A Picture is Worth a Thousand Words, A Video 1.8 Million: How to Add Great Visuals to Your Marketing and Communications

Dave Mering, MeringCarson Advertising, California
“A PICTURE IS WORTH A THOUSAND WORDS, A VIDEO IS WORTH 1.8 MILLION”

Unified Wine & Grape Symposium
January 2015

We MOVE People

Mering Carson
As an agency, we believe that to truly connect with consumers and physically move them to take action, we must first move them emotionally. And that’s just what we do.
Content Marketing
The Power of Storytelling
“Marketing is no longer about the stuff that you make, but about the stories you tell.”

– Seth Godin, author, thought leader
“So the process of marketing is to uncover, coax out, and tell a story that is buried inside the product. Most of the time a story can be found, but too often the story is only tenuously connected to the product.”

- Alex Bogusky & John Winsor, 2009, Baked In
Content Marketing

POSSIBLE OUTCOMES…ACCORDING TO BOGUSKY & WINSOR (BAKED IN)

• The product has no story, and neither does the marketing
• The product has no story, but marketing makes one up anyway
• The product has a story, but the marketing tells a different one
• The product has a story, and the marketing makes it sing
“As long as marketers produce quality, authentic content, consumers will reward them by evangelizing for their brands.”

Source: Skift (2013), Content Marketing Trends in the Travel Industry
Visit California
Dream Big

California is the land of boundless opportunity … a place where you don’t just dream, you dream big
Research shows that the current media landscape and consumer-consumption habits have completely changed.

**Today’s consumer is “always on”** – always plugged in, always in touch and always engaging with content across devices and screens.
Integrated Digital Content Program

• Branded content accessible 24/7 across all screens
• Content marketing is ideally suited for authentic, emotional storytelling
Visit California

The Dream 365 Project seeks to assist consumers in finding their dreams, fueling their dreams, or just seeing something awesome.
the dream 365 project
A 24-hour takeover of YouTube’s masthead featuring a new video each hour

(United States, Canada, Australia, UK)
24 Pieces of Unique Content

designed to generate excitement and jump-start viewership and engagement with the brand around the world
Crossover: Social & Mobile
## HOW WE DID IT

Activated the Creative Community for Custom Content

1. Established YouTube/Content Creators: SoulPancake (*Positive messages & content, make internet/world better*)
2. Crowdsourcing Companies: PopTent
3. Curated Existing YouTube Content that Showcased the California Spirit
4. Agency Produced Content
dario sattui,
4th generation californian / winemaker
Curated Content
Crowdsourced Content
Evaluation/ Optimization
### IMPACTS ARE IMMEDIATE & SIGNIFICANT

<table>
<thead>
<tr>
<th>IMPRESSIONS</th>
<th>171+ Million Global (during 24-hour launch)</th>
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<tr>
<td>VIEWS</td>
<td>151,000 in first 24 hours (over 10 million to date globally)</td>
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<td>AWARENESS &amp; INTENT TO TRAVEL TO CA</td>
<td>Significant lifts, 17%</td>
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<tr>
<td>CA SEARCH VOLUME</td>
<td>Double-digit increases</td>
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Sources: YouTube, SMARK, VCA Digital Analytics
Visit California

7% Increase in trip consideration at launch
17% Increase in likelihood to visit at launch
21% Increase in California travel search volume on Google week of launch
35 YEARS Of active viewing time since launch
10 MILLION Video plays globally since launch, 74% outside the U.S.

26% 26% 11% 3% 3% 1% 1% 3%
CANADA UK AUSTRALIA MEXICO BRAZIL GERMANY FRANCE OTHER
RESULT: Positioned VCA as industry leaders in the digital/content marketing space

“This is probably the best-received campaign we’ve ever launched from an attention standpoint.”
– Traci Ward, VCA Marketing

Source: YouTube/VCA Analytics
Lodi Winegrape Commission
When redesigning the logo, Lodi, CA became LoCA — and from there the story of Lodi’s passion for winemaking emerged.
“We’re Crazy — about wine, that is. Wine is more than just our biggest export. It’s our job. Our hobby. Our midnight oil. What we do on vacation. Yeah, wine is a bit all-consuming in Lodi. What can we say? We’re LoCA.”
Objective
Continue to build the LoCA community

Program Strategy
Create fun, compelling content that drives engagement & connects the LoCA lifestyle to product
Lodi Winegrape Commission

CONTENT HUB & WEBSITE
Wine-Gating
Learn how Spanish food gets even better with wine.

Lodi is re-writing the rules on refining your palate.

Ever wonder what a tasting note has to do with your glass of wine? Watch our LoCA Thoughts to find out! http://www.lodiwine.com/locathoughts/

Here's a #LoCATthought: Why not try paella for dinner tonight? We've got some ideas on what wine to pair with it. Watch now! http://www.lodiwine.com/locathoughts/

http://www.lodiwine.com/locathoughts
THE DIGITAL CONTENT STRATEGY BROUGHT LOCA TO LIFE
“Storytelling is the game. It’s why Nike is Nike. It’s why Apple is Apple. It’s why Walt Disney built Disneyland and why Vince McMahon makes a billion dollars.”

– Gary Vaynerchuk
Thank you.

Connect with our team
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