

The Power, and Pitfalls, of Video

By Karen Nardozza, Moxy Marketing



From the early 1900s, people paid to sit in grand cinemas for a larger-than-life, communal film experience. Later, television brought moving pictures into homes. A household's single TV was the centerpiece of family bonding. Video was, undeniably, special. Which is why brands quickly realized its potential for marketing.

Now video is everywhere. It's still in our cinemas and living rooms, and it's also on our computer screens. It's on billboards, gas pumps, plane seats and ATMs. It's in elevators, bathrooms, taxis, retail stores, trade show halls and office lobbies. Oh yeah, it's even in our pockets.

In this supersaturated environment, is it worth wading into the world of video as a marketing and communications tool? My answer is a definitive, "yes," with an equally emphatic warning attached. Why?

Today, more than ever, agriculture and fresh food brands need to tell your stories and advocate on your own behalf. And no other medium can do it with the impact of video. By combining moving visuals, audio

and time, video can share compelling stories and make meaningful memories. Video can evoke powerful emotions, educate, agitate and inspire. Video can also make the complex simple and break down language barriers. It can communicate without words.

Mobile phones have become the number one place for people to view digital video.

WHAT ARE SOME OF VIDEOS TOP BENEFITS?

Video is viewable everywhere. People can access video content in a store, in their bed or on top of a mountain. Mobile phones have become the number one place for people to view digital video (Multichannel News, February 20, 2017, "Video Usage on Mobile Devices Closing Gap on Desktops"). This dramatic change may account for the recent surge in video's popularity and efficacy—when people can

access video anywhere, they do.

Video is the driving force of the internet. A study by Cisco Systems ("Cisco Visual Networking Index: Forecast and Methodology, 2016–2021") suggests that by 2019, over 80 percent of all internet traffic

When a video shot on a phone by an 11-year-old can get a million views, it's tempting for companies to try the same approach.

will be video. Eighty percent! Maybe it's no surprise that, after Google, the world's next biggest search engine is Google's video platform YouTube.

Video has staying power. User experience studies suggest websites that feature prominent video content have a lower bounce rate (visitors quickly leaving your site) and longer visit durations. If you don't have video content you're missing opportunities not only to be found and seen, but also to connect and build relationships with your audience.

Humans are wired for video. Dr. James McQuivey's study from Forrester Research, "How Video Will Take Over the World," suggests one minute of video is equivalent to about 1.8 million written words. Research also shows that 90 percent of information transmitted to the brain is visual, and we process that information 60,000 times faster than text. If you want to connect with people, video is an incredibly powerful tool.

AND WHAT ABOUT THE PITFALLS?

Back when there were only three channels, viewers would put up with just about anything: basic writing, unprofessional camerawork, clumsy pacing and mediocre

storytelling. Today, viewers have access to literally billions of hours of video content. The competition for eyeballs is fierce.

For all the videos out there, only a privileged few get lots of views. Ninety-three percent of YouTube views are generated by only one percent of its videos, according to a 2016 article in Barron's Magazine reporting on statistics from global research firm AB. Unfortunately, many videos make little impact, and a poorly crafted video can leave a negative impression.

But thanks to advances in technology, you don't need a Hollywood crew to produce high-quality video. With the right partners and a modest budget, it's possible to create videos that engage everyone from retailers to consumers to employees to legislators.

**READY TO GET STARTED?
HERE ARE A FEW TIPS:**

Be true to your company. There's been a meaningful shift in marketing over the past decade. Consumers are tired of phony flash and sappy spectacle; they're looking for substance. They want to know what companies believe in, not just what they make (or grow). They like knowing where their food comes from. And they bond with companies who reveal their authentic selves. So, give viewers an honest look into your world. You can share, in real time, where you are in the growing cycle—communicating freshness and quality. You can share "how to" content and educate. Tell them your story. Show them your people. Ag brands have an incredible advantage here; consumers romanticize the connection between their food and the earth. Be the brand that brings it to them.

Work with pros. When a video shot on a phone by an 11-year-old can get a million views, it's tempting for companies to try the same approach. After all, we each have a movie studio in our pockets with the capability to shoot, edit and distribute video. But does that back-pocket video reflect your brand, your voice, or your mission? It's tempting, but "pocket production" can make your video look at best amateurish, and at worst just plain awful. Marketing agencies

and creative production companies come in all shapes and sizes. There's one out there that will match your culture and your budget. Low production videos, done right, still have a place in branded content. But they need to be a carefully-considered part of a larger mix.

Think long term and stay consistent.

Decades ago, a company might create a thirty-second commercial and run it exclusively for years. My guess is that

you still have some ad jingles from your childhood burnt into your brain forever. But today's content-hungry consumers expect a steady flow of relevant and timely video. This is where a mix of professionally-produced, high end videos can work together with faster, shorter, and less produced clips.

Ready to dive into video? If it's time, find a partner, create a plan, and start shooting. I can't wait to see your stories! **cg**

BUILT ON STRATEGY

Crafted by design.

We are vested in the future of our clients and we will continue to provide designs that are inspired, intelligent and purposeful.



831.424.4620 BELLAG.COM

235 MONTEREY STREET, SUITE B, SALINAS, CA 93901