

VIDEO DISTRIBUTION BORD BIA JANUARY 18TH 2018

AGENDA

- PART ONE; 9.30-11.15
 - QUICK OVERVIEW OF THE VIDEO LANDSCAPE 2018
 - UNDERSTANDING THE ROLE OF YOUR VIDEO
 - HOW TO THINK ABOUT YOUR TARGET AUDIENCES
- BREAK; 11.15-11.30
- PART TWO; 11.30-12.30
 - WHAT PLATFORMS SHOULD YOU BE TARGETING PARTICULARLY WITH LIMITED BUDGETS
 - HOW DO I SET THE VIDEO UP FOR MAXIMUM RESULTS ONCE IT'S ONLINE
 - WHAT KPI'S DO I SET UP

THE TIMES



Thursday February 9 2017 | thetimes.co.uk | No 72142

Only 80p to subscribers **£1.40**



Death of the It Girl

Tara Palmer-Tomkinson 1971-2017 News, page 9
Obituary, page 59



Woman behind
the creepiest
film of the year

Times2

Big brands fund terror

Household names unwittingly pay extremist supporters and pornographers as adverts dumped online

TIMES INVESTIGATION

Alexi Mostrous Head of Investigations

Some of the world's biggest brands are unwittingly funding Islamic extremists, white supremacists and pornographers by advertising on their websites, *The Times* can reveal.

Advertisements for hundreds of large companies, universities and charities, including Mercedes-Benz, Waitrose and Marie Curie, appear on hate sites and YouTube videos created by supporters of terrorist groups such as Islamic State and Combat 18, a violent pro-Nazi faction.

The practice is likely to generate tens of thousands of pounds a month for extremists. An advert appearing alongside a YouTube video, for example, typically earns whoever posts it \$760 for every 1,000 views. Some of the most popular extremist videos have more than one million hits.



F-Pace SUV from Jaguar, the British carmaker, runs next to the video.

Sandals Resorts, the luxury holiday operator, is advertised next to a video promoting al-Shabaab, the East African jihadist group affiliated to al-Qaeda. Last night a Sandals spokeswoman said that it made "every effort" to stop its adverts appearing next to inappropriate content. It said that YouTube had "not properly categorised the video" as sensitive.

Adverts for Honda, Thomson Reuters, Halifax, the Victoria & Albert museum, Liverpool university, Argos, Churchill Retirement and Waitrose also appear on extremist videos posted on YouTube by supporters of groups that include Combat 18.

After *The Times* informed Google,



Let me know in the comments if you liked the video or enjoyed watching the vlog on this platform.

If you do, I'll continue to upload here more frequently!



280 Likes · 33 Comments

Like Comment Share

LINKEDIN DEVELOPS NATIVE VIDEO CAPABILITY

Tell your story to B2B Customers....

Live Video streaming becoming the norm?



70.05 B

Video streaming market is on track to become a \$70.5 billion industry by 2021



80%

Of customers would rather watch live videos from a brand that read post



3X

Facebook Live Videos are watched 3X longer than regular one

NO FMCG IN THE TOP FIVE BRANDS PRODUCING THE MOST VIDEO CONTENT...

L'ORÉAL

▶ 1,521

videos released in Q2 2017

IBM

▶ 1,338

videos released in Q2 2017

SAMSUNG

▶ 1,326

videos released in Q2 2017

Cartier

↑ 500%

increase in year-over-year
publishing growth

PRADA

↑ 267%

increase in year-over-year
publishing growth

IT'S NOT ALWAYS ABOUT THE QUANTITY...



3/5/2018

VR the Future of Storytelling? Facebook thinks so with Facebook Spaces (in beta)



Whatever is achievable with organic reach, it will be potentially dead for some brands!



A screenshot of a Facebook post by Mark Zuckerberg. The post includes a profile picture, the name 'Mark Zuckerberg' with a verified badge, and the date 'on Thursday'. The main text discusses Facebook's focus for 2018 on ensuring time spent on the platform is well-spent, emphasizing connections and well-being. It also mentions feedback from the community regarding public content. At the bottom, there are engagement metrics: 185k likes, 17k comments, and 27k shares.

 **Mark Zuckerberg**  
on Thursday

One of our big focus areas for 2018 is making sure the time we all spend on Facebook is time well spent.

We built Facebook to help people stay connected and bring us closer together with the people that matter to us. That's why we've always put friends and family at the core of the experience. Research shows that strengthening our relationships improves our well-being and happiness.

But recently we've gotten feedback from our community that public content - posts from busine... [See more](#)

 185k  17k  27k



WHAT REPRESENTS THE BIGGEST SHARE OF VIDEO CONTENT ON YOUTUBE?

FOOD AND BEVERAGE!

465B

total views of food and
beverage content on YouTube

62%

of viewers discussing food and
beverages on Facebook are women

60%

growth in annual views of food and
beverage content on YouTube in
2016 over the previous year

Long-form videos
earn more than

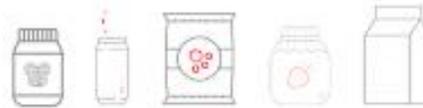
4X



the share of views on YouTube
compared to videos that are
less than **60 seconds** in length

Tutorials with branded products attract
**15% more views &
36% more engagements**

on average than tutorials without
branded products on YouTube



Food and beverage
fans on Facebook are

twice



as likely to engage with **organic
content or ads from brands**
than the average Facebook user

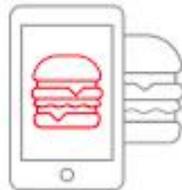


62% of the audience discussing food and
beverages on Facebook is female

Top food & beverage
influencers earn nearly

**2X the views &
4X the engagements**

top food & beverage brands on YouTube



25-54



years old Twitter users are the most likely to be
interested in food news and information on the
platform — **and these users tend to be high-earners**

Shopping list: Food and beverage video genres on YouTube



Brand Film

Long-form, highly-stylized video (>1 minute) published by a brand, often produced specifically for digital as part of a broader campaign.



Challenge

Creators compete in a challenge involving food, such as tasting different flavors of a snack blindfolded.



Commercial

A repurposed TV commercial asset, between 15-60 seconds in length.



Food Comedy

Traditional comedy videos and sketches centered around a food item.



Food Experiment

A video experimenting with food items, such as creating a soda geyser with Diet Coke and Mentos.



Informational

A video discussing or educating viewers on food, often focusing on food science or food production.



Prank

Joke or hoax video centered around a food item or establishment.



Recipe or Tutorial

An instructional video on how to create a certain type of food, meal, or confectionery decoration.



Review

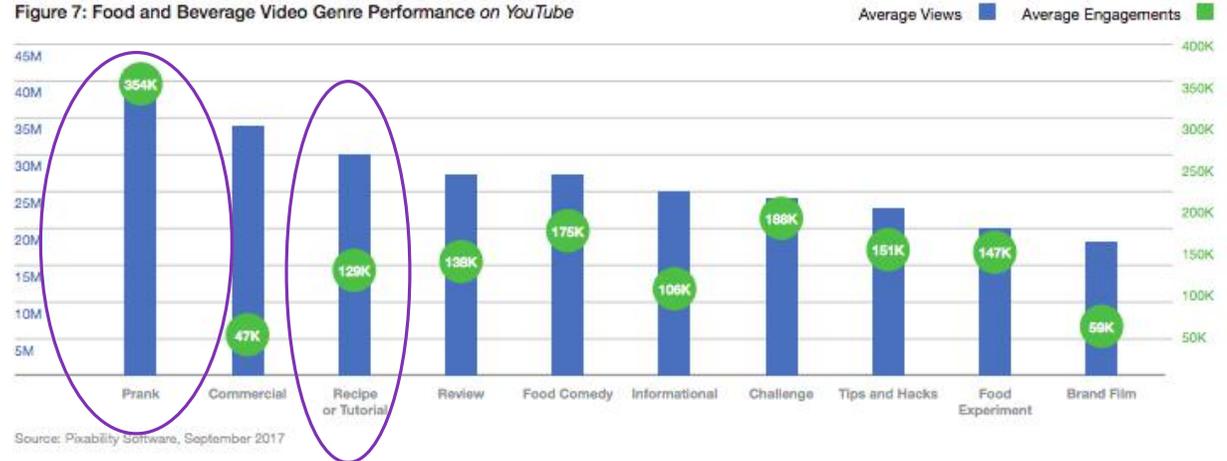
A review of a food item, often branded and packaged products.



Tips and Hacks

Tips and advice to alleviate everyday pains of cooking, such as an easier way to peel hard-boiled eggs.

Figure 7: Food and Beverage Video Genre Performance on YouTube



Source: Pixability Software, September 2017

WHO IS THE HEAD CHEF, INFLUENCER OR BRAND?

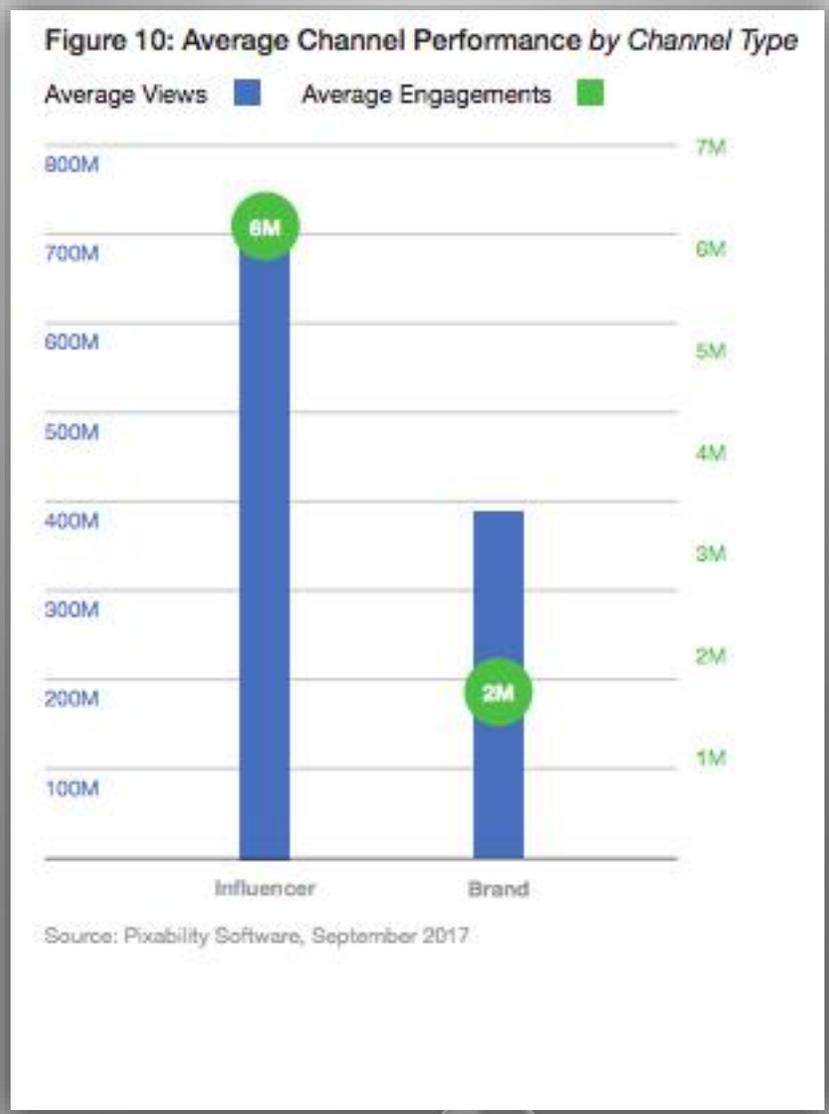
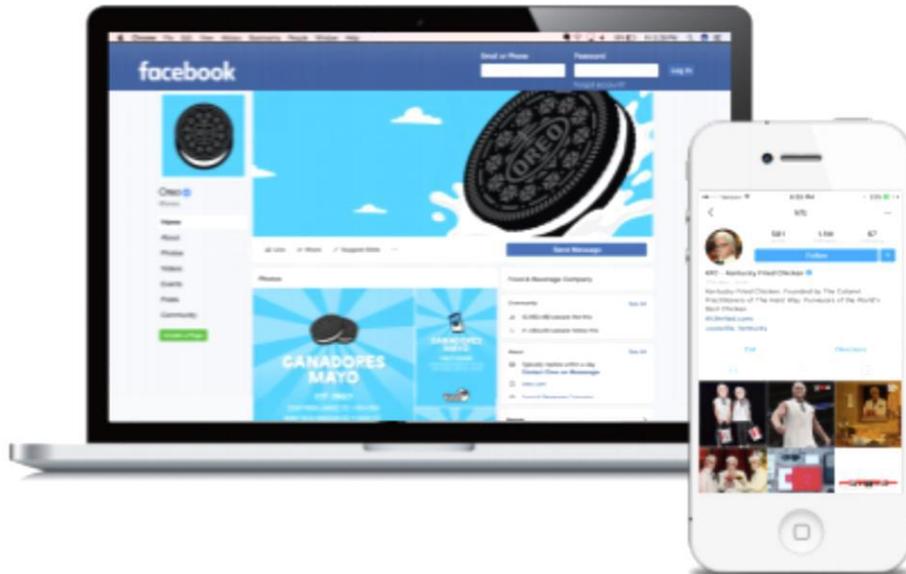


Figure 11: Top Food and Beverage Brands Across Platforms by Total YouTube Views

Rank	Brand	 YouTube Views	 YouTube Subscribers	 Facebook Video Views	 Facebook Followers	 Instagram Followers	 Twitter Followers
1	Red Bull	1.9B	6.4M	343M	48M	7.7M	2.2M
2	Coca-Cola	797M	1.6M	116M	106M	2.1M	3.4M
3	Sprite	244M	212K	18M	23M	649K	283K
4	Fanta	218M	331K	5M	20M	318K	157K
5	Oreo Cookie	194M	212K	231M	43M	2.3M	853K
6	Chick-fil-A	141M	33K	71M	8M	852K	867K
7	Pepsi	139M	782K	197M	37M	1.1M	3.1M
8	Budweiser	97M	155K	255M	14M	257K	154K
9	Heineken	92M	250K	148M	23M	239K	149K
10	KFC	88M	357K	103M	48M	1.1M	1.2M

Source: Pixability Software, September 2017

... leading food and beverage brands on YouTube are publishing more videos to Instagram, while leading influencers on YouTube are publishing more video to Facebook.



**EXTEND YOUR
AUDIENCE
ENGAGEMENT
STRATEGIES ACROSS
PLATFORMS**



**SO YOU HAVE
THE VIDEOS,
WHAT'S
NEXT?**











CAROLE ANN CLARKE CONSULTING

OBJECTIVES & MEASUREMENT GO HAND IN HAND



#1. WHAT IS YOUR OBJECTIVE? HOW WILL YOU MEASURE SUCCESS?

MARKETING GOAL;	AWARENESS	CONSIDERATION	ACTION/CONVERSION
VIDEO KPI'S	VIEWS	VIEW-THROUGH RATE	CLICKS (sites, content, sales)
	IMPRESSIONS	WATCH TIME/RATE	CALLS
	UNIQUE USERS	FAVORABILITY LIFT	SIGN UPS/SUBSCRIPTIONS
	AWARENESS LIFT	CONSIDERATION LIFT	SHARES
	VIDEO RECALL LIFT	BRAND INTEREST LIFT	COMMENTS
	FB REACH	LIKEABILITY (content)	SALES
	TWITTER REACH	BRAND PERCEPTION	PURCHASE INTENT LIFT
	YOU TUBE REACH	EARNED MEDIA LIKES	TRIAL/ EVENT SIGN UPS
			BLOGGER TAKE UP

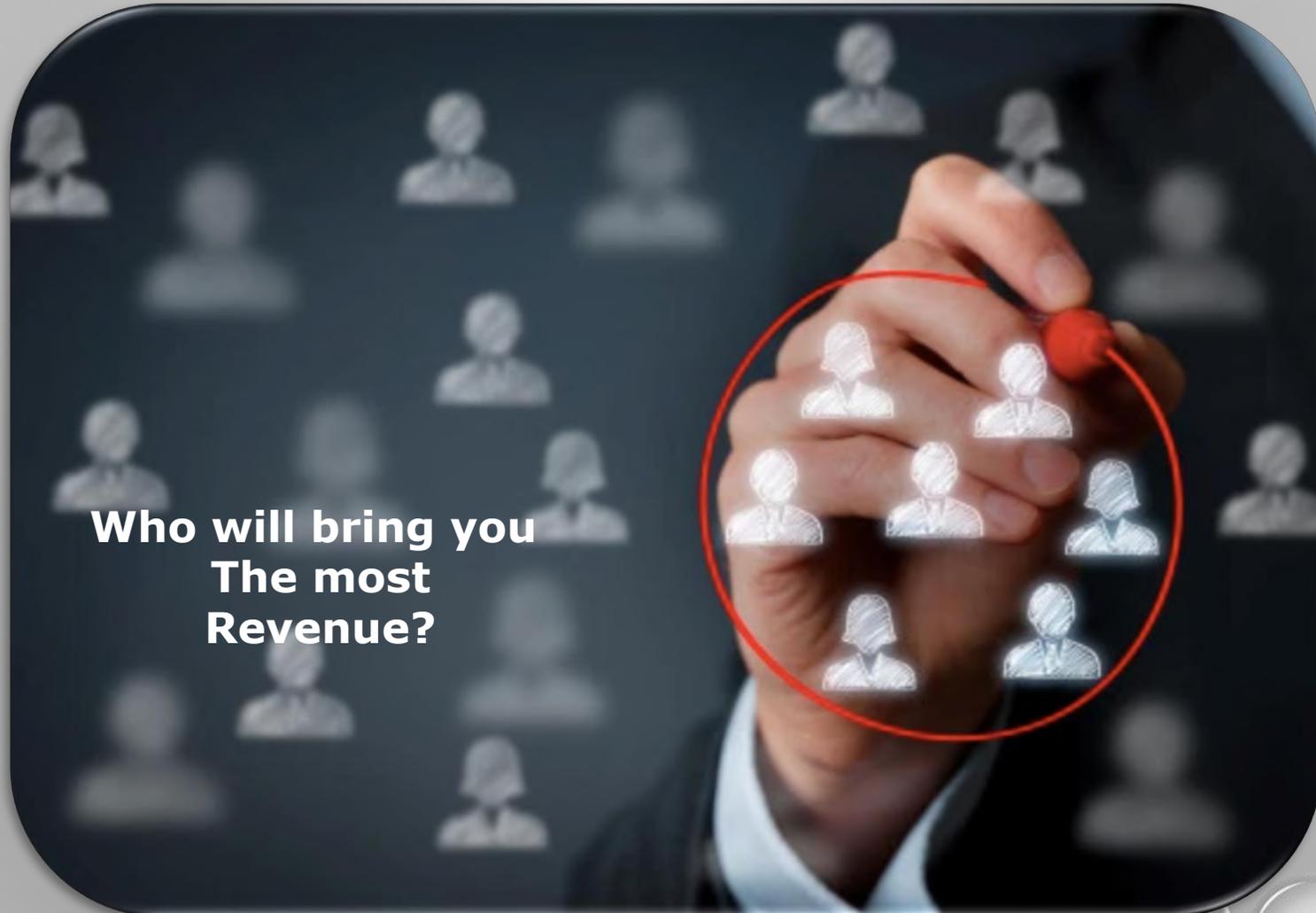
OBJECTIVES



- 1.
- 2.
- 3.

#NO.2 –WHO IS YOUR TARGET AUDIENCE?

(WHERE ARE THEY, WHEN, WHAT CONTENT DO THEY LIKE, WHAT DO THEY LIKE?)



**Who will bring you
The most
Revenue?**



WHO IS YOUR LOW HANGING FRUIT?

3/5/2018



WHAT ARE YOU ALL DOING ON YOUR PHONES?

WELCOME TO MICRO MOMENTS... WHEN WE TAKE OUT OUR PHONES TO TAKE ACTION;



I-want-to-know moments

65%

of online consumers look up more information online now versus a few years ago.²

66%

of smartphone users turn to their phones to look up something they saw in a TV commercial.³



I-want-to-go moments

2X

increase in "near me" search interest in the past year.⁴

82%

of smartphone users use a search engine when looking for a local business.⁵



I-want-to-do moments

91%

of smartphone users turn to their phones for ideas while doing a task.⁶

100M+

hours of "how-to" content have been watched on YouTube so far this year.⁷



I-want-to-buy moments

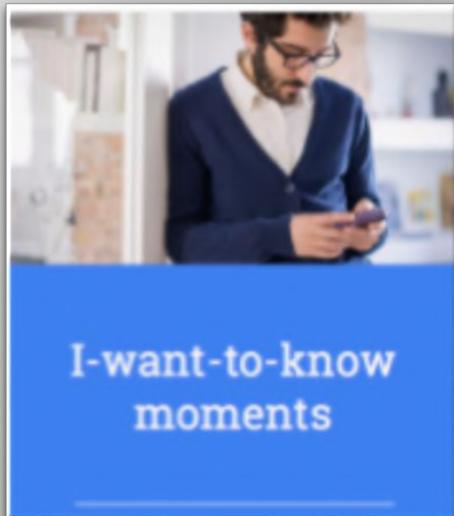
82%

of smartphone users consult their phones while in a store deciding what to buy.⁸

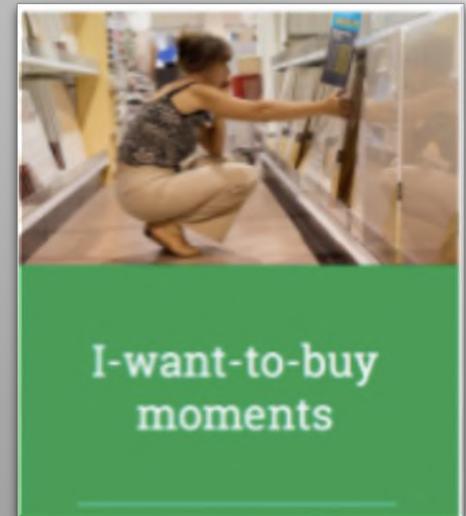
29%

increase in mobile conversion rates in the past year.⁹

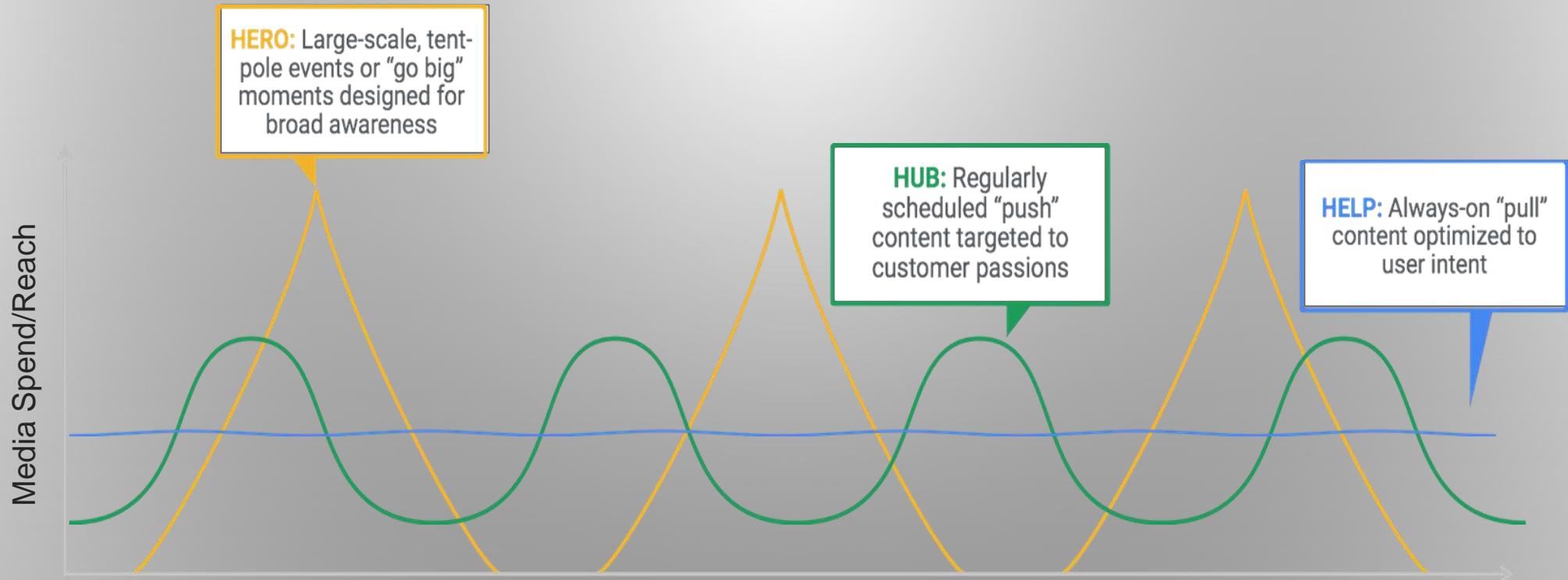
IMPLICATIONS FOR YOU...



1. **BE THERE**; think about moment mapping for your brand and your category
2. **BE RELEVANT**; Match with what your target audience cares about
3. **BE QUICK**; Video is a great short cut to reach consumers – snackable content built around the relevant moments (6 second bumpers ideal!)



#NO.3 - UNDERSTAND THE TYPE OF CONTENT YOU NEED OR HAVE CREATED



HERO, HUB, Help: A Framework for Brand Publishing

Scoop.it
SOLUTIONS ▾ PRICING RESOURCES ▾ BLOG SIGN UP LOGIN

You are the content you publish

Scoop.it
Content Curation Service

Professionals:
Create and grow your online presence in minutes by publishing curated content.

Scoop.it
Content Marketing Automation

Marketers, business owners and agencies:
Generate more and better content. Get more traffic and leads from your content.

[SIGN UP FOR FREE](#) [LEARN MORE](#)

sproutsocial
SOLUTIONS PLATFORM PRICING ABOUT LOG IN [START YOUR FREE TRIAL](#)

Save Time & Do More With Sprout Social

With the right tools, any small business, no matter the size, can extract real value out of social engagement, publishing and analytics.

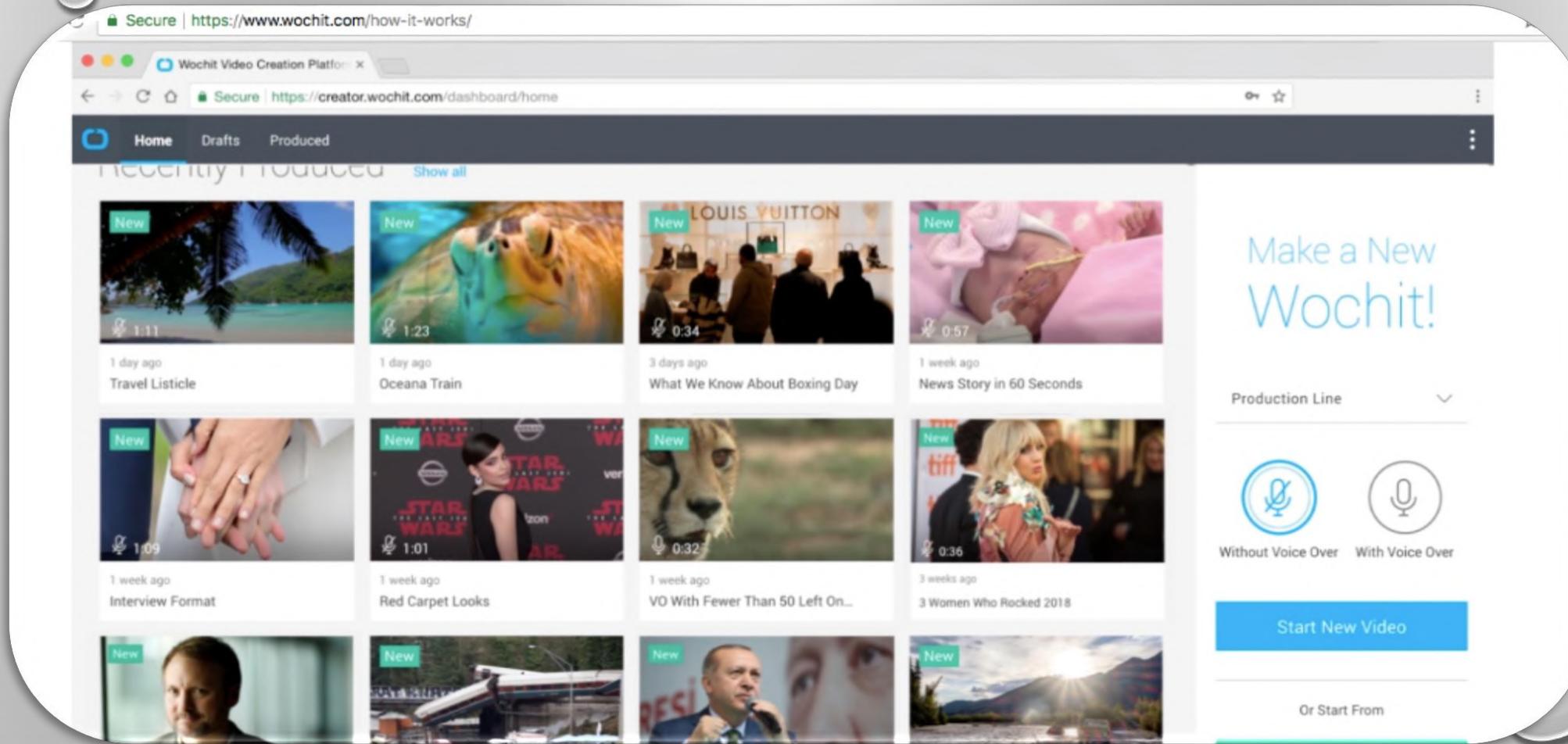
[START YOUR FREE TRIAL](#)

No credit card required, no software to install.

65% VS. PRE-EXISTING

AND LOOK TO THIRD PARTY PROVIDERS TO HELP BUILD UP AND DISTRIBUTE YOUR CONTENT FRAMEWORK

WHILST CREATING CONSISTENCY IN YOUR OWN CONTENT



**THINKING ABOUT THE VIDEO YOU HAVE JUST MADE,
WHAT MOMENTS ARE YOU TAPPING INTO?
WHERE WOULD YOU PLACE YOUR VIDEO IN THE
HERO, HUB, HELP FRAMEWORK?**

#NO.4; UNDERSTAND YOUR PLATFORMS AND CREATE THE RIGHT FORMATS



59% of the population
Average age; 30.6
BUT Mobile users average
Age = 25
Small dip in penetration



500k users
53% = 15-24
BUT 92% of all journalists use it
In growth after a period of decline



44% users + 35yo
But very large young audience
too



43% of users between 15-24
Average age; 20



28% of Population
Average age; 23.3
Stagnant in the last year
70% of posts not seen
Creative channel
34% higher engagement for
Videos posts 9pm weekdays



5% of the population
51% <> 18 & 24
32% <> 25 & 34
U can advertise via FB audience
network

Video Formats relevant for any platform



1. Animated



2. Stop Motion

Cost effective,
Can do yourself



3. Live Action

Think
relevancy



4. "Banner Video"

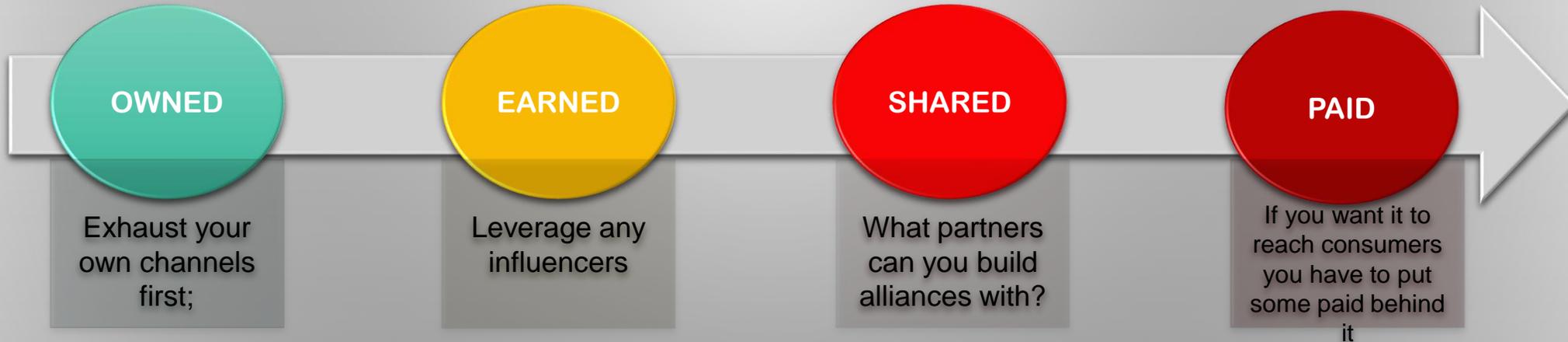
Think
Asset
Re-use



5. Gifs

Lower quality
But still work!

#NO.5 ; FOLLOW AN EFFICIENT AMPLIFICATION PROCESS



#YOUTUBE & FACEBOOK OFFER DIFFERENT BENEFITS



1
YouTube
View
(30 secs)

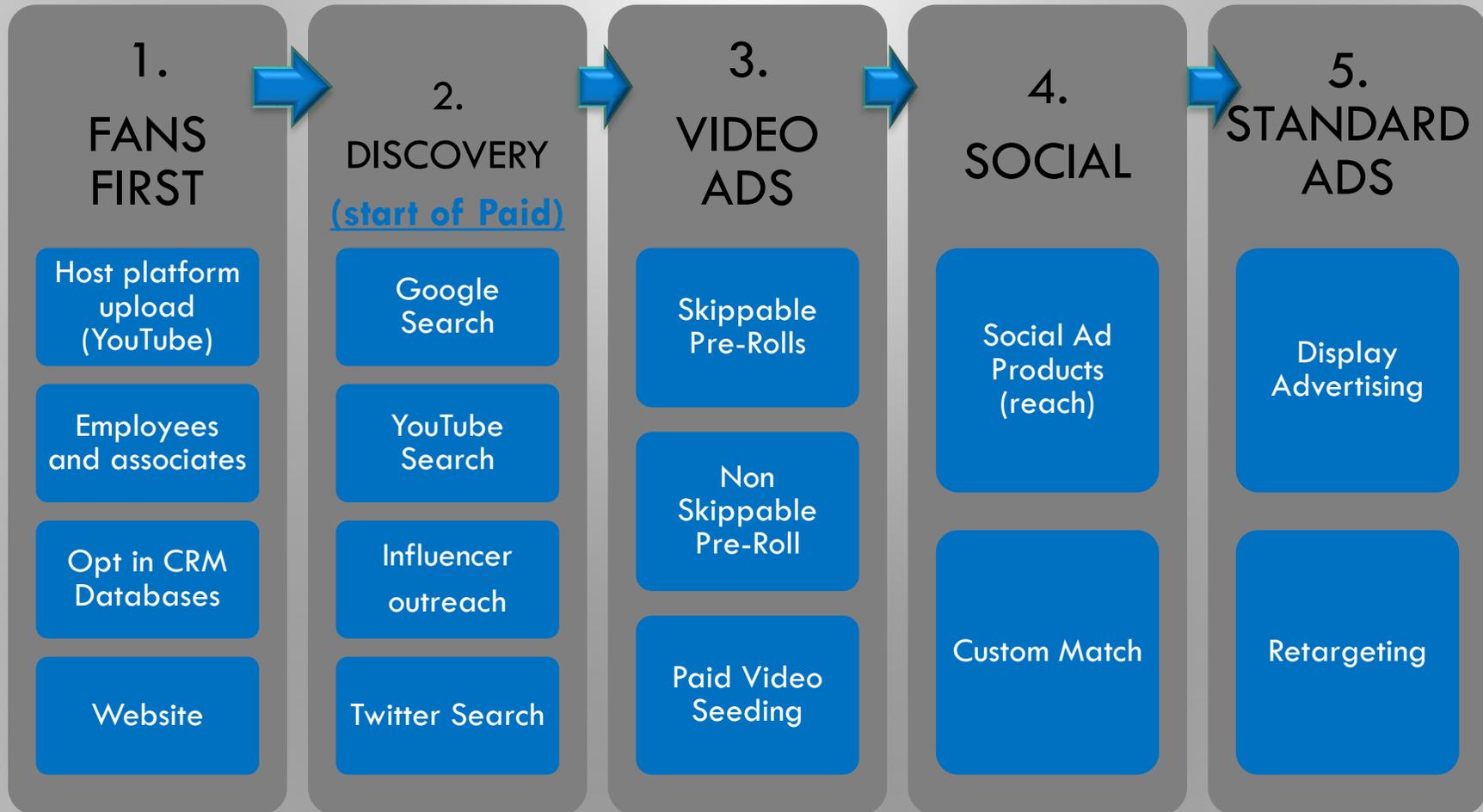
=

10
Facebook
Views
(3 secs)

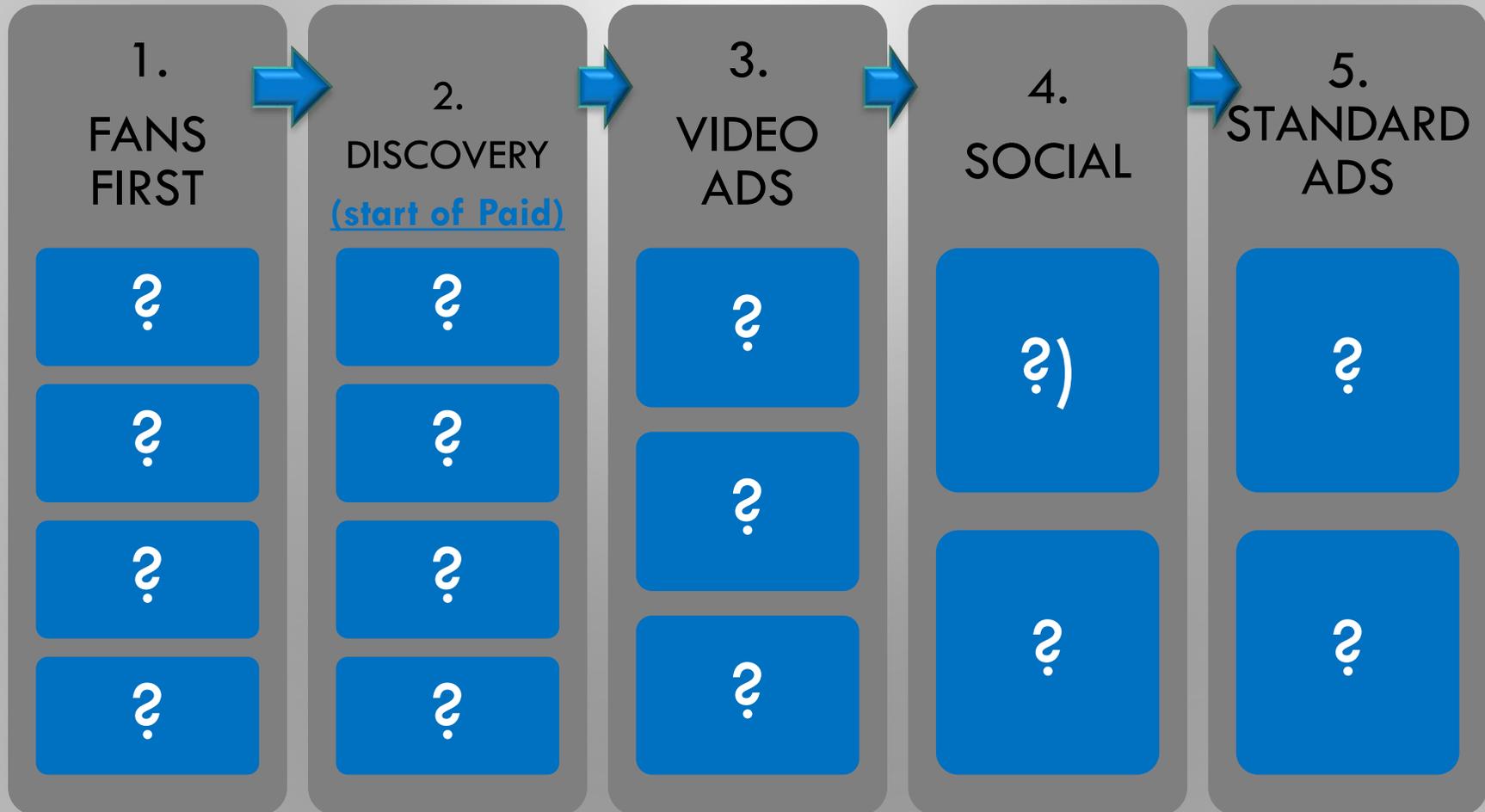
- Great for quality watched time
- 5 seconds per impression
- Non-completed views (or less than 30sec views) are free!

- Great for impressions
- Niche (specific target)
- Sharable content
- Keep it Short

HOW A CONNECTIONS PLAN MAY LOOK (EXAMPLE ONLY)



HOW THIS MIGHT YOUR PLAN LOOK?



NO. – ENSURE YOUR VIDEO IS NOT STAND ALONE CONTENT (AVOID LUGGAGE CREATION)

- MAIN VIDEO
- CREATIVE CUT DOWNS
- RELEVANT AND STANDOUT STILLS
- SEARCH COPY
- POSTS COPY AND LINKS
- OTHER CONTENT TO HELP

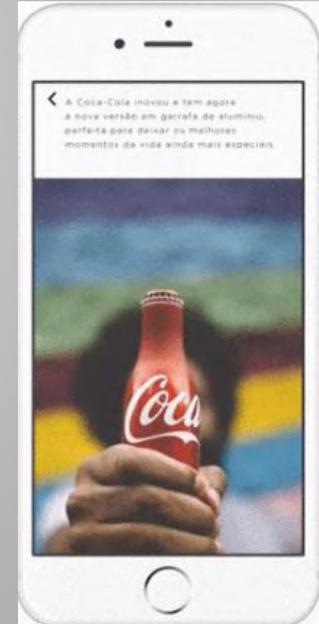


TELL THE BRAND STORY OR BRAND BENEFITS

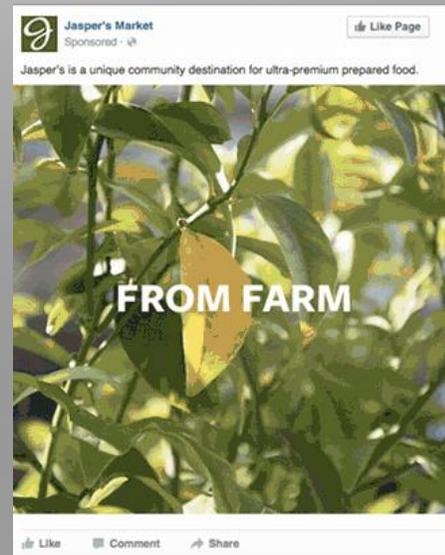
SOME VIDEO AD FORMATS FOR FB

CANVAS – MOBILE FULL SCREEN VIDEO ADS

CAROUSEL – 10 IMAGES AND OR VIDEO



SLIDE SHOW ADS – (NO VIDEO PRODUCTION!)



SOME VIDEO ADS + ENHANCERS FORMATS FOR YOUTUBE

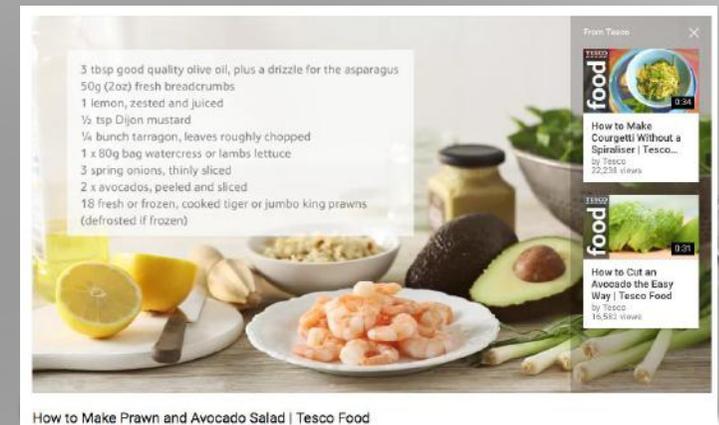
6 second Bumpers – quick + impactful



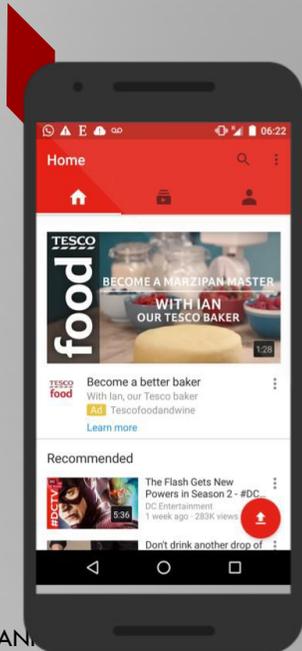
True View – MOBILE FULL SCREEN VIDEO ADS



Youtube Cards



YouTube Homepage Take Overs



Free user-friendly, cross-screen format that enables you to engage with the user and promote the scanning feature of the challenge.



Drumshanbo Gunpowder Irish Gin
78k views · 19 December 2017



Drumshanbo Gunpowder Irish Gin
78k views · 19 December 2017

The Curious Mind
9.7k views · 16 July 2017

Drumshanbo Gunpowder Irish Gin & the curious mind
8.9k views · 5 July 2017



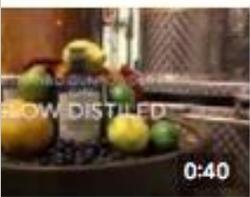
Drumshanbo Gunpowder Irish Gin celebrates its 1st Birthday...
1.7k views · 29 May 2017



Delicate instruments!
6.8k views · 18 May 2017

The Lads from Sports Bar Colorado Springs take...
39k views · 27 April 2017

Discover The Shed Distillery of PJ Rigney in...
24k views · 23 April 2016



Drumshanbo Gunpowder Irish Gin being slow distilled...
5.3k views · 8 October 2016



Good morning from outside The Shed Distillery of PJ Rigney in...
5.3k views · 3 July 2016

Drumshanbo Gunpowder Irish Gin
4.6k views · 25 May 2016

Discover The Shed Distillery of PJ Rigney in...
24k views · 23 April 2016



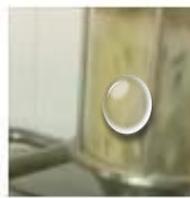
Fresh malted Barley at The Shed Distillery
11k views · 28 March 2016



Session at "The Shed"
11k views · 28 February 2016



The wind and rain makes an impression at The Shed...
579 views · 26 December 2015



Mashing in special Still* traditional Irish
3.4k views · 9 November 2015

HOW WOULD YOU AVOID YOUR VIDEO BEING A STANDALONE?

3/5/2018

NO.6 ; GET YOUR VIDEOS READY FOR AMPLIFICATION INCLUDING WHERE YOU WANT YOUR CONSUMERS TO GO/DO POST VIEW

1. FIND OUT WHAT YOU CAN AND CAN'T DO ON THE PLATFORMS YOU INTEND TO USE (INCLUDING YOUR OWN!)
2. RESEARCH UP TO DATE BEST PRACTICE TIPS (YOUTUBE AND FACEBOOK ARE GOOD RESOURCES FOR THIS)
3. ENSURE THE TIMING OF YOUR VIDEOS IS APT (RECIPE VIDEOS 20-40 SECONDS ON FACEBOOK, BUT LONGER FORM ON YOUTUBE)



[Submit a Sitemap](#)

Google webmaster tools

Sitemap	Status	Type	Downloaded
<input type="checkbox"/> sitemap-mobile.xml	✓	Mobile	Jul 16, 2010
<input type="checkbox"/> sitemap.xml	✓	Sitemap	Jul 21, 2010
<input type="checkbox"/> sitemap.xml.gz	✓	Sitemap	Jul 22, 2010
<input type="checkbox"/> tag/wordpress/feed	✓	RSS	Jul 22, 2010
<input type="checkbox"/> video-sitemap.xml	✓	→ Video	Jul 22, 2010

[Delete](#) [Resubmit](#)

XML Video Sitemap

Generated by Yoast's WordPress SEO plugin, this is an XML Video Sitemap, meant for consumption by Search Engines.

You can find more information about XML Video sitemaps [here](#).

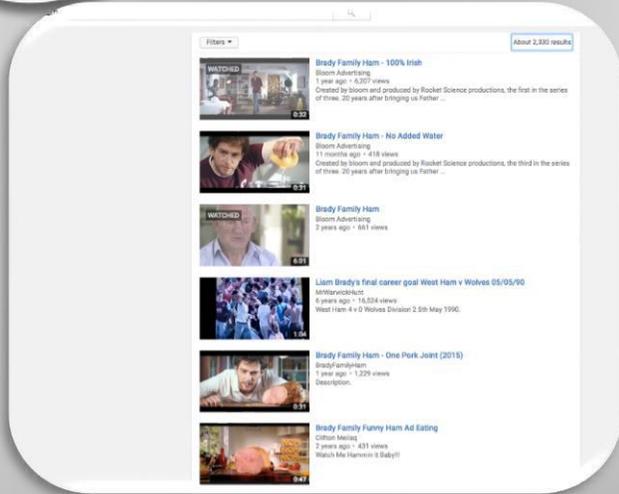
This sitemap contains 17 URLs.

Video	Post / Page	Description	Tags	Pub Date
	SEOtoberfest 2010: looking forward to it - Yoast - Tweaking Websites	The best SEO conference out there: SEOtoberfest, in Munich, this year in September from the 21st till the 23rd. Check out the intro video!	Conferences, seotoberfest,	2010-09-22 16:09
	W3C Validation & SEO - Yoast - Tweaking Websites	It's been discussed many times before: should you W3C validate your site for perfect SEO? It's not that simple, read why here.	validation, w3c, w3c validation seo,	2010-09-13 22:09
	W3 Total Cache - WordPress Caching - Yoast	It's the best caching plugin for WordPress: W3 Total Cache. The video shows how I usually set it up!	wordpress hosting, WordPress Plugins, w3 total cache,	2010-09-09 15:44
	Happy Birthday BuySellAds! - Yoast - Tweaking Websites	I've posted about them before, and will probably be telling everybody I can about them for a while to come: BuySellAds. It's their second birthday today, and they made a pretty darn cool video to celebrate ...	Online Marketing,	2010-08-04 13:57
	WordPress-to-Lead for Salesforce CRM - Yoast - Tweaking Websites	Lorna Li, an Online Marketing Manager at Salesforce.com reached out to me on a definitive list of must-have WordPress plugins for her green marketing blog and other websites she was working on. During ...	WordPress,	2010-04-30 08:30
	Unleashing Quix - Yoast - Tweaking Websites	I've been working on a secret (side) project for 3-4 months now, way longer than I ever intended to work on it, but it's now ready for release. I'm ready to show you Quix, a tool I think is very cool. ...	bookmarklet, bookmarklets, quix,	2010-01-13 15:15

HELP GOOGLE HELP YOU

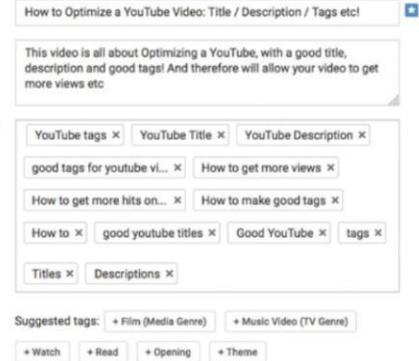


Help consumers find your video



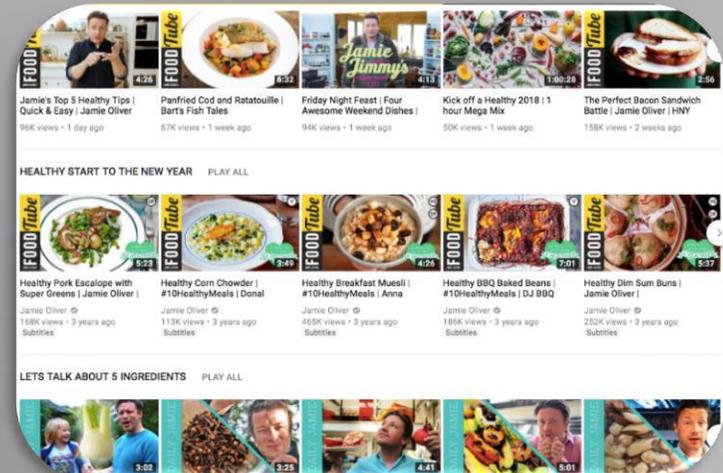
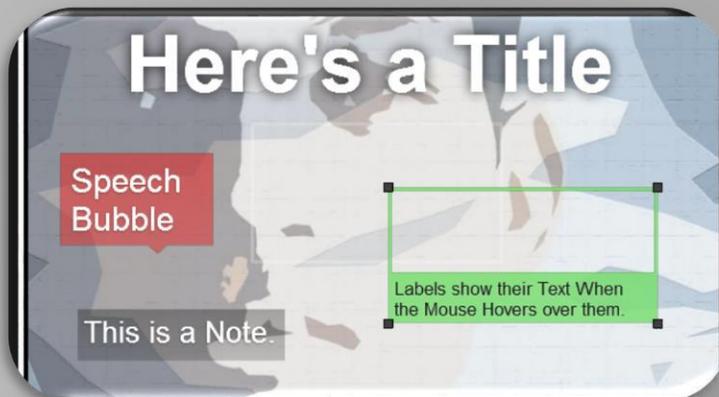
How to Optimize a YouTube Video

You Tube
Title
Description
Tags



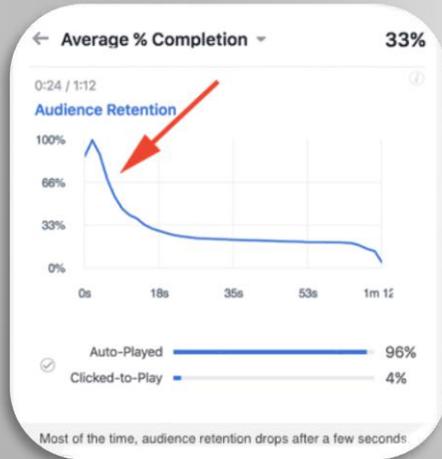
Use annotations to make your video work harder

You have less than 2 seconds for someone to notice your thumbnail





Make an impact in the first few seconds

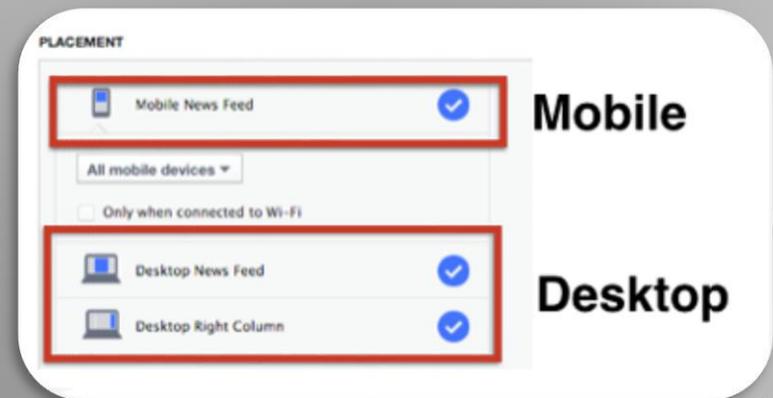


You have less than 2 seconds for someone to notice your thumbnail

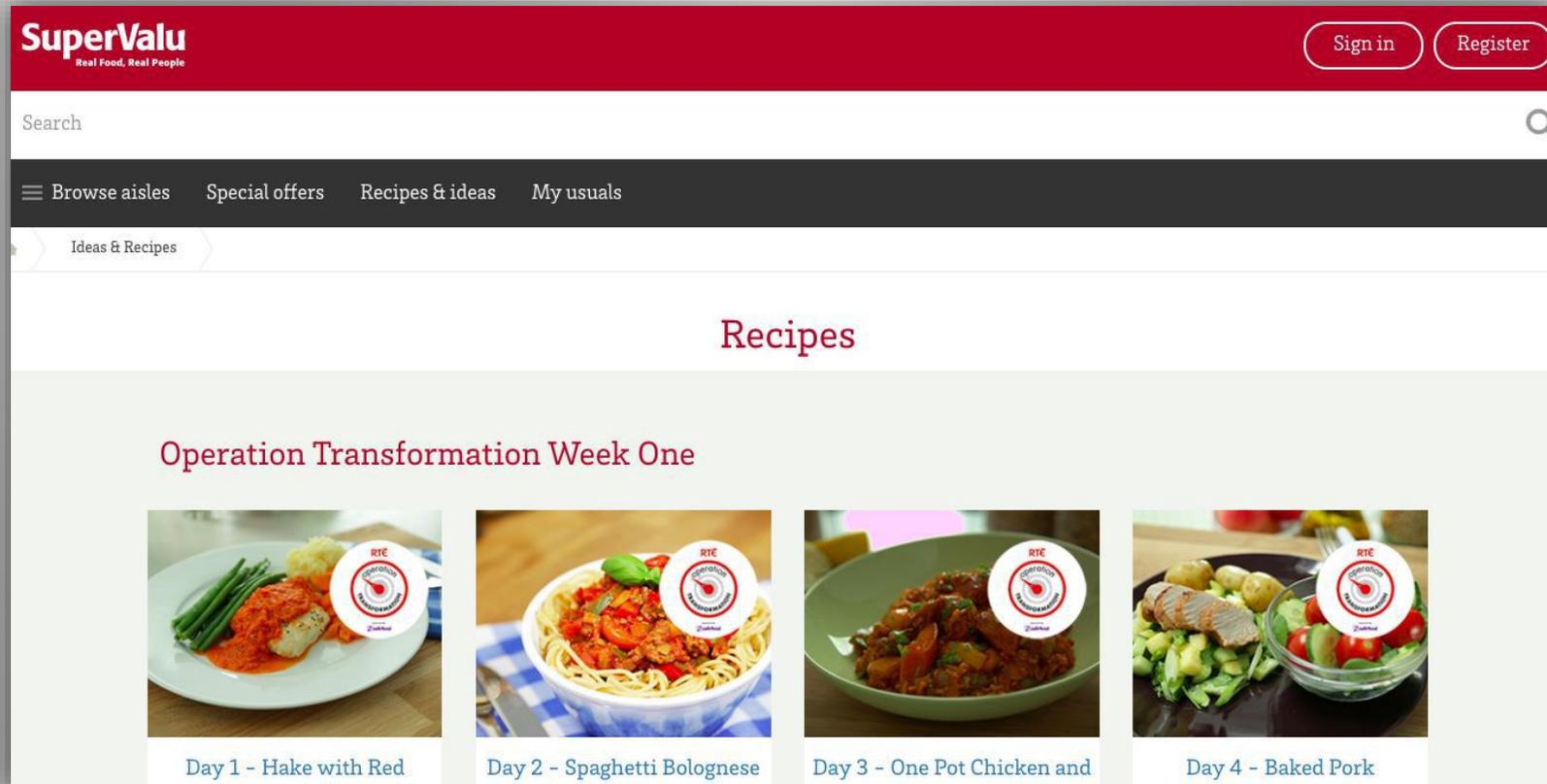


The Shorter the better (20 Seconds)
– send them to your site for full recipe or youtube channel

Mobile or Desktop?



Irish Retailers soon?



**Be Ready to move out of product pages
Into categories, occasions, recipes and more!**

#NO.8 ; ONCE LIVE YOU NEED TO OPTIMISE (MAINLY FOR PAID)!



#9. WHAT KPI'S WOULD YOU PUT AGAINST YOUR VIDEO BASED ON EVERYTHING YOU HAVE SEEN TODAY?



MARKETING GOAL;	AWARENESS	CONSIDERATION	ACTION/CONVERSION
VIDEO KPI'S	VIEWS	VIEW-THROUGH RATE	CLICKS (sites, content, sales)
	IMPRESSIONS	WATCH TIME/RATE	CALLS
	UNIQUE USERS	FAVORABILITY LIFT	SIGN UPS/SUBSCRIPTIONS
	AWARENESS LIFT	CONSIDERATION LIFT	SHARES
	VIDEO RECALL LIFT	BRAND INTEREST LIFT	COMMENTS
	FB REACH	LIKEABILITY (content)	SALES
	TWITTER REACH	BRAND PERCEPTION	PURCHASE INTENT LIFT
	YOU TUBE REACH	EARNED MEDIA LIKES	TRIAL/ EVENT SIGN UPS
			BLOGGER TAKE UP

WHAT HAVE WE COVERED TODAY?

1. **WHAT ARE YOUR FUTURE OPPORTUNITIES AND CHALLENGES TO OVERCOME**
2. **WHAT IS YOUR OBJECTIVE? HOW WILL YOU MEASURE SUCCESS?**
3. **WHO IS YOUR TARGET AUDIENCE? (WHERE ARE THEY, WHEN, WHAT CONTENT DO THEY LIKE, WHAT DO THEY LIKE?)**
4. **UNDERSTAND THE TYPE OF CONTENT YOU NEED OR HAVE CREATED**
5. **UNDERSTAND YOUR PLATFORMS AND CREATE THE RIGHT FORMATS**
6. **FOLLOW AN EFFICIENT AMPLIFICATION PROCESS**
7. **ENSURE YOUR VIDEO IS NOT STAND ALONE CONTENT (AVOID LUGGAGE CREATION)**
8. **GET YOUR VIDEOS READY FOR AMPLIFICATION INCLUDING WHERE YOU WANT YOUR CONSUMERS TO GO/DO POST VIEW**
9. **ONCE LIVE YOU NEED TO OPTIMISE!**
10. **YOUR VIDEO AMPLIFICATION BRIEF (OF SORTS!)**