QuickFrame

# Scaling Your Video Content

A Guide to Modernizing Operations to Increase ROI

# The Content Landscape is Flooded

This is great news for consumers. With the proliferation of platforms, and emergence of new streaming services, entertainment has never been more readily available. Regardless of interest, everyone can find a digital home that houses the type of content they enjoy.

But what's great for consumers isn't exactly great for advertisers. The obstacles have never been greater for finding and targeting their core audiences. Those audiences have become increasingly scattered, their attention spans are shrinking, and they've been conditioned to expect a steady stream of personalized ad creative. Layer on top of that the deprecation of granular targeting capabilities in response to global consumer privacy regulations, not to mention the persistent threat ad fatigue brings every marketing campaign, and you find yourself facing a radical challenge.

Marketing and creative leaders face a tough road ahead—the demands you're facing feel impossible to surmount. Today, CMOs need to ensure their brand has a sustained presence across more channels and platforms than ever before, with content that feels fresh, organic, authentic, relevant, and creative.

The need to increase content production is not new. Over the past 5 years, we've seen a huge wave of creative in-housing in an effort to cost-efficiently meet the task at hand. But, current production models—which include a mix of in-house creative and external agencies and partners—are simply unsustainable, especially considering ad creative hits the fatigue threshold in only five days. That means you need more content than you may have first thought.

According to a recent WFA survey, 82% of respondents felt that the workload of their creative in-house agency has increased considerably or somewhat in the past year. The same survey revealed that brands are struggling to keep up—respondents indicated their top challenges as "expanding capabilities and skill sets" of in-house creatives, managing workflows, and attaining alignment across internal and external agencies (95% work with external partners).

The content ecosystem is evolving at a rate that's faster than traditional organizational structures can keep up with. This new normal requires a complete reconfiguration of how businesses should optimize their content production operations to drive the greatest ROI from their marketing and production budgets.

## In This Guide, We'll Cover:

- How content consumption patterns are changing

- The data privacy regulations that are reconstructing the marketing toolbox

- Key tips for how to revamp your creative production to unlock cost efficiencies that will allow you to meet demand

## Let's roll.

# Content Demands are Skyrocketing on Every Major Channel

The beginning of this decade was expected to come with major growth across key marketing channels, including social, CTV/OTT, and eCommerce.
But with the coronavirus pandemic upending lives around the world in 2020, nearly every anticipated trend was accelerated by several years.

## Social Media

Nearly half of the world's population—an estimated 3.23 billion people—used a social network at least once per month in 2020, an 8.1% increase from 2019. That number has grown to a whopping 3.96 billion in 2022, a 4.8% jump from 2021.

Today, consumers are living more of their lives on social channels, so to win their loyalty, brands must speak consumers' language by crafting innovative, on-point, and platform-specific digital experiences. The challenge for advertisers, however, is that social media is more crowded than ever before. Platforms eased the barriers to entry for competitors of all sizes and audiences are increasingly dispersed, seeking out unique content experiences that are platform-specific. So, CMOs (many of whom are working with decreased budgets), need to ramp up media spend to compete on more platforms, while also meeting the demand for always-new, customized creative.

Not only is there more competition on every platform—from both brands and individual content creators—but the content types that feel native on each platform drastically differ. The world of TikTok is markedly different from the Snapchat environment, for example. The same can be said of any two platforms. Consumers are hand-picking the platforms on which they engage, creating a fragmented attention economy.

In addition to facing a dispersed audience, brands are also competing in an age of individual content creation—everyone with a phone is equipped with a video-creation device. With such a saturation of content production, the language of video is constantly evolving, necessitating a firm grip on the pulse of the zeitgeist to remain on trend.

**THE CHALLENGE:**

A saturated, ever-growing social media landscape requires 2X-4X the amount of on-trend, audience-specific content production to break through the noise— not to mention an increase in media spend to compete in a distributed landscape.

## TV

The television landscape has started to mimic the behavior of the world of social media. With a continuously growing number of streaming platforms on the market, consumers can seek out relevant content based on niche interests.

In 2020, US adults spent, on average, one hour and 12 minutes a day consuming streaming content— a 33.9% YoY increase, according to eMarketer. That number is set to rise as audiences shift their subscriptions from cable to streaming TV. If 2022 estimates prove true, 4.9 million homes will cut the cord this year, increasing the total number of cord-cutters to 55.1 million.

Today, 92% of homes can be reached through a CTV device, up 11% year-over-year. This is great news for marketers, given that CTV/OTT has many of the same targeting and measurement capabilities as traditional digital, making it a true performance channel, allowing for in-flight iteration. Plus, audiences on the channel are diversifying as older demographics embrace a more flexible, affordable TV experience.

But fragmentation is still an issue. Audiences are scattered across streaming and linear, so to reach all of their targets, advertisers must establish a presence on an ever-growing list of TV platforms— each of which has a hallmark content environment.



AD 1 OF 3

### THE CHALLENGE:

More audience-specific, broadcast-quality creative is required to meet audience consumption trends.

## Social Commerce & eCommerce

The consumer retail experience is changing. More than 9,500 brick-and-mortar stores closed in 2020, sending consumers online. According to Digital Commerce 360, online spending represented 21.3% of total retail sales in 2020—the largest share ever and a 44% increase YoY. Pandemic-related behavior changes contributed to a lot of this growth, but analysts still expect eCommerce activity to continue to rise in the wake of 2020.

Over the past decade, DTC brands and third-party retailers have accustomed consumers to the ease and convenience of eCommerce shopping. In 2020, the pandemic solidified online shopping as standard purchasing behavior across demographics. As digital shopping becomes the norm, social media platforms are prioritizing social commerce integrations. Facebook, TikTok, Pinterest, and Snapchat (among others) are working on making it easier for users to purchase products they see. For some, the rise of eCommerce may not immediately signal the need for more content. But, staying competitive as buying behavior shifts means not only finessing online operations, but also crafting a digital shopping experience that wows customers.

The immersive, hands-on nature of in-person retail is perhaps the most difficult aspect to capture online. You must use video to bring your brand's digital eCommerce experience to life to deliver a dynamic, memorable shopping experience that drives business.

## THE CHALLENGE:

Shifts in consumer shopping behavior are creating a need for more on-site eCommerce content that's optimized for conversion.

## Video for Non-advertising Use Cases

The efficacy of video as a communication medium is unparalleled. Unsurprisingly, teams across organizations are recognizing that fact, and are turning to video as a primary means of communication.

As a result, marketing teams and internal studio heads are increasingly overloaded with requests for video content production from different departments, including Human Resources, Corporate Communications, PR, Customer Support, etc.

Already log jammed content production pipelines are further strained with these non-advertising productions.

This results in delayed timelines across the board and critically endangers the success of marketing departments, which need a constant stream of fresh video content to effectively compete in a hyper-saturated landscape.

Yet, as video continues to proliferate and new tools turns the dial on demand for video supply—non-advertising video needs are only set to multiply, and existing production solutions simply cannot grow at a comparable rate.

### THE CHALLENGE:

Rising internal demand for video is severely straining marketing and creative leaders, who are struggling to build revenue streams and serve all business needs simultaneously.

**Melaney Chen**
Intern, Fleet Reliability

**Anya Jensen**
Intern, Fleet Reliability

Video

QF

Self-driving car service Cruise used QuickFrame to create a multi-purpose video that focuses on its internship program.

# Data Privacy Regulations are Rewriting the Rules

In response to government-imposed regulations, tech companies have announced a series of changes to remain compliant. The impending changes (some of which are already in place) will establish a new world order for marketers, restructuring the role consumer data plays in targeting, measurement, and attribution.

The way you acquire and retain customers is in need of serious reevaluation. Marketers will need to restructure advertising strategies to modernize creative production approaches to continue to meet KPIs in a privacy-friendly way.

It's easy to postpone any major shifts in your strategy as we're not set to feel the full brunt of these changes for another few years. But a passive mindset here is a dangerous one—before you know it, the tools you've come to rely on to hit your goals and grow your business will no longer be there. Now's the time to reevaluate your marketing and creative operations, and to start integrating novel approaches.
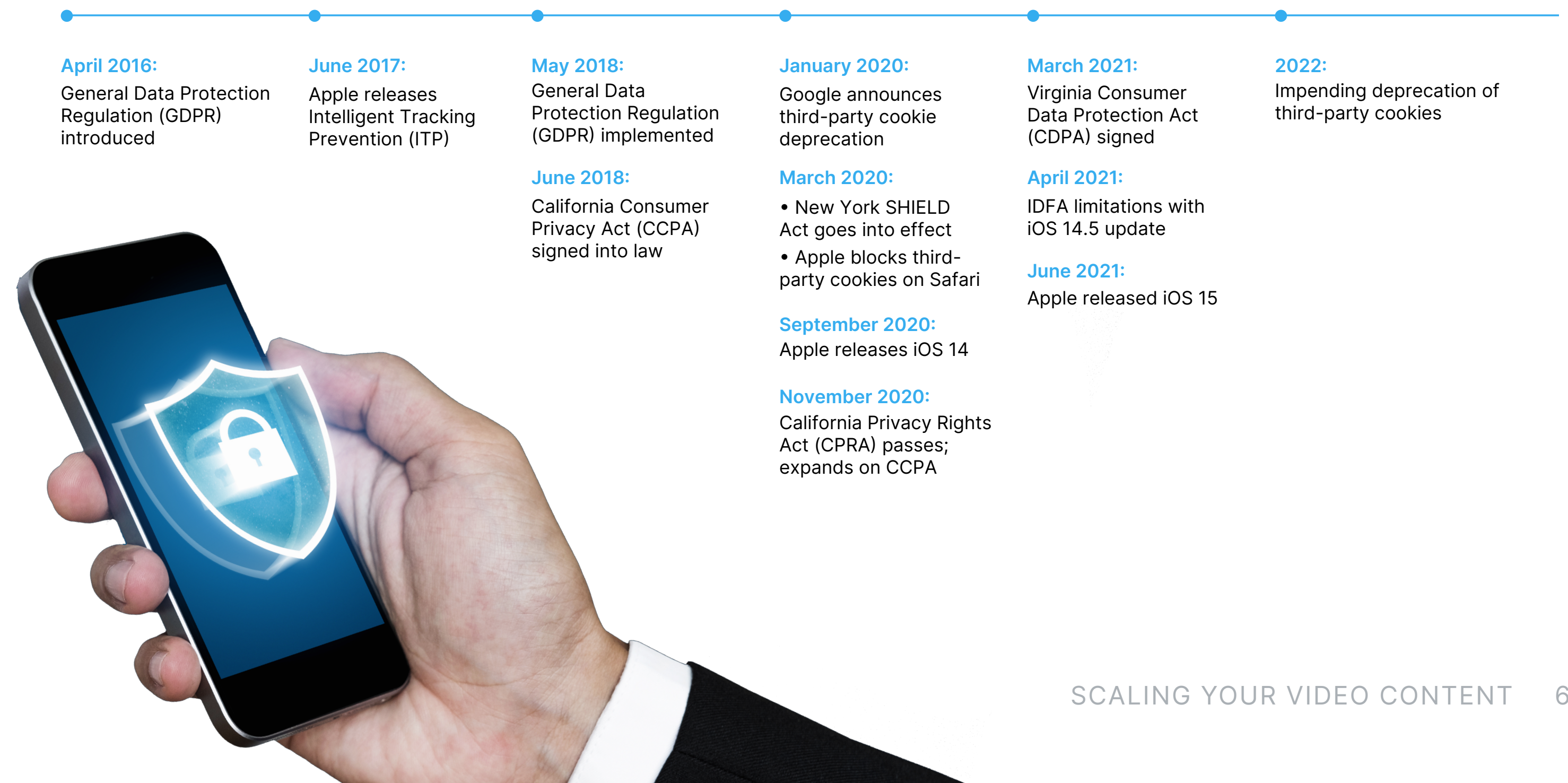
An increased governmental focus on consumer data privacy has set off cascading effects that are rocking the industry. To remain compliant with a growing number of international regulations, tech giants are restricting how consumer data is collected and used.

Marketers haven't seen an impact this large since the invention of the cookie more than two decades ago. Cookies opened the door to tracking users across the web, unlocking the capability for granular targeting with personalized creative. The mechanisms behind the targeting have grown in number over the years, but now, data privacy regulations are set to make these core marketing tactics a thing of the past.

## THE CHALLENGE:

Global data privacy regulations are rewriting the rules of advertising, depleting the pool of data marketers have come to rely on to target audiences with relevant creative.

## The Evolution of the Privacy Landscape

**April 2016:**
General Data Protection Regulation (GDPR) introduced

**June 2017:**
Apple releases Intelligent Tracking Prevention (ITP)

**May 2018:**
General Data Protection Regulation (GDPR) implemented

**June 2018:**
California Consumer Privacy Act (CCPA) signed into law

**January 2020:**
Google announces third-party cookie deprecation

**March 2020:**
• New York SHIELD Act goes into effect
• Apple blocks third-party cookies on Safari

**September 2020:**
Apple releases iOS 14

**November 2020:**
California Privacy Rights Act (CPRA) passes; expands on CCPA

**March 2021:**
Virginia Consumer Data Protection Act (CDPA) signed

**April 2021:**
IDFA limitations with iOS 14.5 update

**June 2021:**
Apple released iOS 15

**2022:**
Impending deprecation of third-party cookies

# 5 Steps to Thriving in Today's Content Landscape

## 1. Create Platform-and Placement-Specific Creative

Each platform delivers a unique content experience for its users. The worlds of TikTok and Facebook or Peacock and YouTube feel different from one another. Even within a platform, experiences vary from one placement to another (e.g., Instagram Reels vs. Feed).

Your audience has become accustomed to these hallmark experiences across different content environments—whether they realize it or not. To effectively communicate with your audience, your creatives must be customized for each platform and placement—and stay on-trend—so that they feel native. Otherwise, you run the risk of creating a jarring experience that alienates your targets.

## 2. Align Resources with Where They Can Have the Most Impact

The diversity of content production required today—curated for different platforms, styles, and audiences—necessitates an expansion of production approaches. But existing resources are not optimal to tackle the full spectrum of project types. CMOs working with agencies and in-house teams should continue to lean on those resources for high-impact, deliberate branding campaigns, which are often driven by high concepts.

On the other end of the spectrum, templated tools can be leveraged for small-scale, low-impact quick-turn assets. But existing resources are not optimally structured to tackle the cadence of content production required by today's landscape at scale—leaving a glaring gap in the middle of the spectrum. To solve this deficiency and unburden existing resources, organizations need to embrace new models of operating and integrate a partner capable of agile, brand-aligned production.

At QuickFrame, we've seen demand for our agile solution skyrocket. We unlock data-driven original production at scale for brands to maintain an effective multi-channel presence.

That way, existing creative resources get restored bandwidth to focus on what they do best, and CMOs can confidently support expanded media plans to meet consumers where they are—everywhere.
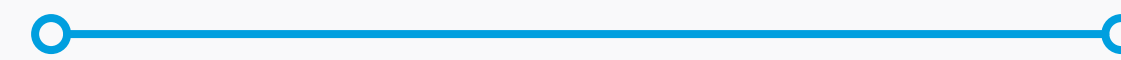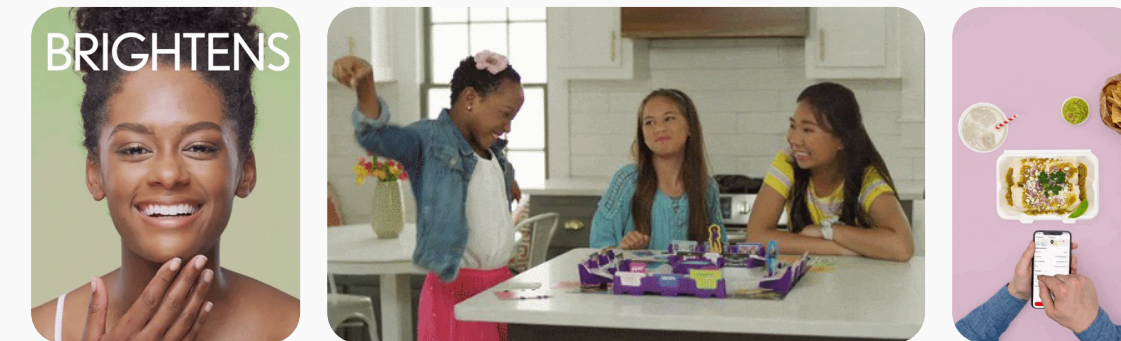
### Culture-Defining Content
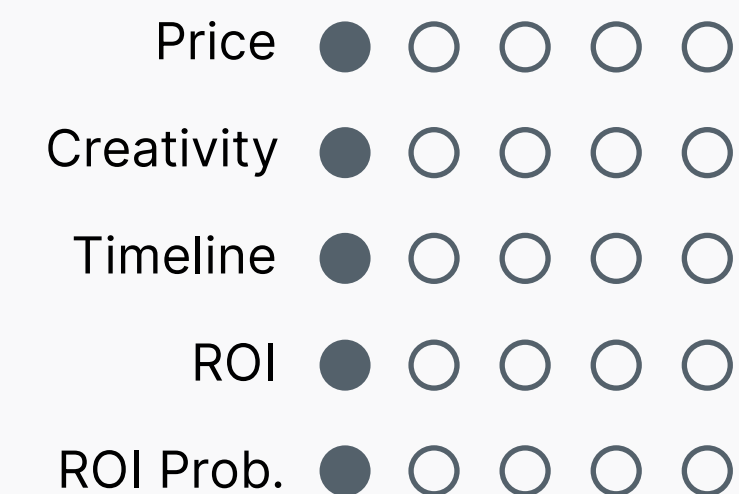Best Partner:
**External/Internal Agencies**



Price ●●●●●
Creativity ●●●●●
Timeline ●●●●●
ROI ?????
ROI Prob. ●○○○○
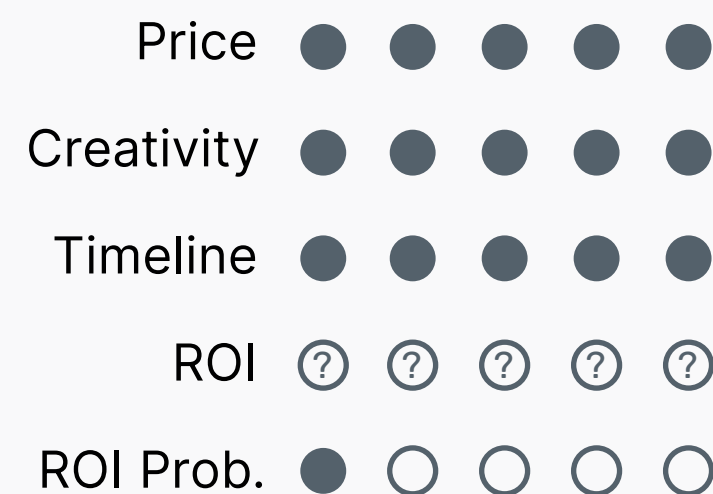
### Results-Drive Content at Scale
Best Partner:
**QuickFrame**



Price ●●○○○
Creativity ●●●○○
Timeline ●●○○○
ROI ●●●●○
ROI Prob. ●●●●○

### Disposable Assets
Best Partner:
ANIMOTO



Price ●○○○○
Creativity ●○○○○
Timeline ●○○○○
ROI ●○○○○
ROI Prob. ●○○○○
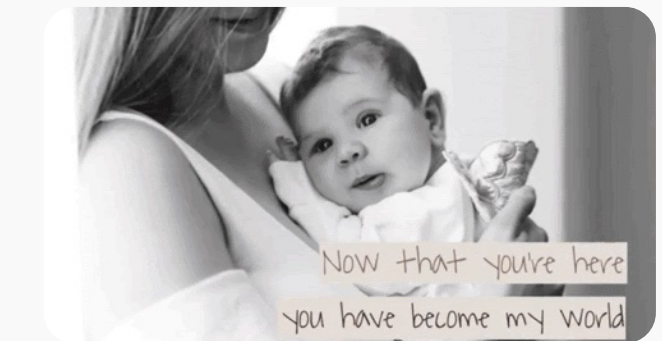
## 3. Harness Creative Testing

With the dissolution of the third-party cookie, Apple iOS updates, and other consumer privacy changes on the horizon, marketers will no longer be able to confidently target consumers across the funnel. As granular targeting opportunities fade into the background, brand creatives will skew towards more awareness/top-of-funnel concepts. Because you'll know less about your audience at the targeting level, it'll likely be best to stick to more generalized creatives that you know will have a broad impact.

But general top-of-the-funnel messaging and creatives won't cut it. In this new content landscape, your ads must still feel personalized, even if you're working with less information about your audience.

The solution: testing and data-driven experimentation. Brands must adopt an experimentation mindset on multiple fronts: at the platform level, the placement level, and the creative level. Diversifying platforms and placements will be key to locating where your target audiences are consuming content. Then, creative-level multivariate testing will surface the

creative variables (e.g., live-action vs. animation, messaging, product vs. brand, talent vs. no talent) that work best.

Over time, these data produce brand-owned audience insights that can be invaluable to many aspects of your business.
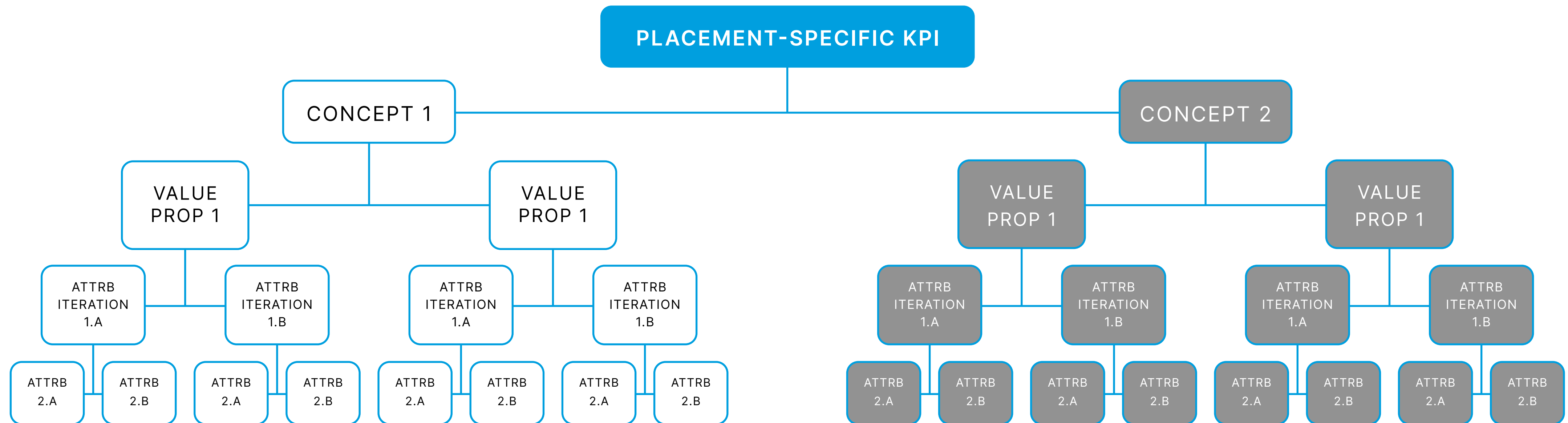
## 4. Find More Efficient Production Options to Unlock Scale

The task at hand—more audience-specific content for more platforms and placements—is probably starting to sound impossible. And it very well may be if you stick to old models of content production.

In this fierce battle for consumer attention, brands need to focus on agility and efficiency to swiftly produce content that lands. Traditional production approaches are bloated and expensive, leading to long timelines with unnecessary costs.

QuickFrame offers an agile solution to meet today's rigorous demands for content. With a distributed marketplace approach to video production, brands can triple or quadruple their output with shorter timelines and smaller budgets than traditional processes afford, meeting today's content production needs while unlocking the ability to increase media spend.

Our Creator Collective is a pre-vetted (only 19% are accepted) marketplace made up of skilled independent freelancers and professional production companies. By harnessing an exclusive global network of expert creators, brands are able to execute on any video content needs, regardless of platform, style, objective, or location.

With access to thousands of expert video creators, brands can efficiently supercharge their production, tackling any number of projects simultaneously.
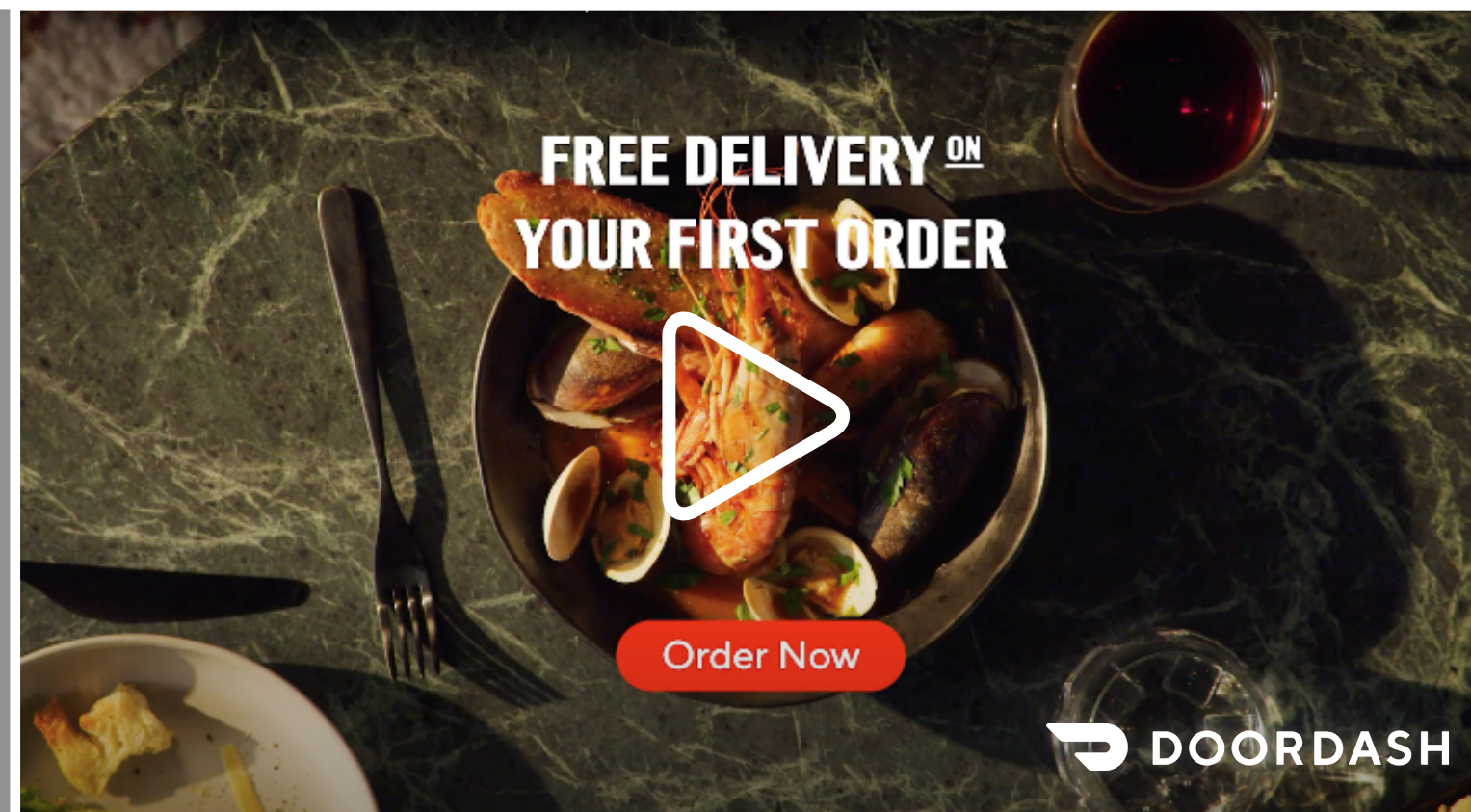
## Before QuickFrame

$ 10 Week Turnaround Time

$105,000 Price Tag

1 Video Delivered

Expensive, slow, limited deliverables, intuition-based, uncertain performance

FREE DELIVERY ON YOUR FIRST ORDER

Order Now

DOORDASH

## After QuickFrame

$ 12 Day Turnaround Time

$35,000 Price Tag

52 Videos Delivered

Affordable, fast, platform-specific deliverables, data-driven, high-performance

## 5. Centralize Production Globally

Aligning and incorporating the needs of internal and external creative teams is a major challenge. A centralized production solution synergizes your teams and streamlines production–all while keeping creative on-brand.

At QuickFrame, brands are paired with a Client Success Team to oversee all project execution while ensuring all deliverables remain on-brand. Made up of production and marketing pros, the team works in tandem with our Creator Collective to keep client creatives on the cutting edge of the latest platform and production trends.

**Corporate Projects**

**External Agencies**

**Centralized Production**

**Internal Creative Teams**

QuickFrame