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The rising era of audiovisual data: How marketers are adapting to the video revolution

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<p>Abstract</p> <p>Video is among the most widely consumed types of content on the internet according to Cisco. The emergence of this audio visual data has sparked the revolution in content marketing. Drawing from the history of the communication, the study explains how video marketing evolves within the boundaries of planning and managing marketing projects.</p> <p>Despite various marketing-related studies and researches on how video content is winning over, the reasons for this rise have not been studied in correlation with the development of information and communication technology. Furthermore, the majority of studies on video marketing have tended to focus on the positive aspects backed by hard facts but few researchers have addressed the question of whether or not this new trend should be adopted. This study came about with the mission of finding the answer to this question and collecting evidence proving the correlation between marketing advancement and communication development.</p> <p>In order to achieve this goal, the relationship between video and marketing was first examined. Followed by that, this thesis also discussed factors that affect the legal and moral aspects of video marketing. In addition, the thesis gave proposals on choosing the marketing channels based on different purposes placed on the video and reflect on ways to optimize the channels supporting by various research findings. Finally, cases was studied and presented for the purpose of putting the collected findings into test and assuring the reliability of the research.</p> <p>This thesis differs from other theses on the topic of video and marketing because it is designed to broaden the definition of video marketing out of the technological perspective. In another word, it speaks to marketers in marketing language about pixelated communication.</p>			
<p>Keywords Video, video marketing, audio visual, digital video content, online communication, pixelated communication</p>			



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1 INTRODUCTION

Cisco has estimated, by 2020, 82 percent of global consumer traffic would be videos (Cisco 2015, 3). In the study of Eindhoven Technology University, it was predicted that in the same year, the main driver for downstream traffic will be online videos (Vorst, Brennenraedts, Kerkhof & Bekkers 2014, 53). Many big players have stepped up their games to accommodate to the constantly growing demand of video. As a result of the empirical research prior to this thesis, it was observed that Google, Bing, Yahoo, Digg all have their own video search engines, presumably for the purpose of staying abreast in the fierce competition of providing platforms for searching and viewing video content. Intentionally or not, the world is being turned into a multidimensional place with the nature of constant evolving and interacting. TED curator Chris Anderson (2010) once said about web video: "This is the technology that's going to allow the rest of the world's talents to be shared digitally, thereby launching a whole new cycle of crowd-accelerated innovation." There is undoubtedly an emerging notion of a global one-world community in which video is a new kind of media, new kind of culture where everyone has access to and the crowd takes over the control. For all these reasons, video marketing is believed by many to be not only the current trend of digital marketing but also the one that stays.

Human beings are visual creatures whose brains are designed for interpreting images rather than words (T-sciences, 2014). T-sciences (2014) has also reiterated the importance of visual perception by referring to the research study of 3M Corporation and Zabisco in 2012 in which it is estimated that 90 percent of information transmitted to the brain is categorized to be visual. Since human are visual beings by nature, it is much easier for people to process visual data. 65% of us are visual learners and thus develop strong memorize ability towards visual content because we can interpret multiple representations of visual aids and associate images with other knowledge about the world. In that note, videos are emotionally engaging and appealing for sighted people on a neurological level.

Wenkart wrote in his book "The Marketing Bible" (2014, 10) that according to Ann Handley "Marketing is anything you create or share that tells your story". Marketing is about speaking to people's mind rather than confronting their sense of radical thinking. Online marketing is essentially performing marketing in the pixel environment. High shareability is the game changing advantage of online video, specifically at 1200 times faster than links and text combined according to Simply Measured (Hangwon, 2016). For this reason, video is by far the most economical yet effective tool for story

telling and information disseminating. Nowadays, online marketing is experiencing the challenging phrase where internet users have been developing “immunity” for the traditional marketing practices. People have been bombarded with the overwhelming amount of information online and therefore it became harder to attract and retain people’s attention (Watson, 2015). For marketing to be effective, effort does not stop at attaining attention but proceeds to turning that attention into connection. In 2016, the number one challenge of online marketing according to State Of Inbound is generating traffic and leads. The core of this problem is believed that the audience are not getting what they want, whether it is interesting content or relevant information. Therefore, emotional engagement is the missing element and need to be wisely incorporated into the overall strategy (Kolowich, 2016).

Video possesses many qualities which make it the fitting candidate for a new, flexible content format. It is the question of whether or not marketers should play along with the shift in public interest or remain faithful to the traditional types of marketing. Integrating this form of content into the conversation of future marketing is the reason for this thesis.

1.1 Objectives and potential values

The developmental objective of the study is to discuss the various aspects of video marketing and provide the guideline to make the most of the diverse variables and immense potentials of video in digital content marketing. On top of that, this paper also aims at establishing the correlation between video marketing and communication advancement. The focus is set on studying the correlation between internet trends and marketing propaganda. In the light of this, the thesis will introduce the concept and history of video marketing, discuss the immeasurable affects that video create on the neurological level. Through this thesis, it is attempted to synthesize a set of advisable recommendations that marketers should follow in order to achieve success. More specifically, this thesis is driven by two research questions and three personal objectives as follows:

This thesis is motivated by two research questions:

1. To provide insights into the methods and measures of using video by studying the related literatures and making retrospective studies on successful cases.

2. To analyse the collected data and draw conclusive thoughts and recommendations on the applicable practices

The personal objectives are:

1. Formulate questions clearly, and develop approaches to address them
2. Refine arguments through revision of previous findings and studies

The area of implementation will be examining resources, studying the cases, and systematizing the different aspects existing around the subject. The thesis summarizes different studies and reports and provides insights about the subject of video in marketing.

The topic poses a lot of potential to discover. Video is a form of data for the future and its remarkable marketing applications bring forward the notion of a multidimensional form of art and culture. This paper is destined to provide the synthesis look on the subject based on the contemporaneous knowledge and serve as a reference to study about the past.

1.2 Methodology and limitation

This thesis is put together using various research methods including inductive approach and research synthesis. In addition, field study, desk study and data collecting and analysing were also occupied to conduct the case studies.

Inductive approach was chosen to be one of the main research methods because it is suitable for small samples and the context of research is assured to be relevant. On the other hand, because this method only deals with a small number of observations; the theories and conclusions drawn from this approach can be oversimplified. By this means, inductive approach is not necessary the best approach if the goal is to conduct a study with the highest reliability. (Denzin & Lincoln, 2011.)

Besides inductive approach, research synthesis was the second main method that deemed to assist this study. Research synthesis is a method to put together an assortment of empirical researches in order to create generalized assumptions or ideas. (Cooper, Hedges & Valentine, 2009.)

For the reason that the topic calls for the contemporary knowledge and the subject is technology related so the prior literatures that went too far back are almost irrelevant to the current situation. Therefore, the information used in the study is carefully filtered from relatively recent internet based sources. These sources include literature and publications on the internet such as e books, online articles, scientific releases, organizational reports. Many extensive researches on Google Scholar were conducted. Research findings from these researches and their interpretation were critically analysed.

The scope of study is limited to studying the variables of video marketing that marketers encounter. This study felt short at exploring the relationship between video marketing and video producing. In addition, some of the relevant data for this topic is unavailable or unreliable. Therefore, besides from the case studies and case report, no data and statistics from this thesis were self-conducted but referred from online journals, electronic books, web articles. This thesis focuses on the area of video advertising and excludes other variations including video conference, educational video, data driven video, documentary and short film.

1.3 Thesis structure

The below thesis examines the rise of audio visual content data and explains how online video marketing benefits companies in unprecedented ways. In addition, different forms and elements of video and video marketing are studied and categorized in order to establish a purposefully simple-to-navigate-and-apprehend system. Case studies is a significant part of this present study given that it reflects the observation and collective knowledge on the subject through realistic business projects and cases. In addition, the contributing factors of video content and their impacts on marketing and advertising will be analysed. This study is organized as follows.

The first section - chapter 2 explains the concepts of video and video marketing and highlights the benefits they bring to the table for businesses and organizations. Also this chapter aggregates and examines the forms of web video marketing as premises of future multiplicity. The 3rd chapter examines the real life cases of video marketing using methods of desk study and field study. In this chapter, two video marketing cases will be analysed for the sake of understanding the variety of video application

in marketing. The first case consolidates the different opinion patterns from an assortment of online literatures on the case of a media company named BuzzFeed. With the purpose of providing an in-depth explanation for the requirements and hardships in video marketing, the second case study will explore the steps of creating and managing a video project. The process of a real project was observed and documented to provide a means of designing video project plans for those who are interested. The 4th chapter will first construct the list of video forms in accordance with the marketing goals embedded upon them and later provide suggestions to optimize the distribution channels for the end video product. Various sources will be examined and analysed to originate a concrete list of channels based on the purposes of the video projects or campaigns. On top of that, the chapter looks at the assortment of the latest technology, tools and application employed for online video marketing purposes. In the conclusion and discussion section, writer's reflexion, recommendations for future works will be outlined along with the summary of the entire thesis.

2 VIDEO AND MARKETING

This chapter is concerned with the relationship between video and marketing. The first part of this chapter analyses the cause and effect of the phenomenal growth of digital video content from the online marketing perspective. Secondly, this chapter will look at the diversity and richness of the audio visual spectrum. Lastly, the third chapter will elaborate on the current quest of content strategists toward this new type of marketing tool.

In term of communication, we have come a long way to reach where we are today. The first form of communication was mouth to mouth dialogue which can only goes as far as vocal sound can go. Then written language was invented and information can be documented on different materials and surfaces. Toward the end of this stage, written or illustrated text was able to go to places that are far beyond the reach of human voice. Nowadays, we enjoy the advantages of audio visual technology in form of TV show, news and movies etc. These types of content only go one way and lack of interactivity and individualization. Also falling into the category of audio visual, video however offers more opportunities to create diversity and connection at a personal level. Presumably, the reach of video is only limited by the availability of internet connection and transmitting-receiving devices. The cycle of sending and receiving is fuelled by demand and sharing is optimally enabled provided that online video marketing enjoys the benefits of multimedia and multi-platform communication. The boundary between offline and online is becoming ever more elusive since multimedia communications were born. (Levison & Gibson 2010, 23-24.)

Video in a sense is a true double threat. It has the effects sought after from movies and the advantages of high accessibility, sharing ability from the networked content. Not limited to the range of corporate advertising video, the true message is delivered through the most subtle channel. Video content marketing also gives ground to the efficient and innovative form of marketing: native marketing. Video marketing exists in such broad range of forms whose impacts we barely aware of. The appeal of video can be clearly seen through the figures that Syndacast (2014) provides in 2015. 52 % of professional marketers praise videos to be the content with the highest ROI. Click through rate is report to increase by 65% when an explainer video is included in the email.

Before diving into video marketing and making any major decisions about changing the content and long-used marketing strategies, it is important that video marketing

goals are well identified and made aligned with the business goals. The video quality and viewer experience while watching video is utmost important and should be respected and prioritized over the video quantity. Brightcove (2013) has pointed out that 62% of consumers will tend to have negative impression of a company that publishes a poor quality video or provides a bad viewing experience.

2.1 Factors worth consideration

Video itself is just an object invented by human and made to serve our command. With that being said, it is undeniable that there are different ways videos are perceived and consumed as videos are taking over the Internet. In this chapter, the influences of video on human psychology and physiology will be discussed. Moreover, this chapter will examine how digital video poses both opportunities and challenges in the field of marketing. This chapter will exhibit the contradicted opinions on the matter in the hope of establishing the ground theory to find the common voice. And hopefully the information covered in this chapter will feed off the infinite knowledge thrust about the Internet phenomenon and answer the question of whether video is the savior or the endeavor.

The first sub chapter will discuss the cons of promoting the video trend throughout the wide connected web that we call The Internet. Many issues that have not been often openly talked enough such as data congestion, video obsession and anti-ads issue to provide readers an option to look at the topic from a wider perspective. Equally as important, marketers who are intrigued to embark on the journey of video marketing should be also well informed not just about the glory of this marketing form but also the impact of it on the Internet community and the society as a whole. (Weiberg, 2009.)

As mentioned at the beginning of the thesis, 90% of the Internet traffic is predicted to be video in 2019, the second sub chapter will focus on the business, services which were the results of the audio visual rise. On that note, it is necessary to dig deeper onto how the big players benefits from the event and how their rules affect the overall game of everyone else. Provided that these factors are carefully studied, they will provide the additional impetus for greater success.

The invention and population of video can be injected back in the day when people used typing machine instead of PC or laptop with convenient keyboard like nowadays. Old people or people from those days may argue that because of the technology, young people don't think carefully before they type or since they have auto correct, they don't have such wide and strong vocabulary. But it's debatable that there are different ways to interpret technology depending on what the point of perspective is being taken. It is seen either as a really great invention or savior to one but a worth-concerning trend to others. One might argue that video might shorten the content, diminish the ability to develop strong language skill. There are some opinions that watching short news videos or any fact photos on Facebook is a rather distorted way to inform and educate themselves in in turn unable to train their critical thinking and it is an alarmingly dangerous trend for the reason that it slowly erase the habit of reading long journal on prestige sources like The Diplomat, The Economist or New York Times but only share short unilateral news videos about economics, politics or diplomacy. Like having Google answer every single question you may have makes our brains go lazy. Hypothetically, there were no such channel, media and format, would the same information be spread and heard. Without the existence of video, it is hard to assure that the same message would be travel the same distance in the same manner. Old-school media has also experienced the initial phrase where complaints and criticism came first in the conversation. Technology development would have never taken place if opposite opinions were the detrimental reason to come to naught. New trend, new inventions always come to challenge the status quo and the usual as a natural cycle of development. (Basu, 2012)

Margalit (2015) claims that watching a video and reading a print article stimulate completely separate cognitive functions. Reading calls for more cognitive skills and longer attention span therefore in a long run, is a better choice for exercising the brain. It requires participant to be more focus and active toward the task to connect the dots, build up the story. Same way we got lifted up by music, watching video generates natural stimulus to one brain and takes up memory space in it. In another word, video or audio visuals interact with us on an emotional level rather than cognitive level and therefore, the impacts happen unconsciously and lastingly. (Acton, 2013)

From the marketing perspective, this might not always the best idea. For video, it is more about emotions so watching video render pleasures, put people at ease or a good mood and then ideally talk business in a very subtle way. The purpose to cause feelings: familiarity, preference and loyalty not to provoke a sense of challenge or to

dump out people. Although many science channels are now taking advantages of the form to product and publish science content. For businesses, it's important to understand the different affects they want to create before making the decision to use a video clip instead of print content. (Harris, 2016)

2.2 The rising era of audio visual data

This sub chapter presents the overview on the trends of directions of video applications and video broadcasting. The aim of this the chapter is to provide a report of the latest news, current fashions and movements as well as expected directions of the video-based industries from industry's experts.

Video marketing has been claimed as the replacing form for the traditional marketing. Platt (2014) pointed out that four out of five consumers would rather watch a video than read about a product. Among those who watch the video, 96% of them think the information presented to them helps them in making the purchasing decisions.

Audio visual was born because of the need to **marry** two of human's sensations that govern how they perceive the world: **hearing** and **seeing**. Audio and visual meet at the crossway of video, television, movies. Among all, video is the only type of content that is erasing the boundary between offline and online content. Thanks to the technology such as Quick Response Code (QR code), digital video content is exceeding the expectation of low cost marketing. Video URL can be easily encoded onto a QR code and placed at a corner of a poster or banner or wherever places on the street that attracts attention of passengers. (Schneider, 2014.)

In addition, web video marketing has been empowered by the increase in **bandwidth** and **video consumption** (Cisco, 2015). Many studies have been conducted as the attempt to understand the phenomenon and somewhat anticipate the forthcoming future of video. Cisco (2015, 2) has predicted in the course of five years from 2015, wireless and mobile devices will gain the dominant position of two-thirds of the IP traffic. Mobile and video content watching and sharing is the most uplifting trend in social media. Syndacast's study has shown that online marketing, sales and communication are the sectors that have the highest demand for video (Syndacast, 2015). By 2020, 50 percent of the world's households will be watching online video or televisions and video on demand (VOD) is predicted to take over 200 million homes worldwide (Gill, 2016).

On a whole, there has been a transition the media industry where the manually-fixed **playlist** is gradually being replaced by **automatic** one and the shorter the video the higher the chance it becomes popular. The virtual intelligence gives recommendations to users by studying consumption patterns that are to them. The length of video holds a deciding call of the success and virality of the video. Also, the ideal duration of one video is under two minutes and thirty seconds and for business-driven videos, the range is thirty to sixty seconds (Tubular Insights, 2012).

Coming along with the advancement in data processing and storing technology is mass-data, also known as **big data**. Big data in marketing will transform approaches in data accumulation and analysis which have long been under the fog. Video marketing in a large scale is no longer about gathering data from each video to predict the outcomes of the whole campaign. Alternatively, data analysis is so advanced that it can study patterns of uploaded videos and accurately predict the result of the will-be-executed one. (Varah, 2014.)

Unlike to any technological product, the future of video is **many-to-many**. The promise land of web video marketing is the establishment of a self-fuelling system. Given the hypes about virtual reality and hologram ruling the audio virtual world, multi-dimensional and glasses-free 3D video with Light-Field and Holographic Displays might be the next steps of video (Murat, 2015). By no means that this suggests the time of video will come to an end. This prediction rather signals an innovation that inherent the best of both worlds, a scenario where the good in video meets the good in virtual reality. The evolution road of audio visual technology will still persist and throughout this journey, the importance of embracing the intuitive senses of human including see, hear and talk and touch will only be reiterated.

The ideal recipe for a delectable marketing strategy is one where changes are constantly learned and analysed by marketers. After the underlying patterns and identified; the opportunities and threats are analysed, the “new moves” should be applied the overall strategy under close administration in order to support and reinforce marketing activities. The same logic applies to video marketing. It is not about blindly following the trends or assuming any success is ubiquitous. (Doole & Lowe, 2008.)

2.3 Multiple dimensions of audio visuals

Because of the natures in which it is produced and consumed, video has such a wide range of dimensions. Thousands of individuals and organizations are sharing their knowledge and data online. It is a growing cycle of producing and consuming content. The causes and outcomes are indistinguishable. Anyone from big corporation to individual can all embrace on the role of producer. In a way we are all affected and all contribute to the cycle. On that note, it is presumably safe to assert that this is an unprecedented phenomenon. (West 2011)

Beside the classification of audio enabled video and audio disabled video, videos can also be classified into two genres based on their characteristic and behaviour. In a research on video classification conducted by Stanford University and Google Research Department, 200 000 videos were classified based on the Hit@k values into eight categories:

1. Feature Histograms
2. Single-Frame
3. Single-Frame + Multires
4. Single-Frame Fovea Only
5. Single-Frame Context Only
6. Early Fusion
7. Late Fusion
8. Slow Fusion

In this group of categories, Slow Fusion appeared to be inherently more complex. This type of video itself has four primary variations: Human-Object Interaction ,Body-Motion Only, Human-Human Interaction, Playing Musical Instruments (Karpathy, Toderici, Shetty, Leung & Sukthankar.)

Animation or animated video is video with moving static pictures that have been created using various of method including stop motions, paper cut out, clay figures, etc. According to Lung (2013), depending on the purposes that videos are embedded on and their art style, they can be categorized into:

1. Motion graphics: 2D graphic, 3D graphic
2. Simple cartoon: 2D cartoon, 3D cartoon.
3. Virtual animation: 2D virtual animation, 3D virtual animation.

Live action video is another form of videography not to be mistaken with animation. According to Merriam Webster, the major difference of this form of video from the animation one is the use of actual human and settings instead of virtually created characters and environment.

Each video form is beneficial to a certain area depending on the purpose it serves. Studying video content and its nature of retrieval opens endless application possibilities to experts as well as consumers respectively through automated authoring, indexing and archiving media to filtering, simplifying access to video. (Dimitrova, Zhang, Shahraray, Sezan, Huang & Zakhor.)

2.4 The big players rule the game and change the rules

In 2006, YouTube became a subsidiary of Google at a price of US\$1.65 billion (Monica 2006). For YouTube/ Google, keeping stakeholders happy is one of the top priorities. The priorities they uphold includes: high profits and customer satisfaction (Bartirromo 2008). The very concept of ad blocking is the opposite of Google's interest because ad blocking results in less advertisement being seen which in turn leads to revenue from featuring advertisements could no longer be assured. They have been trying to implement ways to mitigate the popularity of ad blocks programs by punishing the ad block users, one of which being "unskippable" YouTube video ads. (Humphrise, 2015)

Copy right is also the hot issue that fires the polarized debate among video marketing professionals. On the one hand, the importance of copy right of the posted content is highly emphasized by YouTube to create an ecosystem of video culture. It is also revealed that YouTube has developed a system call YouTube Content ID with unimaginable scale and speed that can identify copy right strikes from 100 years of video per day. The video will be deemed cheat even when "it is just a portion of the original file, plays it in slow motion and has degraded audio and video quality". (Steward, 2010.)

On the other hand, there are criticisms on the fact that there is a lack of means to identify wrong-doings under despite having the fair use doctrine and the efficacy of the doctrine fluctuates according to the user's location, content type and purpose. The problem is copy right law is relatively gray since it is difficult to determine when an infringement takes place with content that is user-generated. (Warren 2012.)

YouTube, from a video sharing site, has achieved many milestones to reach where it is right now. Video content become popular and more enjoyable across all ages. In order to achieve that, YouTube has had to adapt to social trend and needs of the audiences. That might be the lesson for companies involving in video: always be creative and take advantage of the format, push the old limit and create new ones.

2.5 How marketing professionals are adapting to the trend

In the current situation, having only good production and sales strategy does not equal the sufficient measures to win the market (Locke, 2014). If companies are not well-positioned to adapt, they risk their chance of seizing the valuable market opportunities. Video was not intentionally invented with the purpose of serving sale and marketing purposes; however, it has become an effective tool for marketers thanks to its proven ability to convey messages. Various studies have indicated the marketing possibilities of video content are realised by companies worldwide. It is expected that video will influence the strategy in marketing channels and group (Scott, 2015). Video marketing is a form of marketing that utilizes the advantages of video to enrich the marketing content and increase customer engagement (Bowman, 2017).

Is it advocated that visualized information can be comprehended quicker than written text and the difference is amend, about 60 000 times. (Liraz, 2015). According to Dr. James McQuivey of Forrester Research, one minute of video is worth 1.8 million words. (Follett, 2012)

Our instinct inclines us to gravitate towards visual content. As the tendency to avoid straining the brain, video is apparently more preferred than a huge chunk of text. Moreover, it is observed that video is a great tool to create emotional connection and build relationship with customers (Panko, 2016). Over 70% of respondents claim that video performs better than other content for producing conversions (Demand Metric Research, 2014, 5).

The realization for the importance of engaging with potential customers and expanding the potential network, marketers has started testing the water with a new form of marketing that gives them more control over the availability and reliability of information being attained. In a sense, if there is not enough information or the information is outdated than the marketers are the one to blame. Evan (2014) believes

data is the key factor that drives business transformation and infers that studying the behaviour pattern of half of the world is recently made achievable.

There is a significant increase in popularity of video content in the advertising industry given that video renders 1,84% click-through rate, higher than any other digital ad formats (Hoelzel, 2014). In terms of SEO, having videos on the website or videos back linked for the website is extremely beneficial for the search engine ranking, especially if we are talking about YouTube video and Google ranking. Since YouTube belongs to Google, having YouTube video as content sends a clear signal to Google that the content of the landing page is well invested and enriched. As a matter of fact, websites that contain video as content attract 41% more organic traffic than those that do not contain video (Robertson, 2014). After leads are obtained, putting videos on the landing page is the move that turns 80% of leads into accounts or prospects. (Kolowich, 2016)

Video also has tremendous impacts in email marketing and conversion rate, which are most valued by marketers. It is proven that video-email marketing spikes up the click-through rate by 96% which means targeted prospects are twice as likely to visit the web page and learn about the business. (Follett, 2012)

Lee (2016) claims that the traditional way of anticipating buyer's preference is slowly being replaced by using video recording to observe their buying behaviour. Heat recording video detects emotions of customers in marketing research which is inherently more objective than the traditional approaches of acquiring customer feedback such as questionnaire and surveys. In Internet-based sales and website marketing, video is proving its vital role in providing an unbiased and comprehensive way of observing customer behaviour and thinking patterns thereby allowing improvements to be rendered.

Companies nowadays are barely limited to the information that is critical for their businesses. Implementing video marketing with the help of big data analysis can give companies the power to shorten the sales funnel timewise. Technology and tools are readily available to reach the targeted potentials, predict customer needs and their buying patterns. It is just up to marketer professionals to filter out the bluffs and evaluate the options to pick out the best tools that help them reach the goals. (Berman, 21-26.)

3 VIDEO MARKETING IN PRACTICE

This thesis would be doing a disservice for any readers if there were not any cases being inductively studied in order to validate the theories and assumptions mentioned throughout the entire essay. Therefore, in this chapter, two studies presenting two vastly different business cases were conducted to illustrate to some degree the vastness of the video marketing realm.

At this point, coupled by lowered production and distributing cost, customization is no longer an ambitious quest but rather realistic target. These factors have significantly conditioned the breakthrough in video content marketing. This idea sparks the motive to include the case of online-based business that does video customization justice. The first study was conducted on the case of **Buzzfeed** - the new media company, the one behind the commercial-driven videos of Nike, Target, Unilever, Purina and numerous of other blue chip companies. In this case, the central question is by what means Buzzfeed has been successfully taking advantages of the power of video content to cultivate business opportunities. The answer for this question will speak volume to what marketers should be doing regarding video marketing per se.

The second study is the follow up case of the first one given that it enforces the bold and unconventional notions introduced in the first sub chapter. At the same time this thesis was written, an internship was made by the author at a German company named ginstr GmbH. In this chapter, the video marketing process of ginstr GmbH was documented and explained. On a whole, the case used primary sources and the project manager was also the thesis author so the referred details and data are opened for perusal. Those that could potentially violate the reservation of confidential information were purposefully left out.

The intention of this chapter is to on one hand broaden up the perceived spectrum of video producing business and on the other hand, shine light onto the unmentioned aspects of every real case project whose purpose is to implement video in the marketing strategy. The focus of the case studies lies on reinforcing the understanding of the scope and various aspects of digital video marketing and identifying various causes of underperforming in order to reflect on ways to avoid these causes. This chapter is hoped to provide the marketers with a tool that aids the process from pre-execution to actual execution and post execution by outlining the framework of creating a project that is both flexible and creative.

Different methods have been employed in order to formulate these studies including engrossing personal observation, analyzing case materials and reporting heuristic process.

3.1 The success story of Buzzfeed

Buzzfeed Inc. has been selected to be the subject of examination in the case of .To serve this case study, opinions from a series of online literatures will be assessed and discussed. By finding answers for the following questions, this studied case will provide a wider perspective of the strategy to take advantages of the video form as not only the form of content but also the vehicle to drive business ahead.

One of the things that Buzzfeed does is to advocate for women and tries to bring forward the light for gender and race equality. For content that is entertainment oriented, pushing the audience toward you is not as effective as pulling them. It is believed the result of this strategy is customer satisfaction and customer loyalty due to the fact that they find something they like and can relate to (O' Donovan, 2013).

Buzzfeed, established in 2006 by Jonah Peretti, is known to be an online media company that is unlike any others. Buzzfeed videos are head to head competing with the TV programs in prime time. Pioneered by Peretti, the so called Internet virologist, in the course of 10 years, Buzzfeed has been thriving from a viral lab in 2006 to become a 1, 5 billion dollar company with 1200 employees. At the moment, it is the largest, most influential Internet media company with 5 million monthly views. The evolution of Buzzfeed reflects the evolution of Internet in general, from computer to mobile phone, from web browsers to apps, live streaming videos opposed to still images. The answer for the success of Buzzfeed is they have soon realized the importance of building a community. What they are selling is culture and identity and they treat video as a uniting and engaging medium rather than a mere commercial product. This is believed to be a definition of video content and how video should be consumed. (Robischon, 2016.)

The definitive idea about the type of Media Company embodying Buzzfeed still remains a mystery by many, including the Economist (2014) and Harvard Business School. It almost does not matter what "breed" it shall be categorized as because it sure is doing wonders. As they are doing particularly well in the social media field

which counts for 75 % of their traffic, the result is millennials and X generation are their main audiences.

It was observed that the company is taking a shift towards video production. This shift has not happened over night nor has it brought about by neglecting the written content. BuzzFeed's news is published in words as well as in video format in order to maximize the amount of audience being reached. It surpasses the prerequisites to be called a web-established social news and online media company. (Byers D, 2016.)

Their direction is made specific and their resource is wisely invested. The researching and investigating team which consists of professional and Pulitzer award winners is the reason behind the continuous success of the company (Mc Kenzie, 2013). BuzzFeed Motion Pictures, under leadership of Ze Frank contributes to 35% of BuzzFeed total revenue. Appeared on YouTube with the name BuzzFeedvideo initially, BuzzFeed motion has the rapidly expanded its video unit with Buzzfeedyellow, Buzzfeedviolet, Buzzfeedblue, Buzzfeedscience just to name a few. They have a crew of content developers, who professionally look at previous content and seek out the patterns therefore enabling more successful content in the future. They create a viral rank to form algorithm of viral content. Example of a natural content marketing video is an advertisement BuzzFeed made for Purina. This video went viral almost instantaneously and attracted 27 million views worldwide. (Robischon, 2016.)

Buzzfeed content are sponsored by advertisers but they manage to keep their content natural and authentic. In a very subtle way they are an advertiser. But their leaders understand that they must educate the brands about what can and cannot be done by BuzzFeed. They want these companies to understand that the conventional way of marketing is not their way and should not be the way of anyone in this 21st century. Each brand should embrace their value and their creativity so that they can become creators and not merely sponsors. "Brands have to figure out how not just to be sponsors, they need to become creators, that's what we're trying to teach them" CMO Frank Cooper of BuzzFeed explains. One of the keys of success is the autonomy and freedom they given to the creators. In return, flexibility and an ability to think outside of the box is what they expect from their content producer. (Robischon, 2016; The Economist, 2014.)

They are successful because they understand or at least try to understand the human psychology and why news spread and get shared. They actually invest time and effort in learning what works on different in different countries and displaying channels.

O' Donovan (2013) explains the creators here at BuzzFeed tackle the challenging topics and involve everyone into their conversation. The funny thing is they know when and what to change upon , The balance they are trying to maintain is adapting to the exterior changes, but stay loyal to their proven data metric. They are not trying to target, narrow down and frame their audience but create content that leaves impacts on an emotional level and inspires people to share.

3.2 Stages of video marketing project at ginstr GmbH

Prior to the formation of this thesis, I was taking part in a video marketing project at ginstr GmbH. This sub-chapter will present the flow of work during a video marketing campaign and the Dos and Don'ts when it comes to incorporating video into the marketing strategy. In addition, advises on how to create a viral video which from the industry's experts can also be found here. The process includes determining the marketing goals, deciding on the type of video being used, researching the right platform, setting up the budget, allocating resources and digital material, recruiting freelancer and voice over actors. The project represented itself as an opportunity to put the synthesized studies on a test.

As any other business projects, planning was the biggest step in this video project. In the first phrase, researching was the step that consumes the most time and everything seems to be stagnant. However, overlooking this matter has resulted in lengthening the video timespan because the result of the entire campaign or video depends on this. Finally, the decision was made that self-planning would be made in house and the video production task will be outsourced.

It was decided that virality was not the end goal. The numbers of shares and likes were not concerned but rather the ability of the video to engage and convey messages. Also a content, story or speech that relates with the audience and appeal so their emotions goes a long way. The goal of video was clearly defined and efforts were placed early in the planning stage in order to achieve that goal.

The core idea of this video was similar to one of content marketing, creating pulling rather pushing affect. It was agreed that the team should avoid being so consumed with results and numbers, hits and views and forgetting the motto "Play to one's strength". The balance between maximizing the marketing potential and planning was

highly sought after. It was expected that by doing so, the project would follow the right direction.

3.2.1 Planning/Pre-production

The goal of the brand video was to introduce potential customers about ginstr business concept and attract visits on the website and product pages. The cost was significantly reduced due to the decision to cut down on the planning and scripting service. Usually, explainer video can cost up to 9000 USD per 60 seconds video so self-creating a video can render a tremendous cut of marketing cost. The form of video was animated explanatory video with the tone being calm, understanding and ironic. The paramount consideration was which emotions of the audiences should be targeted. It was decided that the beginning of the video would provoke the fear of encountering risks from the audiences and as the video proceed, the focus was laid on creating a sense of desire and an interest for innovative solutions. The whole process took about one month with the planning itself consisted of half of the time. The video was planned to be published at the beginning of 2017, at the same time the website renovation is finished. The appendix 1 is the exhibit for the original plan of this video marketing project.

The target audience was well defined by the board and sales team before the planning stage began. It was realized that the having a comprehensive plan was crucial to the success of the project therefore the priorities were to make sure the goal of the video was clearly defined. Further decisions on the types of emotions to be created and tone to be used in the video were made accordingly.

The following steps were choosing the right voice representing the company and hiring the most suitable free-lancer to carry out the task of creating animation. The best candidate for this position was neither the one with the highest cost nor the most experienced one. This was due to the fact that open communication and willingness to exchange information were the desired qualities from the candidates. The voice behind the video should not only convey the message of video but also sell the company's message. Choosing the right voice over that presenting the company in the most flattering yet authentic way was central to the success of a video. Therefore, it took two weeks to find the perfect voice artist for the video.

With the intention of catching the audience attention right from the first seconds, it was designed that strong CTAs and eye catching graphics would be placed at the beginning of the video. The whole video only lasted 64 seconds and included a short yet impressive pitch about ginstr GmbH, followed by the outline of the difficulties clients were facing on their daily business routine. Finally the video ended with the solution provided by ginstr. Follett (2012) suggested that videos should last about 15 seconds or shorter to ensure the sharing rate however in case of a video for B2B, the situation calls for more room to explain technical concepts. In this video marketing project, there were many aspects to consider, an assortment of departments to synchronize with and numerous possibilities for unexpectedly disruptive events. In retrospective, having a well-arranged plan before starting the execution process was beneficial even it meant splurging time for the planning step.

3.2.2 Production

What production meant to this project was outsourcing professional video maker after comparing different options to create video and attract traffic to it. During this phase, because it was decided that the story board and animation building would be outsourced to a freelancer and the voice over would be taken care of by a professional voice actor, the only part that was carried out in house was writing script. The reason for this was due to the fact that this video would be first video out of the whole series. The template of this would be used to replicate the rest of series.

Admittedly, there were a lot of challenges because scripting is a task that demands high level of skill and experience. Before writing a script, self-taught lesson was taken by the project manager on script writing through the process of studying a good amount of well-executed videos. The final goal and the target audiences were decided up front which made it significantly simpler to create a crisp script.

The theme and topic were then chosen according to the script. The goal of the video was to raise awareness about the ginstr solutions and the target audiences were managers, CEOs, CFOs of medium to large enterprises. With that being said, the tone used in this video was authoritative, knowledgeable and the theme was technological and professional yet entertaining. The first draft of the video script can be found at appendix 2.

CTA (Call To Action) was one of the most important elements in the content of this video. For this reason, CTA was made sure to be included in the final cuts after creating the video draft. At the end of the day, if business wants results in form of action, they should ask for it. It takes only a small effort to include the short CTA but figuring out the right CTA that goes in line with the final goal and spirit of the whole video is highly difficult. The final video will be more effective and convincing if call to actions include incentives such as coupons, discounts, special offers, etc. (Rampton, 2015)

3.2.3 Post production

After the production stage, it was time for distributing content and managing resources. Research team had to search for a system with streamlined process that could manage and organize the videos and visual assets of the company.

The hardest step of the entire process was found to be the planning step which took place before and after the video was made. With the aim to sell subscriptions to apps and extended services, App Store Optimization (ASO) was one priority that the team could not afford to neglect. It was the job of ginstr's SEO professionals to attract views and rates. However, in order to achieve the best result, a close cooperation between SEO experts, video marketers and video host was required. Rate and comments were highly valuable when it came to criteria to rank an app on Google Play Store according to a report of Google in 2010. It was decided that the final video would be distributed in various channels including the ginstr homepage, video sharing sites, and social media sites. After this, the next step in the plan was to edit the video to fit for marketing purposes on various channels and ensure the optimum conversion rate.

It was the case that there was a lack of an assigned system for the marketing team to aggregate, organize and manage the visual assets. Fortunately, YouTube provided a few basic tools for channel owners to analyze the overall performance of the channel and manage their videos. Acknowledging traffic building on YouTube would be a long term investment and the general data was not sufficient to draw conclusive thoughts on the video's performance, SEO expert and interns at ginstr decided to call for the help of Google Analytics and several of other SEO tools. Meta data was gathered and analyzed in the effort of determining potential bugs and continuously optimizing the keywords and meta tags for the video.

From this experience, it can be concluded that in every single step of the process, there are always underlying problems that can either sabotage the project or provide lessons for improvement. The end result of the project is determined by the flexibility and creativeness of the team. Iterations does not equal poor planning effort and schedule adherence does not guarantee successful campaign. Most of the time, the success of a movement lies within the immeasurable.

4 RECOMMENDATIONS

Syndacast (2014) revealed video is the type of content that has more than half of worldwide marketing professionals voted to have the best performance in term of ROI. Once a decision is made about the goals and purposes, the next step is to consider the application forms, types of video and suitable platforms. Depending on the business goals and the marketing purposes, application forms should be decided accordingly to make the most out of the resource and labour hours invested into making the video. The objective of this chapter is to identify the unknowns in the equation of effective video marketing and give constructive suggestions on how to address the underlying issues revolving around choosing and optimizing the distributing platforms.

First and foremost, **the marketing objectives need to be aligned with the business goals** so that the distribution channels can be chosen (Varadarajan & Menon, 1988).

Different organization or businesses have different goals therefore it is impossible to cast a magic spell and create a formula to fit them all. Marketing professionals know how to choose the type of media that generates the best outcome then cater their content and play it to the benefits of the business. It's important to determine where the marketing material is going to be distributed early at the planning stage, as distribution channels will influence to a large degree the critical decisions of the practices thereupon. (Mohr & Neven, 1990.)

Lloyd (2015) has outlined a set of rules that might come in handy for those who are looking for some cues on deciding the right types of video content for different business purposes: If the final goal is to reassure customers of the usability and intuitiveness of the products or service **"How-to"** or instructional videos might be the choices. **Product demonstration** videos best suit for convincing tough sell customers because they provide visual evidence for the product quality. (Lloyd, 2015.)

Explainer video is highly recommended for explaining a concept, product or service and can be conducted in a wide range of possible manners and styles. Strategists whose purpose is to gain trust from buyers might find video interviews featuring experts useful in increasing customer's confidence in making purchase decision. (Mansoor, 2016)

For B2B companies, **conference and presentation videos** are great at building company credibility and authority in the industry. However, this type of video has not yet been proven effective for NFOs or educational organizations. (Park, 2013)

Considering that watching video is a fast and straightforward way for self-educating, searching for information and knowledge through online videos has grown on many of the online citizens, especially in case of the millennial. From observation, short snack-on **promotional videos** posted on social media is usually the choice when it comes to engaging with the young buyers.

4.1 Choosing suitable marketing channels for each content type

Empirical research and anecdotal evidences point out marketing channels differ with regards to the purposes implied on the videos they host.

Types of content	Marketing channels									
	Homepage	Landing page	SEO	email	ASO	social media	product page	blog	PR	video sites
Product demonstration				•		•	•	•		•
Introduction	•		•	•					•	•
Expert interview							•	•	•	•
Company culture	•									•
Brand boosting			•	•		•		•	•	•
Product launching		•	•	•	•	•	•	•	•	•
Explanatory		•	•	•			•	•		•
Presentation/Conference		•				•		•		•
Show/Event			•			•		•	•	•
Public announcement		•		•		•		•	•	•
How-it-works	•	•	•	•	•			•		•
Customer testimonial	•	•	•	•	•	•	•	•	•	•
Expert interview		•				•		•		
Tutorial/ Instructional				•			•	•		•

FIGURE 1. Suggesting marketing channels for types of video content.

The suggested list of marketing channels presented in FIGURE 1 was established by collecting the suggestions from various sources on choosing types of distributing websites for each type of content. From FIGURE 1, it can clearly be seen that all

types of video can be posted on video sites as a way to expand the reach and increase traffic to the video. Blog is suitable for almost all types of video content except for introduction and company culture video, both of which are made specifically for the main page with the target being first-time visitors. (Follett, 2012)

For companies that sell apps, there are only a few types of video that actually make sense in Google Play store and Apple Store because Google and Apple run strict rules on their app stores and only allow relevant content to be posted. (Apptamin, 2016)

Email marketing can be strongly aided with video as already mentioned in the previous chapter. Videos included here tend to be more direct and on to the point which explains why video of expert interview, company cultures, events are usually not the best fit. For B2B companies, the duo social media - **mobile platform** is almost unbeatable in the quest of gaining attention from the millennial and gen Z. Product page and landing page are recommended to stick with explainer or product related videos. (Hayes, 2016; Sherbin, 2013.)

Explanatory video or product feature videos are more than often suggested to retailing business. The reason being explanatory/explainer videos generate the highest conversion rate out of all the video types. These are reported to be the forms of video that gained the most popularity among retailers in 2015. (Invodo, 2015)

Instead of distributing videos on video sharing sites, marketers can also consider taking advantages of the **connected television platform** - an online system that delivers media services (music, video, television) using the Internet protocol suite to reach more defined groups of audience. (Cohen, 2016)

Interactive online videos usually work well on social channels due to their nature and target audience which is young and adventurous online users. Interactive print ads with embedded coded video by default can only be found in print magazines and newspapers or any kinds of printed publications.

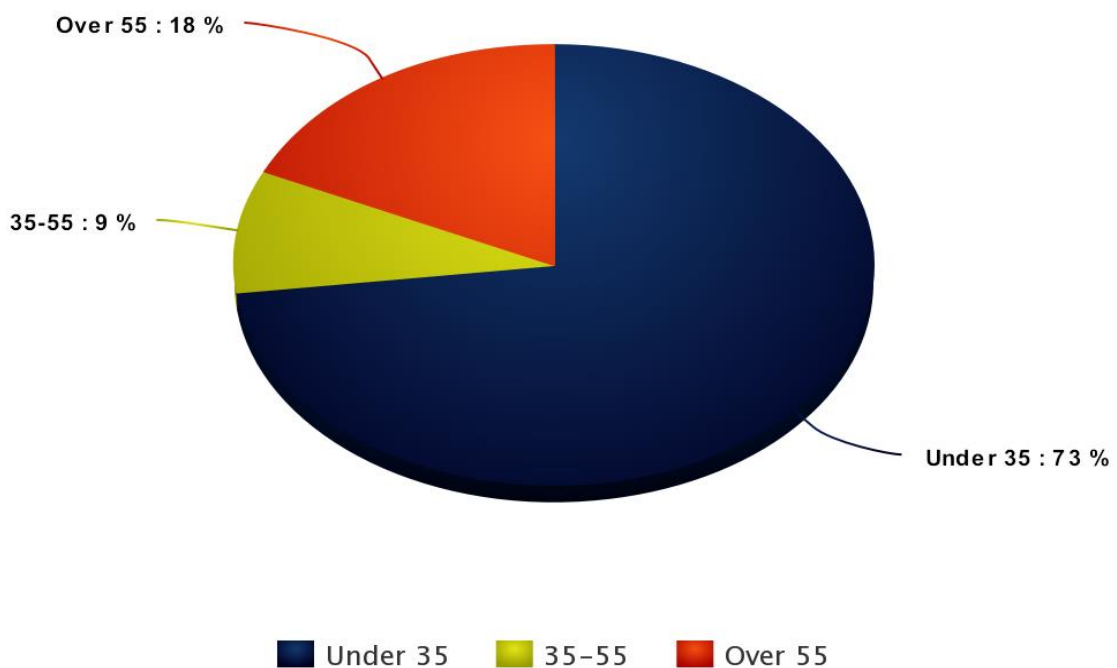


FIGURE 2. YouTube engagement of luxury brands categorised by age.

FIGURE 2 indicates how different age groups have different levels of interest in watching videos of luxury brands broadcasted on YouTube. The group of people from 35 to 55 appear to pay the least attention to the mentioned type of video. Unsurprisingly, the millennials (35-55 years old) respond most positively to videos of high-ended fashion. For luxury brand, it is even more important to weigh out the pros and cons before implementing the video campaign. Tubular lab research has shown that for fashion shows, behind the brand, video is the way to go given that it produces the highest engagement with the smallest amount of videos put out. Videos featured in premium content and long advert however renders the least engagement considering the amount of videos watched therefore, are not as effective as other means of marketing. (Cuthbert & Crushell, 2017.)

One thing to take away is that marketing professionals should not neglect social media whether they are in B2B or B2C. This is the thriving platform that has been hosting many successful video marketing campaigns. Some might argue that video is not

suitable for certain types of content such as news, scientific findings. History has shown that is video is not the traditional type of format for these types of content. However, the reality points out an increasing number of content types being adapted for video format, not because the traditional formats have failed to prove effective but rather that the potentials of video content have been discovered and acknowledged. This opens the door for experiments of different content types and enriches the online video experience and fosters the domination of the format. (Anderson, 2010.)

4.2 Optimizing channels

Social media is the ever-changing landscape of the 21st century. Social media is a great platform to uphold loyalty in existing customers, raise awareness in potential ones. It is advised to include video among to the social media marketing tactics in order to maximize the connectivity with potential customers. Social media is geared towards creating a dependent habit which renders gradual effects for long term success. (Scott, 2015.)

Social media for luxury brands possess a different set of rules: real viewer love real content: they have great potentials to influence and are expected to perform better than the rest of the pact. More resource and vital data such as age, interest and behavior to create more relevant videos. (Marshall C, 2016)

In the social media battlefield, it is all about collecting **shares and likes**. Social video generates 1200% more shares than text and images combined (Salce, 2016). Videos on social sites are strategically made to fit the one minute frame or even ten seconds in sites like Twitter and Instagram so that the watching and sharing cycle is shortened thus makes the audience feel more encouraged to embark on it. Facebook is probably the most common choice to add to the social list of companies worldwide, minus some exceptions in Asia. With the incredible amount of users of 500 million and the video traffics of 8 billion views per day, Facebook is on a head to head competition with Google in the video quest. The advantage of using Facebook to post video is that video ads can be easily slipped into user's News Feed or in the suggested videos reel that appears after a video is being watched. (Constine, 2016) If advertising is not the purpose, video can still be posted on company's channel as a way to engage with followers or potential clients. Contrary to Snapchat, videos with sounds on Facebook are proven to be less popular than the silent ones because they are too disruptive. That leads to the need to create content that is purely visual and highly creative. Captions, quotes, text overlays are suggested to be helpful in this given case. (Over-

myer, 2016) Social networking sites observe the difference in usage based on age difference. Group of users from 13-19 was reported to have higher usage of MySpace web 2.0 features (i.e., sharing video and music, and blogging) than the older group (above 60 years old). (Pfeil, Arjan & Zaphiris 2008, 643-654)

Twitter has a different application spectrum than Facebook and therefore requires a whole different set of communication and marketing technique. **Video streaming** is on the rise for Twitter and offers great potential and exposure for video. Periscope-Twitter's video streaming service is seeing an incredible rise in audience of more than 10 million/ (Ungerleider, 2015) And the important thing for marketers to take away is that 90% of Twitter users view video using their mobile devices. (Taylor, 2015)

In **website optimization** and **marketing automation**, video recording of customer footages is gaining popularity and making other methods seem to be such a rip off given that it is efficient and at the same time cost effective. By simply installing a software or an add-on, every time a visitor enter a site, their pointer movements and pauses will be recorded and stored. These video clips shall be played later when the site admin wants to make an observation of what visitors tend to click the most, what are their navigation problems, how long they spend on the main page and landing pages. With video recording, website administrator can track the online users and learn more about their struggles when using the websites, attaining information or purchasing products online. Smartphone users have reported their purchasing decisions were heavily relied on how brands carried themselves in brand-related videos. (Syndacast, 2014). This suggests that the impact of branding videos on is more significant on conversion rate than what brands assumed and therefore worth paying attention for.

Email marketing is largely gaining benefits from video content. Using the word "Video" in an email subject line boosts open rates by 19%, click-through rates by 65% and reduces unsubscribes by 26% (Mawhinney, J. 2016). These statistics indicate the significant effectiveness of video content into the electronic mails and suggest the word video is a strong keyword from the perspective of email receivers.

In the early 21st century, there have been many inspiring marketing projects that provide unique and memorable digital and physical experiences through advancements in audio and visual technology. As for instance, video magazine is a rather dynamic magazine format which allows broadcasting YouTube, Vimeo and Dailymotion videos in series in a periodic basis (Theme Forest, 2017). In 2006, the first magazine in the

format of video was first introduced by IN - the Century 21 Realty Group (DiGregory , 2008).

There are radical innovations that can feed off to marketer's crave for creativity and refute scepticism for video marketing. Orgatec has composed a list of unconventional marketing approaches using video content or format. According to Orgatec, the technologies for interactive wall with projected video on the street, interactive video wall in a building to engage with visitors, double-take augmented reality video street art, video live show from the street-level window are driving the seamless integration between virtual and reality worlds and bringing visible changes in the way people interact with the surrounding environment. (Orgatec. 2014.)

If YouTube is the chosen platform than marketers or video optimizer should spend time mining data from YouTube and consider using tracking and analysing software for the best possible measurement. YouTube also offers various platforms to host videos 360 YouTube video, YouTube red, Trueview Instream ads and video AdWords.

4.3 Tool kit for video marketers

Video technology has seen a remarkable increase and is expected to continue to grow in the future. According to Mauritsen (2011) in the course of fifteen years, network camera today has experienced a 60,000% growth in image resolution.

As a result of any big trend, follow up products and complementary businesses have come about and seen positive market response. This chapter will give a brief overview on the market of complementary products and services of video marketing.

Vimeo is one of the businesses that prove success with complementary services for video marketing such as video hosting, marketing and analytics assisting services. (Maina, 2017) Different kinds of tools or services have been developed as a result of the great demand for video marketing planning, video production to video audience tracking, video performance measurement.

The market for video post-production services is vibrant and diverse. Video owners are offered the chance to have access to the unprecedented analytical ability on vid-

eo performance and audience behavior, video consuming habit in different countries with Google Cloud Platform. (Google, 2017). Lippy (2016) suggests using tool like Slope helps with collaboration, storage and management of video content. There are many other alternatives for video aids that deserve mentioning. After examining and studying the websites of the respective companies, it is safe to correspond Ooyala with video distribution, monetizing and measuring package; Brightcove, Vidyard with providing video hosting, publishing and broadcasting services; Visible Measure with optimizing social video advertisement.

5 DISCUSSION AND CONCLUSION

The fact that video contains audio and visual, possess high virality makes it easy to understand, easy on the eyes as well as the brain, adaptable to many different applications. Being one of the visual assets alongside photos, illustrations and infographics, video is made for easy and mass dissemination.

Personalized video marketing has opened a new era of marketing where predictive analytic and digital content marketing meet and merge. The advancement of technology and communication will continue to fuel the seamless combination of multiple forms of digital marketing and transform our marketing practices. Data is vital to any online business and it remains true in case of digital marketing. That is the reason why online marketing campaign would be better off coupled with one if not several sharp and intuitive analytic tools to effectively measure the marketing performance. (Nath & Nachiappan and Ramanathan 2010, 317-329)

In the cutting edge paper published on Cyber Psychology and Behavior, Griffiths (2003, 557-567) has found a strongly proportional relationship between accessibility and participation rate in the sense that when the former increase, the latter will also ascend. This idea comes complete in this subject of matter given that online videos have seen a remarkable rise in consumption ever since it became simpler and easier to access various forms of videos digitally. Evidences have indicated that there is a significant increase in accessibility of web-based videos thanks to the advancement of cloud computing and fifth-generation (5G) networks (Hecht, 2016).

In the event that video content is taking over, the internet will have to adjust itself to accommodate to the tremendously large amount of data that will come along with heavy video traffic. As the effect of this shift in content, online businesses will need to learn to adapt to the slightest fluctuation in order to survive and outsmart the competitors. In effect, it will be easier for creators to create videos and for consumers to consume videos. What we are seeing is the future where video content is made accessible and large number of people engages in activities around video. (Cisco, 2017.)

Ultimately, the paper is aimed at providing insights to the world of video marketing and prompting aspirations to explore the boundaries of human capability to evolve and connect. The study highlights the idea that learning marketing goes hand-in-hand with studying communication.

5.1 Further research

For the next researcher generations, further studies are recommended to be undertaken in these following areas:

1. Following up and analyzing developments in the video marketing and evaluating its effectiveness on the next generations
2. Expanding the study into the areas of VR marketing and AR
3. Examining and improving the unfocused aspects in the conceptual framework.

As the technology development is constant and the social, political and economic changes are inevitable, what worked in the past does not necessarily work in the present and the future. Given that this paper has established the importance of studying online communication through audio visual variables, it is necessary for further work to be performed in order to maintain up-to-dateness of our understanding on the topic. Visual content is not evenly dictating all demography and appears to affect each demographic group in a significantly different way (Bernazzani, 2017). This poses a new challenge for marketers on how to curate the strategy that works for each demographic group. In addition, observing the communication evolution to understand the marketing development is the fundamental objective in the area of marketing strategizing and worth studying. In the end, marketing is about conveying messages.

It is advised that marketers should observe the shifts in public interest and technological advancements that have potentials to transform the existing marketing norms and practices (Brady & Fellenz and Brookes 2008, 108-114). When marketing researchers see online trends as parts of the transitional process of communication and study the causes and effects of the changes with the sake of communication in mind, there will be more applications on marketing to be discovered. For example, virtual reality (VR), augmented reality (AR) is the next communication methods worth examining and studying. Program Ace has called attention for the adapted forms of marketing such as: event Based Brand marketing, Device- Based Brand marketing, Marketing through virtual services all of which would not have existed if it wasn't because of the birth of 3D simulation technology. Virtual reality was brought about by Google and Oculus when Google glass of made its first debut. Since then, it has been gaining attention not only from gamers and dreamers but also serious businesses like IKEA, Wayfair, Lowe, Coca-Cola, Mc Donald, etc. They offer game changing marketing advantages for brick-and-mortar retailers. Researcher experts believe VR is still at the beginning phrase, despite the impressive demos and widespread news. (Kirsner,

2016.) That means the story is yet to be unfolded. Communicating and marketing using VR and AR is seen to be an interesting topic that poses lots of potential values to discover. Undoubtedly, this is a promising area for further research and the current study leaves room for improvement. There are a number of future research questions that can be established from this fascinating area. What kind of audiences will VR / AR marketing focus on targeting? How will marketing manifest itself in the computer simulated environment? What impact will it create on the communication evolution?

This study has several areas where further studies would be beneficial. As mentioned in Methodology and limitation section, the studies were mostly theoretically based and observed from the perspective of a junior marketing strategist. For this reason, some of the questions are not properly addressed. The reliability of the study will be assured if the subject is looked at from a more technical and more subjective perspectives.

5.2 Self-reflection

The idea for this thesis emerged from my motivation to gain knowledge on my major and my future career which is marketing. The habit and preference to consume videos gave great advantage when it comes to motivation to learn more about both positivity and negativity the subject inherits. This thesis happened to showcase my road of intellectual development. This journey started with combing my passion with my interest which is video and marketing. Then I acquired myself the foundation knowledge of audio visual and select the thesis topic. The next phase is the writing process where I continuously elaborated on the chosen topic, assessing factual evidence to support the assumption that incorporating video into the content makes marketing content more authentic and appealing. Fortunately, while I was writing this thesis, I had the chance to build up the valuable experience through planning a real video marketing project during my internship. Therefore, I took the chance and combined what I learnt into this thesis. One thing I find necessary to advocate from this subject of matter is marketers should observe the shift in public interest and not be afraid to test out new methods to convey their marketing messages.

It is particularly rewarding to experience the world through the senses of visual and auditory. In term of neuroscience, human brain can be highly stimulated by motion graphics and acoustic stimuli. These kind of sensation have always co-existed with and being steered by my great keenness for marketing. As a result, the interest for

video has gradually developed to the specific path of video marketing and visual. Video marketing appears to me as a more progressive way to reach out to people via their senses: visual perceptions and hearing by leveraging the power of the internet that is treading new ground.

In everything, if we look closely enough, we learn a lot more about life; we see the reflection of development of the world in every movements and changes. All the inventions created in this world have been due to the need at the current moment and the drive to explore the unknowns. This thesis is just one puzzle in the whole picture about the art of persuasion, one small effort in the attempt to understand the communication evolution.

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Video Project Plan

The priorities below shall be rendered by in-house staffs. The video production process will be assigned to a professional video maker. On top of that, an illustrator is required for character building.

1/ Branding video(s) (approx.60s)

Amount

1 video

Subject

ginstr as a company

Content

Showreel of ginstr existing apps, focus on business concept. The globe, puzzles, hand, devices, old scenes

Elements

- Captions
- Music + Sound
- Text
- ginstr character
- Voice over narration
- Packshots
- Animation
- Motion graphic
- Scenes from previous videos

Tools, resources

- ✓ Existing screenshots
- ✓ New packshots
- ✓ App logos, images
- ✓ Old scenes from previous videos
- ✓ Video software: Blender, Pencil2D, SynfigStudio, Lightworks

Priorities

- ✓ Find songs, music, sound
- ✓ Write video's script
- ✓ Build story board
- ✓ Write voice-over's script
- ✓ Collect materials

2/ Product introduction video(s)

Amount

1 video

Subject

ginstr Business App Maker

Content

Through stories of different sectors/industries, present the new app maker

Elements

- Captions
- Music + Sound
- Text
- ginstr character
- Voice over narration
- Packshots
- Animation
- Motion graphic

Tools, resources

- ✓ AM logo and screenshots
- ✓ AM account
- ✓ Video software: Pencil2D, SynfigStudio, Lightworks

Priorities

- ✓ Write scripts
- ✓ Build story board
- ✓ Collect materials
- ✓ Create live packshots

3/ Demonstration video(s)

Amount

8 videos for a start

Subjects

- ✓ ginstr Business App Maker (video will be put inside AM)
- ✓ ginstr Backend
- ✓ 6 Plus apps

Content

Record working screens with mobile devices and PC.

Elements

- Company logo
- App logos
- Captions (optional)
- Text
- Voice over narration
- Recorded screens

Tools, resources

- ✓ screen recorder
- ✓ a good microphone and a quiet room
- ✓ video editing software

Priorities

- ✓ Prepare input data
- ✓ Find a narrator/presenter

4/ Testimonial video(s)

Amount

Depends on the number of customers who are willing to cooperate

Subjects

- ✓ Apps
- ✓ Industries

Content

Interview context with off-camera interviewer in the setting being the customers' business environment. Customers answer open ended questions of:

- o the challenges they faced
- o why they chose ginstr
- o how ginstr helped solve the problems

Elements

- Different camera angles
- Authentic working backgrounds
- Text
- Captions
- Music + Sound

Tools, resources

- ✓ A good collection of questions
- ✓ Professional crew of cameraman, lighting, audio, logistic and editing

Priorities

- ✓ Contact and persuade customers
- ✓ Compose list of questions and hints
- ✓ Find live action shooting team

5/ Explanatory video(s)

Amount

2-5 videos

Subjects

- ✓ Backend
- ✓ Private cloud
- ✓ NFC, GPS
- ✓ iBeacon
- ✓ Geofence

Tools, resources

- ✓ Video software: Animaker, Pencil2D, SynfigStudio, Lightworks
- ✓ Existing videos
- ✓ New screenshots/packshots

Priorities

- ✓ Prepare materials
- ✓ Write scripts
- ✓ Build story board

Example: <https://www.youtube.com/watch?v=kRAzymLCPOA>

7/ PR Video(s) (approx. 30s)

Amount

1 video for a start

Subject

ginstr as a business concept

Content

Unique context and story line sold by sense of humor/responsibility.

Elements

- ✓ Good script
- ✓ Music + Sound
- ✓ Text
- ✓ Actor(s)/ animated characters
- ✓ Voice over narration (optional)
- ✓ Caption (optional)

Tools, resources

- ✓ Video software: Animaker, Pencil2D, SynfigStudio, Lightworks

Priorities

- ✓ Write script
- ✓ Build story board
- ✓ Find platforms to upload video

Example: <https://www.youtube.com/watch?v=WT6Yhz68XQw>

Branding video's script

60 Seconds

Word Count: 129

Title: "Another chance"

Tone: sympathetic, happy, amused

Goal: explain the concept of app-cloud-backend

Characters:

-M: M is a normal young male worker. M works hard but he has low efficiency.

-F: F is a female mid-age manager. F wants to improve the company.

-Mascot: mascot is an advanced robot. Mascot is a friend of F.

*red text : scenes in memory of Female manager

* the '|' signals where the narration starts

Time	Narration	Visual
3s~ 3		F's day dream: Cam (from behind F's back) unblur and focus on M who looks at all the report
4s~ 7	Have you ever faced a moment when you wish things could be different?	F's day dream: Close up scene to F face who looks back at her clock and sigh
4s~ 11	But then you decide to do nothing about it and continue	F's day dream: F plays with the pen F waits for M
4s~ 15	You want to push it to the limit but there is still something missing.	F's day dream: M searches for some papers (among tons of other paper)- M brings a bunch of paper to F. F looks at all the bad handwriting
5s~ 20	Have you ever consider what could have happened if you have the answer for it?	Back to reality: F suddenly wakes up from day dreaming Face to face scene with mascot talking to F: F and mascot sit on opposite sides of the table, talking face to face. Background: twilight dark, flickering light from above.

APPENDIX 2 2(3)

4s~ 24	Let me help you.	Mascot puts a ball of light into F's hand and all the around her fly to it. The ball turns into a smart phone powers up in the dark with ginstr logo
3s~ 26	No more worries that work flow would be disrupted	Phone screen: task list
3s~ 28	No more worries that important data will get lost with papers	M hits "Done". The data (in a form of a light ball) bursts out of the phone and heads to the cloud. A ball of light flies down to the far left of the city
3s~ 32	Reports can be assessed anytime, anywhere. beap beap	F's phone rings. F looks down to the phone. Message from M: a green tick next to a file icon
4s~ 36	No matter where you are or which platform you use, with the powerful ginstr web, data can be accessed and managed within seconds.	Scene from F shoulder's view: The report notification on the ginstr Web. PC screen : mouse pointer moves around 3 simple portlets and clicks for details.
6s~ 48	The solution for all the problems is in your hand	Scene of F's hand holding the smartphone. Smatphone screen: moving power ball
6s 50	And before you realise how much power I just put in your hand, you are already in love with it.	M's phone rings M looks down to the phone. Thank you messages on the phone screen appear. Camera on phone screen: reflection of M's big smile
2s~ 52	We change the way you work	F fist bumps with mascot
3s~ 55	We change the way you live	Scene of F lies on the beach drinks cocktail. F looks at the phone, smiles and continues drinking

4s 59	Are you ready?	Scene of logo's close-up
2 s 62		F wakes up from day dream and stares at the paper stacks