



Ben Coates
Director, Cande Group



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The Power of Video in Communication



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The Power of Video in Communication: outcomes

This masterclass will help you to:

- **Connect with people through your approach to content**
- **Understand the video landscape and user journey**
- **Engage your audience with impactful messages**
- **Influence audience behaviour**



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Introducing Cande Group

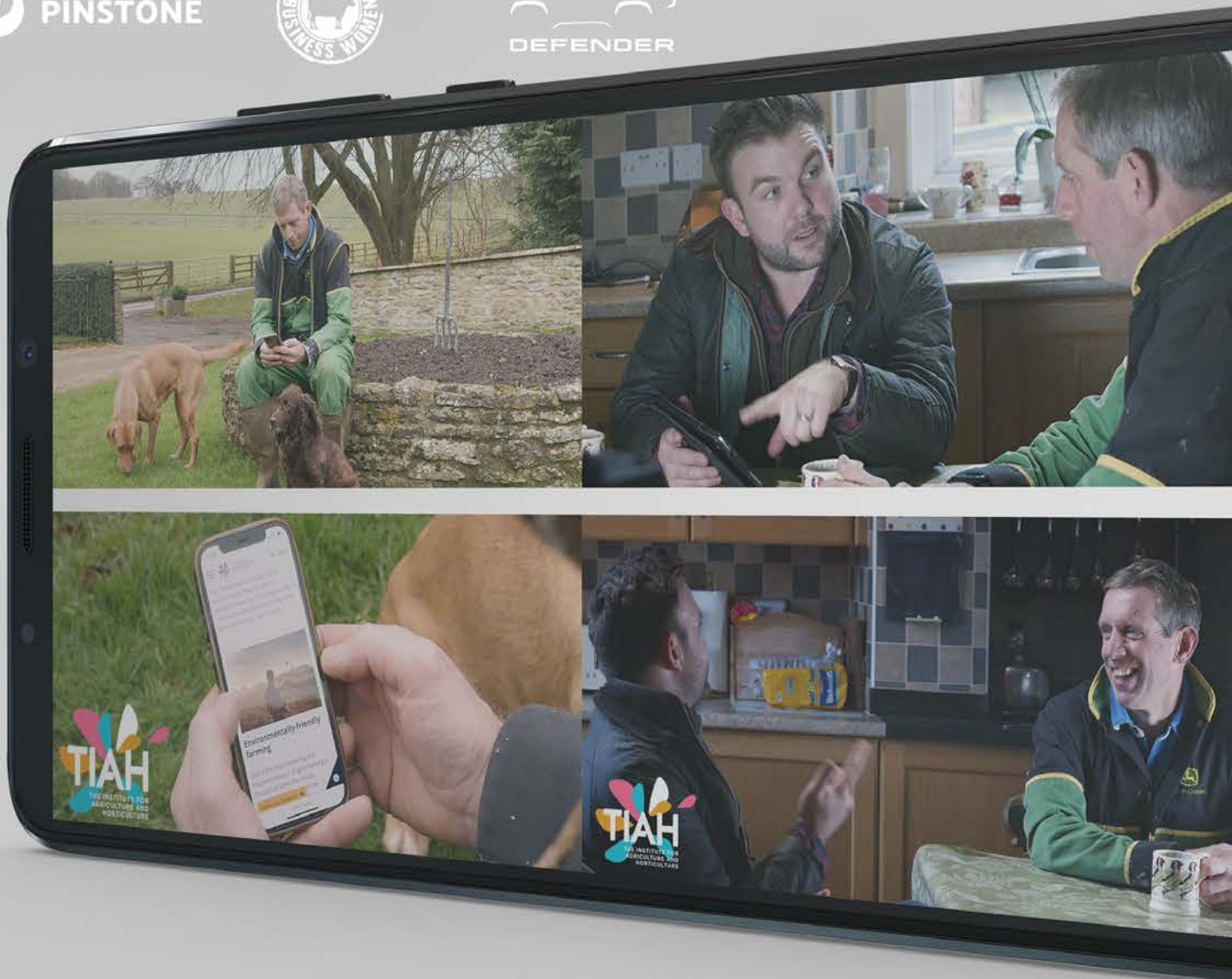
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Creative Digital Partners of MBW

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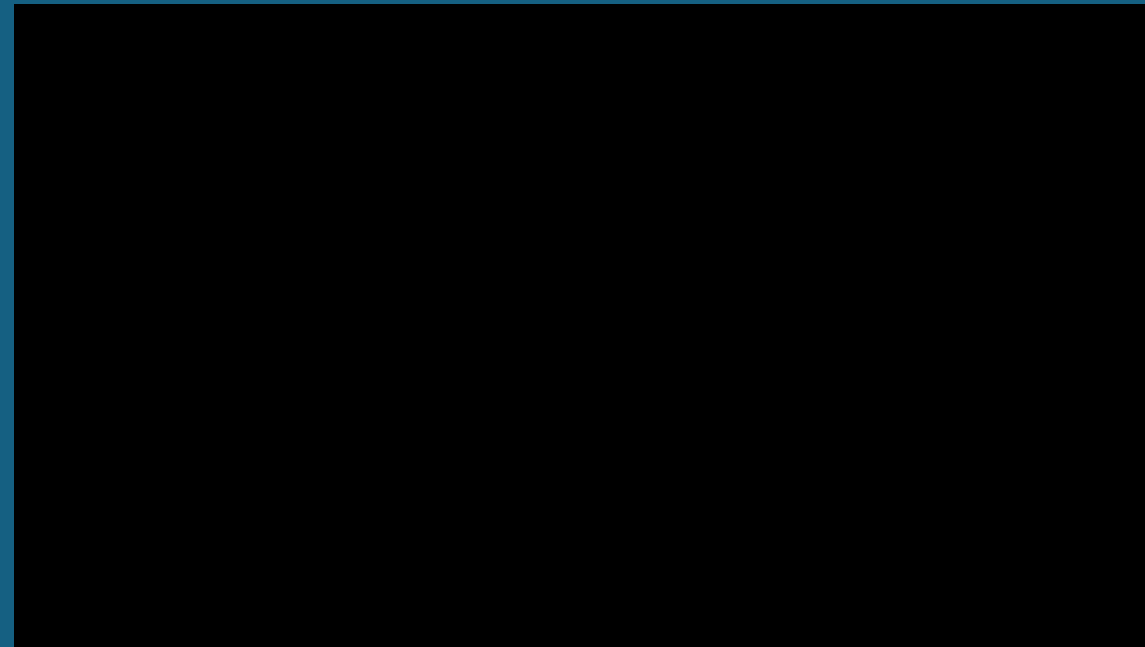


Introducing Cande Group

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I'm going to share 2x videos with very different approaches. As you watch them I'd like you to remember that both of these videos started with a marketing team sitting around a table with the same objective: which is to get you to buy their product...



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Video 1: <https://www.youtube.com/watch?v=mSXbpR2I7DY>





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Video 2: <https://www.youtube.com/watch?v=H381cBJYZPY>





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Video 1: **Conventional selling points, as per printed brochure**

Video 2: **Emotional hit. Throws challenge to viewer to 'decide how this ends'. Doesn't mention product. But is ultimately an effective sales funnel**



The Consumption of Video

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SCAN ME!



It's everywhere – think about your daily exposure to video.

- 41% of your average daily social network time is spent watching video
- Eighty-one percent of consumers want to see *more* and more short-form videos from brands. People are looking for it.

Video is no longer a single block on YouTube





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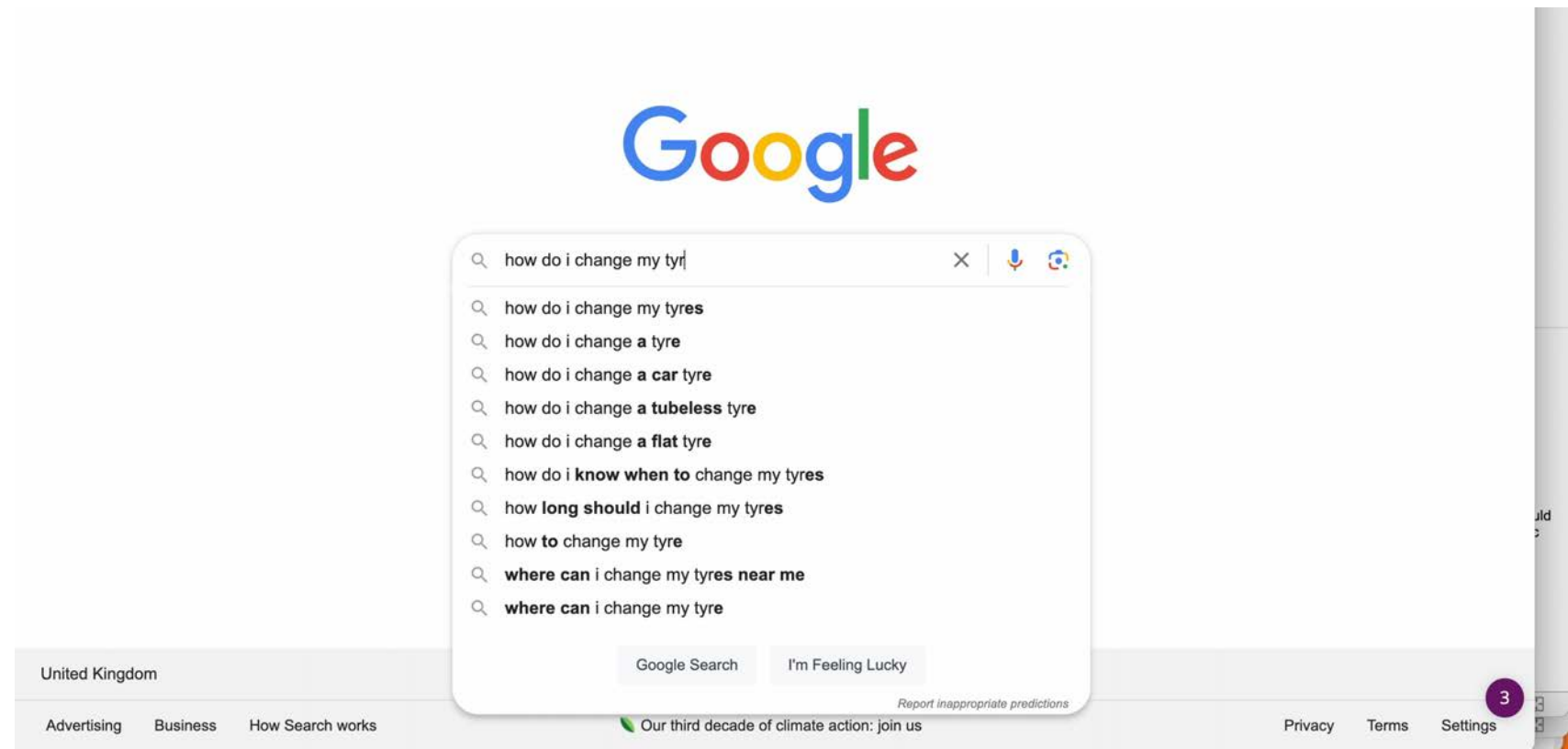
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Google = number 1 search engine
YouTube = number 2 search engine

Google now gives you segments of video as search results, not just whole videos





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- The people with content are the people with answers
- When developing content, make it answer a question that your audience is asking.



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The people with content are the people with answers. How does that apply to ag sector e.g. reputation management

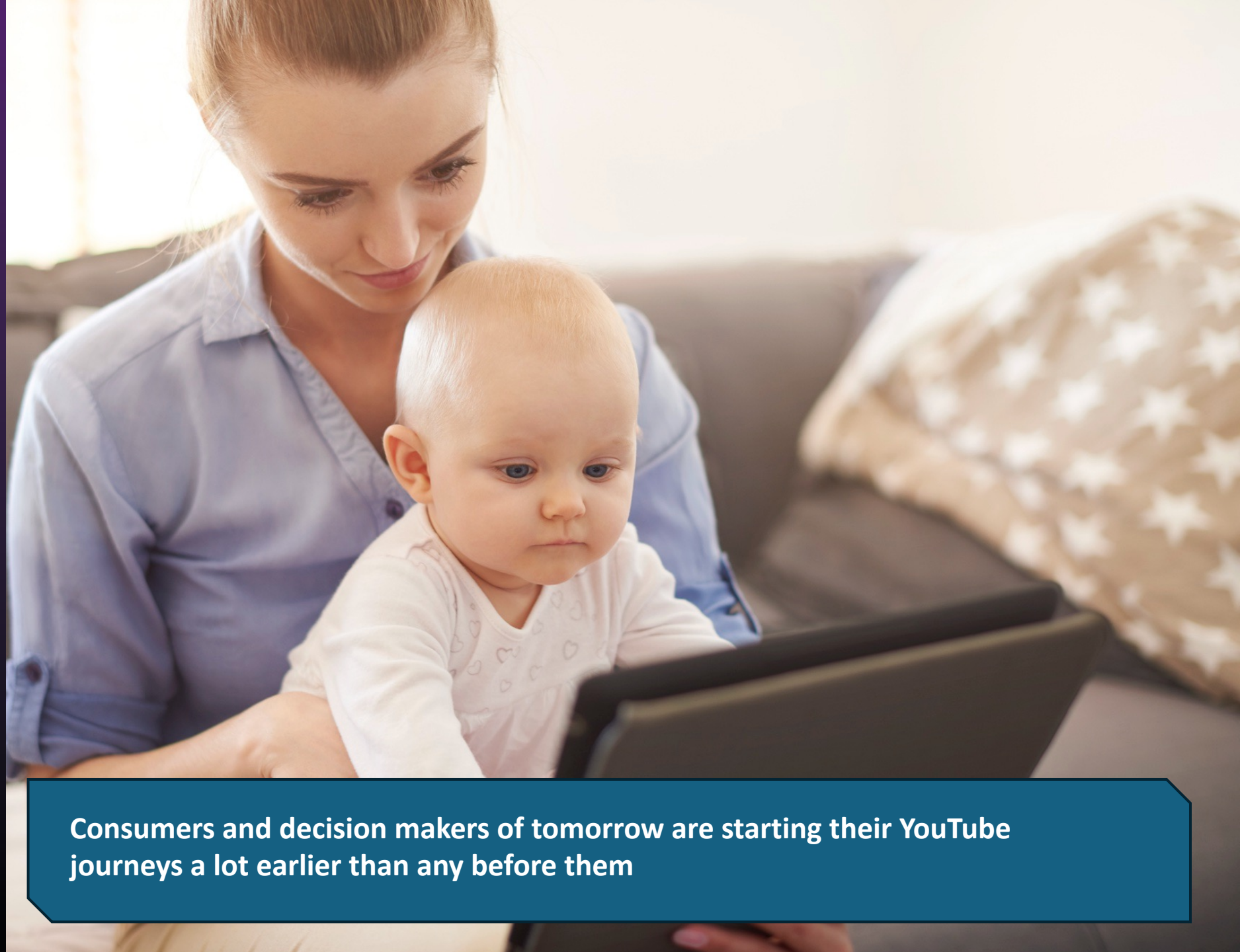


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Consumers and decision makers of tomorrow are starting their YouTube journeys a lot earlier than any before them



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**What action do you want your audience to take
after engaging with your content?**





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Reverse brainstorming




- How to do it:** Instead of thinking about how to create great content, think about how to create terrible content. Then reverse these ideas to find innovative solutions. So if your challenge is to create a video to increase sales of a product, pose a reverse question like 'how can we intentionally reduce sales, so teams generate ideas to make the problem worse.
- Then spend some time analysing each idea to determine the underlying cause, and then the key step is to flip each negative issue into a positive solution and often this will give you a new solution or angle for your initial problem
- Helps in identifying and avoiding potential pitfalls while sparking creative solutions.





Audience profiling

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Baby Boomers (born 1946-1964)

•**Preferred Channels:** Traditional media (TV, radio, print), email.

•**Key Characteristics:** Value face-to-face communication, brand loyalty, prefer detailed and informative content.

•**Tailoring Content:**

- Use traditional media and email for marketing.
- Provide in-depth information and emphasize reliability and value.
- Personalize content where possible.

Millennials (born 1981-1996)

•**Preferred Channels:** Social media (Instagram, Snapchat, Twitter), mobile apps, video content.

•**Key Characteristics:** Value experiences, social proof, and digital content.

•**Tailoring Content:**

- Engage on social media platforms and use video content.
- Focus on creating shareable and visually appealing content.
- Incorporate user-generated content and reviews for social proof.

Generation X (born 1965-1980)

•**Preferred Channels:** Email, social media (Facebook, LinkedIn), online forums.

•**Key Characteristics:** Skeptical of marketing, value authenticity, appreciate convenience.

•**Tailoring Content:**

- Use email and social media platforms like Facebook.
- Offer content that is straightforward, authentic, and convenient.
- Highlight time-saving solutions and practical benefits.

Generation Z (born 1997-2012)

•**Preferred Channels:** Social media (TikTok, Instagram, YouTube), influencers, mobile apps.

•**Key Characteristics:** Digital natives, prefer short and engaging content, value diversity and authenticity.

•**Tailoring Content:**

- Utilize platforms like TikTok and Instagram with short, engaging videos.
- Partner with influencers to reach this audience.
- Ensure content is authentic, inclusive, and interactive.



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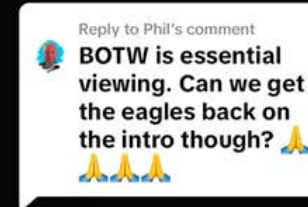
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RSPB royal society of protection of birds, launched the irreverent 'Bird of the Week'... video series on TikTok

Started doing this unlikely approach, and people loved it. They've seen followers spike massively and videos go viral. A great example of how to package info for young audiences.




Your average Gen Z consumer spends 3.4 hours a day watching videos online, yet they are watching the shortest videos – so that's a lot of content.





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Question: *“I'd like to understand tailoring content to farmers who are smart but often have low levels of written literacy”.*



- Videos should use appropriate language for the viewer, be concise, filmed with high-quality visuals and sound, and show how to do something in practice.
- Videos and podcasts should seek to recreate some of the hallmarks of trusted, in-person advice delivery – i.e. delivered by trusted individuals and with ‘live’ or other forms of interactivity delivered through monitored comments sections.
- Farmers tend to prefer information and advice delivered face-to-face, preferably by trusted sources, such as peers or known advisers.

Visual Content: Use images, infographics, and videos to convey information
Visual aids can help in understanding complex topics without relying heavily on text.



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