



Branded video rewind

The evolution of branded video. How has the last year been in terms of video spends, creative allocation, number and nature of brand films? Where are we headed on this front? Are we witnessing the emergence of new trends? Is the industry at large doing enough to push the envelope?

GenZ: The new video sticklers

GenZ is the new-age audience within young India. Their attention spans are lower, they are more technology smart and have been exposed to differentiated content from the very beginning. This demographic cohort loves videos, videos, and more videos. How are brands using video as a vehicle to achieve greater engagement with this fickle audience and build personal connects with them?

Moving the needle from exposure to engagement: Still the challenge?

Effective branded content offers advertisers a chance to engage with consumers in a rather intimate manner, incentivizing brands to build ongoing relationships. For effectiveness, video needs to be used strategically in the medium and long term. Branded content has now affected the balance of power as a communication tool - both in digital and linear television. In the world of branded video, however, a lifelong vulnerability continues to haunt the ecosystem-measurement.

Driving social: Immersion and influencers

What goes into the storytelling of a brand film that inspires customers to view, engage, interact and possibly drive a purchase decision? Are brands and publishers remodeling their branded content distribution strategies? How are the social platforms setting up new solutions for brands for achieving higher engagement? What are the new tech solutions and advancements emerging to increase videos' availability and reach?

Understanding the audience: Data & tech in content creation

In the past few years, content studios and creative labs have mushroomed within major brands and publishers. Branded video is among the priority for advertisers and tends to be recommended by custom content publishers. Despite the growing affinity for branded videos, is there an understanding of a brand's earned audience and an appreciation for compelling storytelling? How can more deep data be used to understand consumers and gauge their pulse?