting and home décor space, was launching a new section, TheNowList, an online trunk on Bellacor.com and wanted to spread the word. With a very limited budget, no video talent or production experts in house it didn't think video was a possibility. That was until Milosz Pekala, senior SEO manager at Bellacor, stumbled on GoAnimate, a cloud-based software program for creating professional animated videos.

"I sold it to everyone on the team," he says.

The result, produced by agency Driven Local, was a quirky 1-minute 11-second video promoting TheNowList products that appeared for two weeks last summer on the preview page at Bellacor.com and on YouTube. It was promoted through organic social

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## THE GRAND BELLMAN CAPER A LOS ANGELES HOTEL IS THE STAR IN MARRIOTT'S FIRST SHORT FILM

With such high demand for video, both agencies and brands are forming in-house production studios at top speed. One of the more recent is The Marriott Content Studio, launched five months ago, whose mission is to own original content marketing as both a travel company and a worldwide community. The hotel chain has a vast slate of non-traditional marketing projects underway targeting Millennials through all screens and formats.

"We're targeting next-gen travelers. People who live and breath content," says David Beebe, vice president, creative and content marketing at Marriott International. "If you give them content that adds value, they will allow you to market to them at that point because you did something for them first rather than going straight for the sale."

One project in the pipeline is "Two Bellmen" the company's first short film where the JW Marriott Los Angeles plays a character in the action-driven story about two bellmen who thwart a heist at a private art event.

"It's not about us solely integrating the hotel features into the story," Beebe says. "It's more about how does that naturally take place as part of the story."

The 20-minute film, produced in partnership with Substance Over Hype, was shot over seven days. It premieres in early March surround by a multi-channel marketing plan worthy of a major motion picture.

The strategy for the Content Studio is built around three "Cs": Content, (produce relevant and engaging content); Communities (who want to engage with the content) and Commerce (monetize the communities).

"Great content for us equals heads in beds," he says.

## Colorful Pillows

brighten things up



**An animated video helped Bellacor drive visitors to a new section on its website.**

## SPECIAL SCREENINGS

### VIDEO HELPS TAULIA MOVE AUDIENCE SEGMENTS THROUGH THE SALES FUNNEL

Cloud-based procure-to-pay provider Taulia has four distinct audience types and buying personas. It has learned that it can get stronger results by making many videos that appeal to specific segments.

“Every audience has a different expectation and we’ve seen that the more targeted we can get in speaking to a unique group’s pain points and distinct sense of humor, the more successful the video becomes,” says Bhaji Illuminati, Taulia’s senior marketing manager.

Take, for example, one of Taulia’s most successful video campaigns. “The Most Remarkable Man in Accounts Payable.” The parody of Dos Equis’ wildly popular “Most Interesting Man in the World” campaign had an 80.3% clickthrough rate and more than 2,500 qualified views, according to Vidyard, Taulia’s video marketing platform.

Using video to generate leads, Taulia embeds webinar



A still shot from the “The Most Remarkable Man in Accounts Payable” video.

videos on landing pages and uses a contact form at the beginning of each video to collect registrant’s contact details. Following up on leads that score 80% and above, Taulia can automate relevant content to those who show interest in specific products and push more leads through the sales funnel.

The sales teams monitor website visitor’s video viewing behavior in Salesforce to follow up immediately.

“We found it’s easier to get people to press play and watch a minute-long video that it is to get them to download a white paper, let alone read that white paper,” Illuminati says. “With a video they get a version of our message in a compact, memorable format we can track.”



Highlights from the “Nike The Ride” lacrosse event were filmed for use as an internal communications tool.

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postings as well as paid social ads and email, which together drove over 2,000 sites.

“It drove quite a bit of awareness and when we did launch we had our best day that month as far as sales,” says Pekala.

THE VIDEO “DROVE QUITE A BIT OF AWARENESS AND WHEN WE DID LAUNCH WE HAD OUR BEST DAY THAT MONTH AS FAR AS SALES.” —MIŁOSZ PEKALA, SENIOR SEO MANAGER AT BELLACOR

## EMPLOYEE ENGAGEMENT

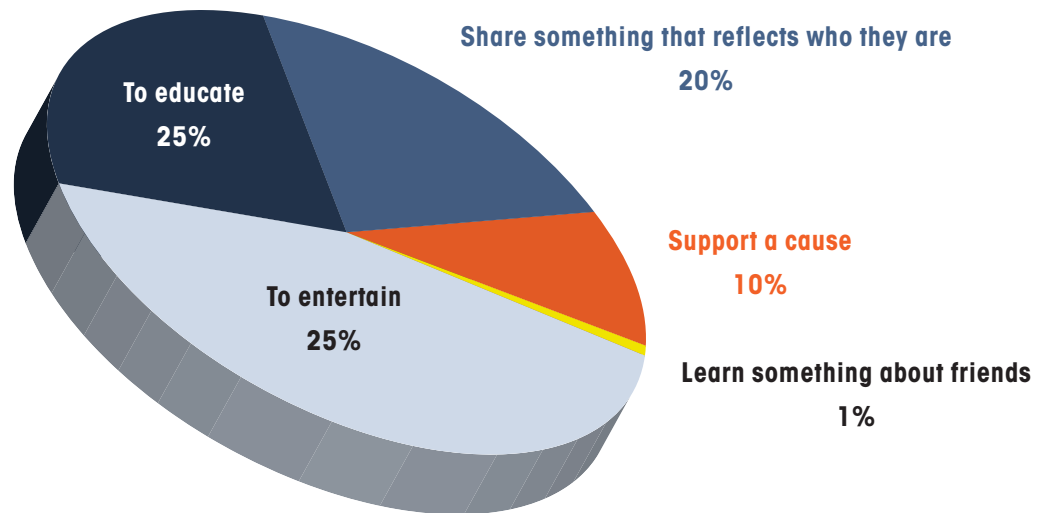
Internal branding is another growing use of content marketing videos as a way for brands to communicate any number of topics, news or other information to employees in an engaging way, including relaying the excitement of live consumer events that the vast majority of employees never get a chance to participate in.

Nike runs dozens of sports training camps for young people each year around lacrosse, soccer, basketball, tennis and other sports, often having recap videos produced at each event to use for internal communications.

Last July, MKTG conceived, created and executed the “Nike the Ride” sports training camp around Nike’s line of products for the lacrosse sports category. One hundred top high school athletes from across

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## Why Do People Share Content Online?



Note: n=1,000 ages 18+

Source: Fractl, "The Link Between Content Sharing & Identity," Nov. 10, 2014

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the country were invited to the training competition, held at Nike's world headquarters in Beaverton, OR. Video played a role in who was lucky enough to attend. Athletes submitted 60-second videos, viewed by Nike Lacrosse, who then invited those boys and girls that made the cut.

"Lacrosse is the No. 1 rising college sport and Nike wants to be a part of something on the rise," says Ryan Beickert, senior video producer, MKTG. "They know the necessity to get in early."

At the three-day intensive camp, Nike Lacrosse gear was available for the athletes to try on or purchase.

For three days, MKTG led production of the video shoot to tell the story of the event's activities and excitement and new product line to be shared internally within Nike employees who did not attend the event themselves. A local crew from Portland was hired with expertise in shooting sports documentary content.

The camp was held July 19-22 and by July 24 the recap video was hosted on a password-gated site and Nike emailed news of the video out.

"The turn around is quick because the excitement of the live experience yields the desire to share the video," Beickert says. "There needs to be a response in a time frame that is still relevant."

"It was a wonderful experience for these kids and the people directly involved," he says. "Other than external communications coming from the kids' expe-

riences, the intent of the video is to get the internal community excited about what they can do in this category and how it can affect the consumer in a personal way."

MKTG produces recap videos for internal communications for most Nike live events that it executes, as well as events for other clients. "We recommend it to everyone of our clients because of how powerful it can be," Beickert says. "These internal videos follow the same rules of external video content: a concise strong story and a balance of entertainment and information. The internal audience is just as important as external audiences.

### VIDEO'S REACH

Facebook is the obvious clear frontrunner when it comes to share of social video shared in the U.S. at 61.2%, followed by Twitter (14.1%) and Google (6.6%). Tumblr, Pinterest, reddit, StumbleUpon and email also play smaller roles, according to a report from Unruly Media. The primary reason users share the content is to entertain (44%), to educate (25%), to share something that is a reflection of who they are (20%) to show support for a cause (10%) and to learn something about the people on their friends' list (1%), reports Fractl.

The frequency with which social network users worldwide share video may be a signal that focus on storytelling and entertainment value are critical if a brand is looking to gain mass share or reach the

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## 7 SELLING POINTS

Still need to convince your c-suite of the benefits of investing in video marketing? Demand Metric offers 7 ideas on why video should be part of your 2015 B2B and B2C strategy.

1. **It's nice to share.** Video is one of the most highly shared content formats online, especially in social media.
2. **Video gets people involved.** By choosing to play a video, a viewer is already showing interest in your product or service. This means a prospect is actively choosing your content, rather than just passively receiving it.
3. **You've got a great personality.** And we don't mean that as an insult. For organizations that have little in-person contact with clients, video provides a platform to showcase the company and personalize communications with specific buyer segments. Particularly in B2B, this can help companies connect personally with prospects.
4. **Engagement can mean more qualified leads.** When video content is strategically planned, produced and distributed for a particular audience, it is more likely to generate prospects that are invested in your message. One-minute of relevant, engaging video targeted to the right viewers can be a very powerful way to spur call-to-action.
5. **Build your brand.** Done right, video can boost your customers' connection with your brand message. Make sure you create a clear, relevant story that highlights the most appealing attributes of your organization.
6. **Improved SEO?** Yes, please! Video can give a great boost to your SEO rankings. "Marketers should keep in mind that search engines will index properly tagged videos very well, and they often include an attention-grabbing thumbnail pane in the search results page," notes Jerry Rackley, chief analyst with Demand Metric.
7. **The bottom line.** Some organizations choose to make access to their videos fee-based. But even if your clips aren't pay-for-play, the increased engagement, brand presence and SEO focus that video brings will certainly lift your revenue. Create a strategic plan for video production and distribution, and the sky's the limit.

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right audience.

"Most marketers will tell you getting viral share is not a science, it's basically art and a crap shoot," says Paul Verna, senior analyst at eMarketer. "At the end of the day it's like anything in pop cultural, if it resonates with people it will take on a life of its own, but that's very hard to predict and plan for."

Video consumed on any digital device by the U.S. audience will surpass 200 million this year, making up not quite two-thirds of the entire population, according to eMarketer.

A key stat for marketers is that the growth appears to come from older audience segments, because the younger segments are already consuming digital video. For example, Internet users age 65+ that watch digital video content via any device at least once per month made up 36% of this group in 2013, compared to 80.1% by 2018. Compare that to 18-to-24 year olds whose numbers move slightly from 93% in 2013 to 96% by 2018, eMarketer projects. More than 64% of all digital video viewers are in the 18-to-54 age groups, a suitable target for nearly every brand marketer. And most are watching after 4 p.m.

"The conversation that we've been having around communication is defining who the consumer is, what the personality of the brand is and that we understand the consumer," Sarah Cunningham, senior managing director, client service and development at TPN says. "We know that the audience will reward the brands that they discover in the world's they inhabit. The content should be genuine and part of something the target audience is already interested in. The content needs to be a great example that the brand gets it and that they get me." !



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The Authority on Measurable Marketing: Our mission is to seek out the best in measurable marketing intelligence—and then analyze, summarize and organize it for marketing and C-level executives.