

Creativa



**ACHIEVING HIGHER ENGAGEMENT
WITH PERSONALISED VIDEOS**

Creativa

We are a creative content and technology studio,
bringing your brand and audience closer together
through video production.

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MAKE YOUR MARKETING MEANINGFUL

Today more than ever, your customers demand richer, more meaningful interactions with deeper personalisation. They want messages specifically crafted for them. Messages that not only incorporate their name, but goes beyond the obvious to include other highly targeted, meaningful personalised content that's only relevant to them.

In their study on Consumer Control and Customisation in Online Environments researchers at the University of Texas found that that we attribute our preference of personalised experiences to two key factors: control and information overload. The study found that audiences view personalised content as relevant and meaningful to them which makes them feel more in control. Secondly, customised content helps reduce the audience's perception of information overload. When presented with the exact information they need, it removes any feeling of being 'overloaded'. The results from this study identified that personalised video content cuts through all the noise and gets the intended audience's attention with increasing levels of engagement.

When you combine video and personalisation the results speak for themselves.

In just one campaign, Unisuper experienced the following results:

- The login to portal rates almost doubled when the email mentioned the personalised video statement.
- 18% uplift in funds received due to targeted CTA'S (Call-to-Action).
- More than 85% of members who pressed play watched their entire 90-120 second video.

90%

Video Completion Rate

6X

Higher Conversion

18%

Uplift in Sales

Personalised videos work really well. They restore the personal brand-consumer connection and break through the digital clutter. They engage the viewer from beginning to end and increase brand commitment.

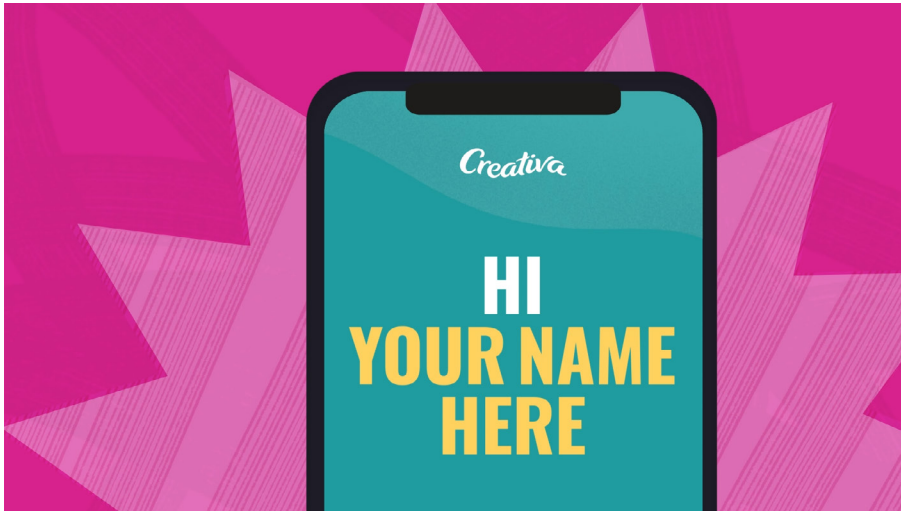
Personalisation is no longer a "nice to have", but an imperative for every organisation seeking higher engagement with their clients.

This booklet has been designed to help you gain a deeper understanding of personalised videos.

PACKING A PUNCH

Personalised video: Be one on one with everyone

Watch the video below to learn more about the power of personalised video.



Why viewers love personalised videos?

- Deeper engagement
- Personal relevancy
- Meaningful content
- Feel in control

Why organisations love personalised content?

- Tailored and segmented content
- Customer-centricity
- Amazing campaign results
- Behaviour data collection
- Ability to add in interactive content

"We worked with Creativa to produce easy to understand, clear and engaging videos for members. The team have been professional and extremely responsive to our needs and the end result has been a powerful communication, which has been appreciated by our members. The click throughs were higher for the emails with videos compared to the non-video emails, and there was up to an 18% lift in funds that came in after the campaign."

– Carolyn Cowley
UniSuper Management Pty Ltd
Senior Marketing and Communications

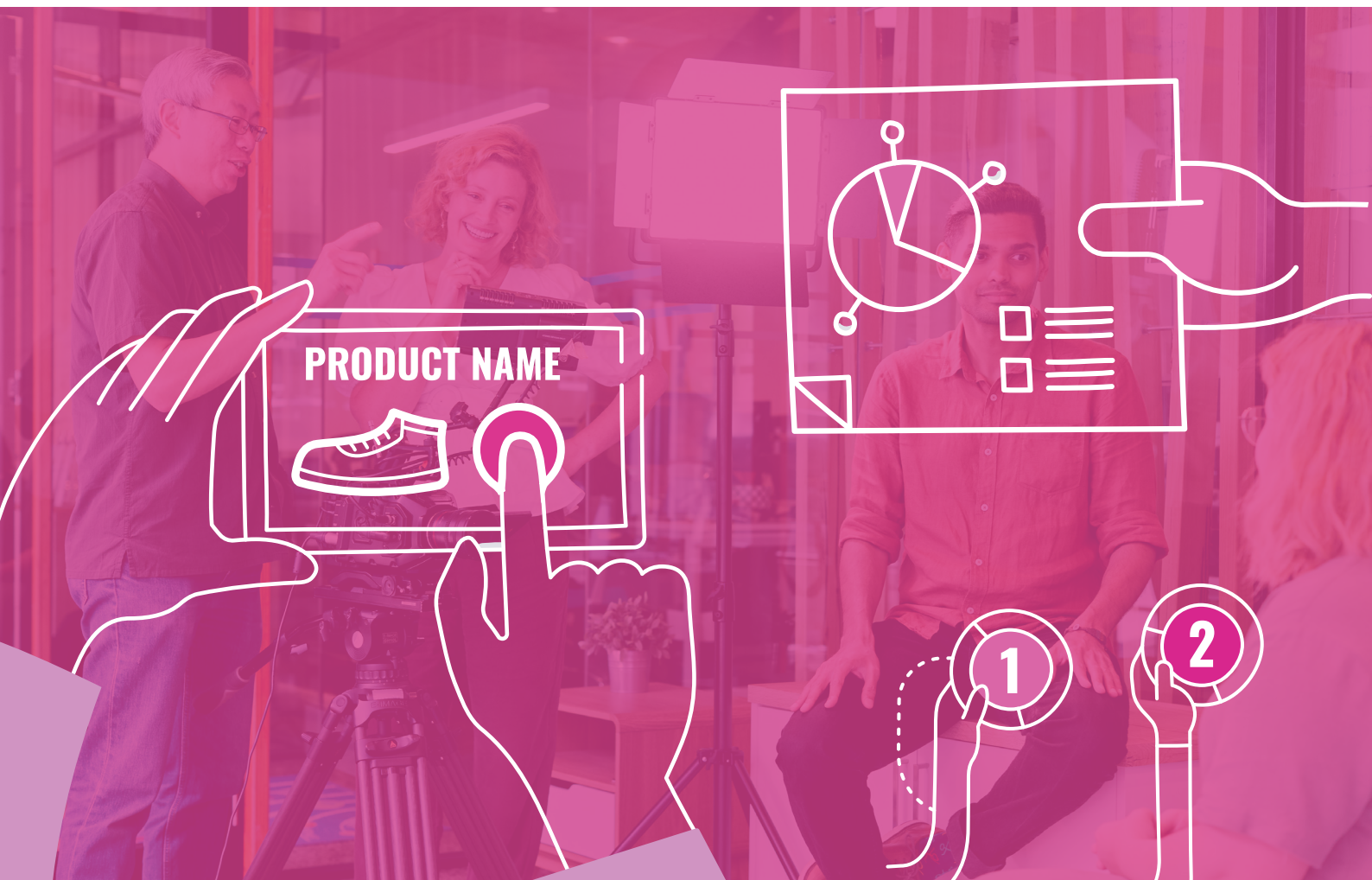
ONE-ON-ONE MARKETING WITH EVERYONE

Put crudely, personalised videos are like a 'mail-merge on steroids'. Using advanced technologies, we insert personalised content at different stages/segments of a video, making it totally unique and 100% relevant to the viewer.

It could be as simple as importing their name, company name or logo. Or you could increase the complexity through increased segmentation or larger sets of data, images, video, voice, music or graphs to feed into the video at the appropriate times.

Gone are the days where you have to sacrifice content in a marketing campaign. Personalised videos provide you with the opportunity to communicate to all customer segments in the same campaign. Thanks to the technology that sits behind personalised videos, organisations can now build customer journeys that speak directly to each customer persona.

When it comes to personalised & interactive videos, the opportunities for segmenting personalised, relevant content are unlimited.



MESSAGES ACROSS THE CUSTOMER JOURNEY



Welcome Videos



Personalised Statements



Quotes



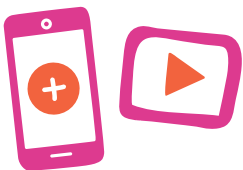
Product Disclosure Statements



On-boarding Interactive Videos



Membership Renewals



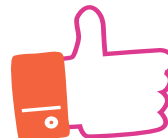
Campaigns



Induction Courses



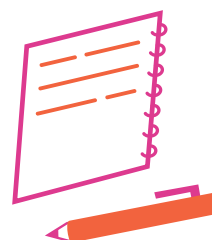
Special Offers



Greeting Cards



Gamified Journeys

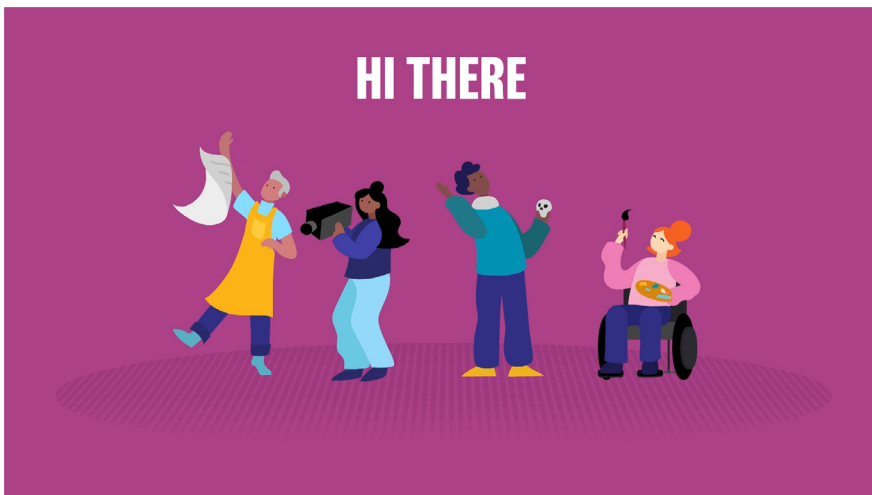


Interactive Training

PERSONALISED VIDEO IN ACTION



CBUS
Annual Statement



Media Super
Annual Statement



ANZSS
ANZ Employee Welcome

PERSONALISED VIDEO IN ACTION



Uni of Canberra
End of Year Applications



Western Bulldogs
Join the Club



Ali McGregor
Choose your own Vareity

HOW IT WORKS

Whilst launching a personalised, or interactive, video campaign appears complicated, you'll be glad to hear that it's pretty straightforward! Let's look at the video production process.

The video production process

We'll begin with a clarity session, a meeting with key team members and project stakeholders to ensure we have a deep understanding of your video's brief, content and creative execution. We'll also work with you to identify key variables or interactive elements to bring your video to life, as well the technical decisions that have to be made related to content delivery. Once we're aligned on vision and strategy, pre-production can commence.

Pre-production involves concept development, scriptwriting, art and design. If your project is an animation or contains animation elements, we will develop style frames, illustrated sample scenes to indicate how the final product will look. If your project contains live action video, pre-production is when we'll do casting, location scouting, or anything else required in the lead up to the shoot date. You may also receive storyboards to review.

Production, the next stage, may involve animation, live action film production or voice and sound recording.

When production is complete, we enter post production, editing, any additional design and the combination of video, sound effects and music. We will also test and perform quality assurance on the interactive or personalised elements to make sure they're working smoothly before delivery.

You'll get access to the Spark platform, our custom built video-hosting platform, to upload information, view analytics and track your video's progress.



TWO POSSIBLE APPROACHES

There are two ways to segment a personalised video. The first approach is to use the existing customer content (data, images and graphs) and pull this into a video prior to sending out to the customer. The second approach is to access data in real time, letting viewers choose their own journey. This can be from an online form, social media, cookies or other sources, in order to obtain data that can then be used to create a highly relevant and engaging video in that precise moment.

PRE-RENDER

When personalised data is received prior to a campaign (CSV file) and all videos are created in one batch before sending.

Pre-Render works best when:

- Lots of personalised fields required.
- Every video needs to be available for a long period of time.
- Compliance requires to check them before sending.
- The data is static.
- High volume, one off campaigns.

REAL-TIME RENDER

When personalised data is received in the moment and the video is rendered instantly.

Real Time-Render works best when:

- Video needs to be created ad-hoc, like *"thank you for contacting us"*.
- Ongoing campaigns.
- Data changes regularly.
- When data doesn't pre-exist and needs to be acquired in real-time, i.e. targeting an unknown audience.







WHAT CAN BE PERSONALISED?

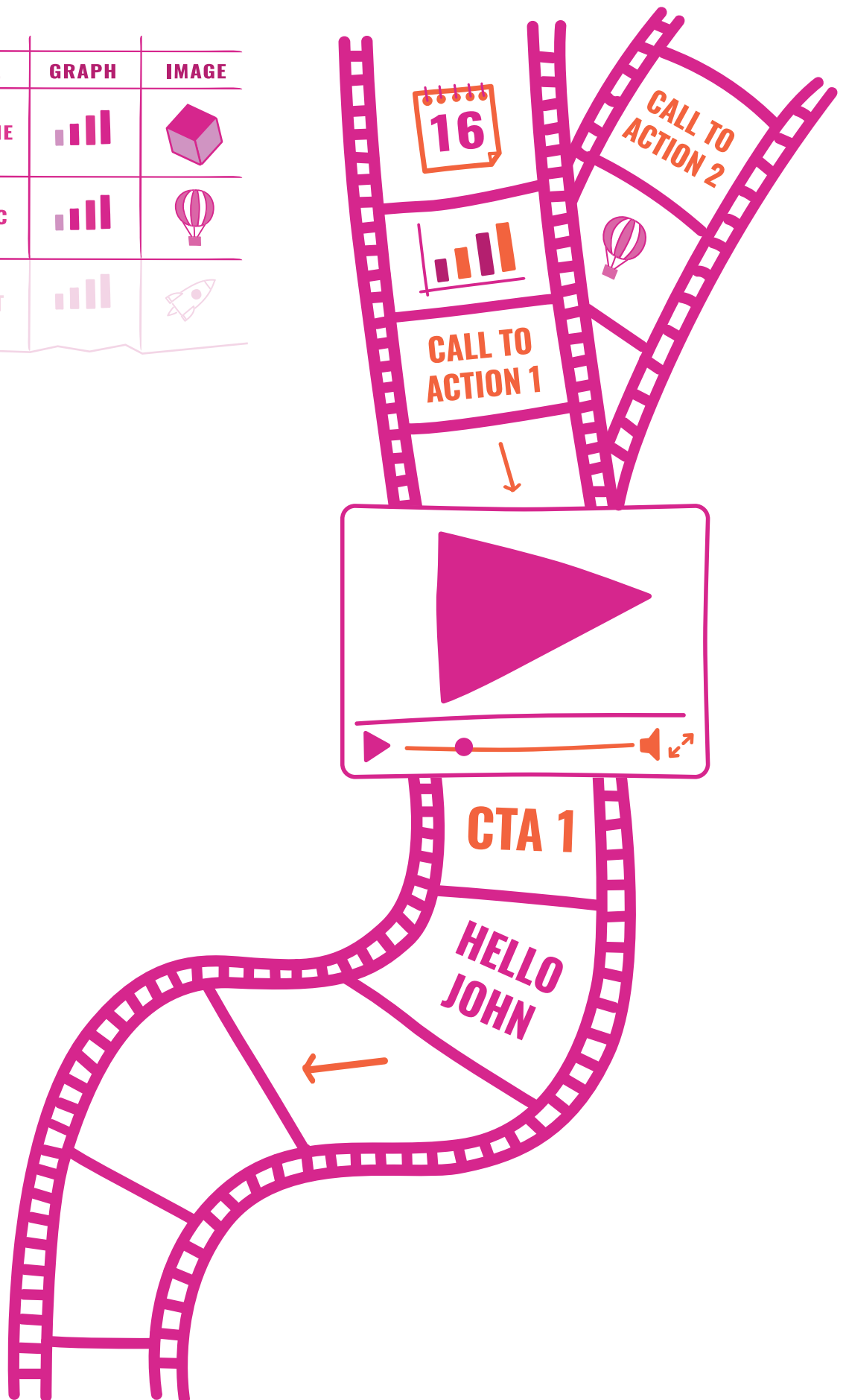
- TEXT
- VOICE/AUDIO
- CALL TO ACTIONS

- VIDEOS
- BACKGROUNDS
- IMAGE

- SEGMENTS
- GRAPHS
- COLOURS
- THUMBNAILED



NAME	DATE	GRAPH	IMAGE
JOHN	16 JUNE		
KATE	19 DEC		
JANE	9 OCT		



Q&A TIME

Is there a limit to how much it can be personalised?	As much or as little as you like.
Does it work on mobile?	YES! Our videos are MP4 file format and work perfectly when viewed on mobile phones and tablets.
Is it easy to measure success?	We provide you with a dashboard on our Spark platform to measure all key metrics and download raw data.
Can viewers click on the call-to-action?	Yes, our player is interactive and can be configured with clickable actions. These are also tracked and recorded in a report.
Is it secure?	Yes, we follow all security best practices, including storing everything in Australia using AWS. Access to videos is encrypted, filenames randomised and no persistent data is stored on our database. We are also ISO27001 certified, which means your data is safe and secure at all times. Contact us to discuss your data security questions.
Does it cost much?	Costs vary but there are three elements that affect the pricing: 1. The cost to produce the video 2. The platform set-up costs and 3. Ongoing hosting costs. Generally speaking, the highest cost component is the video creation, however you are welcome to BYO videos.
Measuring your success	Once your personalised or interactive campaign has been sent, or goes live, our Spark platform is able to provide you with both individual and campaign statistics. Better still, you can export every single video view to track each viewer's interaction throughout the video and integrate it with your existing systems to better understand customer behaviour.

LET'S GET PERSONAL

Creativa is Australia's leading personalised and interactive video provider. The technology was built in-house and is constantly being updated and refined.

Creativa is unique in the video production industry. Not only we are one of the most awarded studios, we also boast a strong team of full-time industry professionals who are always ahead of the game, delivering a customer experience that is second to none.

Surrounded by an inspiring environment including the cutting edge in-house studio, with every piece of the most up-to-date equipment, the team ensures all productions consistently meet or exceed client expectations.

Our purpose is 'to drive positive and meaningful change in the lives of our audiences' and at the heart of everything we do is an unrelenting commitment to our purpose and our clients.



FIND OUT HOW PERSONALISED AND INTERACTIVE VIDEO CAN TRANSFORM YOUR MARKETING MESSAGING.

Book a 15 minute strategy call with our Creative Strategist.



Make your marketing personal with CreaTiva

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