



# Marketing With Video 2009

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Dial-In Info:  
1-800-868-1837  
Conference Code:  
48855741#

# Based on Real-life Data: MarketingSherpa Methodology

Our research comes from 5 sources:

-  Survey of 1,083 Working Marketers
-  Surveys of 1,422 Consumers
-  Lab tests and Partnered Research
-  Sherpa Case Studies
-  "Best of" Data from Partner Research Orgs.



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# Defining: Video

vid·e·o

–noun

1. Television.
  - a. the elements of television, as in a program or script, pertaining to the transmission or reception of the image (distinguished from audio ).
  - b. the video part of a television broadcast.
2. Informal. videotape.
3. Informal. television: She is a star of stage and video.
4. a program, movie, or the like, that is available commercially on videocassette.
5. music video.

–adjective

6. of or pertaining to the electronic apparatus for producing the television picture: video amplifier.
7. of or pertaining to television, esp. the visual elements.
8. of or pertaining to videocassettes, videocassette recorders, music video, etc.: a video shop.
9. pertaining to or employed in the transmission or reception of television pictures.

Origin:

1930–35; < L vidē(re) to see + -o as in audio

Dictionary.com Unabridged (v 1.1)

Based on the Random House Unabridged Dictionary, © Random House, Inc. 2006.

**Dial-In Info:**

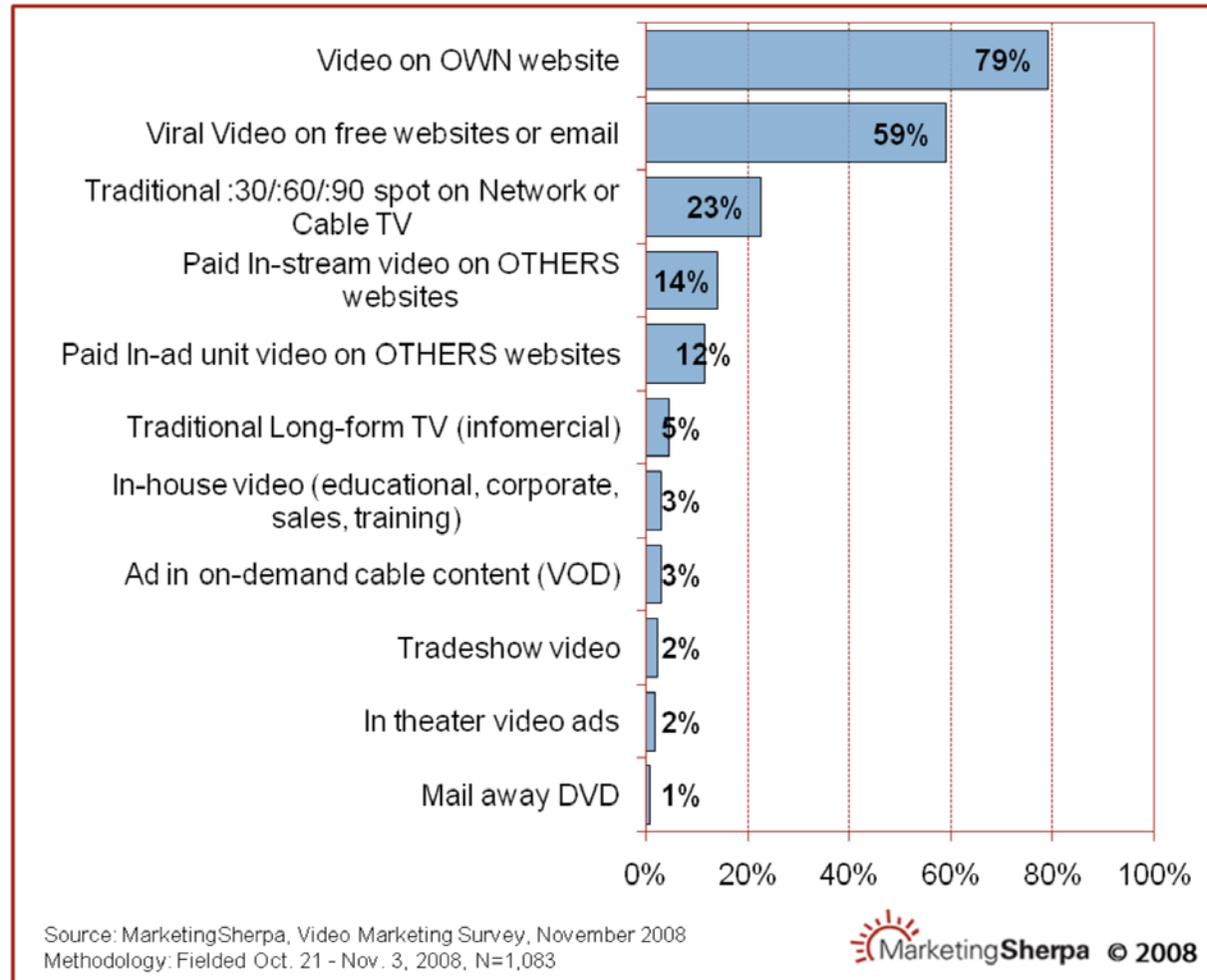
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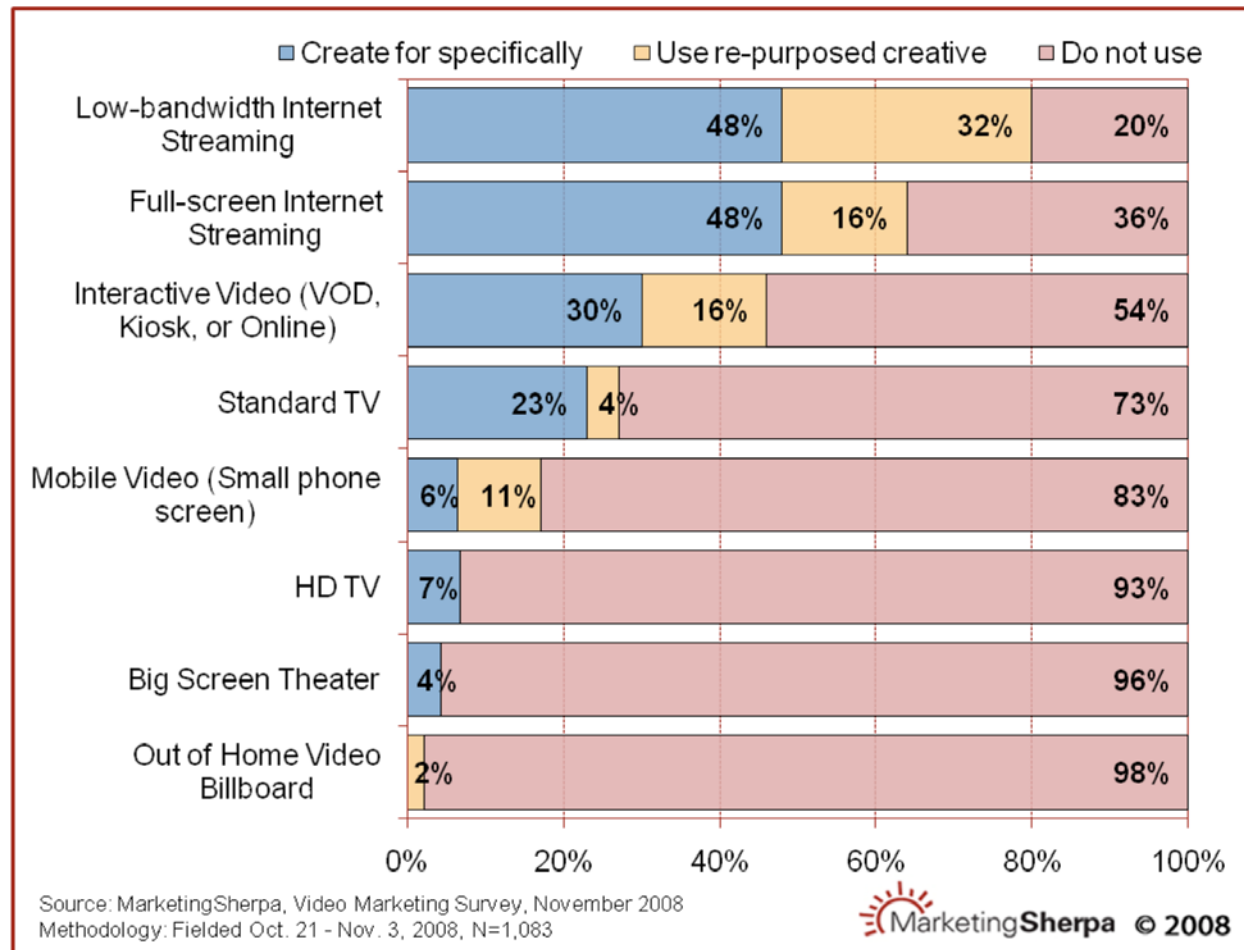
# More Video Options Available

**Chart: Incidence of Different Types of Video Marketing**



# Online Video Gets TV Hand-Me-Downs

Chart: Platforms Created For by Budget - \$1 Million to \$10 Million



# The Making of a New Ad Model

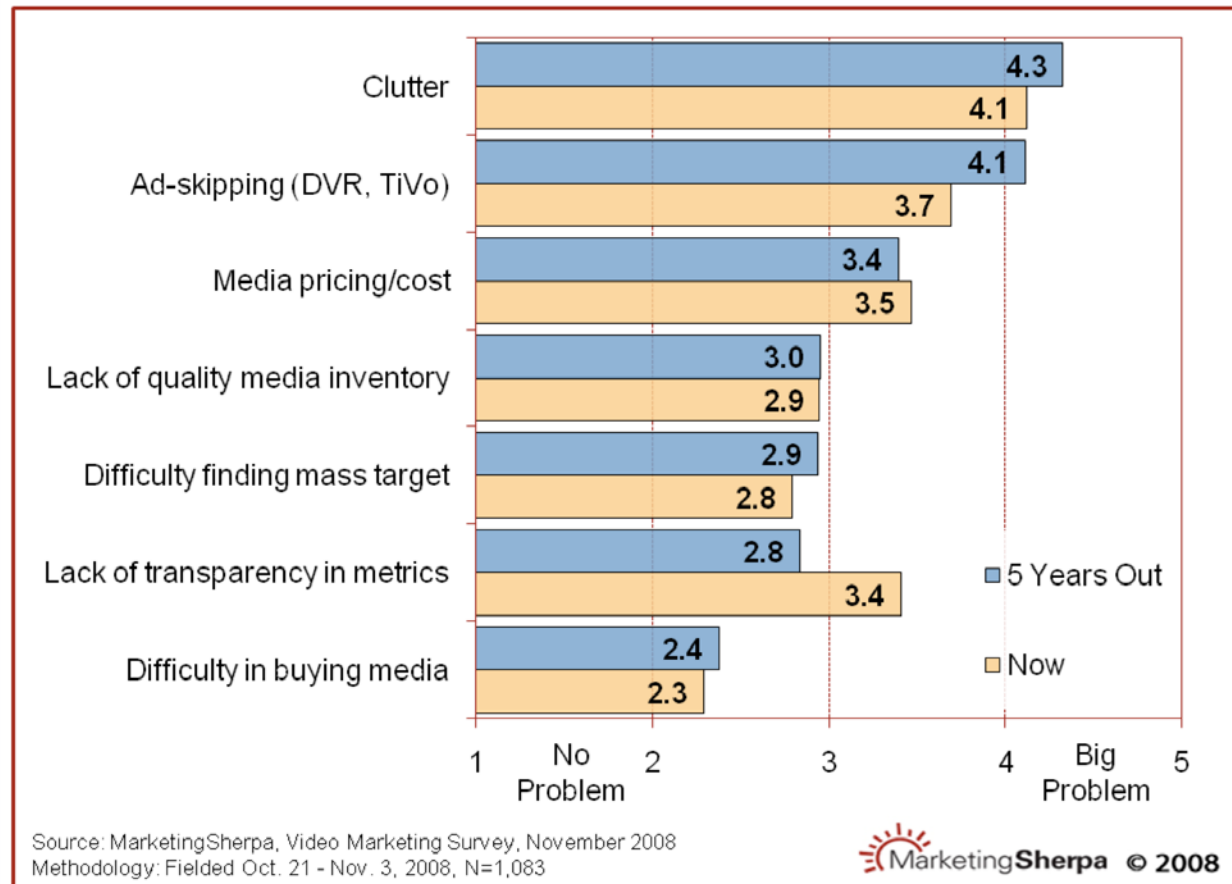


**Vs.**



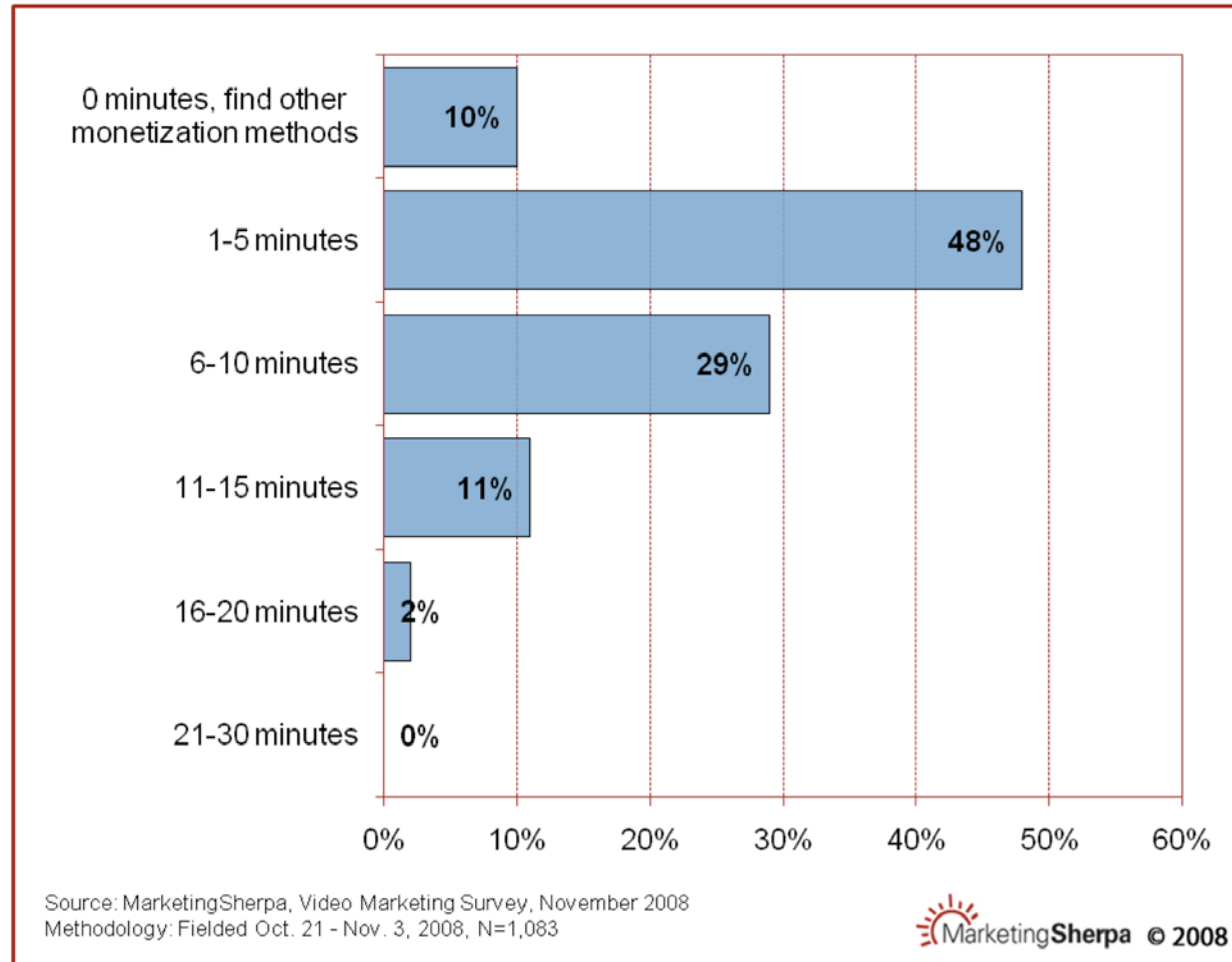
# The Problem: Clutter vs. Ad-Skipping

Chart: What are the worst problems for marketers using video, now vs. 5 years out?



# Even Marketers Want Less Advertising

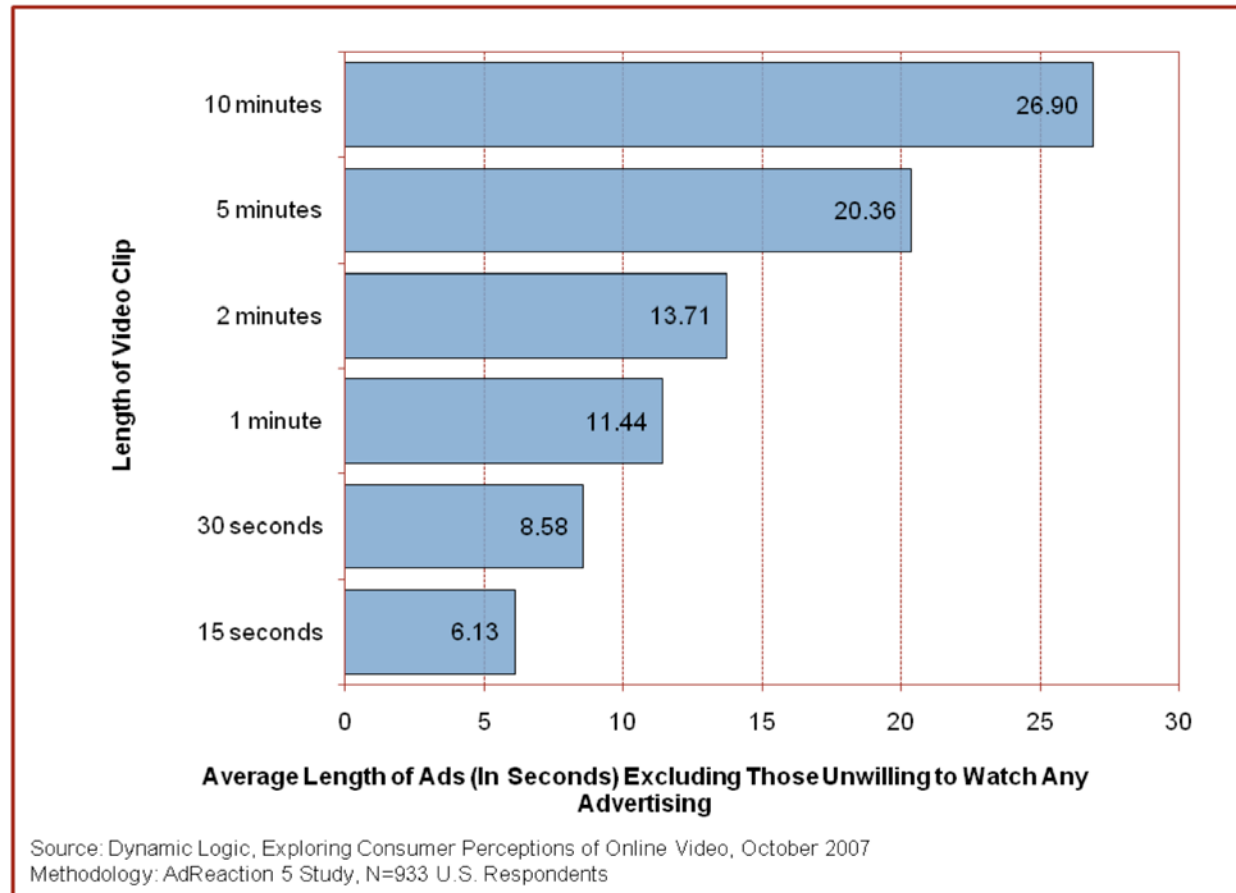
Chart: Pros' Opinion on Ideal Amount of Ads per Content-Hour for Linear Video



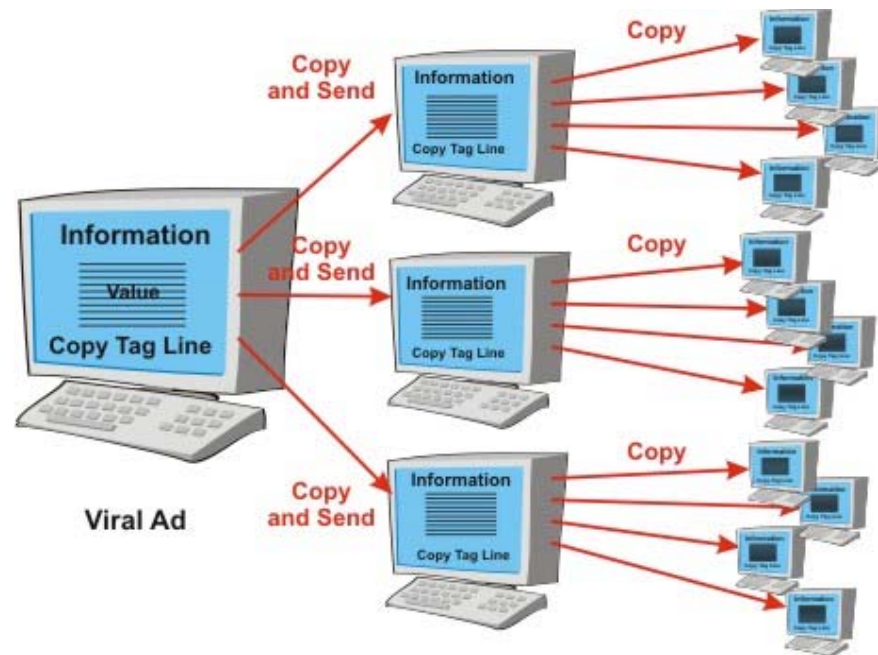


# Consumers Treat Ads Transactionally

Chart: Consumers Think Ad Length Should Reflect Video Length

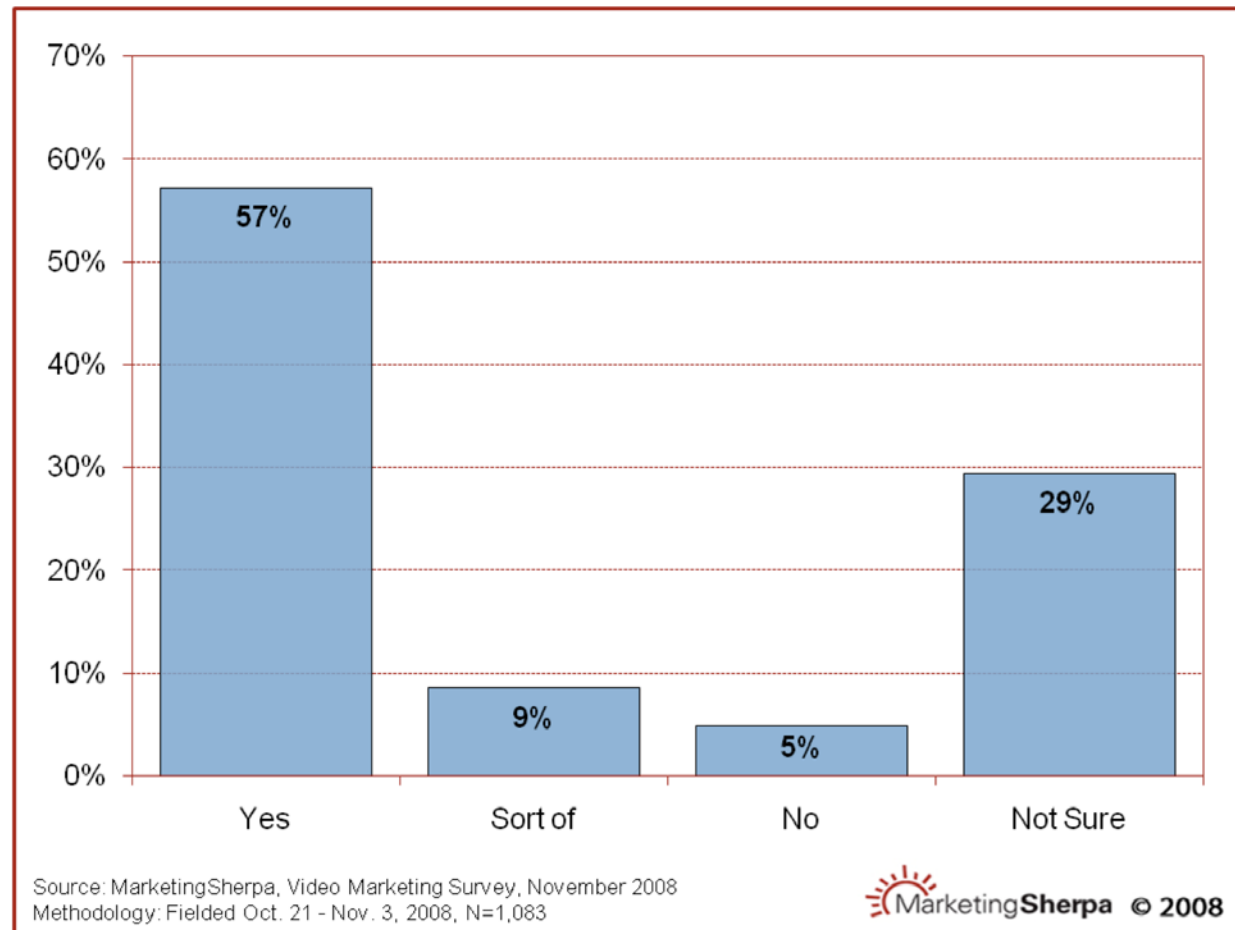


# Going Viral



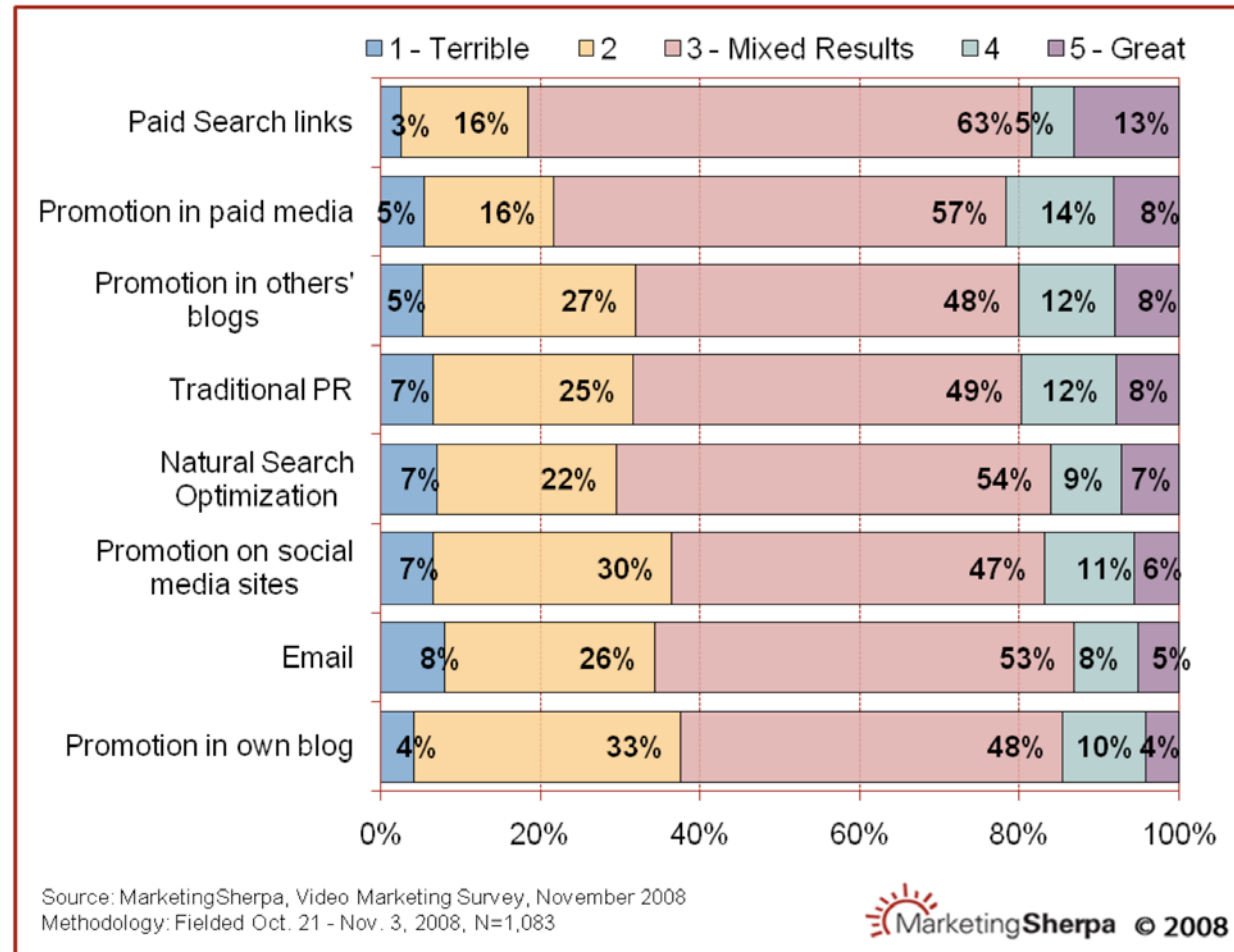
# Marketers Very Happy With Web Video

Chart: Overall Happiness with Adding Video to Website



# Getting Online Video to Spread is Tough

**Chart: Effect of Promotion Tactics on Viral Success Rate**



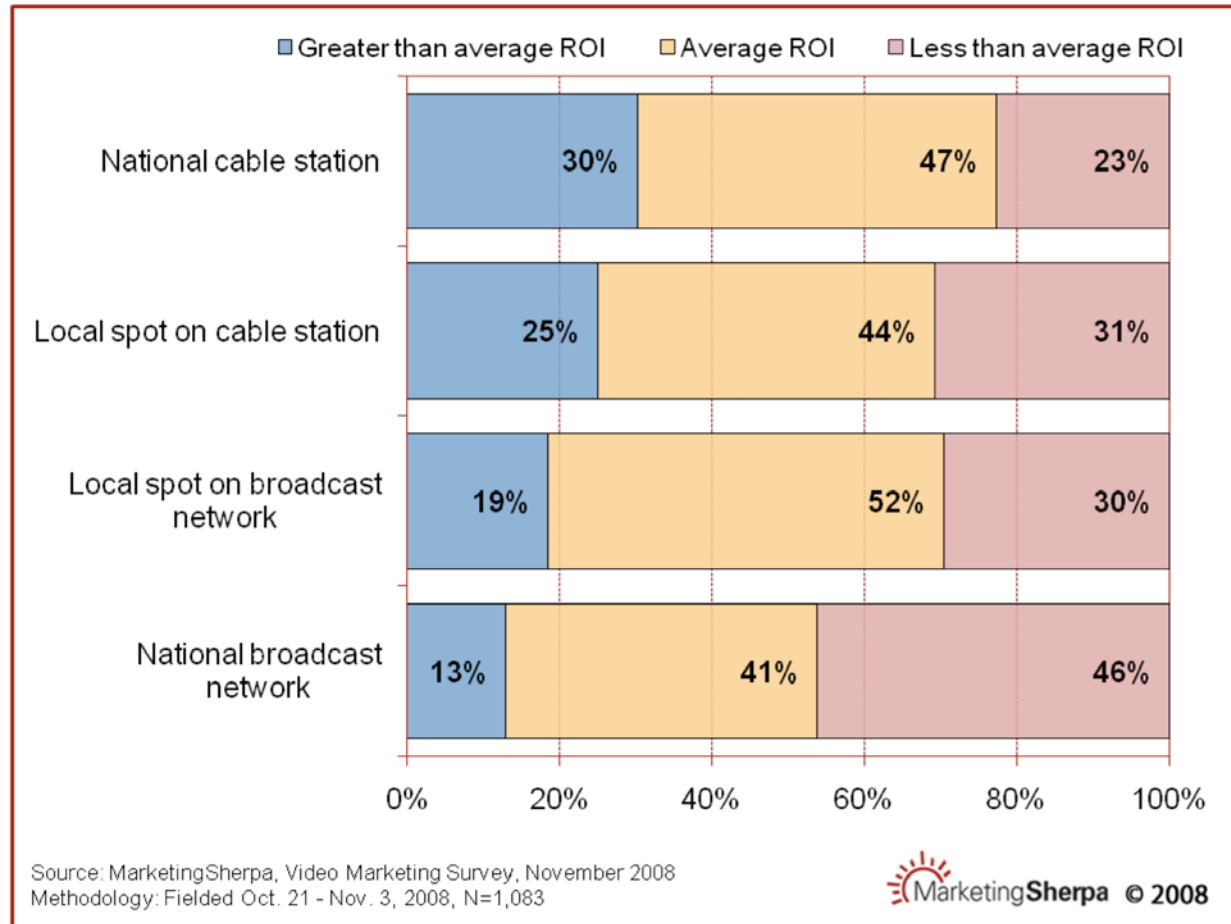
# TV: I'm not dead yet!



The image shows a screenshot of a YouTube video player. At the top, the YouTube logo is followed by the text "Broadcast Yourself™" and "Worldwide | English". Below this are navigation tabs for "Home", "Videos", "Channels", and "Community". The video title "Monty Python: Not Dead Yet" is displayed above the video frame. The video frame shows a scene from the film with several people in a dark, outdoor setting. Below the video frame is a progress bar showing the video is at 1:15 out of 1:45. At the bottom left, there is a rating section with five stars and the text "Rate: ★★★★★ 62 ratings". At the bottom right, it says "Views: 64,203".

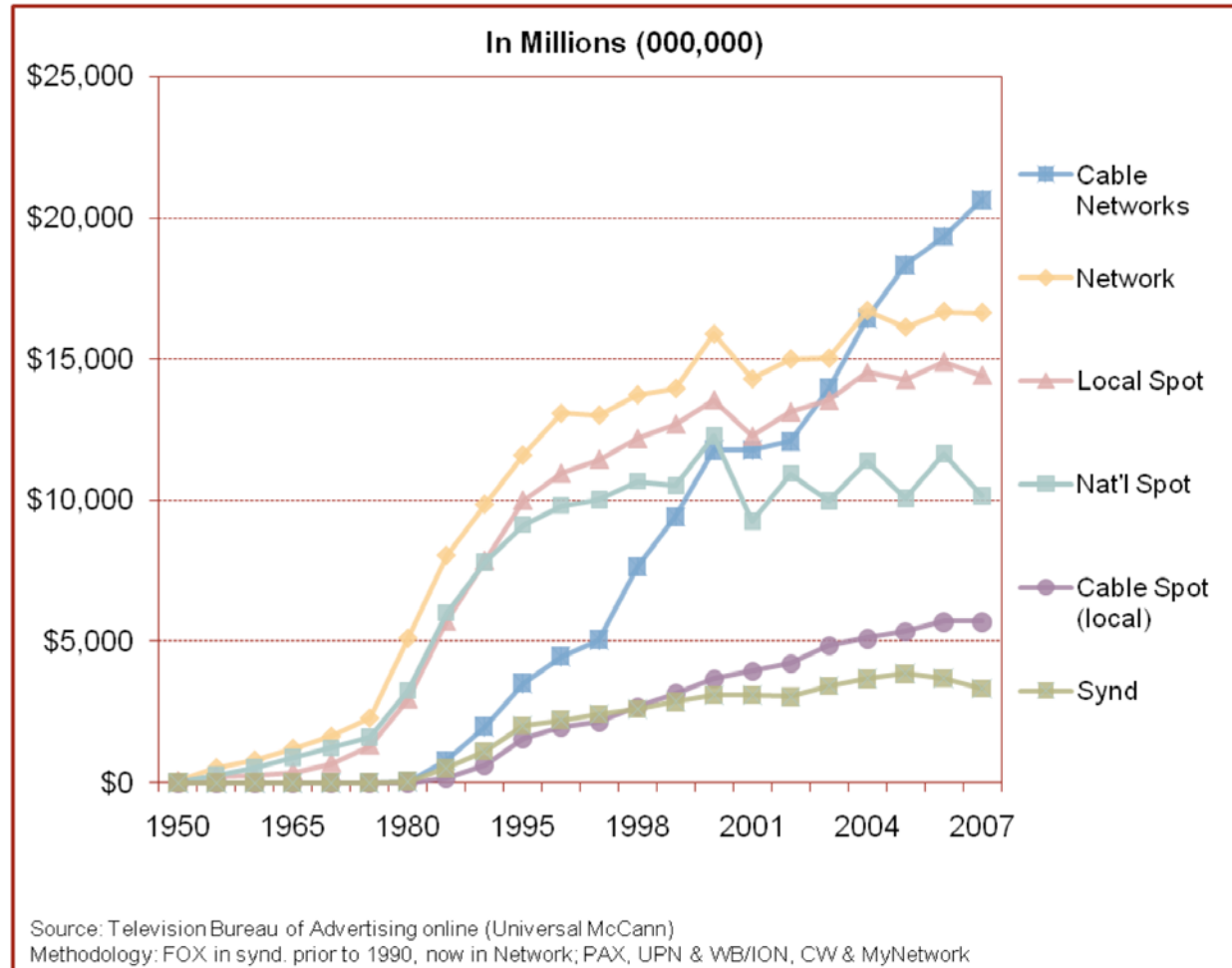
# National Cable Provides Best ROI

**Chart: How would you rate the ROI from a comparable ad spot bought from each of these media?**



# Broadcast Giving Way to Cable

Chart: Distribution of Ad Dollars



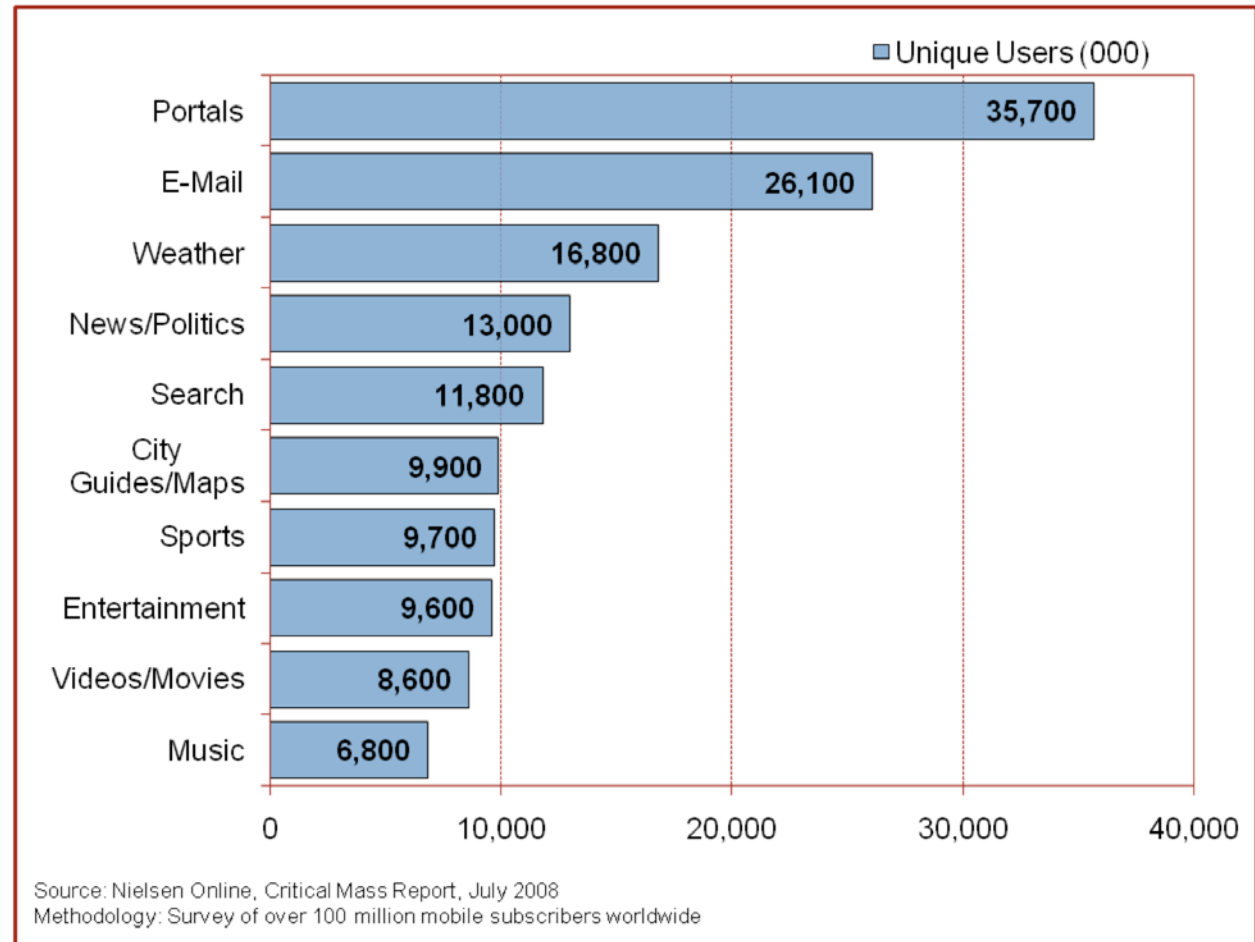
## Video on the Go





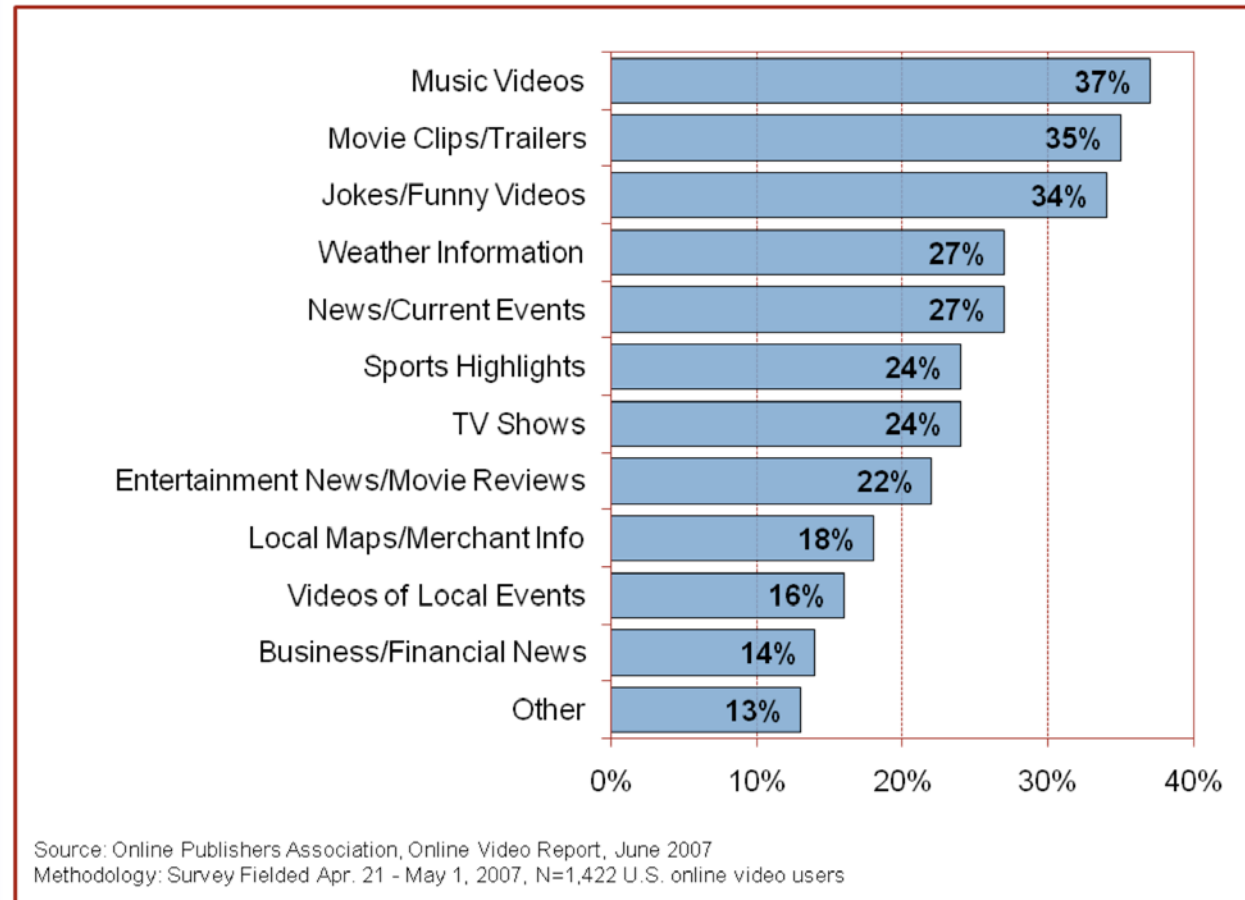
## 8.6 Mil US Mobile Video Users – July 2008

Chart: Where Does Video Rank in Mobile Web Categories



# Shorter Videos More Likely on Mobile

Chart: Wide Variety of Video on Mobile Devices



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- Improve ROI – Tactics to decrease media waste + improve targeting
- New Research Findings – Gain understanding of the new rules of video

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