

CONTENT OPPORTUNITIES WITH ONLINE VIDEO



Product	Message Types	Platform(s)	Benefits	Resources Needed
Video Podcast	Instructional, TV show style, informational, commentary	iTunes, syndicated hosting sites, Blogs	Consistent programming, high thought leadership, viewer subscriptions	At least one expert who is good on camera. Camera, studio, lights, microphone, editing & graphics. Scalable to higher end production
Audio Podcast	Commentary, Informational, news, forecasts, discussion forums	iTunes, syndicated hosting sites, blogs	Easy to produce, consistent programming, high thought leadership, viewer subscriptions	At least one expert with good speaking voice, microphone(s) @ recording device.
Commercial (mini-doc)	Personality of company, passion, commitment, what sets them apart	Company website, Yellow pages & other business directories	Short form, stand out among competitors. Gives viewers a privileged, inside look. Warmer than messagey, coercive advertising	Camera operator/director, at least one person for on camera, interesting location, editing @ graphics. Scalable to higher end production.
Commercial (advertisement)	More polished, professional TV style, creative advertising, vision statements	Company website, ad server sites	Stand out among competitors, costs significantly less than TV, quickly maturing ad server technology	Professional crew & production, creative director, on - camera talent.
Video Blog	Breaking news, commentary, informational, thoughts & ideas	Company blog	Consistent programming, Informal, up to the minute, quick to create, viewers subscriptions, high thought leadership	camera and person on camera, editing & graphics. Scalable to higher production quality (Podcast quality)
Product Film (Lifestyle)	TV commercial style, but more stylish and informal, messages are replaced with footage of actors interacting with product in natural lifestyle settings.	Company website, Tradeshow kiosks, vendor stores & websites	Shows products being used in "enhanced" natural setting. Gives viewers a clear idea of how product would be used in their own lives. High thought & brand leadership, viral	Professional crew & production, creative director, on - camera talent
Product Film (Creative)	Movie-style short film incorporating product as thematic thread. BMW & Converse created successful campaigns with these.	Company website, social video sites, blogs, dedicated promotions	Separates company from competition, high thought & brand leadership, viral, can be viewed on multiple platforms	Professional crew & production, creative director, on - camera talent

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Talk Market Film	Short product demonstrations or descriptions	Talk market, company web-site, blogs	Gives potential clients more comprehensive & detailed view of product including commentary by expert	Camera operator, audio, studio or appropriate environment, on-camera expert, editing & graphics
Documentary (Service Oriented)	Documentary style product, service or company overview	Company web-site, social video sites	more in depth, longer form engagement, high thought leadership, viral, strong informational value	Smaller camera crew and production, creative director - narration or on-camera talent. Scalable to high-end production.
Viral Video	Highly creative, impact oriented plugs for product, company or service.	Company web-site, social video sites	Explosive traffic & exposure, viral, brand leadership, cutting edge	Smaller camera crew and production, creative director. Scalable to high-end production.