



Trends | Content & Creative

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Industry Observations

The rise of video

The advent of IG and Facebook stories have turned the content landscape in favour of a new type of content that's playful, temporary, and phone-grade quality.

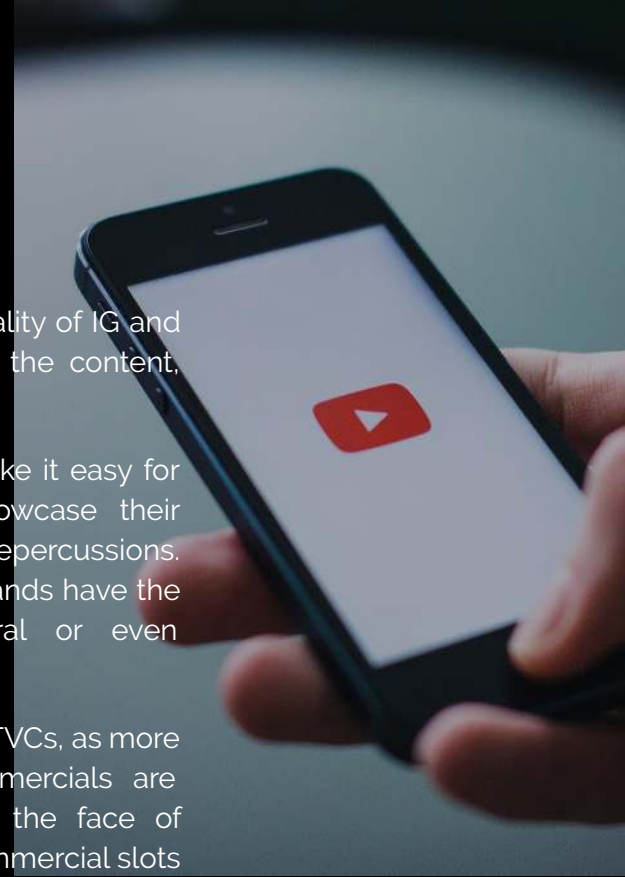
Video-centric apps like TikTok have become trends in their own right, reflecting the dominance of video in content attractiveness.

These quick and short videos are breaking the cost and technical barriers of video production. With this, brands find it less intimidating to incorporate video into their marketing mix, even producing video themselves rather than engaging a production team or studio.

The spontaneous shot-from-my-phone quality of IG and FB stories lend a layer of authenticity to the content, similar to user-generated videos.

The short lifespan of IG and FB stories make it easy for brands to be more playful and to showcase their personality while minimising potential repercussions. Since stories are deleted after 24 hours, brands have the creative freedom to poke fun at viral or even controversial topics.

The rise of video is affecting the viability of TVCs, as more Youtube type videos and Youtube commercials are taking top spot in advertiser choice. In the face of dwindling sales, broadcasters are filling commercial slots to promote their own in-house media products.



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Opportunity

Despite content marketing taking off in other markets, Malaysian brands still take a very hard-sell approach to their content, running their social media pages like advertising or promotion bulletins. This is driven by sales goals and a traditional conversion mindset.

While brands are keen to explore with more adventurous content, they are still very insistent about pushing the brand logo.

As with our recommendation for PR angles, drop the logo and embrace the story.



It's not that interest in branded content is on the decline. Rather, the data shows that though people are spending less time reading branded content, the decline is consistent across the board for engagement with other unbranded content types.*

Consumption of video content is on the rise, indicating that audiences are not consuming less content, but are consuming content in a different format. They are also more inclined to share unbranded content.

*Simple Reach

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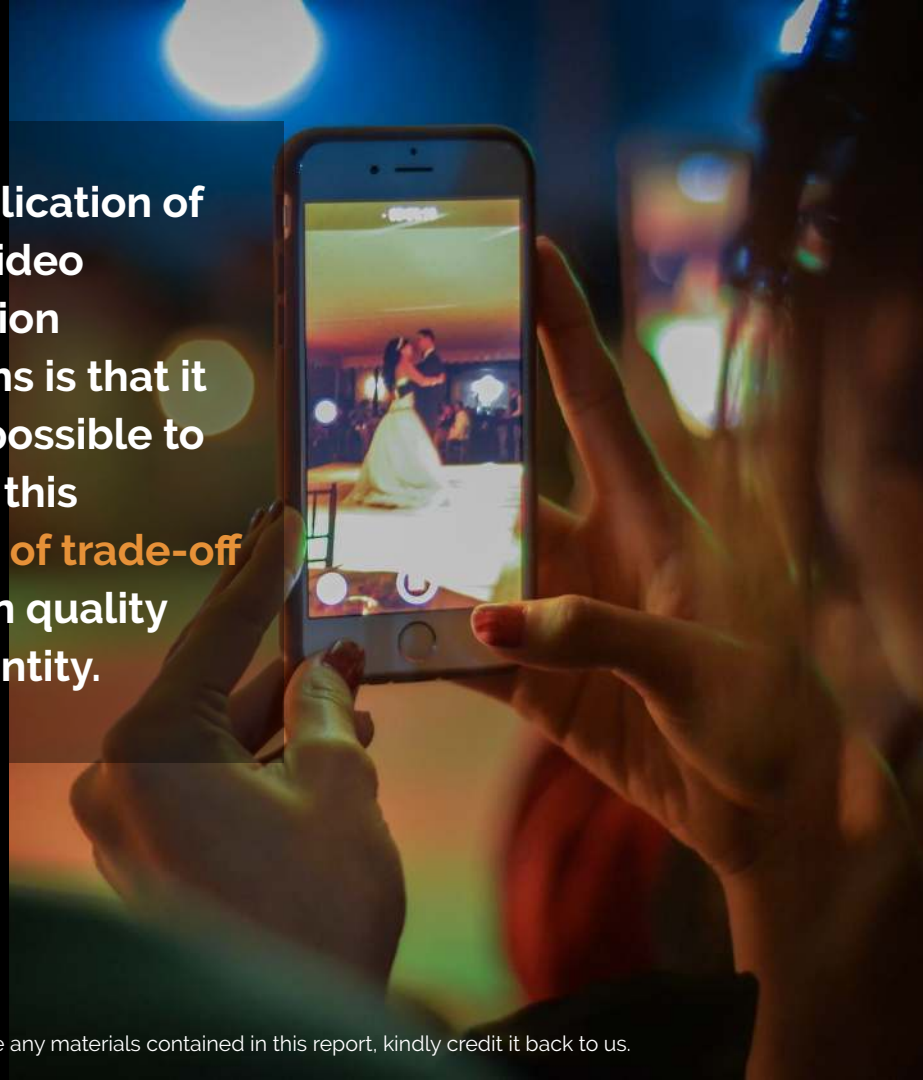
Already, 72% of audiences would rather learn about a product or service through video rather than text, and many brands are on to this.* FMCGs in particular like to do video testimonials or run contests that involve video submissions.

With Facebook rolling out a new platform that converts still images into short, snackable videos, radically simplifying the process for SMEs to use video marketing, brands can look forward to more accessible video production.

On the heels of this, we've observed clients expecting greater output of videos and edited images at a cost to quality. Some have responded with the development of platforms that automate creative content, such as adaptation of banner ads and AI-generated headlines. The implication is that these platforms will help us to achieve a balance of trade-off between quality and quantity.

*Hubspot

The implication of newer video production platforms is that it will be possible to achieve this balance of trade-off between quality and quantity.



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User-generated content (UGC)

Authenticity and user-generated content go hand-in-hand. One recent survey shows that 86% of consumers say authenticity is important when deciding what brands they support, and 60% say user-generated content (UGC) is the most authentic form of content.* By integrating trusted and engaging UGC throughout their multichannel marketing efforts, brands can win their consumers' hearts and wallets.

*Stackla





64%

of consumers actively seek out reviews before making a purchase.*

Some brands take this a step further by building up a community around UGC. Brands that already have a membership system in place can utilize the network to share UGC, creating their own social network filled with member reviews, tips, and recommendations. When done right, influencer endorsements could be perceived as a form of UGC.

Considering the increasing use of adblockers, it is even more necessary to focus efforts on organic content as a way to draw traffic.* Brands should leverage on UGC as one of the most potent SEO tools out there.

*Stackla

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Involving brand owners in the design process

Developed by Google and used by large tech companies like IBM and Facebook, Design Sprint is a brainstorm and problem-solving framework among mature organisations whose bread and butter is innovation. Similar to agile, Design Sprint is broken down into 5 stages to tackle a bigger issue rather than the minute details.

Through the Sprint approach, the trend is to involve clients into the brainstorming process, as traditionally only agencies adopt Design Sprint for the design process.

Design Sprint lends a design perspective to Agile, another framework similar in nature but which focuses on the solution more than the problem. Design Sprint bridges the idea gap between designers and other roles. Its tenets, however, are not limited to design projects.

Design Sprint for Non-Design Purposes

ROOTS held a workshop with Betadine to plan a strategy and calendar for each quarter for each brand. The Brand Managers were involved in the brainstorm process not just for their own brands but for all products. After going through the 5 stages of the sprint, participants were left with a renewed sense of ownership over the prototypes. We expect to see closer brainstorm sprints with clients in 2019.

Opportunity

Getting brand owners involved in Sprints with their agency has a few benefits:

Everyone is aligned on the project objectives and business goals.

Understand the problem from a design perspective.

Easier to accept the outcome of a sprint.

Shared ownership of the project.

Compare Design Sprint to the traditional waterfall methodology, where each stage of the development process starts only when the previous one has ended, prolonging the time to completion and making the workflow susceptible to failure.

Design Sprint conducts all stages of development simultaneously, so the process is much more responsive to failure.

Brands that take an active part in sprint-based brainstorming with their agencies will save on resources and enjoy a faster project development that stands a stronger chance of survival.





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