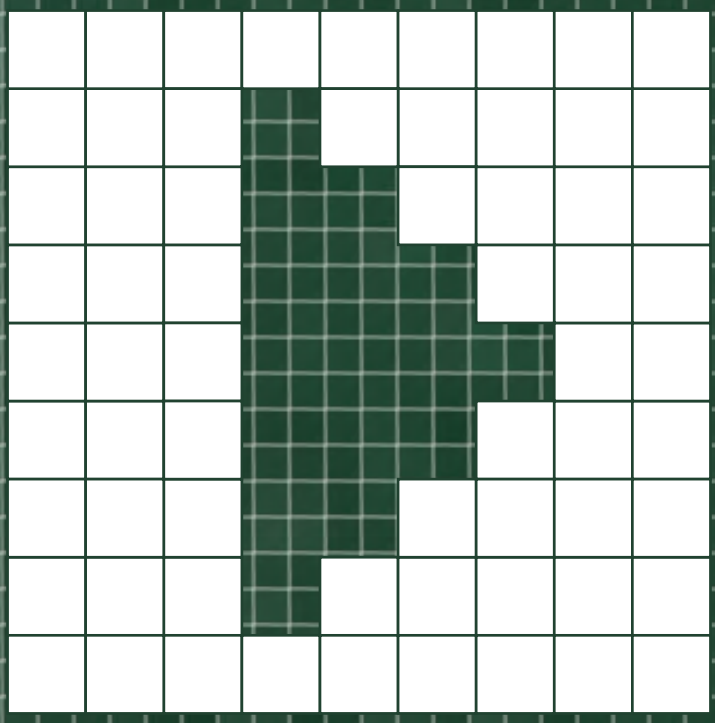


# **The Rise and Shining of Video During COVID-19**

**Volume 2**



**High  
Expectations**



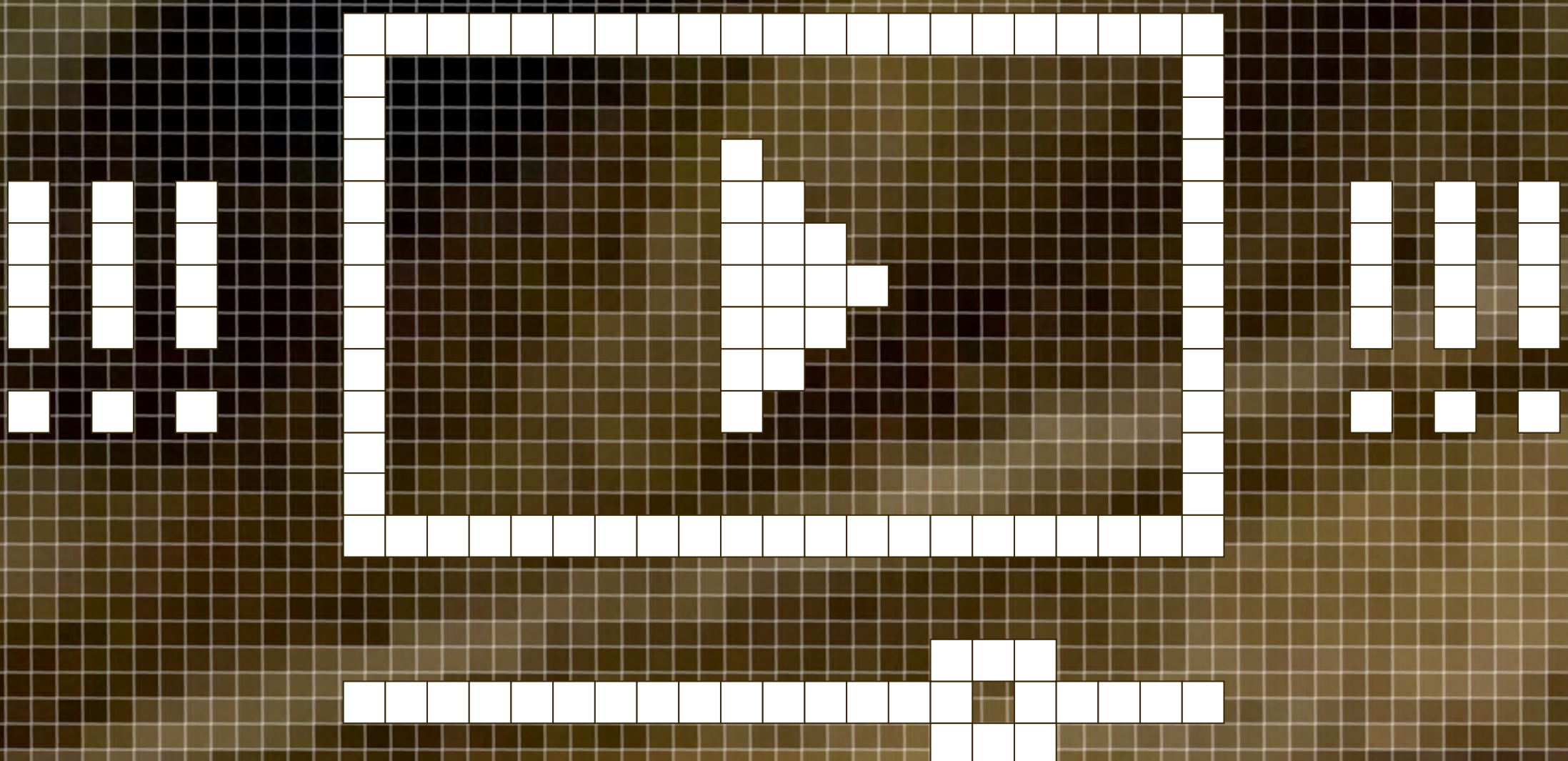
**Low  
Production  
Value**

Video Storytelling with  
User Generated Content  
is the HOW Right Now

# Video Storytelling with User Generated Content is the HOW Right Now

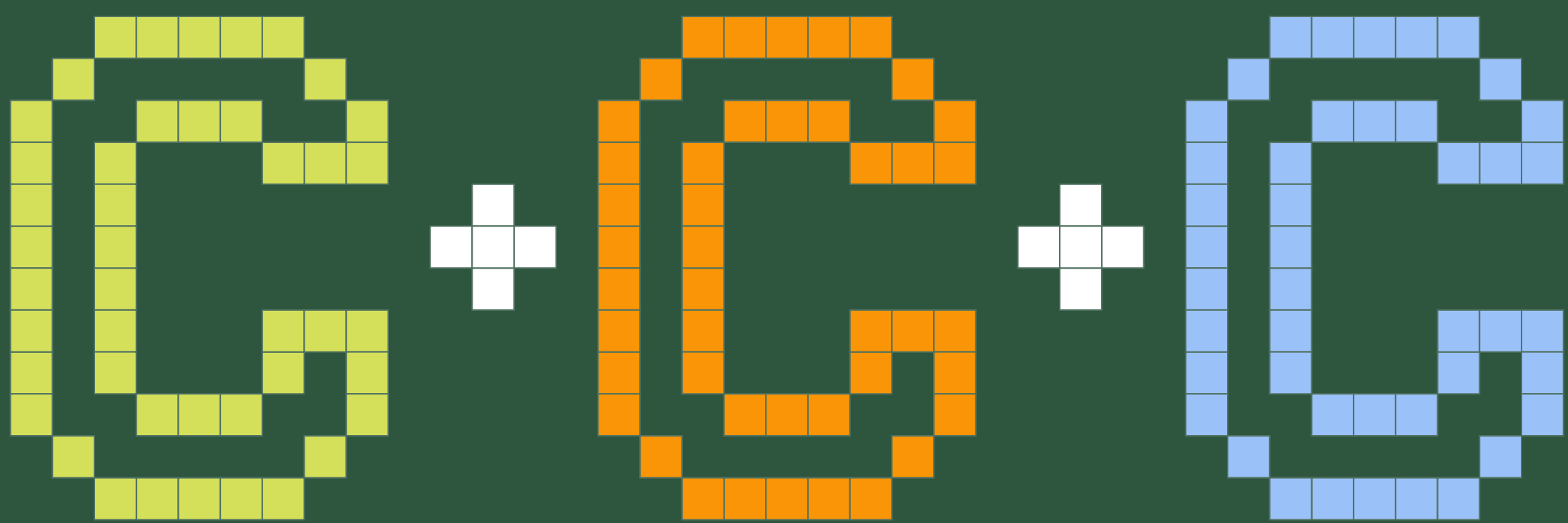
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Video consumption, creation and conferencing is how the global community is surviving the stay-at-home orders and isolation. Key takeaways from outside research — and our perspectives on how video content (at every level) is impacting a brand's ability to connect and communicate with its users — starts with understanding audience expectations surrounding multi-media content.



The Big Three social powerhouse platforms understand that — and are using that insight to build specific, video-first communities on each of their platforms.

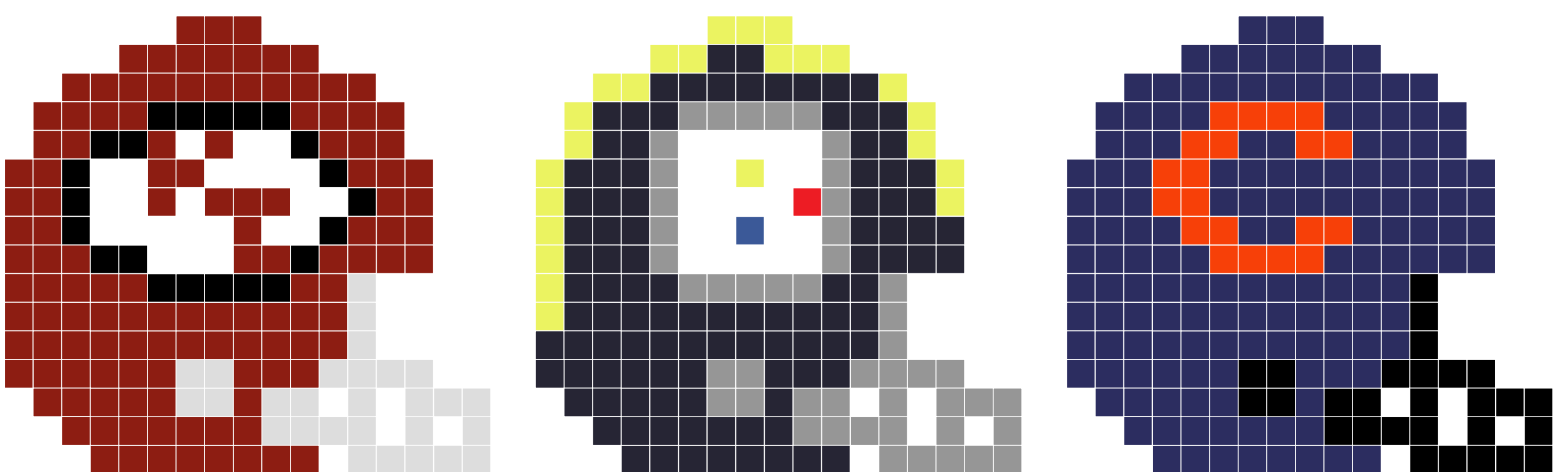
We are in the thralls of the ultimate market disruption. Brands that survive with their business and reputation intact will be those that focus on connections, community and content.



While so many brands and marketers continue to hang out in the wait-and-see mode, brands that quickly connected the dots to this secret sauce equation — with fast-to-market, UGC — helped the industry realize that a reset of expectations was needed not only in what a brand should say, but how they should say it. [Dove](#) and [Visa](#) are just a few brilliant examples of low production but highly relevant storytelling that demonstrate their in-tune, on-brand, audience-first approach while depicting the realness of today's current state of the world.

How are brands both bigger and smaller than Dove or Visa capturing and capitalizing on this insight? We're seeing them place their meticulously calculated, highly stylized, and professionally produced content on hold in favor of raw and relatable moments they are collecting straight from their audiences. And we are loving it.

Take the NFL Draft for example. At the turn of 2020, the draft was set for Las Vegas and primed to be the most elaborate spectacle of draft day television in history. A week ago, that same draft took place via video conferencing across the country, with prospects, coaches and general managers drafting from living rooms, basements and man caves. The tectonic shift in production value was necessary due to mandated conditions — but could be the first case of how production value shifts not only can happen, but will happen, without degrading the end product.



# The Rise and Shining of Video During COVID-19: VOL 2

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## Online Content Activities

Percentage of Global Internet Users Aged 16 to 64 Who Consume Each Kind of Content Via The Internet Each Month

WATCH  
ONLINE VIDEOS



90%

WATCH  
VLOGS



51%

LISTEN TO MUSIC  
STREAMING SERVICES



72%

LISTEN TO ONLINE  
RADIO STATIONS



48%

LISTEN TO  
PODCASTS



42%



**MOTION**

We're here if you have questions about how to navigate your social strategy or modify your content plans.

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