

The Epic Guide to Branded Video



 pressboard



“There's always room for a story that can transport people to another place.”

J.K. Rowling

Foreword



Jerrid Grimm

Co-Founder & CEO, Pressboard

The power of video is undeniable. The combination of sight and sound evokes emotional responses difficult to replicate through any other format. A story told through video can make people burst into laughter or shed tears of sadness. Video transports the viewer to another place, another time — and with advances in virtual reality it's even possible to see the world through someone else's eyes.

What video is not, by any means, is easy. Fraught with challenges in production, distribution and measurement, video is one of the most resource-heavy creative processes out there. As brands move from making one or two TV commercials a year to creating weekly or even daily video for social media, these challenges grow exponentially.

Pressboard is a story marketplace. We make it easy for brands to collaborate with hundreds of media publishers on video content — instead of ads. In that same collaborative spirit, we created this guide to combine the wisdom of the greatest video minds in the world and turn those insights into actionable advice that marketers, publishers, creators and technologists can all apply to their own brands.

We cannot wait to see the stories that you will tell.



Our sincerest thanks to

BuzzFeed

The New York Times

COMPLEX

Tastemade

Mashable

Contently

attn:

3BIRD
media

shift2
Engaged Audiences

vidyard

AMERICAN
EXPRESS

sharethrough

pressboard

Table of Contents



Chapter 1 – Getting Started	6	Chapter 4 – Distribution	31
Setting Goals	8	Hosting vs. Distributing	33
Generating Ideas	9	YouTube	34
Case Studies	10	Facebook	35
Chapter 2 – Formats	11	Twitter	36
Choosing Your Format	13	Instagram	37
Instructional	14	Snapchat	38
Interview	15	Native Advertising	39
Series	16		
Virtual Reality	18	Chapter 5 – Measurement	40
Live Stream	19	What to Measure	42
Highlights/Clip-Based	20	Impressions	43
Short Film	21	Views	44
		Attention	45
		Conversions	46
		Social Engagement	47
Chapter 3 – Production	22		
Budgeting	24	A Word of Thanks	48
Production Partners	25		
Media Publishers	26	About Pressboard	50
Influencers	27		
Pre-production	28		
Production	29		
Post-production	30		

Our Esteemed Experts



Joe Puglisi

Director of Creative Strategy, BuzzFeed



Taryn Crouthers

Head of Sales & Brand Partnerships,
ATTN:



Neil Malik

Director of Content Strategy,
Pressboard



Anita Kapadia

Director of Partnerships, Pressboard



Jennifer Twamley

Partner & Executive Producer,
3Bird Media



Ryan Galloway

Director of Content Services,
Contently



Lauren Dineen Duarte

Director of Communications and Social
Media, American Express Canada



Curtis Davey

Partnerships Manager, Pressboard



Oren Katzeff

Head of Programming,
Tastemade



Leah Bjornson

Content Manager, Pressboard



Sam Sheffer

Creative Producer, Mashable



Jerrid Grimm

Co-Founder & CEO, Pressboard



Kaaren Whitney-Vernon

CEO, shift2



Adam Loeb

Senior Video Producer, The New
York Times T Brand Studio



Dana Droppo

Associate Director of Branded
Content, Complex



Tiam Korki

Co-Founder & CTO, Pressboard



Dan Greenberg

CEO & Co-Founder, Sharethrough



Shawn Ragell

Marketing Strategist, Pressboard



Tyler Lessard

Chief Marketing Officer, Vidyard



Peter Jallah

Brand Partnerships, Pressboard



CHAPTER 1

Getting Started

“You’re asking for people’s time, so make sure what you create is worth the price of admission.”



Joe Puglisi

Director of Creative Strategy, BuzzFeed

Setting Goals



Jerrid Grimm
Co-Founder & CEO, Pressboard

Setting goals is a crucial part of any video campaign. After all, you need to know where you're going in order to assess your progress and measure your success.

When creating goals for your video, follow the S.M.A.R.T. principle:

Specific: What do you want your campaign to achieve? Goals might include improved brand awareness, greater traffic to your site, or a certain number of video views.

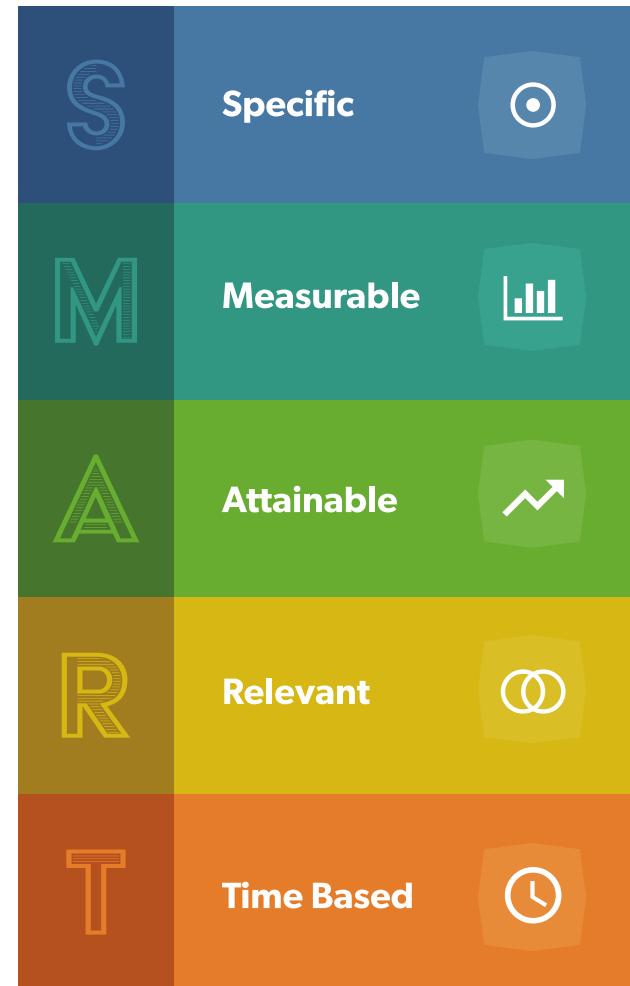
Measurable: Set measurable KPIs that relate to your video content, such as a number of views or an increased percentage of web traffic.

Attainable: Set realistic standards for yourself. If you've previously done a campaign, use it as an example for what you can expect. If not, you consider your target audience and patterns in your industry.

Relevant: Evaluate whether the goals you've set are the most vital to your company. A mature company might be focused on promoting a new service or emphasizing their values, whereas a younger company could be more concerned with driving traffic to their website.

Time-based: While your video can live online forever, your campaign goals need an end-date. Decide how many views you want to achieve by a certain date or how many conversions you want to hit before the end of the quarter.

Set Smart Goals



Generating Ideas



Ryan Galloway
Director of Content Services, Contently

Tips for generating ideas:

1. Check out the competition

Use an "opportunity analysis" to audit your competitors' content (and remember: you're a media organization now, so you're competing with established publications, not just direct competitors in your space). Look at the sources they use, the viewers they address, the content types they leverage, and the topics they cover. Then look for white space: who's not being addressed, what topics aren't they covering, which content types are they failing to deploy? Know where your opportunities to steal mindshare are, and the ideas will surface themselves.

2. Ask yourself, "what would get my attention?"

Content marketers — especially new ones — love to play it safe. That results in a lot of content that's very similar, meaning your brand doesn't stand out. Would you read watch another "**X Things You Didn't Know about 401(k)s?**" or would you rather watch a piece entitled "**How I Completely Blew it With My 401(k)?**" Don't be afraid to be unconventional.

3. Mix it up

Bring in fresh minds. Leverage some freelance writers to pitch stories. Bring in people from other departments. Don't rely just on your internal marketing or content teams. This one is the easiest tip to execute, and it almost always injects some unexpected ideas into the mix.

Toolbox

[Google Keyword Planner](#)

[Google Trends](#)

[BuzzSumo](#)

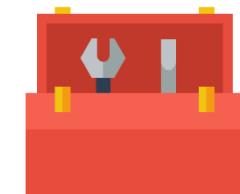
[Open Site Explorer](#)

[Google Alerts](#)

[Social Crawlytics](#)

[Notey](#)

[Portent's Content Idea Generator](#)



Case Studies: Best of Branded Video Partnerships



TD Bank presents: Lolly Galvin and Di...
Posted by LittleThings.com
2,751,627 Views

[#TDThanksYou – Little Things + TD](#)

TD partnered with Little Things to share the heartwarming story of a woman who sold her successful clothing business in order to spread kindness and help the homeless.



[Miracle On The Hudson – CNN + Sully](#)

Using a helicopter to retrace the flight path and emergency landing made by Capt. "Sully" Sullenberger was a spectacular way to put viewers in his seat and represents a creative use of new technologies.



[Finding Life in Abandoned Places – Great Big Story + Lenscrafters](#)

Great Big Story lives up to its name with this intriguing story told by Leslie Muir, a photographer who is used to being alone while snapping photos of abandoned places, until she meets Lawrence.



[Meet the Mills – NowThis + Kleenex](#)

Videos like this almost always make for great branded content, and the underlying strategy is so straightforward: find great stories and then just tell them.



[#WhoWeAre – Upworthy + StoryCorps + Delta Airlines + Steven Spielberg's Righteous Persons Foundation](#)

An animated series of real-life stories from typical Americans that exemplify love and empathy for one another.



[HUMAN Limits – UPROXX + Coors Light](#)

UPROXX and Coors Light did an excellent job telling the story of Martin Strel, the 62-year-old marathon swimmer who holds multiple Guinness World Records for swimming the world's most dangerous rivers.



CHAPTER 2

Formats

“Have a point of view. Great content
should impact, inspire or move the reader.
Fight the urge to play it safe.”



Michael Monroe

Head of Forbes Brand Productions

Choosing Your Format



Shawn Ragell
Marketing Strategist, Pressboard

When deciding what video formats to pursue, make your choice based on available resources, what your audience values, and what format generates the best return on investment (ROI).

1. What do I have the time/resources/budget to create?

Does your brand have a lot of resources but an audience that prefers easily-digestible content? Consider creating short but highly produced videos for Facebook. On the opposite side of the spectrum, if your audience has a high attention span but you have limited time and budget to devote to content, then simple vlogs or live streams are great options.

2. What does my audience want?

Take a good look at what your brand has already created and it should be fairly obvious what resonates with your audience. For brands just getting started with video, the best place to look is externally. What formats are being used in your industry? What kind of content is working well for your competitors?

3. Which formats are paying off?

Looking back and measuring the performance of your content not only helps you understand what your audience likes, but is fundamental in determining your ROI. Keep an eye on conversion metrics and calculate the ROI from different video formats, then adjust your efforts based on the results.

The following section is not a comprehensive list of all video formats, and instead focuses on emerging and popular video formats for brands.

Top of the funnel videos:
Short films, animated videos, educational, documentaries, tutorials, VR

Middle of the funnel videos:
Product videos, corporate culture videos, testimonials

Bottom of the funnel videos: FAQs, instructional, personalized videos



Joe Puglisi

Director of Creative Strategy, BuzzFeed

On BuzzFeed's success with instructional videos:

Two things made BuzzFeed's approach pop: a willingness to iterate until we've created an identifiable brand, and an advancement of technology to allow us to do so.

We pride ourselves at existing at the intersection of content and technology, not only with our owned and operated, but all the distribution channels we utilize. When Facebook Video launched, we embraced the platform by expanding our broad-strokes content iteration from YouTube, and we had the talent to recognize success on a new platform and capitalize on it by refining the format to the point of becoming its own brand.

Core principles for creative development:

Change one thing, measure success, rinse, and repeat. We use the infinite space of new types of web distribution to quickly learn what people want in those spaces, and scale successful formats as quickly as possible into identifiable brands.

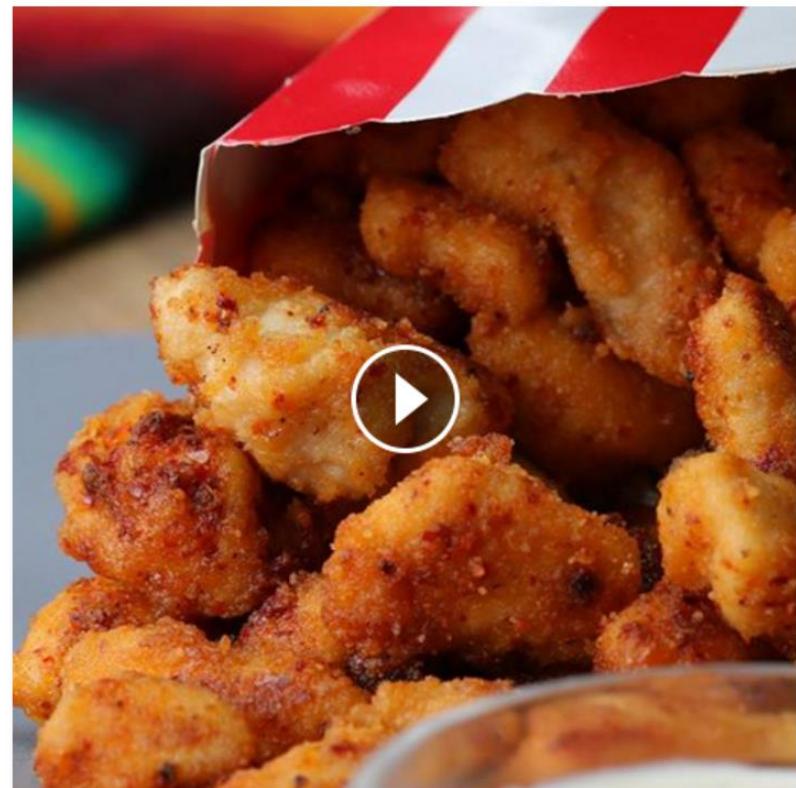
A branded instructional from BuzzFeed's Tasty + Ritz Crackers



Tasty with Ritz Crackers.

September 23 at 4:00pm ·

Baked Chili Lime Popcorn Chicken



19M Views

Like

Comment

Share





Dana Droppo
Associate Director of Branded Content, Complex

“

Hot Ones is an exceptionally simple show. 10 hot wings, 10 questions, each get hotter as the show progresses. The purpose is to get talent to lose their inhibitions because of the spice, and give us raw answers in the process. Each interview serves its purpose of giving viewers an authentic experience with the interviewee.”

– Dana Droppo

On producing great interviews:

Interview with purpose! You should be able to articulate why you want to have a conversation with your subject, even if the video is only five seconds long. That purpose should anchor everything from the questions, to the set, to the editing, music and title.

Did the interview answer its purpose? If yes, it was a success.



Kevin Hart Catches a High Eating Spicy Wings | Hot Ones



Complex

Subscribe 314,321

850,099 views



Kaaren Whitney-Vernon
CEO, shift2

Why should brands consider series as part of their video strategies despite their high costs?

What is the cost of staying ahead of your competition? We tell our clients — a one-off video is like going to the gym once and expecting to be in shape overnight. Yes, one-off videos might go viral, but that is a big “might”. As well, there is no depth to the conversation, just a short burst of awareness for the brand. With the type of branded entertainment shift2 creates — multi-episodic scripted series — a brand can truly be woven into a story using characters that the audience can relate to, [which helps] build a community and ultimately, a platform for continuous conversation between the brand and the audience.

If a brand wants to consider producing a branded entertainment series as part of their marketing initiatives, the keys to success are to first of all align the video content strategy with their overarching marketing programs and then link that content to specific, measurable objectives. These can range from shareability, to lead generation, to purchase intent or conversion. The key is to be specific, set benchmarks and then measure and pivot in an agile way throughout the program, which usually lasts between four and six months.

Shift2 helped U by Kotex produce a branded content series that earned them millions of loyal viewers



WATCH THE LATEST FROM CARMILLA BELOW!



“Put in the effort. Hard work pays off.”



Sam Sheffer

Creative Producer, Mashable



Adam Loeb

Senior Video Producer, The New York
Times T Brand Studio



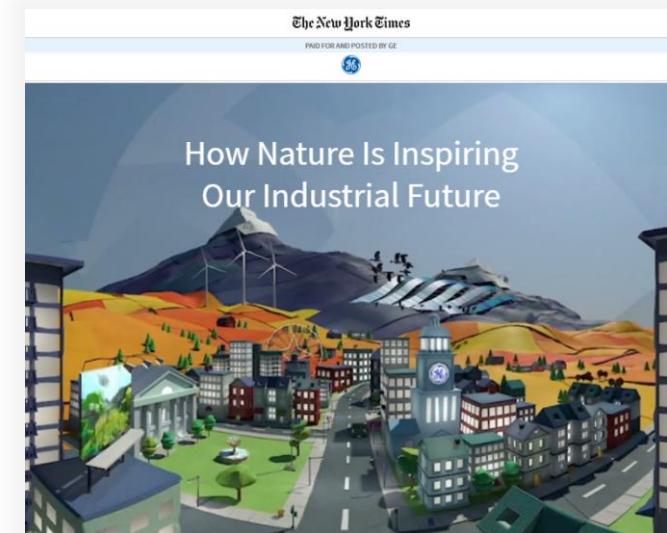
Why should brands consider VR?

When it's done right — and it takes a lot of factors coming together to get it right — VR can really take the viewer to an emotional place in a way that linear film can not. Instead of relaying empathy via a story, VR can put the viewer [in the moment] instantly, allowing them live the experience.

Advice for marketers:

1. Bad VR can be very bad. A good rule of thumb is, "would I want to hold a cardboard box up to my face and watch this topic for a minute and half?" The experience has to be good enough to justify that.
2. VR is not as futuristic as clients tend to think it can be. Interactive experiences are still a ways off, and many times, the images themselves tend to look a little too "digital."
3. VR is very singular, and if a brand wants multiple stories told, it may not be best the use of resources.

A still from The New York Times branded virtual reality content for GE



\$150B

The forecasted market
of augmented & virtual reality
in 2020

Source: [Digi Capital](#)



Curtis Davey

Partnerships Manager, Pressboard

Live streaming's unique appeal for brands and marketers has to do with authenticity.

According to [research by Brandlive](#), nearly 80% of US retail executives say live streaming during events helps them create more authentic interactions with audiences. The other main benefits include being able to reuse live video, eliciting real-time feedback from viewers and encouraging longer viewing time than with pre-recorded video.

Live videos can be recorded on a range of devices and are broadcast in real time, meaning they don't require a lot of production. This makes them easy and inexpensive to create at their simplest.

What should you live stream?

Marketers and brands should use this video format during their events to reach as many potential customers as possible. Live streaming Q&A interviews with thought leaders or influencers can also help a company create a dialogue with their target audience. Live streams can even be used to premiere new products and build excitement around launches. Test out everything in this new format, from the ordinary to the extraordinary, and everything in-between. Insights gleaned from these live videos should be used to shape any in-depth video content the team decides to produce afterwards.

Weight Watchers debuted a new product over a live stream



3x

People spend over 3x more time watching a Facebook Live video on average compared to a video that's no longer live

Highlights/Clip-Based



Taryn Crouthers
Head of Sales & Brand Partnerships, ATTN:

On making highlight videos shareable:

We use conversational language to create a singular argument around each issue, with a distinctive point of view. When they share our videos, our audience is proudly declaring something about themselves, their beliefs, or their lifestyles.

Is there an ideal video length?

It depends on the medium — at ATTN:, we program our content for the platform where our audience is consuming. That said, we generally find the most concise arguments perform best. For instance, our Facebook videos have some of the highest engagement metrics on the platform (we average around 50,000 engagements per video on Facebook, according to Tubular Labs), and our Insights team has found that 60-90 seconds is an ideal length there.



60-90s

The ideal length for a video on Facebook



Take a look at the last few winners of the Grand Prix at the Cannes Lions Festival and you'll notice that most of the videos are short films rather than traditional advertisements. Short film is a powerful branded content format because by their nature, short films tell stories. Instead of interrupting your audience with ads, catch them off-guard with content they actually want to watch and share.

“

The play with long-form content is a powerful one. There's lots and lots of talk at the moment of things being shorter and of attention spans dying that has led to the Vine-able, Instagram-able, GIF-able world ... But people are willing to engage with long-form content if the content is compelling enough."

Simon Owen, Managing Director, Anomaly

Via [ADWEEK](#)



UNDER ARMOUR | RULE YOURSELF | MICHAEL PHELPS



11,332,249 views

Under Armour's 2016 Grand Prix Winner for Film Craft



Leica "100" via La Vida Leica ([lavidaileica.com](#))



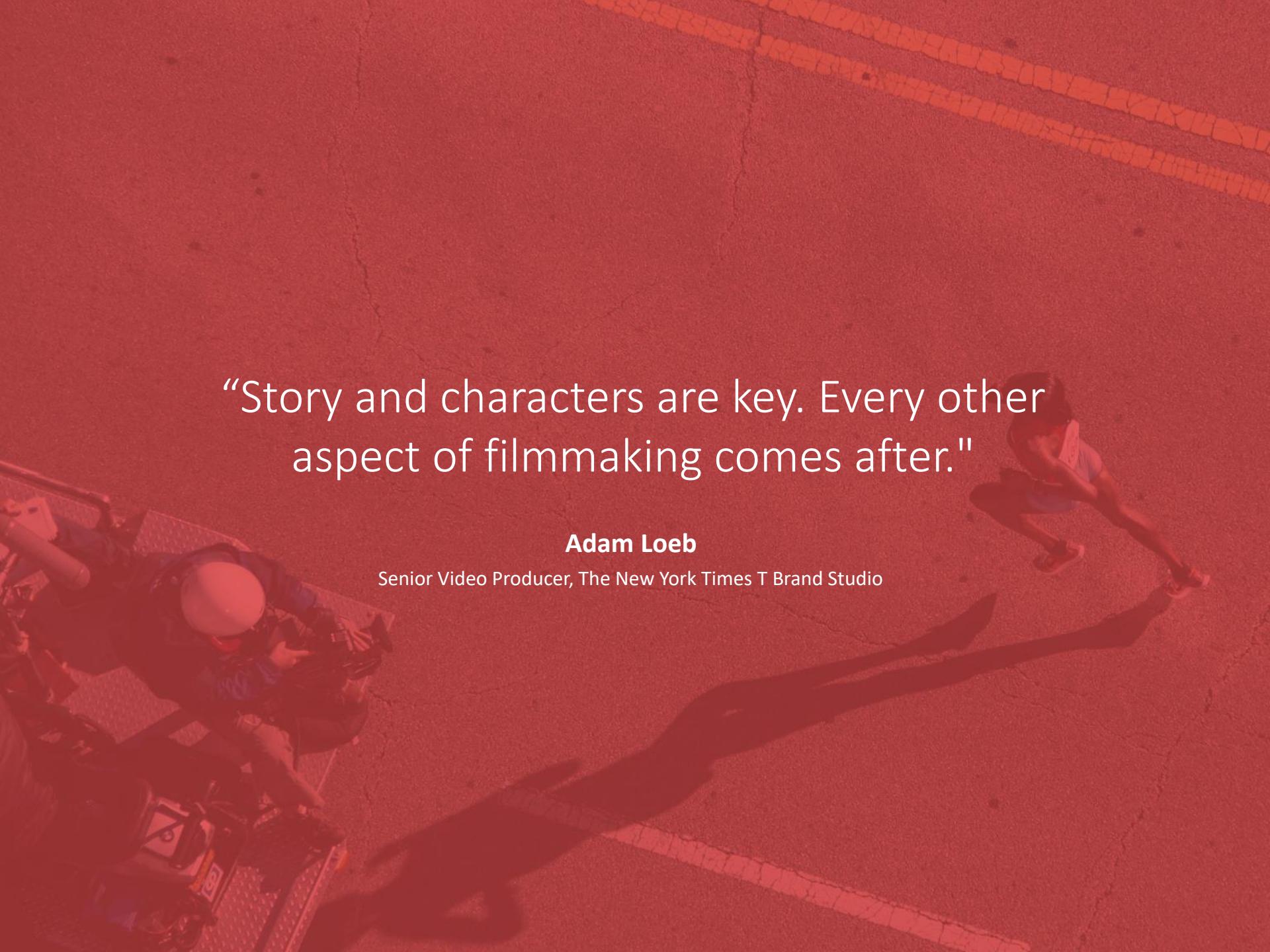
461,437 views

Leica's 2015 Grand Prix Winner for Film



CHAPTER 3

Production



“Story and characters are key. Every other aspect of filmmaking comes after.”

Adam Loeb

Senior Video Producer, The New York Times T Brand Studio



Whether you have \$10,000 or \$1,000,000 to spend, you can get started on a branded video campaign. There are just a few key factors to consider:

Intended use

A 30-second product demo will be less expensive to create than a mini documentary. Consider the purpose of your video when choosing what to make. Do you need a creative commercial, a tutorial, or a testimonial? Often a shorter, snappier piece (15-59 sec) can be [more effective](#) than a longer video (and a lot more affordable).

Production scale

Do you want to create one highly produced piece of content like Nike's short films or can your video be shot on a DSLR in the office? The budget you'll need to set aside for production depends largely on the type of video you choose to produce and how much you want to do with it.

Distribution

What good is the world's greatest video if nobody sees it? When budgeting for branded video content, be sure that you have a sufficient amount of funds for paid distribution options. Even brands with millions of subscribers pay to distribute their video content because it guarantees that your work will be seen.

91%

of businesses planned on increasing their video marketing budgets in 2016



Jennifer Twamley
Partner & Executive Producer, 3Bird Media

What should a marketer look for in a production partner?

1. A production partner who can act as both creative agency and execute the production offers efficiencies in process and budget, which is imperative for the current nimble digital landscape.
2. Since the trend in the digital space is for editorial-leaning content, finding production partners with a background in entertainment and storytelling, over traditional commercial production, will create a more authentic product.
3. It goes without saying that a collaborative partner is critical in achieving a smart and effective working experience and product.

On establishing stronger working relationships:

Bring the production partner into the process in early stages to assist in crafting the creative with an eye on what is achievable within budget, instead of reverse engineering creative into budget.

Also, clearing a path for direct communication with client allows production partner to be more effective and streamlined while ensuring the client gets the product they need.

“

The ideal marketer has a clear objective of the messaging for the campaign, the media plan, and an openness to think outside of the box.”

– Jennifer Twamley



Peter Jallah

Brand Partnerships, Pressboard

Why should brands partner with media publishers?

Even if you're creating great content in-house, it won't help you if it never gets watched. By partnering with a publication, brands can leverage the publisher's established audience to reach more potential customers than ever before.

These publishers can also offer expert advice and creative support, helping you craft unique, compelling video content that stands out from the crowd — and in some cases, even [outperforms their own editorial](#).

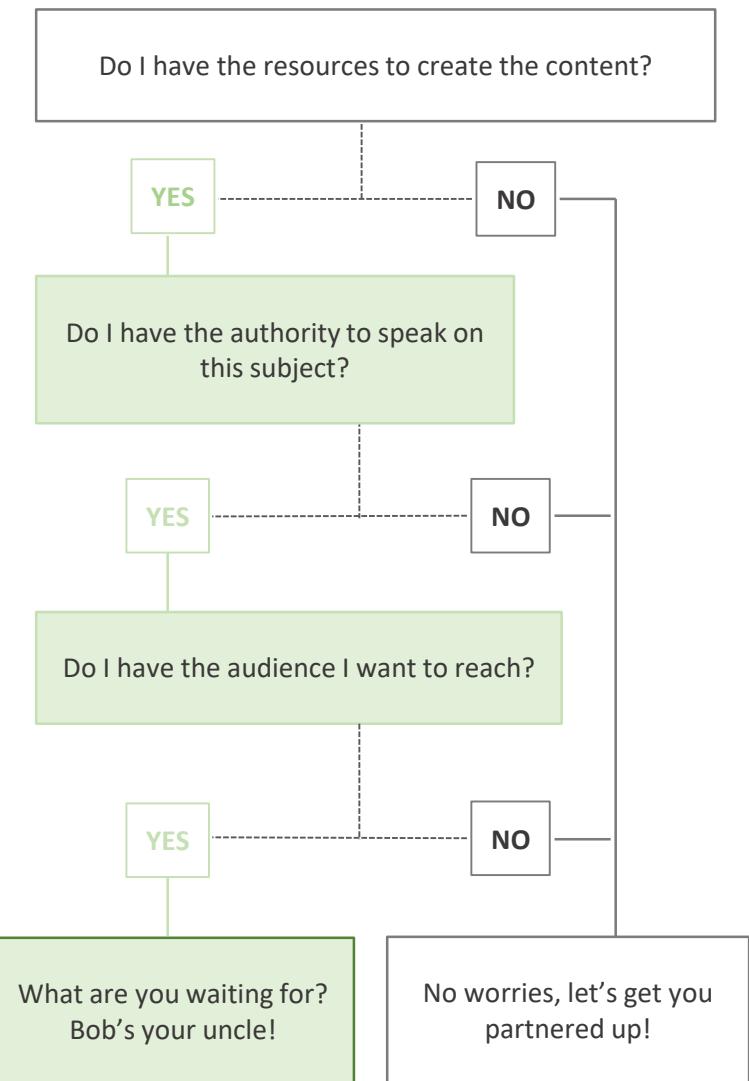
What should a brand look for in a publishing partner?

A brand should consider whether a publication's audience and existing content is a good fit for their current campaign. Targeting older audiences who love to travel? You might choose a traditional travel publication over a younger news hub.

On successful business relationships:

When you engage a publisher, you get more than a spot on their site; you get to leverage their expertise. When collaborating, take their advice to heart and consider how you can balance their input with your brand's needs. After all, the publisher wants your video content to perform well as much as you do.

QUIZ: Do I need a partner?





Lauren Dineen Duarte

Director of Communications & Social Media, American Express Canada

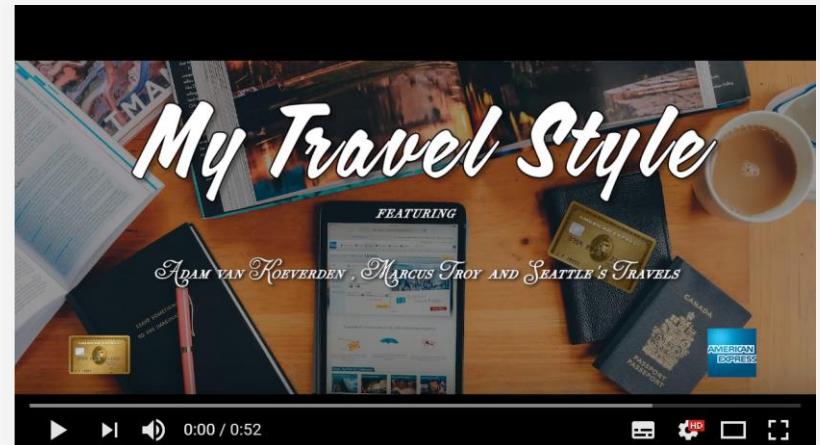
On working with influencers:

To develop and maintain strong relationships with influencers, it's important to meet with them regularly and keep in contact outside of active campaigns. It's crucial to understand what's important to them as people and as a business and truly see what their life moments are. What's more, there must be an appreciation for how your brand can fit into their story and enhance their content in a meaningful and authentic way.

On measuring ROI of influencer campaigns:

Depending on the campaign, the metrics we use can change based on the goal. However, there are a few key things that we focus on throughout most projects. With influencers, we measure success with organic metrics like comments, views, likes and how it's received by their audience. We essentially want a post that is extremely engaging and encourages an influencer's following to participate in the post. We would also use trackable links to see if their content is driving views to the desired landing pages on our end. Both of these elements are tools marketers should be focusing on to determine if they are achieving their desired results.

Case Study: AMEX Influencer Campaign



Brand: American Express Canada

Campaign: Content marketing campaign combining influencer videos with paid acquisition

Results:

- 400% increase in acquisition rates
- 40% drop in cost per acquisition
- 1.3 million video views



What is pre-production?

Pre-production encompasses all activity that needs to take place before the cameras get rolling on your video. Ideas need to be researched and fleshed out and can be mapped out on storyboards. Scripts need to be written, revised and then revised again. Additionally, location scouting, set design, production schedules, wardrobe, makeup and planning for special effects all need to be organized during this stage.



[Download Vidyard's Free Storyboard Template](#)

18 Pre-Production Steps to Successful Video Marketing Content

1. Define your audience
2. Define your message
3. Define your budget
4. Write and revise a script
5. Include greetings and sign-offs
6. Use your first eight seconds to qualify
7. Determine your ideal video length
8. Be transparent and authentic
9. Take your time storyboarding
10. Make a shot list
11. Create a production schedule
12. Overestimate the time you'll need
13. Visit all locations ahead of time
14. Determine your equipment needs
15. Inventory equipment you already have
16. Find your company's best cheerleader
17. Have a call sheet
18. Line up your talent

Source: [Single Grain](#)

Production



What is production?

The production stage encompasses all aspects of actually shooting your video. The production phase is also referred to as principal photography. The purpose of this stage of production is to recreate your storyboard in the real world and capture everything on your shot list.



Source: [Vidyard](#)



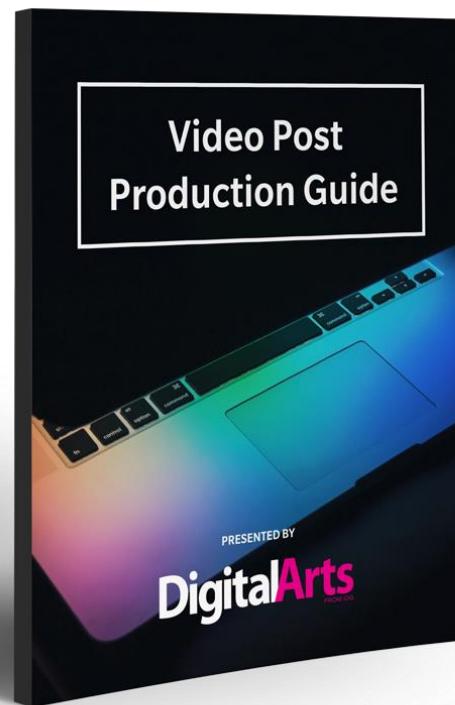
What is post-production?

Post-production is the final stage of the production process and can encompass many different skills. At its simplest, post-production is the editing of raw footage into a video. This stage can also include adding music and sound effects, title cards and credits, special effects, graphics and colour correction.



Source: [Vidyard](#)

Further Reading





CHAPTER 4

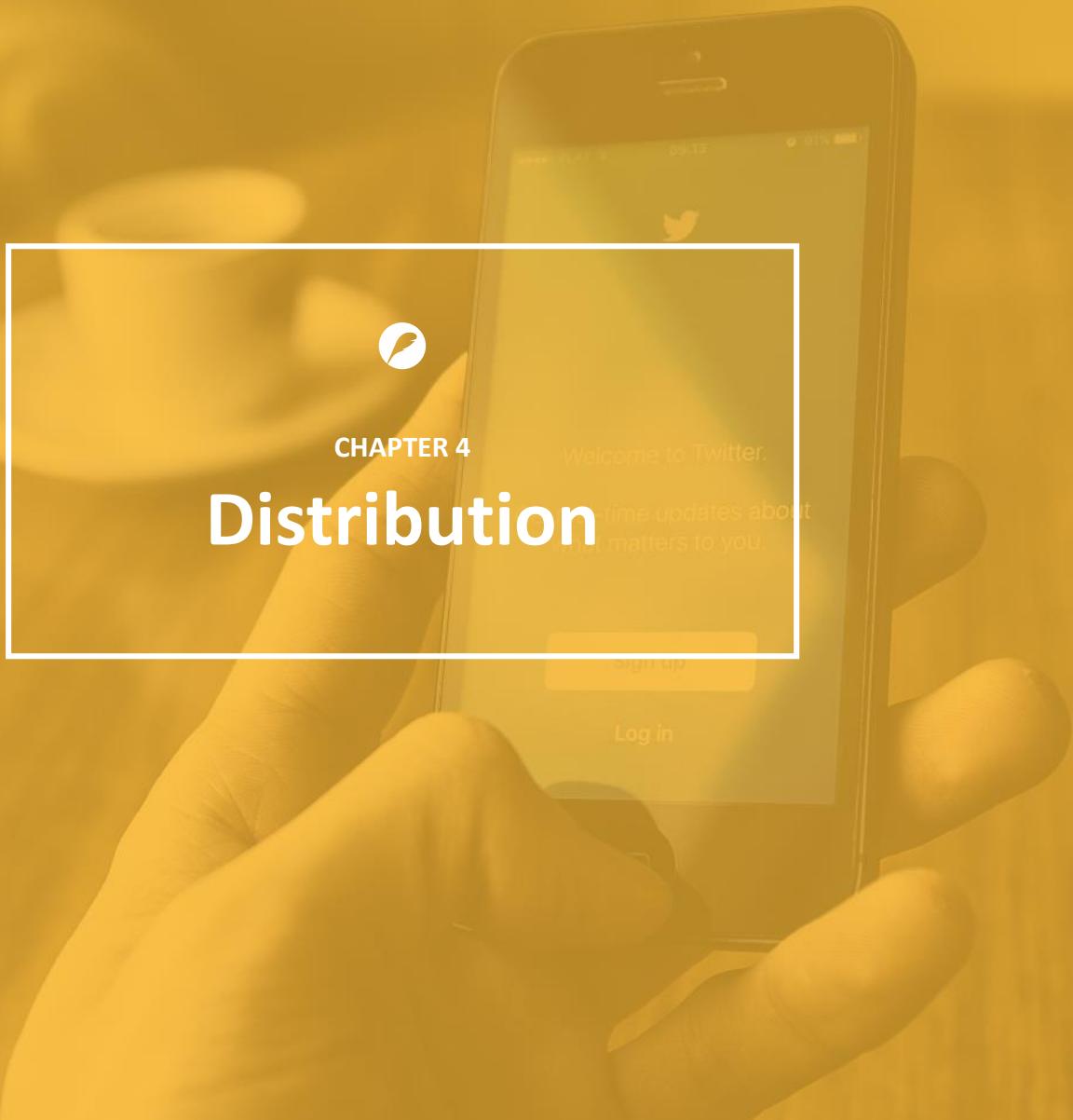
Distribution

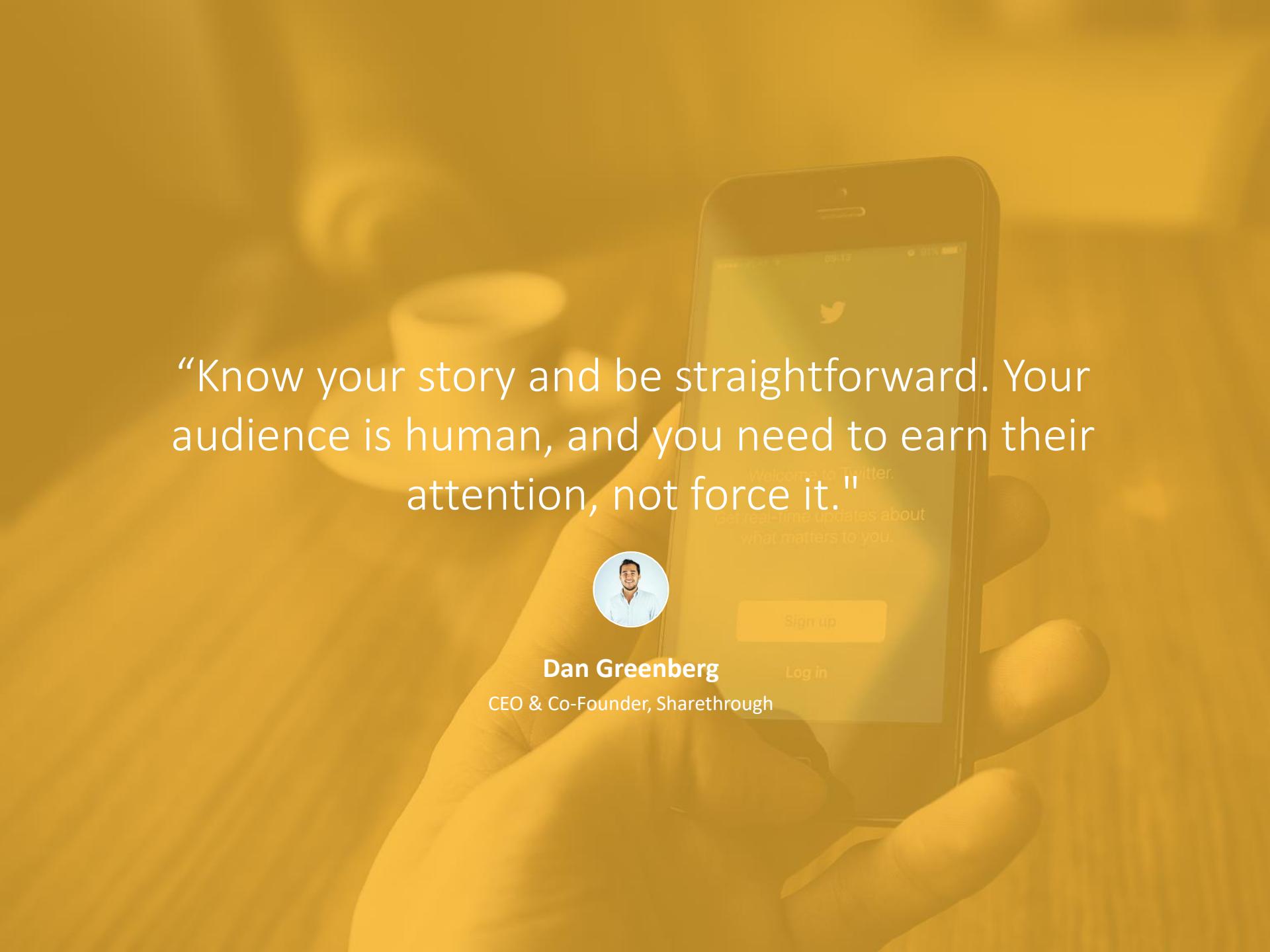
Welcome to Twitter.

Get real-time updates about what matters to you.

Log In

Log in



A close-up photograph of a person's hand holding a black smartphone. The phone's screen is illuminated, showing the Twitter mobile login interface. The screen displays the Twitter logo at the top, followed by the text "Welcome to Twitter.", "Get real-time updates about what matters to you.", a "Sign up" button, and a "Log in" button. The background of the image is a warm, yellowish-orange color.

“Know your story and be straightforward. Your audience is human, and you need to earn their attention, not force it.”



Dan Greenberg

CEO & Co-Founder, Sharethrough



In 2014 BuzzFeed pivoted from creating content that points back to their site to distributing content natively on as many platforms as possible.



Joe Puglisi

Director of Creative Strategy, BuzzFeed

A stat: after implementing the distributed model, BuzzFeed moved from around two billion content views a month to seven billion. The numbers are pretty compelling, but they are not the whole picture. The story becomes even more interesting when you consider that most publishers seek to gain a large audience in order to monetize it with adjacent ads. BuzzFeed goes further: we seek to understand what the audience wants before attempting to monetize, and to make advertising people might appreciate in those contexts. Big difference.

350%

BuzzFeed's growth in monthly views after switching to a distributed content model



Why YouTube?

At this point, no one should need convincing that YouTube is an integral component of video marketing. The company boasts over a billion users, which is almost one-third of all internet users. Users watch hundreds of millions of hours of content on YouTube every day. On mobile alone in the United States, YouTube reaches more people in the 18-49 demographic than any broadcast or cable TV network.

Its sheer size of audience is reason enough to include it as a part of your next campaign. In addition to that audience is a robust advertising platform that is simple enough for the smallest advertiser to use but with enough scale for major advertisers to drive large goals.

“

On mobile, the average [YouTube] session is now over 40 minutes.”

**Omid Koredestani, Former Chief Business Officer,
Google**
Via [WIRED](#)

20%

YouTube's market share of all video ads in the United States

Source: [Tubular Insights](#)



Why Facebook?

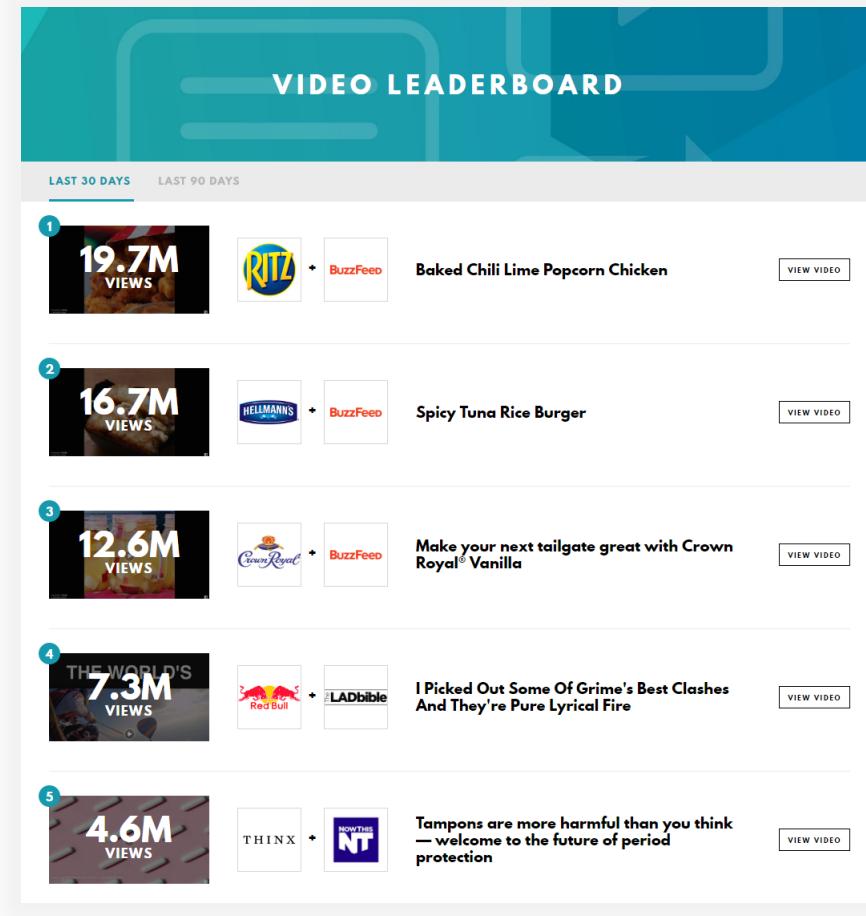
The world's largest social network has gone all-in on video in the last few years, actively encouraging the uploading and consumption of video content. Though their criteria for counting views is less stringent than YouTube's, Facebook users now generate over 8 billion views per day on the platform. Facebook's advantage over YouTube lies in the fact that it's a social platform at its core, meaning users actively share videos on the network. The growing popularity of video on the platform led Facebook to tweak its News Feed algorithm to favour video posts, which have seen a [135% increase](#) in organic reach compared to photo posts.

8 Billion

Number of video views per day on Facebook

Source: [TechCrunch](#)

Brandtale's Video Leaderboard highlights the top performing sponsored videos on Facebook





Why Twitter?

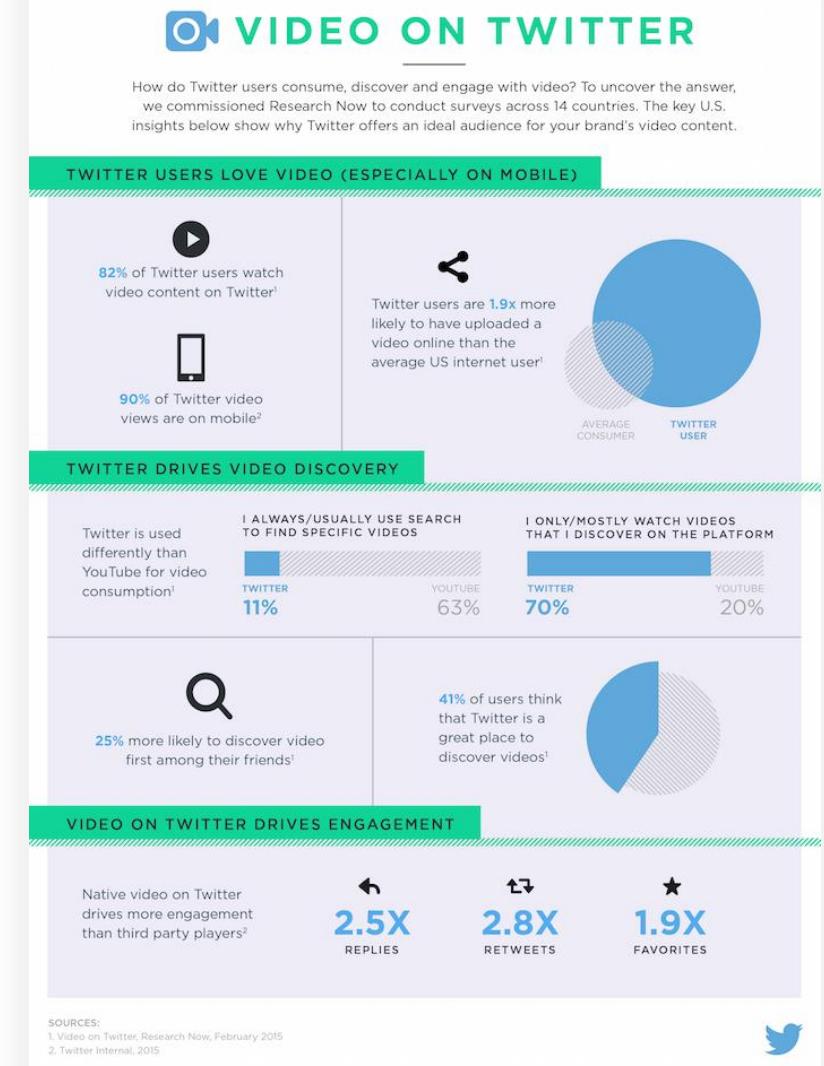
Despite being much smaller than its competitors (with 313 million monthly active users), Twitter is a great place to distribute video because its users actively engage with video and use the platform to discover new content.

Despite slow growth in video, the platform hopes that its live stream app, Periscope, and content deals with major sports brands like the NHL, NBA, MLB and NFL will help transform it into a destination for video. According to the company, video tweets on Twitter have increased by over 50% since the beginning of 2016. A bonus for advertisers is the fact that Twitter is the only major social platform to require videos to be 100% viewable on any device before being charged for the view.



We have become a video-centric platform. Video is now the number one ad format in terms of revenue on Twitter."

Adam Bain, Chief Operating Officer, Twitter
Via Reuters





Why Instagram?

Instagram built its success as a photo sharing service, but since launching video in 2013, the platform has turned into a serious competitor in the video market. In March of 2016 the company announced that its 500 million users had increased the amount of video being watched on the platform by more than 40% in six months. With its longer 60-second video format, Instagram stories and new video channels in the Explore feed, it's evident that the company is placing an emphasis on video for the future.



Oren Katzeff

Head of Programming, Tastemade

On harnessing Instagram for video:

Instagram is a huge part of our overall video strategy. Slightly over a year ago, we started publishing less pictures to our channel and committed to delivering our Instagram audience beautifully-shot food and travel videos everyday. Since that time, our followers have grown 5300% (from 50k to over 2.7 million) — and we are going to continue to deliver quick hitting, mouth watering, beautifully shot stories to them.

2.4x

On average, videos posted by brands on Instagram receive 2.4x times the comments than photos

Source: [Pixability](#)

A recent Instagram post from the official account of Tastemade (@tastemade). The post features a stack of four grilled cheese sandwiches made with thick-cut bread, cheddar cheese, and mozzarella cheese. A white play button icon is overlaid on the center of the sandwiches. The post includes the caption: "tastemade Stacked Grilled Cheese #sponsored recipe below by @RealCalifornia! Ingredients: 8 slices thick-cut sandwich bread 8 slices Real California cheddar cheese 4 slices Real California mozzarella cheese 8 Tbsp butter, softened 2 cups marinara 1 cup heavy cream 2 Tbsp Real California sour cream Parsley, for garnish STEPS: Heat a griddle to medium heat. Make 4 sandwiches using 2 pieces of bread, 2 pieces of cheddar cheese, and one piece of mozzarella for each sandwich. Spread both outer sides of the bread with softened butter and cook for a few minutes per side until golden brown and cheese is melted." The post has 1.4m views and was posted 2 days ago.

A recent Tastemade video racked up 1.4 million views in two days on Instagram



Sam Sheffer
Creative Producer, Mashable

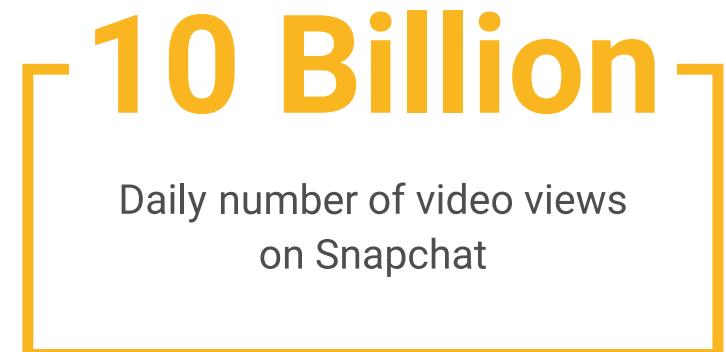
Why Snapchat?

I'm always surprised by the amount of IRL (in real life) interaction we get from our organic Snapchat account. We recently hosted a MashMeet in London for Snapchat creators and over 100 people showed up to create amazing Snaps and share them with their community. I think it shows how personal Snapchat is, and the amazing community of creators who have surrounded it.

How should content creators making video for Snapchat approach it differently than other video platforms?

YouTube videos are produced with a post-production process, as are Facebook videos. Snapchat videos are all done right then and there on the spot, with the phone, in the moment. Snaps will never be perfect, and creators should know and understand the medium and its limitations when making video for it. Additionally, keeping in mind that Snapchat is a vertical video medium is important for content creators.

Samples from Mashable's Snapchat



Source: [Bloomberg](#)



Dan Greenberg

CEO & Co-Founder, Sharethrough

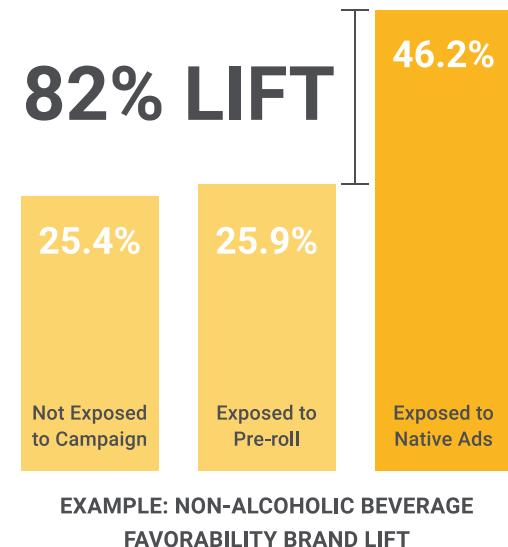
Why native advertising?

Native video is the perfect distribution model for brands to both extend the reach of their TV spots or create and promote independent brand content. Native ads have proven themselves as the highest-impact digital ad unit period, and native video is no different. Headlines, combined with strong visuals, mean that native video is uniquely suited for stopping someone in the feed and arousing curiosity. Native video's high completion rates reflect that. They generally have higher CPMs, but the increased engagement they get makes up for any price differential. It's an incredibly efficient way to drive cost efficient brand views and the headline is an added bonus to drive specific messaging.

A Sharethrough study with Nielsen found that native video contributed to higher brand lift than pre-roll. What do you think contributes to that?

Native video respects the audience experience and finds them on their own terms. Pre-roll requires someone to sit through a video before being allowed to watch the thing that they want to. Native video finds people in-feed, while they are in the discovery mindset and on the lookout for engaging content, even if that comes from a brand.

Pre-roll forces attention, which is never going to be as productive or memorable. Also, the combination of headline, description and context allows a brand to create positive associations very quickly. Research from Facebook found that the majority of ad recall, awareness and purchase intent with native video happens within the first seven seconds.



In a study with Nielsen and Sharethrough, native ads generated 82% brand lift

Those who were exposed to pre-roll units were 29.3% more likely to respond that they viewed the brand “unfavorably” or “very unfavorably” than those who had not been exposed to the campaign.

Source: [Sharethrough](#)



CHAPTER 5

Measurement

“Good content inspires praise, but great content stirs up such deep emotion that it moves people to share it.”



Taryn Crouthers

Head of Sales & Brand Partnerships, ATTN:



Jerrid Grimm
Co-Founder & CEO, Pressboard

If content is King and distribution is Queen, then measurement is the throne they sit on, the table that they eat at and the bed they sleep in. Without the support of measurement, content and distribution will eventually fall flat.

Not all metrics are created equal, however. Traditional advertising metrics focus on impressions and clicks. Good content metrics look at what happens after the click, taking into account time, attention, viewing behavior, sharing and feedback. Sales metrics go a step further and analyze how exposure to each piece of content translates into traffic to your site, people in your stores and sales in your tills.

Advertising Metrics

Impressions on ad units, click through rate

Impression/Clicks

Content Metrics

Views, time spent, active time, social shares, comments

Views/Attention

Shares

Sales Metrics

Click and view through, appointment, purchase

Sales



Anita Kapadia

Director of Partnerships, Pressboard

On impressions as a video metric:

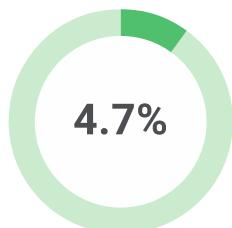
When it comes to video, an impression simply means that your video has appeared on screen. Despite being an industry standard since the earliest days of internet advertising, measuring impressions has a very limited use to video marketers. Large amounts of impressions are meaningless if that audience didn't interact with or even view your video. Where the impression finds its use is in calculating view through rates (VTR). View through rates measure the percentage of people that actually watched your video after being served the impression. This is a helpful metric for determining how effective your headline/video title, thumbnail and video placement are.

VTR = Views/Impressions

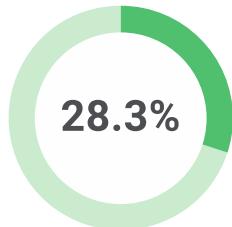
Where advertisers are buying impressions



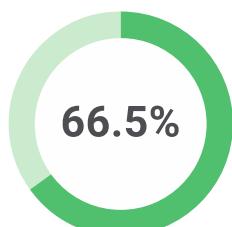
Connected TV



Mobile



Desktop



Source: [Innovid](#)



Leah Bjornson
Content Manager, Pressboard

What defines a “view”?

Tracking the success of videos isn't as simple as it used to be. Social media platforms like Facebook, Instagram, Vine, Twitter and Snapchat host content across platforms, and each has their own method for counting views.

As a result, a view on one medium isn't necessarily as valuable to marketers as it is on another. There are four key factors to consider when comparing video views:

- 1. Initiation:** Whether the video auto-plays or is user-initiated
- 2. Time Spent:** Required amount of time spent watching a video before it's counted as a view
- 3. Viewability:** Amount of video required to be on screen before it's counted as a view
- 4. Platform:** Whether views are only counted in-app or when embedded on other sites

We created this infographic to break down of how all the major video sharing platforms count views.

The infographic is titled "How Are Video Views Counted?" and is presented by "pressboard". It features a teal header with the title and social media icons for Facebook, Instagram, Snapchat, YouTube, and Vine. Below the header, there's a callout box with the text: "Video is taking over the Internet. Counting video views is the primary method for measuring video performance. But not every view is created equal." To the right, there's a graphic showing a smartphone and a laptop screen both displaying play buttons. The main body of the infographic states: "Platforms like Facebook, Instagram, Twitter and Snapchat each have their own method for counting views. There are **four key factors** to consider when comparing video views:" followed by four icons labeled "Initiation", "Time Spent", "Viewability", and "Platform". Each icon has a corresponding text description below it.

- Initiation:** Whether the video auto-plays or must be user initiated
- Time Spent:** Required amount of time spent watching a video before it's counted as a view
- Viewability:** Amount of video required to be on screen before it's counted as a view
- Platform:** Whether views are only counted in-app or when embedded on other sites

How video views are counted on Facebook, Instagram, Snapchat, Twitter and other social media platforms.

[Download infographic to see more](#)



Neil Malik

Director of Content Strategy, Pressboard

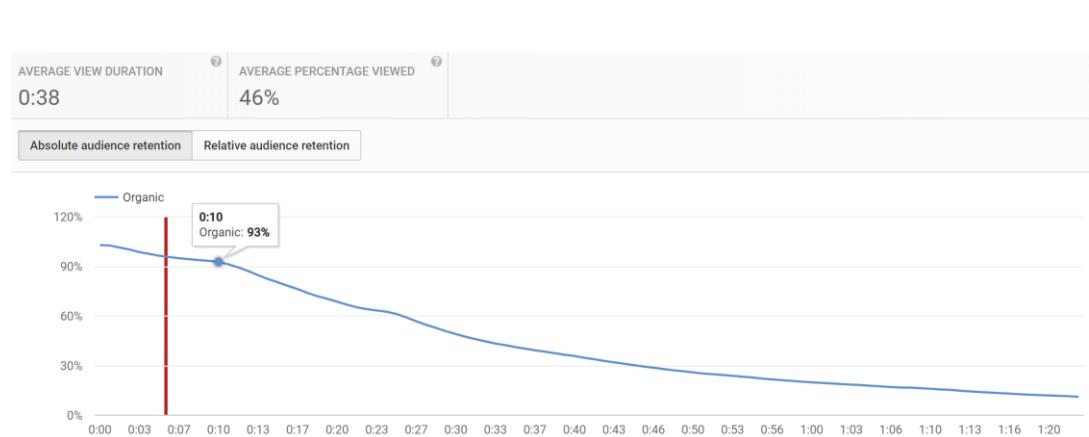
On measuring attention:

How much attention is the viewer actually giving to your video? Where are they dropping off? Attention metrics give you deeper insight into the quality and value of your content to the viewers. Use attention metrics like Audience Retention to determine which of your videos are capturing the most attention and to pinpoint exact times in videos where viewers are dropping off. Once you know where users are dropping off, A/B test different strategies in an effort to get viewers to watch for longer amounts of time.

Facebook's Audience Retention Graph



YouTube's Audience Retention Graph





Tyler Lessard
Chief Marketing Officer, Vidyard

Why should marketers go beyond the view count and start tracking conversions?

The best marketing teams are those that use relevant data to continually make smarter decisions. If you're simply tracking view counts as a measure of success, you're going to optimize your video strategy for the most number of views, which likely doesn't align with the true goals of your marketing team. Are you trying to generate views, leads, pipeline or revenue? Once you can track how videos are influencing lead flow and revenue, you can gain a better understanding of what's really working to contribute to your end goals and you can optimize accordingly.

Conversion Goals

Click Through to Landing Pages | Newsletter Signups | Form Completions | Downloads
View Through | Page per Visit | Sales

What kind of conversion metrics does Vidyard track from its own videos?

At Vidyard we track viewer engagement for each video to ensure we're creating content that is resonating and holding the attention of our audience.

We've learned that on average within the industry, only 35% of people watch marketing videos all the way to the end. But by honing our production skills and learning from the data, we're typically seeing 60-65% of viewers stay tuned all the way through. We also track how different videos contribute to lead flow, pipeline and revenue generation, along with how videos impact the performance of other marketing programs like social, blog and email marketing. In some cases we're seeing video help increase the click through rate on email campaigns by 200-300%, and personalized videos take that up to 300-800%!



Tiam Korki

CTO & Co-Founder, Pressboard

Why measure social engagement?

Social engagement matters because it includes one of the most personal connections a viewer can have with a brand. When an individual shares a video, they're also sharing a part of themselves. Here's how our friend Eric Korsh, Director of Mashable Studios, evaluates content:

"Would I share this? That's different from would I read or watch this. The difference is that this question forces you to dig into the mechanics of sharing. Am I willing for people to know that I connected with this content?"

Sharing is deeply personal, because viewers are letting people know that they connected with the content on some level. It's for that reason that measuring the social engagement of your videos is important. This metric paints a clear picture of how impactful the content was.

Social Engagement

Likes | Comments | Shares | Hearts
Follows | Mentions | Messages | Hashtags



“

Three ways to improve social sharing:

1. Make sure your video is share-friendly. No matter which video hosting platform you use, be sure that the social share buttons are highly visible and easy to access.
2. Ask. If you really want people to share your video, ask them. Encouraging people to share the video on social if they find it valuable can be done in the intro or close of your video.
3. Open up a discussion. At the end of the video, prompt your viewers with a discussion question, and ask them to follow up on Twitter or your preferred social platform using a hashtag."

Carly Stec, Editor, HubSpot Marketing Blog
Via [HubSpot](#)



A Word of Thanks



Jerrid Grimm
Co-Founder & CEO, Pressboard

Every good book must come to a close, and you're nearing the end of ours. We hope that you've learned something new, been inspired by the experience of others and are ready to go out and craft your own stories.

I'd like to personally thank all of our valued contributors for sharing their knowledge so freely. This would have been a pretty empty guide without your sage advice.

A lot of behind the scenes work went into creating this guide, much of it shouldered by our small but scrappy team at Pressboard. Special thanks to Shawn, Tiam, Anita, Neil, Lenny, Leah, Peter, Curtis and Phil for your hard work.

Please pass along this guide to your friends, colleagues, clients and anyone that you believe would benefit. As with any good piece of content, it was created to be shared.

Share a copy of the Epic Guide to Branded Video



<http://get.pressboardmedia.com/branded-video/>

"Good stories change the way you think.
Great stories change the way you feel."



Jerrid Grimm

Co-founder & CEO, Pressboard



Pressboard is a story marketplace.

Our platform connects the world's leading brands to influential media publishers, digital magazines and lifestyle blogs around content, instead of ads.

Pressboard's proprietary technology handles all aspects of branded content partnerships, from matchmaking, to content creation, to reporting. Our Cost per Read model guarantees that every story created through Pressboard's marketplace will be read.

We'd love to hear your story.

 pressboard

info@pressboardmedia.com
pressboardmedia.com

Vancouver | Toronto | New York