

TELL YOUR VISUAL STORY,
BUILD YOUR BRAND

BRAND BUILDING THROUGH STORYTELLING

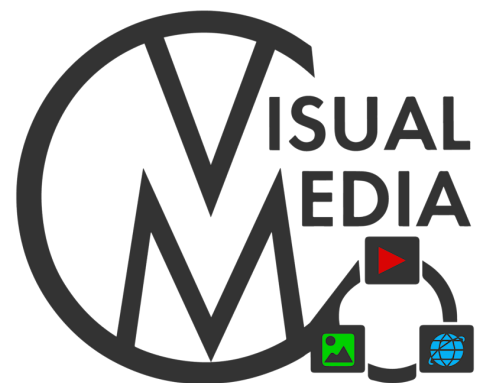


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EXECUTIVE SUMMARY

Trust. Authenticity. Connection.

These are the three pillars of success where brand building is concerned.

When you consider your brand's success, are you more concerned with the systematic cycle of marketing of your business or seeking to capture the hearts and minds of your prospects and existing clients?

Storytelling through video content is emerging as one of the fastest-growing marketing methods, and with good reason. There is a clear opportunity to cement video marketing into their marketing mix from those who are still in the business building phase through to enterprise-level organizations. People are interacting with their mobile devices and computers more than ever before. The extra time and freedom to work from home during the pandemic have given rise to greater flexibility in the working day, paving the way for higher volumes of video content consumption.

Incorporating video marketing into any size of the organization enables brands to build trust, demonstrate authenticity, and truly connect with people so that they retain the share of mind of their audience. Brand Marketing experts Peter Field and Les Binet will examine the critical differentials between sales activation and brand building, and their impact on future positive actions taken by prospects and clients alike.

With the decline of in-person connections with others, a feeling of community has proven to triumph in 2020, and this will be key to bouncing back this year, and for many more to come.



ROSS JAYNES
Creative Director
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With fewer face-to-face connections with others, a feeling of community can be fostered through video content. 85% of marketers agree that video marketing is an effective way to increase your share of voice. (Animoto) This trend will continue next year, even as the demand in the market continues to change. (JPMorgan)

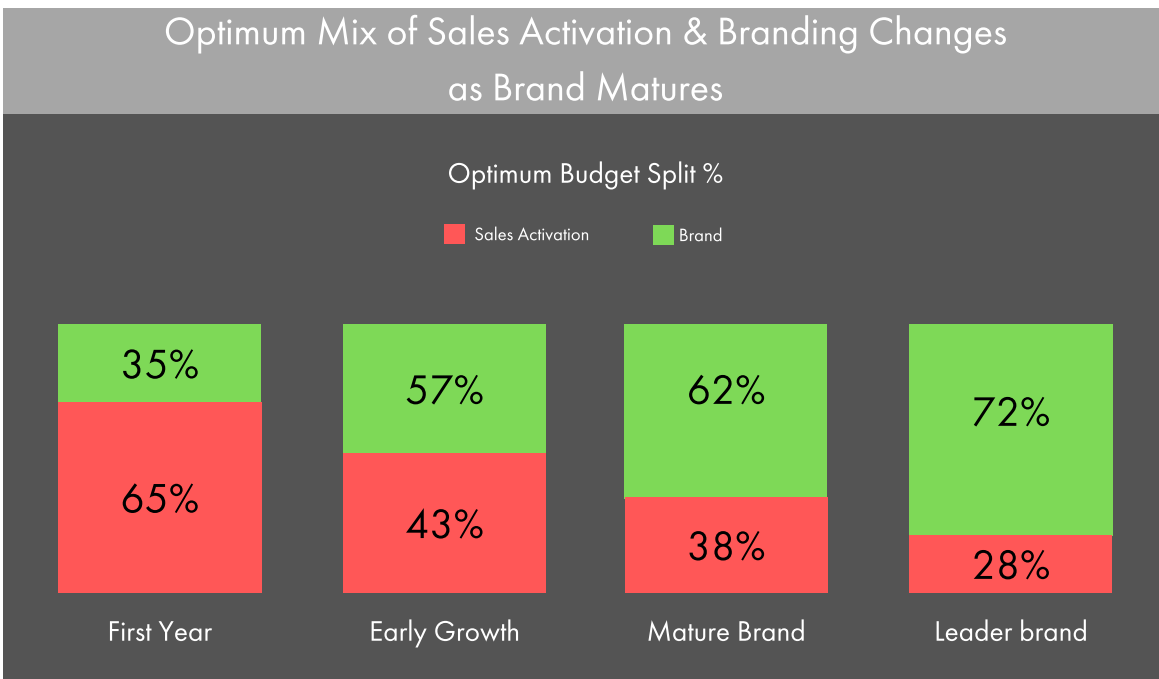
In 2019, Wyzowl conducted a study whereby 85% of respondents said they used a video marketing tool. In the same survey, 86% of participants said they plan to produce more video content for their brands in 2020. According to Wyzowl's state of video marketing survey, 68% of people err on the side of watching short videos about a product or service; compared to a mere 15% for text-based article consumption.

This is clearly indicative of a shifting trend, and demonstrates the fact that users largely respond more favorably to video content.

As business owners, we work hard to keep the lights on, so we focus on sales activation as opposed to brand-building. As marketing managers, we strive to consistently meet our numbers. We focus on boosting our short-term sales, oftentimes failing to see the big picture strategy.

"You can send out marketing activity that evokes an immediate response, I tend to call that activation." - Peter Field. This leads to short-term growth spikes.

If you want long-term growth, you have to build-up people's long-term memory full of structures that will bias their future-behavior. Long-term marketing matters in the age of short-termism. (WARC)



CINEMATIC VISUAL STORYTELLING EVOKES MEMORY STRUCTURES

Video content that boosted feelings of connection, such as YouTube's "With me" genre grew 600% since March, a Google analysis found. (thinkwithgoogle)

Emotion has a significant influence on cognitive processes in humans, including perception, attention, memory, and reasoning. Emotion also impacts attention, with motivating action and behaviour. (NCBI) Attentional and motivational components of emotion have been linked to learning and memory. (Pekrun, 1992; Seli et al., 2016) Emotional experiences are remembered vividly and accurately with great resilience over time. (NCBI)

Storytelling from the perspective of a customer's experience is life-changing in some instances.

Instead, we must strive to achieve connection and authenticity with all marketing activities and actions. This allows businesses to build trust with future customers as early in the life cycle as possible. Every interaction counts, and video marketing invokes an immediate emotional connection that may otherwise take multiple interactions to achieve with regular text-based content.

In brand building, the funnel from impressions, to leads, to clients is not of use. (See Diagram)

"In Market" buyers are thought of as current cash flows, while "Out Market" buyers are thought of as future cash flows. In-market buyers are sales activation or upselling while out-market is brand building priming them way in the future. In-market is rational

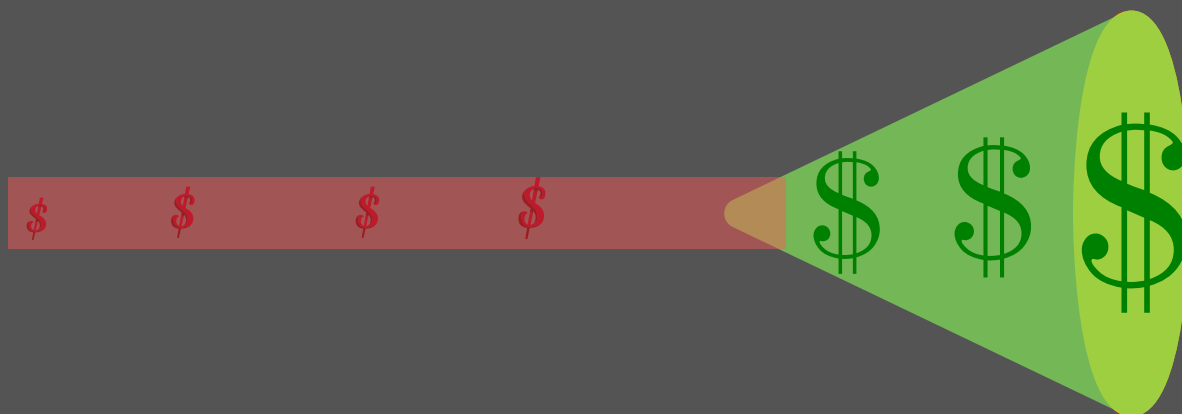
Brand Building is for Out-Market Buyers

"In-Market" Buyers

20 Accounts

"Out-Market" Buyers

200 Accounts

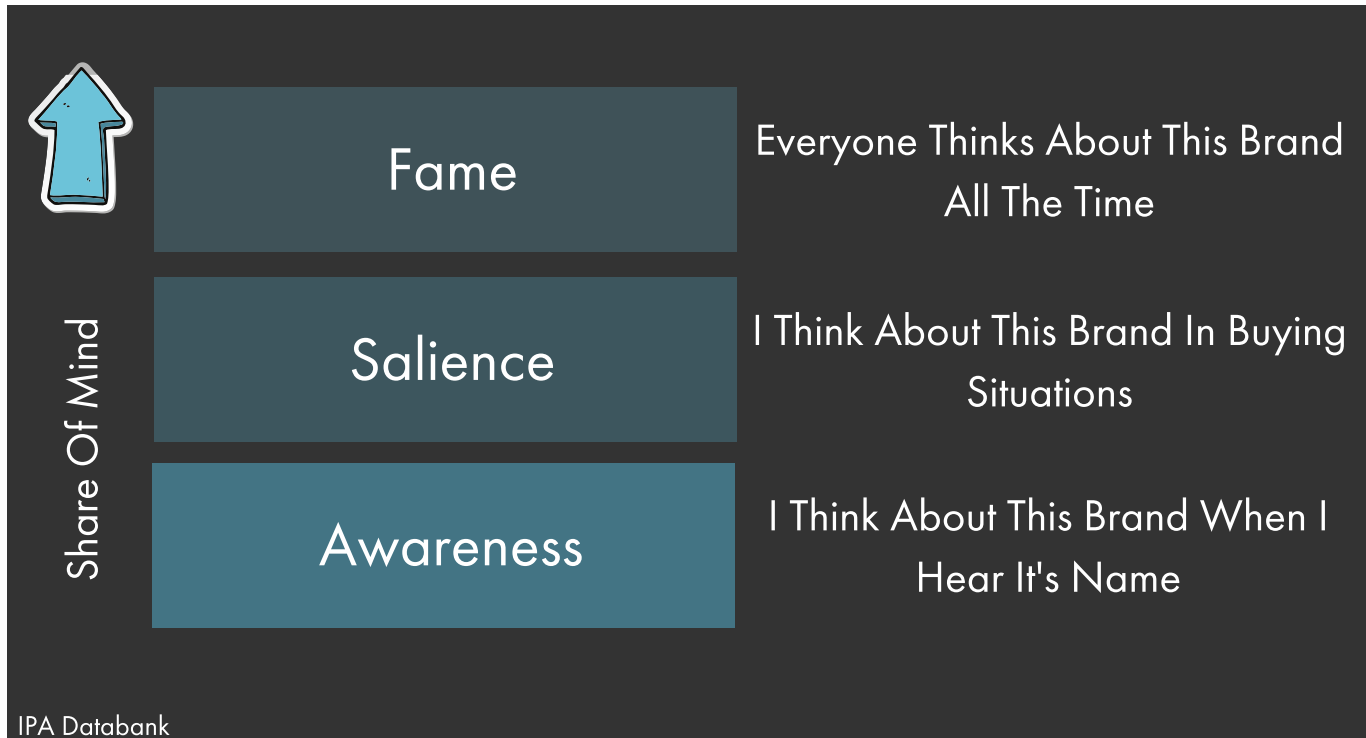


IPA Databank

CINEMATIC VISUAL STORYTELLING EVOKES MEMORY STRUCTURES (CONT'D)

while out-market is emotional. Optimizing for the trends in video marketing in 2021 will enable you to implement a strategy to build your brand through emotion, connection, and trust. Share of mind is how well-known your brand is and easily thought of in buying situations. People who have the highest share of mind, have the highest share of sales. (Field and Binet)

Brands who have the most mental availability have the highest “share of mind.” (See Diagram)



The key to success is in the middle, smart marketers can use brand building while initiating sales activation. This can be done through strategic video marketing strategy and fast iteration.

The Life of a Story

Terry Hutt, owner of Little Juice Co. He works among his community in Columbia, Tennessee.

Little Juice Co has served this town since mid 2019, making raw juices and smoothies. They started in a truck and later moved into a space.

He showed up to work one fateful morning. Someone had stolen the generator on his food truck, an expensive piece of equipment costing 6,000 dollars. This put him at odds of keeping his business afloat. He lost hope for a brief second.

They had been working with the community for a long time, building relationships with other people long before his business. A group of supporters banded together and bought a new generator and welded it to his food truck for free.

This is the power of building relationships with the community. This is the power of emotion in business. The same power can be evoked in video storytelling.



Big Picture Focus

This strategy allows you to focus on the big picture of brand building in your company’s long-term marketing strategy. Allowing you to bring in sales and capture the hearts and minds of future customers.

Through storytelling business videos, owners can keep the lights on and marketing managers can make their mark and see a steady growth time. 80% of marketers feel positive about the ROI of video ads published on social media. (Animoto)

Case Study: O2

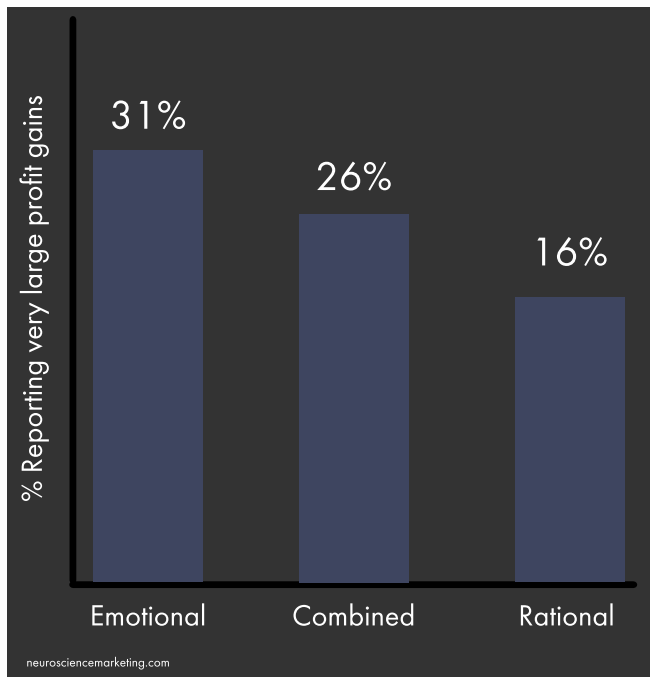
Company O2 was a struggling company, Adage reports it was characterised by “rational product claims that had lost their

potency.” Their growth changed when they launched an emotional marketing campaign around the concepts “freedom and enablement.” (Adoreboard) “Increases in customer acquisition, loyalty, and average revenue per user.” (Adage)

Case Study: Procter & Gamble

Procter & Gamble, over the decades, have taken over the world’s bathroom cabinets and kitchen shelves. Using emotional marketing in the 2012 Olympics focusing on the concept of “empowerment” and aligning that empowerment with mothers. The emotional message was “a mother empowering her child to participate in the Olympics is a feat that is almost as impressive as being an Olympic athlete.”

According to Unruly Media, the ‘Best Job’ campaign was the 7th most shared campaign of all time (as of 2013) and was responsible for 200 million sales increase for the brand.



SUMMARY

Visual storytelling builds your brand for both long-term and short-term growth by increasing your company's share of mind. Studies show emotion captivates attention and motivates behaviour. Capturing the hearts of future customers out of market will allow you to bring in more sales long term.

Remarkable studies conducted by the IPA from Peter Field and Les Binet show three decades of data to prove this for both B2C and B2B. Emotional marketing is more effective than campaigns characterised by rationality.

If you focus on rational advertising, your risk stagnation. Quantitative and qualitative data prove this to be true.

Brands that have the highest share of mind have the highest share of sales. Your business grows by having a share of voice higher than share of market. This primes out of market buyers, and you'll be thought of in a buying situation.

Hamish Pringle, Director General of the IPA says emotional marketing on the whole "generates a wider range of desirable business effects."

83% of human learning is visual.

80% of website visitors will watch a video, compared to only 20% who will read full text.

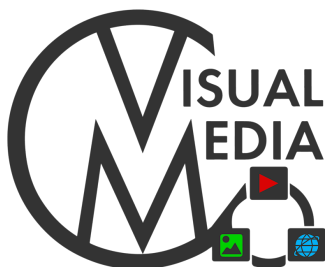
75% of viewers visit a company's website after viewing a branded video.

Source: Delhi School of Internet/Marketing



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Visual Media Co's specialises in telling the story of you and your brand, which results in higher customer engagements and conversion rates. The company creates custom content to your audience using professional media to build mind share and generating more leads. Using visual media solutions is perfect for telling the story of your business. Visual Media Co is a Tennessee Domestic Limited-Liability Company. They have worked with small to enterprise businesses. They do Video Production, Photography, and Design. The company has a growing presence in the United States.

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