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

Dina Mande, Juice Media, California
VIDEO FOR YOUR WINE BRAND

WHAT, WHY, HOW AND HOW MUCH?

by Dina Mande of Juice Media
THE RIGHT VIDEO CONTENT WILL HELP YOUR BRAND:

BE VISIBLE
BE MEMORABLE
CREATE A CONNECTION
STAND OUT AMONG THE CROWD
THE ORIGINALITY, CREATIVITY, QUALITY AND CONSISTENCY OF YOUR ONLINE CONTENT MATTERS
WHY VIDEO VS. PICS OR LINKS?
A RECENT EXPERIMENT
( analyze your content – some pics )
VIDEO

Juice Media
Posted by Dina Mande [?] · January 7

Happy #WineWednesday! We hope you will enjoy this video with #winemaker Steve Peck of J. Lohr #Vineyards & #Wines How will we catch you unWINEding today?

3,030 people reached

Liking and commenting as Juice Media

Like · Comment · Share

13 Shares

Robyn Marie Hill, Ian Leggat, Martyna Szary and 5 others like this.
SO, WHAT SORT OF VIDEO TO PRODUCE?
WHAT'S THE TONE / STYLE / UNIQUE QUALITIES OF YOUR BRAND?

- Elegant
- Sophisticated
- Hip
- Fun, Approachable
- Charming
- Clever
- Refined
- Bold / Daring
- Youthful
- Historic
GENRES

• Documentary
• Stylized Editing
• Heartwarming/Emotional
• Music Driven
• Theme Driven
• Meme / Viral
• Educational/Informative
• Comedy – Scripted
• Comedy - Parody
• For the Trade
DOCUMENTARY
I WANNA GO VIRAL

Pay attention to trends / memes. What’s being shared? What’s hot right now?

Examples:
Pharrell’s Happy Video
The ALS Ice Bucket Challenge
Sh*t Girls Say
Get inspired by trending hashtags on Twitter
WHAT GETS 10M HITS?

How one wine entrepreneur used a shoe and a wine bottle to create one of the most successful videos in YouTube history.

He hired a consultant who suggested rich* content. Rich = Blog, Podcast or Video*

The shoe was his 227th video post. (That’s what you call consistent!)

http://www.businessesgrow.com/2014/02/10/mirabeau-case-study/
SOME PRACTICAL TIPS

• Optimum length for the web
  Depends on project, but under 2 minutes = good
  Under 1 minute = better

• Quality

• Format options: Whether to use high end camera, consumer cameras, phones

• Using alternative cameras like drones, GoPro, etc. gets you views from that audience.
IF YOU’RE PRODUCING YOUR OWN

• Format – think cinema
• Where is your light?
• Pay attention to composition (how can we show something in a way that’s not usually seen? Foreground elements? Shoot from above? Shoot from below? Shoot overhead looking straight down?)
• Create negative space...can be done with closeups or texture.
• Your sound source is important
• Edit wide, medium, tight
• Spend money on music
• Distribute freely, often and repurpose your footage
GET CREATIVE

• Be interesting (cheeky, edgy, personal, or you might bore people)

• If you’re going to shoot an interview, first write a script with powerful keywords. What are the actual words you want to hear in your video?
IF YOU’RE HIRING A PRO

• Watch their reel
• Check out their presence online.
• Get recommendations
• Ask for a bid (scripts may be needed)
• Ask for what you want – how to verbalize it
• Find inspiration from short films, commercials, features, television, youtube
MUSIC MAKES A DIFFERENCE

$29 - $69 TRACKS
Premiumbeat.com
Pond5.com

$200+ TRACKS
Musicbed.com
Marmosetmusic.com
PRODUCTION COSTS

Filming budgets vary greatly, depending on production time, editorial time and deliverables. $3K for very simple, to $10k, 20k or more for lengthy series or time consuming shoot.

PRODUCTION
- DIR DAY RATE
- 2nd CAMERA OR ASSISTANTS
- EQUIPMENT RENTAL
- CATERING
- INSURANCE
- LOCATION FEES, IF NEEDED

OTHER ADDITIONS: Copywriting, art department, casting for models, actors or extras, wardrobe, hair & makeup, etc. quoted separately.

EDITORIAL
A simple 1/2 day shoot usually takes 2-3 days to edit.
A full day shoot may take 3-5 days to edit.
ONE TYPICAL (bare bones) BUDGET

Simple intro to you and your wine. No prep, no frills, just a nice short story and tour.

PRODUCTION: $1800

HALF DAY SHOOT: Standard camera package, One shooter, one assistant, available light. (Simple interviews and b-roll, non-scripted, documentary style.)

POST-PRODUCTION $1600
2 editorial days or 15-20 hrs.

TOTAL $3400

• Simple 4 hour shoot. Not including music, travel expenses, editorial over 2 days or other costs.
REPURPOSING YOUR VIDEO CONTENT

• Many screen grabs look great as stills
• Most screen grabs are large enough for website backgrounds, posts on Facebook, Instagram, Twitter or Pinterest
• If you do multiple videos, sometimes you can create a “best of” at the end of the year.
• For events, think of shooting a video to invite and promote, then shooting the event itself. The following year, you have your promo video ready.
Distribute your content

- **YouTube** Name it effectively and use relevant hashtags
  #wine, #your appellation, #your varietal, etc.
- **Facebook** Post directly for most views
- **Twitter** Use relevant hashtags
- **Vimeo** Use groups (wine, travel, DSLR, Canon, etc. to be exposed to new audience)
- **Instagram** Create a 15 sec cutdown of your video
- **Vine** 5-6 second loops, some are “revined” when trending
- **Google+**
WHY POST TO FACEBOOK DIRECTLY?

“Back in 2012...standard process was to create a video, publish it to YouTube and share it via Facebook.

The recent trend is clearly showing that content marketers are directly uploading video content to Facebook, meaning that Facebook is retaining the traffic at the expense of YouTube.”
WHY POST TO FACEBOOK DIRECTLY?

“At the beginning of 2014, YouTube clearly had the upper hand in regards to the share of number of video posts, nearly doubling that of the nearest contender. However, as the year progressed, we saw content marketers increasingly uploading videos to Facebook directly, with a 50% increase from May through July; and are trending to surpass YouTube by the end of the year.

— Evan James, Socialbakers
dina@hellojuice.com
310.963.9759