

Button Press Spring 2022



Useful content for the video
marketing community

Welcome to Button Press

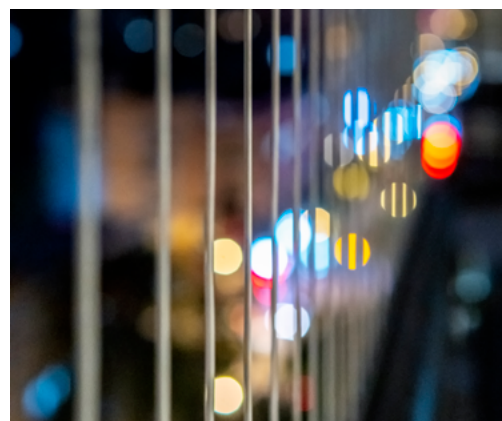


MARK BURGESS
Founder

Spring has sprung (by date, if not weather!), so time for another blast of Button Press – our quarterly round-up for marketers who work with video, or are interested in exploring its potential. Button Press draws together some of our most useful content into a handy single document.

On the Button, our video marketing podcast, continues to grow and attract great guests. This issue, we feature Naomi Powell-Brown from AWS, who talks about the organisation's increasing reliance on video both during and since the height of the pandemic. Our second featured podcast is with Andrew Scott from White Marble consultancy. Andrew and his team are experts in marketing for the wealth management industry, and his responses provide a great insight into the specific challenges for marketing in Financial Services and how video can help firms stand out. He also reveals his secrets for making effective video, and what he thinks the key trends will be in 2022.

Our connection with White Marble has also recently extended into our regular webinar programme, with a very successful joint webinar for the finance marketing community. More information and a link can be found on Page 4. Our second featured webinar is on an important area that many marketers tend to



overlook – the need to have specific brand guidelines for video to maintain consistency across all channels.

Finally, two recent blogs that may be of interest; the first focuses on an often-forgotten question in marketing – 'why are we doing this?'; the second blog poses a question familiar to anybody working in finance or any other heavily regulated industry – 'how do I get this past compliance?!'

We hope you find the information in Button Press useful; if you have any feedback on how we might improve future issues, please contact mark.burgess@bigbutton.tv

Big Button is a Televisual Top 50 Strategic Video Agency, based in London and Birmingham. We specialise in producing video for business across three key verticals: Technology, Engineering and Rail, and Financial and Professional Services.

Our work is thoughtful, creative, and award-winning; we focus on delivering clearly defined, measurable results which support your business objectives.



PODCAST EPISODE #15

Naomi Powell-Brown

AWS



In this podcast, Simon chats to Communications Manager EMEA for Amazon Web Services, Naomi Powell- Brown.

Naomi talks about how AWS uses video for internal communications, with a specific focus on driving employee engagement – a task that has become potentially more challenging in the ‘work from home’ era.

She also covers the types of video that work best for the organisation, and her top tips for achieving more with video.

“Video has always formed a central part of our internal communications strategy, but definitely since the covid pandemic it has become even more important. Over the past 18 months we have really increased the use of video as a communications tool.”

“What we’ve learnt since we started doing more videos is that shorter updates are often more well received. It’s best to keep them to 4-5 minutes max, especially if it’s one person.”



CLICK HERE TO LISTEN TO
THE PODCAST ON YOUR
PREFERRED AUDIO PLATFORM:



“Video is a good way to share complex information in a more digestible way. You can effectively summarise a detailed message in a short video update, using on-screen graphics to showcase more complex data and technology, of which AWS has quite a lot.”



WE SPOKE TO:
**NAOMI POWELL-
BROWN**
Communications
Manager EMEA,
AWS

WEBINAR 1

Creating video that works

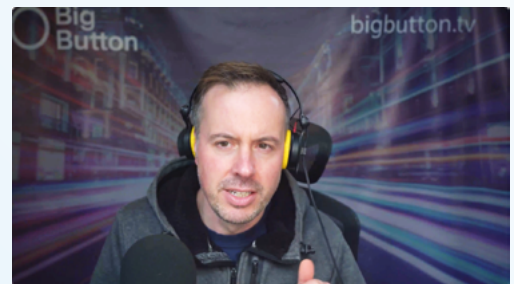
Big Button partnered with award-winning investment marketing consultancy White Marble to deliver this webinar. Simon is joined by White Marble's MD, Andrew Scott, and the informal head-to-head session delivers a number of key insights on how to be successful with video, including:

- Experimenting with vodcasts and live video
- Planning effective video content
- Publishing tips and tricks
- Measuring video performance and identifying social trends

The session was exceptionally well attended, and as always we ran a number of useful polls to get a sense of where the audience currently are in their video journey.

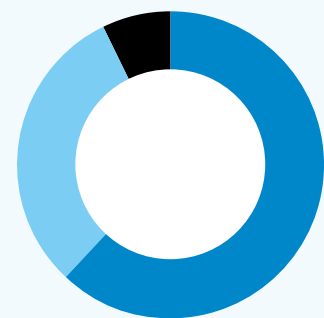
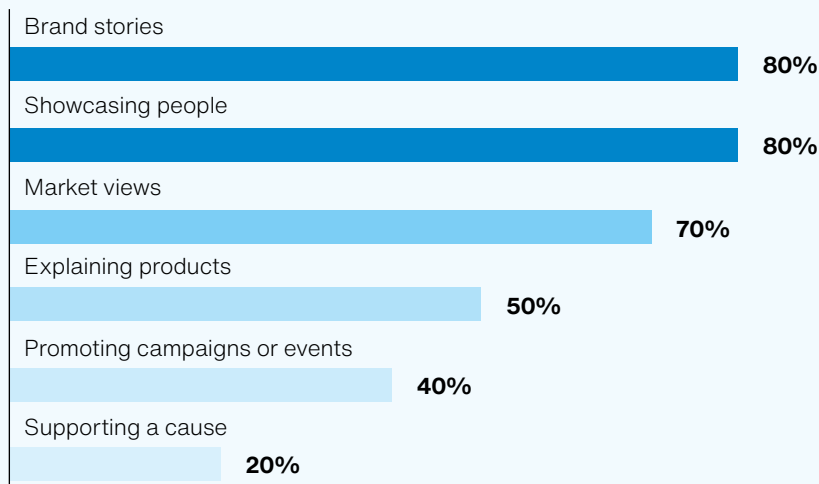


[CLICK HERE TO VIEW THE WEBINAR](#)



LIVE POLLS

I think video is best used for...



For 2022, what video content are you planning?

- 62% – More
- 31% – Same
- 7% Less

Remembering the 'why?'

At Big Button we're lucky enough to work on a huge range of video projects all over the world. The films can take many forms, from simple animation to complex dramas and countless options in between. Naturally, for more complex projects or those with several locations, significant travel or large cast and crew, planning and logistics can sometimes initially swamp the creative proceedings, and divert focus from the 'why?' – Why are we making this? Who will benefit? What will be achieved?

On those occasions, it's essential to keep the project's objectives at front of mind – as well as the finished product's potential for eliciting emotion or change.

I recently attended an award ceremony with a few of our clients. It was a wonderful evening, and thankfully all of the clients that joined us emerged victorious! But it wasn't winning awards or the triumphant pats on the back that stood out – it was one comment from a colleague our client had invited along. We were discussing one of the projects for which we were nominated that evening, a film made for Coming Out Day; it was an emotive and genuinely authentic piece that, with our guidance, employees had filmed themselves. The guest turned to me and said, "it was that film that made me decide to work there".

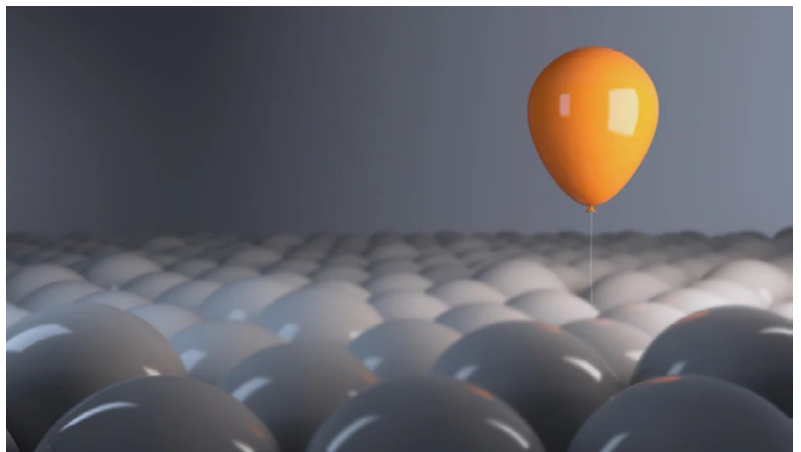
It was quite an emotional moment; it reminded me of the power that good video has to positively affect people's lives, to help them make life-changing decisions or achieve their goals.

So, when you're planning your next video, remember the power that you wield. Embrace that power, and think big. If you do it right, you could change someone's life for the better.



SIMON CROFTS
Client Services
Director

"So, when you're planning your next video, remember the power that you wield. Embrace that power, and think big. If you do it right, you could change someone's life for the better."



WEBINAR 2

Brand Guidelines for Video

Keep your content creative and consistent

Brand guidelines are hugely important for any organisation, ensuring consistency across all communication channels and helping to establish and maintain brand identity. But as video has become more prevalent, many organisations are lagging behind in adapting their guidelines for this specific medium.

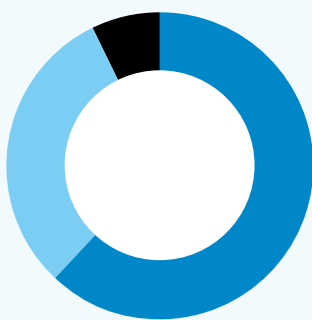
In this webinar we discuss the importance of establishing specific brand guidelines for video, and how these guidelines will ultimately stimulate creativity, not suppress it.

The session also highlights the types of approach that can be taken, and provides valuable tips for taking first steps in establishing guidelines that work for your organisation and your audience.



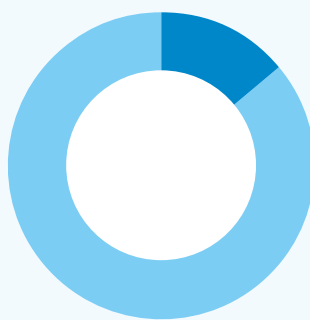
[CLICK HERE TO VIEW THE WEBINAR](#)

LIVE POLLS



Does your company have brand guidelines specifically for video?

- 14% Yes
- 86% No



Do you think there is consistency across your video content?

- 12% Yes
- 88% Sometimes
- 0% No

Q&A

Some of the questions in the webinar:



Should hosting and measurement have a place within video guidelines?



Absolutely! Tie this back to the objectives of the business; then you can set guidelines that tick the right boxes for achieving those objectives.



What's a good starting point for setting these guidelines up?



Keep it simple at first, then build from there – *some* consistency is better than none. Think about aspect ratios, use of your logo and colour palette. The idea is to make your content instantly recognisable, so get your agency to create a set of animated assets around your logo and colours that can be used on all of your videos.

PODCAST EPISODE #16

Andrew Scott

White Marble Consulting

Andrew Scott is the Managing Director of White Marble Consulting, an organisation that helps investment marketers deliver impactful marketing.

Simon chats to Andrew and gains valuable insight into the specific challenges and nuances for marketing in the Financial Services sector, and how video can help firms stand out. The areas covered include:

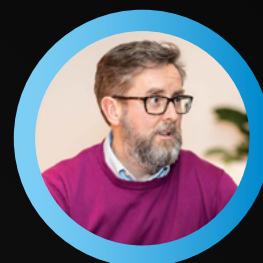
- The need for a 'content calendar', and producing video on a regular basis
- The challenge of targeting niche audiences with specific messages
- Choosing the right presenters and interviewees

“Don’t start with ‘let’s make a video’; it’s normally the beginning of the end and suggests that it’s not part of a content plan or part of an ongoing communication plan of which video is part.”

“There is an opportunity for firms to think about who is good on video, and get them to do it... it makes for much better video, because when people are comfortable it comes across in that way.”

WHITE MARBLE

CLICK HERE TO LISTEN TO THE PODCAST ON YOUR PREFERRED AUDIO PLATFORM:



WE SPOKE TO:

ANDREW SCOTT

Managing Director,
White Marble
Consulting

“Good sound is so important. It’s surprising how often you see great video and you can’t hear it very well, or people forget to do captions for the train journey home. It’s pretty hard to interact when there’s no sound.”

BLOG

Overcoming compliance challenges for video in finance

At Big Button finance is one of the key verticals that we serve. We choose to specialise in the sector because we're passionate about the opportunities for great communication, and after many years we have become expert in meeting the needs of our many finance clients. We've won awards for our work with asset managers and assurance companies because we've been able to create films that stand out, effectively communicate key messages, and satisfy compliance departments.

So how do you create content that is engaging and original, while at the same time passing the strict approval of a compliance team?

It's a delicate balance that is achieved through research and experience, and every compliance team is different. They have their own interpretation of the rules and a unique attitude to risk, so understanding the team within one of our client organisations takes time and 'investment'. Talking to them and other key stakeholders in the chain helps us gain an understanding of their approach, and allows us to start thinking about how to ensure we meet their requirements while still achieving the objectives of the project. It's that research, balanced with an understanding of the sector and the audience, that allows for more effective content that stands out but doesn't break any rules.

"Your audience has a voracious appetite for interesting and exciting video that gets to the point quickly and in an entertaining manner."



SAM LEWIS
Production
Director

"It's a delicate balance that is achieved through research and experience, and every compliance team is different. They have their own interpretation of the rules and a unique attitude to risk."

Industries that are traditionally seen as more conservative (sometimes because people have given up trying to create exciting content in case legal teams reject it!) are the very industries in which it's easiest to make an impact. Your audience has a voracious appetite for interesting and exciting video that gets to the point quickly and in an entertaining manner, so don't allow perceived compliance challenges to deter you from pursuing a creative approach.



Strategic Video Agency

London

Level 6
125 Old Broad Street
London
EC2N 1AR


Birmingham

Studios 9-11
50-54 St Paul's Square
Jewellery Quarter
B3 1QS

www.bigbutton.tv

0121 309 0340

enquiry@bigbutton.tv

 **bigbutton**

 **Big Button**
