

EXPERT GUIDE by

|kino
|studio

Video-marketing the future of branding

TYPES AND TRENDS OF VIDEO-MARKETING



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A billion hours of video are watched every day by YouTube users worldwide

What does this mean for those in business?

One thing is certain: if you haven't considered video as a real promotional tool, now is the time to rethink that thesis.

Here we're going to give some basic information about video-marketing, but if you are not a newbie in this business, feel free to move on to the next blocks of the Guide. There you will find useful and more in-depth information, real examples and up-to-date statistics.

Video marketing refers to the use of video content to promote a brand, product, or service. Video assets can be used in marketing strategies across a variety of channels and formats to help reach and engage audiences.

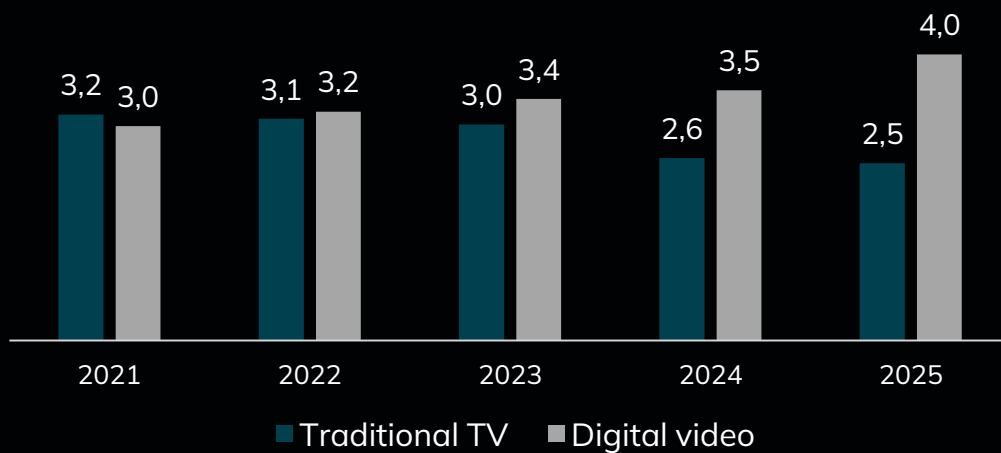
Directing + Marketing
= Video-marketing

The message transmitted via video operates simultaneously with text, audio and visually perceived dynamic images, therefore it has a uniquely high ability to influence the user.

95% of a message retained when
presented in video form
just 10% when reading it in text

Video is the easiest to perceive and the most eye-catching content format

Time spent watching digital videos has steadily increased over the last four years, and it is expected to continue to grow.



With an average internet user devoting 3.5 hours per day to watching videos in 2024, it's no wonder video marketing continues to evolve.

Most popular Internet resources and media platforms give video content priority in display.

For example, Google gives a higher ranking position to pages that have a video embedded in them.

For 87% of global companies, video marketing is an independent method of online promotion

Using video clips has a very powerful effect both on business and user audience. Just look at these statistics!



Businesses:

84%

of video marketers say video has directly increased sales

86%

increase of conversion rates due to using videos on landing pages

62%

of video marketers say video has helped them reduce support queries



Users:

98%

of people have watched an explainer video to learn more about a product or service

91%

of consumers say video quality impacts their trust in a brand

87%

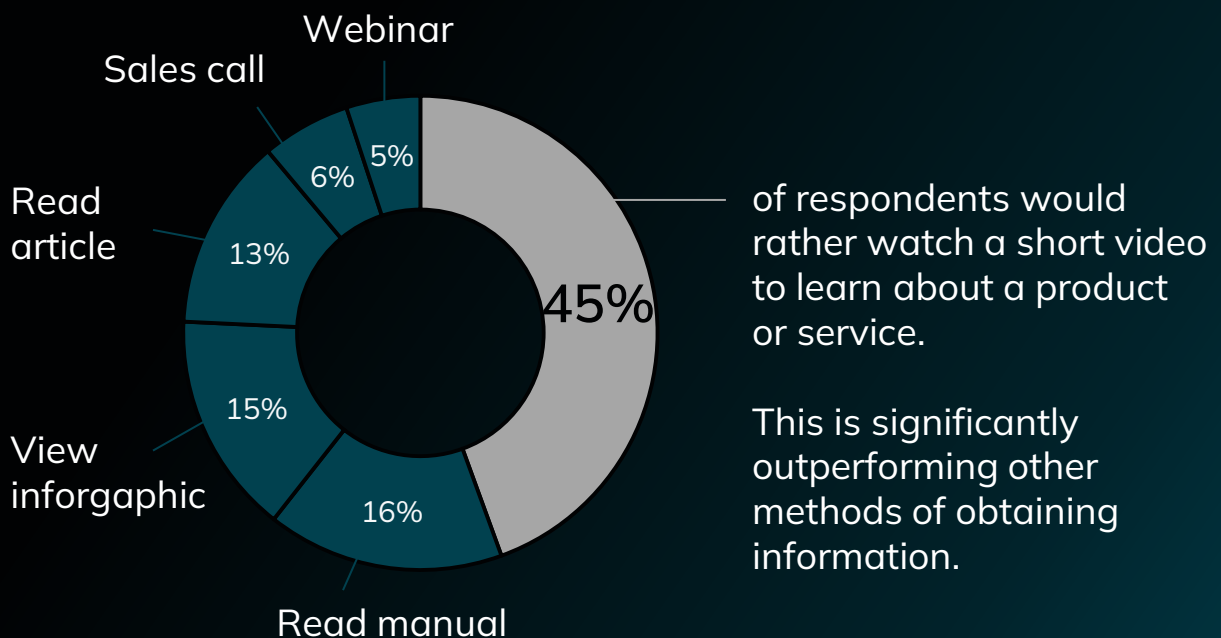
of people have been convinced to buy a product or service by watching a video

Using video can help move users through the sales funnel faster and increase sales

Video-marketing helps to:

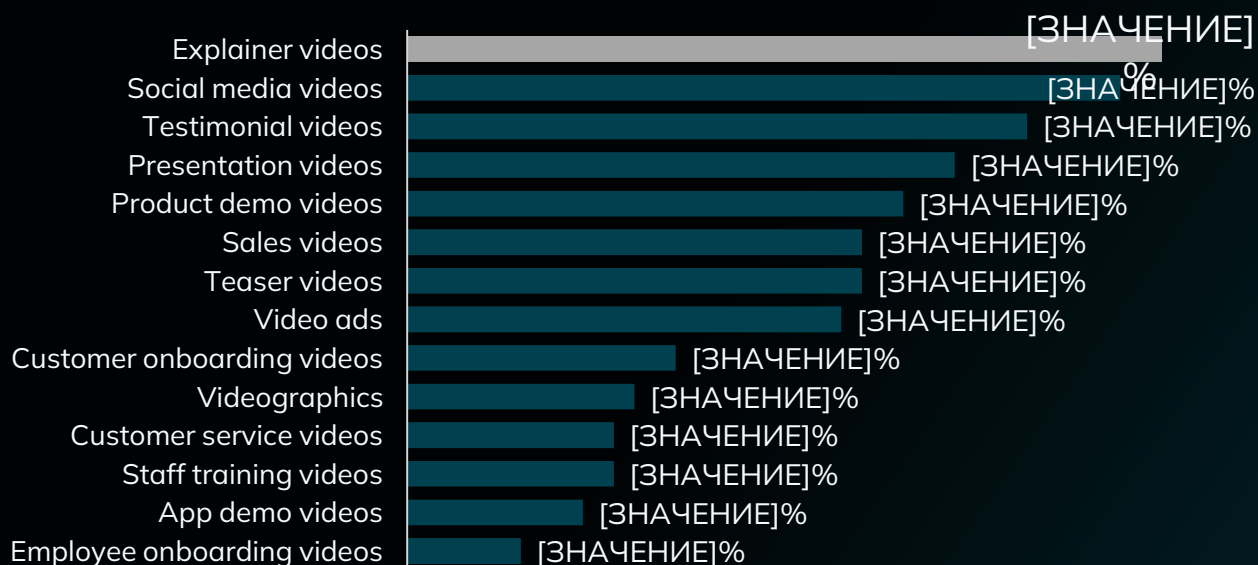
- Catch more attention
- Build trust and credibility
- Encourage sharing and expand the audience
- Improve SEO
- Boost conversions and sales
- Better explain the product
- Appeal to mobile users
- Stand out the products and much more...

People were asked about how they would prefer to learn about product or service:



73% of marketers have created explainer videos

Videos are being used by business for a number of different purposes:



There are even more types, but let's focus on the three most popular ones:

1

Explainer videos

Explainer videos should clearly articulate what your company does to people who may be unfamiliar with your brand.

2

Social media videos

Instagram Reels and TikToks are short-form videos that often incorporate transitions, captions and video effects. They're fun, creative videos that usually pack a lot of entertainment value into a minute or less.

3

Testimonial videos

In the video, the client opens up and provides the how and why a company's product or service was the ultimate solution to their never-ending problem or pain point.

Well-crafted videos increase viewers' trust in brands



1 Heinz: A.I. Ketchup

The “Heinz A.I. Ketchup” ad showcases the innovative use of artificial intelligence in marketing. The product video marketing example cleverly underscores the brand’s iconic status, illustrating that even AI recognizes Heinz as the quintessential ketchup.

What makes it stand out:

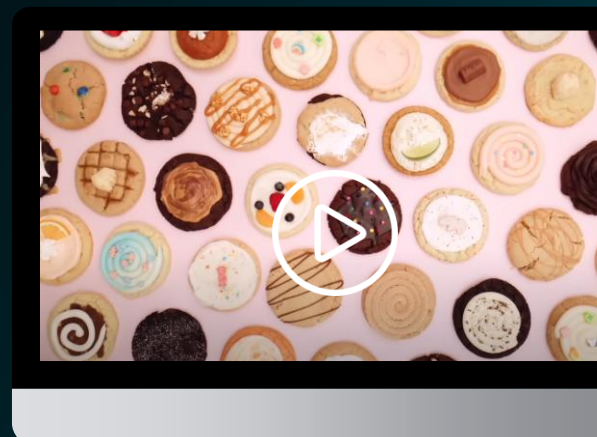
- Clever integration of brand recognition
- Highlights the iconic status of Heinz
- Strong visual impact with diverse AI-generated images

2 Crumbl Cookies: Sweet Victory Ad

The ad humorously presents various scenarios of unremarkable achievements, suggesting that every small victory is a perfect excuse to treat oneself to Crumbl cookies. The ad captures the essence of celebration and indulgence with its vibrant colors, playful narration, and irresistible treats.

What makes it stand out:

- Bright and vibrant visuals
- Humorously relatable scenarios
- Mouth-watering imagery of cookies



Personalization and focus on the target audience can significantly increase views



3 Honda: The Other Side

Unlike other video ads, it allows viewers to make choices that shape the narrative, creating a personalized viewing experience. Every video strategy decision leads to different story paths, keeping viewers engaged and immersed in the storyline.

What makes it stand out:

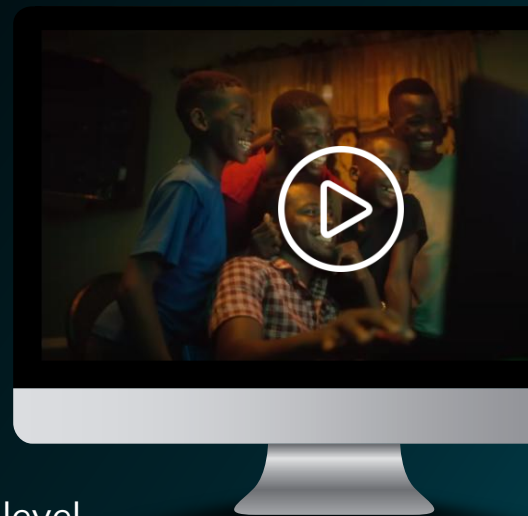
- Engages viewers with interactive branching choices
- Enhances viewer engagement and personalization
- Encourages active participation in the storyline

4 Netflix: Fans Make the Movies

Unlike other video campaigns, the ad highlights the joy and boundless imagination of creating videos and movies. It showcases how creativity and passion can produce captivating content, even without a big budget.

What makes it stand out:

- Connects with movie lovers on an emotional level
- Focuses on the target audience rather than the product
- Demonstrates the universal appeal of storytelling and imagination



Animated videos are excellent at capturing the audience's attention



5 Starbucks: Why does Starbucks Blend Coffee

Big brands like Starbucks use the “Why does Starbucks Blend Coffee?” campaign as a testament to their thoughtful approach and centered around ideas.

What makes it stand out:

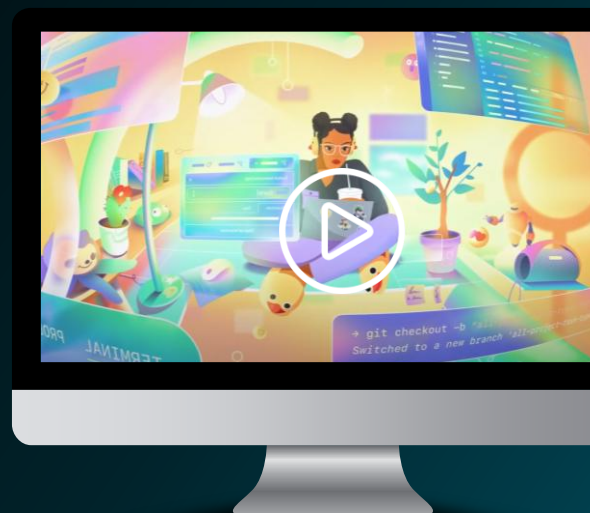
- Clear narrative
- Visual straightforwardness
- Unique 2D animation style

6 GitHub: What is GitHub

An outstanding explainer video of GitHub - the largest most complete developer platform in the world. In a very creative and non-standard manner the video explains what GitHub platform is.

What makes it stand out:

- The ordinary is transformed into something truly remarkable
- Innovative 3D Animation & Mixed Media



The future of video-marketing holds exciting possibilities with the help of AI technologies

Video marketing is a very dynamic field. And to stay on top of the wave, it is simply necessary to closely monitor the changes that are taking place in this field.

The most striking trend gaining momentum is, of course, the use of AI in creating video content for business. AI has already impacted various aspects of video creation and use, let's focus on the most noticeable changes and innovations.

1 Enhancing Video Editing with AI



Traditional video editing processes were time-consuming and required technical expertise. However, with AI-powered video editing solutions, businesses can now automate and streamline their editing workflows.

Augmented reality allows to seamlessly integrate virtual objects, effects and animation directly into real video. This opens truly limitless opportunities for brands to create memorable content.

75%

of video marketers globally utilize AI tools for video creation and editing, streamlining processes and enhancing content quality

66% of brands expressed intentions to incorporate generative AI into their video production processes

1. AI-Powered Video Creation

AI enables businesses to generate videos from scratch using simple inputs like text or images. This technology reduces costs and speeds up production.

- **Synthesia:** Converts text into videos with AI avatars speaking in multiple languages, ideal for training and marketing.
- **Pictory:** Allows businesses to transform long-form content like blogs into engaging short videos for social media.

2. Automated Editing and Post-Production

AI tools automate time-consuming editing tasks, such as selecting the best scenes, applying effects, and color grading.

- **Adobe Premiere Pro's AI features:** Auto-reframes video for different aspect ratios and suggests edits based on scene analysis.
- **Runway:** Offers AI-powered tools for background removal and scene enhancement.

3. Scriptwriting and Storyboarding

AI can assist in crafting compelling scripts and storyboards, significantly reducing creative effort.

- **ChatGPT:** Generates script drafts based on input keywords or ideas.
- **StoryBeat:** Aids in creating structured narratives for video storytelling.

AI is revolutionizing video production, offering businesses innovative tools

4. Enhancing Video Accessibility

AI facilitates the creation of subtitles, translations, and audio descriptions, ensuring video content is accessible to diverse audiences.

- **Rev:** Generates accurate captions and subtitles.
- **Descript:** Creates transcriptions and voiceovers with text-to-speech capabilities.

5. AI in Live Streaming

AI enhances live video experiences with features like real-time translations, audience engagement analytics, and automated moderation.

- **Streamlabs:** Uses AI to manage live chat and suggest stream improvements.
- **Restream:** Provides real-time insights to optimize live broadcast quality.

Virtual influencers play a growing role, particularly in marketing and brand engagement

2 Use of virtual influencers



These are computer-generated characters that can be programmed to deliver marketing messages in a more engaging and interactive manner. Virtual influencers can be customized to match the brand's image and target audience, allowing for a unique and memorable video marketing experience.

How virtual influencers are used in video content creation:

→ Marketing Campaigns

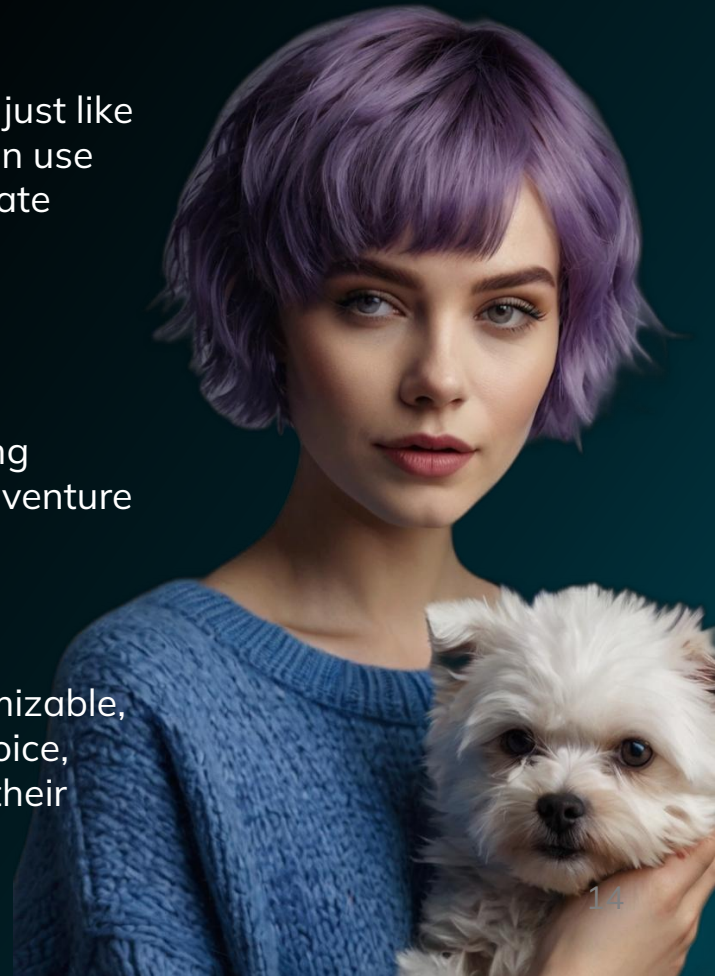
Virtual influencers promote products, services, and brands through videos, just like traditional influencers. Companies can use them to reach niche audiences or create unique, memorable campaigns.

→ Interactive Storytelling

Brands use virtual influencers to lead interactive video campaigns, engaging audiences with choose-your-own-adventure formats or live interactions.

→ Customization and Branding

Virtual influencers are entirely customizable, allowing brands to tailor their look, voice, and message to perfectly align with their values and target demographics.



Virtual influencers are likely to become even more integrated into video content creation

→ Consistency and Control

Unlike human influencers, virtual influencers can be completely controlled by the creators, ensuring consistent messaging and avoiding controversies that could damage brand reputation.

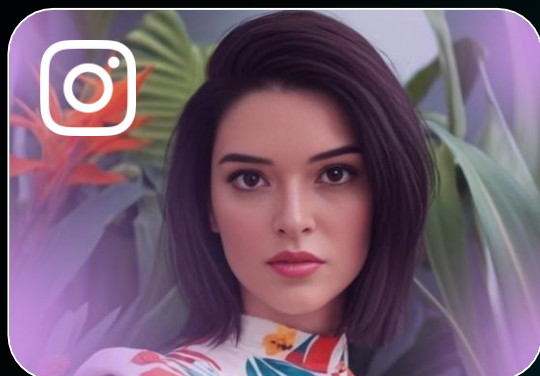
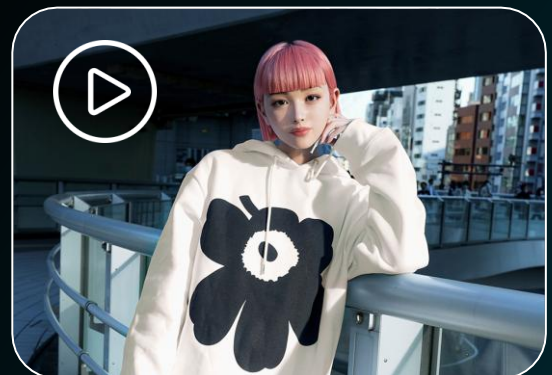
→ Cross-Media Presence

Virtual influencers often appear in various forms of media, including animated YouTube series, social media videos, and even interactive video games.

Examples of virtual influencers:

1. Imma:

Known for her videos showcasing Tokyo fashion and lifestyle, Imma collaborates with brands like IKEA and Dior.



2. Kyra

Kyra is India's first virtual influencer, created by Himanshu Goel. She shares content related to yoga, travel, and empowerment, and has collaborated with brands to promote lifestyle and wellness products.



Personalization and higher-level analytics enhances customer engagement

3

Personalization at Scale



AI empowers businesses to personalize their video content at scale, creating a more immersive and engaging experience for viewers. By harnessing AI algorithms, companies can analyze user data, preferences, and browsing behavior to deliver highly targeted video content.

AI enables businesses to create personalized video messages tailored to individual users, boosting engagement and communication effectiveness.

- Vidiyard: Enables companies to send personalized video emails, often used in sales and customer retention campaigns.
- SundaySky: Automates the creation of personalized onboarding or tutorial videos for clients.

4

Unlocking Powerful Analytics



AI-driven video marketing solutions provide access to robust analytics that enable businesses to measure and optimize their campaigns effectively. Through AI-powered video analytics, marketers can track metrics such as view counts, engagement rates, and audience demographics.

AI analyzes audience behavior to suggest content types, video lengths, and styles that resonate best with target demographics.

- Vidooly: Tracks video performance metrics and audience insights.
- TubeBuddy: Provides analytics to optimize YouTube content.

Interactive videos can be used to create immersive and clickable promotional material

5 Interactive video content

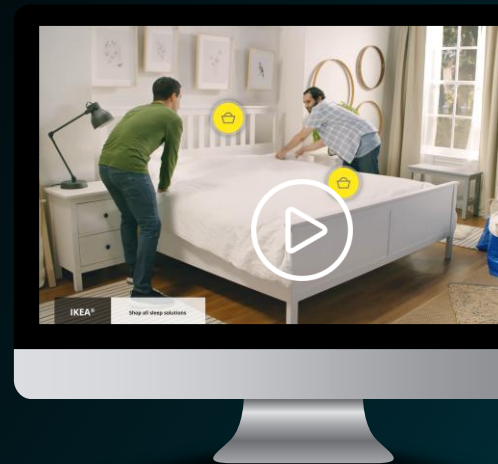


Thanks to technological capabilities, companies are offering viewers the opportunity to influence the development of the plot, choose alternative endings or change the shooting angle. Such a choice not only captivates users, but also provides valuable data about their preferences.

AI generates product showcase videos, virtual try-ons, and personalized shopping experiences.

- Clasp: Creates tailored e-commerce video ads.
- Zmo.ai: Generates videos featuring products in various real-world scenarios.

Viewers may be able to click on areas of the video to learn more about a product and may even be able to purchase it straight from the shoppable video. Watch an example of WIREWAX and IKEA collaboration.



6 Short and vertical videos



Short vertical videos are ideal content for mobile devices and social media, where most users prefer to consume information on the go. By creating dynamic videos up to a minute long, brands can quickly grab the attention of their audience and convey their messages.

The vertical format has become extremely popular thanks to the growth of mobile content consumption and vertical video-focused platforms such as TikTok, Instagram Reels and YouTube Shorts.

Despite significant advances, AI faces a number of limitations when it comes to video creation

AI has already become a useful tool in video content creation, but its current limitations make it more of a complement to professionals than a replacement. To achieve the best results, companies should use AI as an auxiliary tool, combining its capabilities with the creative potential of humans.

Here are the main disadvantages and difficulties in using AI:

1

Limited Creativity

AI generates content based on trained data, resulting in videos that often lack uniqueness and originality compared to works created by professionals.

2

Quality of Results

AI-produced videos may suffer from insufficient detail, lack of realism, or stylistic mismatches with the brand, reducing their overall effectiveness.

This point is even more relevant to the creation of animated videos, because the animation process requires more complex and detailed work, which AI cannot yet fully implement. It is almost impossible to achieve realistic movements, natural facial expressions and detailed textures creating animations purely using AI without human intervention.

3

Ethical and Legal Risks

Algorithms might use copyrighted materials, leading to issues with legitimacy and audience trust.

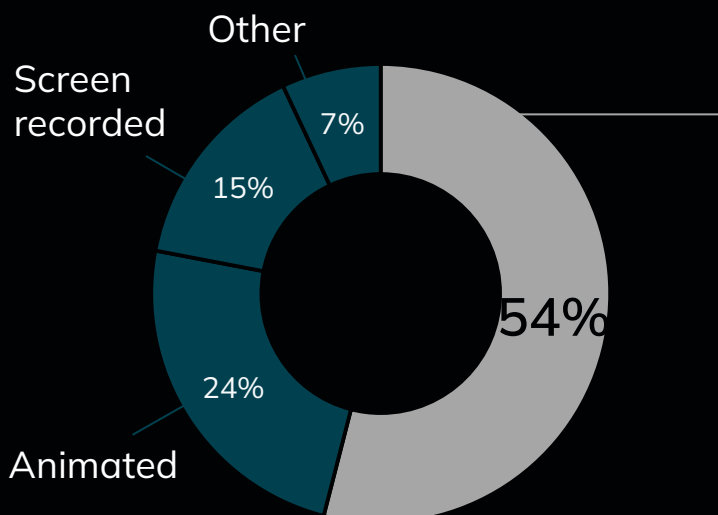
4

High Costs and Complexity

Professional AI tools are expensive, and their effective use requires skills and time for training.

How animated videos can boost your brand's marketing strategy

The majority of videos created by businesses are live-action, however, a live-action video can become expensive unless you're making it on your mobile phone. Even then, you have to factor in the costs of lighting and editing, hiring locations or actors, and the extra costs of adding audio and subtitles, and reshooting scenes.



Live-action video is the most commonly created type of video.

However, this highlights animation as a unique opportunity for brands who want to stand out in their industry.

90% of marketers said animated videos were highly effective in their work

Animated characters can also do things that would be impossible in live-action, making it a powerful storytelling medium. If your business' logo is a character, animation can bring them to life in a way live-action couldn't. Animation offers a vast variety of styles and techniques, which means these videos can be tailored to reflect your brand.

Advantages of animation:

- It makes information easier to understand
- It's eye catching and keeps viewers engaged for longer
- It's more memorable and persuasive
- It appeals to audiences of all ages and backgrounds
- It's cheaper to produce than live-action

89%

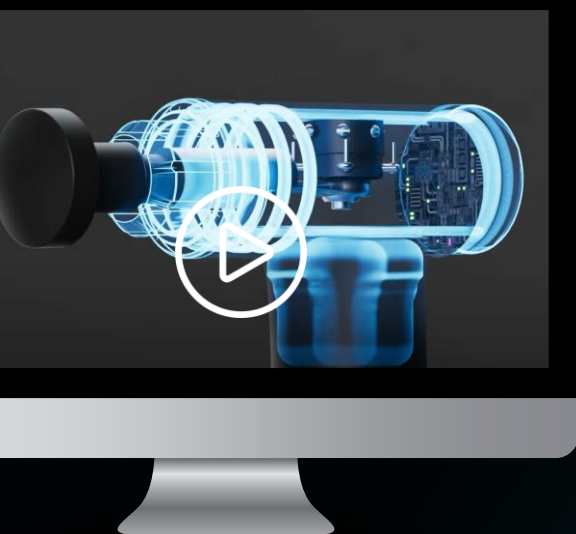
of marketers thought animated videos were worth the investment in time and money



Bring your ideas to life with the best 3D animations and visual effects

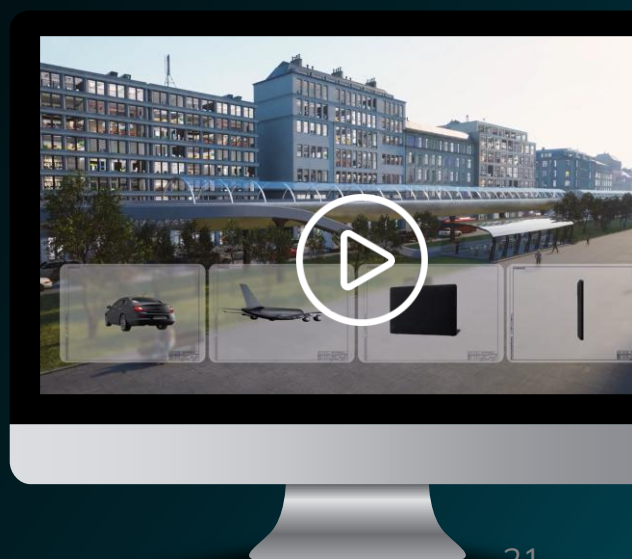
Producing bespoke animation is often much more cost effective than creating a live-action video, as it requires less equipment and there's no set or actors. Amendments are easily made with editable files, which means these videos can be updated at a later date to reflect changes in your service or products.

The effect and conversion from animation is often even much more spectacular than in the case of live-action videos.



Also, not everything can be filmed on camera. For example, a camera will not fit inside a device or machine, but with the help of animation you can easily show any section of the product or the operation of the internal mechanism.

With the help of 3D visualization technology it's possible to present an innovative and futuristic mechanisms that even don't exist in real world. Watch an example of animated futuristic vision of transport.



Video-marketing is a whole philosophy of promotion, and it must be strategic

No matter how you look at it, promotion in any form (advertising, content marketing, direct marketing, SMM) requires a strategy, and video marketing is no exception.

By following these steps, you will be able to create a successful strategy:

- 1 Define clear goals
- 2 Study your target audience
- 3 Stick to your brand image
- 4 Integrate SEO into your strategy (optimize videos for search systems)
- 5 Decide on a platform - it is important to be where your customers are
- 6 Find a professional team that will work with your videos
- 7 Don't forget about analytics and performance evaluation



The more viewers you get, the more chances you have of reaching your goals

Also don't forget to follow these key principles that will help you to launch a successful video marketing campaign:

- Have a clear message so your audience doesn't have to guess what you're providing
- Keep videos short and to the point
- Post native content to social media platforms
- Use a CTA (call-to-action) at the end of your video
- Include subtitles (not only does this increase accessibility, but also many people don't use sound to watch videos for a variety of reasons)

Different places where you can distribute your videos:

1. Video sharing platforms

(YouTube and Vimeo)

2. Social media

(Instagram, TikTok, Facebook)

3. Email

Email marketing is still very much relevant

4. Blog

Videos can be a valuable tool for conveying information in a quick, engaging, and memorable way

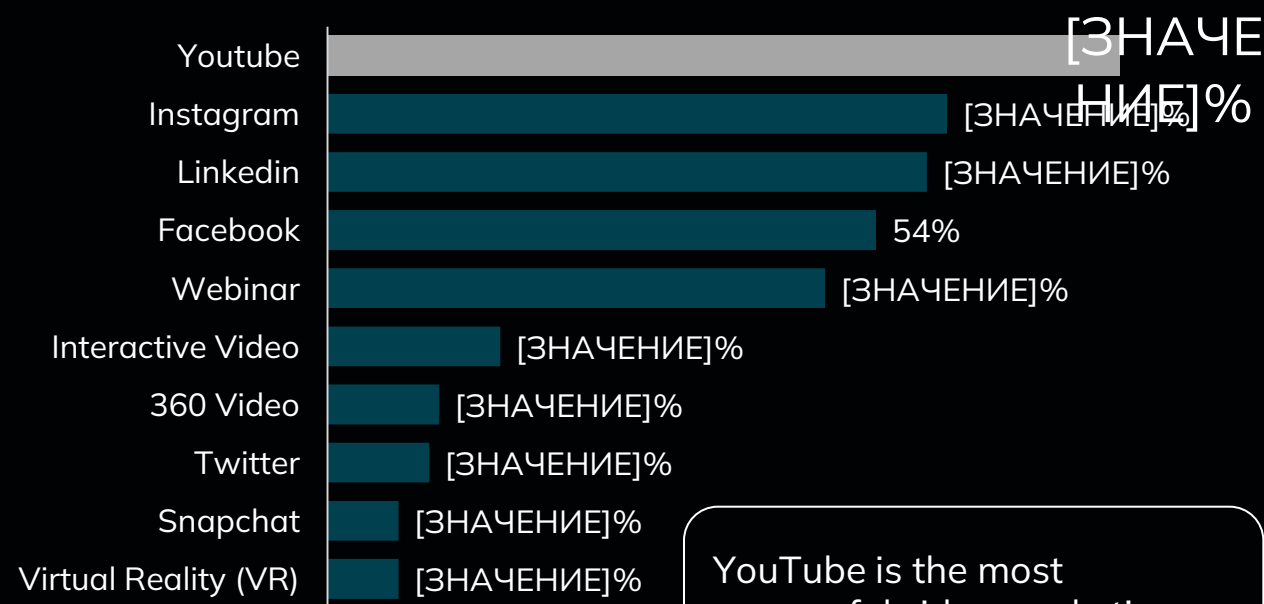
5. Events

Having a video on show can really generate buzz around your brand and grab the attention of people passing by



YouTube is the most successful video marketing platform, with 78% reporting success

Most effective video marketing channels:



YouTube is the most successful video marketing platform due to its massive global audience of over 2.5 billion users and its integration with Google, enhancing discoverability and targeted advertising.

Its versatile content formats, advanced analytics, and high engagement features make it ideal for building brand awareness, driving conversions, and fostering community connections.

Why it's important to turn to professionals?

- **Expertise:** Professionals craft impactful, engaging videos
- **Quality:** High production standards enhance credibility
- **Efficiency:** Saves time with streamlined workflows
- **Customization:** Tailored to brand and audience
- **SEO:** Optimized for maximum online reach
- **Results:** Drives better engagement and ROI

This is where #Kino-Studio comes in – a team dedicated to creating top-quality animated ads:

2000 mln

views of our videos



the widest range of styles on the market

3000 +

completed projects

9

people

in young but experienced creative team

19

languages

where we have created animations

We create animations that not only capture attention but also deliver measurable results

We worked for:

Google

3M

kidnort



BNP PARIBAS

CYBERPUNK
2.0-7-7

IGLOTEX



CD PROJEKT RED

unicef
for every child



YouTube

UNHCR
The UN Refugee Agency

LINK 4



World Health
Organization

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