

How Brand Innovators Reached over 22 Million Viewers with Event Videos Produced in Minutes

#1 Trending

Election Day Hashtag in Dallas (#BISummit)

50,000 views

Average number of views per recap video

15 minutes

Time to create a single recap video

About Brand Innovators

Known for its digital media events, Brand Innovators LLC (BI) is the largest community of brand marketers and media professionals in the world. Each year, the company brings together leading marketers from well-known brands such as Walmart, Uber, Pepsi Co., McDonald's, Southwest Airlines, and Cadillac to develop peer-to-peer dialog, share insights, and learn from each other.

Brand Innovators holds over 100 BI Summits a year with over 10K attendees, featuring panel discussions, roundtable series, VIP Activations, workshops, and keynote addresses. There, participants learn core strategies and marketing tactics surrounding their areas of expertise—e-Commerce, social media marketing, brand management, and more.

These are one-of-a-kind events with virtually no competition able to leverage the same extensive "best-of-breed" network or to host as many unique events. Brand Innovators has even extended its reach internationally, with an upcoming event planned in Cannes, France, to coincide with the Cannes Advertising Festival.

Within three months of working with Wochit, Brand Innovators has been able to leverage new in-house video content and a new video marketing strategy that allows them to act fast and be more relevant. Now, the marketing team can produce high-quality videos that receive tens of thousands and even millions of views, and are shared across brands, channels, executives, and sponsors, effectively adding video to their marketing strategy.

Marc Sternberg, Co-founder, Brand Innovators



"Wochit allows us to better take advantage of the endless marketing potential that each of the Brand Innovators Summits provides.

Now, we can quickly share event recaps, which is helping us generate excitement, gain new sponsors, and demonstrate our thought leadership. In just three months, Wochit has already transformed our marketing efforts, and I look forward to seeing how it will continue to help us grow."

The Challenge

Brand Innovators already had an expansive network eager for great brand marketing content and ripe for video content. The problem was that while the BI marketing team could send out more than 100 social media posts a day alongside email blasts and blogs, they did not have the ability to quickly or easily create video content.

To make video production a part of the Brand Innovators' marketing strategy, the team needed a way to improve efficiency, ease of use, exposure, and engagement.

- **Efficiency:** Brand Innovators needed to be able to create Summit recap videos quickly—within an hour of each event—without sacrificing quality. In the past, BI worked with video production companies that required three months to turn things around.
- **Ease of Use:** Videos needed to be in a format that would be easily replicable and that a single person—Director of Community Operations & Engagement/Head of Social Media at Brand Innovators Meghan Hubert—could create with very limited time constraints.
- **Exposure:** Brand Innovators had never offered a visual narrative to accompany its events. They needed these videos as a way to showcase and find new sponsors, gain immediate social exposure, increase pre-event awareness, and to continue to establish themselves as industry thought leaders.
- **Engagement:** BI had previously created up to 50 videos/year ad hoc for sponsors who ordered and paid for the content. This meant they had no video marketing strategy and content for social media and exposure to share across their channels to gain followers, viewers, likes, comments, shares, and click-throughs.

The Solution

The solution was for Brand Innovators to use the Wochit platform to create videos, literally in a moment, and to develop, for the first time, a video marketing strategy with the assistance of the Wochit team. Now, immediately after a panel is finished or the Summit closes, its one-person in-house video team is able to create a high-quality recap video in just 15 to 30 minutes. The video can then be shared across brands, executives, channels, and sponsors.

Ease of use and intuitive creation is one of Wochit's greatest benefits. BI had never included videos in their content marketing strategy because it was too difficult, costly, and time-consuming—it required months of effort and thousands of dollars. Within 2 days, BI was able to create quality video content in minutes with dozens of storyboards that were developed and customized specifically for BI so that it could tell its stories in a variety of interesting ways. Brand Innovators can use the same template each time or multiple unique storyboards to deliver in-the-moment videos that are on-brand, consistent, and shareable.

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This share-ability is one of Brand Innovators' favorite elements of the platform. Through social media integrations, the BI team has the capability to pull content directly from social conversation—in Twitter and Instagram—to include LIVE discussion in the finished video. This allows BI to feature participants, which not only builds engagement but also serves as another great source of content.

The Results

After working with Wochit for just under three months, Brand Innovators has been able to implement a brand new content marketing vertical—videos—which has exponentially amplified its reach and influence online. The eventual goal is to increase its reach by 50% by end of 2019.

They've been able to achieve this by creating and sharing multiple videos from each Summit—garnering up to 50K views per video. Brand Innovators went from having no content marketing video strategy and producing zero social videos to creating more than 10 videos per event and developing a strategy that allows them to reach sponsors, influencers, attendees, and potential customers in a whole new way.

Where video creation used to require a 3-month turnaround, Brand Innovators are now able to do it within 15 to 30 minutes, meaning BI can get to market faster and generate more buzz. These completed videos are then sent out via email to all sponsors, attendees, executives, and speakers to share on its own channels and get the word out. Now, BI can feature highlights from each event using video and cut out the need for their audience to dig through hundreds of tweets to find the golden nuggets.

The videos have encouraged more engagement, with major industry players and VPs watching and sharing its content. This has allowed BI to leverage its social media audience to gain greater engagement and conversations. Overall, they've witnessed a 75% increase in social media engagement.

These videos are also an enticement factor, allowing new and current attendees and sponsors to see the Brand Innovators Summits in action, hear what people are talking about, and discover why the events are so valuable. The videos have been instrumental in helping to generate new business and close deals.

By using Wochit, Brand Innovators has had the opportunity to tell its narrative in a brand new, interactive way that is consistent and quick, without the need for an agency.

All videos are created in-house by a single marketing team member, providing BI with the high-quality content they require along with the high quantity of content they want.

In the end, this has helped Brand Innovators reduce its marketing costs by as much as 40%. This cost savings is represented by a reduction in time and fees to create videos as well as increased profitability from bringing in new sponsors and attendees.

Added Value

In the future, the BI team hopes to use videos to promote upcoming events and impressive speaker lineups with the goal of merchandising the brand to the heavy hitters. They also plan to offer more video recaps and share key insights—including a carousel of testimonials—from community members to encourage engagement.

The Wochit Mojo Uploader feature has also increased ease of use on site by allowing the photography team to quickly and efficiently upload images to the Wochit mobile app. From there, the BI team can grab the exact content needed to include in the final video, without requiring an outside file hosting service.

Conclusion

Brand Innovators is now able to explore a whole new communication and engagement strategy. In the past, video content was not a part of their brand marketing strategy. Instead, video was only provided to brands who were willing to fork out thousands of dollars for this.

Now, with Wochit, video marketing has become an integral part of the BI marketing strategy. In fact, the staple sizzle reel is now Brand Innovators' strongest marketing tool, with each video taking just a matter of minutes to create. By creating quality videos fast, BI has been able to engage a much wider audience and to generate more sponsorship, and all without needing to invest a great deal of resources and budget.

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