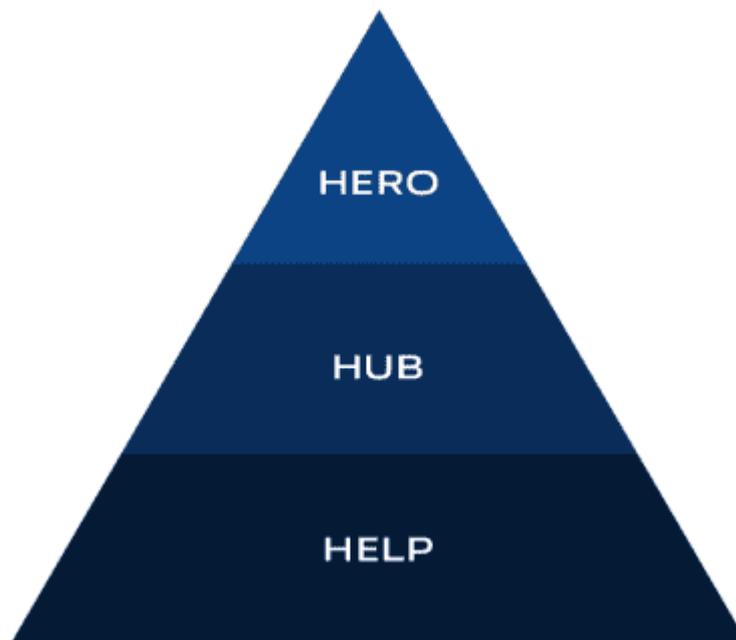


## Creating Video Content For Your Brand Is Like A Relationship

In a relationship, you always ensure that you cater to your partner's needs to keep him/her engaged for the relationship to be maintained. This process takes time, effort and creativity. Video content creation is no different. In order to encourage viewers to be attracted to a brand video, the brand needs to encourage the relationship between the two. Before getting into how creating content for videos possesses the same concept as a relationship, what is HERO, HUB, and HELP? The 3H theory is a framework for video content creation that aids in sorting out what kind of content brands should be making according to its levels. Each level provides a strategy on how to engage with a brand's audience.



### What is the 3H Theory?

The first H of the 3H theory stands for Hero. Hero content is referred to as the major content that is aimed to increase the growth of the brand's audience. Therefore it is only posted once in a while on the brand's website or social media platforms. It also usually revolves around big events such as a product launch, a campaign or even a cultural event like Raya Aidilfitri. The types of content include TV commercials, corporate films, live stream events and more. Since Hero content is desired to reach as many people as it can, it requires a higher level of investment in terms of capital, time, and resources. This also explains why Hero content has higher production value compared to other content types. Due to the high quality content and its impact, it encourages the audience to share it with others such as their family and friends. This results in the content getting a lot of attention and engagements. An example of that



we have done is the [Eukanuba advertisement](#). This storytelling advertisement evokes emotion in the viewer, leaves an impact on them and therefore encourages the behaviour of sharing it to others.

As for the second H, Hub content differs from Hero content where the content is posted on a regular basis and at a set time. This episodic content gives a reason for viewers to subscribe or to follow up with in order to keep them posted. Going back to the relationship analogy. If Hero is the big gesture, Hub content is the small gestures that you do on your regular basis for your partner. An example of Hub content that RTV Malaysia has done is '[Guardian Recommends](#)', where we upload 2 to 5 product review videos per month on Guardian Malaysia Facebook page and Youtube channel. Due to this consistency, we have managed to maintain this engagement with the viewers since June 2020.

Lastly, Help content is to attract viewers by learning their intent. Help content's function is the equivalent of video content. They are usually how-tos, FAQs and explainers that show consumers the brand helps them solve their problems. One way of doing so can be through formats such as Youtube videos or even an Instagram post showing tutorials or demonstrations. This content then shows consumers that their questions have been answered through the brand's services and products. When they are satisfied, they come back for more. An example of this would be cosmetic brands engaging with make-up enthusiasts on TikTok. Many of these TikTok videos show what the product is like and what it can do to achieve a certain make-up look that viewers are interested in.

## **How is it like a relationship?**

As mentioned before, Hero is the content that is seasonal and of high production value, Hub content is new content that is released episodically which therefore encourages engagement in viewers and Help content is the information that brands put out in order to help their consumers or to attract potential audiences who experience a problem they are able to help with. Creating video content for your brand according to these 3Hs is somewhat the same as building or maintaining a relationship. In order for your relationship with your partner to flourish and grow, it is important to give consistently. Building a relationship is not just about falling in love (Hero) but also choosing to be in love by small gestures (Hub) and bringing value to each other's lives (Help). Consistency is key. Building a relationship between brand and customers is more than just serving a bunch of video content. On that account, if a brand is consistent with their content, their customers will remain happy and satisfied, giving them more reason to stay and put in effort themselves to maintain the relationship. We should understand what makes customers' tick and their pain points to successfully create suitable content to add value to them.



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## **Conclusion**

To sum it up, it is important to create content consistently as the relationship between the brand and customers need to be attended to at all times. Knowing what level of content to post and at appropriate times is also crucial as these factors play a role in brand awareness and engagement. With the 3H framework, brands can create suitable content that can successfully build a relationship with their target audience.

Find out how to go about video marketing for your brand with [RTV Malaysia](#) now!

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