

The 12 Principles of New Media

Video: The new core competency

Conversation video transcript

Subject: Missed opportunities

SAMANTHA MUCHMORE
DRAFTFCB

The greatest place that I have used video on the Web and seen it be successful is where there was something that was missed and you can go back later, call it up and still view it at your on leisure and at you're own control.

Subject: Beyond the :30 spot

CHRIS PETERSON
CHAUTAUQUA COMMUNICATIONS

The interesting thing that I see happening is this fading of value of the traditional 30 second spot, which is video, right? Because people aren't believing the spots. The spots are driven by messages. But what's coming up in value are these sort of 1,2, 3, 5 minute videos that are more authentic.

GREG STERLING
STERLING MARKET INTELLIGENCE

You know they're a little bit longer than what a commercial would be and they engage the user because they're showing a demo of the product and they can be quite interesting and impressive because you might as a user go to the site and not ever really get into the depth that the demo is showing you.

CHRIS HEUER
SOCIAL MEDIA CLUB

The best sort of video that I've seen so far follows in line with the knowledge marketing programs that I'm talking about. And I really like what I'm seeing from like Tubetorial.

But there are some companies out there that really need to focus on building a brand. So we also have to look at entertainment content and things that are enjoyable and creates a positive association with the brand that the company is trying to promote.

CHRIS PETERSON

You know with our work what we're trying to do is produce a lot of online video because I agree that it is the new way people consume information. It's a more compelling way to consume information. A lot of people would far rather watch a two minute video on a topic than read three web pages about it.

Subject: The quality demands of video

CHRIS SHIPLEY
GUIDEWIRE GROUP

The biggest challenge of video I think is that there's this divide between what we can do with the tools we have and what we've come to experience as professional quality production values.

SAMANTHA MUCHMORE

Is where you can provide entertainment. And not be intimidated by the high quality of entertainment that is over broadcast. And still meet that level of entertainment and sometimes beat that level of entertainment and attract people to your place even though you're coming through actually a difficult device.

GARY A. BOLLES
MICROCAST

Video, what it will do is highlight every flaw imaginable about your message, about the context your presenting that message, and your understanding or lack of it of your audience. And so whatever you might have done in print or with images, all the flaws are going to be magnified with video.

Subject: Know your audience

GARY A. BOLLES

The challenge is to tell stories or to be able to communicate messages in such a way that really resonates with a constituency. The problem is that it isn't just grabbing a video camera and having somebody stand in front of it. It's really insuring that you understand the way your constituency wants to get that information. In many cases, for instance if you're communicating in a B2B environment, video may not be the right process at all. If you go to try to communicate your messages in video and you don't have the right production values and you're not speaking correctly to your audience. You're speaking down to them or up to them. They're going to be turned off immediately and they're going to associate that I think much more powerfully than they would if they just saw a print ad and just scanned on by.

COLETTE VOGELE
VOGELE LAW

I'm not impressed with the little videos of here are my friends and us giggling in the backseat of a car going to a concert. That's boring to me unless they have something interesting, unique and special. But to that group of friends it's probably the most important content that they have. So they're learning this when they're 17, 18, maybe 14 or younger, learning to capture their moments in a moving image capacity totally differently than when I was growing up when we didn't have digital. You know it was a camera, it was a picture. You only had 24 pictures on a roll and you didn't want to use too many and blow your wad at the beginning.