



**ZOLL®**



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# The Importance Of Video

International Marketing Meeting

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# Agenda

- The Importance Of Video
- Video Production Process
- How To Create A successful Video
- What It's Required To Start A Project
- Video Format Differences
- Completed Projects and Dissection



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# Why Video Is Important?

## Content is becoming a competitive necessity

*In today's competitive and fragmented market, brands are always looking for the most efficient way to tell their story, reach influencers and expand their targeting.*

- The value of one minute of video equals 1.8 million words.
- Video is definitely one of the most effective and powerful tool to engage audiences.
- By 2020, internet video traffic will account for 90% of all consumer Internet traffic. Netflix is responsible for 15% of global Internet traffic. Every minute more than 100 hours of video are uploaded to [YouTube](#).

[business2community](#)

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# Here Are Just A Few Highlights

75

## 75 Million People

*In the U.S. watch online videos everyday  
( YouTube - Vimeo - Linkedin - Facebook - Websites - E-learning )*

95%

## Information Retention

*Viewers retain 95% of a message when delivered via a video compared to 10% when reading it in text.*

76%

## Brand Awareness

*76% of marketing professionals plan to use video to increase brand awareness.*

*impactbnd*



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# Here Are Just A Few Highlights

55%

## Website Traffic

*Embedded video in websites can increase traffic by 55%.*

49%

## Revenue Growth

*Marketers who uses video grow their revenue 49% faster than non-video users.*

1200%

## Social Shares

*Social video generates 1200% more share than text an images combined.*

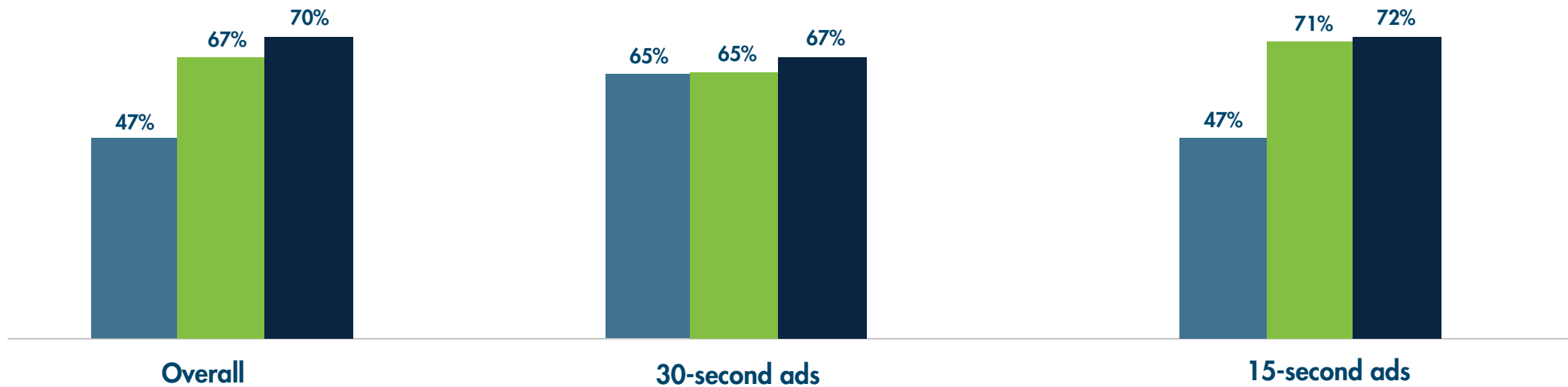
[impactbnd](#)



# Here Are Just A Few Highlights

## Video AD Viewable Completion Rates (% of viewable impression that were played all the way through)

■ 2015 ■ 2016 ■ 2017





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# How Videos Can Be Used

**SOCIAL  
MEDIA  
SHORT  
VIDEOS**

**EXPLAINER  
VIDEOS**

**TRAINING  
VIDEOS**

**TESTIMONIAL  
VIDEOS**

**PROMO  
VIDEOS**

**CASE  
STUDY  
VIDEOS**



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# Upcoming Trends + Technologies



**360°**  
VIDEOS

[Video Sample](#)

**AUGMENTED  
REALITY**

[Video Sample](#)

**VIRTUAL  
REALITY**

[Video Sample](#)

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# Video Production Process



# Video Production Process

The video production process is divided in three sections

- *Pre-Production*
- *Production*
- *Post-Production*

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# How To Create A Successful Video



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# How To Create A Successful Video

## Solidify Your Objectives

- *Everything begins with your **ultimate goal** for your video content.*
- *Whether you want to use video to raise brand awareness or encourage your staff to adopt a new internal process, you need to decide on **SMART video objectives**.*

*That means making sure your objectives are:*

*Specific  
Measurable  
Achievable  
Relevant  
Time-bound*

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# How To Create A Successful Video

## Research Your Audience

*The success of your video, depends on your understanding of your target audience.*

*Unless you have a firm understanding of who your audience is, you are going to have a difficult time creating a video that **appeals and engages them.***

*Ask yourself these questions:*

**What are the common issues?**

**What do they really connect with?**

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# How To Create A Successful Video

## Decide On Your Core Message

- A successful marketing video, it should be no longer than 2 minutes.
- Try to keep your message to no more than a few.
  - ▶ The more messages your video content contains, the greater the risk of confusing your audience.
- Understand the end-goal of the video.
  - ▶ **Where will it be used?**
    - ▶ **For A Tradeshow** - No Audio required - On Screen message should be concise
    - ▶ **For Social Media** - Video Should be short in length (10-20 seconds) with call to action.
    - ▶ **For E-Learning** - Video Should Be chaptered so viewers can get to where they need to faster.



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# What It's Required To Start A Project



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# Requirements To Start A Project

- The project has to be requested into InMotion
- An approved script with storyboard
- If possible, provide a work example
- Project Team ( *Leader, Clinician, Reviewers* )
- Soundtrack types ( *I can provide the link* )
- Budget ( *We still require some budget for out of pocket costs* )

# Script And Storyboard Sample

Script	Description of Scene
Why should you consider having an AED in your facility? Because statistically, having an AED can improve cardiac arrest survival by as much as 5 times. Why does having an AED available increase survival so drastically? TIME.	<b>Image of AED Plus in a wall cabinet. Text on screen: 5x increase in survival if an AED is present.</b>
To a cardiac arrest victim, time is critical. To give them best possible chances for survival, they should receive high-quality CPR, along with a defibrillating shock from an AED, as soon as possible. CPR should begin immediately and a shock should be delivered within the first 3 to 4 minutes from collapse.	<b>Environment image of AED Plus in a rescue. Text on Screen: Bold caps "TIME". Fade and replace with text: 3 to 4 minutes.</b>
For every minute that passes, chances of survival diminish by about 10%. After 10 minutes have passed without care, chances of survival are nearly zero.	<b>Same environment image of AED Plus in a rescue. Overlay of graph showing 10% decrease in survival.</b>
Emergency services response times average about 7 minutes or more. Consequently, when no AED is immediately available, cardiac arrest results in survival rates of only about 5 to 10%.	<b>Stock photo of ambulance. Text on screen: EMS response times average 7 minutes or more. Fade to text: Survival rates 5 to 10%</b>
Having an AED onsite enables lay-rescuers to respond faster and improves those chances to around 24%.	<b>Clip from AED Plus rescue video of actress retrieving AED from cabinet</b>

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# Video Format Differences



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# Video Format Differences

**There are many different video files**

- RAW or ORIGINAL
- Project File
- MASTER File
- MP4

# RAW or ORIGINAL FILES



- *Directly from the camera and usually recorded on memory cards.*
- *Unedited and require colour correction and white balance.*
- *Can be imported into an editing suite and manipulated to create a finished video.*

# Project Files

NARRATION

SFX

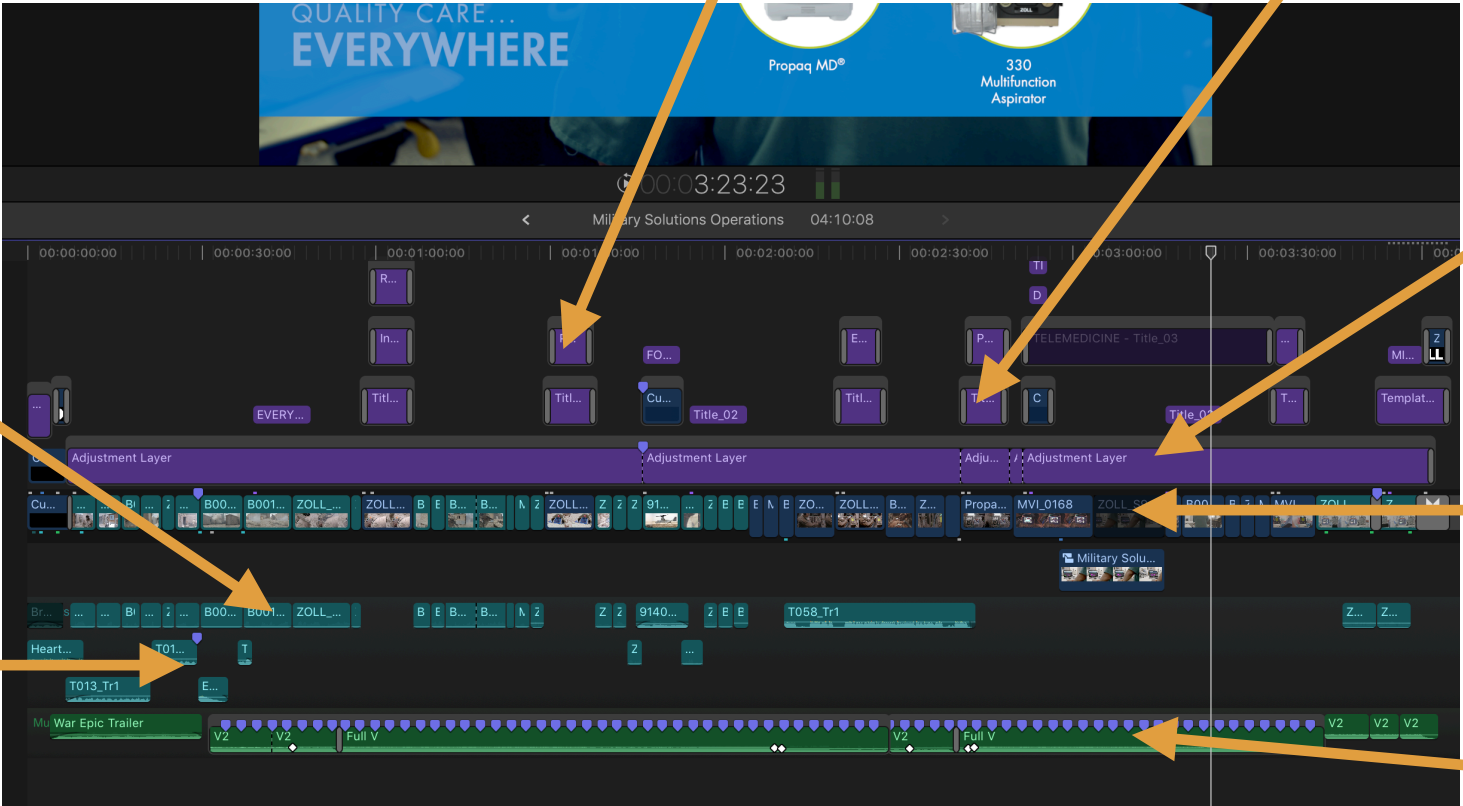
Text Layer

Graphic Layer

Colour Adjustment

Main Content Timeline

Soundtrack



# Master Files

## These are uncompressed Files

- *First Generation files after an edit.*
- *May have an MOV or AVI extension, depending on the platform used.*





# MP4 Files

## These are compressed Files

- *May contain not only video, but also audio and subtitles.*
- *Normally used to share video over the internet.*
- *We should never use this file type to create translation or any other type of rework from it.*

## Example: 4min Completed 1080p Video

- *MASTER FILE = 7.5GB*
- *MP4 File = 865MB*

**The file has been compressed by 9 times it's original size**

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# Completed Projects



# Completed Projects

## Sample Videos

*Military Video*

*ZOLL/Cardiac Science Video*

*AED 3 Trainer Promo*

## Videos Dissection