

WHAT DRIVES ENGAGEMENT IN CPG VIDEO MARKETING

A Video Intelligence Report



WHAT'S DRIVING VIDEO ENGAGEMENT AND VIEWS?

Brands in the crowded CPG industry historically spend far more than every other sector as they fight for consumers' attention. In recent years, the industry has undergone significant growth, but also disruption, as digitally-native, direct-to-consumer brands appeal to consumers looking for the convenience offered by online shopping and the personalization often available in their products. As both incumbents and new entrants race to build their digital presence, they are producing more and more video content. But, how can both sides of the densely saturated sector ensure they are spending their marketing budgets effectively?

QuickFrame combines machine learning with human assurance to identify key variables that drive performance, taking the guesswork out of producing video marketing assets.

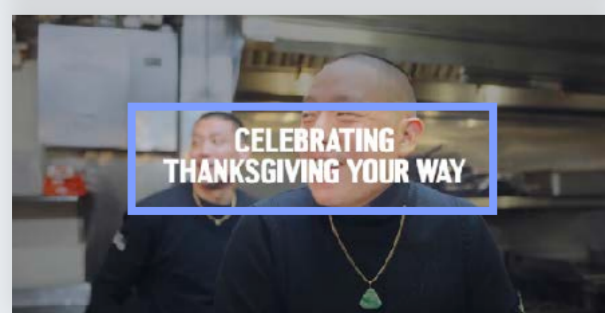
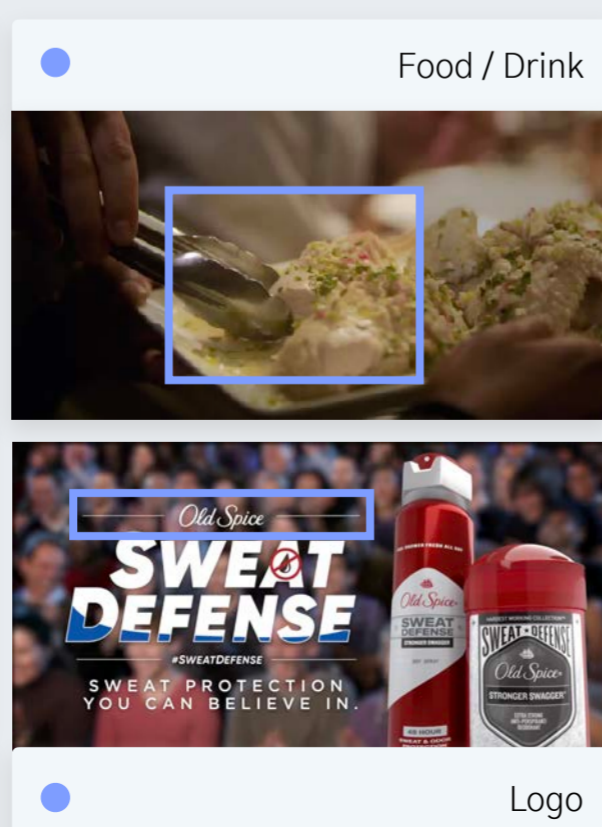
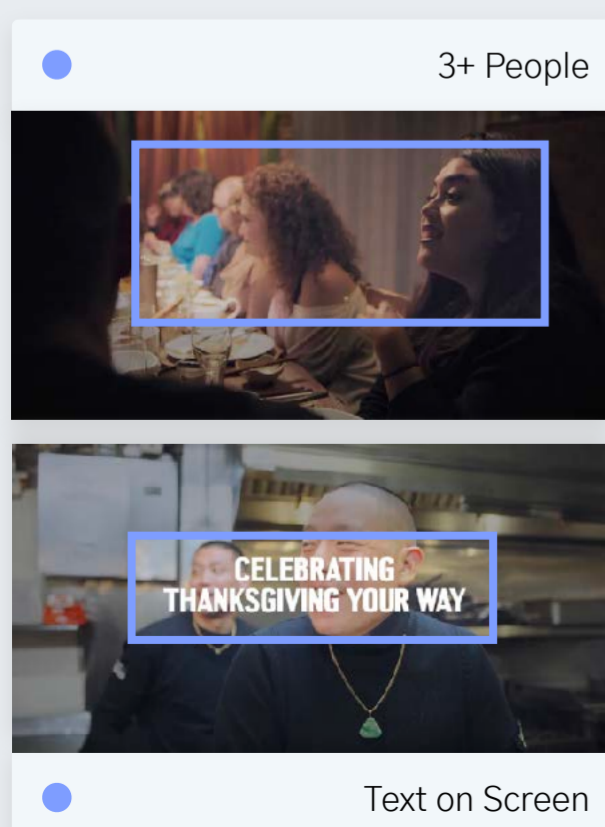
For this report, we analyzed just under a thousand videos in the Consumer Product Goods (CPG) space from this past year (Feb. 2019 - Feb 2020) to find **which aspects of brands' videos drove audiences to watch and engage**. To laser in on what's working, we focused our analysis on the top performing videos—those in the top 15% for views.

25 ATTRIBUTES ANALYZED INCLUDING:

- Setting
- Gender
- Duration
- Audio Style
- Text on Screen
- Presence of Logo
- Number of People
- Live Action vs. Animation

MOST IMPACTFUL ATTRIBUTES:

- Presence of People
- Number of People
- Setting



HOW DOES IT WORK?

QuickFrame's video intelligence technology deepens your performance data with objective video content data to reveal the "why" behind performance. You'll see exactly which creative decisions are driving success so you can repeat them—and which are better off left on the cutting room floor.

QuickFrame combines machine learning with human assurance to understand the attributes in your video frame by frame and then analyzes which attributes drive performance.

KEY TREND: PEOPLE

The top 15% of the most-viewed CPG videos in the past year utilized **people**. On Facebook, videos with people had a **42% higher engagement rate** than those without (Fig. 1). The same trend was observed on YouTube—videos with people had a **67% higher engagement rate** (Fig. 2). This trend didn't hold for Instagram, however. The majority (60%) of all CPG Instagram videos analyzed featured people, but drove underwhelming engagement rates: **27% below that of videos without people**.

For the top 15% of Instagram videos by views, those featuring people had a **10% lower engagement rate** (Fig. 3). Featuring on-camera talent is often a cost driver in video production and the data indicate that conceiving a video with no people present may be a better, more affordable bet for Instagram.

ALL GRAPHS // ENGAGEMENT RATE: TOP 15% OF VIDEOS BY VIEWS

$$\text{Engagement Rate} = (\text{Likes} + \text{Comments}) / \text{Views}$$

Fig. 1

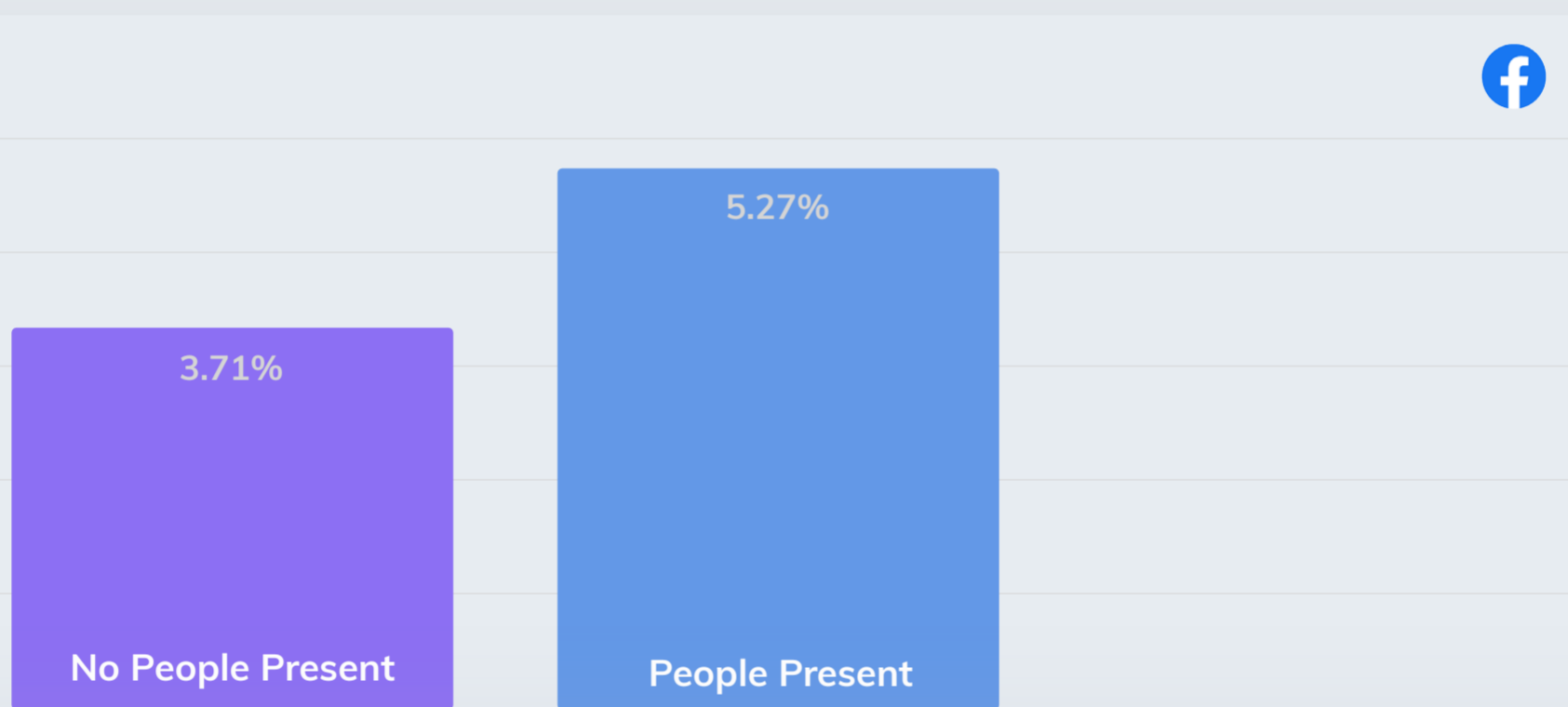


Fig. 2

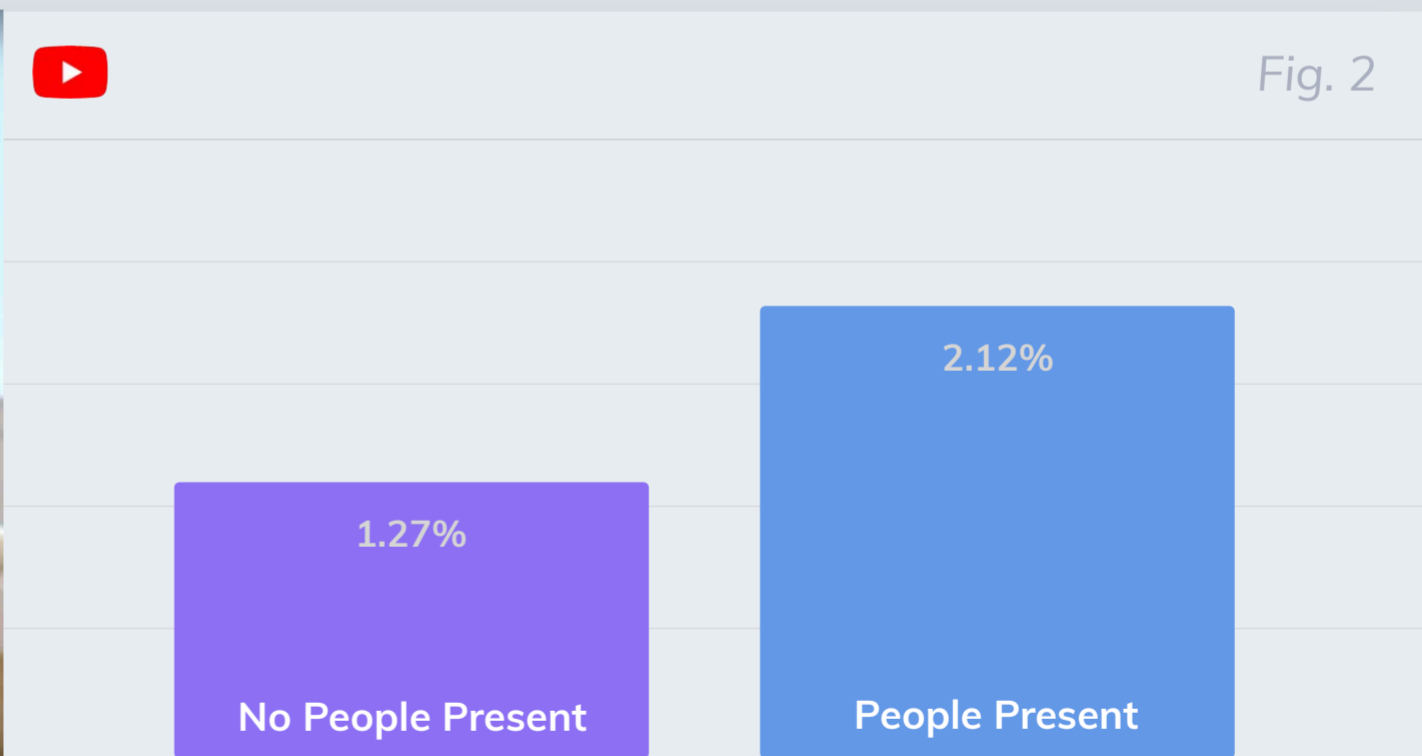
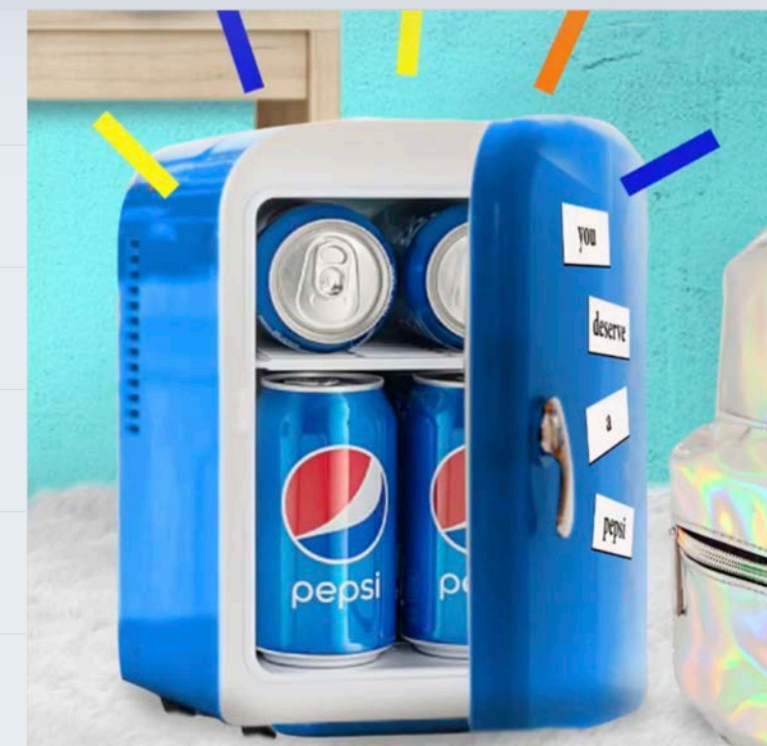
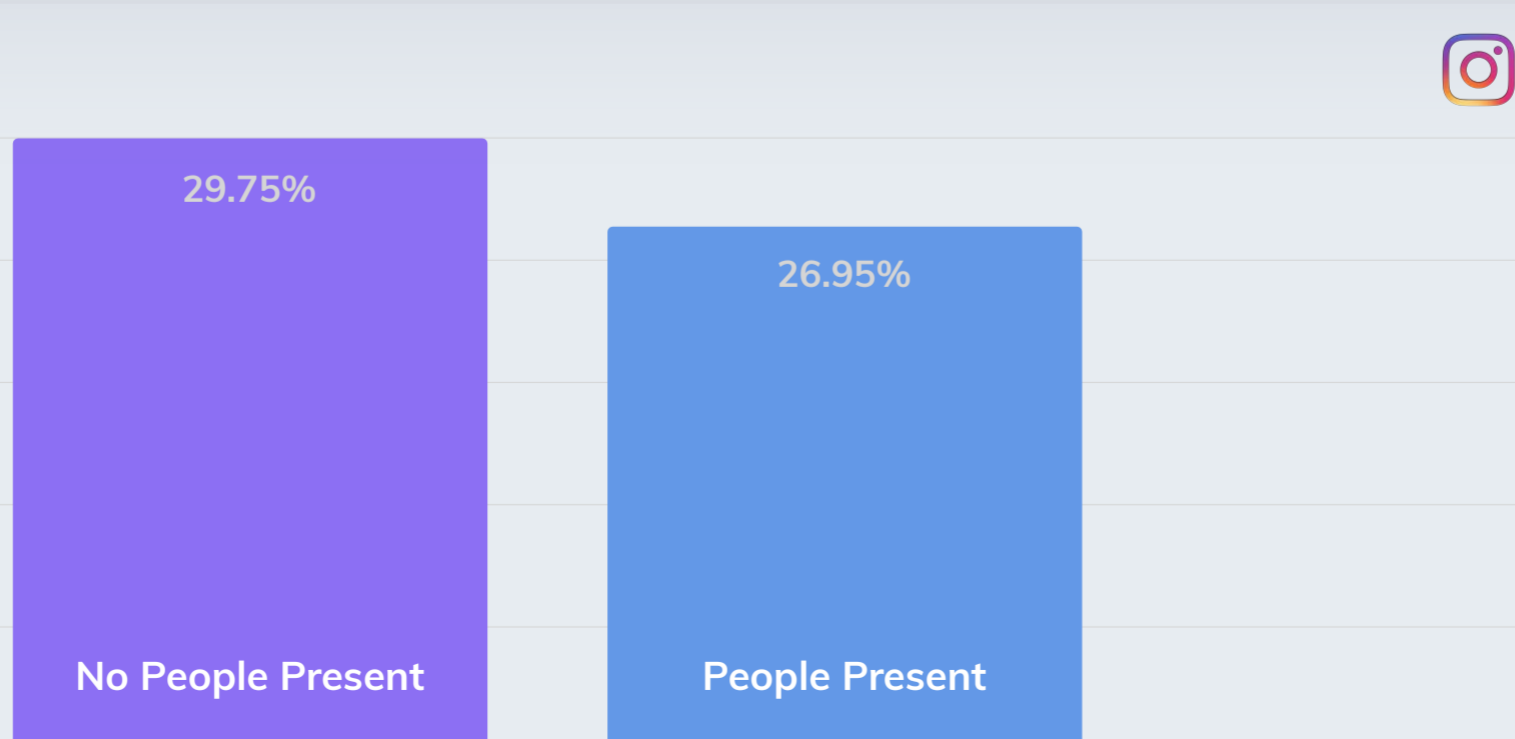


Fig. 3



KEY TREND: NUMBER OF PEOPLE

Most videos across platforms featured 3 or more people, but it was the right choice for **only the most-viewed videos on Instagram**. CPG videos on Facebook and YouTube drove more engagement when they featured just one person (Figs. 1 & 2). On Instagram, featuring 3 or more people drove both engagement and views (Fig. 3).

ALL GRAPHS // ENGAGEMENT RATE: TOP 15% OF VIDEOS BY VIEWS

Engagement Rate = (Likes + Comments) / Views

Fig. 1

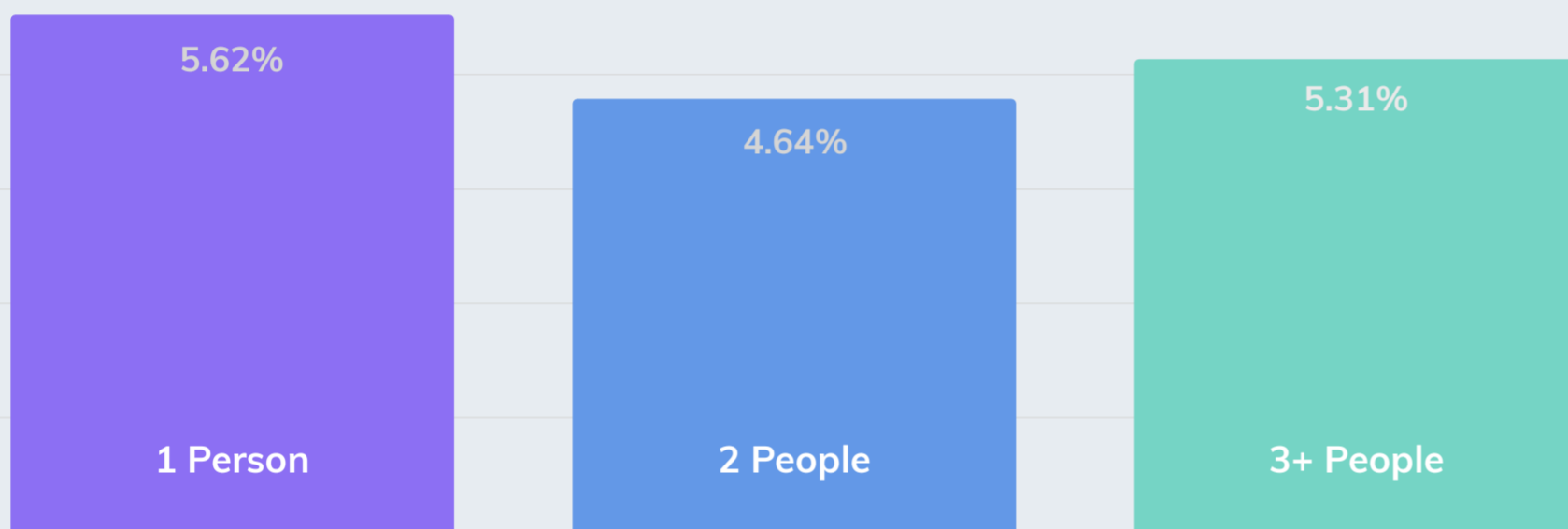


Fig. 2

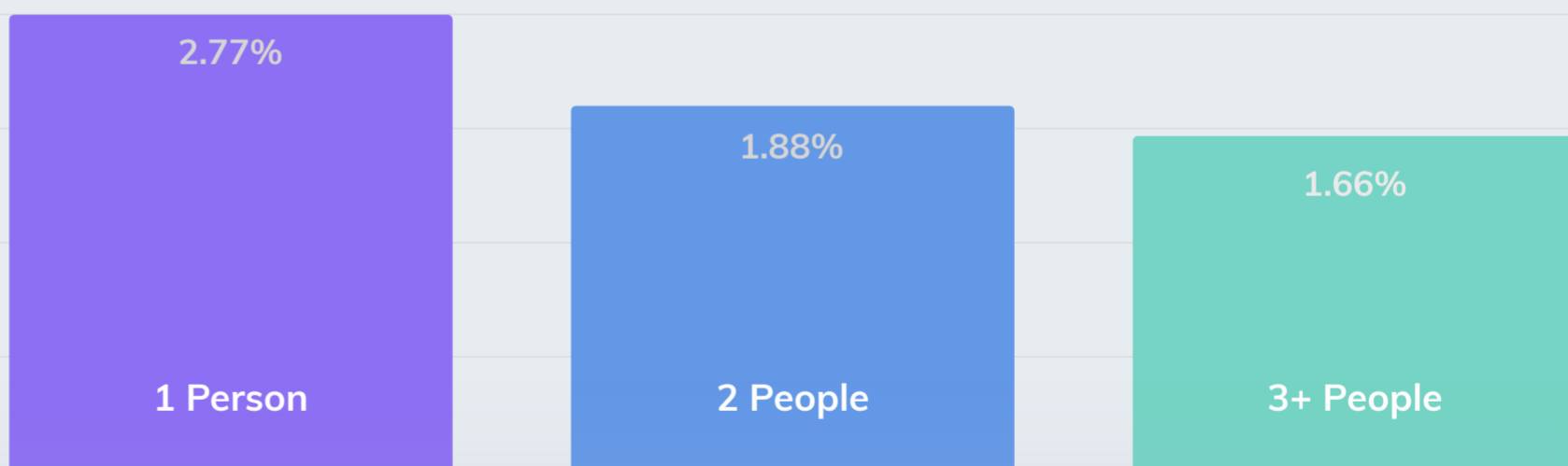
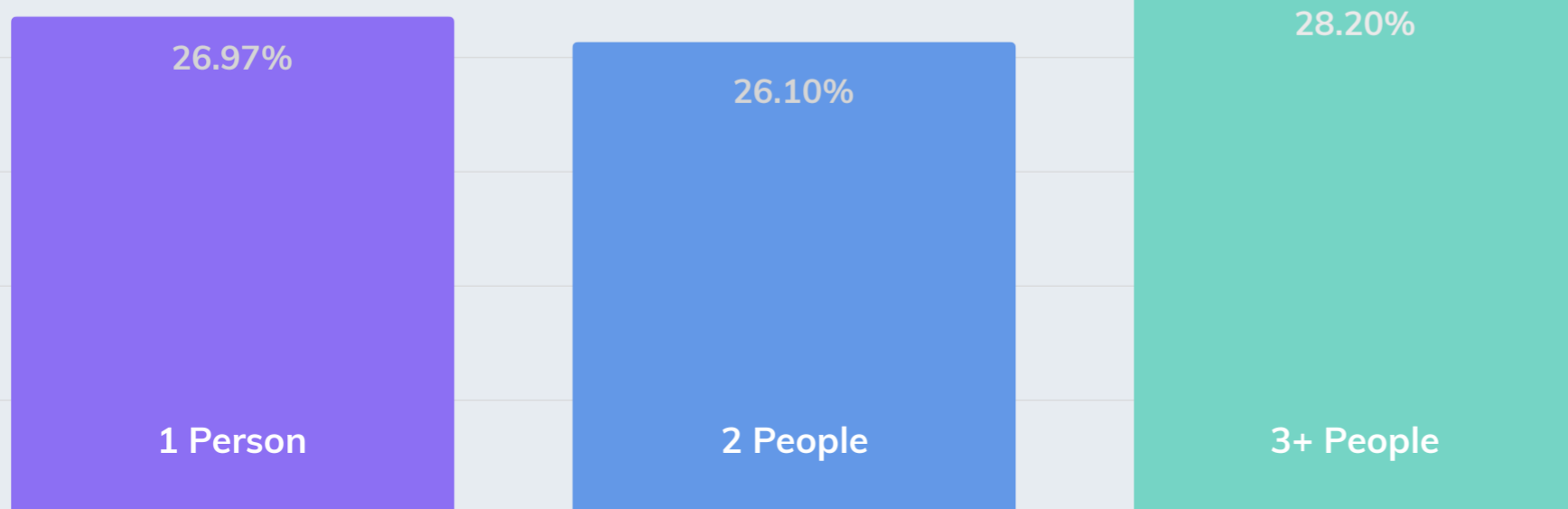


Fig. 3



KEY TREND: SETTING

When it came to setting, trends varied across platforms. On **Facebook**, top-viewed CPG videos featuring indoor settings drove the highest engagement, while videos with no setting (i.e., an abstract setting that is neither indoor nor outdoor) performed the worst (Fig. 1). On **YouTube**, videos that featured indoor settings and no specific setting were the clear winners, **driving 34% more engagement** for the most-viewed videos overall (Fig. 2).

On **Instagram**, videos featuring both indoor and outdoor settings drove the most engagement for top-performing videos—**4% more than the next best setting** (Fig. 3).

ALL GRAPHS // ENGAGEMENT RATE: TOP 15% OF VIDEOS BY VIEWS

$$\text{Engagement Rate} = (\text{Likes} + \text{Comments}) / \text{Views}$$

Fig. 1

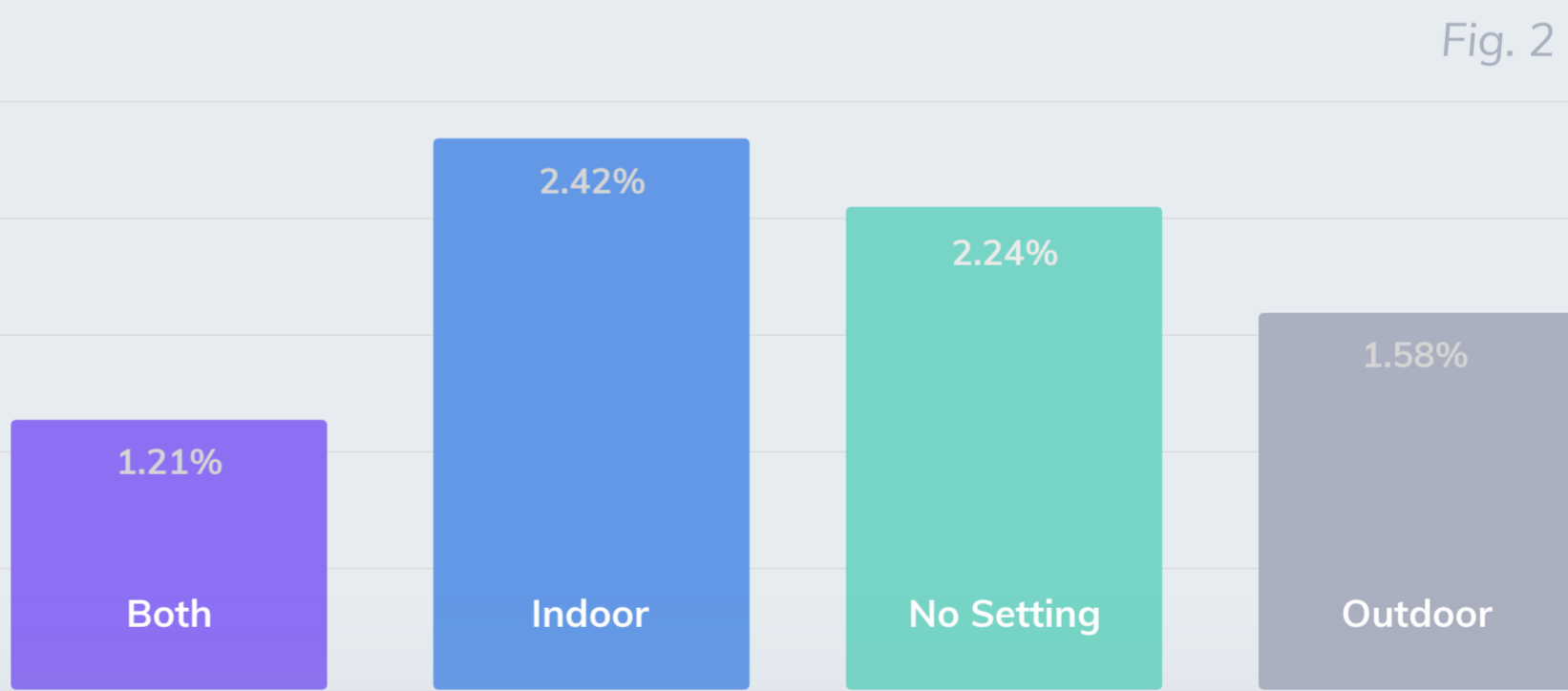
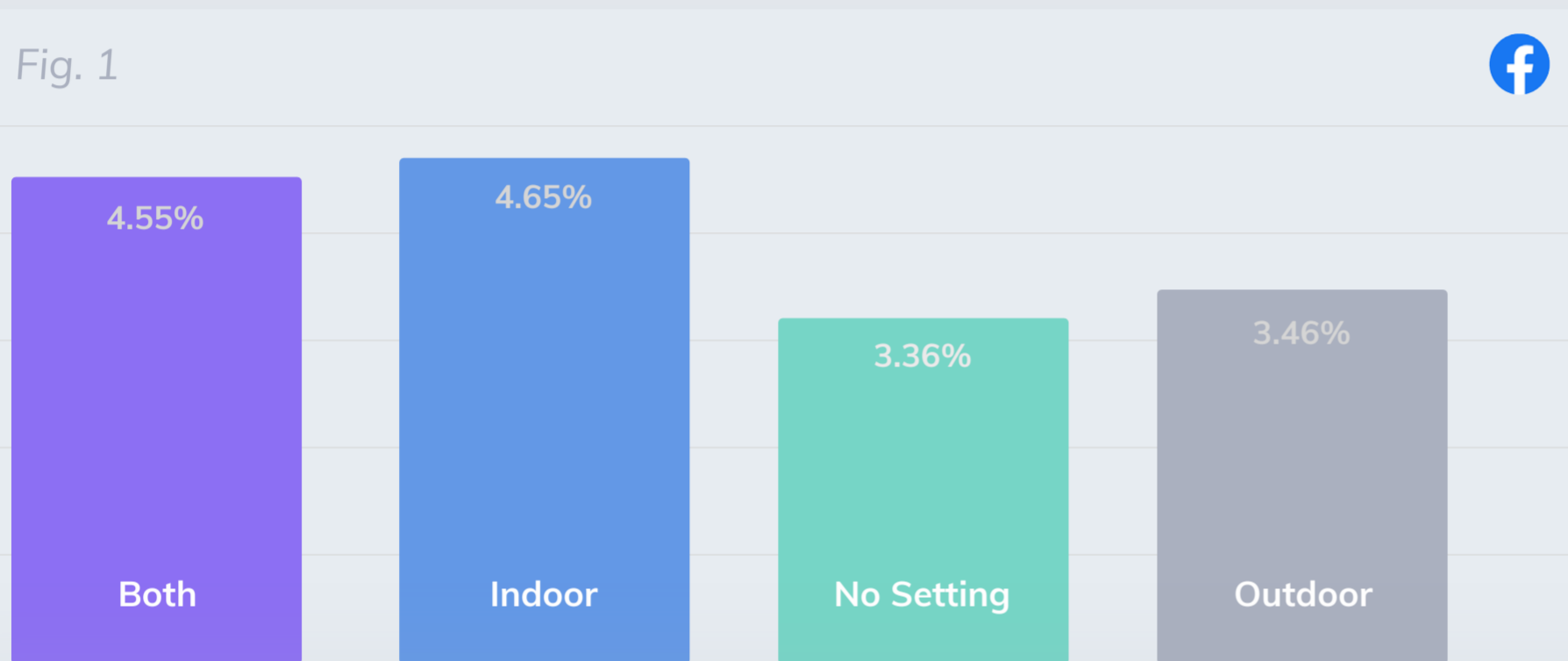
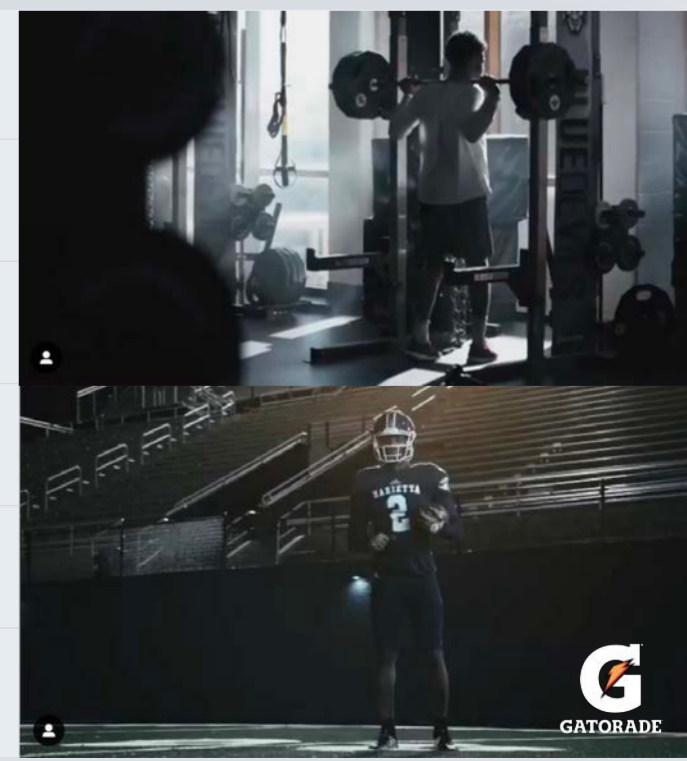
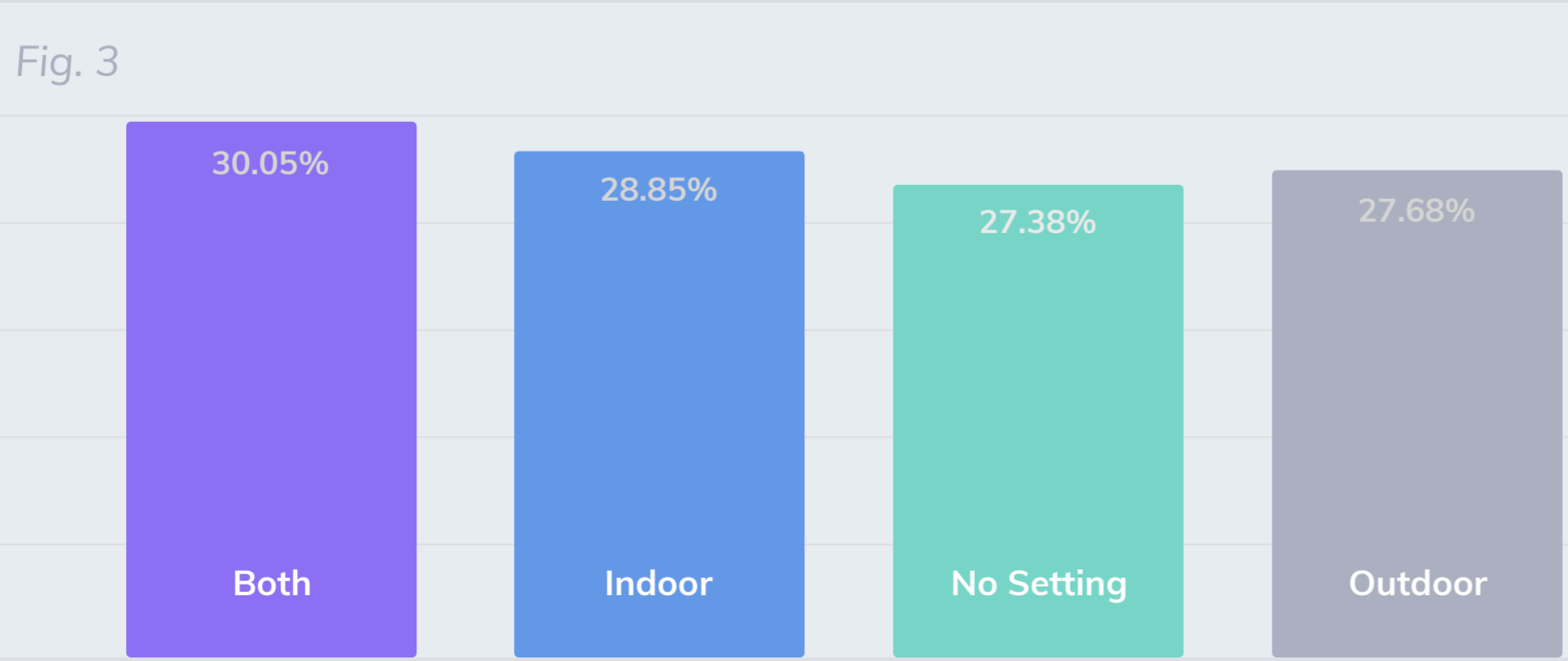


Fig. 2

Fig. 3



ACTION ITEMS: DRIVE PERFORMANCE IN CPG VIDEOS

QuickFrame

FACEBOOK

- 1 Produce videos that feature people.
- 2 Feature just one person to drive the most engagement.
- 3 Make videos with an indoor-only setting, or videos that feature both indoor and outdoor shots.

YouTube

- 1 Produce videos that feature people.
- 2 Feature just one person to drive the most engagement.
- 3 Produce videos with an indoor-only setting, but consider testing video concepts with an abstract setting.

INSTAGRAM

- 1 Produce videos that do not feature people.
- 2 If you do utilize on-screen talent, feature 3 or more people to drive the most engagement.
- 3 Create videos that feature both indoor and outdoor shots to drive the most engagement and stand out from competition—only 15% of the most-viewed videos featured both settings.

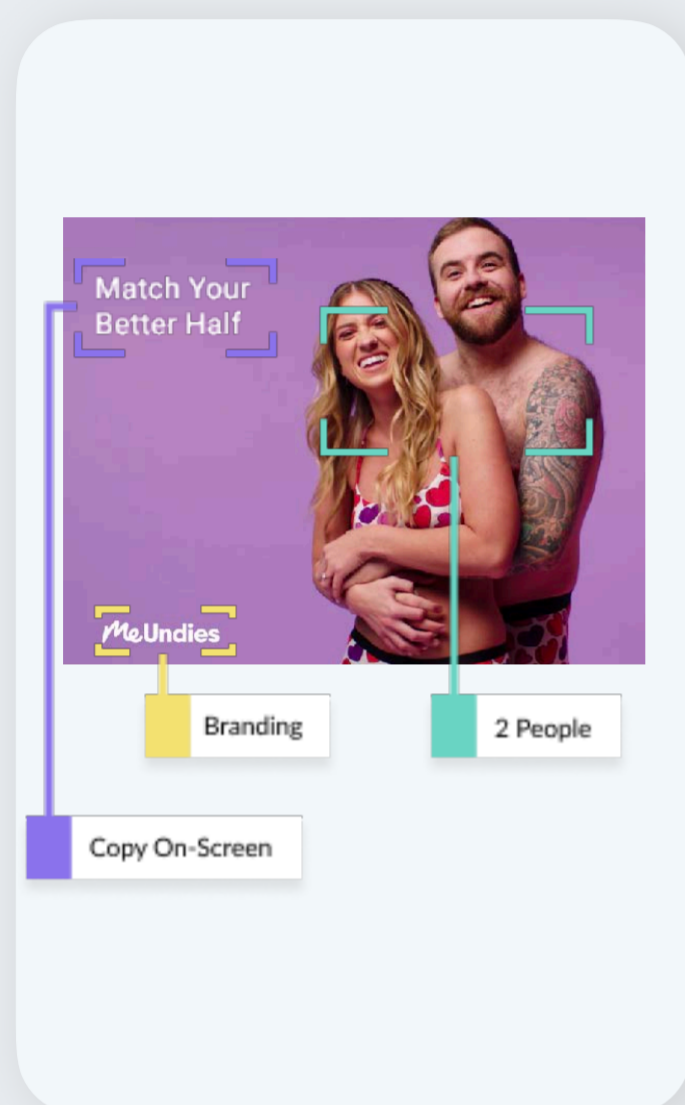


QuickFrame

There is no shortage of available consumption data, but only QuickFrame analyzes and provides content data to show you which variables are linked to performance.

Our Video Intelligence technology gives you layers of data, providing insights from videos produced not only by your brand, but also by your competitors and the industry as a whole. Learn which variables are most closely correlated to your specific KPIs so you can maximize your budget for creative that will perform.

PROCESS



ANALYZE



LEARN

A QuickFrame VI Report card. At the top right, there is a red circular stamp that says 'REVIEWED'. Below the stamp, the text reads 'QuickFrame VI Report'. The main body of the card contains two key insights: 'Produce more videos with 2+ people in them.' and 'Optimize towards videos that already contain 2+ people.' Below these insights are four horizontal bars of varying lengths, representing different data points or metrics.

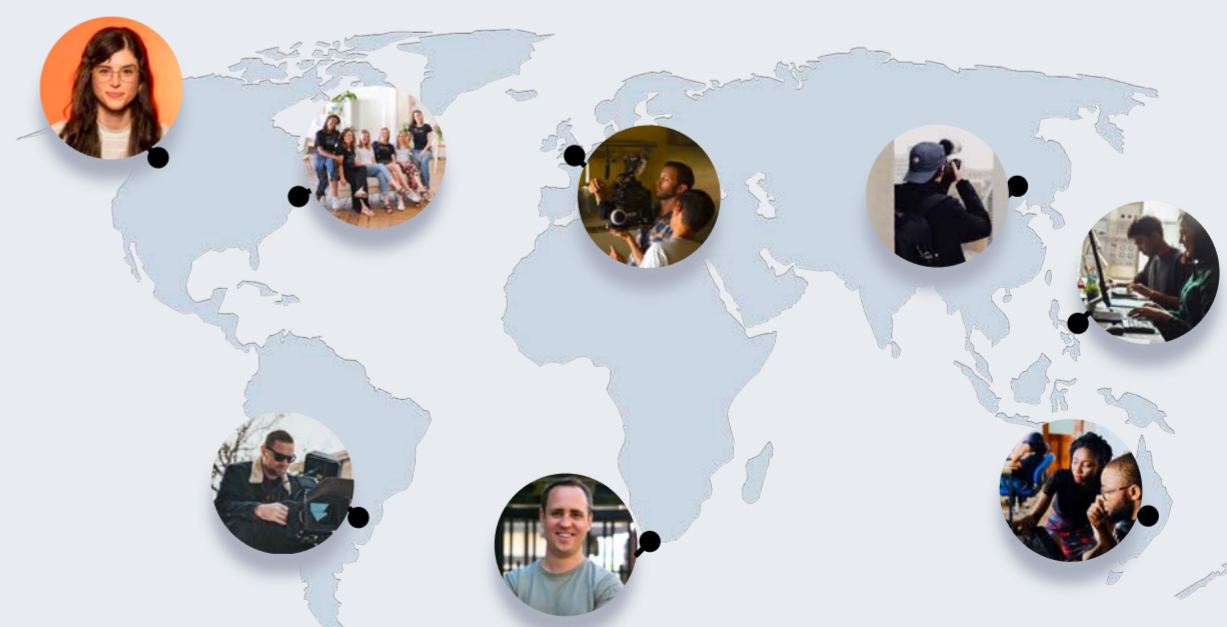
Our distributed community of production teams integrates Video Intelligence insights into your video strategy, ensuring effective creative and efficient production. Address your every need with video for any use case, platform, placement, or style—quickly and affordably.

45+ Countries

Locations range from New York and Tel Aviv to Hanoi and Seoul.

1-50+ People

Creators range from experienced individuals to full-service production companies.



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