

Liwa eBook

2021

**Your exclusive
videopedia**

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+ + + + +
+ + + + +

If it's to do
with videos,
it's in here!



01 VIDEO
THE NEW
NORMAL
ENABLER

Video: The new normal enabler

But proceed with caution

With offline brand transactions far from normal, videos have become the substitute.

Inspiring, informing, educating, engaging, simplifying and socializing.

Customers tend to ignore anything addy, so low-cost videos that are 'un-ads' make the cut.

WFH also means people have more time at hand, and tend to get distracted with their devices. Which again means, more watchtime. WFH could just as well mean Watch From Home.

VIEWER PULSE

Viewer Pulse

What else is there to do?

80%

Content consumption rose by 80% in the pandemic

82%

By 2022, 82% of all content will be video

100min

Watchtime to hit 100 minutes a day soon

Mobiles replace malls

50%

'Buy online' search up
50% in just one month
March 2020

UNHAPPY IN THE PANDEMIC

Unhappy in the pandemic

43%

consumers upset with COVID-19
messaging from brands

65%

consumers feel a brand's response to
pandemic affects their attitude towards it

33%

consumers withdrew from a brand that
didn't meet their expectations

56%

consumers want to hear relevant
messaging from their brands



ACTIONABLE INSIGHTS

Actionable Insights

**People are expressing their views through video.
Join these brand conversations - but meaningfully.**

- › Make content authentic and stay consistent.
Your videos then become your voice and begins to
build a subliminal relationship with your brand.
- › Users have time on hand, but they wouldn't waste it
on substandard content.
Focus on quality, relevance and resonance.
- › Remember - it's about them, not about you.
Your interactions should aim to inspire and uplift.
That's a great foundation and way forward.

Source:

<https://bit.ly/33bw6jU>

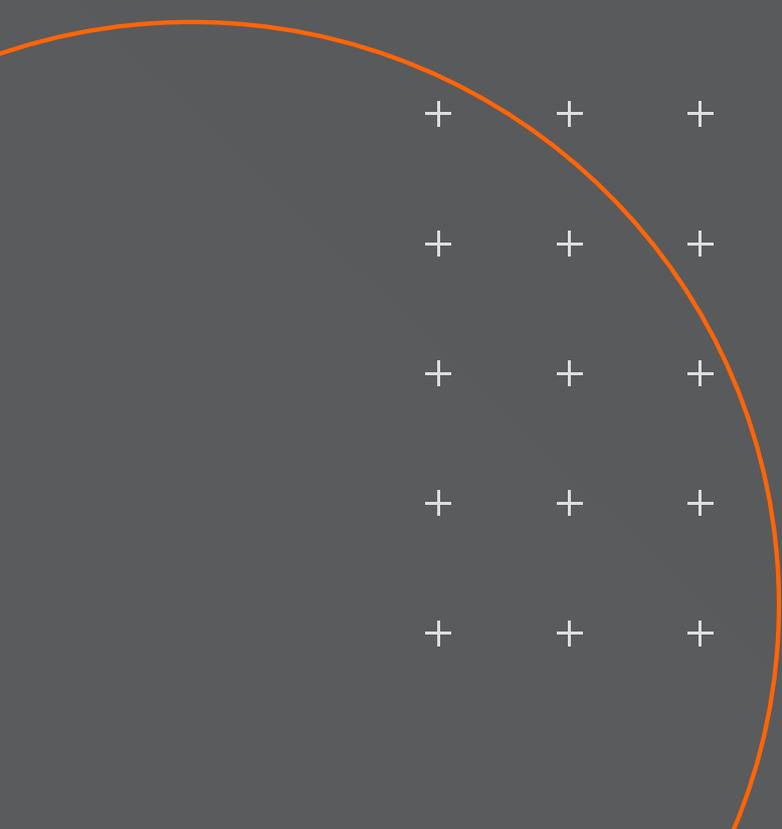
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02 VIDEO IS EVERYWHERE



Video is everywhere

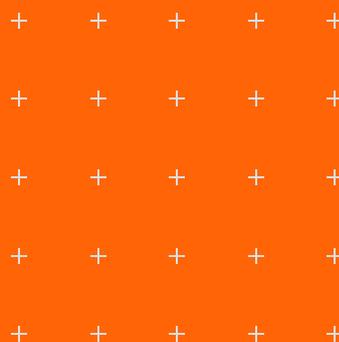
Where's yours?

What do people do with videos?

They engage with them, sharing, embedding and commenting.

That's a powerful tool for interaction, for conversing with your customers.

Users spend
2.6x time
on websites
with videos



STATISTICS YOU CAN'T IGNORE

Statistics you can't ignore

6

in 10 people
prefer watching
online videos to
television
(Google)

100%

rise in mobile video
consumption
every year
(Insivia)

81%

of businesses use
video as a marketing tool
up from 63% last year
(Hubspot)

82%

of all consumer internet
traffic will be videos by 2022
(15x from 2017)
(Cisco)

1 million

minutes of video could
be crossing the internet
per second
(Cisco)

55%

of people watch online
videos every day,
78% view every week
(Hubspot)

75%

of people watch video
on mobile will share
it with others
(Wordstream)

1 billion+

hours of YouTube
videos are watched
every day
(YouTube)

75%

of all videos are
played on
mobile devices
(eMarketer)

59%

of executives prefer
videos to text
(Wordstream)

ACTIONABLE INSIGHTS

Actionable Insights

- › People want content that solves their problems or entertains them
- › Videos are that simple, easy medium which can be shared quickly, and the messages grasped fast
- › It's a rich, diverse way to engage with your brand

Niche is here to stay

Generalization is out, specialization is in

- › Large behemoth groups means low common engagement denominator
- › Specialist communities have more engaged members with deeper penetration
- › LinkedIn has an older, focused and more serious users
- › TikTok is witnessing the fastest growth, and is a hit with 22-16 year-olds.



Source:

<https://bit.ly/2Koj5N8>

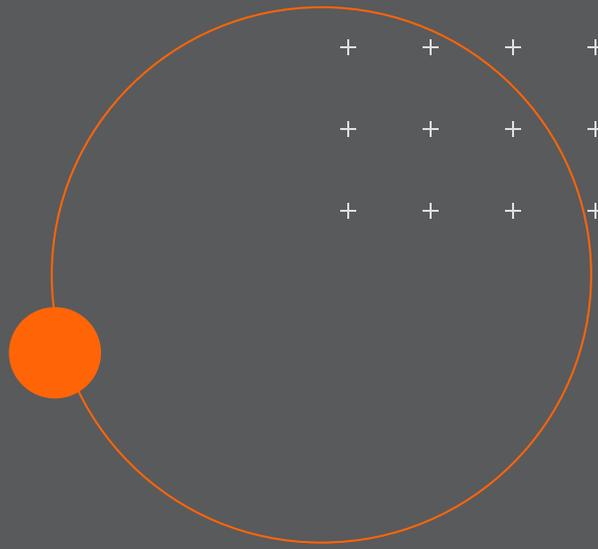
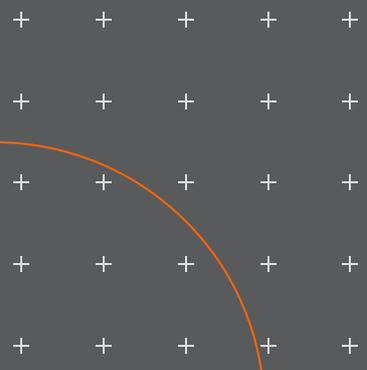
<https://bit.ly/37ewol3>

<https://bit.ly/3fkNg3m>

<https://bit.ly/35UlbwD>



03 VIDEO CRYSTAL BALL 2021



VIDEO CRYSTAL BALL

Where's the 2021 play button headed?

Wherever your audiences are - with phones, tablets or televisions - video is the common factor.

+

2021 VIDEO MONITOR

2021 Video Monitor

People will spend

100min

a day watching
videos online

An increase of

19%

in just two years
(2019: 84 minutes)

Over

80%

of all internet traffic
will be video

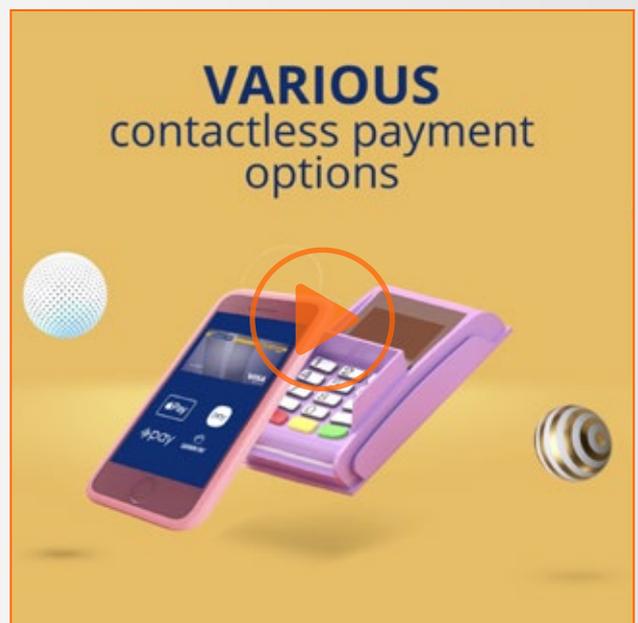
For search engines videos
are high quality content,
and rank these pages
higher up – provided you
put in the right keywords,
meta descriptions and
strong titles

Live video will constitute

13%

of traffic

Live is hot! YouTube Live
gets more watchtime
compared to recorded
videos



Both Instagram Stories and Snapchat are popular also
because they have a short shelf-life: Just 24 hours.
That gives it a real-time feel. Got a time-bound promo?

Here's your opportunity!

Source:

<https://bit.ly/3703yux>

<https://bit.ly/3pLuWoK>

<https://bit.ly/3nMXZ9D>



04 VIDEOS
GO REAL
VIRTUALLY



Videos go real virtually

VR software and hardware grew to

\$19 billion

in 2020 From just \$2.2 billion in 2017

32 million

VR headsets in use in 2020
From 28.1 million in 2019

Huge impact on marketing

- › VR transports you to another world
- › Accounts for more views and longer watchtime
- › Augmented Reality, VR's cousin, combines real and imaginary
- › Both use technology to good effect
- › VR's immersive experience offers far higher emotional intensity
- › Perfect for storytelling with engagement

Be there without being there

Virtual Reality is here to stay - especially after COVID-19. When you can't go to the experience, the experience will come to you.

By 2022, VR industry would be worth

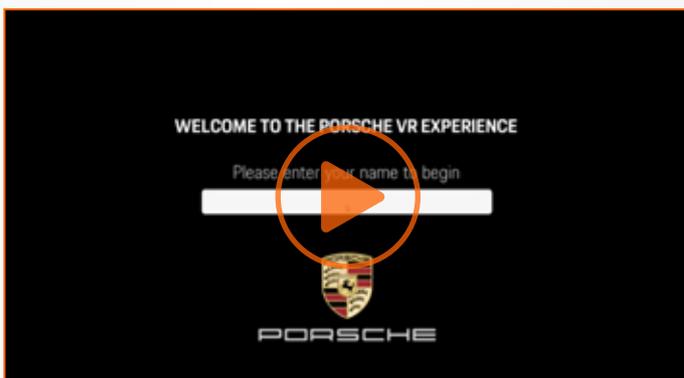
\$33.9 billion

62%

of consumers feel more engaged with a brand that uses VR

71%

of consumers think of a brand using VR as forward-thinking



A great immersive vroom for Porsche

How to introduce your incredible automobile experience for a top-end machine? Get VR. You don't need the car to go for a spin.

Interactive videos: Let viewers decide where to go - or even shop

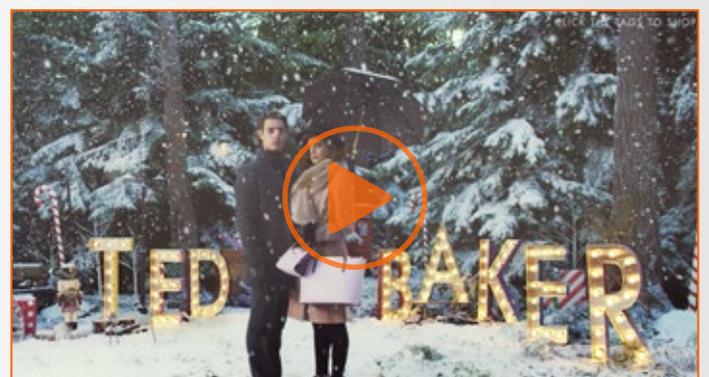
What if your viewers can choose the course of a video? And what if they can even buy stuff off your videos sitting on social media?

These are shoppable interactive videos - one more step closer to the cash till.

Source:

<https://bit.ly/3kZWNOB>

<https://bit.ly/2Vd9f37>





05 2021
TIPS AND
TACTICS

2021 TIPS AND TACTICS

Win with video this year

Get your video strategy right in 2021.
Where are you right now, and where do you want to reach?

Want a video for every stage of your marketing funnel?
Or want one for the most important stage?



Awareness

Attract new users and introduce your brand to them.
Make a great first impression.

Consideration

Your prospects are researching, reviewing, relating.
Lock them to yourself.

Decision

Stay on top-of-mind. Prove why you're the best.
Reassure them about their choice.

For each of these stages, videos can deliver a sledgehammer impact.
You can even create a 'delight video' to congratulate those that have chosen you.

Go beyond, do some 'storyselling'

STORYSELLING

Storytelling is good, but if you can sell when you tell, better still. And not every sale is about ringing the till – an idea sold today is cash tomorrow.

Which is why good stories are about focus: Takeaways on why you should be preferred over the competition. Each takeaway should be taking your prospect closer to the sale.

And how do you do that?

Focus, again. Don't jam the video with benefits – say a few things, say it well.

Pack your points in an engaging story. Engage them early, or they'll run for the skip button.

Remember: Cyberspace is already saturated. It's getting tougher to catch viewer attention and keep it. So the better your storytelling, the more your engagement.



Live is hot And so is vertical

Which would you rather watch:
A live football match or a recorded one?

There's an incredible thrill in catching action live, and some of that rubs on to live streaming.

Did you know: 57% of marketers were using live video in 2019, even before COVID-19. Isn't time you looked at live too?

Finer point: Are your videos vertical or horizontal? Vertical videos hold more audience attention – and have a 90% completion rate. Go vertical.

SILENCE MORE ELOQUENT

**Silence
more
eloquent**

So you packed a punch in your video with some great music. For deaf ears?

Around 85% of all Facebook videos are auto played on mute as user scroll through.

Which means visual dynamism is key. If you must have narration, or dialogue,

remember to subtitle your videos so that the story isn't missed.



Short is the new long

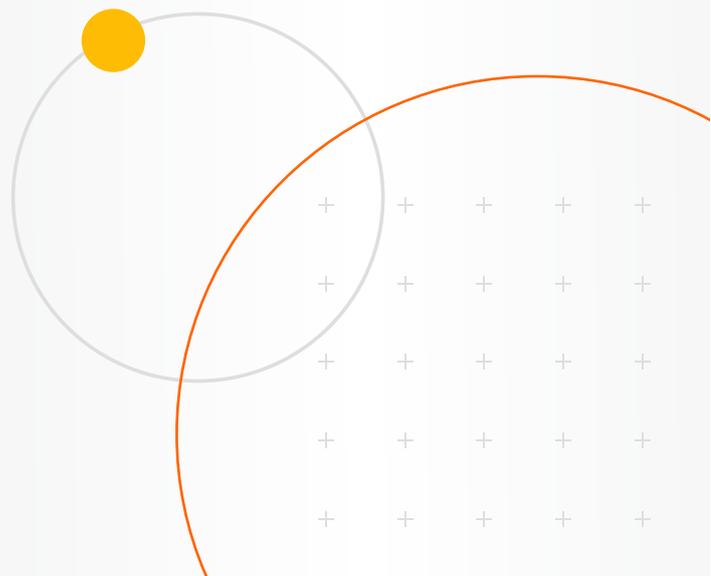
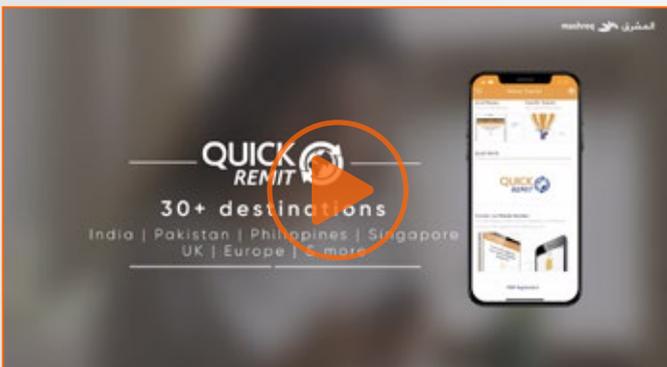
What's the ideal length of a video? Well, with today's time famine and short attention spans, longer videos get dropped out of. Keep yours under two minutes for near-complete watchtime.

Also remember: Half of all videos are up to 60 seconds long and the most popular - and cost effective - are YouTube's 6-second bumper ads.

Stay true to the context

A word about the nature of the content. In times of the pandemic, are your videos showcasing outdoor adventure and travel?

Time to reassess. Stay real, be positive, and let your content resonate with audiences. During lockdown, cooking and gardening videos were the most popular on Facebook Live - take a leaf out of that!



FIRST

Know your platform first

Facebook, Twitter, LinkedIn, Instagram.
What's common - or not - among these?

Common: All are social media platforms.

Not: Only Instagram has a square format for videos. The rest are horizontal.

So before you commission videos, understand the different formats.

Play safe, go square (or vertical, as mentioned earlier) and you can get on to most platforms.

39% of marketers opt for square or vertical. Follow them.

TELL

First tell, then sell

In a hurry to make the sale? Your audience will shut you out equally fast.

Better tell your story, then try to sell something.

There's enough and more clutter out there on the web that's just selling and selling - and annoying.

Don't be part of that brat pack.

Source:

<https://bit.ly/2llyP30>

<https://bit.ly/3mQvTdu>

<https://bit.ly/3lUG7sR>

<https://bit.ly/3pQEvmv>

<https://bit.ly/33azGur>



06 CAN'T SHOOT?
ANIMATE!



Can't shoot? Animate!

ANIMATE!

Make these simple videos your go-to

Yes, you know the importance of videos.
No, you've no budget to shoot.
Relax: Make a beginning with animation!



Say you have a simple employee onboarding video. Perfect for an animated approach. Same goes for internal training, announcements, even shareholder communication. See how even the most boring messaging comes alive with an animated video!

Want to be slightly more ambitious? Mix animation and live motion. The simplest thing in the world is to shoot a talking head, with enough room around the person. Fill that space with fun animation and voila! The boring speech has suddenly become fun.

Get this: Video marketing is all set to become the top trend in 2021. Kick off your campaign this year with a maiden video – and make it animation.



07 NOT INTO TIKTOK?



Not into TikTok?

It could make you a star!

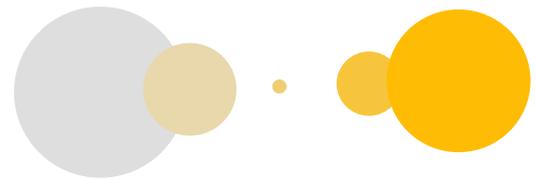
If Gen Z is your target, aim sharp with this kid star: TikTok. This new platform could well be the most potent to reach millennials. Not for them the usual mediums or traditional messaging.

Check the numbers

800 million

active users monthly

COMPARE **Compare**



LinkedIn

660+ million

Reddit

430+ million

Twitter

340+ million

Pinterest

322+ million

Snapchat

218+ million

And it's soon growing beyond teens! Celebrities, influencers, publishers, major brands - all are on TikTok.

52 min

view time daily

1.5 billion

downloads

6th

most popular

150

countries have users

63.5 %

users in the US under 29

51.8%

users in the US earn \$75,000+ yearly

Ticking the boxes

What makes TikTok tick? Well, nothing that makes the others don't.

The template for good content is platform-agnostic.

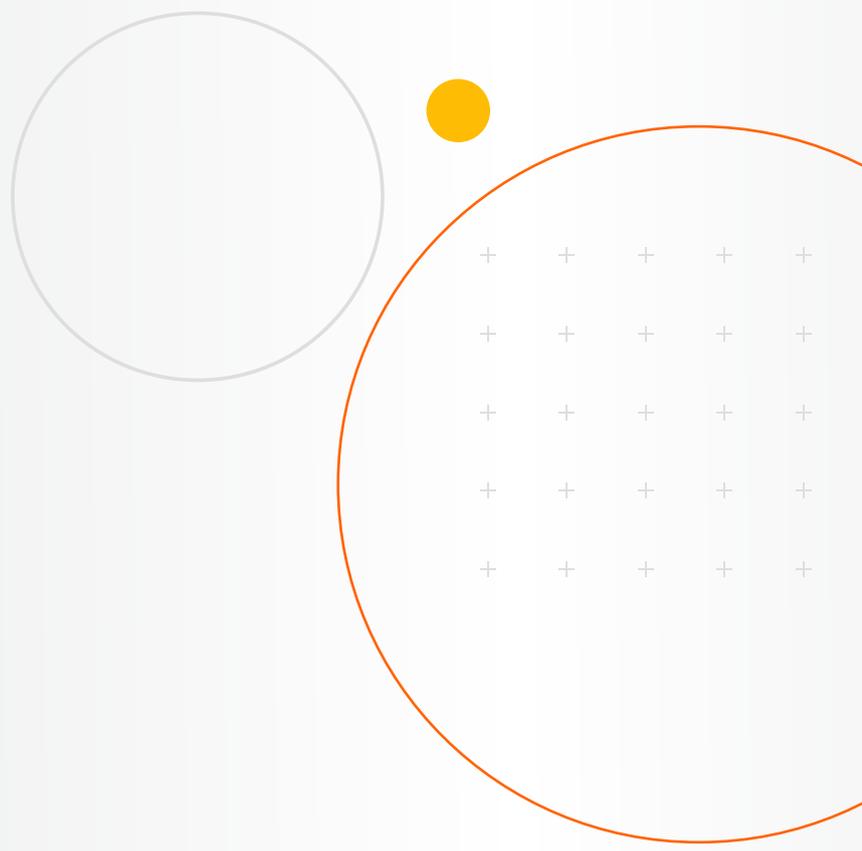
- › Stay true and authentic.
- › Add flare to creativity but be close to your identity.
- › Let influencers influence - with a purpose.

Again, be relevant and it pays:

For every \$1 spent on influencer marketing you could get \$6.50 in return (Tomoson study).

Is your influencer relevant?
Does your influencer resonate with your targets?
And can the nfluencer's target (and yours) access your products?

No science theorem that - and it applies to all social media as a whole.
So fly high with TikTok, but stay grounded to your brand values.





08 WHY STRATEGIZE IN 2021?



WHY STRATEGIZE IN 2021?

Why strategize in 2021?

Go from survive to thrive

The pandemic caused it: Stay afloat first. Rightly so - you've done that and survived. Now to grow with the flow.

Future-proofing your strategy

Time flies, challenges change. But video will remain a constant in your marketing matrix.

Driving this is digital transformation, a movement sweeping across industries. And as more companies embrace it, the foremost digital wave in communication becomes part of their DNA. And that wave is video.

Look beyond B2C

If you thought only consumers love video, you haven't seen videos flooding LinkedIn.

41%

of B2B marketers were keen on videos as part of their strategies in 2020

22%

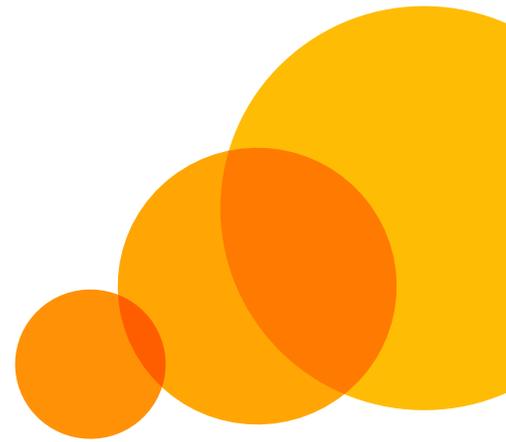
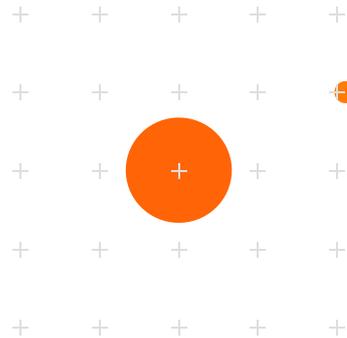
of B2B companies were kicked about live streaming and podcasting too

Connect better with video

It's all in the quality. Just like a picture works better than mere words, video touches you far more effectively than a still image.

This explains why more and more emails have videos embedded in them. And website pages are replete with messages that move – and move you.

Convey your brand essence, transmit your personality, build your trust – all with video. Then watch how your brand starts connecting with your audiences.



REMEMBERED

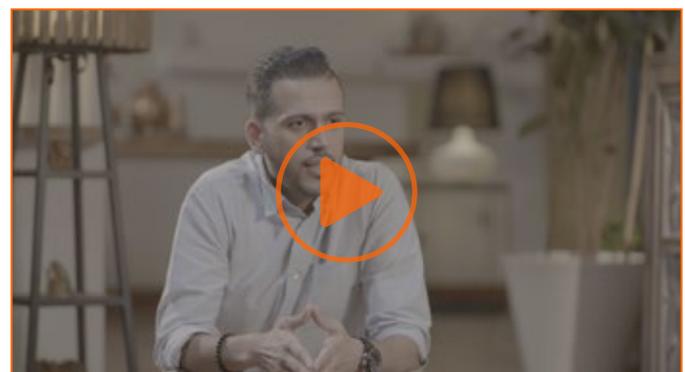
How well do you get remembered?

95%

of your message is retained with video

10%

of your message is retained with text (Forbes)





09 SMALL BUSINESS?



Small business?

Think big with video

Dream on - or small businesses can never get rid of their prefix. And video can be that trigger to launch you into the big league.

What impacts your business most?

Start right there. Choose three topics that affect you the maximum. Think of creating videos on these.

54%

of consumers want to see more videos from marketers (Hubspot)

Start off with animation if your budgets don't permit a shoot. Animations echo our child-like love for funny pictures that move. So it looks less like hard sell, less like marketing gimmicks, and more like meaningful messaging.

But beware: You've go to be meaningful too.

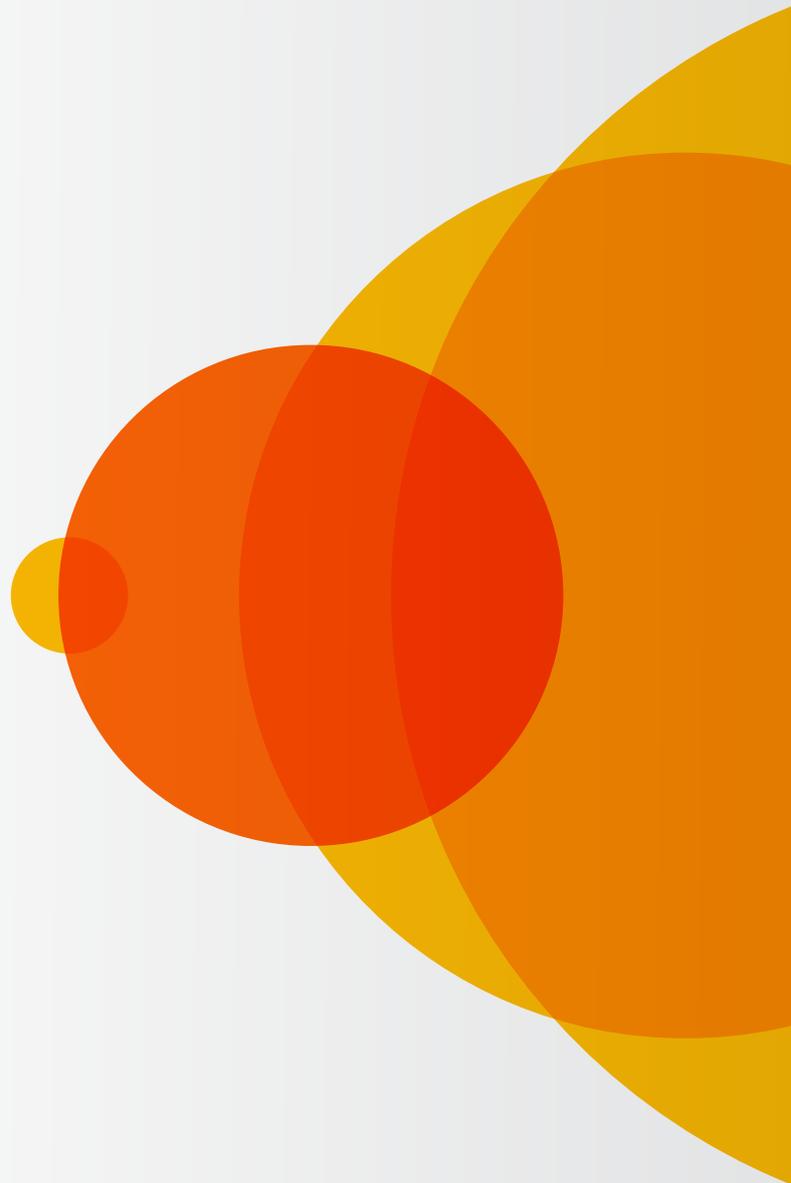
Genuinely, sincerely, purposefully. + + + + +

+ + + + +

+ + + + +

+ + + + +

+ + + + +



WHY JUST A BLOG? HAVE A VLOG!

Why just a blog? Have a vlog!

Blogs may be passe (except for SEO reasons). If you have the appetite – and budgets to match – thing big. Go for a vlog.

These visual chronicles document your communication in a manner that's simple, easy and effective.

Your audiences will lap it up and come back for more.

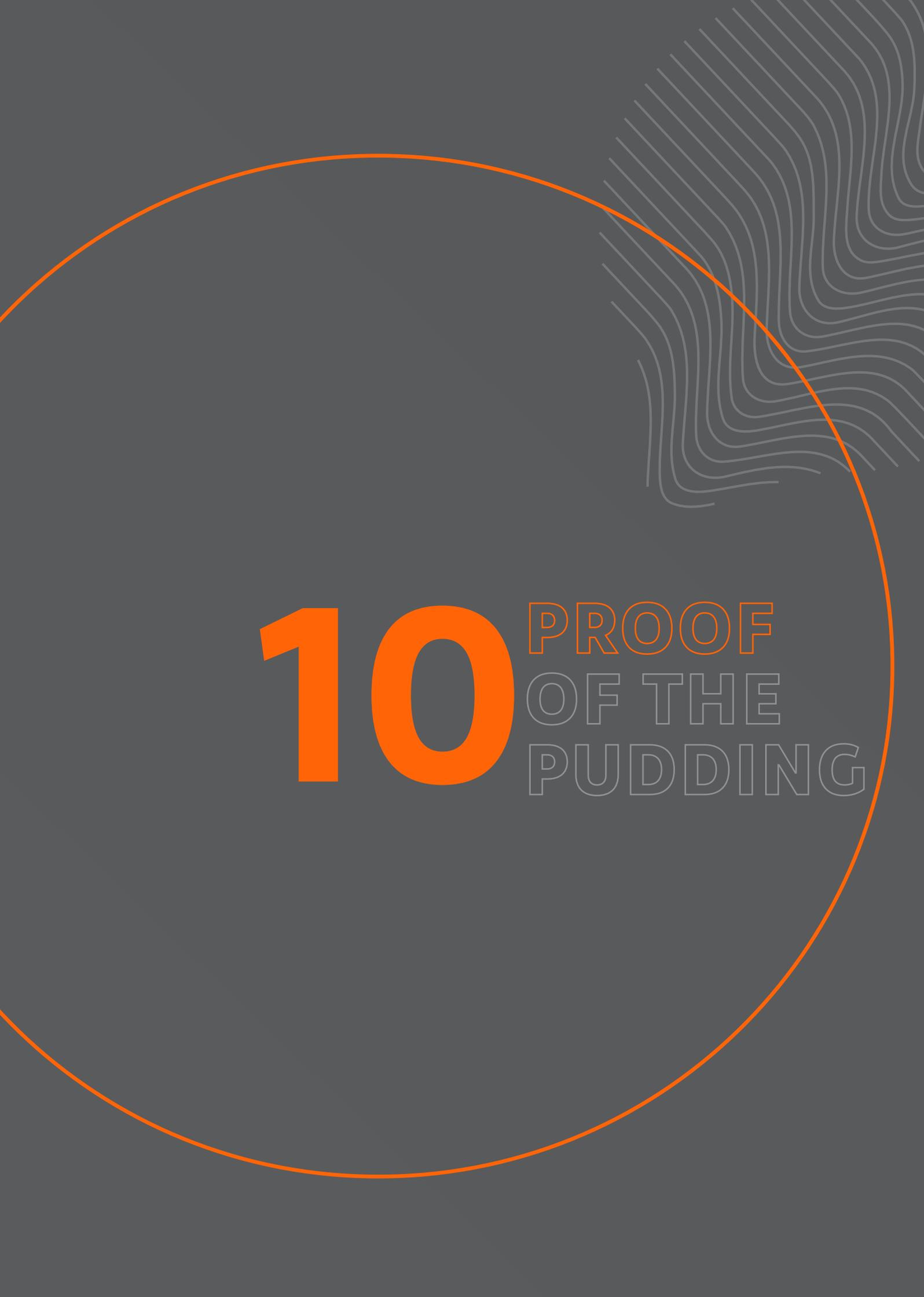
And search engines rank you much higher, because you've transcended the word and ventured into the visual realm. It's no secret that Google loves videos.

Get client testimonials on video

It's common to have customer statements on your website, but now get them on video.

Watching real people gives it an authenticity that statements can't deliver. Plus seeing your customers in flesh and blood, albeit on video, lends more life to the testimonials. Helps enormously in building trust and goodwill.



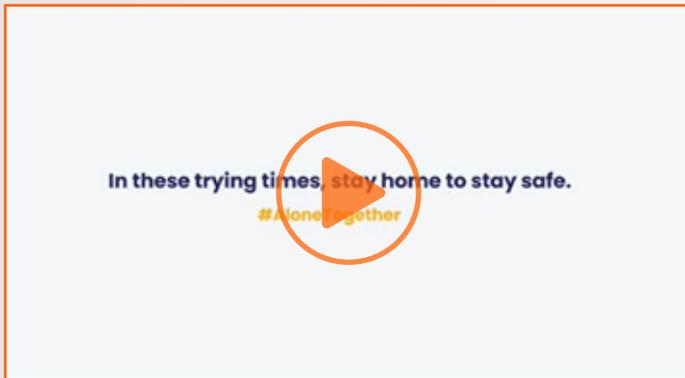


10 PROOF
OF THE
PUDDING

Proof of the pudding

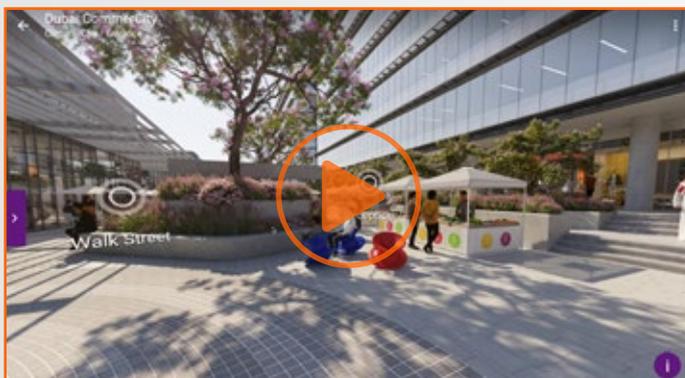
Our hi-five - use-cases you can't miss

Okay, we know enough about video. But how do we deliver? Check out just a few of our best. Five clients, five genres.



Emirates NBD Stay home

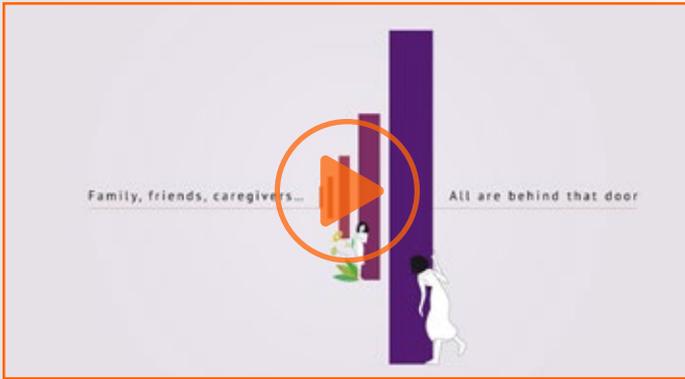
Who likes to be locked down at home? Yet, treated well, it can be fun. See how we used social media icons to create, what else, social media videos!



Dubai CommerCity App demo

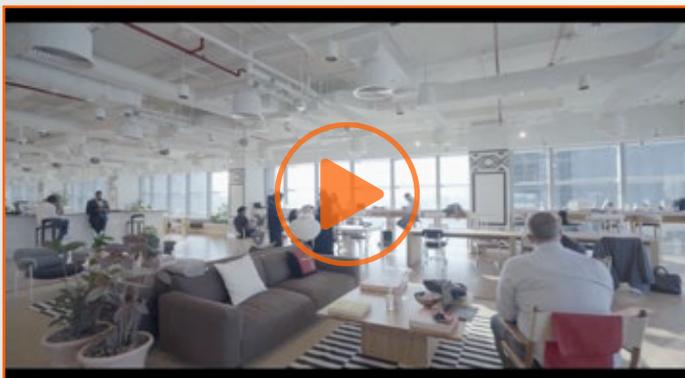
A logistics hub in your palm. And a completely immersive experience. Here's a VR wonder, so go on a virtual tour right here, right now.





Glass Ribbon Project **A cause treated differently**

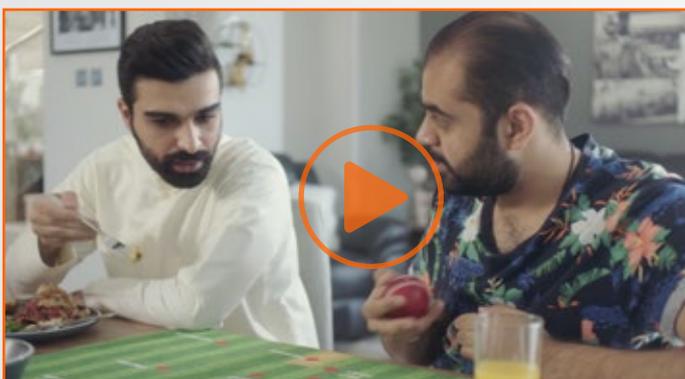
How do you treat cancer in a video?
With compassion, but not with overt pity.
We used dignity instead, and created
this compelling video for a support effort.



Injazat Cyber Fusion Center

With cybersecurity at higher risk due to working
remotely, IT leader Injazat upped the ante by
commissioning a video on their cutting-edge Cyber
Fusion Center – one the most advanced cybersecurity
solution providers in the region.

We shot it extensively as well as used selected stock
footage to deliver the desired impact.



Home Box The game of banter

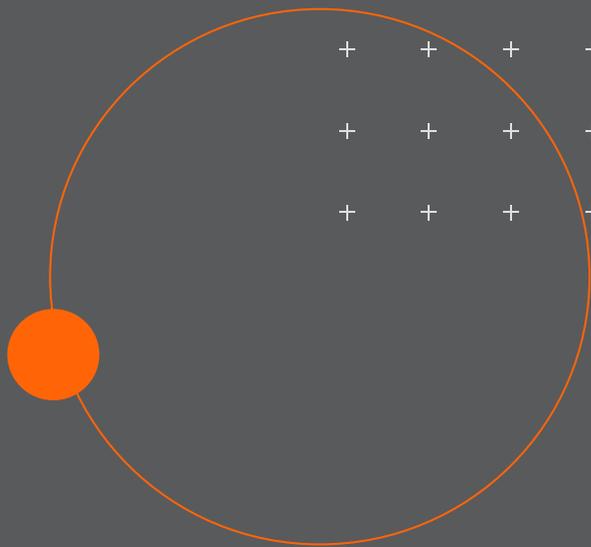
Dubai with its Indian subcontinent population
is also the arena for their game, cricket.
But how do the others perceive this madness?
Watch this quirky series to find out.



11

NOT
CONVINCED
YET?

+ + + + +
+ + + + +
+ + + + +
+ + + + +
+ + + + +



NOT CONVINCED YET?

Not convinced yet?

Tell us more

We told you all.
Ten chapters, summed up in three words:
You need video.

One last piece of clinching evidence:
Our award-winning video-driven
body of work for Emirates NBD.
It's a celebrated Liwa case study.

Now it's your turn.
Let's have a conversation.
That's how great work happens.
Nuff said.



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