

Condé Nast Spain Increases Video Viewership 165% Year-Over-Year

For the past 100 years, Condé Nast International has been synonymous with engaging, visually arresting and innovative publishing. The company attracts more than 164 million consumers globally across 19 brands and media, making them one of the top influencers when it comes to aspirational and inspiring content.



We wrote this Case Study together with Eva Diaz, Head of Video in Condé Nast Spain.

Eva coordinates all the content related to video of this six brands: Vogue, Glamour, GQ, AD, Traveler and Vanity Fair. Before Condé Nast, she worked at Canal+ covering music and fashion for more than a decade. She has more than 20 years of experience in network, content and production in the digital media and TV industry and holds a degree in Journalism from the Universidad Complutense (Madrid).

Thanks to their exceptional content, Condé Nast Spain has earned eight **Webby Awards**, 11 **Lovie Awards**, and was chosen as the 2018 winner for Best Director and Best Picture at the La Jolla Film Festival.

To continue its development of high-quality digital video content and to translate its strategy to social media, Condé Nast Spain turned to **Wochit** for help with six of its brands:

- **Vogue:** Known for being the most famous and influential publishing brand in the fashion and lifestyle sector, Vogue.Es has 5.9 million unique users and 6.7 million followers.
- **Glamour:** Created as a reference point for a new generation of women desiring to reinvent femininity, Glamour.Es has 3.8 million unique users and 2.4 million followers.
- **GQ:** Designed to be the brand for 21st-century gentlemen, RevistaGQ.com has 2.2 million unique users and 822K followers.
- **Vanity Fair:** A brand designed for readers who love a good story as well as high-quality timeless content, VanityFair.Es has 2.6 million unique users and 918K followers.
- **Traveler:** Developed as a specialized brand for lifestyle, travel, and gastronomy, Traveler.Es has 2.0 million unique users and 367K followers.
- **AD:** Established as a brand that shows the best in architecture, design, and decoration internationally, RevistaAD.Es has 510K unique users and 896K followers.

After working together for 1.5 years, Condé Nast Spain was able to use Wochit to reach a bigger audience across all six brands and increase total views year-over-year by 165% to 167 million. In addition, Wochit made it easier than ever for Condé Nast Spain to produce short, on-brand videos and increase yearly video production without the need to hire more employees.

But how did Wochit and Condé Nast Spain make such an improvement possible?

THE PROBLEM

Condé Nast Spain already had an award-winning content strategy, but they recognized that their day-to-day audience was increasingly mobile-first and socially-connected. Condé Nast Spain needed a clear and easy way to translate their traditional editorial approach for today's digital audiences.

To make the change, Condé Nast Spain had to rethink what type of videos they were going to produce, and how they were going to produce them. For successful social media content, they required more videos that were:

- Easily consumed (brief, interesting, and formatted for mobile).
- Easily produced (shorter production times and thus more videos).
- Able to reach bigger audiences (shareable across social media feeds including Instagram and Twitter).

The other issue was Condé Nast Spain's expansive editorial calendar, which included a variety of special events, trends, and lifestyle content. The company required a simplified setup for handling their content calendar that would allow them to produce the type of video formats their audience craved.

THE SOLUTION

Through Wochit, Condé Nast Spain **gained access to key press agencies' footage and photos** without being forced to pay a large licensing fee for each video. This vast library of over 108M+ assets was used to supplement their coverage of events and produce even more varied content. This allowed Condé Nast Spain to reach their target audience in more ways.

In addition, the intuitive Wochit editor made it easier than ever for Condé Nast Spain's brands to **engage audience on social media**, particularly across their **Instagram, Facebook and Twitter feeds**, which was ideal for their audiences. Wochit's ability to instantly generate vertical, horizontal, and square versions of a video ensured that the content was optimized for each social network and their website.

With the help of Wochit's video strategists, Condé Nast Spain was able to set up better workflows around their packed editorial calendar. This meant developing eight go-to video formats that could be made quickly for every event:

- Warm Up
- Red Carpet
- Best Moments
- Quotes/Speeches
- Couples
- Hot Guys
- Trends
- Best/Worst Dressed

By taking a formatted approach for events videos, Condé Nast was able to scale up video production without detracting from quality or overtaxing their creatives.

Finally, Condé Nast Spain created a new multibrand team, which leveraged Wochit to save time and money on creating new content. The idea was to have a team dedicated to celebrity/gossip content—one of their most popular topics—that could then adapt and automatically rebrand the same story to suit new target audiences across three main brands: Glamour, GQ, and Vanity Fair.

THE OUTCOMES

After working with Wochit for 1.5 years, Condé Nast Spain was able to dramatically increase their video production and audience reach.

Condé Nast Spain increased its video viewership by 165% year-over-year, ultimately achieving 167 million total video views in 2017.

In addition, the new multibrand team, which focused solely on creating celebrity/gossip content, was able to single-handedly triple a story's exposure by rebranding and sharing similar coverage across three brands: Glamour, GQ, and Vanity Fair. For example, a video covering Pink's VMA speech about her daughter, when shared across social media, received 1.6 million views, 73K likes, and 17K shares.

Other top video results included:

- **Princess Charlotte's Style:** 1 million views, 12K likes, and 1K shares.
- **When Harry Met Meghan:** 350K views, 14K likes, and 2K shares.
- **Looks Grammy 2018:** 300K views, 2.5K likes, and 200 shares.

Your Turn

Increasing your brand's video production capacity no longer needs to be a fantasy — you can easily follow in Condé Nast's footsteps. Create more videos to increase your brand awareness and user engagement — fast.

Contact Wochit and Get Started Today!