

ELEVATING SOCIAL VIDEO

2021

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1. VIEWER EXPECTATIONS



**2. STRATEGIZING
CONTENT: IDEATION STEPS**



3. OPTIMIZE FORMATING

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VIEWER
EXPECTATIONS

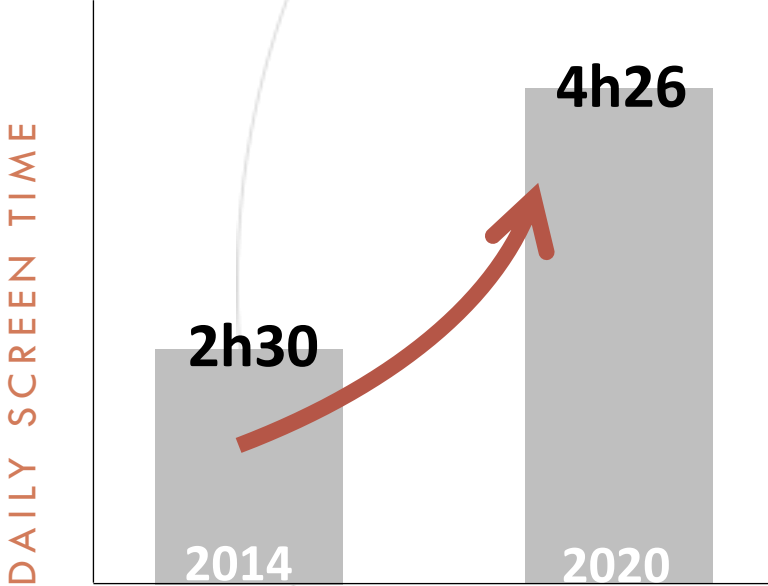
2021

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GROWING SCREEN TIME LEADS TO A GROWING VIDEO VIEWERSHIP

VIEWER EXPECTATIONS 2021



USERS SPEND AN AVERAGE OF



WATCHING VIDEOS ON MOBILE

MOBILE VIDEO VIEWS ARE GROWING



YEAR ON YEAR

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20/20 Vision for mobile videos by National Research Group on behalf of Snap ; *Facebook video study* by Social Insider ; *The state of online videos* by Tubular Labs

WHAT MAKES A PREMIUM VIDEO? _____

VIEWER EXPECTATIONS 2021

STRONG STORYTELLING



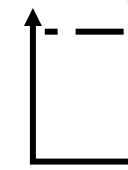
79% Of users said that stories become more interesting with storylines

COMPELLING STORYLINES



75% Of Gen Z & Millennial associate premium video with moving characters/personalities, storylines that give them a sense of excitement, adventure or suspense

ADAPTED TO SCREENS



98% of users never turn their phones only using them in portrait.

75% of Snapchatters say that vertical video is more personal & immersive

However the longer the video, the more we observe horizontal formats and intentional viewing

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[20/20 Vision for mobile videos](#) by National Research Group on behalf of Snap, [Facebook video study](#) by Social Insider, [The state of online videos](#) by Tubular Labs,

Mobile Marketer

STRATEGIZING CONTENT: IDEATION STEPS

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1. FOLLOW AN OBJECTIVE _____

STRATEGIZING CONTENT

FOR EXAMPLE....



TEASE A RELEASE

Big artists : using current audience to help tease by giving them something to be excited about (ex. hidden clue)
Smaller artists : giving KOL something engaging to share for example



GAIN FOLLOWERS

Gaining followers means giving the user a reason to want to come back to your content, episodic content (series), extra special and engaging content such as lives, as well as strong, consistent, personality can encourage follows



GO VIRAL

Get people talking by creating content that is “news worthy” and sensational: humorous memes that can be reinterpreted, strong opinions/emotions, clashes (even humoristic), special meaningful occasions (women’s day, gay pride, idols birthdays etc.) are opportunities that give the press and fans something to talk about.



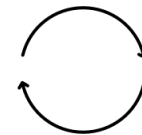
GENERATE STREAMS

People will either watch your video or click through, a video purely made to generate streams should be short and sweet



CREATE ENGAGEMENT

Generally speaking videos that evoke strong emotion, generates engagement. You might want to encourage shares or comments, if so aim for one engagement type, the others generally follow



SUSTAIN A RELEASE

Keep the release top of mind is a mix of posting regularly and adding fresh creativity onto the original concept

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2. CLARITY

STRATEGIZING CONTENT

Think YouTube title:

Can you resume your concept in one sentence?

Why should people watch your video? With short attention spans and a plethora of content, the audience needs to understand the promise of your video.

This is particularly important for YouTube, IGTV & Twitch, where users will read the title of your video before clicking through, so the concept must be clear for the platforms' character limit.

This exercise can help increase click through rates on your video.

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TECHNIQUE CRITIQUE S1 • E10

Former CIA Chief of Disguise Breaks Down 30 Spy Scenes From Film & TV

16M views • 1 year ago



3. STRUCTURE

STRATEGIZING CONTENT

Core architecture of the video: create a compelling story by planning before briefing editor/cameraman/artist.

EXAMPLE WITH DIPLO ON TIKTOK:

1. Intro with Diplo dressed for the prom, voice over explaining his friendship with Dylan
2. Cut to images of his friend Dylan & Diplo
3. We see unsuspecting Dylan before the surprise
4. Diplo takes Dylan down to where he has prepared the surprise
5. Diplo holds his romantic sign asking Dylan to the prom
6. Dylan is delighted and says yes
7. Diplo drops the first sign to reveal “As friends”
8. Dylan is a little less happy
9. We see the invitation for the TikTok prom + infos

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4. INSIGHT

STRATEGIZING CONTENT

What pieces of information can stand out and stick in the viewers heads?

Increase retention by surprising them with extra special information throughout the video.

- Something new and interesting to learn about the artist or song
- A hidden clue / game
- An unexpected talent
- Strong opinion
- A funny joke or remark

This will help with video watch time.

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↓ Every 20/30 seconds or so we discover something we didn't know about Billie Eilish... here we learn she **draws**, showing the audience her sketchbook filled with drawings and lyrics

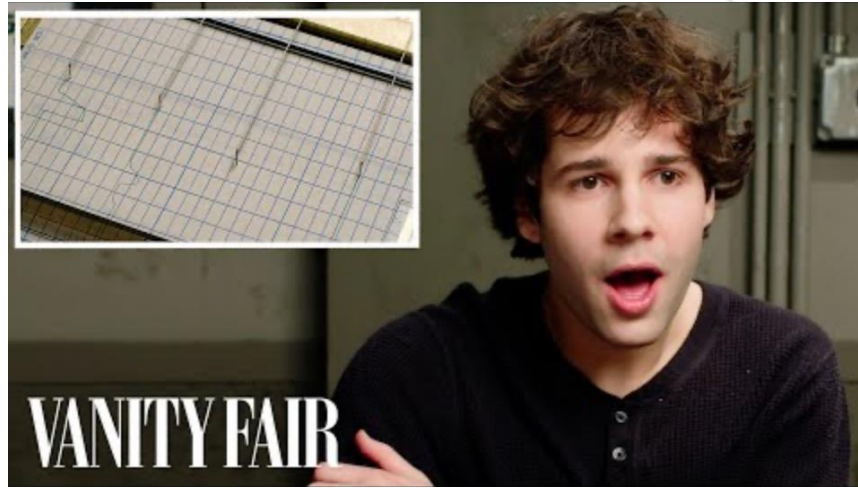


5. ELEVATION

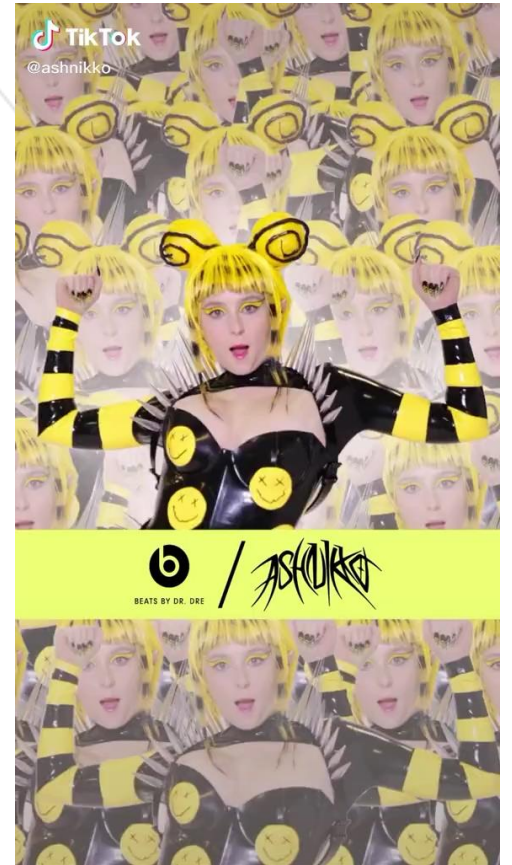
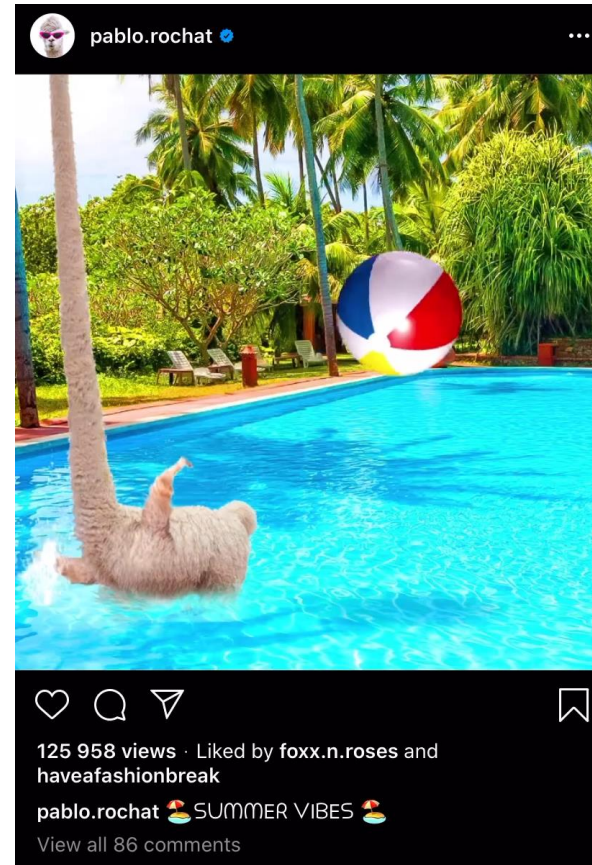
STRATEGIZING CONTENT

ELEMENTS THAT MAKE YOUR VIDEO EXTRA SPECIAL

- Camera work that accompanies the concept
- Casting
- Graphics, look and feel, props
- Tricking features



↑ Set + montage with lie detector + jokes with the person in charge of the machine



↑ Dynamism added with the filter multiplying Ashnikko

← Video completed by the profile picture

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OPTIMIZE FORMATING:

CREATING EFFECTIVE AND VISIBLE VIDEO

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ITS ALL ABOUT THE INTRO _____

BASICS TO KEEP IN MIND



The audience decides if they want to watch in the first three seconds of your video



Make those seconds count by opening your video with intrigue or emotion

Videos with opening credits: these should come in after 10s
For longer videos: use the funniest part as a teaser at the beginning



Example : Mister V catches the audience attention directly by entering in the video on a motorbike inside

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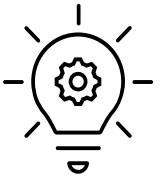


RHYTHM YOUR VIDEO

BASICS TO KEEP IN MIND

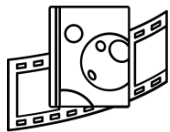


Use speed as a creative element to capture & keep attention



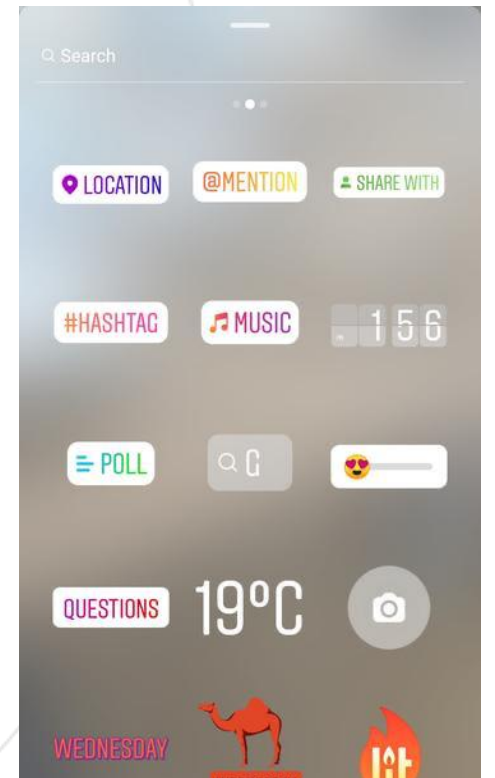
Use features strategically on each platform to draw attention & feel more native and relatable

Stickers...



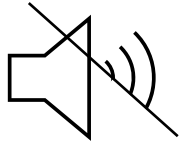
Use multiple short scenes in stories: try experimenting with bite-sized, fast-paced narratives

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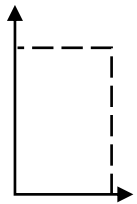
DESIGN OR BRIEF WITH THE PLATFORMS IN MIND

BASICS TO KEEP IN MIND



Sound on / sound off

Certain platforms such as Instagram first show content with the sound off, whereas TikTok is a sound on app, you might need subtitles to add context or create intrigue.









Consider your video dimensions

We highly recommend vertical video for Instagram (4:5 for feed 9:16 for IGTV)
YouTube, however is still optimized for horizontal video, consequentially, your subtitles should be legible on a small mobile screen and adapted to the video dimensions

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SOCIAL NETWORK & SPECS

STRUCTURING A VIDEO FOR SUCCESS

						
Format	Vertical	Vertical	Vertical	Vertical	Vertical	Landscape Vertical
Dimensions	All important info must appear in the centre of the video (shown on feed as 1:1) 9:16 recommended	Vertical feed video → 4:5	Vertical feed video → 4:5	9:16	9:16	Classic videos → 16:9
		Story → 9:16	Story → 9:16			
		Live stream → 9:16	IGTV/Live stream → All important info must appear in centre of video (4:5 then 9:16)			Shorts → 9:16
Length	Short to mid	Short to mid	Short : feed/story Mid to Long : IGTV	Short	Short	Short : YTB Shorts Mid to long : Classic videos
Sound	Off	Off	Off	On	Off	On

ELEVATING MOBILE VIDEO

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THANK
YOU

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