

## A CMA 'digital toolkit' resource

### Why Video?

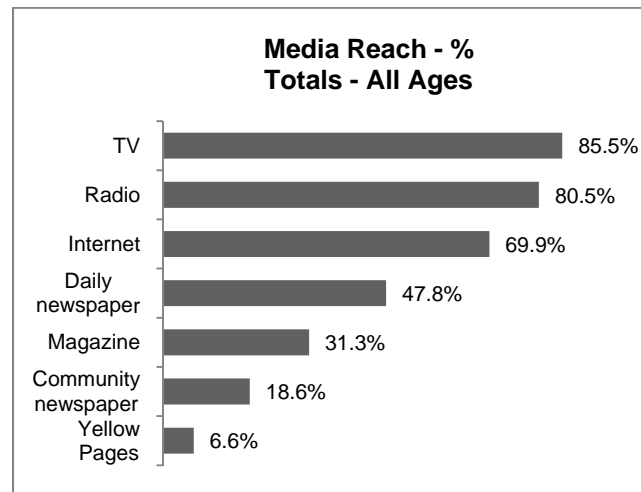
For many years TV advertising has been a fundamental part of any media mix, primarily due to its massive reach. The benefits of TV advertising should not be ignored.

- TV's reach is larger than all other mediums and it's able to do so over a short period of time.
- It reaches viewers when they're the most attentive.
- It allows you to convey your message with sight, sound, and motion, which can give your business, product, or service instant credibility.
- It gives you an opportunity to be creative and attach a personality to your business.

### OVERVIEW

This guide provides a quick grounding on the various aspects of online video marketing: essential statistics, types of video advertising, how to distribute video and ways to measure its effectiveness.

But with increasing costs of production, fragmentation of the channels and viewers, as well as the inability to target specific audiences and track ROI to sales – it has become more difficult and costly for marketers to attain the same reach, results and brand impact as before.



Source: BBM RTS Canada Fall, October 2009

Note: RTS is self-reported; i.e., based on the amount of time persons who complete the survey think they spend with each medium.

[Nielson research](#) (2008-2009) finds that online video ads shown during full-episode TV shows viewed online yield deeper brand impact than corresponding on-air TV ads. In fact, leveraging the large reach of TV in combination with the standalone impact and amplifying effect of online video can make for a successful media strategy.

## Video Marketing - Definition

Video marketing can be defined as the use of sound and video instead of static images in online advertising. With the ever increasing reach and the success of YouTube, watching videos online has become an integral part of what consumers do online.

The combination of visuals and sound gives marketers a breath of possibilities, including brand impact, education and product demos. Marketers can choose to run their advertisements online (pre-roll and post-roll) and they can also create video content that can help them meet their marketing goals.

There are 2 essential components of video marketing: branded content and video advertising.

- **Branded content** is video content a company creates itself in order to communicate its image to the target audience. Coke's [Happiness Machine](#) is an example of branded content.
- **Video advertising** is the act of inserting promotional material before, during, after or around a video produced by other sources. The source may be content producers like TV stations or user generated content.

Canadians are the leading consumers of video online in the world (comScore). It is therefore imperative for marketers to understand how and when to use this tactic within the marketing mix.

	Total Unique Viewers (000)	% Reach Web Population	Videos per Viewer	Minutes per Viewer
<b>Canada</b>	<b>21,046</b>	<b>86.1</b>	<b>190.2</b>	<b>882.8</b>
France	31,181	84.4	110.6	494.2
Germany	32,533	79.7	133.8	649.5
United Kingdom	28,950	78.6	141.8	628.7
United States	150,299	77.5	109.8	401.9

Source: comScore Inc., Canada  
Ages 2+, May 08 – May 09 (15+ for France, Germany, UK)

Video is one of the best ways to engage consumers on your site. In studies across the board, video has been shown to increase the time users spent on websites, drive increased engagement with content and increase brand engagement. A 2010 study by Fox Networks and comScore evaluated video and display side by side. It found that consumers exposed to video advertising were 28% more likely to visit the brand site, and nearly twice as likely to conduct a trademark search.

## Video in the Media Mix

In this multi-screen world in which we live, we need to throw out the old rules. Online Video is not simply a platform to repurpose existing 30 or 15 second TV ads. The most effective online video ads are ones that strategically embrace the user-controlled web environment by creating interactive experiences.

Giving online video a clearly defined role in the media mix will enable you to leverage other marketing investments and clearly articulate its contribution to your brand and business objectives.

Below are examples of the ways to incorporate video into your media mix:

- **Build reach:** Though TV is the easiest medium to reach the greatest number of consumers, online video can be used to extend that reach, particularly with hard to reach audiences like the 18-24 age group. It can also be used to build reach on top of TV as you can reach different audiences on TV vs. online.
- **Increase frequency:** Online video is an relatively inexpensive way to build frequency and thus recall/recognition.
- **Complement and add:** By utilizing the interactive components, online video can be used to extend the message and provide more detailed information. Also, it can link directly to interactive and informative websites which can then drive a specific call-to-action.
- **Educate and entertain:** The multi-sensory experience that video offers can be used to educate your customers about key product/service benefits and give them an sense of how your products could be used. Entertaining them while getting your key message across can add to your brands ambience/equity.

### Video Facts (In Canada)

High Speed Broadband means more time spent viewing videos. Canada is 7<sup>th</sup> in the world for internet penetration (69.2%) and almost 10 million households have broadband access. In Feb. 2009, 21 million Canadian internet users watched more than 3.1 billion online videos. The average viewer sat for 10 hours and saw 147 clips with an average length of 4.1 minutes (Source: comScore Video Metrix/eMarketer).

### Top 10 Online Video Properties Among Internet Users in Canada

Property	Unique Viewers (000)	Average Videos per Viewer
<b>Total Internet: Total Audience</b>	<b>21,129</b>	<b>147.1</b>
Google Sites	18.2	89.4
Microsoft Sites	7.1	7.8
Facebook.com	5.8	3.3
Yahoo! Sites	5.0	9.2
Fox Interactive Media	2.9	4.0
Dailymotion.com	2.7	7.7
Viacom Digital	2.7	6.8
CTVglobemedia	2.3	10.8
Megavideo.com	1.9	19.0
CBS Interactive	1.9	3.0

Source: comScore Video Metrix, comScore Press Release April 21, 2009

Note: Home and work locations.

Rankings based on video content sites; excludes video server networks.

Online video includes both streaming and progressive download video.

**Time spent online:** Over 80% of Canadian web users spend at least 1 hour per day on the internet, and 45% spend more than 3 hours online (MSN Canada/Harris Decima 2008). Entertainment and Multi-Media are top categories.

**Video viewing:** Canada is a leader in online video viewership. Google is the top site for video sharing (52% of total share) driven by YouTube, with Microsoft and Yahoo in 2<sup>nd</sup> and 3<sup>rd</sup> place respectively.

**Weekly Internet usage overtakes television:** According to an Ipsos Reid Q4 2009 study reported in Q1 2010, weekly time spent online (18.1 hours) is now higher than TV viewing hours (16.9 hours) for the first time in their tracking research. Internet usage is up from 14.9 hours year-over-year (+13%) while TV viewing is up from 15.8 hours (+7%). Males spend more time than females (20 hours vs. 16 hours). 18-34 spend the most time online (20 hours/week) while 55+ spend the most time watching TV (20 hours/week). Of note, consumers state that internet habits are having an impact on other types of media consumption – men and women say they watch less TV and read less (newspapers and magazines).

**Awareness and activities of online video are quite high:** Many Canadians are watching TV online (30%) with Comedy (29%) and Drama (27%) being the top 2 types of programming. Most Canadians are aware of top video sites (YouTube: 92%; MySpace: 44%; Google Video: 29%; MSN Video: 27%) with 63% of Canadians being able to name at least 1 video site.

### Types of Video Advertising

Ads can appear before (pre-roll) or after (post-roll) content. In many cases, your video ad can appear with a companion banner ad so as to maximize impression volume and drive recall. As well, this gives your ad exposure while a video is playing and offers the user the ability to take action on your ad (i.e. click off to you site).

Other forms of video ads include:

1. **Video Over-Lays:** There are technologies which allow ads to be overlaid within videos (i.e. Overlay.tv) or clickable within videos which give advertisers options to advertise within videos themselves.
2. **Original Content:** Your content can serve as an advertisement. For example: product demonstration videos, long-form television commercials and infomercials, branded content.

### Video ad standards

- **Length:** Most ads are 15 or 30 seconds. In some cases, ads can be 5 and 10 seconds in length.
- **Aspect Ratio:** Most publishers prefer 16:9 or 4:3. Check with publisher if ratio differs.
- **File Size:** Minimum 2 Mbps.
- **Codecs (standard for digital stream which is encoded and can be played online):** MPEG2/4, WMV, H.264/AAC
- **File Format:** .mov, .avi, .wmv
- **Functionality:** maximum 30 frames per second

A full list of video ad standards can be found on the [Interactive Advertising Bureau's \(IAB\)](#) website.

## How to Set-up an Account on YouTube

Being the single largest video distribution site in the world makes your organization's presence on YouTube a necessity. To set up your brand's YouTube channel follow these easy steps:

### Creating an account

1. Go to YouTube.com and click on *Create Account* on the top right hand corner.
2. Pick a username and choose one that makes the most sense for your goals, preferably very closely related to the brand you are trying to promote.
3. Enter your email address & password –Note: People can search for your videos by your email address if you choose to allow it.
4. You will get a confirmation email sent to the account address you entered, verify the email account and log-in.
5. Once you are logged in you can customize your *Profile Setup* with a photo, a brief description of your brand/company and links to any other social profiles you have.

### Uploading video

1. Once you have logged in you can click on *Upload* in the top Navigation.
2. Select the file/files to upload. YouTube allows one to upload up to 10 files up to 2GB up to 10 mins in length -- at the same time. There are some tips on the format that you can find on [YouTube's help pages](#).
3. It's a good idea to have a concise *title* and *description* of the video ready. Also, be aware of a few *tags* and the *category* you'd like to post video under – this will make it easy for users to find your video and help YouTube/Google in cataloguing it.
4. To view the videos you have uploaded go the *My Videos*.

## Customizing Your YouTube Channel

The videos you upload are presented to end users in a YouTube channel. Customizing the look and feel of this channel enables you to further your brand identity and makes it easy for users to recognize your content.

1. Go to your YouTube channel by typing youtube.com/yourusername
2. Right under the search box you will see the *Edit Channel* options. Here, you can customize the colours, fonts and also select the components that will appear on your page. You can also upload your own brand/company image to set it as background.

## How to Spread Your Video

Like YouTube there are a host of other sites that will allow you to host and distribute your video. Some of the more popular ones are videoegg, DailyMotion, Veoh!, MetaCafe, and MySpace. Most of these sites allow you to register and upload content for free – so you're able to upload to *all* these sites if you want to. Services like tubemogul allow you to simultaneously push out the video to multiple sites.

In a recent press release by comScore, Google sites (YouTube and Google video) accounted for 39.5% share of videos, with its next competitors Hulu (2.8%) and Microsoft (1.5%) far behind.

Therefore, as YouTube has such a large reach, marketers should put a considerable amount of effort to ensure they are taking advantage of all its services.

Make sure URLs back to your site (if video is hosted there) or to your YouTube channel are prominent at the front of the video; make sure all your best work is at that URL and is easy for people to find and enjoy.

## How to Add your Video to Your Facebook Community

Now that Facebook has equalled Google's reach with over 400 million users worldwide, it is also one of the best vehicles to broadcast and spread your online video.

The easiest way is to first open the page on YouTube where your video is and click on the word 'Facebook' below the video – it's in the second row of the menu. Follow instructions to connect your YouTube and Facebook accounts and voila - your video is posted on the wall of your profile with your preferred note.

## Mass Distributing Your Video

Once you have produced your video, you want people to view it, talk about it and ideally, share it with others. Depending on the type of video content you have produced, you have several options:

1. **Pay to distribute it:** If you have created an ad, the best way guarantee that consumers will see the ad is to pay for its distribution. You can do so via large online publishers who run video ads and they will guarantee its distribution.
2. **Leverage consumer interest in your brand/product:** Depending on the touchpoints you have with your consumers, you can leverage your (loyal) consumer base to help you distribute your content. Tactics: (1) Embed videos in online/e-newsletters or on your website; (2) Social Media: If you have a YouTube site or Facebook page you can post your video to these sites; (3) Incentives: You can leverage traditional marketing tools such as refer-a-friend to get consumers to distribute your video content.
3. **The serendipity factor:** Create great content that people want to watch. This is hard to predict but start with great consumer research and insights, a strong product or value proposition, and strong marketing fundamentals (i.e. PR, Social Media Strategy, Online Strategy and Presence, etc.).

## Essential Metrics to Track

1. **Views:** This metric is equivalent to impressions or how many people watched the video. It can help you calculate the cost-per-thousand (CPM) for the video, which you can then compare against other forms of media.
2. **Average viewing time:** In addition to views, you will want to measure how long the viewer spent watching your video. This measure is important for determining whether your message was communicated to the consumer, particularly with longer pieces of content.
3. **Referrals:** For certain campaigns, you can measure how many times a consumer passed the video along to other consumers. This will help you understand the viral nature of your video, the measure of consumer interest in your message and the total cost of your efforts.
4. **Click-through rate (CTR):** For campaigns that have a companion banner ad(s), your publisher should be able to tell you CTR on your ads.
5. **Site traffic:** Assuming you have an online presence, you can measure traffic to your site(s) and measure if the video helped to drive traffic. You may wish to track secondary metrics depending on the campaign/video objective, such as sales/transactions/revenue, registration for newsletter/CRM program, and social media engagement.
6. **In-video clicks:** Interactive videos can give consumers a choice to select the direction they want to go in, e.g. see a short video of your products or download a product spec sheet. These choices will tell you more about how your customer wants to interact with your brand and allow you to refine your marketing tactics
7. **Conversion:** Ultimately, it's about ROI with this tactic so it's important to track how video contributes to conversion for you. Certain studies have shown consumers who watch online videos are more engaged with your brand and thus more likely to convert.

## Case Studies

### Canadian Cancer Society [“Join the Fight!”](#)

#### **Objective**

To re-introduce the Canadian Cancer Society with a bolder, more spirited image that could break-through in a highly competitive field of charitable cancer organizations and inspire Canadians to join the fight against cancer. The campaign was largely a branding effort to change the image and perception of the Society.

#### **Approach**

The *Join the Fight!* campaign was developed to help re-introduce the Society and rally Canadians in the fight against cancer. The campaign was brought to life in a series of online short films featuring the emotional, unrehearsed testimonials from real “fighters” – cancer patients, survivors and caregivers. A unique *Fight* film was done in both English and French. The unrehearsed responses exemplify the campaign's success in transforming the range of emotions caused by cancer into a powerful, collective resolve to fight the disease. Both films along with several “fighter vignettes” and casting interviews were made available on the campaign microsite, [fightback.ca](http://fightback.ca) and through the Society's YouTube channel. The videos were seeded through social media sites including Facebook and Twitter, as well as targeted online communities revolving around cancer. The Society also leveraged a non-profit video contest to rally supporters to watch and spread the message far and wide.

#### **Results**

Tracking and monitoring sentiment of viewer comments and ad testing (sentiment analysis) conducted through online panel research are being used to measure the effectiveness of the campaign. Preliminary analysis indicates support for the Society taking such a bold new position, particularly from those that self-identified as having direct cancer experiences for whom the video validated many of their own emotions.

Six months after the September 2009 online video posting to social media sites:

- Over 300 new volunteer inquiries were made via the campaign microsite (in an environment where charities are vying for prospective volunteers, this is significant)
- Over 180 comments on YouTube (in addition to mainstream editorial coverage and numerous facebook comments)
- Close to 350 YouTube channel subscribers.

## Harlequin “Take a Cowboy Home” [Videos](#)

### **Objective**

Raise awareness and increase books sales for Harlequin’s *McKetricks of Texas* trilogy by *New York Times* best-selling author Linda Lael Miller.

### **Approach**

The trilogy is positioned as “three brooding McKetrick cowboys and the feisty women who lay claim to their hearts.” So we had great material to work with to engage female readers looking for a little escape. We made the most of the sexy cowboys by creating a simple site showcasing videos of Harlequin cover shoot. One video was a 1 minute [book trailer](#) promoting the first title (*Tate*) in the trilogy. The other was a 10 minute exclusive [documentary](#) allowing viewers to go behind the scenes for the first time at a Harlequin cover shoot. The documentary shows the models riding the range, prepping for their parts and all the hard work that goes into creating a Harlequin cover.

### **Results**

Extraordinary engagement for what is essentially a one-page site. Average time spent on the site is 5 minutes! The authors email opt-in list increased by 29%. Through various marketing and social media efforts there have been close to 100k views of all the video content.

The series launched to great sales as the first title in the trilogy debuted at #5 in February 2010 on the *New York Times* best-seller list. The next title in the trilogy (*Garrett*) debuted in June 2010 at #2 on the *NYT* best-seller list which was the highest ever debut position for the author.

[Lego CLICK](#) is an excellent example of the toy legend using online video to really connect with its customer base. This online video is complemented by the website, [legoclick.com](#) that allows its customers to exchange ideas. Lego does a fantastic job of connecting its brand and the audience with the mutual feelings of creativity, enthusiasm, innovation and art.

## **Suggested Reading/Sources**

- Advertising Age - [Economics of Online Video](#)
- Marketing Sherpa - [Marketing with Video Report: Online, TV & Mobile](#)
- [IAB Standards](#)

### *Publishers:*

- [Microsoft](#)
- [Yahoo](#)
- [Google](#)
- [YouTube](#)
- [CTV](#)
- [Sympatico](#)
- [CBC](#)

## **Top 5 Online Subscription Newsletters**

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