

Video Documentaries

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Executive Summary

Destinations & Marinas will be targeted within this white paper and this will be referred to organisations who want to grow their business. This white paper answers both of the following questions: “What is the additional value and advantage of creating and publishing video documentaries to your Destination & Marinas?” and “How can your Destination & Marinas improve on creating and publishing video documentaries?”. Video documentaries can be used as a marketing tool for you as an organisation. It is therefore important to get familiar with what video documentaries are about and the benefits of documentary-style content for your organisation. Furthermore, a couple of ideas for video documentaries will be shown in order to get inspired to use these for your own organisation. The most important trends and developments of new technologies according to research will follow after this.

Introduction

Innovation is the new norm when it comes to media, and that trend is not likely to change as we look to future media concepts (Maryville Online, 2021). Social media, digital advertising, and increased access to the internet through various devices have all shaped trends in media. In addition, creating documentaries is one of the most rewarding and challenging endeavours you can undertake. According to the Nashville Film Institute, “A documentary is a video or film that examines a real-life theme, person, event, or problem.” (NFI, 2021). A documentary can also be educational, historical, or celebration of a milestone within the organisation (Pepper Productions, 2021). They are often instructive in nature, very specific, and

have an appealing tone to them. Finally, a story is usually recorded with sincerity that, in theory, moves anyone who sees it (NFI, 2021). An authentic, professional documentary video for your organisation can add value to your brand, underline your messaging and turn your customers into ambassadors who really 'buy in' to who you are (Stada Media, 2021).

Furthermore, the benefits of documentary-style content go beyond simple video content; it creates a narrative between the audience and your organisation, forming a connection that money cannot buy. It is advertising without advertising, and it works, is what Pepper Productions stated (Pepper Productions, 2021).

Benefits of documentary-style content for your organisation

- **Values of video documentaries**

According to Pepper Productions, video documentaries offer a human touch to your marketing content. Instead of a direct sales pitch, organisations may see a huge potential in telling an insightful story with a personal view inside from the inside of an organisation. This allows customers to gain a deeper understanding of what an organisation does, why they do it, and why it should matter to them. People you include in your video are your storytellers, so by choosing people who are diverse and represent the organisation in many ways, you can create a strong narrative that engages the audience. Including a range of characteristics, including length of employment, their area of work, their passion, their backgrounds, ages, etc. will keep your video realistic and honest, impacting how your potential customers interpret it (Pepper Productions, 2021).

Based on research done by Wide Awake Films, corporate films can be a fantastic vehicle to bring your brand's message to a larger audience. A documentary film demonstrating your organisation's products, services, culture and so on can connect better with existing customers, with those unfamiliar with your brand, and even bring in new organisations today or in the future (Pepper Productions, 2021).

- **Advantages of creating and publishing video documentaries**

In addition, it can be as formal or informal as you need as an organisation. The beauty of documentaries is that they can be raw and (seem) unplanned. The

more honest and realistic your video is, the more people trust that the organisation is being transparent with them, building a stronger connection. Although there is a lot of behind-the-scenes planning necessary to develop a high-quality video that portrays the right message, documentary videos allow a more subtle artistic approach. This type of content is not only engaging; it is highly shareable and resonates with more people, whether they are potential customers or not. It pays to remember that people and word-of-mouth is one of the strongest sales generators, and in today's marketing, people are buying because they believe in the organisation, not the product or service (Pepper Productions, 2021).

Another benefit Pepper Productions concluded is to find an angle for your documentary which creates emotion. If your story has a specific theme or angle it can use to provoke emotion, it will be more effective at capturing its audience and of being retained or recalled. Alongside having an emotional angle, you should also make sure to include a wide range of footage to support your audio and keep it as engaging as possible (Pepper Productions, 2021).

All in all, it can be stated that a documentary allows you to truly celebrate your organisation and everything it has done and achieved. It will be something to cherish and re-use as content for many years to come (Pepper Productions, 2021).

Multiple ideas of video documentaries to your organisation

When your audience watches a documentary, they expect emotion, informative content, and a strong message (Stada Media, 2021). In the section below, four different top ideas are being shortly explained which can be of additional value to your organisation.

1. Follows someone's day-to-day life using your product

Viewers will find value in following someone's journey and seeing how your brand cares about the subject being covered.

2. Capture a crazy event

Wild competitions? Flash mobs? Huge obstacle courses? Anything like this will make a big impact on your audience, spreading by word-of-mouth and creating conversions.

3. Tell emotional stories of survival and triumph

Hit your viewers in the heart. That's where they make most of their buying decisions.

4. Follow a big project from start to finish

Maybe you've got an exciting project coming up that you'd hate not to be documented for the world to appreciate. Why not? You've put in the hard work - now we'll put in ours to showcase it.

Trends & developments your organisation can take advantage of

The age of video is here, and it is not going anywhere for a long time. According to Andy Francis who is a Technical Product Marketing Manager at Bitmovin, we haven't reached the pinnacle of its growth. Video content accounts for roughly 82% of all internet traffic as countless organisations have been adding it to their products and services to enhance the consumer experience (Francis, 2022).

Although the growth of video adoption is predictable, the video technology trends that define what's most important for content producers, providers, and distributors vary year-to-year based on the needs of the marketing. Last year (2021), video developers around the world indicated that cost reduction, acquiring new content sources, and improving the viewing experience were top of mind. The focus on the viewing experience was reflected in the rapidly increasing adoption of Dolby Vision, Dolby Atmos, and other HDR and immersive audio formats (Francis, 2022).

Within this section, a couple of current trends and developments will be elaborated. This can be helpful for you as an organisation within the yachting industry since you can anticipate these trends and developments immediately.

According to Andy Francis, the streaming industry is now expected to grow to a massive \$600B global market by 2025, with only roughly 60% of it being attributable to traditional TV and media models. The new focused "niche" players, such as entertainment, health & wellness, faith, and sports streams will account

for the remaining market (Francis, 2022). In the image below, the projected streaming market growth 2020-2025 has been shown.



Source: Climb Ventures Research (2022)

According to Thierry Fautir, who works within the VP Business Development & Innovation, server-based solutions should be available from 2022 onwards as Watch Together offerings scale to more devices. In addition, standardised approaches will make deployment easier for multiple client platforms (Fautier, 2022). Multiview services are also expected to expand. For example, 5G Multiview has recently been introduced in NFL football stadiums across the U.S., and this trend can be anticipated to take off in 2022. This particular service features up to seven live camera angles, replays, and statistics available to event-goers at the stadium, on-site (Fautier, 2022).

However, according to Maryville University, digital media also plays a role in all these advances of the new technology on how organisations and brands create relationships with their customers (Maryville Online, 2021). The future of media is continuing to turn to digital advances for entertainment, news, and organisations, which translates to major opportunities for organisations. The use of digital media in personal and professional communication has been accelerating at breakneck speed in recent years, and even the COVID-19 pandemic has kept that momentum going. Maryville University also stated that lockdowns, concerns of

infection, and restrictions on in-person commerce have all pushed people to more online use (Maryville Online, 2021). For example, data from market research firm GlobalWebIndex (GWI) found that 43% of consumers in August 2020 were using social media for longer periods because of the pandemic.

All these trends and developments can be used for you as an organisation in order to anticipate the yachting industry. Needs and wants of captains and crew are constantly changing, so as an organisation it is important to pay attention to these developments.

How can you maximise the benefits of winning a Business Award?

You've won an award program, now what? Maximising the advantages received in winning your award ensures you have a return on your investment. Depending on the perks you receive from the company that organises the awarding procedure, there are many ways you can promote your award to receive the most from winning your award. Here are some steps you can take after winning your award.

1. Use the Award Marketing Package

Add marketing content you receive such as banners to your marketing material, email signatures and share it in social media posts. You can also include it in presentations and pitches, but make sure it doesn't overpower your overall message (Forbes Agency Council, 2018)

2. Add your award to your website

One of the first things you should do is add your award to your company's website. Potential clients who visit your website can then see you are the best at what you do which influences them to purchase your product or service (Berman, 2021).

3. Share your award on social media and via email

Making an announcement on social media or through email is a great way to spread the word about your award to your client base. Here you can thank your customers for voting for you and you can also add a special promotion to celebrate with your customers (Heitman, 2021).

4. Celebrate with your team

Winning an award is not only good for your brand, but it's also great for boosting employee morale. Celebrating victories with your team helps to keep the team engaged and reminds them of the overall company goals (Berman, 2021).

5. Develop an SEO strategy around your award

There has been an incredible increase in mobile searches for the 'best place to' over the past years. Therefore, developing an SEO strategy around your award with keywords such as 'best' or 'award-winning' can be useful in helping your company to capitalise on this trend (Heitman, 2021 & Berman, 2021).

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