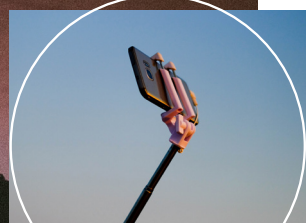


DIRECT AGENTS

SEPTEMBER 2021



THE FUTURE **OF VIDEO:** 2021 & BEYOND





THE FUTURE **OF VIDEO:** 2021 & BEYOND

Out of a **record-breaking year for video**, new technologies emerged. From immersive VR technology to shoppable video, video has adapted and progressed with the digital marketing landscape. In the first half of 2021, people relied on video to **tell stories, connect** with people across the world, and **personalize** online experiences. As we look ahead towards the advancements of the future, video will never be the same.



FOSTERING A SENSE OF COMMUNITY

While stay-at-home orders forced people inside, video arose as a way to **keep people connected** despite being miles apart. Video became an integral part of digital strategies with 91% of marketers reporting that video is more important for brands in light of the pandemic.¹

In 2021, livestream videos became a way for people to connect all around the world. Over 85% of people watched a live stream in 2020, and NASA's rover livestream racked up over 2 million views.² Live video creates a **“virtual presence,”** turning personal videos into shared experiences.

As a testament to the power of community, the popular K-Pop band, BTS, developed a strategy for the launch of their new song around butter. Yes, butter. For one hour, 2.3 million people tuned into a video of butter melting. After the clock counted down from 60 minutes, fans were rewarded with a sneak peek at the group's hit song, “Butter.”



“With me” videos also grew in popularity over the past year. YouTube stars and influencers encouraged users to follow along with them for tasks such as makeup, cooking, cleaning, or even brushing their teeth. “Come get ready with me,” the influencers say to their webcam - and millions tune in. These video influencers serve as a replacement for group workout classes or cooking with friends.

While the world is not isolated anymore, the sense of community that video fosters will continue on into 2021. Video is less about the product or the person on the screen, and more about the community that it brings.

1. Wibbitz. (2021). 5 reasons why video is the future of content marketing. Available at: <https://www.wibbitz.com/blog/why-video-is-the-future-of-content-marketing/>

2. Youtube. (2021). YouTube Culture & Trends Report at Cannes Lion 2021. Available at: <https://trendsreport.withyoutube.com/>

TAPPING INTO THE CONSUMER

The ability to “speak video” is the focus looking forward to 2021. **Focus on the consumer experience**, not the product. Take Olivia Rodrigo, for example. Rodrigo’s hit single, “Drivers License” pulled users in with the catchy tune and brought them in deeper with her music video. The video took viewers to her bedroom floor and to the passenger seat of her car where she poured her heart out. They followed her alongside her journey and saw themselves in the driver’s seat. DojaCat also tapped into this **sense of authenticity** in her music video with her reference to the “Silhouette Challenge,” the viral TikTok challenge. Similarly, after Baron Zemo’s dance moves were turned into a meme, Marvel launched a one-hour-long “Dancing Zemo” video. The video went viral and racked up over 6 million views.³

Authenticity is no longer about incorporating subtle nonverbal cues or utilizing a more casual tone of voice. Marketers need to tap into extreme authenticity in order to see impressive video results. As Google notes, “the winners in the world of video are those who manage to **break the fourth wall** and pull audiences in with their reliability.”

3. Youtube. (2021). YouTube Culture & Trends Report at Cannes Lion 2021. Available at: <https://trendsreport.withyoutube.com/>



VIDEO-ENHANCED WORKPLACES

With a majority of workplaces transitioning to a hybrid model, major changes are coming to the traditional office space. The future of the workplace shows video studios taking over the traditional conference room. Office spaces will be optimized for high-quality video meetings. This advanced technology will also be brought to video interviews. 86% of companies are incorporating new video technology to interview candidates.⁴

Google is already on the **brink of innovation** with its latest video communication technology. Google's 'Project Starline' takes video conferencing to the next level. Rather than seeing video participants in a box on the screen, advanced technology and machine learning bring users together, even when they're thousands of miles apart. After looking through a "magic window," users are able to see the other person, life-sized and in three dimensions sitting in front of them.⁵

Zoom and webcams will no longer cut it as we move towards **a more refined remote work approach**. Marketers will need to understand how they can perfect their video communication tactics.

4. Forbes. (2021). How Video Will Transform The Future of Work. Available at: <https://www.forbes.com/sites/williamarruda/2021/04/11/how-video-will-transform-the-future-of-work/?sh=3ea2e1fa5213>

5. Google. (2021). Project Starline: Feel like you're there, together. Available at: <https://blog.google/technology/research/project-starline/>

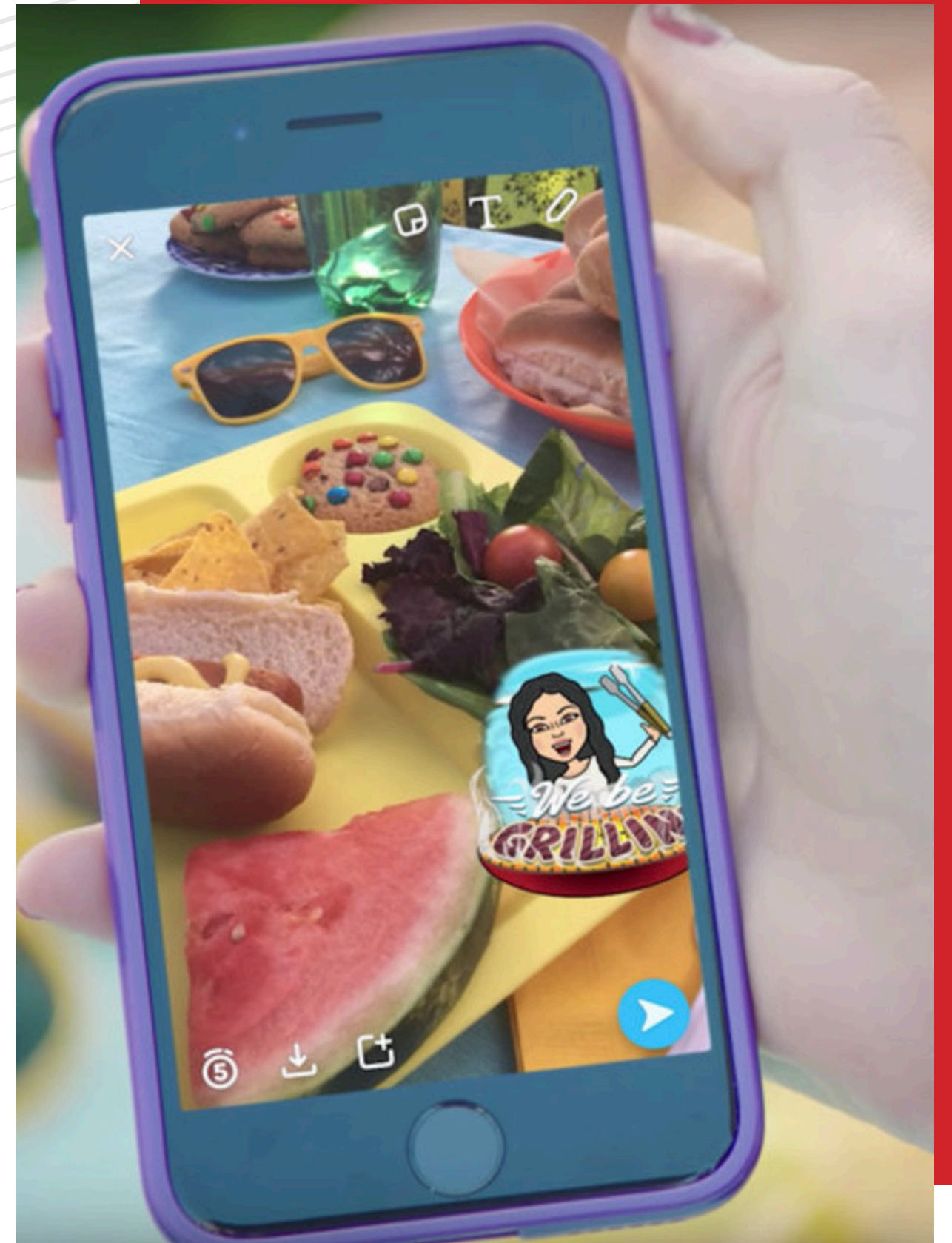


PRIORITIZING MOBILE-FIRST

Looking forward into Q4, the latest studies predict that mobile videos will make up 73% of video advertising by 2024. Currently, mobile makes up 35% of ad spending, which equates to roughly \$8.92 billion per year. Content creators look for ways to optimize their videos to the 16:9 ratio, as their followers increasingly turn to their smartphones for video viewing.⁶

What started with Snapchat in 2011 led to TikTok, Instagram Reels, Snapchat Spotlights, and most recently, Youtube Shorts. Users crave **short, snackable, mobile-first video content**. More social platforms are beginning to cater to video. Recently, Instagram, a photo-sharing app, made the pivot to video, with the head of Instagram saying that the app will begin experimenting with “full screen, immersive, entertaining, mobile-first video.” **Short-form video with a quick, attention-grabbing story** is dominating the video landscape.

6. The Viewpoint. (2021). The Future of Digital Advertising: the Likeliest Trends of 2021 and Tips to Stay Afloat. Available at: <https://theviewpoint.com/insights/blog/the-future-of-digital-video-advertising-the-likeliest-trends-of-2021-and-tips-to-stay-afloat/>

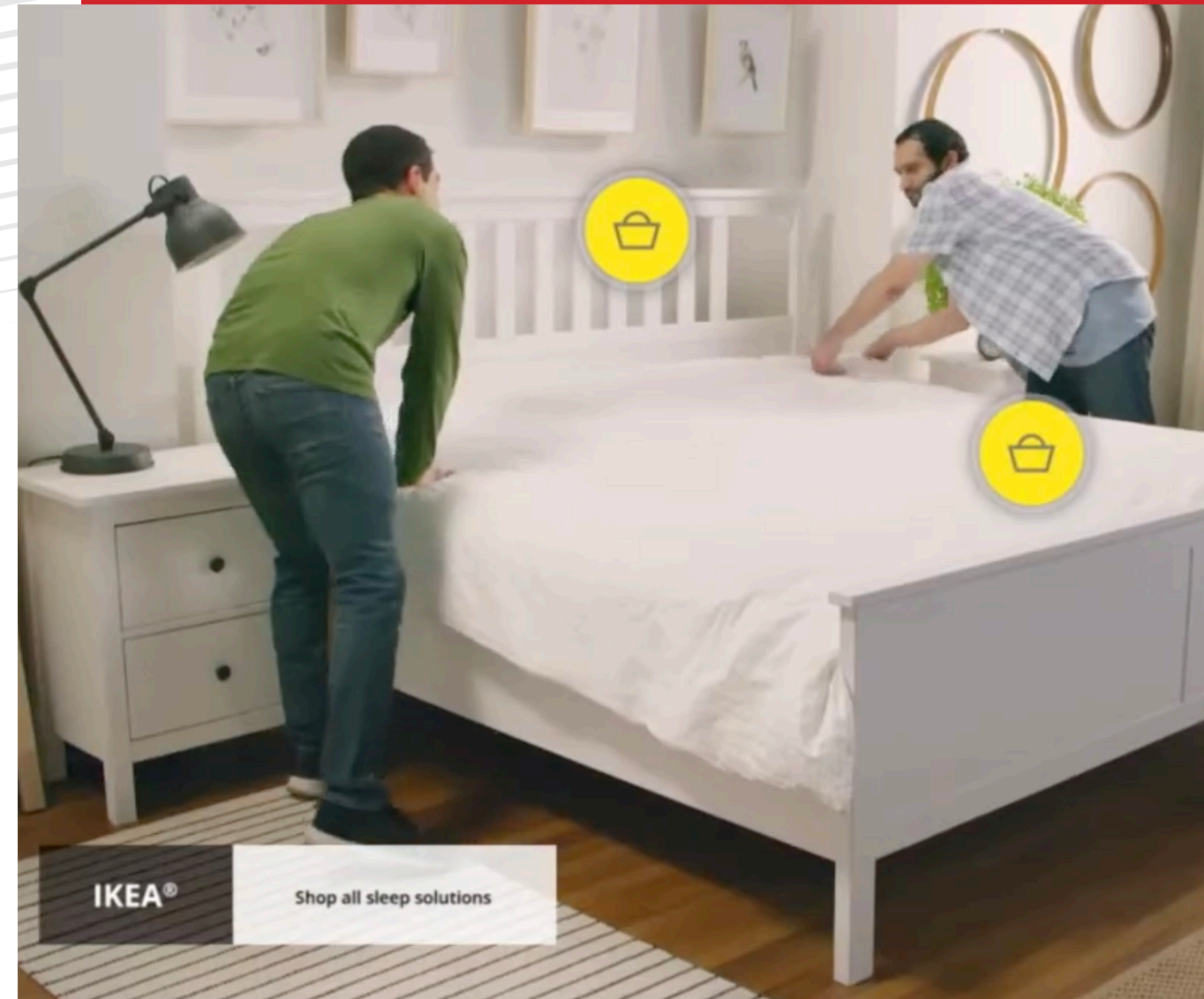


SHOPPABLE VIDEO

Shoppable video is the latest innovation to hit the digital landscape. Despite the ease of online shopping, **users still crave the in-store experience**. Creators on social media who have already established trust with their consumers are the perfect way to bridge this gap.

Additionally, shoppable video will be the wave of the future for e-commerce. Shoppable video allows users to buy products directly from a video rather than requiring the consumer to exit the advertisement, making the consumer journey seamless. The key to shoppable video is **telling a compelling story**. In 2016, Ted Baker was an early adopter of shoppable video. After partnering with Guy Ritchie, Ted Baker created a 3-minute long “Mission Impossible” themed video. Each character in the video was wearing a clothing item that viewers could purchase. Ted Baker sold \$70,000 worth of clothing in seven days as a result of these videos⁷.

This shows the wide range of ways that brands can utilize video to enhance the online shopping experience. As video gains popularity, shoppable video will play a more prominent role in e-commerce strategy.



So what's next for shoppable video? **Shoppable TV.**

In the future, almost every advertisement on TV will be shoppable. Users will be able to make a purchase without ever leaving their television program. For now, brands must master the art of video storytelling to bridge the gap between the ease of online shopping and the experience of physical retail stores.

7. AdWeek. (2021). 3 Trends Redefining Video During the Pandemic. Available at: <https://www.adweek.com/partner-articles/3-trends-redefining-video-during-the-pandemic/>

THE EXPERIENCE OF IMMERSIVE VIDEO

Video has become more about the overall experience, with new technology allowing for more **immersive experiences**. Immersive video technologies span from audio-first formats to VR technology. The idea behind immersive videos is to bring the viewer into the screen and into a new reality. With the influx of new technology and the greater need to bridge the gap between in-person and at-home experiences, the VR market is projected to grow from \$6.1 billion in 2020 to \$20.9 billion by 2027.

Audio-first formats have emerged as a type of experiential video. Audio-first videos rely less on camera work and more on audio.

An example of audio-first is “in another room” videos. The muffled sound and the unwavering video make viewers feel as though they’re in the room with the camera. In addition, drone work can effectively take people into the view of the camera. A viral video shot in a Minneapolis bowling alley takes viewers down the lanes and past the bowlers with quick and intricate drone work. Video is less about one-way viewing and more about immersing the viewer into the video landscape.⁸ Video creator, Jay Christensen, commented that “a drone can move through cracks and crevices to tell a story.” It’s about the story that these movements show the viewer.

Immersive video can be utilized to bring dimension to in-person experiences that were taken online. For example, the real estate industry can utilize immersive video to provide a more in-depth virtual showing of a property. Similarly, retail stores can utilize immersive video so users can “try on” clothes from the comfort of their couches. Immersive video is the wave of the future. As brands look to level up their digital user experience, they will need to think of creative experiences that will pull users in, rather than one-way viewership⁹ (Google).



8. Youtube. (2021). YouTube Culture & Trends Report at Cannes Lion 2021. Available at: <https://trendsreport.withyoutube.com/>

9. Think with Google. (2021). What the YouTube Culture and Trends Report reveals about the future of video. Available at: <https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/the-future-of-video-viewing/>

