Digital video content is versatile and consumers like it because it is easy to digest, entertaining and can be really engaging. Most businesses have already realized this, with almost 81% of them using video content for marketing purposes. This number is not going to wane, but is only going to increase with the number of videos made available across online channels projected to rise in the near future.

There is vast amount of data, success stories, and also case-studies available as to how various well-known companies in India as well as Globally have used digital video content marketing to boost their brand awareness and also sales in the longer run. And that’s what we wish to capture through this report.

Now something about us; Digi Osmosis is a video production and marketing agency. We are experts in producing video content for businesses across various sectors and also marketing and amplifying this content to the correct target audience to drive stronger ROI’s for the business.  
We have worked with some of the biggest names in the industry and consider ourselves as the pioneers of digital video content marketing.

Here’s what we want from you:

We want to research the market and understand how and where digital video marketing is heading across industries and for brands across the globe – India as well as International and how the of the best brands conceptualize and produce video content.

Step 1:

Pick a sector from the following list as per your level of affinity towards the sector:

1)      Finance & Insurance

2)      Food & Beverages

3)      Home Furnishings & Interior Décor

4)      Alcohol

5)      FMCG

6)      Travel

7)      Logistics

8) Healthcare

9) Fitness

10)   Fashion

Some of the important points and comparisons we would require in the report:

IMPORTANT - The best video references across the sector/ industry. This can be in any language and from any part of the world. These have to be reference video links from the industry split into two parts – Indian and Global. We will need at least 15-20 video reference links from a specific industry. You will need to add 2-3 lines describing the video and mention what made it unique and what why it worked in their favour.

1)      What is the average spending across each industry for video production and marketing?

2)      What is the engagement rate for videos across each sector?

3)      Type of videos and their engagement across different geographies i.e. Tier 1, 2 and 3 cities for India.

4)      How well do videos in regional languages work for the industry chosen? Are brands doing regional content in the mentioned industry or is there potential for growth? 5)      Platform specific video strategy for brands – Google Search, YouTube, Website, Facebook, Instagram, and other digital platforms. Who is doing what, key highlights, key takeaways.

6)      The target group (age, sex) comparison platform-wise. Which target group tends to use which platform the most and for what kind of content?

7)      Any case study/ success story in the industry from a video marketing point of view to ensure higher ROI, achieving marketing goals, change in sentiment etc.

8)      Comparison chart between the different types and formats of videos (long form, short form, gifs, motion graphics, product explainers, brand films etc.) and how they fare across platforms.

Other details:

The report has to be made on a word document in A4 size – not more than 5 pages long.

Every section has to be clearly defined with a clear rationale and justification for your suggestions and recommendations.

The quality of the document will be judged basis the depth of the online research done.