

FOR: Interactive
Marketing
Professionals



Boost Your Content Ecosystem With Video

by Darika Ahrens, May 2, 2012

KEY TAKEAWAYS

Brands Must Go Beyond In-Stream Advertising To Fully Utilize The Medium

Online video content provides an increasingly effective marketing opportunity as consumers' preferred social medium and has engagement levels almost as high as display advertising — with growing popularity.

Online Video Can Do More Than The 30-Second TV Spot

Online video content works for multiple marketing goals, encourages interactivity, can be targeted to customer profiles and life cycles, and can be used to extend offline campaigns.

Online Video Can Be Used Across The Brand Ecosystem

Brands interested in developing and maintaining a healthy brand ecosystem can use online video at different stages and touchpoints in the customer life cycle. For example, assets from TV commercials can be repurposed for the website or brand YouTube channel.

There Are Three Ways To Generate Branded Video Content

Forrester recommends three ways to generate branded video content for your online ecosystem, as a content partner, content creator, or content catalyst.



Boost Your Content Ecosystem With Video

How To Use Online Video Content To Drive Results

by [Darika Ahrens](#)

with [Shar VanBoskirk](#), [Emily Riley](#), and James McDavid

WHY READ THIS REPORT

Consumption of online video content is popular and growing. Yet most marketers rely on in-stream advertising as their only marketing approach for online video. This report explains the advantages marketers can gain by using video content across their brand ecosystem, and presents three ways for marketers to apply online video as a content partner, catalyst, or creator.

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Forrester interviewed companies including BIC, General Motors, Duval Guillaume Modem, Mofilm, Visible Measures, Volkswagen, Unruly Media, and Yahoo Screen.

Related Research Documents

[The Interactive Brand Ecosystem](#)

April 20, 2011

[Using Online Video To Drive Clicks And Conversion](#)

June 08, 2011

[The State Of Online Video Advertising In 2011](#)

April 20, 2011

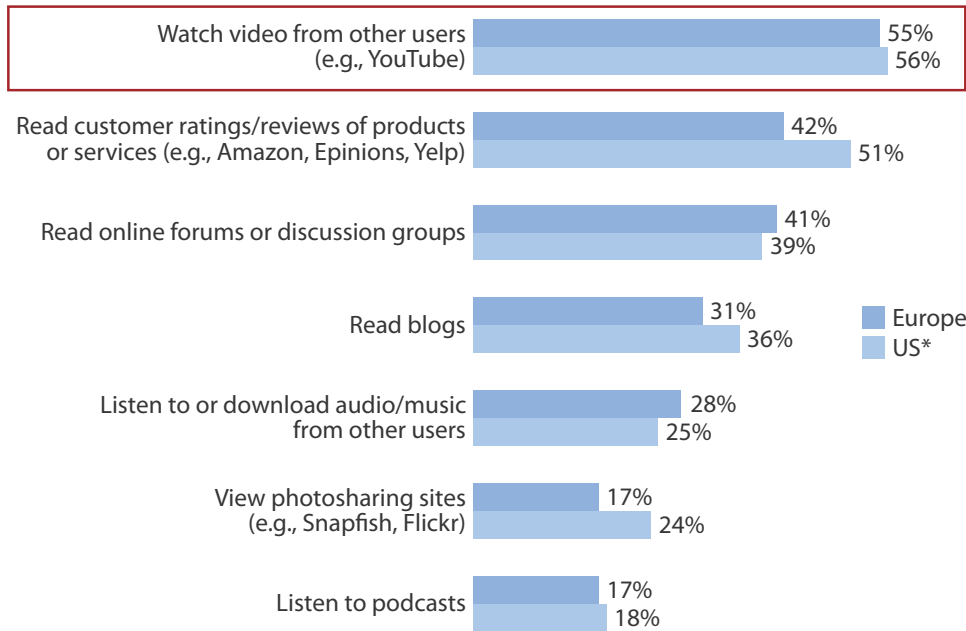
ONLINE VIDEO CONTENT IS A GROWING CHANNEL FOR REACH AND ENGAGEMENT

Half of interactive marketers expect online video to increase in effectiveness over the next three years — more than those who expect an increase in the effectiveness of other interactive marketing tactics like email marketing, SEO, and display advertising.¹ Yet most applications of online video marketing today rely primarily on in-stream advertising, which doesn't fully utilize the medium.² Online video content itself — not just pre-rolls or video banners — provides an increasingly effective marketing opportunity. Online video content is:

- **Consumers' preferred social medium.** More than 50% of American and European consumers watch user-generated video at least once a month — more than any other channel in our survey, including blogs, music, and photos on photo sharing sites (see Figure 1).
- **As engaging as display advertising.** Just less than one-quarter of consumers have watched branded online video content in the past three months. Just more than one-quarter have clicked on a display advertisement from a website or search engine results page in the same time period, making brand video content online almost on par with display advertising for engagement (see Figure 2).
- **Growing in popularity.** Online video measurement firm Visible Measures found that the volume of views of branded content grew 35% from Q4 2010 to Q4 2011 and more than 25% between the third and fourth quarters of 2011.³

Figure 1 Video Is The Most Popular Social Content

**“There are also many ways to consume content, including social content, on the Internet.
Which of the following activities do you do at least monthly?”**

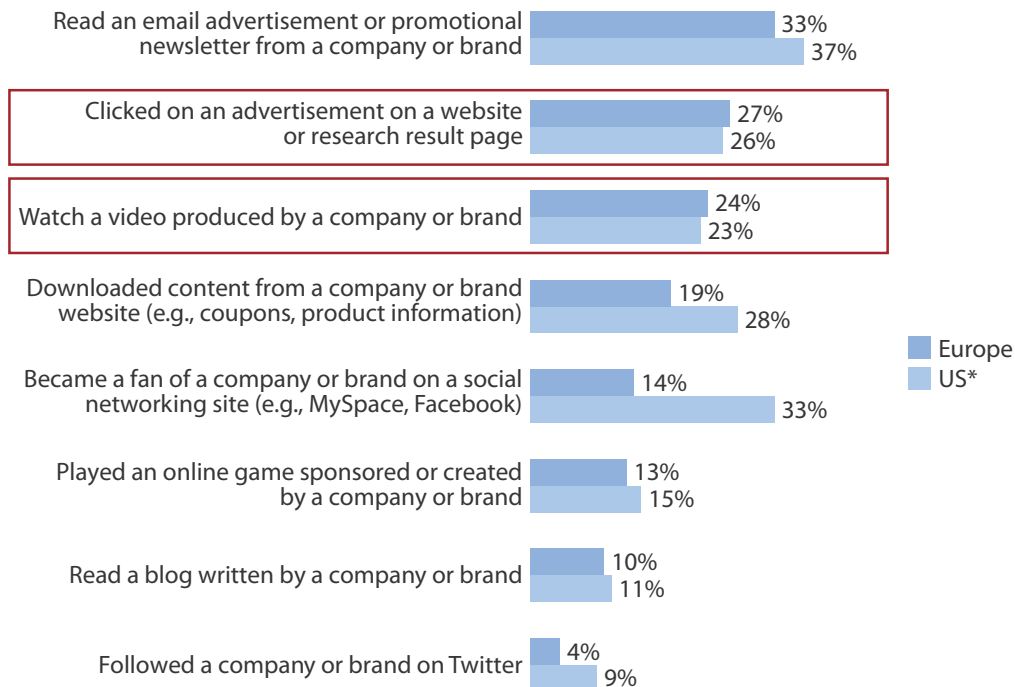


Base: 16,473 online European adults (18+)
*Base: 57,924 online US adults (18+)

Source: European Technographics® Online Benchmark Survey, Q3 2011
*Source: North American Technographics Online Benchmark Survey, Q3 2011 (US, Canada)

Figure 2 As Many Consumers Engage With Branded Video Content As With Display Advertising

“There are also many ways you can use the Internet to interact with companies and brands. Which, if any, of the following have you done in the past three months?”



Base: 16,473 online European adults (18+)
 *Base: 57,924 online US adults (18+)

Source: European Technographics® Online Benchmark Survey, Q3 2011
 *Source: North American Technographics® Online Benchmark Survey, Q3 2011 (US, Canada)

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Source: Forrester Research, Inc.

VIDEO CONTENT DRIVES VALUE ACROSS THE CUSTOMER LIFE CYCLE

Using video content, unlike display, doesn't just pinpoint usage to one area of your marketing. If you're using video as content it can sit at many points of the customer life cycle.⁴ As a medium online video is also way more than just an online substitute for the “30-sec TV slot” — its most common treatment today. Online video content:

- Works for multiple marketing goals.** Online video content can be used as a product brochure, demonstration, destination site, or game, among other applications, depending on a marketer's need. For example, UK department store Marks & Spencer's (M&S) video buying guides drive sales of high-consideration products like televisions or computers.⁵ While Flemish parenting advice line De Opvoedingslijn used “shocking” video of children singing obscenities to generate brand awareness of their services.⁶

- **Can be targeted to customer profiles and life cycles.** Video content can be targeted to demographic or behavioral profiles like in-stream and display ads and also offers more subtlety in targeting. For example, marketers can tag or pay to promote content for specific search keywords on YouTube to appear alongside other non-commercial content. And video distribution platform Unruly Media sells video media space alongside editorial on relevant blogs where consumers actively research or compare products.
- **Can extend offline campaigns.** Online video can tease ads that will come soon to other media, keep exposure going long after paid media spend is done, and drive user engagement with brand messages. Volkswagen had more than 13 million views of its Super Bowl teaser before game day and has continued to rack up views since.⁷ Carlsberg introduced its new product messaging, “That calls for a Carlsberg” through television while simultaneously running its “Carlsberg stunts with bikers in cinema” video online to foster discussions on the brand premise of “daily acts of courage.”⁸
- **Encourages interactivity.** Online video content enables engagement in ways that a traditional ad can’t. For instance, users can click on in-stream annotations, download or share videos, and post comments or video responses through YouTube or other video communities. Fashion retailer French Connection was one of the first merchants to allow click-and-buy directly from video annotations in feature content.⁹ And Volkswagen fans extended VW’s video reach by posting videos of their dogs responding to VW’s “The Bark Side” — a dog-themed video teasing VW’s 2012 Super Bowl commercial.¹⁰

SPREAD VIDEO ACROSS YOUR BRAND ECOSYSTEM

Forrester recommends all interactive marketers build a multilayered brand ecosystem, based around content or experiences that support customers as they move through the customer life cycle.¹¹ Online video content can help with every layer of the ecosystem: It offers reach when your customers are first discovering your brand; it offers depth as customers explore and buy from your brand; and it spurs interaction when customers look to engage with your brand (see Figure 3). For example:

- **Create video at the center of your ecosystem for all stages of the customer life cycle.** Forrester recommends that the brand website remains at the heart of your interactive ecosystem. It follows that if using text and image on your site, video is the next medium to use as a preferred consumer format and engaging media.¹² You can also develop videos that will speak to user needs along their purchase path and drive marketing actions that relate to the customer life cycle. For example Marks & Spencer uses video buying guides to aid at the “buy” stage. While AT&T uses a library of videos to address common customer service inquiries like “How do I set up a wireless network?” at the “engage” phase.¹³

- **Repurpose existing video assets across other parts of your ecosystem.** Instead of just editing TV ads down or creating ads for one-off in-stream usage, distribute bespoke video content or footage gathered for other functions as content across multiple online channels like a website, social media, or search engines.¹⁴ VW captured additional content, like “behind the scenes” footage, during its Super Bowl TV commercial shoot for use on YouTube before, during, and after the campaign aired. M&S television ads, interviews, and original online videos are hosted on its “M&S TV” website as well as YouTube and Facebook to drive traffic back to marksandspencer.com.
- **Drive reach and engagement with viral-friendly video.** Nothing guarantees a video will “go viral” so in-stream advertising appeals for guaranteed audience reach. But “shareable” content gives both reach and engagement. Communications agency Duval Guillaume Modem recommends planning for what the audience will do after seeing a video. Carlsberg’s “Stunts with bikers in cinema” was intended to drive peer-to-peer conversations like “What would I do?” and “What would you do?” Social video platform Unruly Media has even summarized 12 possible social triggers — including shock, controversy, or cuteness — that it finds most apt to stimulate activity like sharing or responding.¹⁵

Figure 3 Types Of Content Roles Use Video Across The Three Layers Of The Brand Ecosystem

Layer of ecosystem	Video presence	Examples	Content sourcing options
Depth	Create “owned media” assets using video at the centre of your ecosystem.	<ul style="list-style-type: none"> • M&S video buying guides 	<ul style="list-style-type: none"> • Content creation
Engagement	<p>Repurpose existing video assets across other parts of your ecosystem.</p> <p>Drive reach and engagement with viral-friendly video.</p>	<ul style="list-style-type: none"> • All M&S TV footage used on website as well as YouTube and Facebook • BIC only paid for a one-day UK home page takeover on YouTube for its “Hunter Shoots a Bear Campaign” to reach millions worldwide 	<ul style="list-style-type: none"> • Content creation • Content catalyzing
Reach	<p>Repurpose video assets from paid media channels.</p> <p>Buy engagement as well as reach via partnerships with publishers on content, not just pre-roll or banners.</p>	<ul style="list-style-type: none"> • Volkswagen captured additional content from Super Bowl 2012 commercial shoot for use on YouTube. • P&G Sponsorship of “The Thread” with Yahoo Screen 	<ul style="list-style-type: none"> • Content creation • Content partnership

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Source: Forrester Research, Inc.

USE A VARIETY OF SOURCES TO DRIVE VIDEO DEEP INTO YOUR ECOSYSTEM

While most brands are not new to creating content — even traditional broadcast footage has probably been created before — video creation for the online environment can feel unfamiliar and raise questions like where to get content from, where to find audience, and will online viewers interact with the content? We recommend three ways to generate branded video content:

- **Become a content creator.** Making video content doesn't have to be complex. At a minimum you can repurpose content from other channels to use online. For example Ikea filmed "Cats" for a TV advertisement but also posted "making of" videos on their YouTube Channel (see Figure 4).¹⁶ While your website and YouTube are obvious places in your ecosystem to add video content, there are other marketing channels to consider. M&S hosts its videos on M&S TV, alongside products in its eCommerce site as well as across social profiles on YouTube and Facebook (see Figure 5).
- **Identify content partner opportunities.** Your traditional media publisher (the "reach" part of your ecosystem) likely already creates video assets and facilitates content partnerships. For example, Yahoo Screen has more than 40 people developing branded content and original video series like "The Thread," which P&G has sponsored for the past four years. YouTube also offers brand content partnerships like contests or live streamed events like music festivals (see Figure 6). Embedding the brand into the content, not just advertising in-stream, provides what Yahoo calls an "engaging, immersive video experience" within the "reach" layer of the ecosystem:
- **Engage audiences as a content catalyst.** Create content-driven experiences by engaging viewers to share, engage with, or promote video across the engagement channels of your ecosystem or catalyze audiences to create video content. BIC's "A Hunter Shoots a Bear" video reached millions of viewers in 107 countries (the only media buy was a one-day YouTube home page takeover in the UK).¹⁷ Dr Pepper Snapple Group's "SunDrop girl" ad posted to YouTube generated hundreds of social video responses. Chevrolet even used "catalyzed" content back in its "reach" channel, television, by offering aspiring filmmakers the opportunity to create Chevy's 2012 Super Bowl ad (see Figure 7).¹⁸

Figure 4 Become A Content Creator By Repurposing Assets From Other Channels Like TV Footage

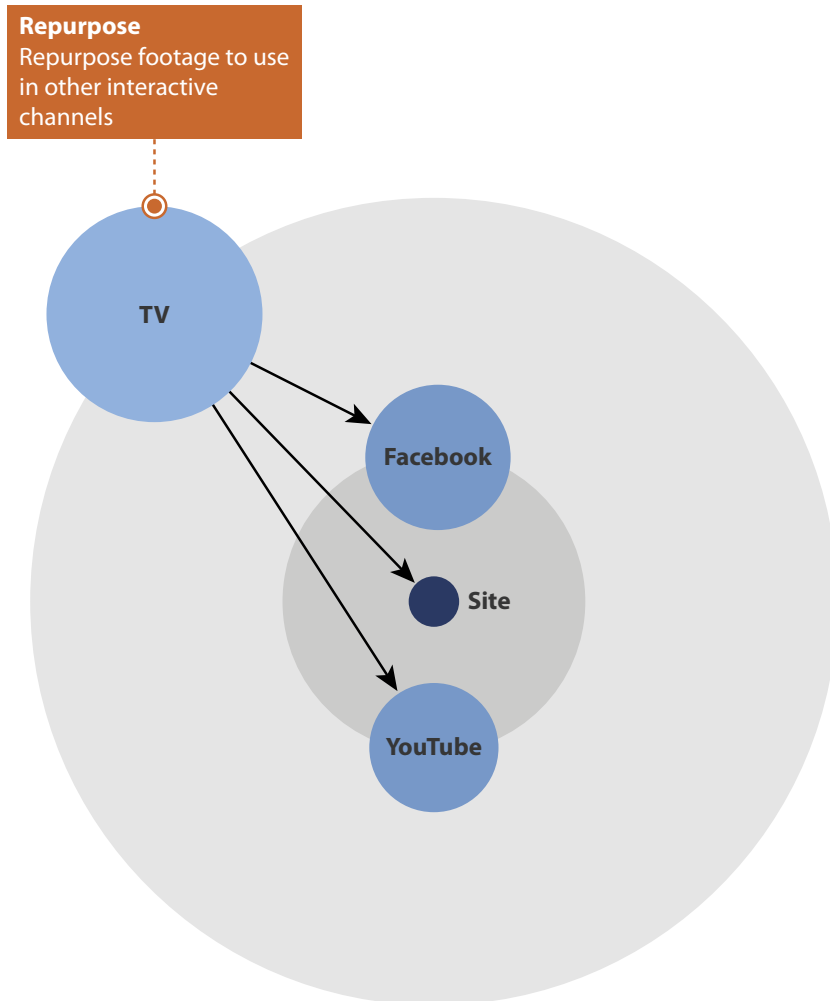


Figure 5 Content Creator: Start With Owned Video At Center Of Ecosystem

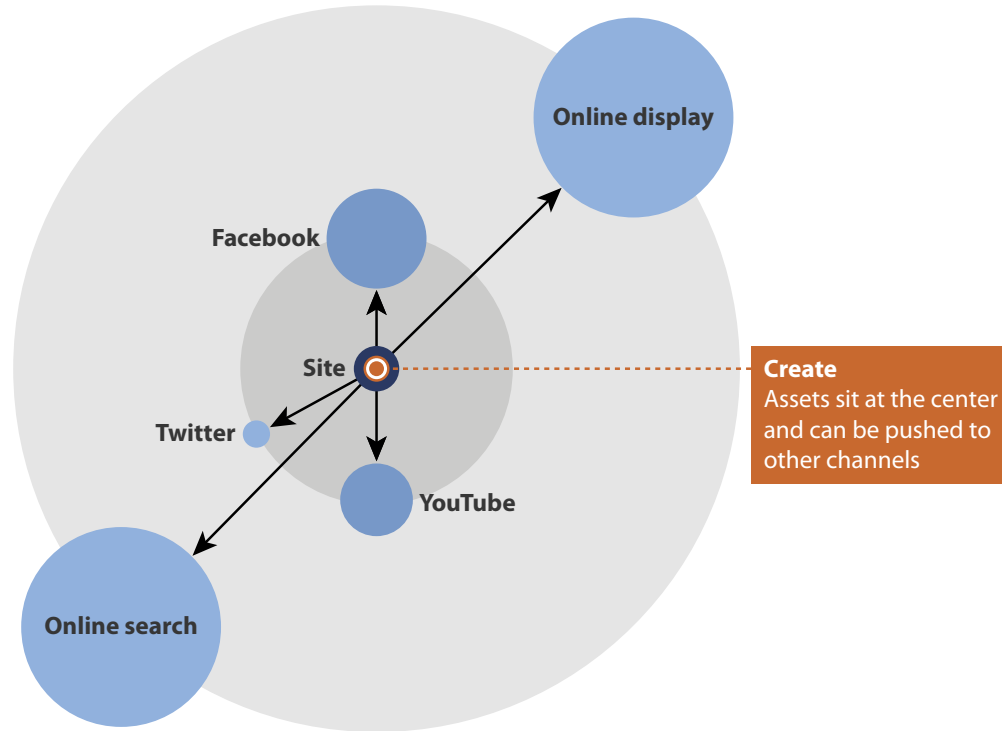


Figure 6 Content Partner: Identify Opportunities From Your Traditional Media Publisher

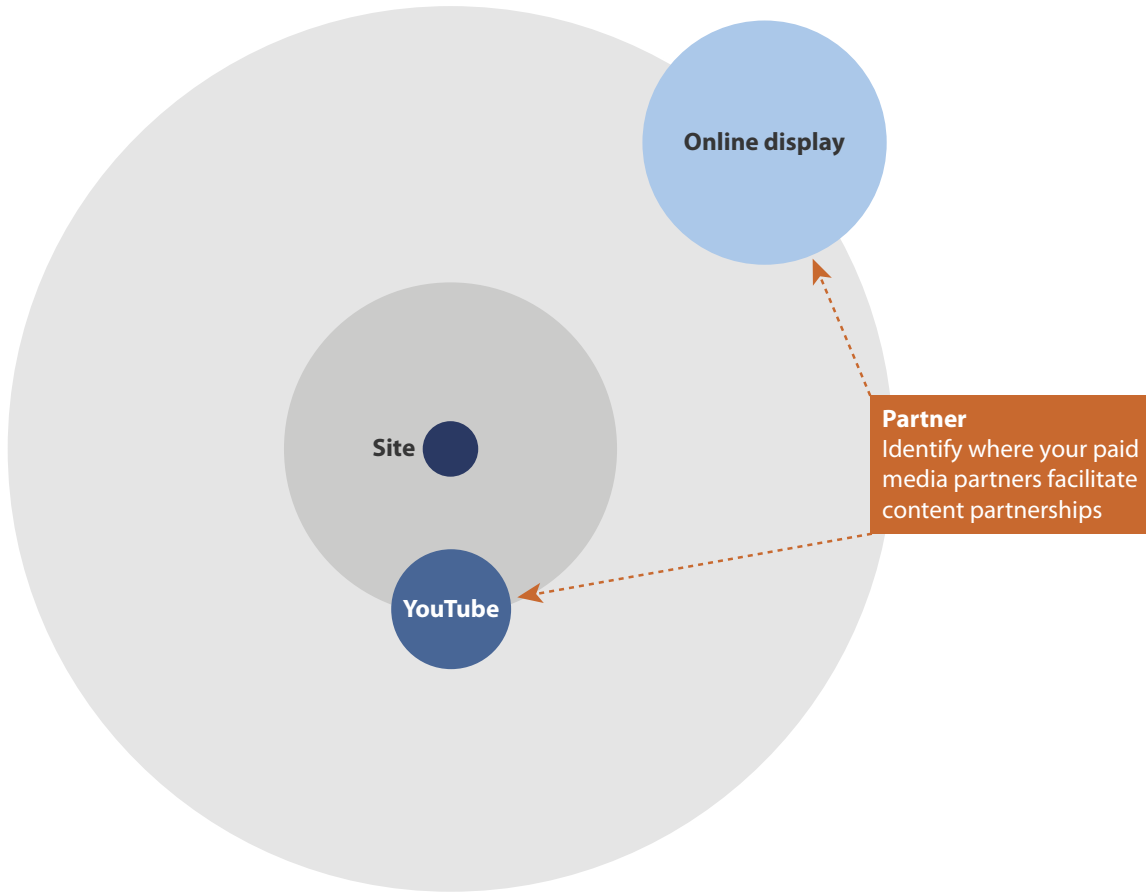
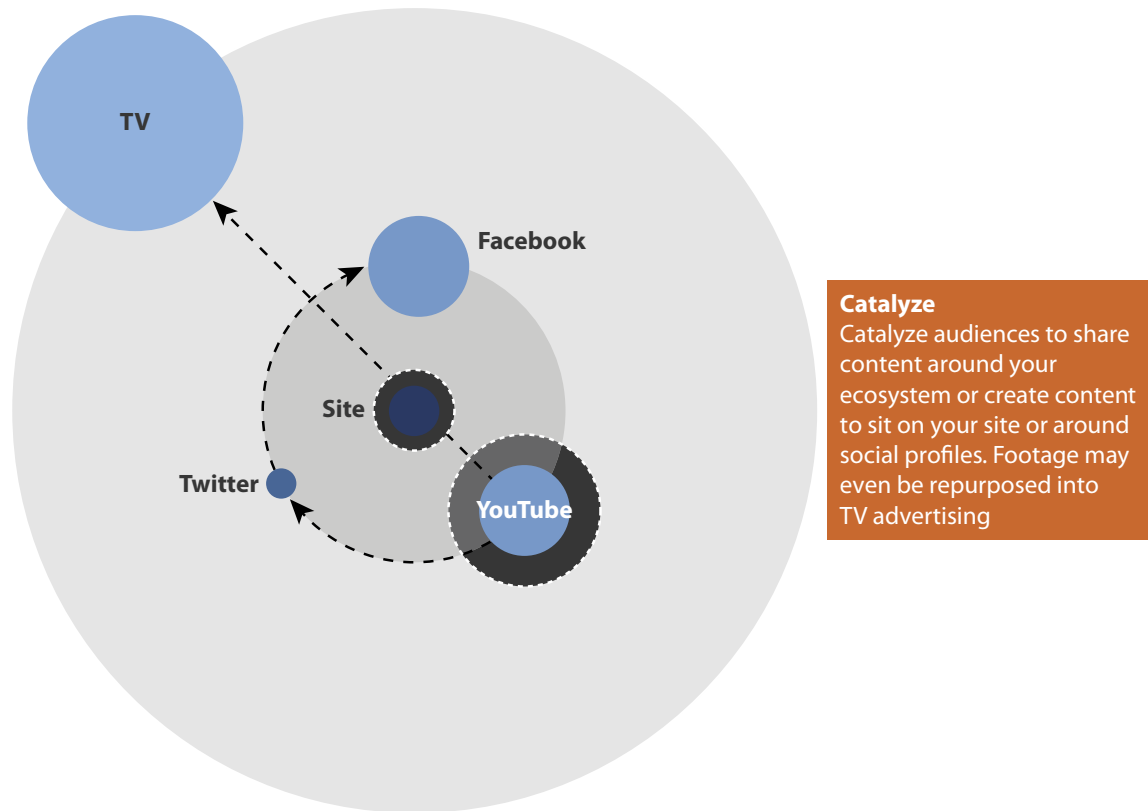


Figure 7 Content Catalyst: Engage Users To Share, Promote, Or Create Video



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Source: Forrester Research, Inc.

RECOMMENDATIONS

WORK WITH SPECIALISTS WHEN CREATING AND PARTNERING ON CONTENT

We already suggest that brands can partner, where relevant, with traditional media publishers to create video content, but there are other specialists that brands can work with when creating or partnering on video content. Forrester recommends:

- **Work with specialized online video agencies when creating content.** Even if repurposing TV footage you should still work with a specialist supplier that understands everything from the technical logistics of video for web, like file format, to the finer aspects of the medium such as limited screen sizes and viewing span. Branded video content agency Adjust Your Set worked with M&S to create video suitable for multiple online channels.¹⁹

- **Select a platform provider to support content across your ecosystem.** Any brand can upload a video to YouTube and embed it in their website, but for quality and successful deployment across the ecosystem use a platform appropriate to user needs and marketing actions you wish to achieve. Brightcove offers a platform for on-site and in-app hosting and deployment; VideoClix provides video annotations functionality; and Unruly Media's platform places content across a portfolio of blogs, social media applications, and cult websites.
 - **Partner with online video influencers to drive reach.** Amateurs create the majority of online video content with some attracting a large fan following or "reach." For example, speaker manufacturer Dolby and English confectioner Rowntree both sponsored videos with UK Beatbox champion and Internet sensation Beardyman. And Chevrolet tapped Mofilm's global community of online filmmakers to make videos to a brand brief.²⁰
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SUPPLEMENTAL MATERIAL

Methodology

The European Technographics® Online Benchmark Survey, Q3 2011, surveyed 21,000 respondents in the eight markets of France, Germany, Italy, the Netherlands, Poland, Spain, Sweden, and the UK. This survey is based on online population ages 12 and older (16 or older in Poland) who are members of the Ipsos-MORI online panel. Ipsos weighted the data by age, sex, online frequency, and hours spent online to demographically represent the online adult European population per country. Ipsos fielded the survey in June and July 2011 and motivated respondents with various incentives. For results based on a randomly chosen sample of this size (N = 21,000), there is 95% confidence that the results have a statistical precision of plus or minus 0.7% of what they would be if the entire online adult population of Western Europe had been polled. This confidence interval can widen to 3.1% when the data is analyzed at a country level. The sample used by Ipsos is not a random sample; while individuals have been randomly sampled from the Ipsos panel for this survey, they have previously chosen to take part in the Ipsos online panel.

Forrester conducted the North American Technographics Online Benchmark Survey, Q3 2011 (US, Canada) in July 2011 of 64,515 US and Canadian online adults ages 18 to 88. For results based on a randomly chosen sample of this size (N = 64,515), there is 95% confidence that the results have a statistical precision of plus or minus 0.39% of what they would be if the entire population of North American online individuals ages 18 and older had been surveyed. Forrester weighted the data by age, gender, income, broadband adoption, and region to demographically represent the adult US and Canadian online populations. The survey sample size, when weighted, was 63,644. (Note: Weighted sample sizes can be different from the actual number of respondents to account for individuals generally underrepresented in online panels.) Please note that this was an online survey. Respondents who participate in online surveys generally have more experience with the

Internet and feel more comfortable transacting online. The data is weighted to be representative of the total online population on the weighting targets mentioned, but this sample bias may produce results that differ from Forrester's offline benchmark survey. The sample was drawn from members of MarketTools' online panel, and respondents were motivated by receiving points that could be redeemed for a reward. The sample provided by MarketTools is not a random sample. While individuals have been randomly sampled from MarketTools' panel for this particular survey, they have previously chosen to take part in the MarketTools online panel.

Forrester fielded its December 2010 Interactive Marketing Online Executive Panel Survey to 252 interactive marketing professionals. For quality assurance, panelists answered basic questions about their firms' revenue and budgets. Forrester fielded the survey during December 2010. Exact sample sizes are provided in this report on a question-by-question basis. Panels are not guaranteed to be representative of the population. Unless otherwise noted, statistical data is intended to be used for descriptive and not inferential purposes.

If you're interested in joining one of Forrester's research panels, you may visit us at <http://Forrester.com/Panel>.

ENDNOTES

- ¹ We surveyed 252 US interactive marketers and found that 50% said that in the next three years they expected online video marketing effectiveness to increase. Source: December 2010 US Interactive Marketing Online Executive Panel Survey and Forrester Research Interactive Marketing Forecast By Industry, 2011 To 2016 (US)
- ² In "The State Of Online Video Advertising In 2011," Forrester expressed concerns that although the online video advertising industry continued to grow there are concerns "about both the short-term effectiveness of the ads and the long-term health of the industry" due to sites and networks increasing in-stream ad frequencies to breaking point and forcing in-stream advertisers to compete with ad clutter. See the April 20, 2011, "[The State Of Online Video Advertising In 2011](#)" report.
- ³ Visible Measures' Share of Choice report tracked that people chose to watch branded video content more than 745 million times in Q4 2011, an increase of more than 25% since last quarter, and up more than 35% over Q4 2010. The growth between the third and fourth quarters in 2011 is significant as this is a trend outside of where growth usually takes place — in Q1 during the Super Bowl. Note that Visible Measures tracks branded content in the form of video advertising, so this figure doesn't include product and how-to videos also watched during this time. Source: Visible Measures (<http://corp.visiblemeasures.com/share-of-choice/>).
- ⁴ You can find out more about what the customer life cycle is and how to use it in your marketing planning in the following report. See the October 28, 2010, "[It's Time To Bury The Marketing Funnel](#)" report.
- ⁵ One of the most popular videos on M&S TV is a laptop gift buying guide for consumers. For more details see the June 8, 2011, "[Case Study: How Marks And Spencer Uses Online Video To Boost eCommerce](#)" report.

- ⁶ Source: “Children’s choir starts bullying in a shopping mall,” Duval Guillaume Modem, December 26, 2011 (<http://www.duvalguillaume.com/news/2011/childrens-choir-starts-bullying-in-a-shopping-mall>).
- ⁷ As of February 2012 the official Volkswagen “The Force” video views stand at 51 million . . . and counting.
- ⁸ Source: “Carlsberg stunts with bikers in cinema,” YouTube (<http://www.youtube.com/watch?v=RS3iB47nQ6E>).
- ⁹ Viewers of the “YouTique” channel could click to purchase items being discussed within the video; however, for reasons unknown, linking externally is no longer available on YouTube. Video annotations can be provided by external vendor suppliers. VideoClix offers these sorts of video layer editing tools as a dedicated service to brands. Source: VideoClix (<http://videoclix.tv>).
- ¹⁰ Source: “The Bark Side: 2012 Volkswagen Game Day Commercial Teaser,” YouTube (<http://www.youtube.com/watch?v=6ntDYjS0Y3w>).
- ¹¹ For how to build an interactive brand ecosystem see the April 20, 2011, “[The Interactive Brand Ecosystem](#)” report.
- ¹² Just using video content alone can increase on-site engagement. Forrester found that video on M&S’s eCommerce site resulted in longer dwell times, repeat site visits, and a significant uplift in conversions. See the June 8, 2011, “[Case Study: How Marks And Spencer Uses Online Video To Boost eCommerce](#)” report.
- ¹³ Source: “AT&T U-verse Help on Demand Videos,” AT&T (<http://www.att.com/esupport/uverse-help-videos/>).
- ¹⁴ Optimizing video content to take advantage of blended search is a known tactic to improve organic rankings on Google. Source: Nate Elliott, “The Easiest Way to a First-Page Ranking on Google,” *Nate Elliott’s Blog For Interactive Marketing Professionals*, January 8, 2009 (http://blogs.forrester.com/interactive_marketing/2009/01/the-easiest-way.html).
- ¹⁵ Unruly Media believes that you can optimize branded content for “social sharing” by checking and rating content against 12 possible social triggers including shock, controversy, or cuteness. Source: “12 Content Triggers That Will Make Your Branded Video A Hit On The Social Web,” IAB UK Social, October 28, 2011 (<http://iabuksocial.co.uk/?p=1728>).
- ¹⁶ The videos reside at the inactive Ikea Cats YouTube channel (<http://www.youtube.com/user/IKEAcats>); however, the IKEA Cats YouTube channel is now unused and since then another channel called “Ikea Small Spaces” was also started and abandoned on YouTube. Forrester recommends that brand campaigns have a home on your website first before distributing to external channels. Ikea would have benefitted from housing brand content centrally on the company website and managing it rather than creating multiple social profiles that weren’t managed long term.
- ¹⁷ You can experience the video on the YouTube “tippexperience” channel: http://www.youtube.com/user/tippexperience?ob=0&feature=results_main.
- ¹⁸ Chevrolet wasn’t the only brand to do so. Numerous brands have run online video competitions “crowdsourcing” content online from amateurs and semiprofessional filmmakers. Doritos has also crowdsourced its Super Bowl commercials online for use as a television advertisement with its ongoing

“Crash The Super Bowl” campaign.

¹⁹ For more on how Adjust Your Set works with M&S see the June 8, 2011, “[Using Online Video To Drive Clicks And Conversion](#)” report.

²⁰ A UK alternative is working with Channel Flip, which creates targeted online video content funded by brands like Johnson & Johnson. It works with amateurs as well as known entertainers looking to create branded entertainment shows specifically for online environments.

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