



# Harnessing the Full Power of Video Content:

Essential insights from a panel  
of industry experts



# Key Insights



# Meet the Panel:



**Ollie Ratcliffe**

*Head of Marketing at SALT Brewing & Taps*

Ollie is a digital marketing expert with experience both agency-side and client-side, working on major national digital strategies. He has experience in implementing a wide range of video content in particular during his years as Digital Marketing Specialist at Taylors of Harrogate (home of Yorkshire Tea and Taylors of Harrogate).

**Some of Ollie's video projects:**

- [Yorkshire Tea - Social Distancing Teapot](#)
- [Yorkshire Tea - Let's Have a Proper Boo](#)
- [Yorkshire Tea - UCI World Championships](#)



**Katie Mallinson**

*Founder, former MD and now Director of Comms of Scriba PR*

Katie established Scriba PR and built it up to be one of the most successful B2B comms agencies in the region. Over many years Katie has used video as a key tool for a range of her B2B clients, implementing video for case studies and testimonials, events coverage, animations and as one of the cornerstones of a major client's social content strategy.

**Some of Katie's video projects:**

- [UNTHA UK - 2022 Wrap Up](#)
- [Natural HR - CIPD Festival of Work](#)
- [Tiger - Prism MS Teams Module](#)



**Andy Roberts**

*Communications & Content Manager at Leeds Hospitals Charity*

With over ten years' experience of working in the charity sector and with a background in design and content creation, Andy brings vital insight to our discussion. Andy has delivered high-profile campaigns as well as implementing successful in-house productions and leveraging user generated content so has experience of the full range of video productions.

**Some of Andy's video projects:**

- [Jack's Story](#)
- [Rob Burrow MND Centre TV Campaign](#)
- [Volunteer Recruitment Video](#)



# Intro to using video in marketing and comms

- **Increased engagement with audiences**
- **Storytelling is a key element of compelling video content**
- **Relevant to everyone, but don't use it for the sake of it**
- **Nail down the 'Why?' before you get started**
- **Authenticity is vital**



# Types of video content

- **In-house produced content allows you to be agile, and underlines the authenticity of the content**
- **User generated content makes the audience feel part of it**
- **Important to tailor your content to the platform and the audience**
- **LinkedIn is great for B2B connection and building your employer brand**
- **TikTok is constantly evolving, more suited to B2C**



# Making the most of video content

- **Build a bank of video assets which can be repurposed to create a stream of fresh content**
  - **Filming at events maximises the value of the spend on the event and can be a great opportunity to capture a range of footage for future use**
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# Avoiding common mistakes in video marketing

- **Don't create videos just for the sake of it, because you feel like you should**
- **Focus on what your audience are interested in, not what you are interested in**
- **Take the time to properly plan the video out and hone the narrative**



# Video length and platform

- **Running time depends on audience and platform**
- **It's key to capture the viewer's attention in the first few seconds**
- **Create different video edits tailored to various platforms with different running times and different dimensions (eg 16:9, 1:1, 9:16)**



# The panel's favourite video campaigns

## Paul - Old Spice

Properly funny and brilliant [social media follow up](#)



## Katie - UNTHA UK

Playful, inclusive, feelgood



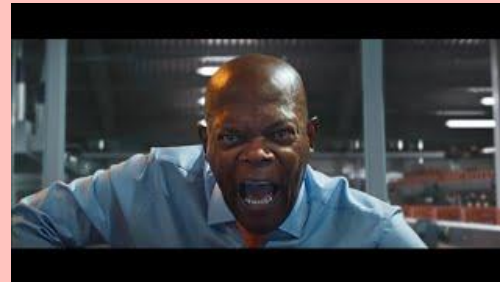
## Ollie - Cadbury's

Simple, heartfelt, identifiable



## Andy - Warburtons

Wow factor with a big name, playing with expectations





# Manto

If you're interested in getting started with a video project or finding out any more about the work we do then please get in touch, we'd love to hear from you!

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