



**IS YOUR BRAND USING THE POWER OF
VIDEO TO TELL YOUR STORY?**

Video Marketing 101

Unleashing the Power of Story

"Marketing is no longer about the stuff that you make but about the stories you tell."

--Seth Godin, Marketing Guru

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Every Brand Tells a Story... What is Your Brand Saying?

Two computer companies vied for the same consumers with ads that aired during Super Bowl XVIII in 1984. Here is how Tandy positioned its latest model:



"It's the dawn of a new era in microcomputer technology! The Tandy TRS-80 Model 2000 personal computer from Radio Shack is designed to meet your personal computing needs. It's faster, with higher resolution, more storage and regular expandability than IBM's PC. Its high performance gives you the leading edge of Radio Shack's computer technology. The Tandy TRS-80 Model 2000 personal computer. The dawn of a new era in personal computing."



By contrast, Apple used this message to introduce its Macintosh: "On January 24th, Apple Computer will introduce Macintosh. And you'll see why 1984 won't be like '1984.'"

The Macintosh commercial is widely remembered today, Apple is the world's wealthiest company... and Tandy is out of business. What was the difference between the two commercials?

STORY IS KING!

Sure, Apple designed a great product, but it also told a compelling story. From the Bible to Shakespeare to Game of Thrones, people intuitively have understood the power of story. Now, empirical scientific evidence confirms that humans are hard-wired to respond to stories, not just facts and figures.

Consider DC Shoes, which specializes in footwear from for action sports such as skateboarding and snowboarding. Its core customers are all about lifestyle and action, not specifications about shoe design and materials. That's why it produced a marketing video that focused almost exclusively on adventure, not product specifics. DC Shoes understands that its shoes are more than simply footwear. They also are emblematic of the people who wear them

DC Shoes: "PIPE DREAM"
<https://www.youtube.com/watch?v=lDi9uFcD7XI>

Your competitors are investing heavily to promote their product or service to the same consumers you want to reach. How can you make your voice heard and drive sales in a competitive marketplace? By doing the same thing that DC Shoes and Apple did: Tell a great story. Whether you realize it or not, your brand is telling your story, 24 hours a day, seven days a week. Ask yourself, is it the right message and who is controlling the message?

Facts and figures engage only the language parts of the brain. However, when a story is told, these language parts are joined by other parts of the brain just as if viewers really were experiencing the story for themselves. In simple terms, it's easier to recall stories, because the human brain makes little distinction between an experience it is viewing and one that actually is happening. The more a marketing message resonates, the more likely people are to make a purchase decision and share the story.²

All too many businesses, however, become enamored of technology and numbers, forgetting that story must come first. Marketers who remember this have an immediate edge on the competition, said Robert McKee, widely regarded as the leading story expert in Hollywood:

"Instead of wasting money on lavish marketing campaigns, media-savvy innovators lead with a story, make their client's experience a pleasure-filled story in itself, then let word of mouth do their marketing for them as satisfied customers take to social media to tell and retell their tale. This is priceless marketing... literally."

A powerful story that drives consumers to act contains several elements.

- **It drives emotion.** Research shows that a consumer's emotional response to a story is three times more influential than the factual content. Remember, consumers rely on their emotions more than cold facts when making buying decisions. Personalized storytelling takes precedence over hard data.
- **It is original.** If you don't do something better, differently or less expensively than everyone else, you won't be in business very long. What is your proprietary branding position, and how does it help your target audience? Answer those questions, and you have the foundation of your story.
- **It sells.** Great storytelling can cause viewers to laugh, cry or cower in fear. But if you are a marketer, it ultimately must drive them at least a step closer to making a purchase.
- **It serves a greater strategy.** Video marketing that tells a story can be one of the most powerful tools available. However, it has an infinitely greater impact as part of an integrated marketing campaign that tells a unified story. Now let's look at why video marketing has become the essential component of telling your brand story.

VIDEO

The Indispensable Marketing Tool to make a purchase decision and share the story.

Marketing a product or service today without using video makes about as much sense as a "*Walter White with out a chemistry degree*". Without question, video is the dominant communications medium of the 21st century, and it is becoming more ubiquitous by the day. No wonder than more than 90 percent of marketers in a recent survey agreed that video content is important.

Video Marketing by the Numbers

- 1.8 m words Equivalent value of just one minute of video (1)
- 45 percent Internet users who watch at least one video daily (2)
- 10 seconds Amount of time marketers have to gain a viewer's attention (3)
- 2.4 minutes Time iPhone users tend to watch a video (4)
- 15 seconds Length of videos most likely to be shared (5)
- 100 million Number of Internet users who watch online video daily (6)
- 90 percent Shoppers at one retail site who used video in buying decisions (7)
- 75 percent Executives who watch work-related videos weekly (8)
- 64 percent Increased likelihood of online purchase after watching video (9)
- 200 percent Increase in click-through for emails with embedded video (10)

1 James McQuivey, Ph.D., Forrester Research. 6 Video Brewery.

2 comScore. 7 Video Brewery.

3 Visible Measure. 8 Forbes.

4 Video Brewery. 9 ComScore.

5 Jun Group. 10 Forrester Marketing Group.

Video marketing gives your product service several indisputable benefits:

- **Authority** - Other media tell but video shows. Engaging viewers' senses and emotions is the fastest way to earn their trust.
- **Credibility** - People are more likely to believe something they see than something they are told.
- **Empathy** - Consumers don't just purchase a product or service; they also buy the lifestyle that comes with it. Nothing else humanizes what you are selling like video.
- **Simplicity** - Video by far is the best medium for explaining challenging concepts or topics.
- **Immediacy** - Business can change in a hurry, and video enables you to retool your message in hours, not days or even weeks.
- **Results** - Enjoyment of a brand video increases purchase intent by 97 percent, according to a recent Unruly report.

So now what?

Your Story is Waiting

The debate is over. Marketing professionals no longer ask whether video makes sense but rather how to develop, produce and deploy successful campaigns.

But where do you start?

We would be happy to answer any questions and show you what works for our clients at Real Media and Streamstage™.

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1. Robert McKee, "Story-in-Business: Why Story Works, Overcoming Negaphobia and Authoring the Future".
2. "How to Improve Your Sales Emphatically Through Storytelling", SEO Professor, May 15, 2015.

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