



THE POWER OF LIVE INTERACTIVE VIDEO



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LIVE VIDEO IS THE NEXT DIGITAL MARKETING OPPORTUNITY

THE IMPORTANCE OF DIGITAL VIDEO MARKETING

MANY BRANDS AND RETAILERS use digital video in their marketing and e-commerce efforts because video is one of the most effective ways to communicate brand and product stories. According to eMarketer, 93% of marketers used video for online marketing in 2013.¹ More recently, Retail TouchPoints found that retail executives rank video as a top-three marketing priority.²

Pre-recorded product videos have been shown to increase e-commerce conversions. Online shoppers who

view product videos are 85% more likely to buy³ and 57% of consumers say that product videos make them more confident in a purchase and less likely to return an item.⁴ In addition, videos increase people's understanding of a product or service by 74%.⁵

THE NEXT OPPORTUNITY: LIVE STREAMING VIDEO

IN A RELATIVELY NEW but logical twist, many top brands and retailers have started using live video for marketing. The use of live streaming video is growing faster

than pre-recorded video, at a rate of 42% versus 34% compound annual growth rate (CAGR) according to the Cisco Visual Network Index.⁶

One of the primary reasons for this growth is the deeper level of engagement that comes with live video. The authenticity of live video creates an emotional connection with a viewer that is difficult to make via other digital channels, resulting in increased viewing times. On average, live video is viewed longer than pre-recorded video (20 minutes versus 2–3 minutes). This deeper level of engagement helps brands and retailers cut through the marketing noise to reach their customers.

CORPORATE EXECUTIVE OPINIONS ON LIVE VIDEO



94% of executives surveyed agree that expanding the use of live, online video can **enhance external communications**⁷



58% of executives say that live online video allows for **more real-time engagement** with an online audience⁸



72% executives say they prefer live online video to on-demand alternatives for **use in business communications**⁸



54% of executives who view live video daily strongly agree that the technology can serve as a focal point for **online interaction and community building**⁸

THE BENEFITS OF ADDING LIVE VIDEO TO YOUR STRATEGY:
AUTHENTICITY IN REAL TIME

People think in stories, not statistics, and marketers need to be master storytellers.

ARIANNA HUFFINGTON

WHEN PRODUCT EXPERTS and endorsers appear on live video, their passion for the brand and products shines through and makes a strong, authentic and emotional connection with the audience.

Live video has an advantage over pre-recorded video, because viewers don't expect a perfectly

polished production. Live sessions are engaging because there are unexpected moments that demonstrate authenticity. Some of the most memorable moments during Brandlive customer events were unscripted, springing from the personality of the on-camera product experts or questions coming from the audience.

ADDING LIVE VIDEO TO THE MIX

BRINGS THESE ADDITIONAL BENEFITS:

Strengthens brand-to-consumer relationships

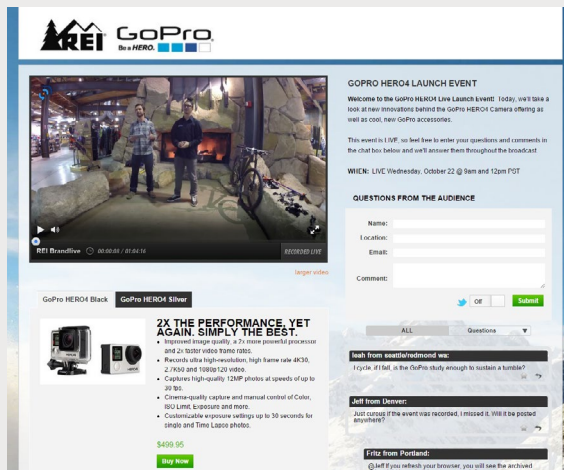
Facilitates brand and product storytelling

Results in longer viewing times than pre-recorded video

Brings the human element to digital media, putting a face to the brand

Activates brand advocacy

CASE STUDY
GOPRO



BE A BRAND HERO

GoPro paired one of their top product experts with an expert from retailer REI to launch their HERO4 camera using live interactive video on the Brandlive™ platform. Instead of a studio setting, the broadcast was from the REI flagship store in Seattle, WA. Producing the event on the store floor, featuring knowledgeable and passionate personalities live on camera with audience interaction, created an authentic moment for both brands.

VIEW EVENT <http://rei.yourbrandlive.com/c/gopro>

LIVE VIDEO IS *viewed*
LONGER
THAN PRE-RECORDED VIDEO



LIVE STREAMING VIDEO VIEWING

THE CONSUMER DEMAND for live digital video is real. Twitch, a website that streams live video of gamers and was acquired by Amazon in August of 2014, is a prime example. The company reported that in 2013 they had 45 million unique viewers per month who watched an average of 6 million total videos broadcast, resulting in 12 billion minutes of live video watched per month.⁹ While it can be argued that Twitch represents an example with a niche audience and content, gamers have typically been a harbinger of changing media habits and trends. Thus, Twitch's experience bodes well for the future of live streaming video viewership.

It was widely reported that millions of people attempted to watch the live video stream of Apple's iPhone 6 launch. Although technical difficulties marred that particular production, it still demonstrated

90% of consumers surveyed across Europe, North America and South America currently view video over the Internet.

from the Accenture "Video-over-the-Internet Consumer Study" 2013

CASE STUDY **CROCK-POT**

A NEW RECIPE FOR CONSUMER ENGAGEMENT

For the first time ever, Crock-Pot released a series of food products to complement their existing product line of slow-cookers. Using live interactive video on the Brandlive platform, Crock-Pot **launched the product**. Crock-Pot also generated **valuable instant product feedback**. Initially, consumers were worried about the nutritional aspect; but Crock-Pot was able to emphasize their selection of premium, natural ingredients and market the product as a wholesome alternative to eating out.

VIEW EVENT <http://crockpotlive.com/c/delicious>

consumers' high demand for live product interaction.

Viewing time for a variety of other brands and retailers also looks promising. The Brandlive events that our brand-name customers

produce typically result in an average of 18 minutes of viewing time. Over 2,500 branded events have been produced on Brandlive's platform, generating over 75,000 viewer comments and questions.

FACILITATING SOCIAL INTERACTION

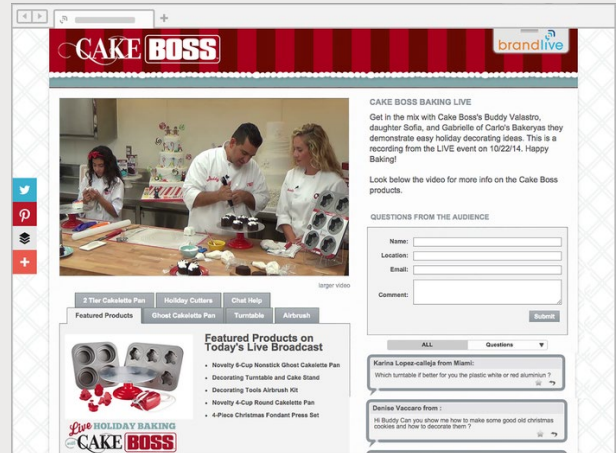
COMBINING SOCIAL INTERACTION with live video introduces real-time conversations, allowing product experts to engage directly with the audience to gather instant feedback; answer specific, in-the-moment questions; and empower audience members to connect with each other.

Real-time, two-way communication creates a true brand-to-customer conversation that is scalable. Brands not only gather customer comments and questions, they can respond instantly and visually. Consumers know that they are getting an experience specific to them and not generic product information created beforehand. When people watch live

CASE STUDY

CAKE BOSS

SWEET GLOBAL AUDIENCE INTERACTION



Buddy Valastro, the star of TLC's Cake Boss television show, used live interactive video on the Brandlive platform to host a web-based show where he **demonstrated holiday baking tips for a global audience of over 3,000 people from 59 different countries**. Brandlive's social interaction feature let audience members interact live with Buddy (**1,900 comments/questions**) and the platform's eCommerce feature allowed for direct sales of Cake Boss brand products throughout the event (**242 product clicks**).

VIEW EVENT <http://live.cakebossbaking.com/>

presentations and ask questions in real time, there is a feedback loop that allows the presenters to

customize their content on the fly according to where the audience wants to go.

CASE STUDY

ADIDAS

SPRINT TO COST EFFECTIVE PRODUCT TRAINING

Adidas Running uses the Brandlive platform **to launch new products and train retailers around the U.S.**, educating them about the latest Adidas product releases and telling them the stories behind the products. For the Boost and Springblade product launches, **37 Adidas U.S.-based retail locations tuned into the broadcast** to get the latest updates and learn the technical details about the new footwear and apparel.

INSTANT, VISUAL ANSWERS

BY COMBINING LIVE VIDEO with real-time interaction, the on-camera product experts can creatively and visually answer a viewer's questions by demonstrating the product. Instead of relying on a generic FAQ and product information, companies can answer real questions, from real consumers, in real time.

HIGHER CONVERSION METRICS

viewers are **78%**
more likely to buy
after a Brandlive event

TYPICAL PRODUCT
DETAIL PAGES:

1.5x
after watching
recorded video

3x
after Brandlive
interactive broadcasts

LIVE VIDEO INCREASES E-COMMERCE CONVERSION

A SUCCESSFUL E-COMMERCE strategy involves many elements that optimize a user's experience in a way that leads to a transaction. Product experts, questions answered instantly and access to detailed product information all lead to a better online shopping experience. Improvements in these areas increase shopper satisfaction and conversion rates.

CONSUMER OPINIONS

FROM BRANDLIVE
EVENT ATTENDEES¹⁰

89% recommend
the Brandlive event
experience to others

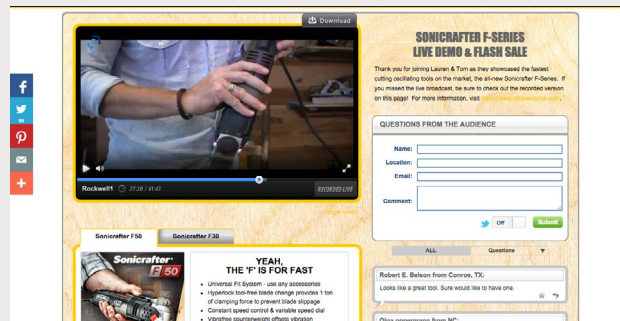
70% are more
likely to purchase after
a live interaction

68% of consumers
would opt-in for future
event notifications

45% of consumers
ask questions while
shopping live

CASE STUDY

ROCKWELL TOOLS



LETTING
LIVE VIDEO
DO THE
HEAVY
LIFTING

Rockwell Tools has long used infomercials and home shopping channels to sell products. Television has its limitations though: Rockwell couldn't directly interact with customers and gain feedback. To build on their success with direct response, they **added live interactive video to the mix for product demonstration and direct sales** via the Web. Using the Brandlive platform, they've featured a number of their signature products and have held in-depth demonstrations and sales. **Conversion rates have ranged from 11% to 33%** during these live events.

VIEW EVENT <http://rockwell.yourbrandlive.com/c/may-flash>

93% of marketers
USE VIDEO

VIDEO IS A
TOP 3
MARKETING PRIORITY
for retailers

ONLINE MEDIA
influences
MORE THAN **50%**
of IN-STORE SALES

GET THE COMPANION INFOGRAPHIC AT
<http://www.yourbrandlive.com/poweroflive>

PUT LIVE INTERACTIVE VIDEO BROADCASTS TO WORK FOR YOUR BRAND

—

TO LEARN MORE about using
Brandlive's platform for branded
interactive broadcasts as part of
your video strategy, contact us:

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FOR MORE
INFORMATION, VISIT
www.yourbrandlive.com

¹ "As Barriers Tumble, Video Marketing Adoption Grows," eMarketer, November 2013.

² Cisco Visual Network Index 2012

³ Shaun Ryan, "Inside Search," Internet Retailer, March 2010.

⁴ Daisy Whitney, "57% of Consumers Rely on Product Videos," MediaPost, March 2013.

⁵ Sarah Mincher, "25 Amazing Video Marketing Statistics," Digital Sherpa, January 2014.

⁶ "The Next Phase of Digital Marketing," Retail TouchPoints, May 2014.

⁷ Steve Vonder Haar, "The Evolving Role of Live Online Video in Corporate Marketing," Wainhouse Research, June 2014.

⁸ Steve Vonder Haar, "Executive Visions on Video in the Workplace," Wainhouse Research, December 2013.

⁹ Twitch Annual Report 2013.

¹⁰ Brandlive audience post-event surveys, 2014.