

# Advertising 101: Leveraging Video to Promote Your Brand

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# HELLO

**RICK COHEN**  
CREATIVE DIRECTOR /  
ART DIRECTOR /  
FILM DIRECTOR

**HOW DID I GET HERE?**



Google

verizon✓

T-Mobile®



Clearasil



NETFLIX



Jose Cuervo







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**McCANN**  
WORLDGROUP





NATIONAL GEOGRAPHIC PRESENTS

# ONE STRANGE ROCK

**Let's talk about branding.**

**What is a brand?**

**“A brand is the sum total of all the emotions, thoughts, images, history, possibilities, and gossip that exist in the marketplace about a certain company.”**

**Luke Sullivan**

**What do I do now?**

**I'm a freelance creative director.**

**Which means:**

**I'm a very small ad agency.**

**I help companies define their brand, and help produce the elements that consumers see.**

**I identify opportunities to strategically separate companies from their competition.**

**I develop brand voices, design logos, letterhead suites, and websites.**

**I write scripts, produce and direct videos.**

**I call on my network of experts to help.**

# PART 1

What to do before you start creating content

**Every piece of communication your brand puts out is an ad.**

**From an email update to a social post, you are promoting your brand.**

**Fact:**

**People hate ads.**

**Because 99.9% of ads are terrible.**

**And people don't ask to be advertised to.**



**For example, being hyperlocal is great.  
But don't insult your your  
hyperlocal audience.**



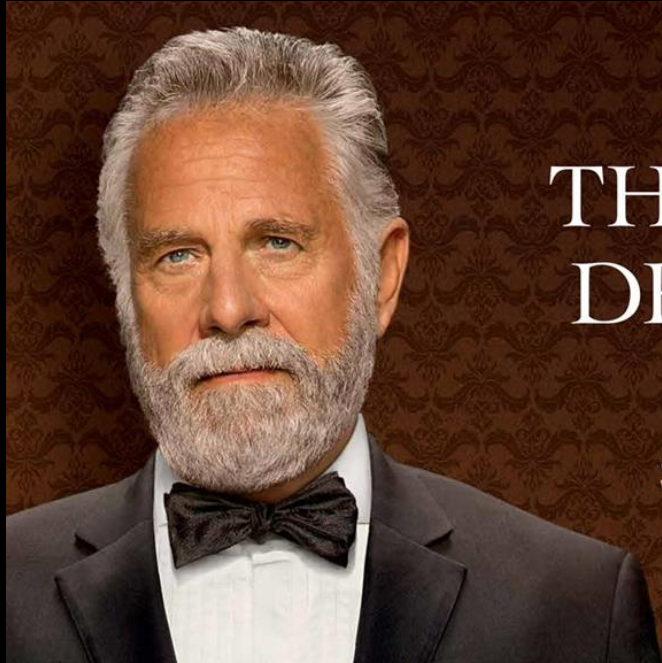
**ALMOST AS MANY ATMs  
AS UNSOLD SCREENPLAYS.**

**CHASE** 

**Being forced to see a  
bad ad = a bad impression of the brand.**

**And we want people to like our brand.**

**So let's make good ads people want to watch.**



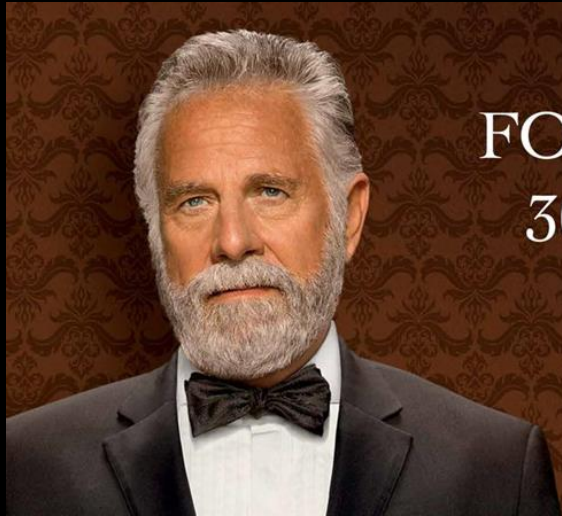
THE *only* NAME HE  
DROPS *is his* OWN.



STAY THIRSTY, *my friends*®

ENJOY DOS EQUIS® RESPONSIBLY. ©2014 CERVEZAS MEXICANAS, NEW YORK, NY





FOR HIM, *the* CAMERA ADDS  
30 POUNDS *of* CHARISMA.



STAY THIRSTY, *my friends*®

ENJOY DOS EQUIS RESPONSIBLY. ©2014 CERVEZAS MEXICANAS, NEW YORK, NY





IN *a* TOWN *of* MANY  
COWBOYS, HE'S *a* COWMAN.



STAY THIRSTY, *my friends*®

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**Creating good video content starts with understanding your brand.**

**Before I even think about any kind of communication for a brand, I need to know:**

- 1. Who the audience is**
- 2. The objective what the video/post/ad is trying to communicate**
- 3. What value the brand offers to the audience**
- 4. What the brand or product's USP is**

**This creates the Brand Strategy that every piece of communication put out by the brand ladders up to.**



**And the Brand Strategy keeps your brand consistent, so your customers know exactly who you are.**

**This is the way to create brand loyalty.**

**Raise your hand if you think you know  
what your brand is.**

**Keep it raised if you *actually, truly* know  
what your brand is.**

**Every company has a brand.**

**But you may not have defined it yet.**

**Or what you think is your brand is not actually your brand in the eyes of the consumer.**

**Give them a name.**

**Who do they hang out with?**

**What movies do they like?**

**What hobbies do they have?**

# Who was the Dos Equis drinker in 2012?

## Meet Chad.

27 year old male.

State college degree.

He loves hanging with his bros.

He watches Bad Boys II a lot.

And the Fast and the Furious franchise.

He's at least thought about doing a Tough Mudder.

He lives in the city. Or nearby, and commutes in to party.

# **Lesson 1:**


**Understand where your brand fits into the competitive landscape.**

**Why was the  
Most Interesting Man successful?**

**Let's look at the landscape at the time.**





A group of young women are sitting together at a party, smiling and holding beer bottles. The scene is dimly lit, suggesting an indoor party setting. The women are dressed in casual party attire. The overall mood is festive and social.

“Hey boyssss”

**Audience poll:**

**Is this a good ad?**

A group of young women are seated at a table in a dimly lit setting, likely a bar or club. They are dressed in dark, sleeveless dresses. Several of the women are holding smartphones, and one is holding a bottle. They appear to be engaged in conversation or looking towards the camera. The background is dark and out of focus, suggesting a crowded social environment.

**Don't underestimate your  
consumer's intelligence.**

**Instead, reward them for keeping up.**

**Ask yourself “why would my  
audience care?”**

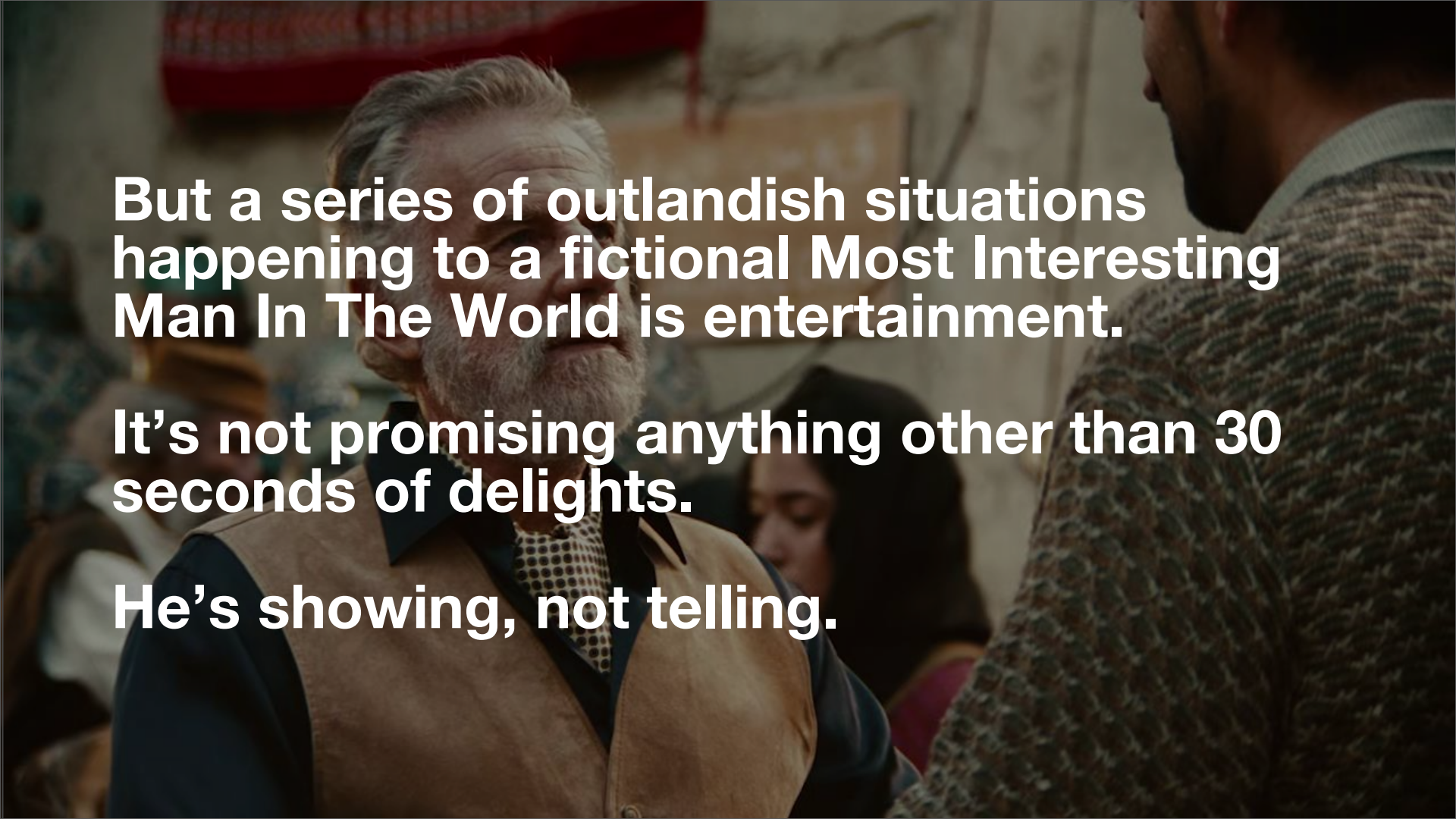
**Pro Tip:**

**It costs as much money and time to create bad content as it does to create good content.**

**So make it good.**



**Do you now have a clear understanding  
of what the brand stands for?**



**But a series of outlandish situations  
happening to a fictional Most Interesting  
Man In The World is entertainment.**

**It's not promising anything other than 30  
seconds of delights.**

**He's showing, not telling.**

**A note on entertainment:**

**You're stealing your viewers time.**

**They didn't ask for your ad. You showed up in their feed, on their TV, on a billboard on the way to work.**

**Give them something in return. Reward them. Make it entertaining.**

**Make it engaging.**

**Make them want to see more.**

## **Lesson 2:**

**Understand your customer's motivations,  
and talk to them as they want to be  
talked to.**



**Our target: 27 year old males named Chad.**

**Why wasn't the Most Interesting Man 27?**

**No Chad wants to be spoken down to by another 27 year old male.**

**That's competition.**

**But Chad wants to grow up to be the MIM.  
The MIM is aspirational.**

**What does Dos Equis mean emotionally?**

**It's the beer of choice for interesting people.**

**“I don’t always drink beer, but when I do,  
I prefer Dos Equis.”**

**It’s not pushy. It simply states an opinion,  
and lets the viewer make the right choice  
for themselves.**

**“Stay thirsty, my friends.”**

**It’s a call to action.**

**It has a tone of voice that speaks to the audience at their level.**

**It sums up the brand promise to never stop trying to be interesting, as well as telling them to drink Dos Equis.**

# PART 2

Leveraging video for your own brand

**So you want to do video.**

**Start with a great concept.**

**If your idea is bad, your video will be bad.**

**You don't need a studio.**

**You can do great work from your iPhone.**

**Audio is important.**

**If you have bad sound, the viewer will think the video is bad as well. A \$200 video mic will do wonders.**

**The best way to start is to start.**

**Try something and see if it works. Adjust based on your results.**

# **The budget package:**

**Phone**

**Mic - \$200**

**Tripod - \$50**

**Light - \$100-\$600**

**Stepping it up:**

**Phone**

**Moment Lens attachments - \$200**

**Mic - \$200**

**Tripod - \$50**

**Light - \$100-\$600**

**Gimbal - \$200-700**



**Stepping it up:**

**DSLR & Lens - \$2,000**

**Wireless Lav - \$600**

**Mic - \$200**

**Tripod - \$50**

**Light - \$100-\$600**

**Gimbal - \$200-700**

**Are you rich?:**

**Video camera - \$7,000-\$60,000**

**Wireless Lav - \$600**

**Boom Mic and Boom - \$1,000**

**Tripod - \$700**

**Lights - \$2,000**

**Gimbal - \$200-700**

**Or just hire a production company**

**Write your script.**

**Ask yourself:**

**What are the 1-2 goals of this video?**

**Is it entertaining? Does it reward the viewer?**

**If it came from another brand, would you want to share it with your friends?**

A man in a light blue dress shirt and grey tie is walking through a warehouse. He is surrounded by numerous stacks of boxes, some wrapped in clear plastic. The warehouse has a high ceiling with wooden beams and fluorescent lighting. The overall atmosphere is industrial and busy.

**The myth of Dollar Shave Club.**

# How Dollar Shave Club Rode a Viral Video to Sales Success

Dollar Shave Club got its first big boost from a 2012 YouTube video that cost \$4,500 and took a single day to shoot. It went supernova-viral in 72 hours.

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By Diana Ransom Features editor, Inc. [@dianaransom](#)



JEFF MINTON (2)

Michael Dubin is the founder of Venice, California's [Dollar Shave Club](#), which boasts two million subscribers (who pay as little as \$1 a month, plus shipping, for a monthly delivery of razors), \$147.8 million in venture funding (including a \$75 million investment round announced Monday, June 22), and annual revenue of \$65 million. It got its first big boost from a [2012 YouTube video](#), in which Dubin stars, that cost \$4,500 and took a single day to shoot. It went supernova-viral in 72 hours.

**It cost \$5k cash and about \$45-95k in favors.**

**Not including scripting and cast, you need lighting, audio, editing, coloring, a crew, a camera, props, PAs to make all of this happen.**

**This was a Big Production.**

**How do I know?**

**My friend was an advertising producer at Dollar Shave Club.**

**The goal:**

**Turn your fans into evangelists for your brand so they're advertising for you.**

# Types of videos / thought starters

**Whatever it is, make sure it's right for your brand.  
Make sure there's a reason behind your decision.**

## Content for your channels

- Updates on new products
- Event announcements
- Brand reinforcement

## Series

- Meet the brewer
- Q/A - one topic per video

## Paid Media

- Consumer acquisition
- New product announcements
- Brand reinforcement



**Frame up - use the guides and the rule of thirds.**

**Use depth of field to make it look pro.**

**Consider your surface.**

**Make sure your subject is lit, and the background isn't. This focuses the eye on your subject.**

**For example: Here's a photo I took with my iPhone 7**

**In my kitchen**



SMOG CITY  
Brewing Co.



*California Love*

IMPERIAL RED ALE with Grape,  
Orange Peel & Aged with Oak Spices



Barcode sticker with text: 1234567890123

Label on the bottle:   
LAGER   
California Lager

Label on the tub:   
CALIFORNIA   
SALAD DRESSING



**You're lucky.**

**Large brands:**

**Every piece of media that goes out the door has to be approved by dozens of people.**

**Slow and scared to make any changes.  
(Do you remember what happened to the Most Interesting Man?)**

**Must be the most expensive-looking, with expensive, slow processes like planning, approval, and production.**

**Small brands (that's you):**

**You and your team can come up with an idea and approve it. Right now.**

**If something doesn't work, you can change it.**

**You can be scrappy. Scrappy can be part of your brand. Lean into your limitations as opportunities.**



## **Doing it in-house:**

- 1. You have complete control and can change anything at any time**
- 2. It can be as expensive or cheap as you want**
- 3. You save money by not paying outside agencies**
- 4. But your expertise is in making beer, not ads or branding. Depending on your background, there may be a learning curve.**

## Outside agencies:

1. They have more experience than you.
2. They do work you don't have time to do.
3. They have an outside, objective perspective on your brand that you may not because you're too close to the work.
4. It's their job to understand consumer communication, culture, and their experience in working with a variety of brands and learnings from those experience helps them do things quicker, which could save you money in the long run.
5. But are expensive, or even Very Expensive

**Do you need a mascot?**

**NO! But...**

**YOU can be your mascot.  
(And you'll do it for cheap.)**



**By the way, don't pose like this.**



**Be authentic.**

**Whether writing an ad or posing for a picture, be true to yourself.**

**People can smell BS from a mile away.**



TAKE THE TROLLEY



Doyle's to the

Very Best of

\$4





**Pop Quiz:**

**Are these good ads, or bad ads?**

TIME FOR A NEW TRUCK?



LOWE'S

STARBUCKS COFFEE

verizon

wireless

# Correct.

- There's nothing unique about this.
- It could be for any brand, and almost any product.
- It has no reward for the viewer.

**The world is littered with these kinds of ads, which is why people hate advertising.**



# Correct.

- It claims that a Pepsi can bridge the divide between protesters and armed enforcement, led by a millennial millionaire.
- There's literally nothing relatable or believable about this.
- This was made in-house at Pepsi. There was no outside perspective.



# Correct.

- It's a fun and unexpected.
- It's playful without being mean.
- It only happened at one location, but went viral.



#### **WE'RE SORRY**

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit [kfc.co.uk/crossed-the-road](http://kfc.co.uk/crossed-the-road) for details about your local restaurant.



# Correct.

- **It admits fault (what brand actually does that?) with a fun play on words.**
- **It speaks directly to their audience in their own language.**
- **Imagine if it instead said “Currently closed: due to unforeseen circumstances, our local franchises sold through our inventory. We will reopen soon. We’re sorry if this causes any inconvenience”**



 **HOT &  
SPICY**  
KFC

Rocket  
Science  
Corp.



 **HOT &  
SPICY**

Rocket  
Science  
Corp.

# Correct.

- **It's clever**
- **Uses the product in a surprising way**
- **Lets the viewer figure out what's happening, and rewards them for doing so when they get it**



**Pro Tip:**

**Don't be racist.**

# Reasons to not run your ad:

1. It's boring
2. It's been done before
3. Any brand can say it (no USP)
4. It's negative, racist or offensive
5. Your audience won't know it's from you
6. It's inauthentic
7. You can replace the logo and it could be for your competitor.

**And please, no puns.**



**One final thought:**

**Sometimes an ad isn't an "ad."**



## THE BRIEF

National Geographic presents One Strange Rock, a new series from Darren Aronofsky and Nupolia. It gives viewers an astronaut's perspective of Earth. But only 536 people have actually been to space. So how do we recreate that experience back here on Earth?

## THE IDEA

Introducing The Astronaut Reality Helmet. It's a space experience that no VR headset can deliver.

Built with internal projection technology and a visor with full field-of-view, it gives the wearer free range of head movement.

Revealed at a special premiere of One Strange Rock for leading journalists, it's been taken on the road to planetariums, schools and science centers across the country.

## THE RESULTS

Season to date, One Strange Rock averaged 0.42/361 L+3 P25-54 rating for four episodes, up +91% versus quarter average.

DVR Lift from L+SD to L+3 continued to be strong, at +50%, much higher than the non-fiction series average for NGC in fiscal 2018 of 31%.

Reach was +13% higher than NGC's non-fiction average: 0.76% for OSR vs. 0.67% for non-fiction average

Average time spent viewing was also higher by 4 minutes: 31 minutes for OSR vs. 27 minutes for non-fiction average



AVAILABLE AT

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MEDIA IMPRESSIONS

SPACE CENTER  
LINCOLN CENTER



LIBERTY  
SCIENCE CENTER



FROST  
SCIENCE



engadget



psfk

TECHMAGIC

San Diego  
FESTIVAL

FERMBANK  
SCIENCE CENTER

nysci

SPACE!

LIVESCIENCE

BigHalle

labroots

BIZBASH

"PUTTING ONE ON IS ALMOST LIKE GEARING UP FOR SPACE."

engadget

"THIS MAY BE THE CLOSEST I'LL EVER GET TO OUTER SPACE."

LIVESCIENCE

"AN OUT-OF-THIS-WORLD VIRTUAL REALITY EXPERIENCE."

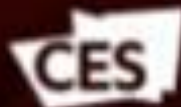
SPACE!

AT

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MEDIA IMPRESSIONS

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IS AL

FROST  
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AMERICAN

digg



psfk

TECHUNDO

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SPACE

LIVESCIENCE

Mighty

labroots

BIZBASH



AUTOBOT IRONHIDE IS A GMC TOPKICK

AUTOBOT BUMBLEBEE IS A CHEVY CAMARO

AUTOBOT JAZZ IS A PONTIAC SOLSTICE

AUTOBOT RATCHET IS A HUMMER H2



# TRANSFORMERS

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**Now go make great stuff.**