Branding Products using Online Video by Contrast Design

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Online video as a marketing tool for branding products is fast becoming a phenomena hard to ignore. Certainly, businesses that are not using online video as part of their marketing metrics are at a disadvantage when it comes to building brand awareness. But what are the key elements that a marketing manager needs to look for when it comes to producing an online video to promote their brand?

The first key element, and one that is sometimes overlooked by marketing managers not familiar with the power of online video, is the need for innovation when it comes to building a video concept. A good video concept is one that promotes the value of your brand by making it standout from the rest of the market. This is not easily done as it requires the in depth knowledge of an experienced online video producer.

The second key elementis to ensure that your video concept has the necessary longevity to carry it over your brandâ€™s lifecycle. A good example of longevity can be seen in the series of TV and online video adverts produced by the makers of â€˜Old Spiceâ€™.

Known as the â€˜Old Spice Manâ€™ campaign, the â€˜Old Spiceâ€™ ads have welded familiarity of conte contemporary expectations. Those of us who are old enough to remember the first â€˜Old Spiceâ€™ ads o TV can clearly recognize the same brand values in todayâ€™s updated ads. The result is an historical underpinning of the brandâ€™s quality in relation to its competitors.

The third key element is one of distribution. Choosing the right platform for the distribution of your online video is vital to the success of any brand building campaign. The choice of distribution platforms are numerous, ranging from a brand channel on YouTube to an email marketing campaign. Social networking sites, such as Facebook, offer yet even more distribution opportunities. It is all a question of identifying your target audience and integrating your distribution strategy in order to reach them.

And finally, the fourth key element is to choose a reputable video production company, one that understands the idiosyncrasies of producing a good brand building video. A reputable video production company will be able to guide your business through the above three key elements, ensuring your online video has all the inherent qualities to make your product or service a brand leader its niche market.

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