

TetraFilms

PR & MARKETING VIDEO REPORT

20

22

INTRODUCTION

Background

From mid-December 2021 to mid-January 2022, Tetra Films reached out to 100 public relations and marketing companies across Canada and the United States.

Our Goal

- To find trends in how PR and digital marketing companies have been using video in the last year
- To understand how the video industry is evolving.

QUESTIONS

To explore our queries, we asked all participants the following five questions:

- Has the need for video ever come up in your projects or do you see the need for it?
- How do you use video? Do you see it being used in the future?
- Did you notice any trends? Recurring themes this year?
- What is missing from video or the process that you would like to see?
- What are some success stories from clients who have used video?

Here's what we learned ...

TREND: VIDEO FOR SOCIAL MEDIA

In their responses, 55% of participants mentioned that they have been using video for social media. Of these respondents, 80% specifically referenced using video for Instagram Reels and TikTok.



01 – Content Style

Through the mentions of TikTok and Instagram Reels, it's clear that short-form, vertical style videos are on the rise.



02 – Attention Span

Many audiences have small attention spans, so ensuring that your social media videos are short can help maintain engagement



03 – Other Uses

Social media was the most popular answer for how respondents use video. Other mentions were using video for *blog posts, lifestyle content, commercial content, ESG campaigns,, explainer content, recruitment and training.*

TREND: "ORGANIC VIDEO" VS. "OVER-PRODUCED VIDEO"

A sentiment repeated several times by respondents was the need for video to come across as organic, rather than something that had been overly produced or heavily edited. It's been found that audiences respond better to this kind of content.

Social Media Content

Consider this trend concurrently with the trend of using video for social media. Platforms like TikTok and Instagram Reels rely heavily on user-generated content, which is often created with just a phone camera and the editing tools offered within their app of choice. With this being the kind of content audiences are responding positively to and are choosing to engage with in their free time, it makes sense that this is what audiences would gravitate towards for branding, too.

LANGUAGE USED BY RESPONDENTS

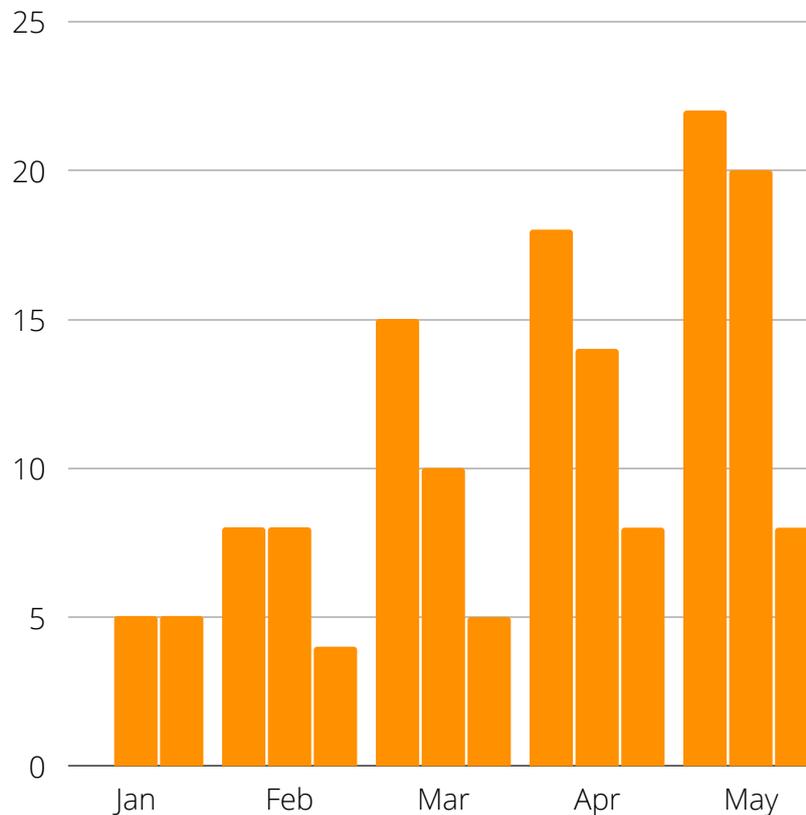
"Genuine" vs "Overproduced"

"Organic" vs "Over-edited"

"More Organic" or "Less-edited"

TREND: VIDEO FOR ENGAGEMENT

2021 Engagement with Short-Form Video



- Several respondents cited video as being essential for engagement.
- With the internet being oversaturated with content, video is more interesting to audiences than static images or text. Creating and utilizing video can increase the likelihood of audiences engaging with content.
- In regards to the creation of video content for engagement, respondents also reiterated the fact that video does best when it is kept short.

TREND: SMOOTHER EDITING & PRODUCTION PROCESS

In response to being asked what is missing from the video-making process, 27% of respondents answered that they were looking for a smoother editing and/or production process. Streamlining the production and editing of videos can help companies save both time and money on labour.

Comments from Respondents:



01 – On Production Quality:

"[When it comes to quality] It depends on who's producing the video. Some [providers] are perfect and not missing a thing. Others leave a lot to be desired."



02 – On Editing:

"Editing is a pain in the ass."



03 – On Something Missing:

"A streamlined video producer who knows how to make viral content."

OTHER INTERESTING TRENDS

- Approximately 27% of respondents had the same answer to any given question
- 36% had used animation in some capacity, ranging from small animated graphics for social media to larger projects like 3D animated explainer videos
- 18% cited cost and affordability as a barrier to clients using video
- Video content is likely going to continue to rise in popularity with social media
- Specialists are on the rise for creating video content for TikTok, Instagram and other social platforms
- Videos that feature people's faces tend to do better than those that do not

CONCLUSION

What Can We Take Away?

01 – Social Connects

Video for social media and increased engagement continue to be high priorities, but don't underestimate using video for recruitment, or for training purposes.

02 – Authentic Video

Audiences want authentic video. Extremely produced, over-edited does not equal success.

03 – Streamlined Process

A streamlined editing and production process is greatly beneficial.

CONCLUSION

01 - Social Connects

What Does This Mean?

- Continue pursuing video for socials and begin to think about what kind of video content can be created specifically for social media.
- If applicable to the client, strategize how vertical videos can be optimized in their marketing plan as TikTok and Instagram Reels continue to grow.

Watch Out For

- Disjointed social video strategies that don't follow an overall theme and clear content strategy.
- Random posts about random things that have no real value to the client.
- Measurable results - social can work well for driving sales for certain products but it's not the right solution for everyone.

CONCLUSION

02 - Authentic Video

What Does This Mean?

- Clients have the ability to either shoot the videos themselves or work with a video production company that can produce a video with an authentic, organic style.
- Even though it is easier now to create content, that doesn't mean that it is easy to get audiences to interact with it.

Watch Out For

- Disjointed content. Come up with a theme that the content will address over a set period of time so the content feels cohesive, planned, and professional despite its more laid-back, "organic" nature.
- Filming on your phone - Just because you can doesn't mean you should. Look at what larger market leaders are doing like Apple, Facebook and Google.

Tips

- Focus on production quality, integration of story, comedy and adjust to a more "organic" style.

CONCLUSION

03 - Streamlined Process

What Does This Mean?

- Consider partnering with video production professionals who have an established process they follow.

Watch Out For

- Missing steps. Look for a video company that follows a process that includes pre-production, production and post-production.

Tips

- Do these processes in order: messaging, scripting, filming, editing to ensure a clear video.

GET STARTED

Corporate Video Packages \$5,000 - \$19,500

- Basic, Standard, and Premium Packages Available
- Videos up to 3 Minutes
- 1/2 Day, Full Day, Multi Day Shoot Options
- Pre Production, Production, and Post Production Included
- Studio or On Location Shoots

Social Video Monthly \$1,999

- 4 social videos per month
- Leverage increased video traffic
- Increase conversions
- Increase social & web views

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