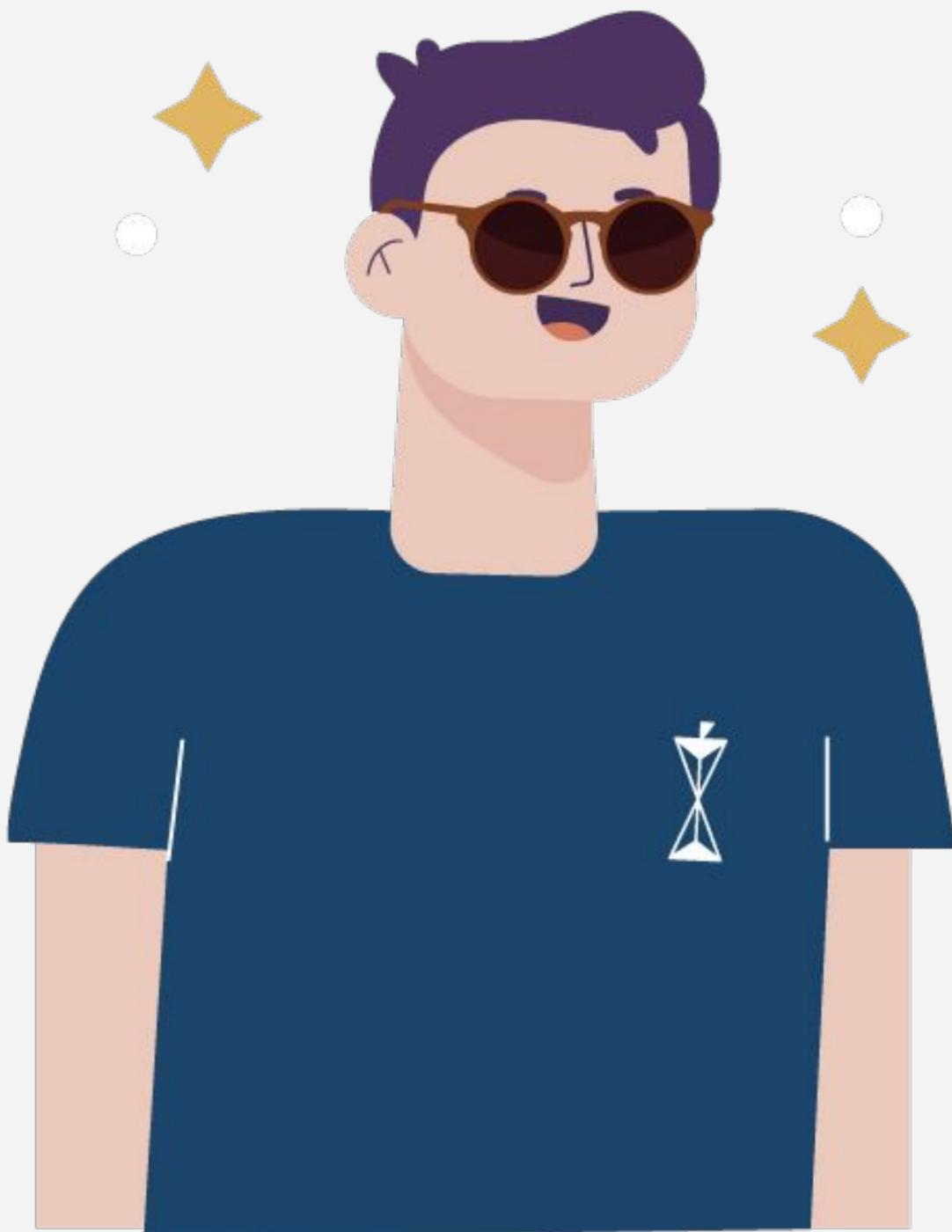


SOCIAL VIDEO TRENDS

PART TWO



“Sup, I’m Isaac!”



THE HUMANS BEHIND **THIS PAGE**

People who are passionate about creating content,
People who live and breathe video,
People who love our brands and strive to help them stand
out in a digital world that is oversaturated with content.

Competitors or clients alike, we hope you find this useful in
helping you develop your next content strategy for your brand!

Don't fret. Meet Isaac has got your back!

TABLE OF **CONTENT**

PART ONE

01

Introduction: The Rise of Online Video Content

02

Why is Video Important for your Brand Marketing?

03

What Goes Into Making A Video?

PART TWO

04

Social Video Trends + Case Studies

05

Conclusion

BACK IN **PART ONE**

We discussed the **rise of video content** and how it has quickly established itself as **one of the most effective marketing tools** in recent years.

As with most things, you can't create a knockout video without a plan, so we also came up with a **handy checklist for you to plan your next marketing video.**

NEXT IN **PART TWO**

Still stumped on where to begin? Here we explain the **different types of marketing videos** and round up a couple of the trendiest videos to help **inspire and give you the insights you need to kickstart your own video marketing efforts!**



04

**SOCIAL VIDEO
TRENDS &
CASE STUDIES**

TYPES OF VIDEOS

While video is a highly creative vehicle for your marketing strategy, **not every type of video content works for each stage of the customer journey.** Once you've determined the objective of the video, you can decide on the kind of content you'll like to create.

01

AWARENESS

Content that appeals

- Brand films (Behind the scenes, company culture)
- Round-up videos and listicles

02

ENGAGEMENT

Content that sparks reactions

- Personalised videos
- Emotional branding
- Instagram Stories
- Immersive experiences (360 Video)

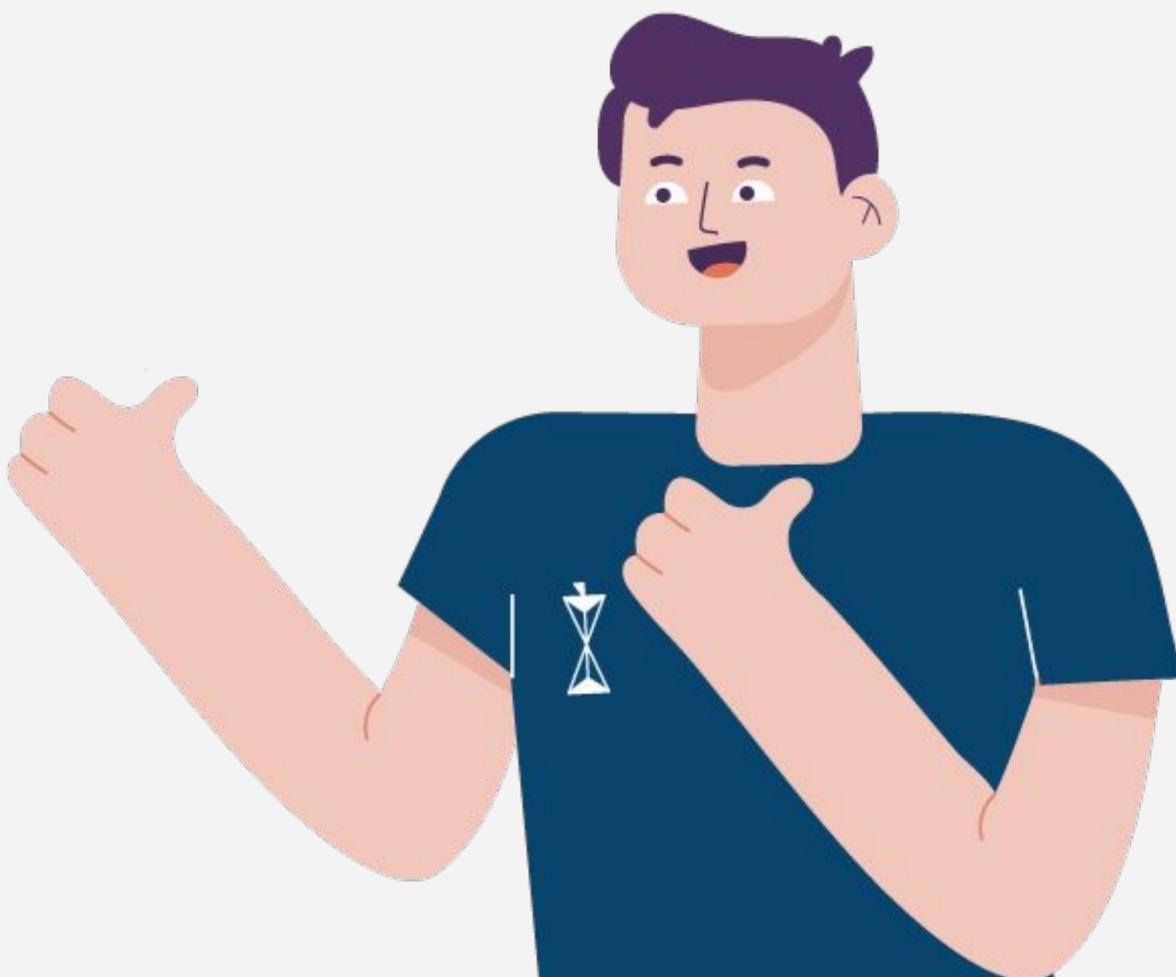
03

EDUCATION

Content that adds value

- Tutorials/How-to videos
- Product reviews
- Discussion videos

#01
AWARENESS



THE “AWARENESS” STAGE

The awareness stage, at the top of the funnel, is the first step potential customers take on their buyer’s journey. It is the marketer’s job here to **grab their attention** and make them **aware of your brand**.

Get on your customers’ radar — videos at the awareness stage typically have **high-entertainment value and broad appeal**, so as to attract as many people as possible.



#01

BRAND FILMS

The brand film sits at the top of the marketing funnel; it should **communicate your brand to your target audience** without overwhelming them with too many details or pushy sales messages.

The key is to make an **emotional connection**, so that potential customers remember you.

A good brand film should:

01

Acquaint your audience with your **brand values** in a way that makes your audience **feel connected to what you do and why you do**

02

Draw viewers in immediately and keeps them watching. There is a lot of competition out there for attention, so **set yourself apart from the rest.**

03

Create **emotion and connection** — the basis for any relationship is emotion so it is important that these videos build **feelings of trust and connection**

CASE STUDY

Brand Films

AirBnb introduces **Bélo** [\[video\]](#)

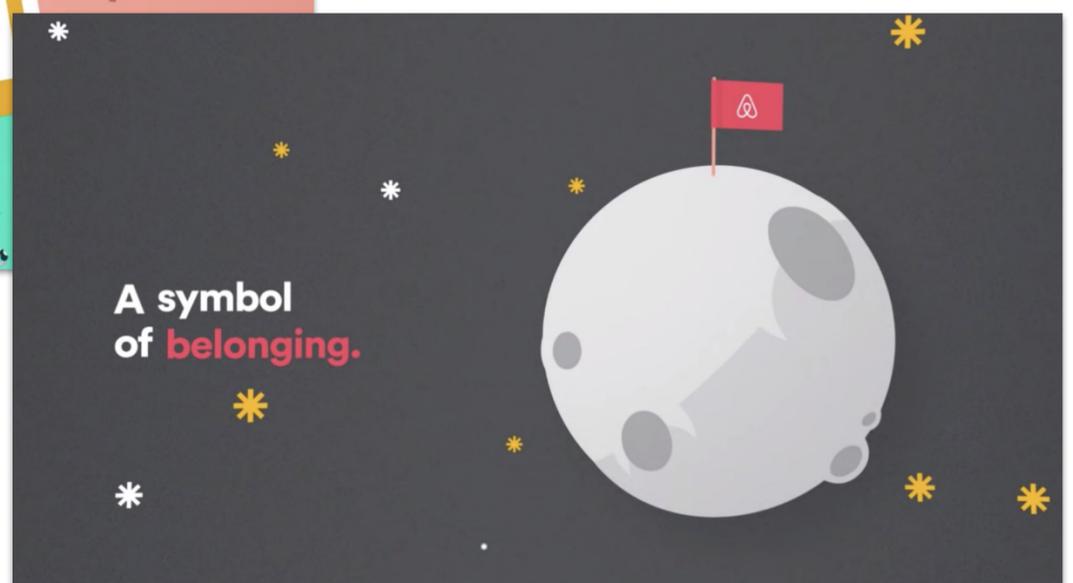
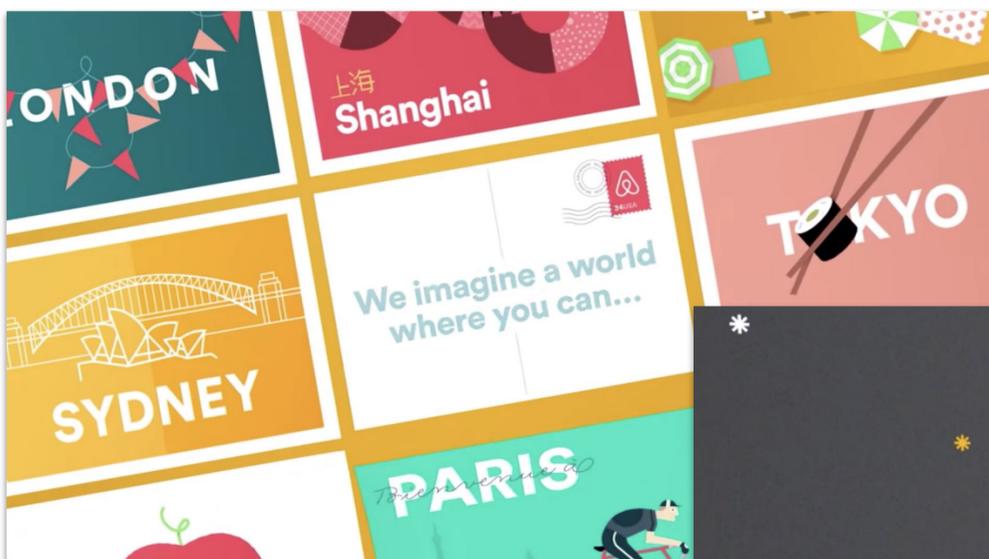


Founder Brian Chesky had the ambition to elevate Airbnb to Superbrand status, demonstrate they are categorically different and **drive the business forward and its value up.**

In this rebranding campaign, the symbol 'Bélo' was introduced and it quickly became a recognisable brand all around the world. This video **sums up clearly** what the brand stands for by using **colourful and eye catching graphics.**

It garnered over 1.2million views on YouTube with many positive comments from viewers. It also helped to propel their valuation to \$29 billion above their closest competitor in less than 4 years.

Other examples of brand films: [IKEA](#) [OxFam](#)



KEY TAKEAWAYS

FOR GETTING STARTED WITH BRAND FILMS

01

BRAND VALUES

Allow your viewers to connect with your brand values and inform them of what you do.

02

STAND OUT

Grab the audience's attention with colourful graphics or emotional storytelling.

03

TEASE

These videos should offer just enough information to pique the audience's interest and make them interested in finding out more.



#02

LISTICLES

Listicles may be getting old for marketers to create, but they are still an effective marketing tool, especially for social media as the masses love this **easily digestible format**.

The characteristics of a listicle includes:

01

Displaying a list that is organised around a **central theme** in a slideshow-esque format.

02

Providing a **clear expectation** for the consumer in both content and format

03

Progressing in a **numerical fashion** and providing **short succinct pieces of information**

Video listicles are also a fun way to help consumers quickly sort through the onslaught of information encountered daily and **promote your brand** amongst the noise.

CASE STUDY

LISTICLES

Seth Lui



Food [Listicles](#)

In this series of listicles, recommended restaurants and dishes are **categorised** by locations in Singapore (eg 6 dishes to try in Paya Lebar), making it **easy to follow**.

Listicle videos such as these **provide clear expectation in terms of format and content** as the audience know **what to expect** and are provided with short, concise pieces of information such as address of the restaurant and price range.

There is a **clear beginning and end** and the viewer knows how long they will take to consume the content by looking at the length of the video, i.e **if the video is short enough, it will encourage them to click on it**.



Other listicle examples: [Jurong Point](#)

KEY TAKEAWAYS

FOR GETTING STARTED WITH LISTICLES

01

BE CLEAR

Ensure that the video is easy for the viewer to follow.

02

KEYWORDS

A **strong keyword** in the title will help align with your marketing message and allows viewers to know what to expect from the video

03

USE TEXT

Assume that viewers will be watching these viewers on **mobile devices** without audio, hence it is vital to present information with **text and subtitles**.



#02
ENGAGEMENT



THE “**ENGAGEMENT**” STAGE

Engagement is a two-way street.

Do not expect your audience to all the talking and liking. If you get the chance, **join in the conversation!**

Marketing is much closer to real life than we think, as the psychological processes are the same. Hence, it is important to **be human, show your personality and engage.**

Having the best idea is worth nothing if people do not trust you.

Here, you take the initial opt-in and build the relationship with the customer.

Spark a reaction — be it a like, comment or share — videos that are engaging usually play to the viewer’s emotions, as well as **build trust and loyalty.**

#01

EMOTIONAL BRANDING

Marketers have long discussed the influence that emotions have on a customer's purchase decisions.

Consumers are moving away from purchases based on functional and characteristics; more and more people are making decisions based on how they feel about a brand, as well as respond to online content based on the emotions it evokes.

A good emotional marketing video should:

01

Cause reaction, sentiments and moods

02

Form **experiences, connections and loyalty** for your brand and **persuade** viewers to convert into customers

03

Use the **power of storytelling to tell a story** that engages and appeals

CASE STUDY

EMOTIONAL BRANDING

Dove



Project #ShowUs

Dove is partnering with women & non-binary individuals everywhere to create Project #ShowUs, a collection of 10,000+ images that offer a more inclusive vision of beauty for all media & advertisers to use.



Powered by women
Both in front of and behind the camera



Real diversity
No staged sets or artificial scenarios



No digital distortion
Showing unfiltered beauty to the world

The Women of Project #ShowUs

Women & non-binary individuals from around the world are redefining beauty on their own terms.

Project [#ShowUs](#)

Dove partnered with women & non-binary individuals everywhere to create Project #ShowUs, a collection of 10,000+ images that offer a more inclusive vision of beauty for all media & advertisers to use.

For over a decade, Dove has stood for making beauty a source of confidence, not anxiety. **The brand have always committed to present beauty as being authentic, unique and real.**

CASE STUDY

EMOTIONAL BRANDING

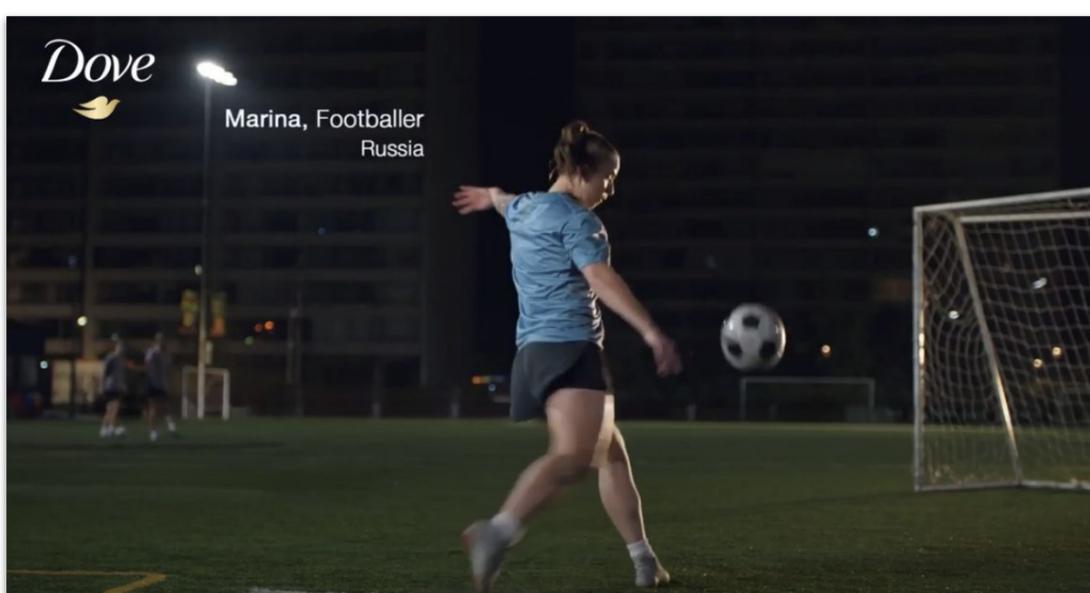
Dove

‘We’re showing women & non-binary individuals as they are, not as others believe they should be.’

The video does not focus on any of the products that Dove sells but aims to focus on a problem - the lack of representation in the media and **sends across a message of what they stand for.**

By doing that, the audience have a more **positive connection** to the brand as they are **relatable, inclusive and down to earth.** It shows that Dove is for everyone.

Overall, it received positive commentaries from viewers and increased women’s confidence.



70% of women still don't see themselves represented in media & advertising

KEY TAKEAWAYS

FOR GETTING STARTED WITH EMOTIONAL BRANDING

01

REACTIONS

Consider how you want your audience to feel when watching the video and how it will relate to the brand.

02

AUTHENTICITY

Show that your brand is authentic and empathetic — for example, show what other actions are you taking if you are standing for a cause.

03

USE TARGETED ADVERTISING

Include relevant hashtags and ads to reach a targeted audience.



#02

PERSONALISED VIDEOS

We all react to hearing or seeing our name; our ears perk up and our eyes get bigger. It is a natural response to sit up and pay attention.

As the name suggests, a personalised video involves **content that is tailored for individuals**, and also in line with your brand.

The characteristics of a personalised video includes:

01

Using your **leads' names** as well as other personal details to create content that is **tailored specifically** for them

02

Speaking to your consumers **one on one** rather than one to many, so you can **send relevant messages to the right person at the right time**

By connecting with your customers on a friendly and personal level, you can show them that you **understand them and their needs better than any competitor**.

CASE **STUDY**

PERSONALISED VIDEOS

Cadbury



Cadbury Glow: George Young's [Personalised Video](#)

Cadbury is known to trigger emotional quotient to sell/promote their products and as a result, gets consumers hooked onto their videos.

In this video, Cadbury made use of **data and elements** from the user's Facebook profile such as name, age and interests (which were accessible when the user connected with the brand) to create a personalised video.

CASE **STUDY**

PERSONALISED VIDEOS

Cadbury

Cadbury Glow: George Young's [Personalised Video](#)

The personalised video proved to be successful as:

- **90% of them were viewed to completion**, reflecting a high level of engagement and investment
- **12.23%** of viewers even went on to share their video with friends on social media
- **33%** went on to complete a subsequent promotion form. [[source](#)]



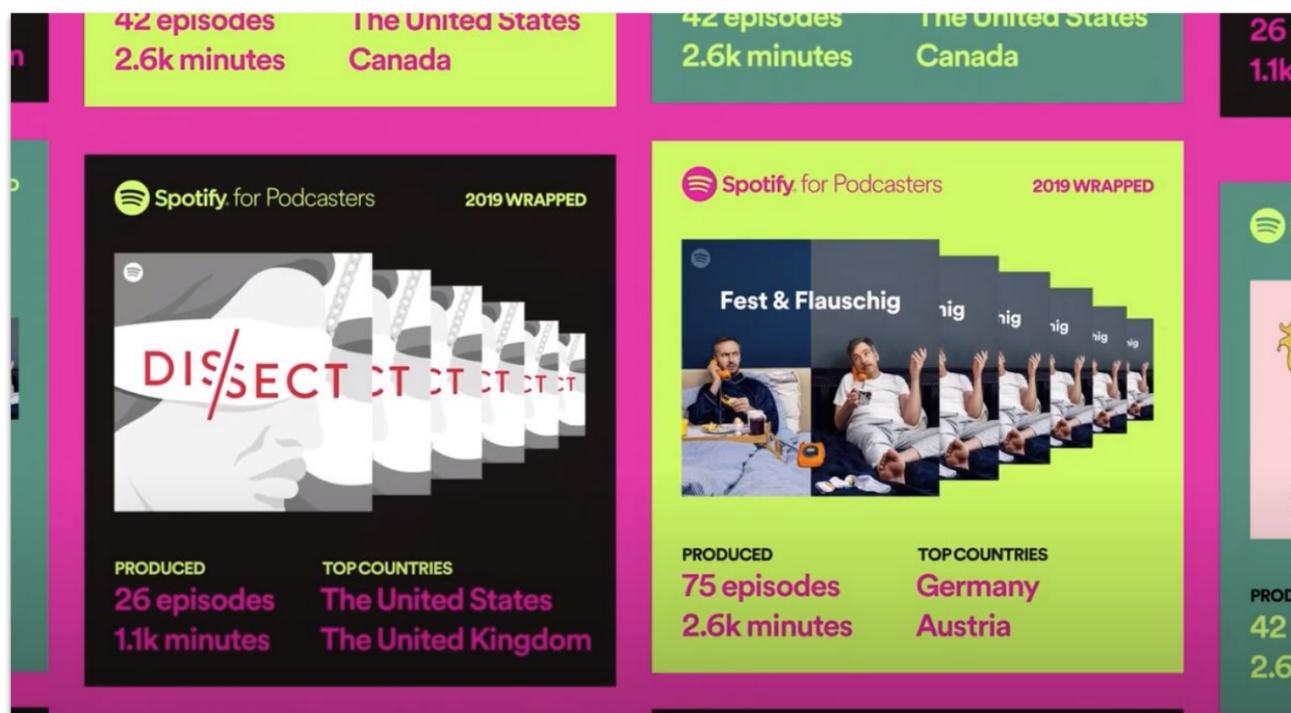
CASE STUDY

PERSONALISED VIDEOS

Other Examples



[NIKE](#) - Outdo You With Nike+



[Spotify Wrapped](#) (there's a reason why Spotify is more popular than its competitors!)

Our own example: [2019 Round up](#)

KEY TAKEAWAYS

FOR GETTING STARTED WITH PERSONALISED VIDEOS

01

DATA

The type of user data and information you should be using to fit your brand.

02

CONNECT

Consider how the video can connect with your audience or consumer to make them feel special.

03

USE TARGETED ADVERTISING

Include relevant hashtags and ads to reach a targeted audience.



#03

INSTAGRAM STORIES

Customers always want to engage with brands in a personal way and for this purpose, Instagram stands apart from all other platforms. It's one of the best platforms for you to promote brand engagement with your users.

The use of Instagram Stories has grown by 1,400% in the last five years.

With growth like that, it's a no-brainer for marketers to implement Instagram into their social strategies.

IG Stories also makes it easy for marketers to show their brands in a fun and interesting manner, humanise their brand, as well as create leads and generate customers on this platform.

CASE STUDY

IG STORIES MADE

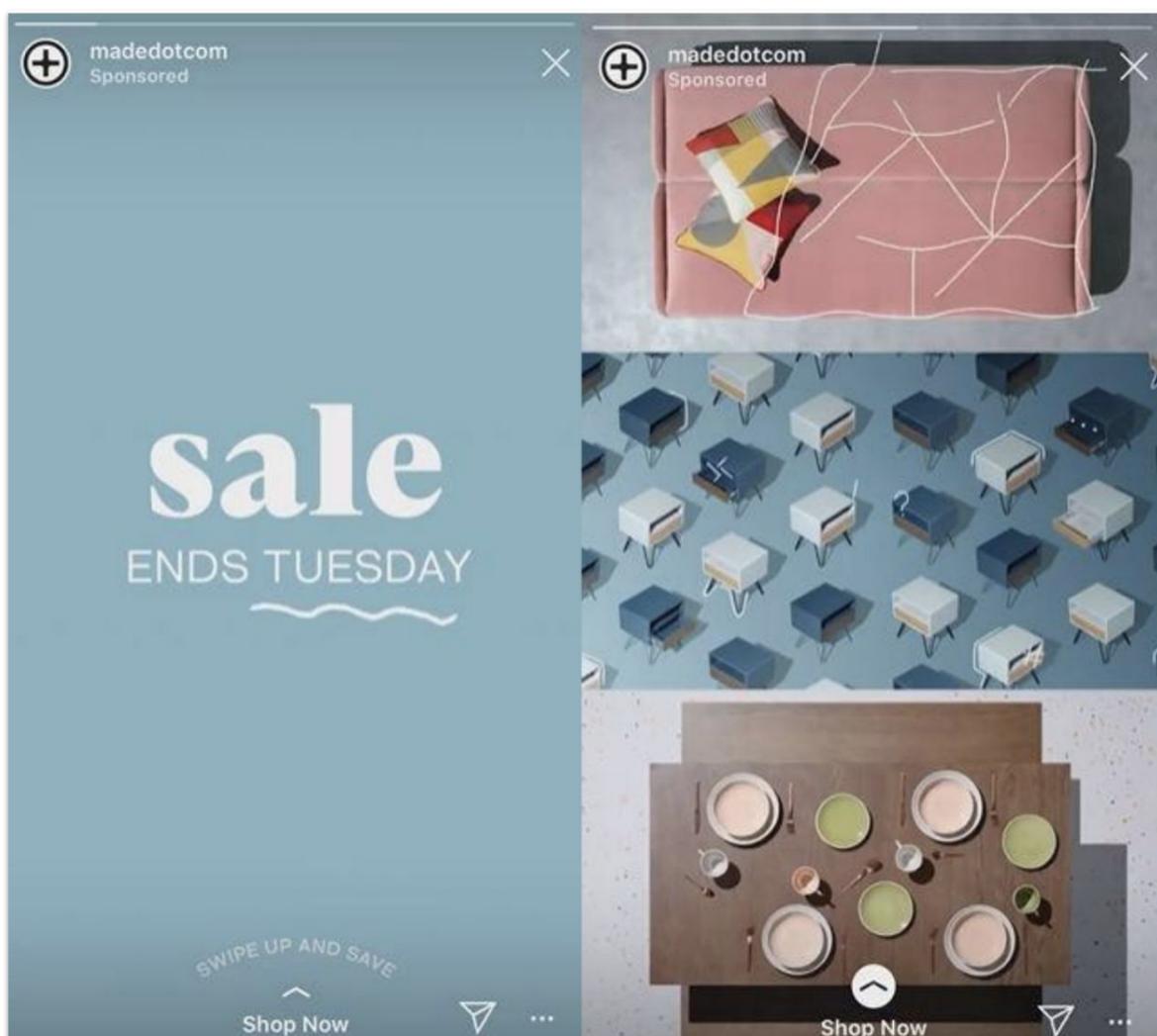
MADE⁺

Winter sale campaign 2018-19

MADE made use of **eye-catching animation** to stand out from the crowd during the holiday shopping season in this video ad. With it's fun and elegant design, it **stays true to the brand and grabs the attention of viewers.**

This video ad also has a **9:16 aspect ratio**, which is **made to fit mobile devices and worked with or without sound**, which means that viewers do not have to turn up their volumes to understand what is going.

The ad culminated in a reminder of the offer and has a **clear call-to-action** which leads viewers to their website, which in turn can **convert into sales.**



CASE STUDY

IG STORIES MADE



Success of the ad:

- **69% higher return** on ad spend compared to the previous sale
- **27% lower CPM** (cost per thousand impressions) than other placements
- **44% increase in traffic** compared to the previous sale
- **28% increase in new visitors** compared to the previous sale

CASE STUDY

IG STORIES

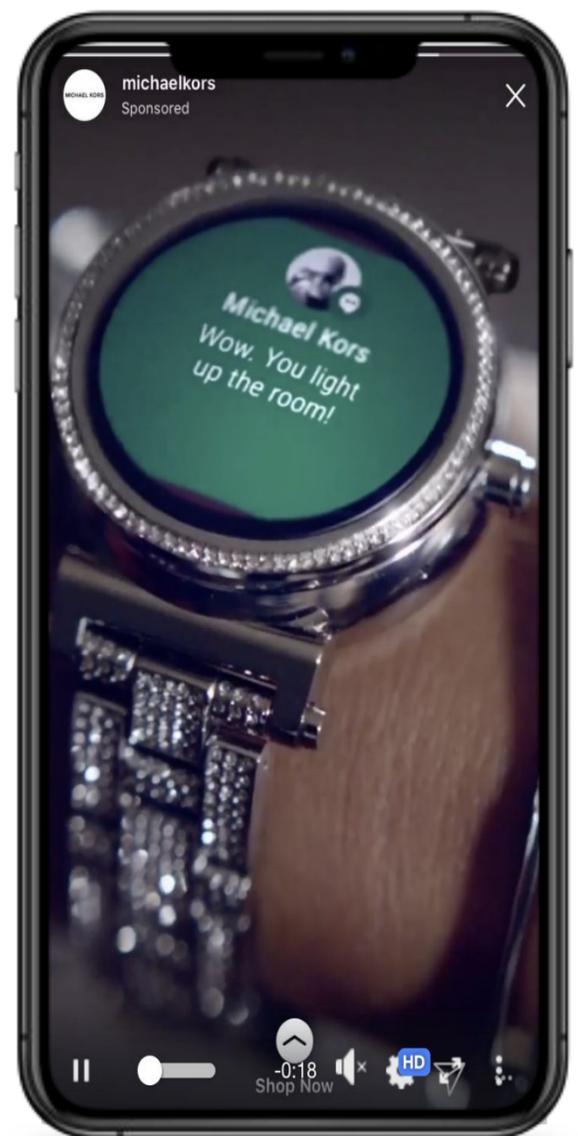
Michael Kors

Smartwatch [Campaign](#)

In March 2018, MK ran an IG story video ad to promote their product, Access Smartwatch. This ad uses a **carousel format** and **swipeable full-screen cards** to highlight the watch's functionality.

Each card of the carousel was **clickable**, featuring **Shop Now call-to-action buttons** that linked to the Michael Kors website where people could learn more or purchase.

The **tone and aesthetic** of this video ad **also stays true to the brand** and has a **clear target audience** - working women above 18.



CASE STUDY

IG STORIES

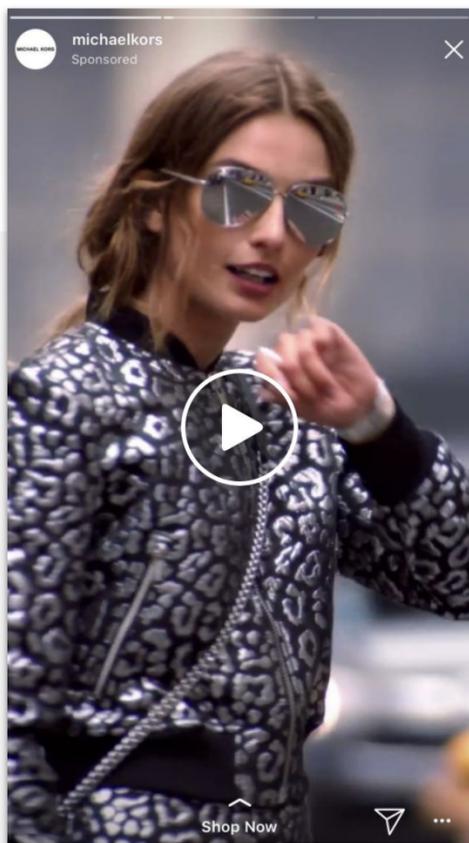
Michael Kors

The goal was to **boost product awareness** for the smartwatch and **increase sales**, which this ad has achieved.

The results of beta-testing the new carousel format for ads in Instagram Stories definitely exceeded our expectations. We intend to use this ad format again with future campaigns to boost our brand and our bottom line.

-Michael Kors Marketing

Success of the ad:



20% higher
online return on
ad spend

8% higher
offline return
on ad spend

3X higher
click-through
rate

KEY TAKEAWAYS

FOR GETTING STARTED WITH IG VIDEOS

01

THINK MOBILE FIRST

Since Instagram is a mobile platform, using square or vertical videos is key.

02

CONSIDER FEED VS STORIES

Understand the nuanced differences between the Feed and Stories — 65% of IG Stories are watched with sound-on, but the Feed is primarily sound-off.

03

USE TARGETED ADVERTISING

Include relevant hashtags and ads to reach a targeted audience.



#04

IMMERSIVE EXPERIENCES

Immersive video is fast becoming the new digital marketing reality. Watching your first 360 video is the equivalent of getting your first smartphone — it **completely changes the user experience.**



Immersive video is unarguably the **next best thing to seeing a product in person.** With the ability to deliver intense and exciting content, brands stand to deepen their connection with their prospective consumers.

Employing immersive video is also about **delivering added value** — companies invest in entertainment to **encourage engagement and keep brands top of mind.**

CASE **STUDY**

INTERACTIVE VIDEOS

Deloitte

Recruitment Video - [Will You Fit In?](#)

Deloitte created an **interactive POV pick-a-path style video** that allows audience walk in the shoes of an employee to decide its course of action.

This ensures that potential hires understand the values that Deloitte is looking for in their employees in a **lighthearted** way.

Deloitte.



CASE STUDY

INTERACTIVE VIDEOS

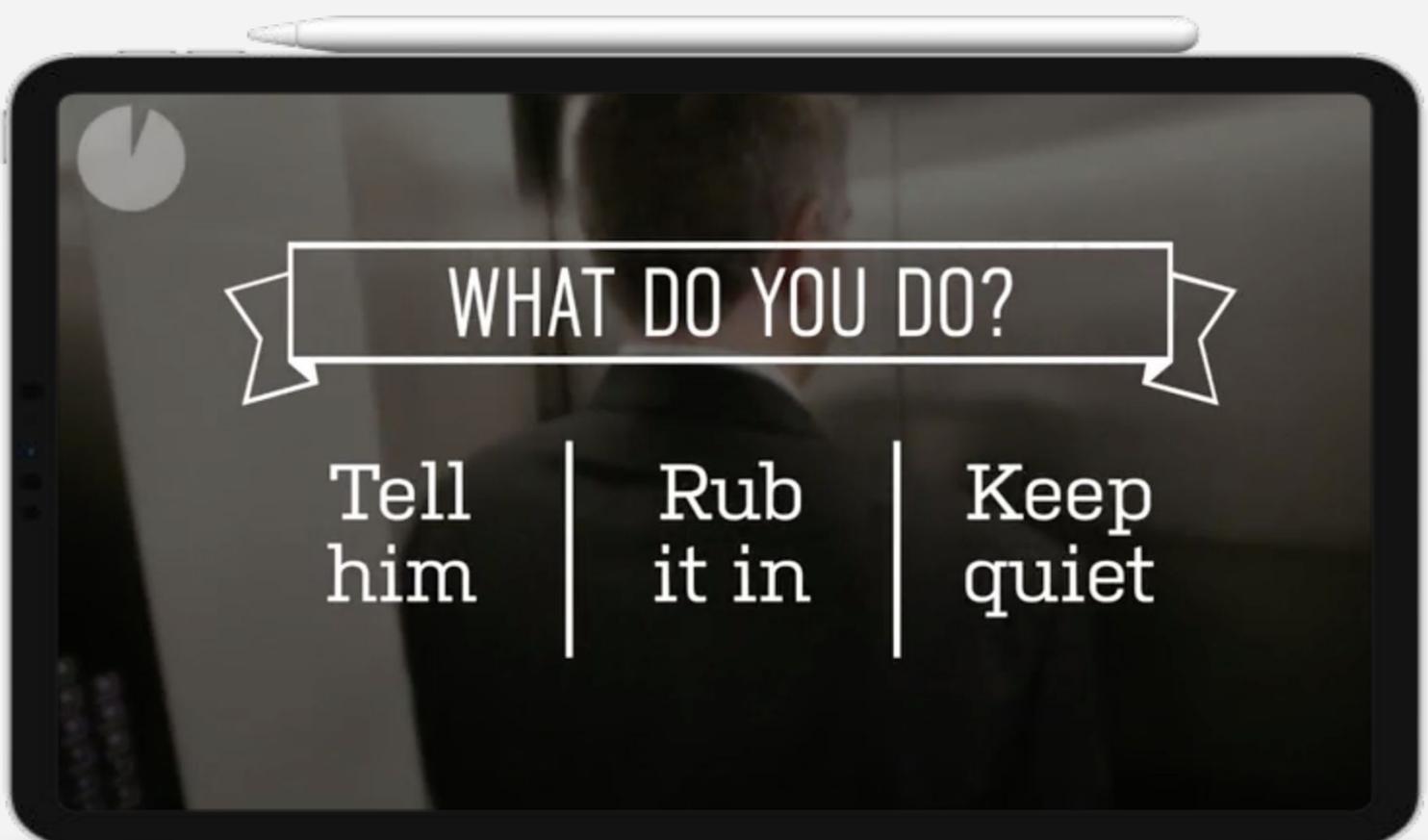
Deloitte

Recruitment Video - [Will You Fit In?](#)

This interactive video shows the Deloitte workplace from the **viewer's POV** and gives them an **illusion** of being in the physical setting themselves.

This video is not only **fun and informal but also informative**. Albeit lighthearted, the viewer's interaction with the video challenges them to consider if they will fit into the company.

It can also be **viewed on phones, tablets and desktops**, making it very **easily accessible**. With fun interactive videos like these, even if candidates find that they might not fit into the company, they are **more likely to share the video with their friends or on social media**.



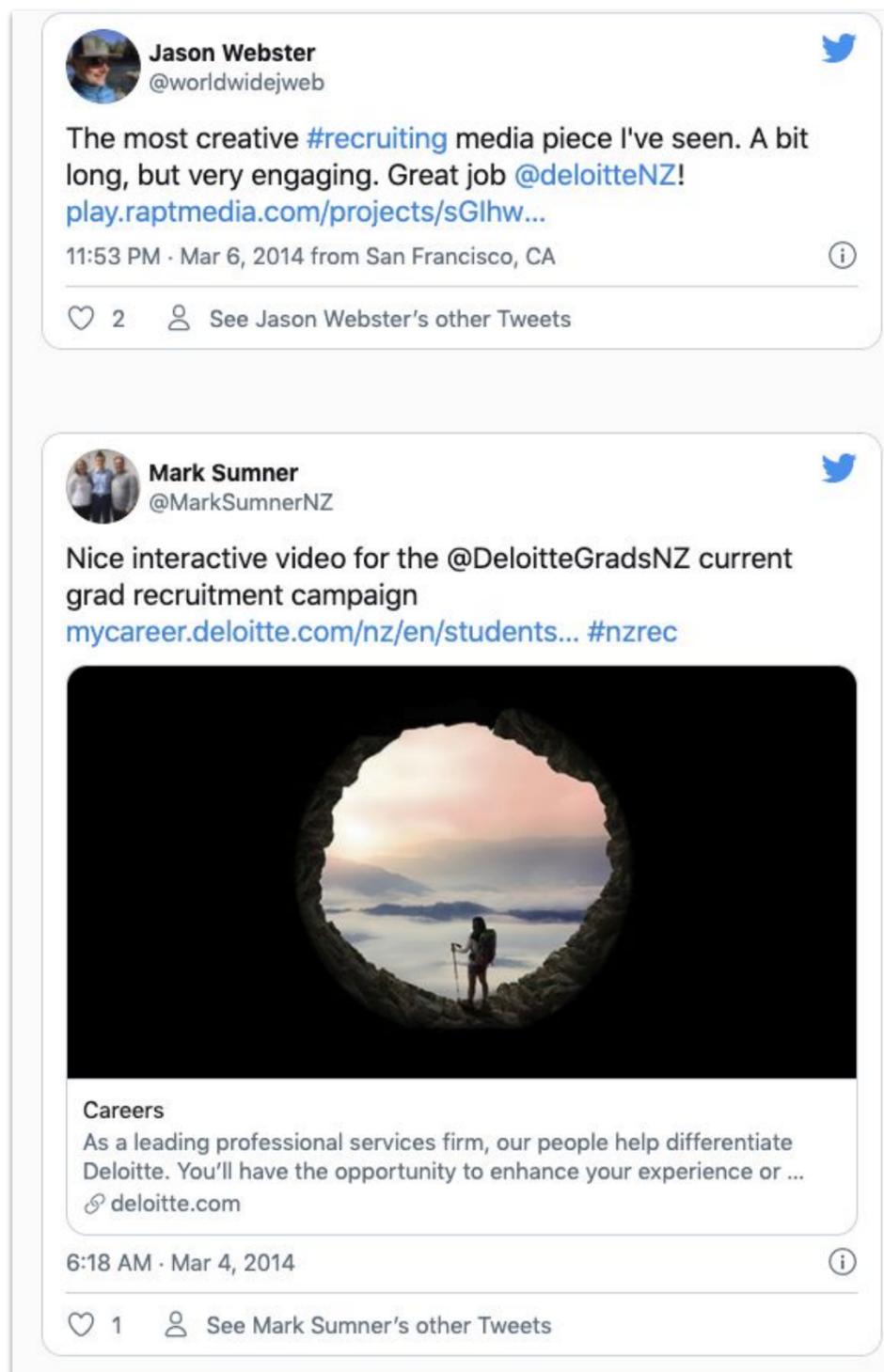
CASE STUDY

INTERACTIVE VIDEOS

Deloitte

Successes:

- Average viewing/playing time of this video is over 4 minutes.
- Outperformed other linear videos posted on Youtube and created social buzz



Other forms of immersive videos: [360°](#)

KEY TAKEAWAYS

FOR GETTING STARTED WITH IMMERSIVE EXPERIENCES

01

FORMAT

Decide if immersive videos will work for your brand and the format to use (360/live streams etc).

02

ACCESSIBILITY

Videos should be easily accessible on all devices especially mobile devices.

03

USE TARGETED ADVERTISING

Make use of hashtags on social media for videos to reach more people.



#03
EDUCATION



THE **“EDUCATION”** STAGE

People love to learn new things, and share these things with their peers.

Winning customers over with video doesn't stop once they are convinced and sign up. At this stage where **retention of your customers is essential**, customers may be losing interest or not using your product or services as frequently as they once are.

Education videos are the perfect mixture of entertainment and information.

With that being said, videos are also a great reengagement tool for **educating and communicating** with your audience, while offering **real value** that they can apply to their everyday lives.

#01

DISCUSSION & INTERVIEWS

Discussion and interview videos are perfect for building brand authority, as they allow you to **align your brand with a thought leader or a respected voice**. By opening up discussions with people who share different perspectives, it serves to **educate and enlighten your audience**.

Interview videos are great as a **series** with different guests as you can **leverage their knowledge** to power your content marketing. The more you do, the more **credibility** you gain through brand association.

CASE **STUDY**

DISCUSSION/INTERVIEWS



Can Ask Meh? - Facing Covid -19: Hotel Employees [[Video](#)]

Supported by Singapore Hotel Association, this video invites workers from the tourism sector to talk about the difficulties they are facing in this pandemic and their experiences at work.

This video not only **allow viewers to learn** about real struggles faced by people around them and in the tourism sector, it also **made them more empathetic, driving them to want to help and support** these people and the industry.

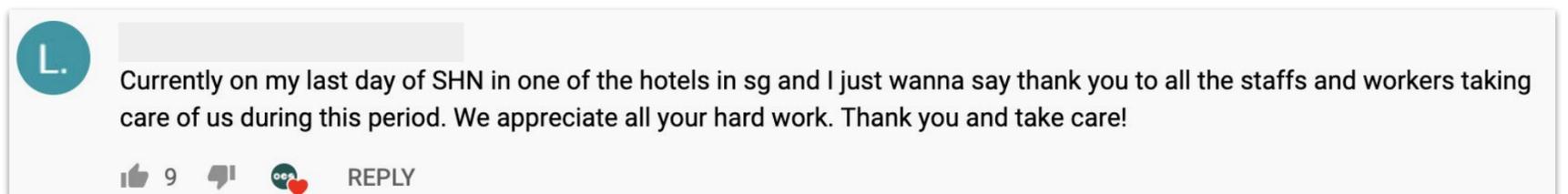
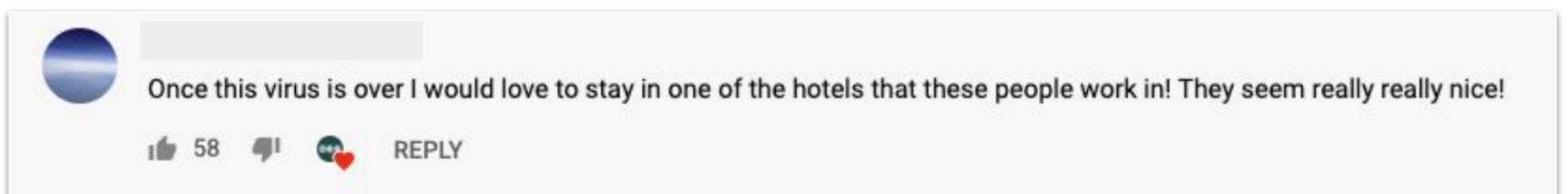
CASE STUDY

DISCUSSION/INTERVIEWS

OGS - Can Ask Meh?

Facing COVID-19: Hotel Employees

As of July 2020, this video garnered over **46,000 views** and many viewers have left positive, encouraging comments.



There are **clear call-to-actions** and link to the Singapore Hotel Association for viewers who are interested in learning more or hope to help out.

A teal-colored banner for the YouTube channel "ourgrandfatherstory". At the top, it says "SUBSCRIBE ON YOUTUBE" with icons for YouTube, Facebook, and Instagram, and the handle "@ourgrandfatherstory". In the center is a dark green circle with the "OGS" logo in white. Below this is a video thumbnail for "Can Ask Meh? Season 4" with the subtitle "OVERCOMING EATING DISORDERS". At the bottom left of the thumbnail, it says "9 videos".

Supported by



KEY TAKEAWAYS

FOR GETTING STARTED WITH INTERVIEWS/DISCUSSIONS

01

RANGE

When engaging in discussions, a wide range of views and opinions should be included.

02

FORMAT

Decide whether interviews or discussions are more relevant to your brand or service.

03

PEOPLE

Include people from all walks of life to appear more authentic to your viewers.



#02

TUTORIALS & EXPLAINERS

If you still need convincing that video content is the way to go, consider the concept of Youtube stars — people who have risen from the complete unknowns to fame and fortune, purely through the **power of online videos**.

The millennial population was ahead of the curve on video marketing because they understand two things —

People love watching videos and people value actionable insights.

With that being said, helpful content has to be more than just promotional tie-ins and soft selling; if you put out quality tutorial or explainer videos with a **laser-focus on helping people**, you can **earn their trust** which might eventually lead to a sale down the line.

CASE **STUDY**

TUTORIAL/EXPLAINER VIDEOS

Crystal Jade

In this step by step home cooking tutorial, Chef Martin, one of Crystal Jade's Executive Chef, teaches his audience how to create a simple dish from scratch.

He gives **in depth and helpful instructions** on how to create a dish at home that is suitable to share with family during the Chinese New Year holidays.



Home Cooking with Chef Martin [[video](#)]

CASE STUDY

TUTORIAL/EXPLAINER VIDEOS

Crystal Jade

This video not only **educate viewers** but also **allow them to learn about Crystal Jade's values**, which is the importance of spending time with family during the holiday season (by cooking for them).

Furthermore, **this video is helpful to everyone even for those who do not dine or visit the restaurant.**

The video has a clear call to action that leads viewers to Crystal Jade's website and garnered over 20k views during the Chinese New Year period.

Other examples done by Meet Isaac: [Guardian 1](#) [Guardian 2](#)



KEY TAKEAWAYS

FOR GETTING STARTED WITH INTERVIEWS/DISCUSSIONS

01

BE CLEAR

Tutorial videos should be straightforward and provide clear instructions.

02

PRECISION

The video should provide relevant only information and not overwhelm the viewer.

03

HELPFUL

They should be helpful for everyone, including those who are not already using the product or service.

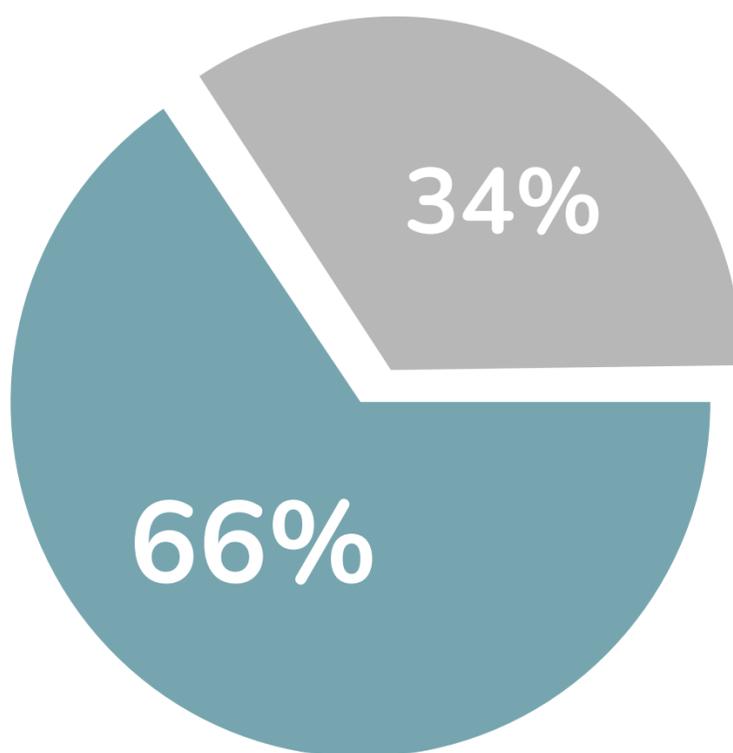


#03

PRODUCT REVIEWS

Product reviews are an essential part of a brand's video marketing strategy as it typically describes **what sets your products apart from others**, which is useful for consumers who are in the consideration phase of the customer journey.

66% of consumers prefer watching a video that both **visually shows a process** and **walks a viewer through the steps...**

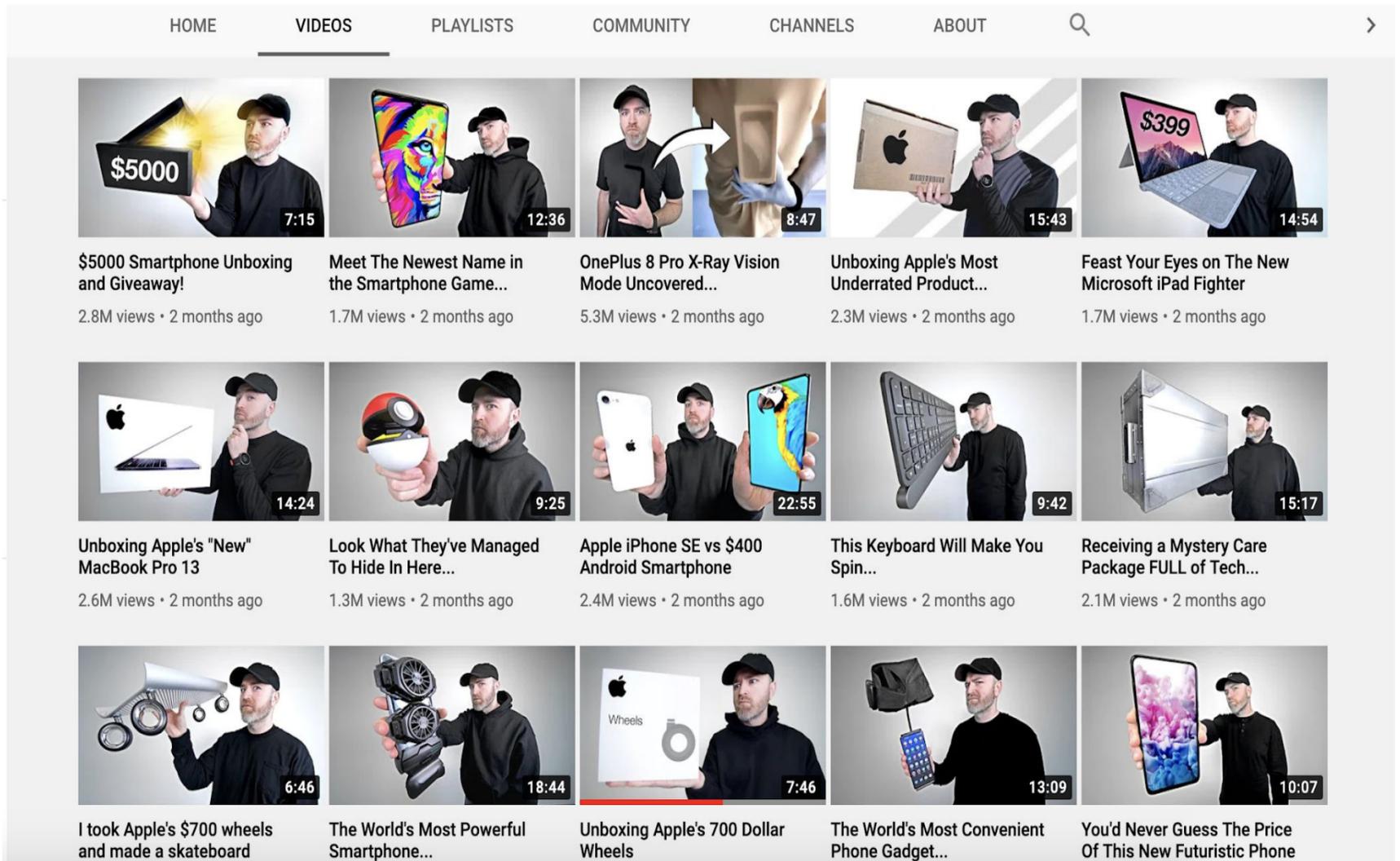


...as compared to **33%** of consumers who prefer reading an instructional manual.

Furthermore, **the more reviews you have**, the more convinced a shopper will be that they are **making the right decision**.

CASE STUDY

PRODUCT REVIEWS



Unbox Therapy [[Channel](#)]

Unbox Therapy is a YouTube channel that was founded in 2010 by Jack (videographer) and Lewis (host).

They unbox and give **unbiased, honest reviews** of the latest tech without favouring specific brands (they review almost all types of tech from a wide range of brands).

CASE **STUDY**

PRODUCT REVIEWS

Unbox Therapy [[Channel](#)]

On top of being very **knowledgeable** about the topic, he is also very **enthusiastic** about what he is talking, allowing viewers to put more **trust** in the channel.

Other than unboxing and only showing their audience only the physical appearance, they provide a lot of **in depth information** about them combined with good editing and various camera angles, making this channel stand out from the crowd.

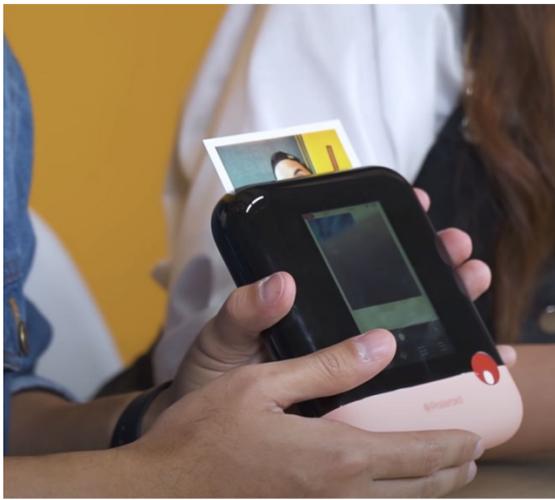
Overall, **consumers prefer to hear from a creator or a real person rather than from a brand when it comes to purchasing decision because the trust is higher.**



CASE STUDY

PRODUCT REVIEWS

The Smart Local



TSL Reviews

TSL Reviews is mixed with sponsored and non sponsored videos, allowing them to give mostly **unbiased reviews** of the products. They include a lot of **in depth information** and **short tutorials** of the products, along with their **own experiences** using them.

Their **fun, quirky personalities** also help attract viewers to continue watching. By reviewing a wide range of products/brands on their channel, viewers will be able to **relate to them and trust them** more as there are no brand alliances.

Check out our very own snacks [review!](#)

KEY TAKEAWAYS

FOR GETTING STARTED WITH PRODUCT REVIEWS

01

UNBIASED

Ensure that reviews are unbiased so that viewers will put in more trust in the reviewer and brand.

02

PROVIDE INFORMATION

Product reviews should include relevant, useful information for viewers to make informed choices before making a purchase.

03

EXPERIENCES

Add in own experiences using the product/service to appear more relatable and trustworthy.





CONCLUSION

IN CONCLUSION

Video is one of the most popular content forms in the world and the truth is that it's not likely to be going anywhere soon. In this digital world saturated with marketing content, **connection and personality is what we crave**; with the right mix of personal elements, emotion and creativity, video content can add serious muscle to your marketing strategy.

Don't be afraid to experiment, as long as you do it with honesty and transparency. Your **brand's authenticity**, combined with the **perfect content and video strategy** is what will make you stand out and draws in consumers.



VIDEOS ARE GREAT.



MAKE MORE VIDEOS!



**QUESTIONS?
HIT US UP!**



info@meetisaac.sg



[@meetisaac](https://www.instagram.com/meetisaac)



[Meet Isaac](https://www.youtube.com/MeetIsaac)

