

VIDEO + SOCIAL

LEE COUNTY VCB
SOCIAL MEDIA MEETUP

MMGY GLOBAL



SHEA CARTER

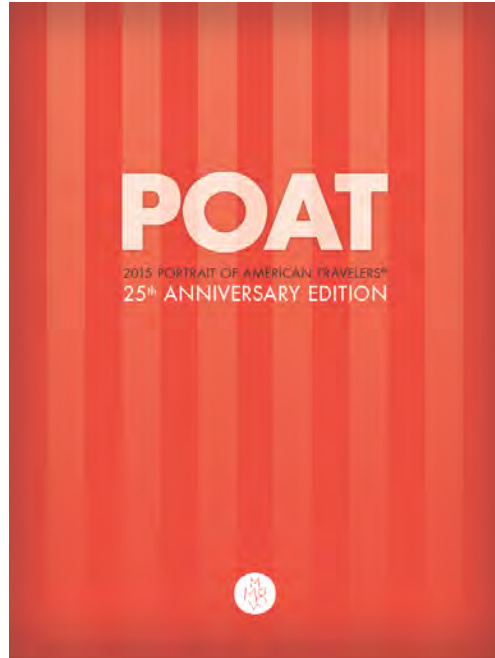
Executive Director, Social & Experiential Marketing



@sheasylyvia

TRAVELERS
ARE SOCIAL

PORTRAIT OF AMERICAN TRAVELERS



The most comprehensive analysis of the emerging travel habits, preferences and intentions of Americans.

- 2,948 respondents
- >18 years of age
- Annual HHI >\$50K
- 26th year



HOURS SPENT DAILY:

3.8 HOURS

WATCHING TELEVISION

3.7 HOURS

ON INTERNET FOR PERSONAL USE

1.7 HOURS

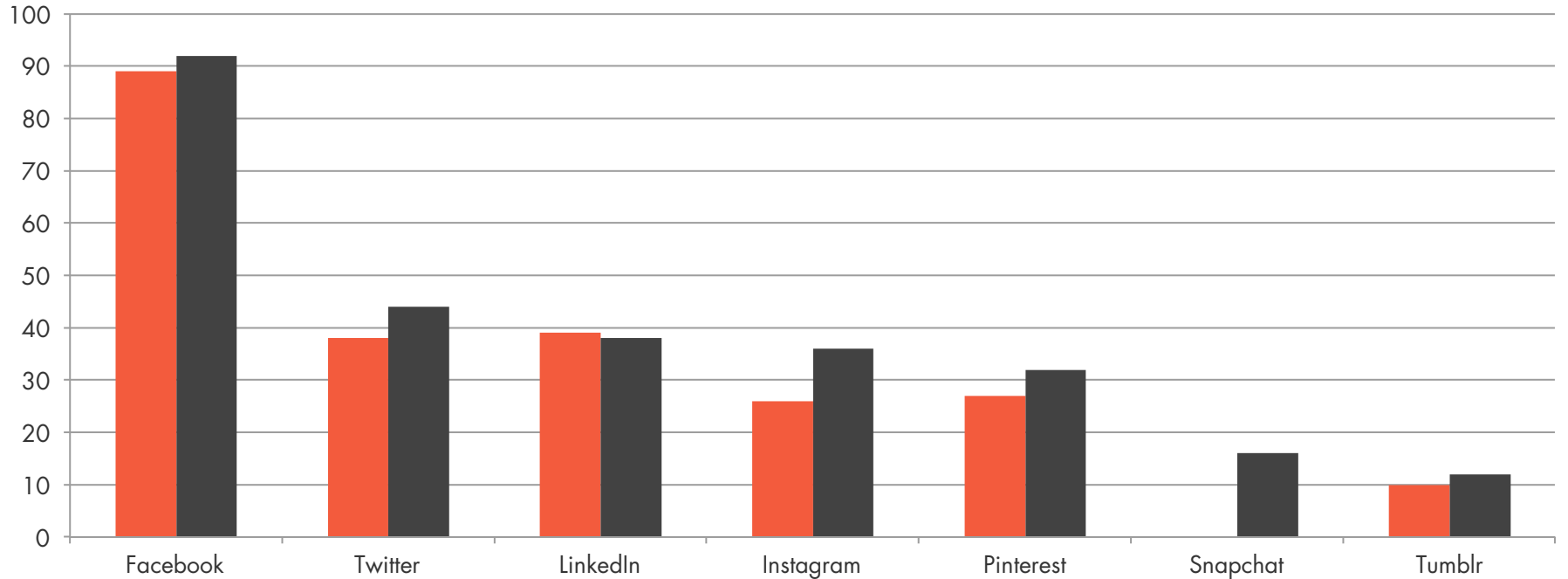
LISTENING TO THE RADIO

1.3 HOURS

ON SOCIAL MEDIA

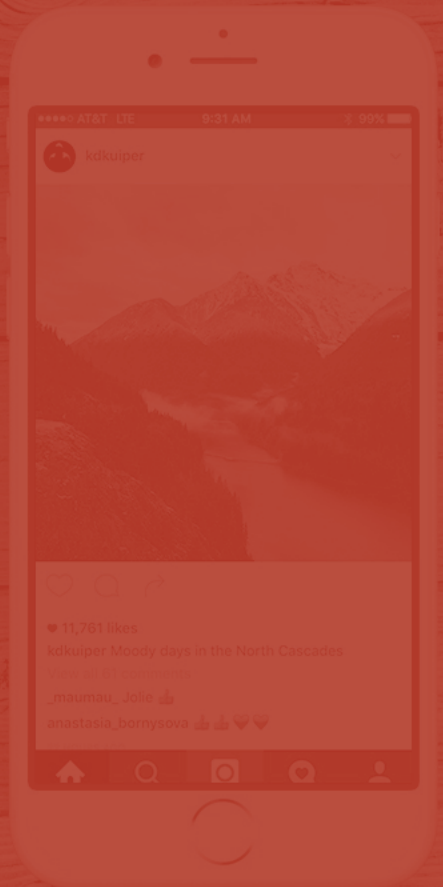
TRAVELERS WITH SOCIAL MEDIA PROFILE (%)

2015 vs. 2016



31%

Consider social media posts from friends/family when looking for travel ideas and inspiration



INSPIRE OTHERS
WITH THEIR SOCIAL
CONTENT



INSPIRED BY SOCIAL
MEDIA CONTENT

SHARE PICS
DURING AND
AFTER TRIP

TAKE A TRIP

73%

*post to social networks at least
once a day while traveling*

3 out of **4**

*travelers use social media to share
their travel experiences post-trip*

Source: Social Media and Travel Infographic, Adweek July 2015



SOCIAL VIDEO IS
THE NEW BROADCAST



74%

of all internet traffic in 2017
will be video content



1 %

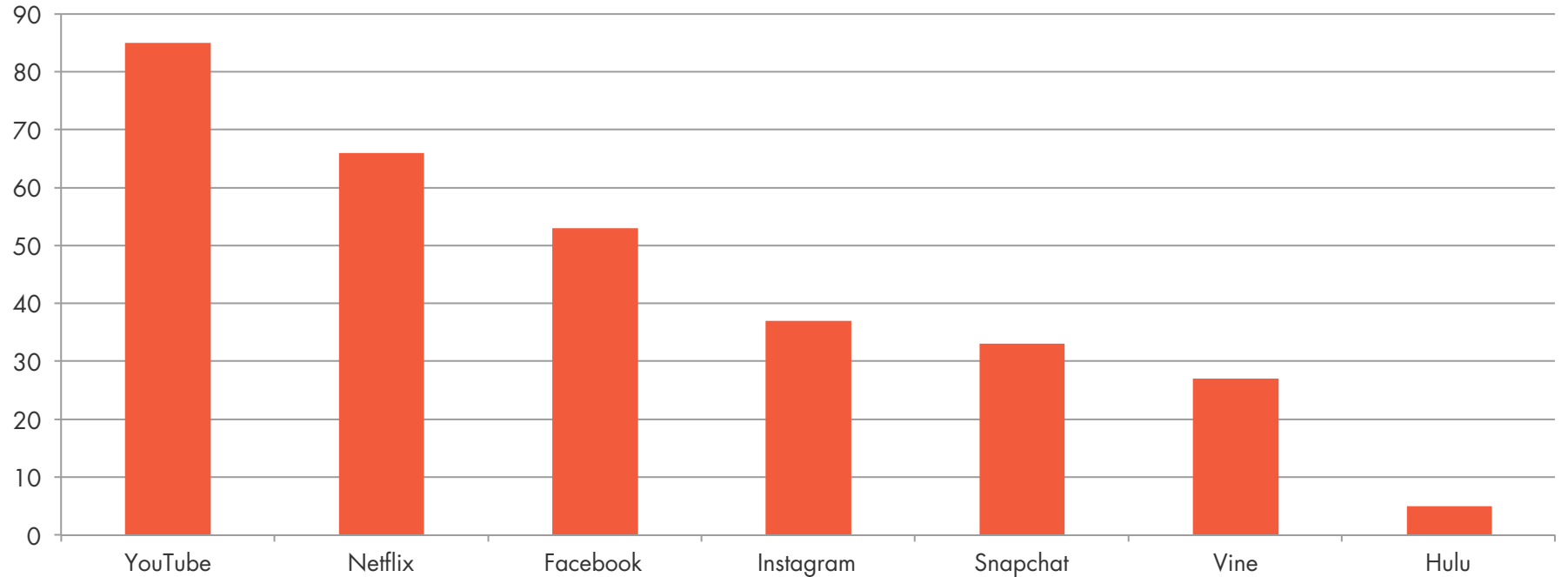
of all videos uploaded to
YouTube get more than 1
million views

(Going viral is hard!)

A person is lying in a white wicker hammock outdoors, holding a tablet computer. The background is a blurred outdoor setting with greenery and a building. The text is overlaid on the image.

US ADULTS SPEND
5.5 HOURS WITH VIDEO
CONTENT EACH DAY

WHERE MILLENNIALS ARE CONSUMING VIDEO (%)

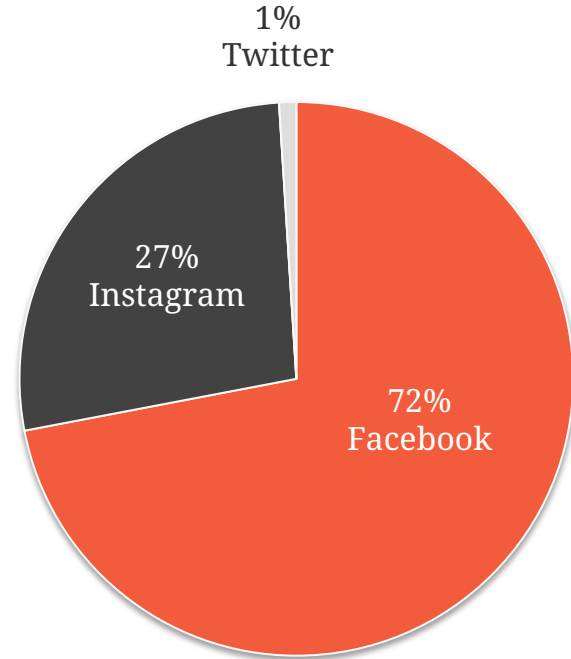


Source: Defy Media 2016 Acumen Report



VIDEO ENGAGEMENT SHARE

For U.S. Travel Brand Social Network Pages



Source: Shareablee, "State of Travel in Social Media/Emarketer"



8 BILLION

VIDEO VIEWS PER DAY

“Since videos on Facebook autoplay with sound off, it’s important to make sure video content entices viewers even when muted. When sound is off, beautiful imagery and on-screen text can help tell your story. When enabled, your video’s sound should offer additional value to viewers and further bring your story to life.”

FACEBOOK



Tasty Cheese-Stuffed Pizza Pretzels

Shared with: Public 84,533,843 Views

Related Videos



Pizza Puff Pastry Twists Tasty 150,024,685 Views



Gaufres au Nutella, comme à New York ! Papa en Cuisine 1,060,163 Views



Loaded BBQ Chicken Nachos Tasty 31,967,870 Views

EPISODIC CONTENT



Whine About It
January 6 · 🌐

And we're back! This week on Whine About It... REASONS NEW YEAR'S RESOLUTIONS ARE THE WORST

WHINE ABOUT IT

WITH **MATT BELLISSAI**

2.8m Views

👍 Like 💬 Comment ➦ Share

54,653 people like this. Top Comments ▾

29,575 shares



5 DAYS...

SUBSCRIBE NOW 

0:02 / 5:44

5 Days of No Social Media | Try Living with Lucie | Refinery29

 **Refinery29**

 **Subscribe** 192,826

41,691

+ Add to ➦ Share ⋮ More

👍 1,202 🗨️ 23

Video has been coming in at around 15-20% engagement rates - which is massive when compared to normal engagement rates for other types of campaigns.



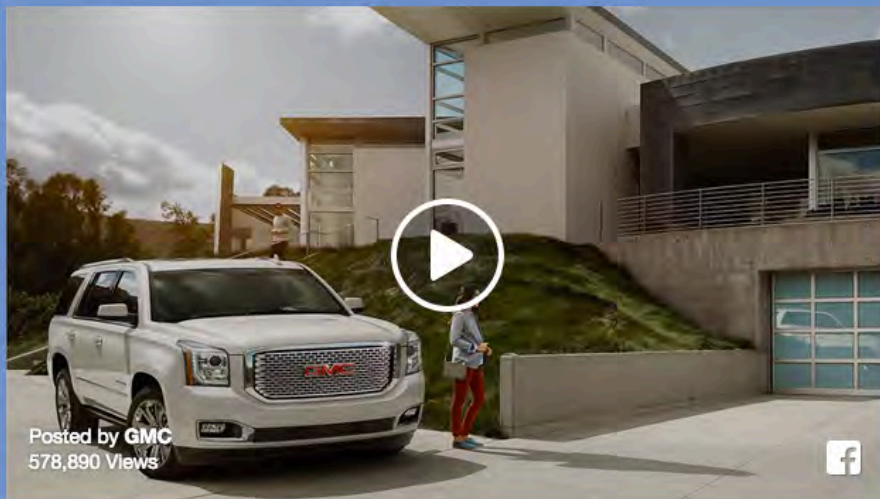


Monthly Spotlights

Filter by:

Month Year

Vertical



Video Ad Creative Spotlight

August's creative showcase of video ads across 9 verticals

Most Effective Tactic for Attracting Viewers to Watch Digital Video Ads According to US Ad Agency Professionals, May 2015

% of respondents

Target viewer's interest

65%

Make the ad entertaining

25%

Use comedy/humor

5%

Make the ad educational

3%

Use a popular actor or actress

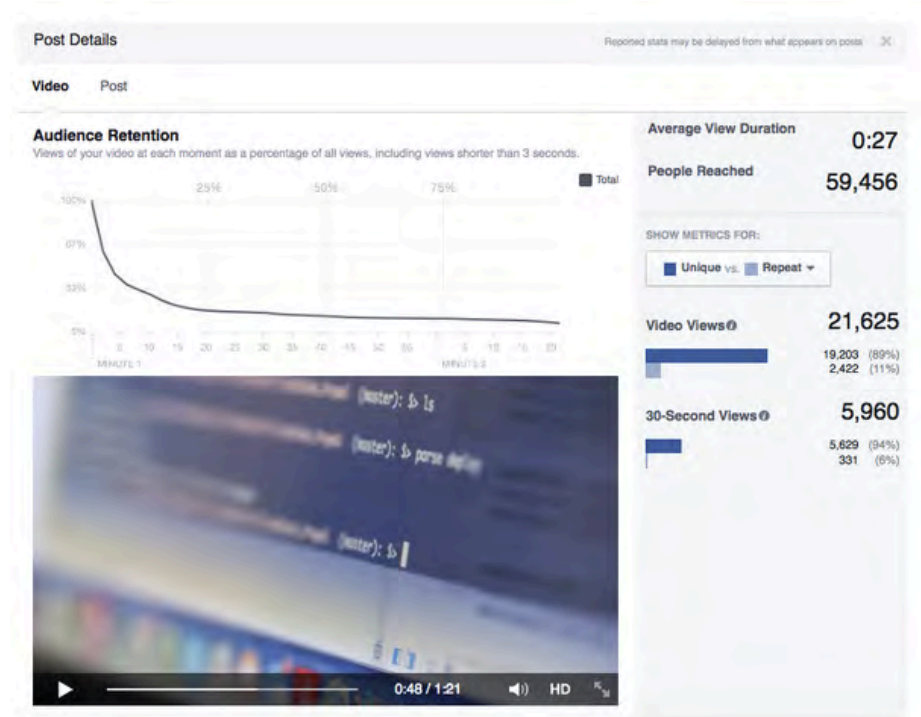
2%

Note: n=80

Source: Strata, "1st Quarter 2015 Agency Forecast Survey," June 16, 2015

BEST PRACTICES

- Know the 3 Second Rule
- Understand video views vs. 30-second views
- Use as little of the viewer's time as possible (don't belabor the message)
- Focus on storytelling
- Tailor your story to your audience



VERTICAL CONTENT: SNAPCHAT & PERISCOPE



“Rotating your phone to watch a video in widescreen is the equivalent of having to sit at your desk and rotate your computer monitor all day long.”

JON STEINBERG,
Former BuzzFeed COO



VERTICAL VIEWING

5%

2010

29%

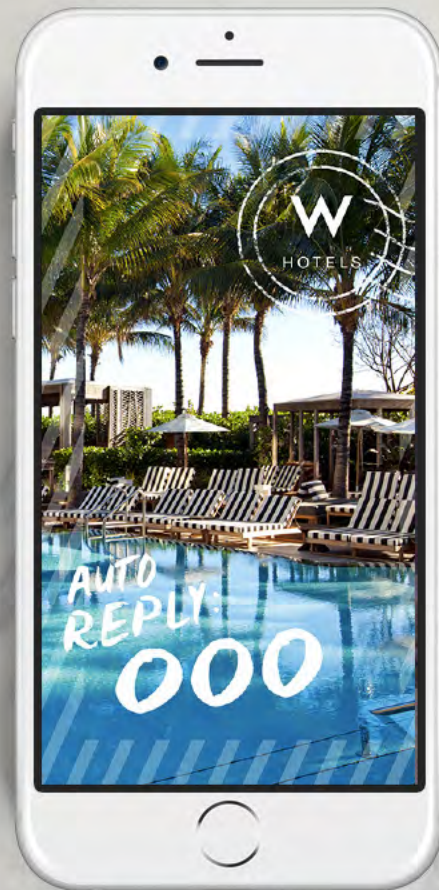
2015



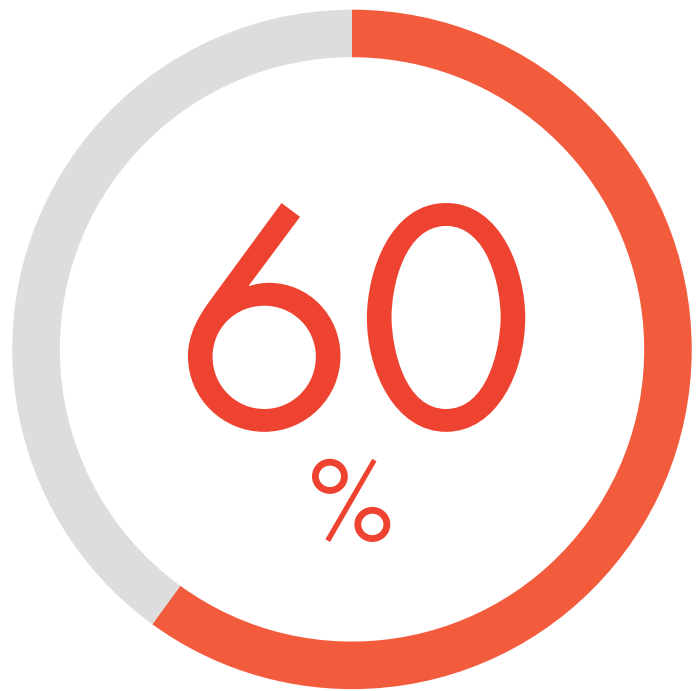
9X

MORE COMPLETED VIEWS THAN HORIZONTAL VIDEO ADS

Source: Snapchat







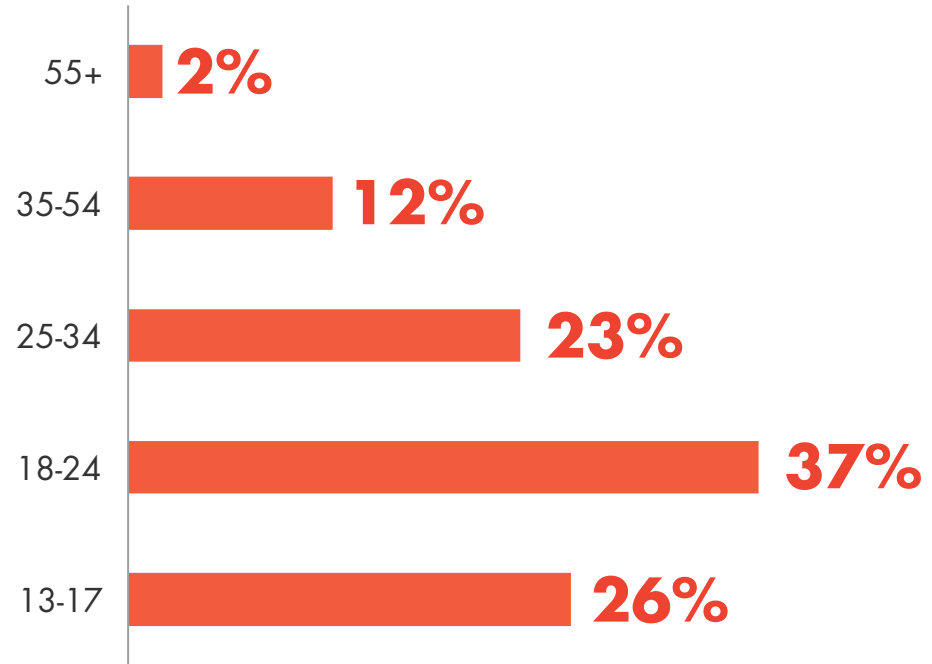
Of U.S. 13-34 yr-old smartphone users are
SNAPCHATTERS

Source: Snapchat

A YOUNG AUDIENCE

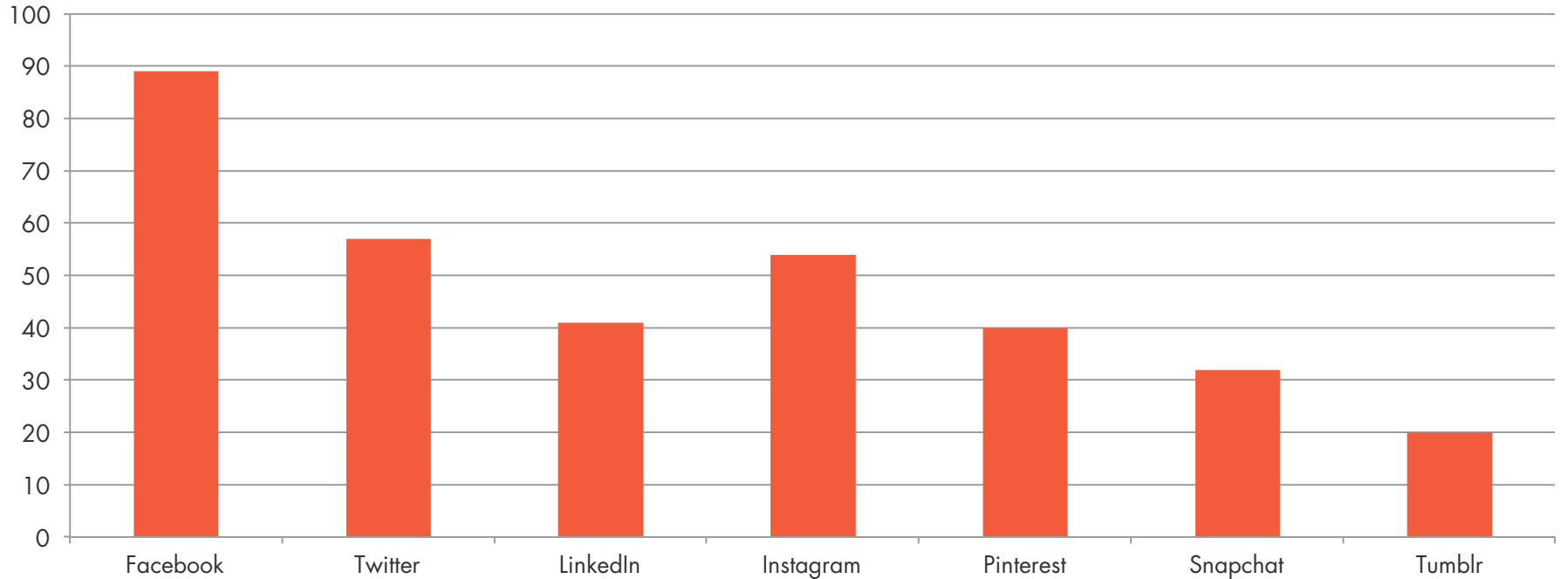
86%

*Of Snapchat users are under
the age of 35*



Source: Snapchat

MILLENNIAL TRAVELERS WITH SOCIAL MEDIA PROFILE (%)



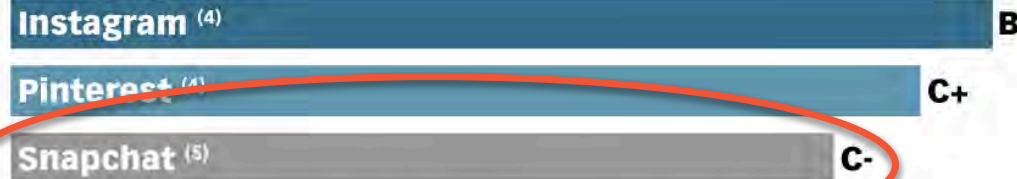
Social Ad Targeting Effectiveness According to US Brand and Agency Executives, by Platform, Sep 2015

scoring based on A+ through F scale

Big three



Emerging three



Note: respondents were asked, "What grade would you give Facebook, Instagram, LinkedIn, Pinterest, Snapchat or Twitter for ad targeting on the platform?"; (1) n=28; (2) n=20; (3) n=29; (4) n=27; (5) n=22

Source: eMarketer, Oct 2015



PROS

Authentic and casual platform for sharing live content

Any brand can create a profile & start sharing

Emerging rival of traditional broadcast advertising – get there early

CONS

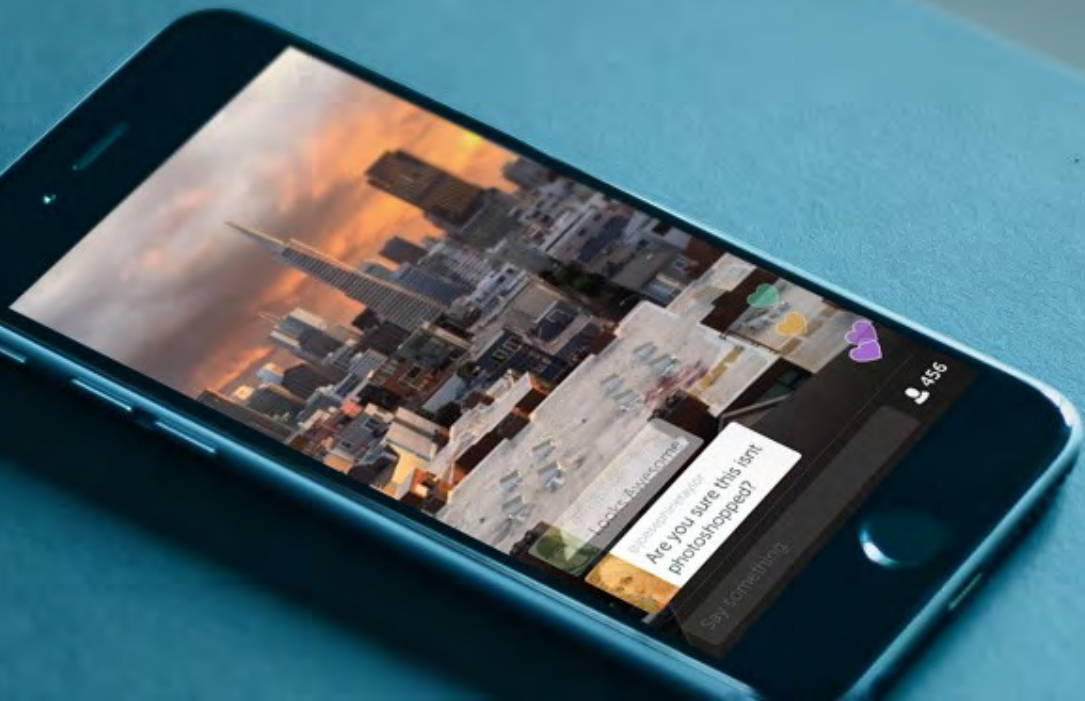
Very young audience

Limited metrics & measurement

Cost of advertising on Snapchat limits opportunities



Periscope



PERISCOPE IN PRACTICE



THANK YOU.
LET'S DISCUSS.

KANSAS CITY

NEW YORK

ORLANDO

FT MYERS

MADRID

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