

# Button Press Spring 2021



Useful content for the video  
marketing community

# Welcome to Button Press

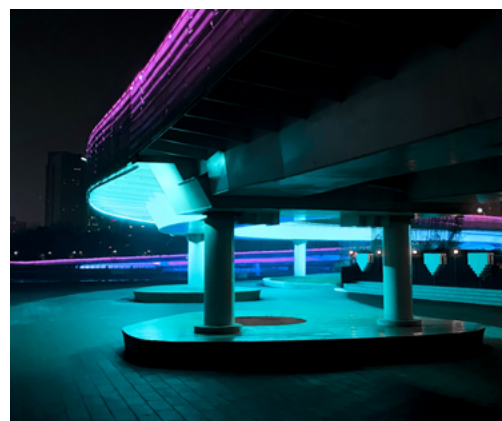


**MARK BURGESS**  
Founder

**Welcome to the launch edition of Button Press, our content round-up for marketers who already work with video, or are interested in exploring its potential. The aim is to draw together some of our best content each quarter into a handy single document; we'll be covering some of our key blogs and thought pieces, highlights and useful opinion polls from our successful webinar programme, and also expert comment and best practice from industry professionals who have taken part in our growing On The Button podcast.**

This issue's podcast links feature two of our recent clients. Nick Hughes from property company SEGRO talks about the challenges of marketing a company that essentially provides "four walls and a roof". For payment solutions company Marqeta, Mark Cousins discusses how video can help tell a story for a brand, with "more emotion tied to it." Both interviews provide an interesting insight into the careers and marketing philosophies of these two industry experts, and their passion for creative video as part of the marketing mix.

Our popular series of video success webinars also feature, with links to two recent events: *Measuring Video Success*, and *Best Practice for Video in Financial*



*Services.* These webinars are still available on-demand and can be accessed from the links provided.

Finally, we've included two useful blogs, one of which points the way to a brighter future for us all – the opportunity for life to return to some normality! For many of us this will mean a return to regular filming days, so the blog covers some of the key Covid prevention measures that will be in place for the foreseeable future.

We hope you find the information in Button Press useful; if you have any feedback on how we might improve future issues, please contact [mark.burgess@bigbutton.tv](mailto:mark.burgess@bigbutton.tv)

Big Button is a Televisual Top 50 Strategic Video Agency, based in London and Birmingham. We specialise in producing video for business across three key verticals: Technology, Engineering and Rail, and Financial and Professional Services.

Our work is thoughtful, creative, and award-winning; we focus on delivering clearly defined, measurable results which support your business objectives.



PODCAST EPISODE #1

# Mark Cousins

## Marqeta

The first episode in our new podcast series features Mark Cousins, from Marqeta. The company is successful globally, and Mark has used video to develop brand awareness across Europe.

In this informal discussion, Mark offers his insight on a range of issues around video, and marketing more widely. This includes the challenge of preserving brand continuity across different regions, creating useful content for audiences with differing needs, and repurposing content to maximise investment and extend campaign longevity.

**“It’s about how you can get your proposition across in the most effective manner possible, how you can get your message across with impact; for me video is the easiest way to do that. The second thing is how you can work with your customers to help tell your story, that’s also where video is so effective... it’s just much more powerful and so much richer, there is more emotion tied to it.”**



CLICK HERE TO LISTEN TO  
THE PODCAST ON YOUR  
PREFERRED AUDIO PLATFORM:



**“Once you start on the video journey and see the richness of the video content you almost wish everything could be in video format. But you’re not always going to have the budget to do it, so it’s planning ahead to use video in a structured way, but video is always core and threaded in the channel.”**



**WE SPOKE TO:**  
**MARK COUSINS**  
Head of Marketing,  
Europe, Marqeta



## WEBINAR 1

# Measuring Video Success

**Do you invest in video but are not sure how to measure your results? If so, this is the webinar for you; we focus on the importance of measuring video success, and how to do it.**

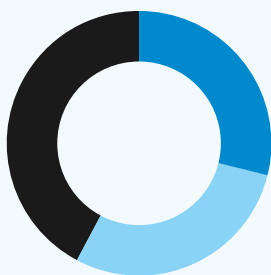
Many marketers and commissioners of video have little idea if the money they are spending on video is providing a good return on investment. A recent Big Button poll showed that organisations are measuring the effectiveness of their video inconsistently, and often in misleading ways, while a worrying 11% of companies invest in video and then make no measurement at all.

In this webinar we explore how to gather and interpret the most useful metrics to help you manage the success of your video strategy. With detailed case studies providing context and evidence, we discuss how to use results to create better video and prove ROI.



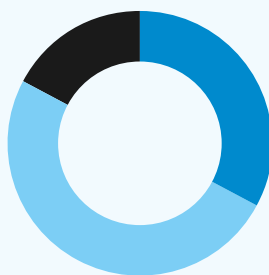
**CLICK HERE  
TO VIEW THE  
WEBINAR**

## LIVE POLLS



**Do you measure the effectiveness of your video content?**

- Yes – 29%
- No – 29%
- Sometimes – 42%



**What would you like to achieve with video?**

- Brand Awareness – 33%
- Enquiries/Sales – 50%
- Other – 17%

## Q&A

This was a lively and popular session, with attendees from tech companies, finance, the rail and automotive sector, and the travel industry. It was apparent that many people struggle with effective measurement, and how to translate that into further activity.



**What tools can I use to measure video effectiveness?**



**How do I know what a success looks like? What sort of viewing figures are considered 'good'?**



**How can I be sure the views I get are from the right people?**



**What is the best way to evaluate customer engagement from a video? Is it possible to track a customer from watching a video through to making a purchase?**

## BLOG

# Safe Location Filming After Lockdown

For most of the lockdown period, government guidance has permitted location filming as long as strict guidelines are observed; at Big Button we've certainly embraced the new world of film making over Zoom, but we've also been fortunate enough to get some location hours in as well – including filming a COVID test centre in operation.

As always, the health and safety of our crew and contributors have been the absolute priority, and this has meant adding many of the new COVID measures to our procedures and risk assessment.

As we start to move out of lockdown though, it will be everybody's responsibility to remain cautious, and many of the things we have learnt will still apply. Here's how we'll be working for the foreseeable future:

- Our crews will all complete COVID training before they arrive on location.
- We are able to offer Lateral Flow Tests (LFTs) to cast, crew and client on the morning of a shoot. The results take 15 minutes, so attendee arrival times are staggered. By creating a red and green zone at the filming location, we can ensure that those that haven't been tested don't enter the filming area.
- Of course, the tests aren't 100% accurate, so we adopt a number of additional safety measures. Our regime includes temperature checks, masks, face shields, equipment/surface cleaning and social distancing.
- Naturally, every location will present its own challenges and rules. As always, a thorough risk assessment will be carried out before the shoot, with COVID considerations now a key component of our health and safety approach.



**SAM LEWIS**  
Production  
Director

**“If you're concerned about the experience for your contributors, it's worth pointing out that we make every effort to keep the process as quick and easy as possible.”**

If you're concerned about the experience for your contributors, it's worth pointing out that we make every effort to keep the process as quick and easy as possible. The feedback we've had from the many senior people we've had on location with us has been very positive indeed; they've told us that the process was very well organised, and most importantly, that they felt safe.

If you've been keen to start a video project but are concerned about location filming, please do get in touch; we'd be delighted to discuss our processes with you in more detail so that you can approach location filming with absolute confidence.



## WEBINAR 2

# Best Practice for Video in Financial Services

Clearly the pandemic has changed the way we all work and communicate; in this webinar we talk through the current situation with video in the sector, discuss what some are doing wrong, and give examples of best practice for UK and global financial services organisations.

In the session, Simon is joined by Jeremy Stinton, Head of UK for video platform TwentyThree, who talks about distributing content and measuring its effectiveness. Attendees included marketers from global asset managers, banks, and insurance companies.

The webinar covers a range of useful topics including brand continuity, the global management of content for larger organisations, distribution and measurement, and the latest techniques and technology to really engage audiences.



[CLICK HERE TO VIEW THE WEBINAR](#)

## Q&A

Questions from attendees were around capturing data, new creative approaches, creating captions, and how to convince stakeholders to be more adventurous.



We've been trying to move away from 'talking heads', but now have someone on board who likes them. What can we sell to them as an alternative? Any new trends?



What's the easiest way to create open captions?

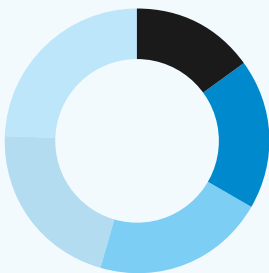


How do you convince stakeholders to take a new approach with video?



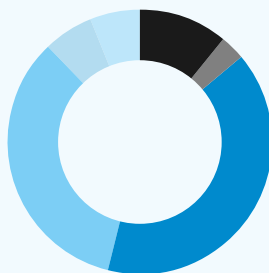
What types of video work best for financial services marketing?

## LIVE POLLS



**Where do you think your video content is weak?**

- Creativity – 15%
- Measurement – 18%
- Emotive content – 21%
- Focus on objectives – 21%
- Call to action – 24%



**What is the most important video measurement for you?**

- Don't measure anything – 11%
- Impressions – 3%
- Views – 40%
- Engagement – 34%
- Click-throughs – 6%
- Something else – 6%

PODCAST EPISODE #2

# Nick Hughes

## SEGRO



We've had quite some success with our projects for SEGRO, having won several awards for the suite of videos created for their centenary campaign. In this podcast episode, Simon is joined by the company's Marketing and Communications Director, Nick Hughes.

Nick speaks candidly about the challenges in marketing a company like SEGRO; he talks about influencing customers before they make a decision, his award-winning film 'Contraption', and finding partners that understand the strategic drivers behind "what needs to be done."

**"The challenge for us is to try and unlock the positive feelings towards SEGRO so that when it comes to the cognitive process of making a purchase decision, we have managed to influence our market prior to that point. We have used video more and more over the last few years; it's a fabulous channel to engage people almost on a non-conscious basis. In the last 5 years we have amplified our use of videos and we find it incredibly effective."**

# SEGRO

CLICK HERE TO LISTEN TO  
THE PODCAST ON YOUR  
PREFERRED AUDIO PLATFORM:



**"When it comes to choosing an agency, for us one of the biggest drivers is people who understand our business and have the ability to understand the strategic drivers behind what we're trying to do. I want to make sure that in every relationship I have with key partner suppliers there is transparency, there is honesty and openness. It's about teamship, working together and collaborating on something, then respecting everyone in that process."**



**WE SPOKE TO:**

**NICK HUGHES**

Marketing and  
Communications  
Director, SEGRO

# The Changing Face Of Video; Trends For 2021

**At Big Button we've been extremely busy over the last 12 months, something for which we're very grateful under these difficult circumstances.**

It's meant that the 'new normal' (Covid cliché alert!) has become just that – and very quickly. Clients in all of our key verticals settled rapidly into the various new ways of working, and for those with whom we work regularly it's been full steam ahead. Customer advocacy is incredibly important to us at Big Button; everything we do is driven by our clients' needs, so as we changed our approach through 2020, it was always determined by the expected impact on our clients and their projects.

So, what are these new ways of working, and how have they affected the content we've been making? Some of the changes are obvious, and happened very suddenly. We are filming on location far less than before March 2020, and, of course, our meetings are exclusively online now. Other changes have evolved over time.

One of the biggest shifts has been the centralisation of production, and the easy availability of global contributors. Although we have always worked worldwide, our interaction with other territories has significantly increased over the last 12 months, with the use of Zoom and some other clever(er) platforms for recording good quality interviews remotely.

Clients are now able to pick the agency they prefer working with, no matter where they are in the world, and can use them for all their production work without any of the previous geographical constraints. At the same time, they can now call on contributors from anywhere in the world, without having to find local crews or fly people around. In theory, this means stakeholders can choose the best agencies (ahem) and the best contributors for every project.

We've always used a certain amount of library footage or 'stock video' in our films, and that has significantly increased during lockdown. If you know where to look there is some stunning footage available, and much of it meets highly specific needs. Of course, because of the increased reliance on this



**SIMON CROFTS**  
Client Services  
Director

type of content across our industry in the last year, we've had to work that bit harder to keep things looking fresh and original.

User generated content has really come into its own while we've all been stuck at home; it always conjures up certain images of wobbly shots and poor sound... which in many cases is exactly what you get! With careful coaching and a tiny amount of technical advice though, you can get some great content. Shoot-in-a-Box (SiaB) is another response to the new limitations, and takes the UGC idea a stage further.

By sending the client a kit containing easy-to-use semi-pro equipment (camera, microphone), with some clear step-by-step instructions (and online coaching) means much better looking/sounding footage that really raises the quality of a production and engages an audience much more effectively (poor quality video is a distraction, and detracts from the message).

Although sending a professional crew will almost always provide better results both technically and creatively, the pandemic has forced these new ways of producing content. As I predicted in a previous blog in 2020, many of these changes will remain long after the pandemic has ended. The world of video will never be quite the same again, and we must all continue to embrace these new developments.



# Strategic Video Agency

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## **London**

Level 6  
125 Old Broad Street  
London  
EC2N 1AR

## **Birmingham**

Studios 9-11  
50-54 St Paul's Square  
Jewellery Quarter  
B3 1QS

[www.bigbutton.tv](http://www.bigbutton.tv)

0121 309 0340

[enquiry@bigbutton.tv](mailto:enquiry@bigbutton.tv)

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