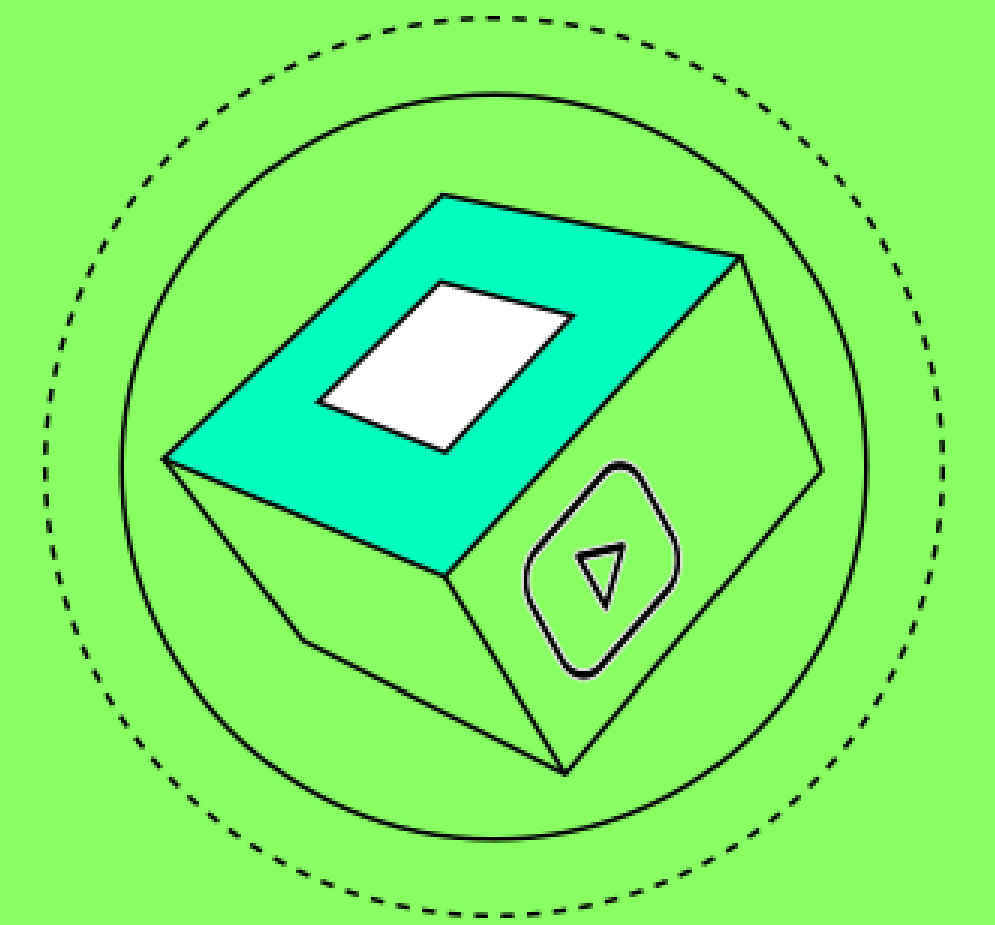


**How video engages
your customers,
broadens your reach
& communicates
the complex.**

**Here's how to do it
with a low budget.**



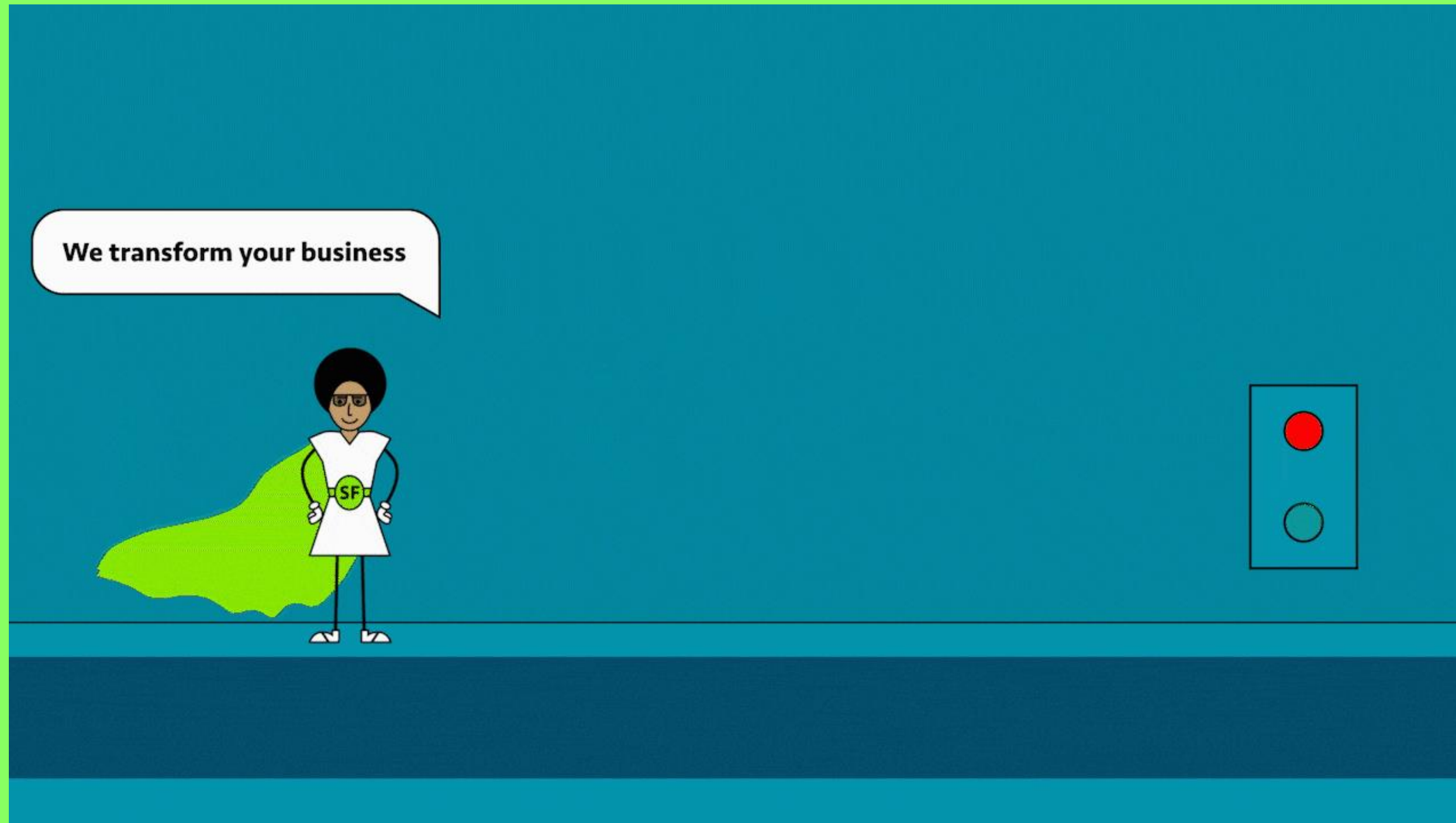
**Video will exceed 80%
of all content shared
on the web by 2020.**

(Cisco)



75% of all video plays
are on
mobile devices.

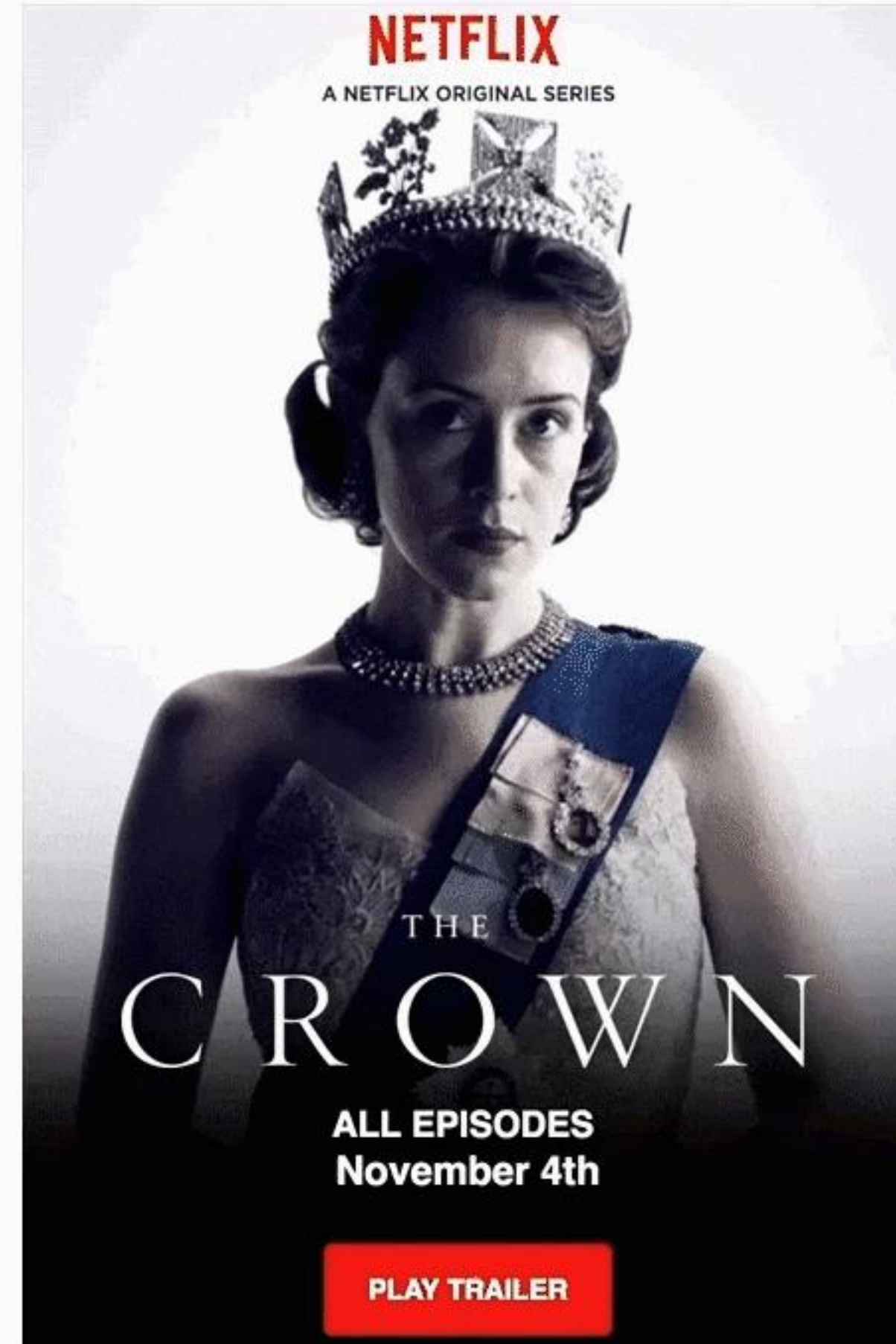
Micro content: Video & gifs



Gif video marketing | email | **Bulb**



Gif video marketing | email | High Street examples



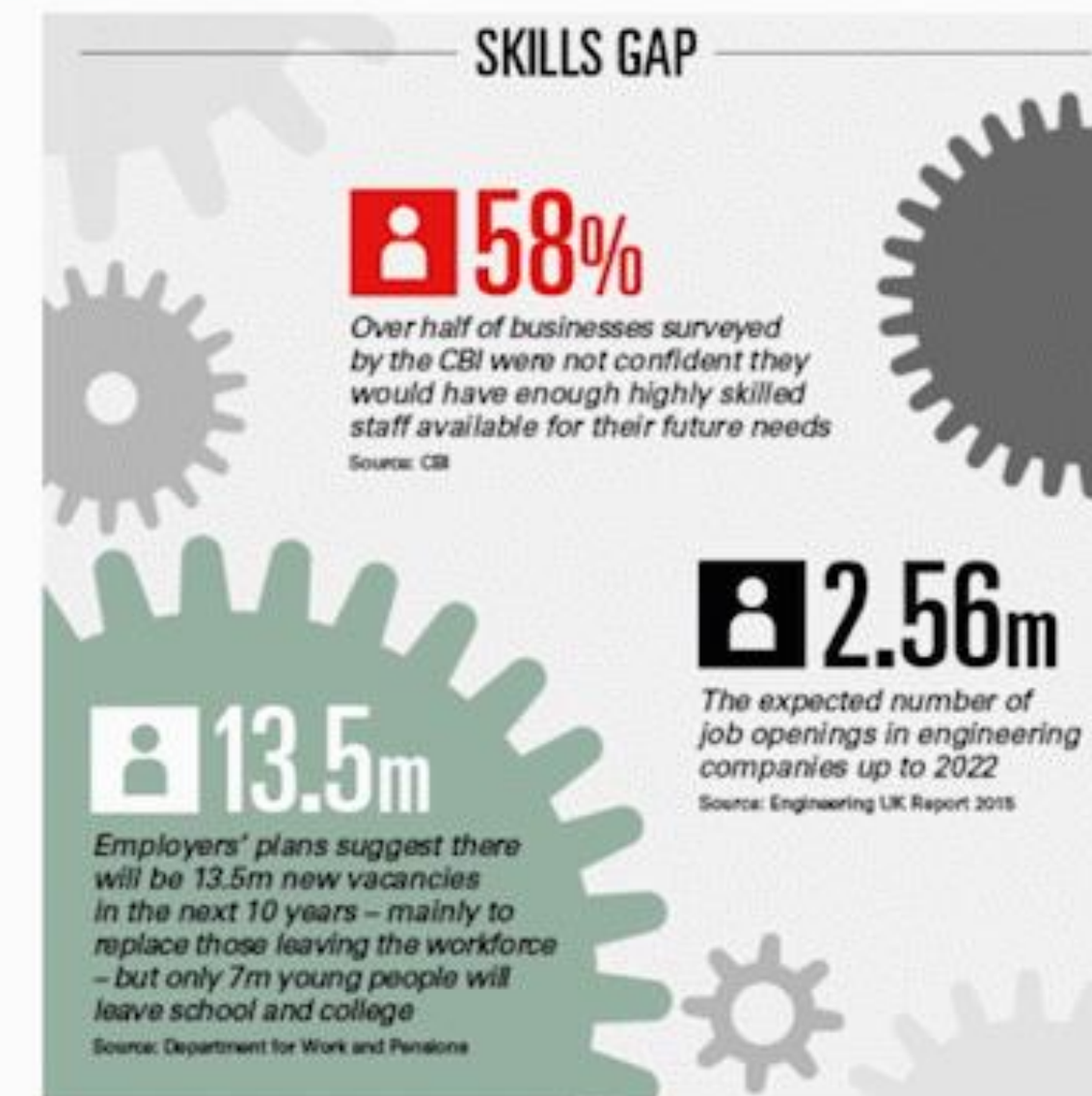
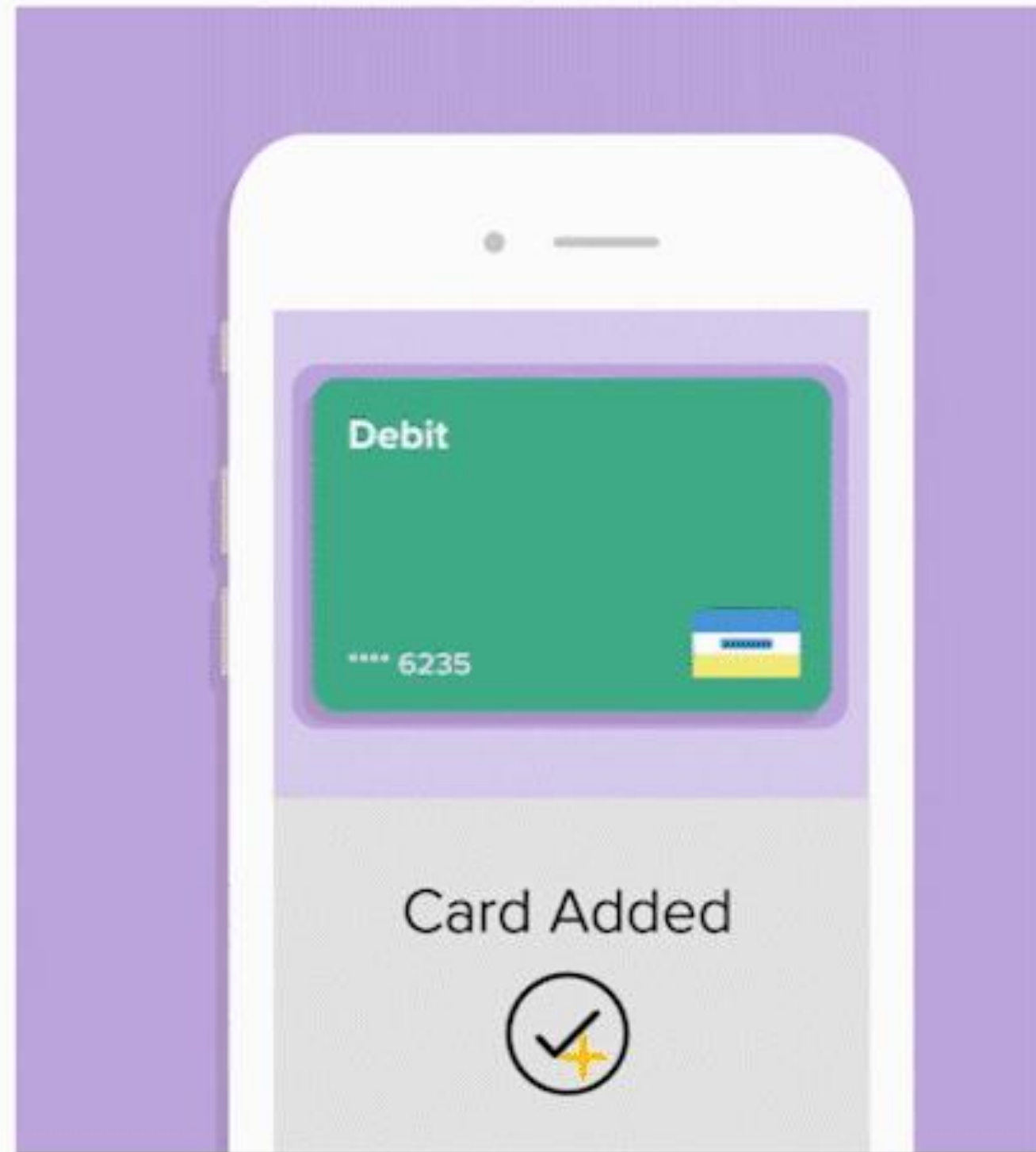
Welcome to Zocdoc.

The beginning of a better healthcare experience.

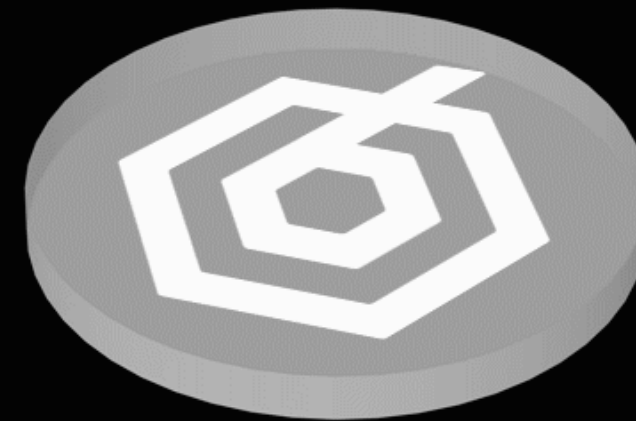
Download The App



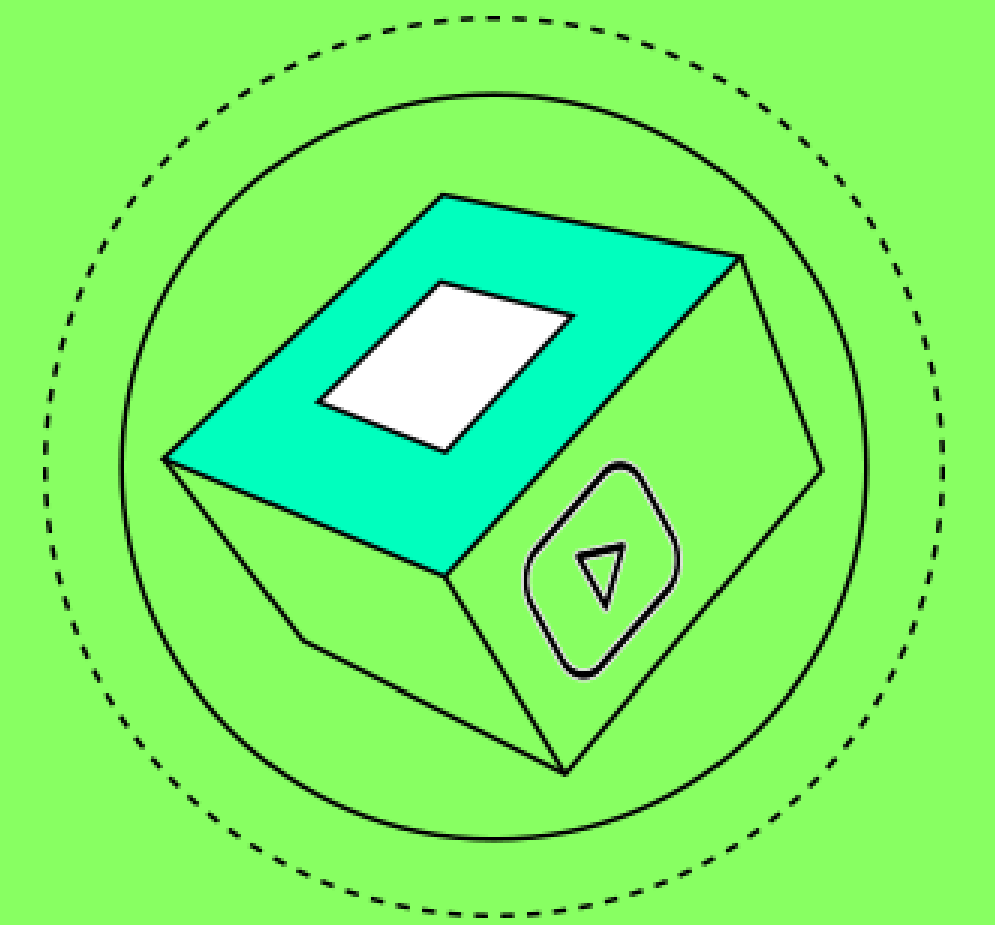
Gif video marketing | social media | Finance examples

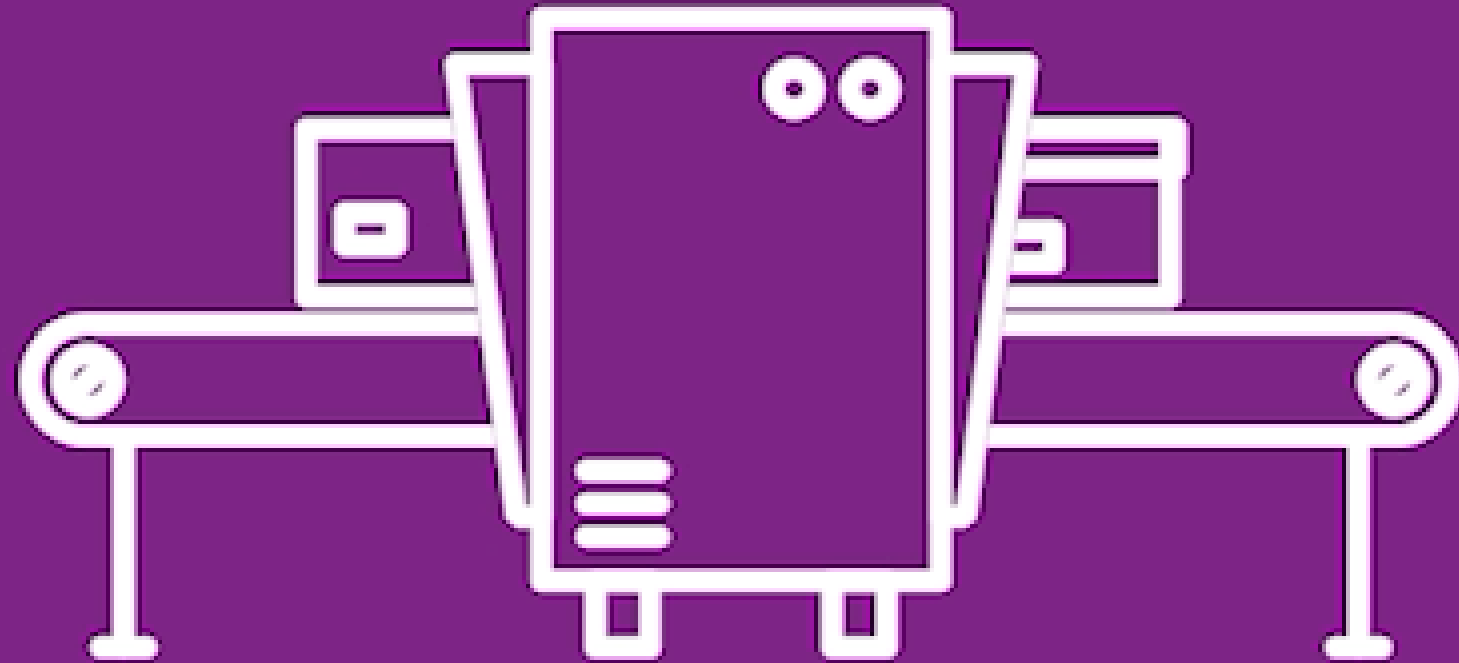


CONTEXT INTELLIGENCE —



**Segment existing content,
so you can target your customers
with specific elements according to
their interests/needs.**





#1



#2

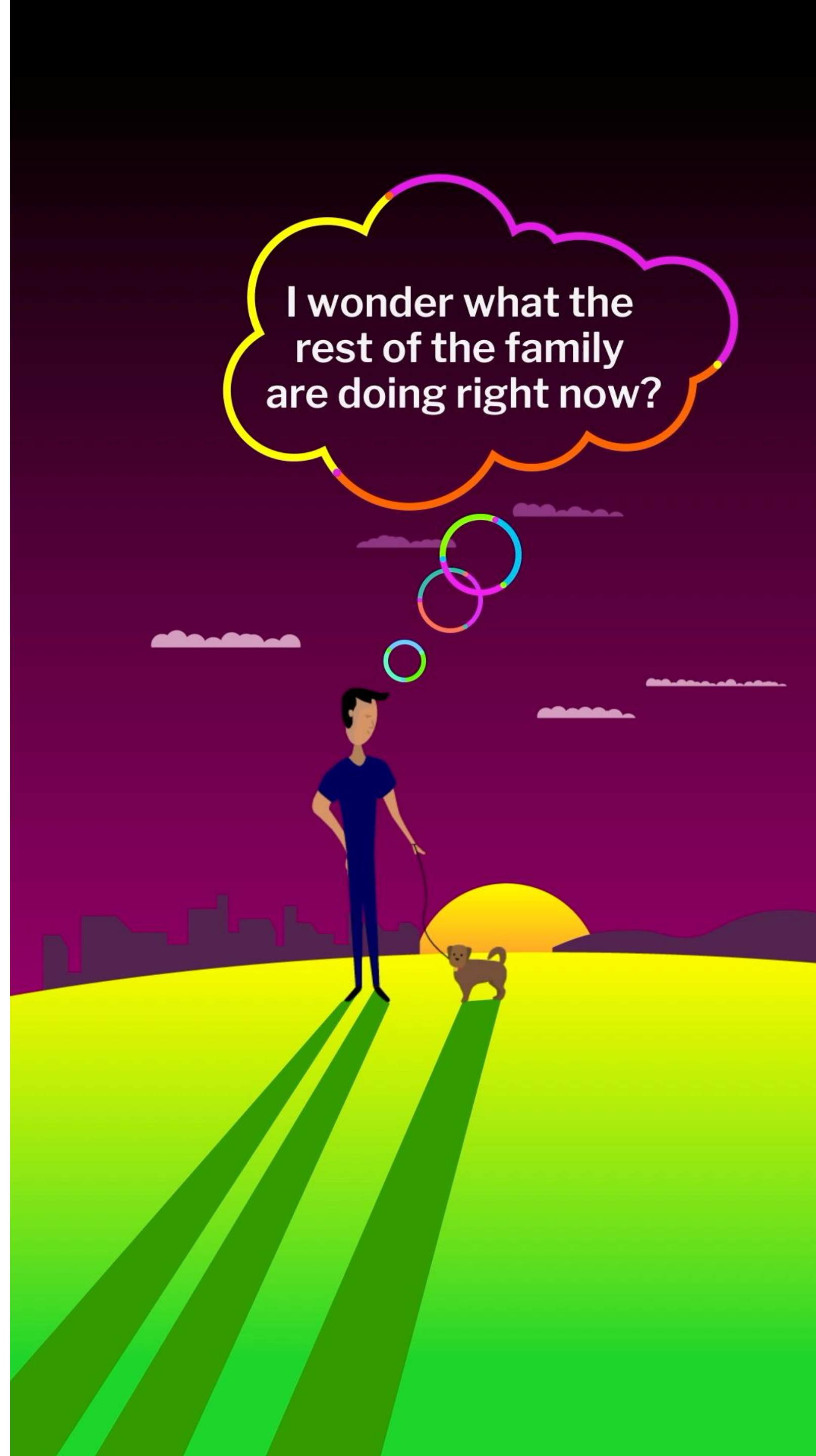


#3

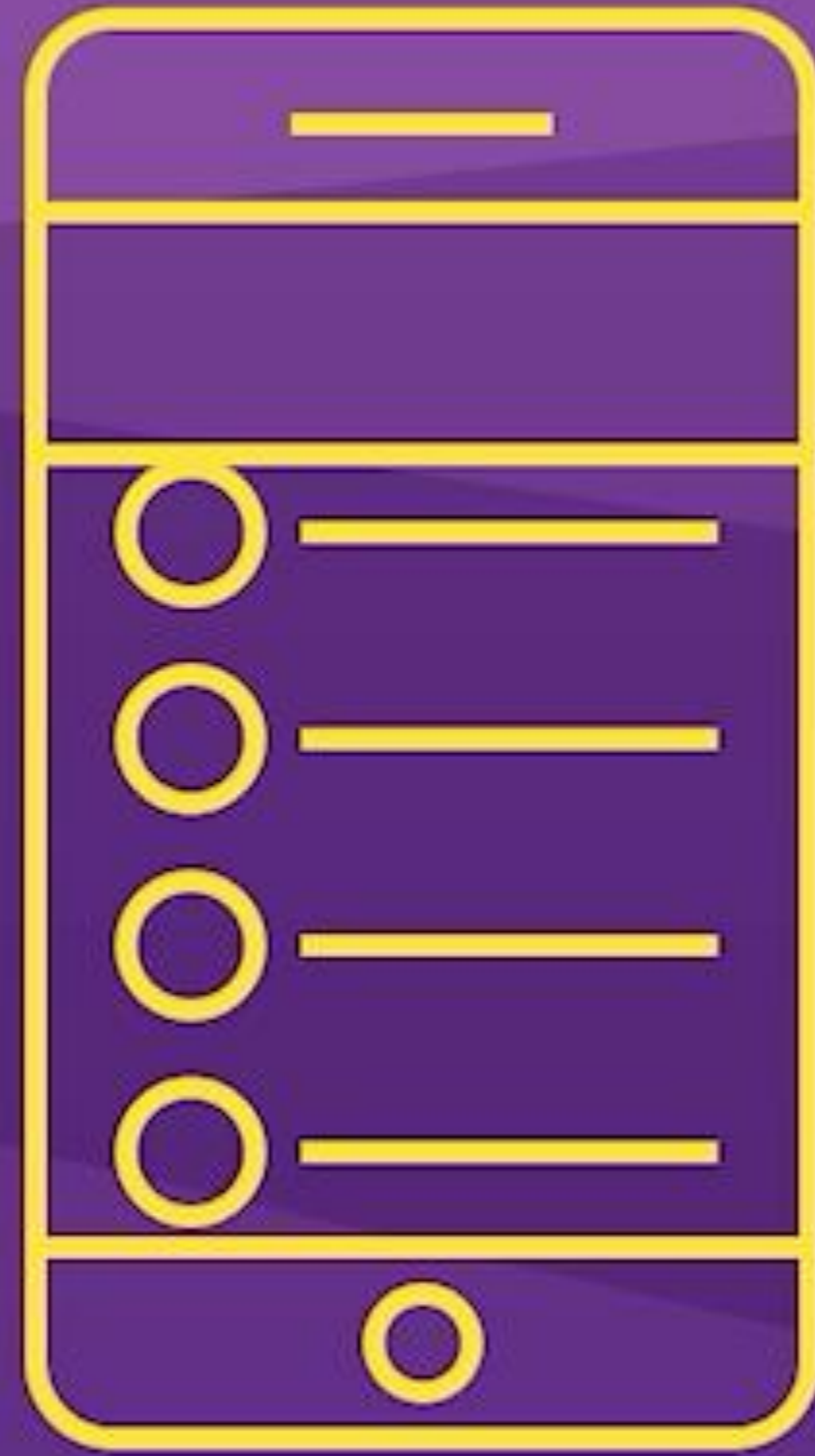


**Vertical format video
for mobile first viewing.**

**Consider embedding video into
your apps to explain a product
or service.**



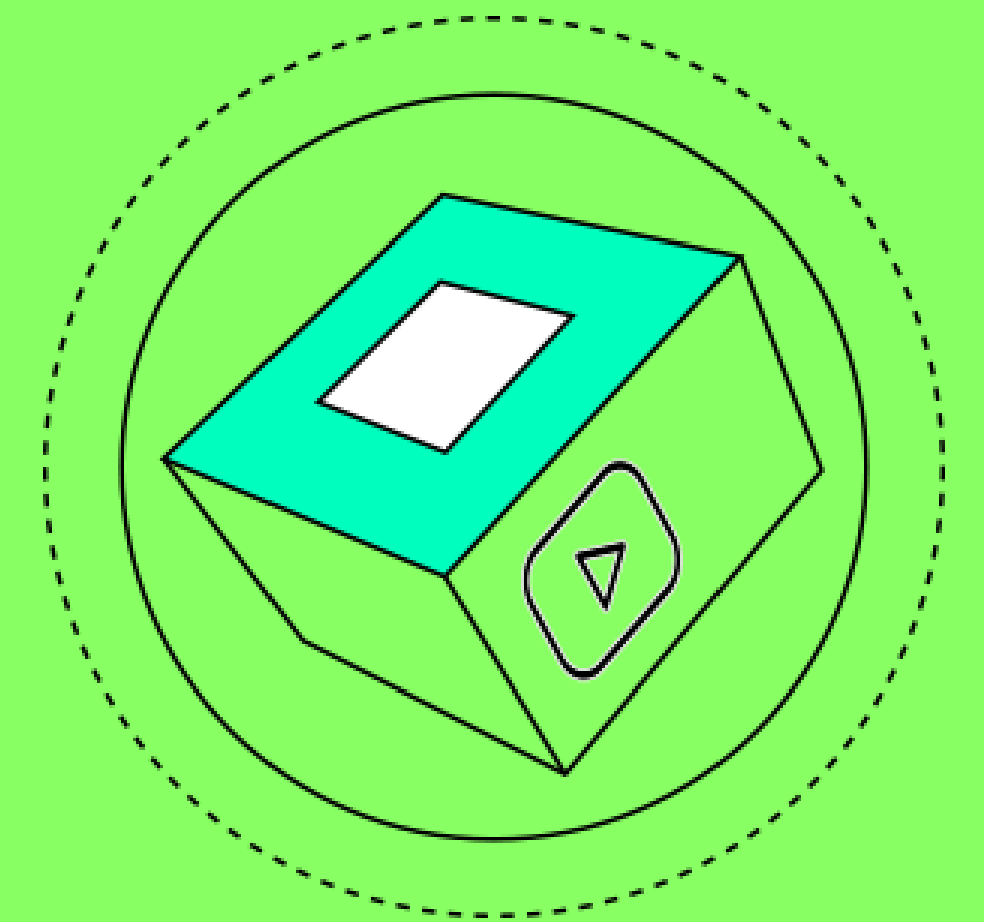




Context engagement



**Contextualised communication
creates a better experience.
Deliver meaningful interactions
for your audience.**





extend

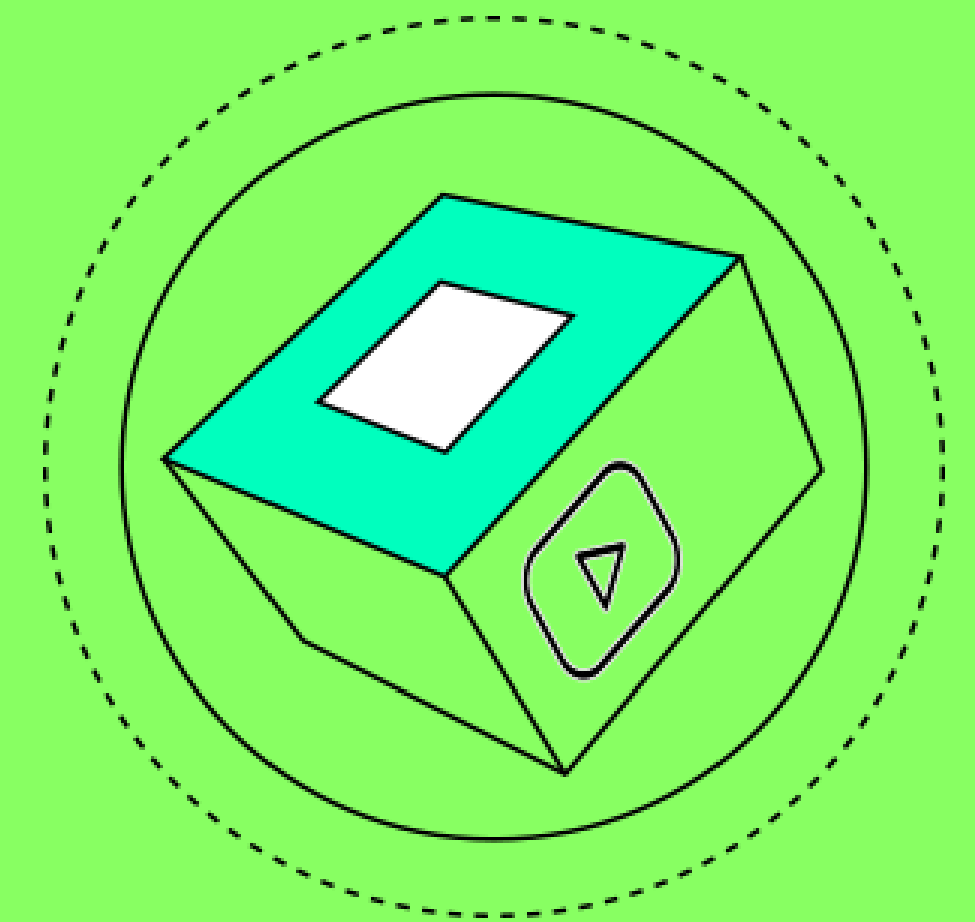




Welcome to Vault. You're in a safe place.

Takeaway

- *Use micro content like gifs to easily & quickly engage
- *Use existing content to create extra value
- *Deliver content with context



Thank you

