Why quality video content gets customers engaged in an increasingly virtual world.
VIDEO IS TAKING CENTER STAGE AS ONE OF THE FASTEST GROWING CHANNELS FOR COMMUNICATING KEY INFORMATION TO EMPLOYEES AND CUSTOMERS.

50%+ of B2B marketers prioritizing visual marketing this year  
— Content Marketing Institute

By 2018 84% of all marketing communications predicted to be visual  
— Cisco

By 2020 video will make up 80% of all web traffic  
— Cisco
While all businesses have the ultimate goal of driving sales to maximize profits, the channels through which they engage with customers, internal stakeholders and employees to advance this goal continue to evolve. This shift towards video in the content landscape has been brought on by a number of factors that all center around the impact of virtualization. The rapid increase in the use of mobile devices has made virtual interaction preferred over human contact. In this new world, “You are your content.” Quality becomes paramount and more than ever, businesses are challenged with the task of conveying human emotion — a critical component to building relationships, educating audiences, and driving sales — through their content. And what better form for conveying emotion than video?

Accenture Interactive surveyed 1,000+ consumers to uncover their content preferences, habits and needs. The results show that businesses stand to win big if they focus on creating strategic video content to educate, show authenticity and build customer relationships. This applies to both business and consumer channels. However, most companies are not currently equipped to produce high-quality video content at the volume demanded by online audiences.
THE INSATIABLE DESIRE FOR STIMULATING CONTENT ALSO DRIVES CONSUMERS TO NEW BRANDS.

67% choose to engage with videos for entertainment.

54% reported the value of content isn’t lost to consumers even if sponsored by a brand.

54% do so for education on how to use a product.

35% would register with a brand and share basic personal information in exchange for free compelling content.
When it comes to content consumption, the survey found that consumers clearly have an affinity for mediums that simulate human interaction and/or provide a visual component.

Television is still consumers’ primary source for news and current events, but digital channels like social media are not far behind. 57% indicated television is their primary source for news and 51% listed social media.

Only 34% reported that they find digital newspapers most valuable.

Fifty-four percent of those surveyed said they’re drawn to new brands that use innovative technology and strategies, support causes they believe in (51%) and provide humor (49%). Thirty-eight percent of consumers are drawn to brands that provide visually appealing marketing content.

But despite the variety of content consumed and channels through which they’re seeking it, authenticity is still achievable for brands.

Key Tip
Think outside the box to excite and engage consumers
Consumers crave quality, stimulating content and are drawn to brands that offer innovative technologies and inject humor into their campaigns. Don’t be afraid to get creative and have fun with branded content. The value of content isn’t diminished by sponsorship if it’s high quality, so going the extra mile to create unique, clever campaigns (whether it’s a video or other branded content) can go a long way.
There's plenty of white noise out there. Successful companies must learn to cut through it. The majority of people find advertising invasive (53%), as opposed to 26% who find it convenient.

If advertising is to be made more palatable, video advertising needs to be highly targeted and relevant to audience needs.

Consumers also want to be given a choice when it comes to video ads. 26% said they would most likely click on an interactive ad if it allowed them to choose between two videos based on their interests.

A further 19% would be most likely to click on a short video ad that plays after they view another piece of content.

Key Tip
Find the right balance with video ads. Respondents indicated that while they find targeted video ads convenient, they also think that they sometimes go too far. Be careful to not turn off consumers by being too invasive.
THE MOST SUCCESSFUL COMPANIES WILL BE AS FULLY ENABLED TO CREATE AND DISTRIBUTE VIDEO AS THEY ARE WITH ANY OTHER TYPE OF CONTENT

22% feel that watching a video would not enhance their experience at work

30% said videos would specifically enhance HR and IT-related education
Consumers prefer businesses that offer video as a learning tool, in both personal and workplace settings.

When asked about engaging with a brand from a consumer standpoint, 58% said they would be more likely to engage with a brand that uses video as a main channel for how-tos, followed by product demos (46%) and insider exclusives (28%).

Survey respondents also indicated that they find branded videos useful in professional settings. Fifty-one percent said that videos for education or additional training would enhance their experience at work, and 48% said they would find value in videos for troubleshooting and technology issues in the workplace.

Key Tip
Offer video for education and brand awareness
Consumers look to the internet when researching new products, services or ideas, and this survey shows that they find video content most useful for this purpose. Invest in video that offers how-tos, demos and testimonials. Similarly, in a professional setting, videos can be used to help train new employees or enhance the skills of your already talented team members.

The most successful companies will be as fully enabled to create and distribute video as they are with any other type of content, and will strategically distribute both consumer facing and internal content via video.
CONSUMERS MAY BE LEARNING THE BENEFITS OF VIRTUAL REALITY THROUGH ENTERTAINMENT, BUT THIS LAYS A FOUNDATION FOR BELIEF IN OTHER APPLICATIONS.

16% can see the benefit for virtual training programs or product testing.

36% of respondents said they see virtual reality as useful for educational purposes, such as virtual classrooms.

31% would use it for virtual travel.
Most consumers have yet to use virtual reality in their personal or professional lives. Only 14% of respondents said they had used virtual reality in the past.

Of the respondents who have used virtual reality, a strong majority have done so for entertainment purposes (68%), followed by education at almost 26%. Only 15% said they have used virtual reality in a retail setting. However, consumers believe there is major potential for virtual reality to transform their day-to-day experiences. 36% of respondents said they see virtual reality as useful for educational purposes, such as virtual classrooms.

While entertainment (like virtual travel) ranked second at 31%, business virtual training programs or product testing came in third at 16%.

Key Tip
Use virtual reality to stand out
Consumers may be learning the benefits of virtual reality through entertainment, but this lays a foundation for belief in other applications. Consumers are not likely to use virtual reality when it comes to making actual purchases, but they would be open to learning more about a brand in a new and exciting way through the channel. Use virtual reality to generate buzz around your brand and stand out among competition.
The big idea
The benefits of video for today’s digitally minded consumers and business professionals are clear.

Now it’s in the enterprise’s hands to equip themselves with the capabilities to produce robust, compelling video content at scale.

The strategy
As organizations search for partners and solutions to help them include video within their marketing strategy, the 2016 Accenture Interactive Video Content Study aims to provide a foundational understanding of how to approach the channel with positive results.

Respect consumers’ time by identifying what they want and need from the content, create a relevant narrative, and take some calculated risks to keep the audience engaged.

The landscape
Consumers and professionals are more digitally savvy today than ever before. They are open to engaging with video, either as consumers or employees when the situation is right.

Be exciting, be bold and be creative. In an era where consumers are inundated with content, standing out amongst the noise is critical to success.
About Accenture Interactive

Accenture Interactive, part of Accenture Digital, helps the world’s leading brands drive superior marketing performance across the full omni-channel customer experience. Accenture Interactive offers integrated, industrialized and industry-driven digital transformation and marketing solutions. To learn more follow us: @AccentureSocial and visit accenture.com/interactive.

Accenture Interactive Content Studio

We believe a content studio reflects the best aspects of an organization, and the most human. In our home studio we stay focused on innovation, research, creative strategy, product development and emerging best practices. We are focused on helping our clients work through their own specific content challenges. Our facility supports full multimedia production, and new, collaborative models for delivering content in an omnichannel world – honoring our commitment to the role of content within the enterprise. Annually, we publish the State of Content Survey, bringing insights from over 1000 senior executives, from 17 countries across 14 industries.

About Accenture

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