

An aerial photograph of a dense forest of evergreen trees covered in snow, viewed from a high angle. The entire image is overlaid with a semi-transparent light blue filter. The text is centered on the image.

QuickFrame

Essential Guide to  
Holiday Video Marketing  
2021

# Essential Guide to Holiday Video Marketing

**It's Fall, and you know what that means—**it's time to launch your holiday marketing campaigns. But, as you know, **the holidays look a bit different this year.** People are starting to leave their homes again as their neighborhoods, offices, and cities reopen, yet COVID remains a prominent concern for many. **So how should you navigate your marketing plans?**

**The good news is that experts anticipate shoppers to spend more than ever!** According to [CNBC News](#), "Sales in November and December are expected to grow 7% compared with a year ago and reach \$800 billion." This rise is assumed to be due to families experiencing burnout from the pandemic. They are looking forward to the coming months in anticipation of much-needed holiday cheer, and with that comes some holiday "treat yo self" spending as well. Mastercard senior advisor and former Saks CEO, Steve Sadove says, "There is a pent-up demand, the savings rate is high, the stock market is performing extremely well, and the consumer wants to get out and shop."

The bad news is that many retailers are still facing challenges across their supply chains and are struggling to hire the staff they need for the busiest time of year. Because of this,

shoppers are becoming aware that they may not be able to find their favorite items in the height of the season due to supply shortages and delays. Therefore, **the holiday shopping season will need to start even earlier than in previous years.**

As you finalize your holiday marketing campaigns, remember that **video content and ads are highly effective for capturing attention, driving sales, and communicating important brand information.** From highly curated commercials to UGC, video advertising continues to be the best way to reach consumers and drive conversions.

**Read on for the essential holiday video marketing tips you need to know** 

# 1. Sell Your Product

According to [Alliant Credit Union](#), consumers spent an average of \$998 in the holiday season of 2020 (a total of \$1.2 trillion), and 85% of consumers plan on spending the same or more this year, per a study done by Tinuiti. Additionally, online marketing channels are expected to grow in popularity for holiday shoppers with 45% more buyers shopping more online than last year. In a report from their 2021 Holiday Consumer Trends study, Tinuiti says, “More than 75% of respondents will shop on their phones, making a strong mobile strategy a must.”

As previously mentioned, shoppers are more conscious about supply chain issues and don't want to turn up to the (physical and digital) aisles to find their desired product out of stock. They're more eager to check off the gifts on their list, so it makes sense to produce holiday content that speaks to exactly what they want to hear. A product-centered approach to Q4 marketing content will likely be a popular one among marketers.

## VIDEO TYPES

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# Short-form Ad

**Short-form ads pack your brand's key benefits into quickly consumed content.**

And we all know the power of shorter videos as evidenced by the success of TikTok, for example. These videos are typically between 5 and 16 seconds long and are punchy and eye-catching. The goal is to snag the attention of the average viewer whose attention span is getting shorter and shorter. According to Facebook's VP of Ads and Business Platform, Mark Rabkin, "because people can watch virtually anything at any time, they're only going to watch ads that grab their attention, reward their time, and are immediately relevant... [People aren't watching ads for as long](#) as they used to, on any medium."

These quick ads are notorious for sucking viewers in by leaving them wanting more. In that way, short-form ads can lead to higher site traffic and higher conversion rates.

## Example 1:



## Other Examples:



## Common Platforms

- Social Media
- YouTube
- Other
- CTV/TV
- Website

## Common Styles

- UGC
- 2D Animation
- Stop Motion
- Live Action
- 3D Animation
- Post-production

# Unboxing Videos

**Unboxing videos involve the opening of a box or package of your brand's products.**

This gives viewers an idea of what they can expect if they order from your brand and is typically meant to emulate that exciting feeling you get when you receive a package at your door. These videos are the perfect opportunity to show off your products' packaging or aesthetic, and a great way to establish authenticity and reliability.

Unboxing videos are often in the arsenal of resources consumers rely on to vet a product before they buy it. So, it's important to get your own videos in front of them while they are in the information search phase of the buying process.

## Example 1:



## Other Examples:



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# Customer Testimonial

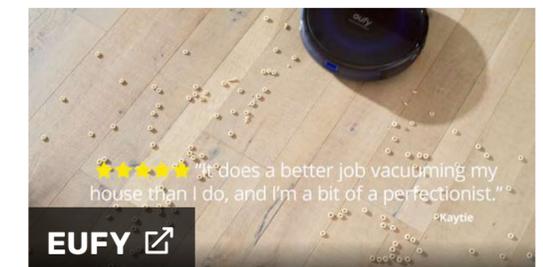
Testimonials “social proof” your brand by allowing a customer to share their first-hand experience.

Implementing testimonials into your video marketing strategy is great for establishing your trustworthiness as a brand. The vast majority of consumers feel that reviews are an essential resource when making a purchasing decision. Therefore having testimonials in your marketing channels takes away some of the uncertainty that shoppers may have when buying from you for the first time or reaching for a new product even as a returning customer. That feeling of trustworthiness goes a long way during the holiday season when consumers are being heavily advertised to by a plethora of brands within your industry.

## Example 1:



## Other Examples:



## Common Platforms

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## Common Styles

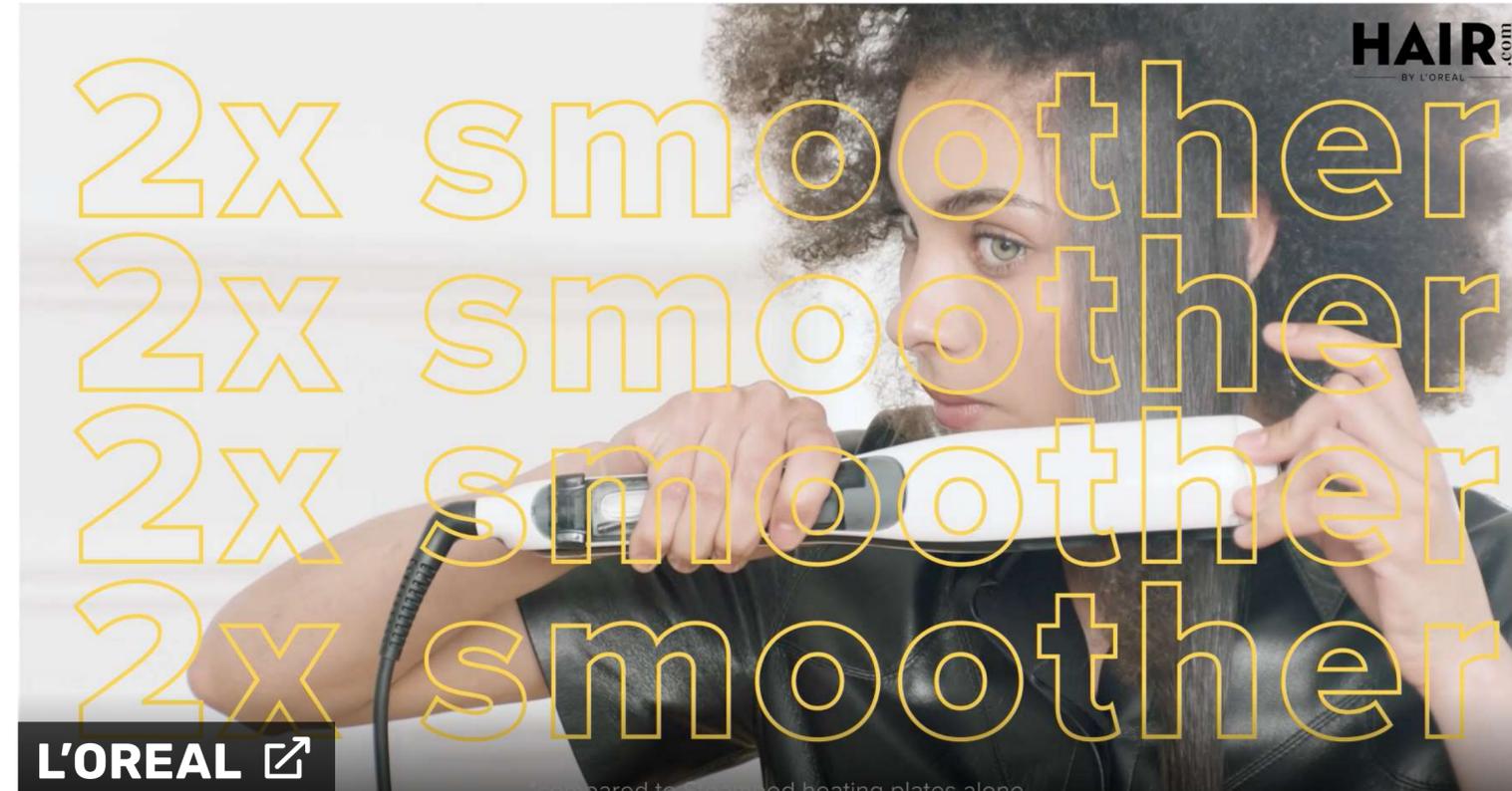
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# Product Spotlight

## Example 1:

**Product spotlights show off your product's features and/or packaging in detail.**

If you're looking to get straight to the point and educate those gift-idea-hungry shoppers about your products or services, this kind of video is essential. Additionally, product spotlights are imperative for communicating the unique value of your new products compared to last year's offerings.



## Other Examples:



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## 2. Create Awareness/Consideration/Education

The buildup to the craze of the holiday shopping season is a critical time to establish brand awareness. When the consumer finds themselves in a pinch for a present, they can only call upon the brands they know of. And at this point in the year, the fight for consumer engagement is on. Ad tech company [PPC Protect](#) says, “Although there are no official figures, the average person is now estimated to encounter between 6,000 to 10,000 ads every single day.”

So how do you ensure that your brand comes to mind when people are creating their lists this year, amongst holiday advertising experts like Old Navy, Coca Cola, and Old Spice? The answer—of course—is stellar video marketing!. Below are our top fighters for the video marketing arena this year.

### VIDEO TYPES

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Recipe Video .....	11
Listicle .....	12
Product Demo .....	13
How-To .....	14

# Commercial

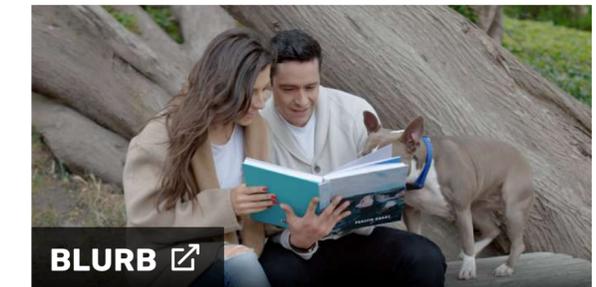
## We're all familiar with this one.

Commercials simply tell a story about your brand and the value it offers customers. This is the kind of video where you can let your brand personality shine in your messaging to really set you apart from your competition early on in Q4. Think of your holiday commercials as your first date with potential customers. Communicate your intentions for the season and make it one they won't forget.

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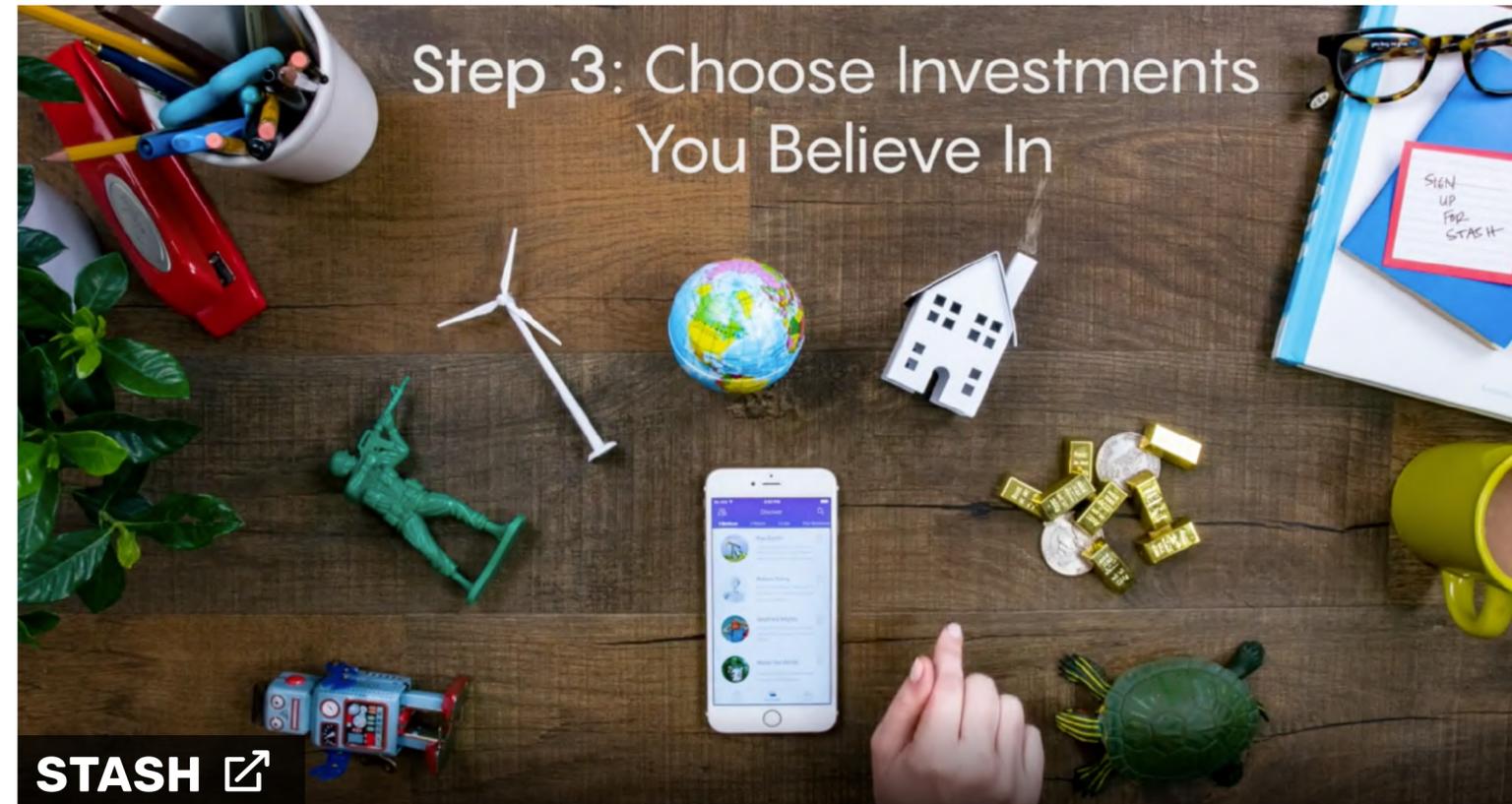
# Explainer Video

**Explainer videos educate your audience on the value or usage of your service or product.**

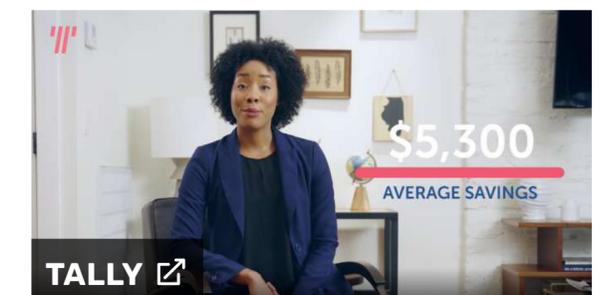
If your goal is to attract new customers this year or increase awareness about an innovative offering, the explainer is your best friend. In fact companies like Spotify, Dropbox, and Airbnb credit their early successes to their explainer videos that invoked enough buzz to create significant brand awareness.

With creative visuals, Explainers can make even the most complicated, or novel, concepts easily understandable.

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## Common Styles

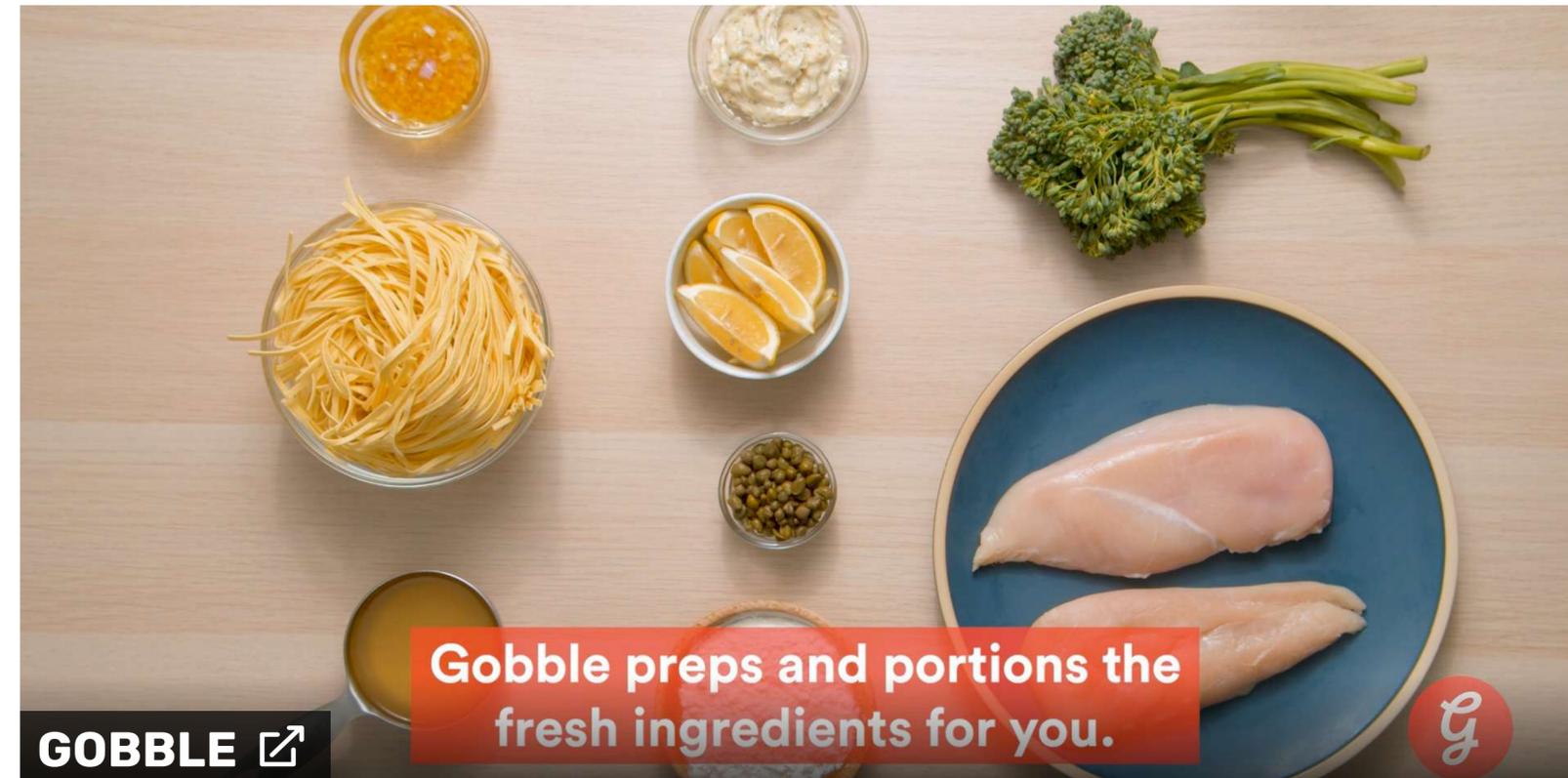
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# Recipe Video

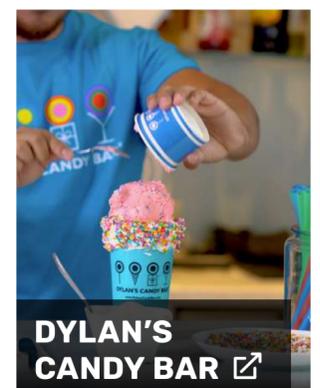
If your product helps people be the host with the most at family dinners this season, your customers will want to see some recipe videos. These videos show your audience how to create a dish using your product(s).

According to the New York Post, the average American will spend [nine hours and 17 minutes in the kitchen over the holiday season](#). Having a handy helper in the form of a step-by-step video of how to prepare a dish will be invaluable to busy holiday hosts. Not to mention, this is a natural and convincing way to showcase your product in multiple use cases.

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## Other Examples:



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# Listicle

## Example 1:

**Listicle videos break down a topic and present it in easy-to-follow, bite-sized points.**

These videos are easily digestible for viewers and lend themselves well to organic channels.

Educational content like this creates more value for your consumers and establishes your brand as a thought leader in your industry. If your audience associates your brand with expertise and authority, it'll be sure to rise to the top of their minds when making purchasing decisions.



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# Product Demo

**Product demos and tutorials showcase the capabilities and details of a tangible product.**

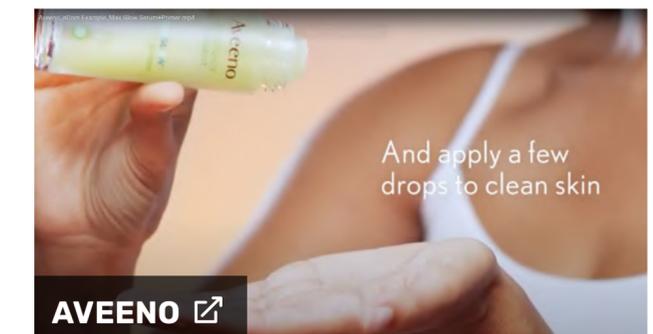
This is another very powerful video type that typically sees high rates of conversion. These videos are attractive because the viewer can get a feel of what actually owning your products would be like. These videos often feature a before and after or show your product achieving a desired goal for the talent, which is imperative for appealing to audiences who are results oriented.

As previously mentioned, product demos are the kind of content consumers reference when weighing their buying options. Therefore, product demos can be a critical tool for educating your audience about the specifics and capabilities of your product.

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# How-To

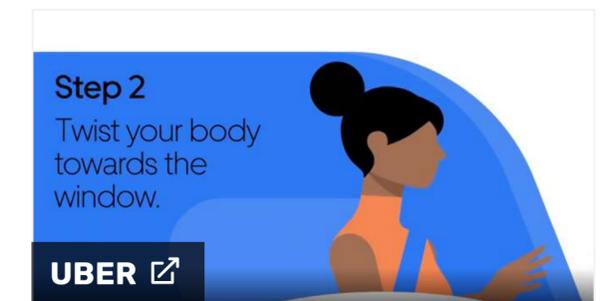
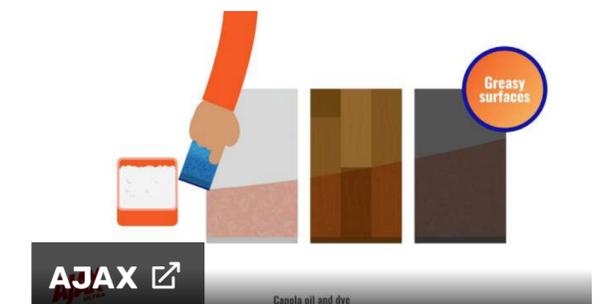
## How to videos take viewers, step-by-step, through the process of using a physical product

This is yet another video type that consumers will be searching for as they carefully make their purchasing decisions this season. True Focus Media says, “A recent study found that **73% of consumers are more likely to make a purchase after watching How-To videos** explaining a product or service.” Educational videos like this are important because they alleviate the guesswork your audience is already using when researching a product. Whether or not consumers can easily find engaging information about your products could be the difference between being on their list or getting left in the aisles.

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# 3. Show Your Brand Values

The festive season is a time when consumers are thinking about family, values, gratitude, and cheer, and they may be more receptive to hearing about what your brand stands for. In fact, according to [Adweek](#), “...authentic content during the holidays that shares your brand’s values in its unique voice is almost 20% more important to people than hearing about the latest deals.”

This is a COVID-era trend that is here to stay. In face of the world’s most pressing issues, people want to know where your brand stands. According to [YPulse](#)’s most recent Causes, Charity & Activism survey, “Gen Z and Millennials believe just as strongly as ever that brands have a responsibility to be involved in making the world a better place. Three quarters say that they actively seek out brands that support the causes they believe in—and two in five say they do so always or often.”

Pull on your audience’s heart strings with these video types.

## VIDEO TYPES

Values-Focused Commercial .....	16
Documentary/Interview/Mini Doc .....	17

# Values-Focused Commercial

## Example 1:

**Brand values focused commercials allow you to tell your brand's story through the lens of the "why" behind what you do.**

As previously mentioned, consumers really care about what you stand for. Tell your audience how your brand's origin story came about, the problems you're trying to solve for people, or the ethos behind your product designs.

Videos like this help consumers see past presumed capitalistic motives of your brand to let them know that you're not just here for their money. Values focused videos became very popular during the pandemic and have proven to build trust in consumer relationships.



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# Documentary/Interview/Mini Doc

**Documentaries, interviews, and mini docs tell a real life story about an event, individual, or group.**

With these video types you turn the spotlight onto the everyday people whose lives are touched by your products or services in some way. They're immersive, inspiring, and captivating, and they positively show consumers how your brand fits into these amazing stories. Sharing real stories will always offer an element of transparency and position your organization as down to earth.

## Example 1:



## Other Examples



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