

Video an effective communication tool for brands

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3 Nov 2015

Video is one of the most effective tools to communicate your brand message, a message that is clear and specific. Before companies can even attempt to use video as a tool to communicate a message, they must first understand what makes their target audience tick. Communicating a brand message is not about communicating what the company wants, but communicating tailored solutions for the target audience.

It is the small things that make videos exceptional; before focusing on the design, take a step back and study your target audience.

Just like any product or service, the video has to be tailor-made for the consumer, from the images, voice over/narration, language, wording, duration of the video, and that particular message the brand wants the consumer to take home. Every aspect of the video must be exceptionally done; must relate, intrigue, and offer solutions to the target audience.

Know and study your target audience

Your product or service won't appeal to everyone, this is one of the most important reasons why defining your target audience is inescapable. Every business is established to satisfy a need, but those needs don't come out of nowhere, they are found through researching that specific problem consumer's face and you can solve.



Those people are your target audience, study them; from what they think like, their dreams, communication channels they use, their level of education, their race, the best place to reach to them, their spending power etc., this is consumer insight. Without having in-depth knowledge of your target audience characteristics and buying power, you are simply wasting time and resources.

Defining your target audience is the key to tailoring a message that will be effective; get attention, persuade and increase sales or/and awareness.

Communicate a story that connects to the audience emotionally

If your brand communication does not tell a story to your target audience, what is the point? Do you have any idea of how many brands out there are trying to reach out to the very same people you are trying to connect to? If your brand communication is mostly centred on the business, its origins and expertise, forget it, it won't work. Share stories that resonate with your target audience, form a relationship and be a solution to whatever problem they are facing.

From the graphics you use, language, tone of the video, music etc., they should all relate and excite the consumer.

Demonstrate to the consumer, not tell them

Why just explain how your product works when you can just show people using and benefiting from your product.

The mere fact that your organisation has chosen video to communicate a specific message simply suggests that your organisation wants to show their products and services capabilities. The video can include interviews of consumers who have and continue to use your products or services and how it has bettered their lives; show why your offering is different from your competitors but also show how reliable your brand is, consumers are all about trust.

Most corporate videos tell a story of what their brand is and what they hope to achieve! Really! NO! Consumers want proof that your solution works, if a consumer wants to know about your business they will simply visit your website. From point of contact a brand should represent solutions.

Let's face it, your brand does not belong to you, it belongs to the customer because they are the ones that interact with it on a daily basis. Brands must understand how consumers use their products and services and create messaging that is direct, simple and of impact to their lives.

It's not about your brand - It's about the consumer

Every contact point with the consumer should be about solving your consumer's problems or improving what your business offers. Have the consumer in mind every step of the way.

Brands should look through the customers' eyes, successful brands identify key principles according to what customers want and value. Whether you attract or retain customers is no longer about the tangibles it is about your brands offering, location, connection, experience, it's not really about you - company, it is about them - customers.

Show consumers that you are aware and understand that they are bombarded with information and that you really value their time, make paying attention to you be worth their while and genuinely deliver.

Your target audience should feel connected to your brand through the problems you solve for them at a cost; this is how a brand is able to establish value in the consumer's lives, and create brand loyalty.

Video offers an instinctual experience that appeals visually and verbally. This presents an opportunity for your

communication to have an impact. Respect your target audience, actively listen to them, don't treat them like business prospects, and treat them like human beings, because they are.

Share your brand values not what you do

Consumers are exposed to huge numbers of undifferentiated solutions on a daily basis, the consumer knows what they want, but who or which brand they choose to solve their problem presents an opportunity for organisations to connect with consumers, establish a strong and beneficial relationship for both parties.

A brand of today and tomorrow is what brands should represent. "Today, Tomorrow, Together" Absa got it right, the philosophy should not only be preached but practised at every contact point with the consumer.

ABOUT THABANG DESMOND MATHIANE

Thabang Desmond Mathiane is a public relations practitioner with a lot of experience in public relations and management skills; having worked for companies like Safer South Africa Foundation, and Tshwane Leadership Foundation. He is currently with Toro Global Consulting (Pty) Ltd and also does a lot of freelance work for Bathale

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