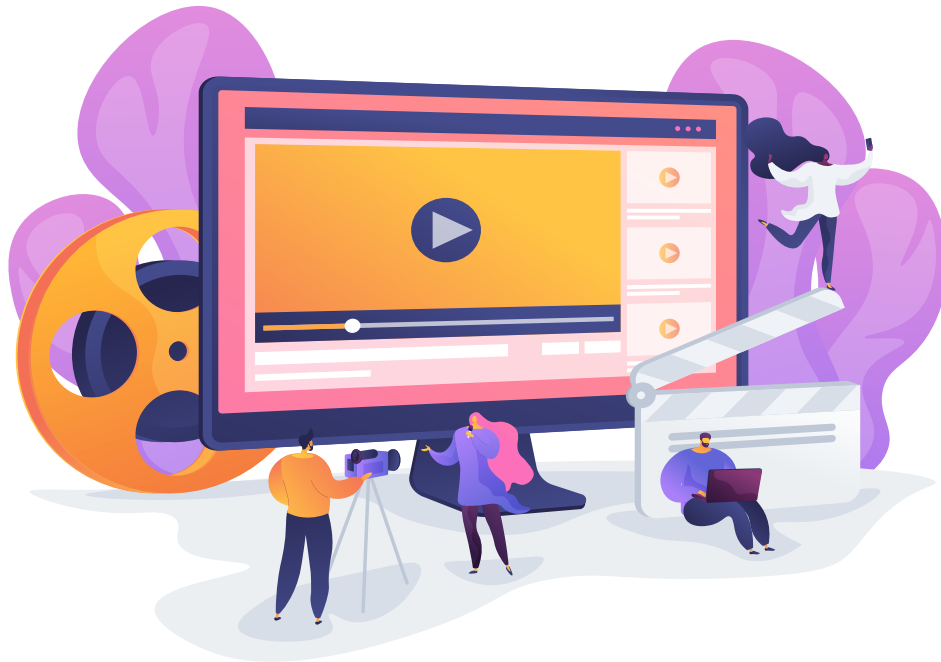




drp^c COMMS MASTERCLASS

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The importance of video during a crisis



During the COVID-19 crisis, communication has become more important than ever to our colleagues, teams and external audiences. With the political and cultural landscape shifting every day, regular and relevant information is vital for all of us to feel informed and supported - particularly in the workplace.

Research continues to show us that video is the most engaging form of communication to mass marketplaces, particularly businesses and organisations where viewers are short of time and used to consuming bite-size, targeted content. With more offices being temporarily closed down and staff working from home, producing video content might seem like a cumbersome task, plus it comes with the added risks of travel, or having film crews in your office spaces.

The numbers speak for themselves. More than 500 million hours of videos are watched on YouTube each day, more video content is uploaded online in 30 days than the major US television

networks have created in 30 years and by 2021, a million minutes (17,000 hours) of video content will cross global IP networks every single second. The average user spends 88% more time on a website with video and viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.

Even in this extremely tough environment, where getting even a simple crew together requires some creative co-working thanks to the two-metre rule, not creating video content means that potentially millions of customers could be missed. Luckily, there are more than a few ways to keep video content rolling in during social distancing.

Look for user-generated content

Hollywood-style film crews aren't always needed to produce great content. It has been proven that bringing internal campaigns to life with large dynamic teams through UGC peer-to-peer video increases trust and shows higher engagement. This style has become the internal communication path of least resistance. It becomes a way to reinsert some personality into the workplace and builds bonds of fraternity. Peer-to-peer campaigns have been proven to:

- Show higher engagement figures
- Increase brand loyalty
- Reinstate 'real' brand personality

Sadly, getting colleagues to randomly film themselves isn't going to cut it. Videos require additional thought, a point and a little bit of production value to make it stand out from the (global) crowd.

It's also important to get the most out of your video. At a time when getting footage that doesn't involve someone's home is a tough ask, then anything out of the ordinary needs to be milked. Instead of posting a single video, the footage could be broken down into a longer segment, an introductory piece, cut-downs for social media or a short teaser. One video suddenly becomes five.

Animation

Animation is important because it allows us to tell stories and communicate emotions and ideas in a unique, easy-to-perceive way that both small children and adults can understand. Animation has helped connect people throughout the world in a way that sometimes writing and live films cannot.

Today, anyone can pick up a drawing tablet and show their ideas to the world. Drawn figures can be funny, or make something sad or serious have a playful, less intimidating feel to it, in turn making the viewer feel more comfortable.

The beauty with animation is that it can be done from a laptop. With teams working from home most of the time, even inexperienced artists can be roped in to create backgrounds or help with composition, even remotely.

Could webinars make a comeback?

In the current climate, webinars could be a vital answer for the sudden lack of live events and exhibition. However, they don't need to follow the standard format that has become the norm.

Instead of a standard presentation and some paperwork to look at afterwards, full production value could be added, turning an outdated watch-and-learn into the replacement for the cancelled summer conference. A webinar could be treated like an experience that adds value. Tools such as AR and VR can also help to drive engagement.

According to InsideSales.com, 73% of marketing and sales leaders say webinars are one of the best ways to generate quality leads. And according to GoToWebinar, the average webinar attendee viewing time is 61 minutes.

From thought-leadership panel discussions to weekly live demos, webinars are a dynamic and effective way to move prospects down the funnel from awareness to closed deal and beyond. There's also the ability to identify high-quality, sales-ready leads. With each webinar registrant, businesses can collect lead and engagement data that sales teams can use to initiate a personalised outreach.

If you feel videos could expand your communication capabilities both during and after the current crisis, then the time to act is now. If you require support in creating an animation or broadcasting an otherwise cancelled event to the world, then get in touch – our remote teams are fully capable of creating something amazing and quickly.

