

Determine What Types Of Videos Work Best For Your Brand

Video marketing has been able to create many creative opportunities for brand awareness, engagement and even conversion. Dominating social media with its presence has allowed brands to reach their target audience in an engaging form of entertainment. But have you ever wondered, what type of video suits what kind of brand or content? Determining the type of video that works best depends on the business and campaign objective a brand wishes to achieve and also their target audience. The various types of videos provide different solutions for brands. The ones we have accomplished at the moment include brand film, interview, product review/testimonial, animation and live streaming.

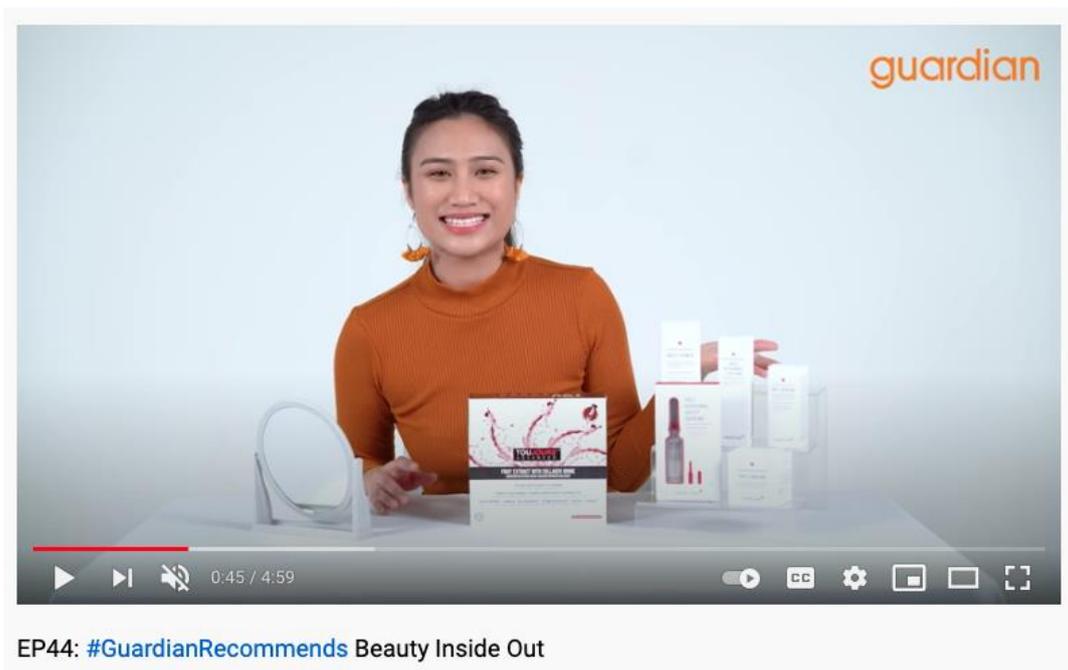
What are some of the types of videos?

Brand film is the video that markets a brand's story by highlighting the company's core values and visions, and relating it to their target audience. It has the highest production value compared to other video types and is meant to engage with a larger audience. The features of this video have to be of quality, usually in cinematic style which explains the high production value. There is also usage of emotions in this type of video, which enables a bigger impact on the audience. These qualities then result in the video to be shared, spreading more awareness of the brand and reaching the target audience. Another reason why brand films work is because it does not hardsell, instead it shows that its initiative is more than just being purchasing-related, making it more appealing. A brand film we have done was for [Eukanuba](#). The cinematic-style video engages with the viewers through a storyline and emotions displayed in a relationship between a family and a dog, which is highly relatable to many people especially the pet owners.

Interviews are a good way to send a message while still building a brand's credibility. Involving professionals in an interactive session to discuss about the brand or its product, is able to engage with viewers from both sides. Not only is it able to engage, it is also a bonus to those who wish to get a message across successfully and in the most efficient and budget-friendly manner. On top of that, it is possible to adapt the interview into another media format such as a blogpost or even an Instagram post. When a brand is able to get a professional to discuss a product in their area of expertise, it sends out the message that their product is trustworthy and reliable. It is also able to give the audience some insight about the brand without hard selling. An example could be two skincare specialists talking about a skincare line. The audience is able to get opinions from two professionals, which is double the valuable information. Interviews can also be used in order for a brand to introduce a new product and how it will be beneficial to its target audience. An interview we have done was for [Royal Canin](#) where they just released a new app. The questions

asked regarding the app are able to attract existing and potential pet owners. Not only do the questions allow more insight for viewers, it is also being answered by a professional who knows the product and topic very well.

Product reviews, or testimonials, show how to use the product and present the features on why consumers should purchase a product. Obviously, brands are supposed to say that their products/services are the best of the best, but where's the how? This is where product reviews/testimonials come in. After brands raise awareness on the hows of their product, it is important to bring in the results. Many consumers do their research and look into reviews and testimonials before buying, especially with bigger purchases. On top of that, these reviews are usually done by real users which allows brands to show their credibility and further encourage the consumer to purchase. Product reviews and testimonials also help reach out to those who are trying to solve a problem. A product review we did was for [Guardian Recommends](#) where the demonstration of different products and its benefits were shown.



Animation is another method that uses less resources to spread awareness and make it possible for brands to advertise, especially at times like this where shooting is not allowed due to COVID-19. It also allows room for visual and audio creativity, which helps engage with viewers. The animated content is able to get straight to the point while providing entertainment. We have done an animated how-to video for [Royal Canin](#). The how-to video quickly explains the steps with clear instructions on how to redeem a free Royal Canin starter pack for their new adopted pet within one and a half minutes. Informative, quick and easy to consume!

Live streaming videos are a fun way for a brand to connect to their audience. This interactive type of video allows brands to create a more in-depth relationship with their audience by providing content while getting their input simultaneously. It is somewhat similar to a video call between a brand and its target audience. The viewers are typically given the opportunity to ask questions about the product and the host will answer on the spot. This method is able to engage in a more personal manner, therefore helping potential consumers feel more comfortable with purchasing. We did a live stream for [Eukanuba](#) on understanding a dog's behaviour needs. The stream was hosted by Maggy Wang and Mark O'dea, influencers who also have their own audience. They introduced two professional pet trainers, Mr Santhana and Mr Kaneson. Not only was this live stream interactive, it was able to attract viewers from Maggy and Mark's side, while also getting specialists to provide valuable information as well as attend to the viewers' concerns/questions.



Conclusion

It is evident that different types of videos are able to provide solutions for brands. Brands are given the freedom to play around with their content. Apart from the five video types mentioned above, there are other video options to venture into as well, such as unboxing/haul or even behind-the-scenes videos. The possibilities are endless!

See how you can achieve your campaign objectives while reaching your target audience through videos with [RTV Malaysia](#) now!



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