

mediaone  

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CREATIVE

**VIDEO**  
MARKETING

A TALK WITH MEDIA ONE'S  
DEREK RIDER, B.JOURN.



- **WHO WE ARE**
- **VIDEO AS A TOOL TO INCREASE ENGAGEMENT**
- **A STRATEGIC APPROACH TO VIDEO**
- **ALLOCATING BUDGET (CREATIVE VS. MEDIA BUY)**
- **CASE STUDY**

# **MEDIA ONE CREATIVE INC.**

WHO ARE THEY?

WHAT DO THEY DO?

(play demo reel)

# ABOUTUS.

WHO WE ARE

## OUR PHILOSOPHY

«Create content that realizes a return on investment for our clients. Everytime.»

## OUR MANTRA

«Work with the best people, with the best equipment and with the right partners.»

+ MORE INFO

[MEDIAONECREATIVE.CA](http://MEDIAONECREATIVE.CA)

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# ABOUTUS.

MEET OUR MANAGEMENT TEAM



**DEREK RIDER** | DIRECTOR,  
BUSINESS DEVELOPMENT



**COREY PECK** | DIRECTOR,  
BUSINESS OPERATIONS



**ROSS CITRULLO** | DIRECTOR,  
STUDIO MANAGER

# OUR CLIENTS.

BRANDS WE WORK WITH



# **VIDEO** AS A TOOL TO INCREASE ENGAGEMENT IN A CAMPAIGN



# WHY VIDEO?

IMMORTALIZE  
EXPERIENCES

INCREASE  
ONLINE  
ENGAGEMENT

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=

BUILD LARGER  
DATABASES

GIVE THEM  
SOMETHING TO  
SHARE

**MORE  
SUCCESSFUL  
CAMPAIGN**

- **BETTER** NUMBERS
- **EVIDENCE** OF SUCCESS
- **MORE** VALUE

# KINDS OF VIDEOS WE ARE SEEING IN 2013

**CORPORATE  
OVERVIEW**

**INSTRUCTIONAL**

**TESTIMONIAL**

**COMMERCIAL**

**EVENT**

**PRODUCT /  
SERVICE**

**CASE STUDY**

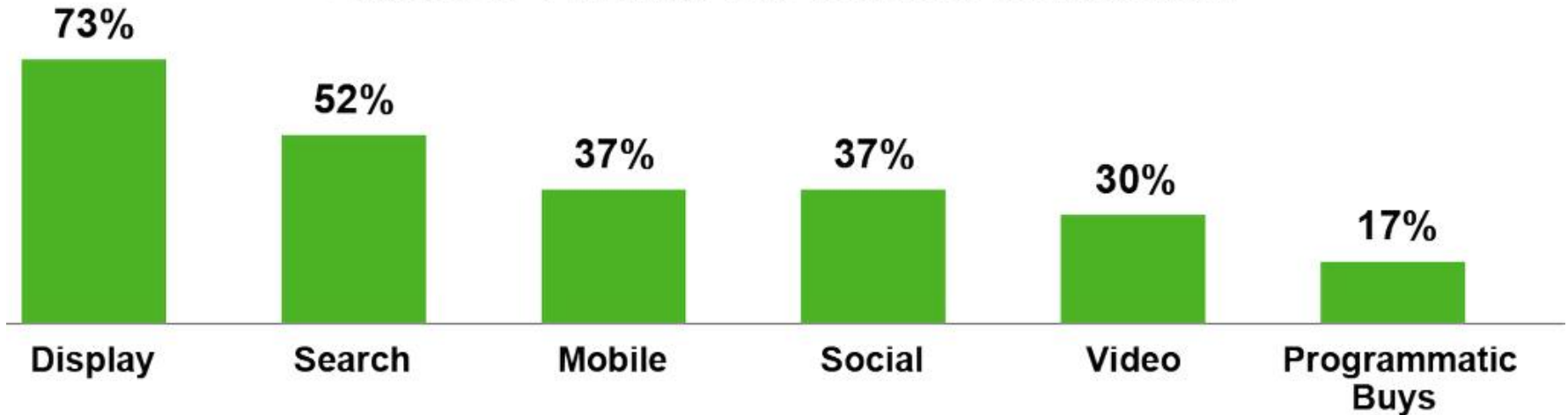
**THOUGHT  
LEADERSHIP**

**BEHIND THE  
SCENES**

**INTERNAL /  
TRAINING**

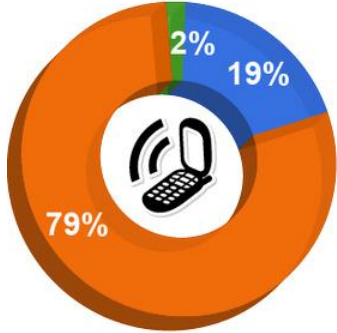
# HOW ARE THE BRANDS USING VIDEO? LET'S TALK ABOUT BUDGET BREAKDOWN...

## BRANDS' DIGITAL SPENDING INCREASES

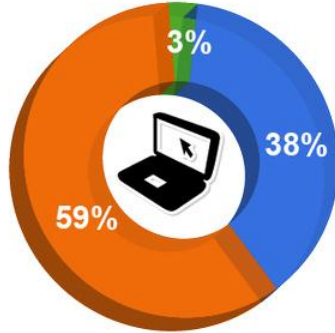


# DIGITAL BUDGET OUTLOOK

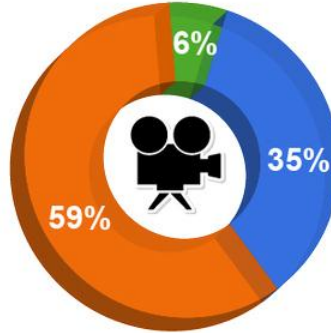
■ Decrease ■ Same ■ Increase



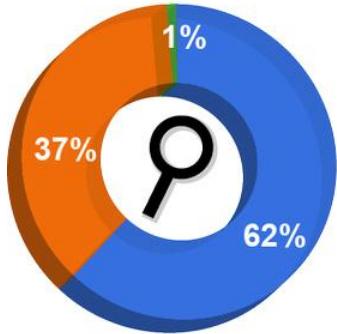
Mobile



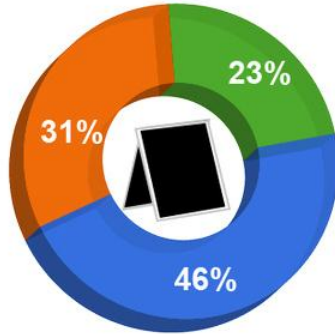
Social Advertising



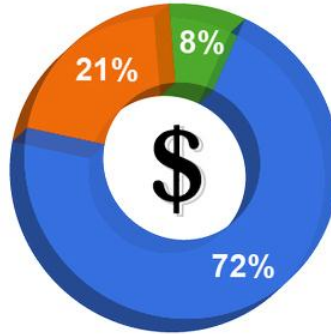
Video



Search



Display Advertising



Programmatic Buys

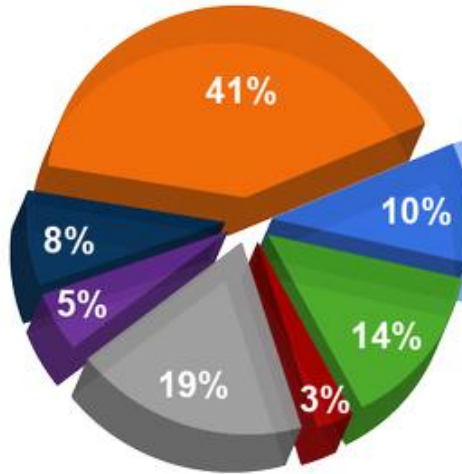
## WHAT TYPES OF ADS ARE SEEING THE GREATEST GROWTH?



# WHAT TYPES OF ADS ARE SEEING THE GREATEST GROWTH?

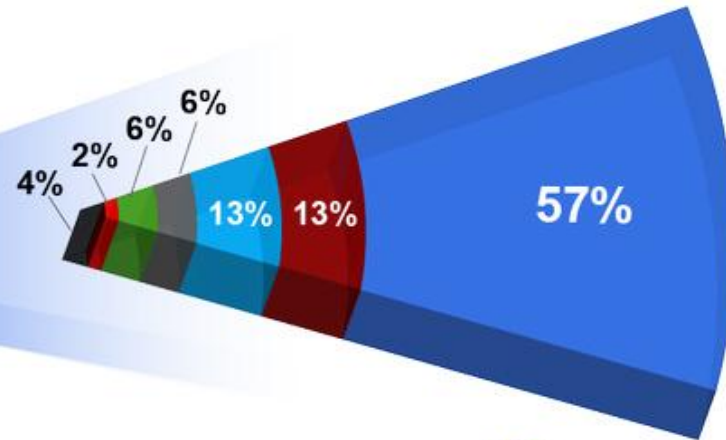
## DIGITAL BUDGET BREAKDOWN

- Display ad
- Social ad\*
- Video
- Programmatic Buys
- Search
- Other
- Mobile



## SOCIAL BUDGET BREAKDOWN

- facebook
- You Tube
- twitter
- Blogs
- influencer
- Pinterest
- Other



# **A STRATEGIC** APPROACH TO VIDEO

- **DON'T JUST MAKE A VIDEO BECAUSE YOU 'WANT A VIDEO' - SET GOALS AND DEVELOP A CREATIVE BRIEF FOR YOUR PROJECT**
- **RELEASE THE VIDEOS STRATEGICALLY - PRODUCE THEM ALL AT ONCE, RELEASE THEM OVER TIME (WEEKLY, MONTHLY, ETC.)**
- **CONTENT RELEASE PLAN**
- **GOALS FIRST. CREATIVE SECOND.**

# **ALLOCATING BUDGET** (CREATIVE VS. MEDIA BUY)



- DEREK'S 25/75 RULE
- IDENTIFY AUDIENCE CONSUMPTION HABITS
- AUDIENCE FIRST, MEDIA BUY BREAKDOWN SECOND
- TV VS. ONLINE

**LET'S SEE SOME STUFF**

# PROMOTIONAL VIDEOS.

(play Budweiser spot)

# CONTESTVIDEOS.

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# TV / ONLINE SPOTS.

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# HIGHLIGHTREELS.

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# CONCERTVIDEOS.

(play Crush Fest)

# LIVESTREAMING.

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# RECORDING / ARCHIVING.

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# B2BVIDEOS.

(play ASD video)

# CASESTUDIES.



GOBACK

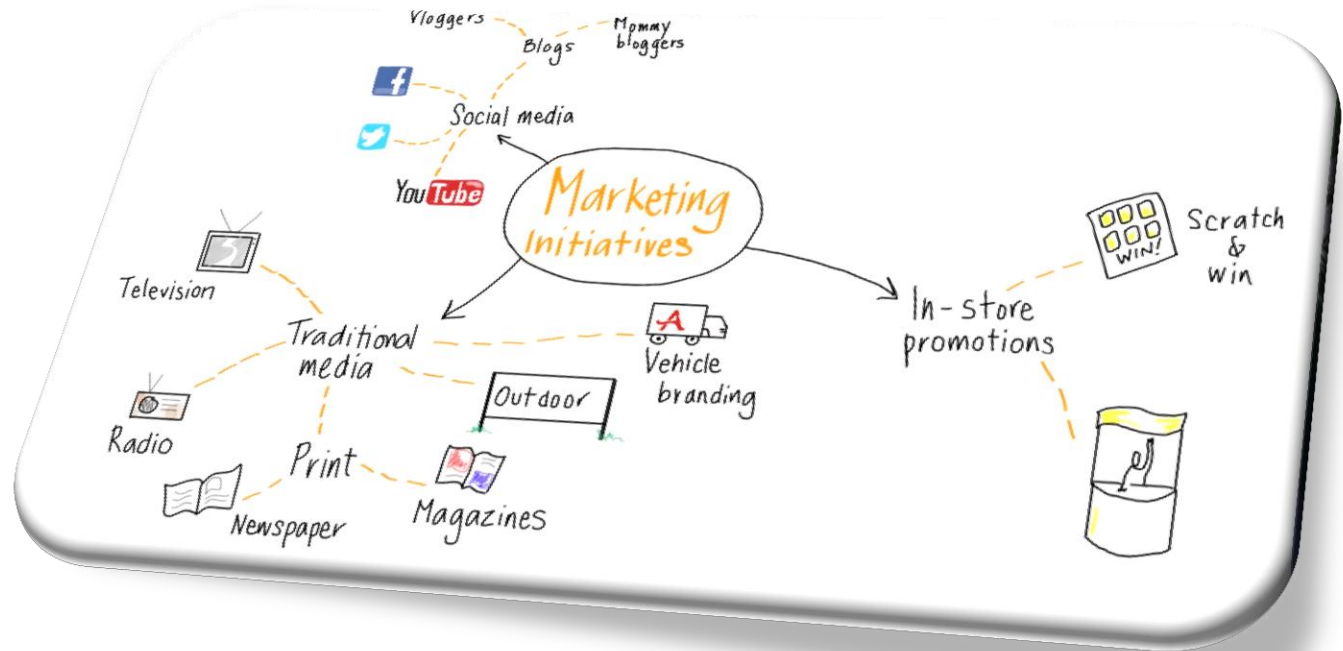
# CLIENT TESTIMONIALS.

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# NEW PRODUCT / SERVICE.





Crush Canada

Crush Fest Live ▾

✓ Liked

Create Page



# LIVESTREAMING.

AGENCY: VERITAS

**LET'SCHAT.**

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**Q & A**

# CONTACTUS.

WHERE & HOW TO CONTACT US



## THE STUDIO

Media One Creative Inc.  
3887 Chesswood Dr.  
Toronto, ON, M3J 2R8

## THE OFFICE

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100 King St. W., Suite 5600  
Toronto, ON, M5X 1B5

## WEBSITE

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## E-MAIL

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## TELEPHONE

(647) 444-0327



**THANKYOU**