

Social Media & Video, a love story

By Pablo Stevenson, CEO
@ressac

Tuesday, Oct. 29, 2019

- AAPA Communications and Marketing Seminar
- Montreal, QC, Canada



Presenter

Pablo Stevenson - Presenter

CEO

ressac

Montreal, QC, Canada





Are we creative enough ?

We are.

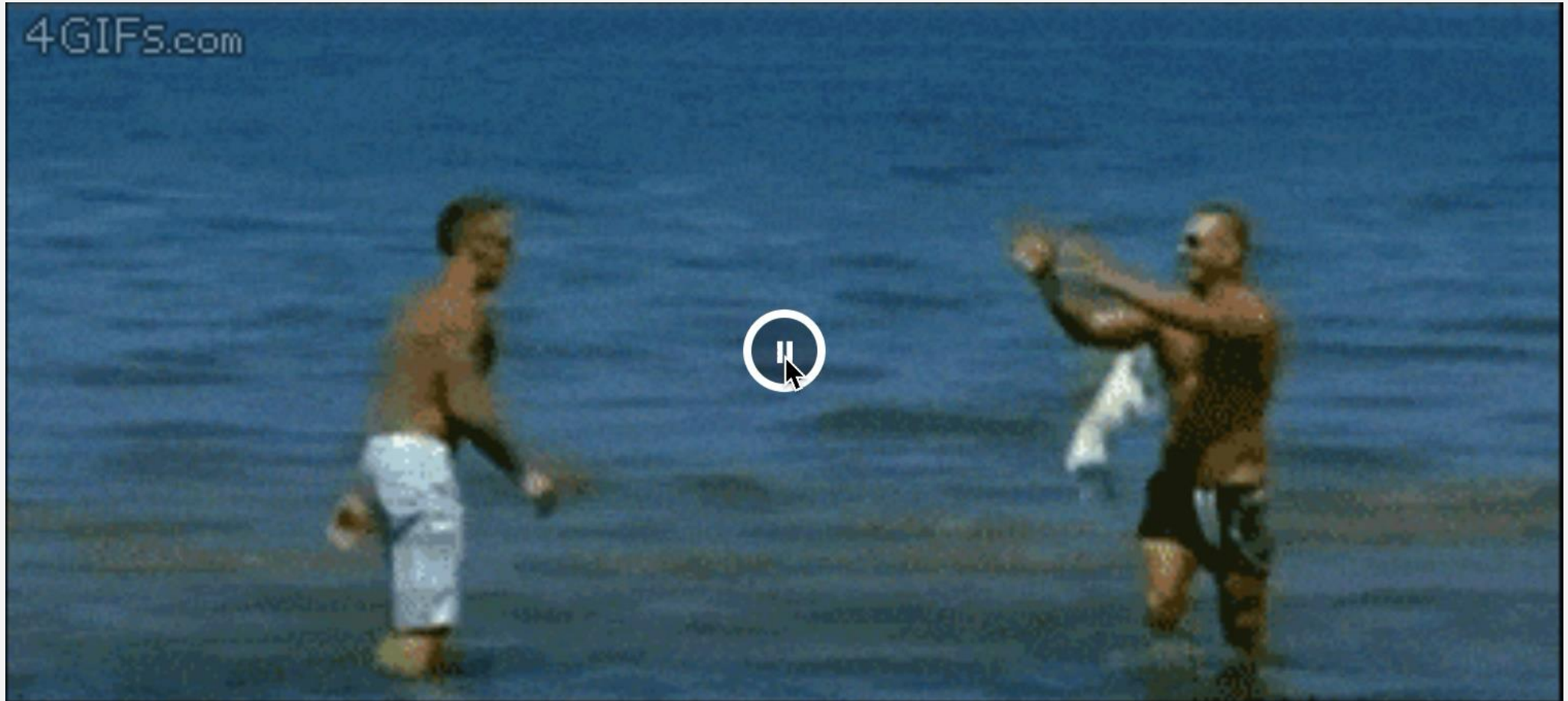
Meme culture

**WHAT IF CATS HAVE
THEIR OWN INTERNET**

**AND IT'S FULL OF
PICTURES OF US**



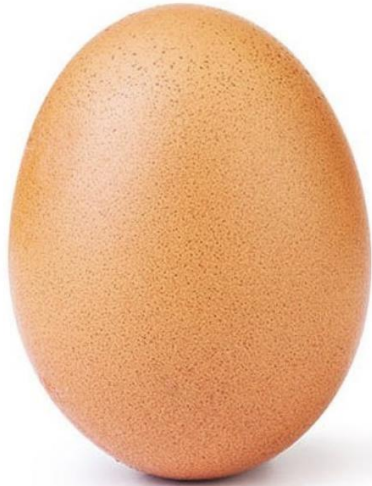
4GIFs.com





world_record_egg
7.7 m abonnés

Voir le profil



[Afficher le profil sur Instagram](#)



53,878,139 mentions J'aime
world_record_egg

Let's set a world record together and get the most liked post on Instagram.
Beating the current world record held by Kylie Jenner (18 million)! We got this 🥚

#LikeTheEgg #EggSoldiers #EggGang

afficher les 3,240,495 commentaires

Ajouter un commentaire...



53,878,139 mentions J'aime
world_record_egg

Let's set a world record together and get the most liked post on Instagram.
Beating the current world record held by Kylie Jenner (18 million)! We got this 🥚

#LikeTheEgg #EggSoldiers #EggGang

afficher les 3,240,495 commentaires

Ajouter un commentaire...



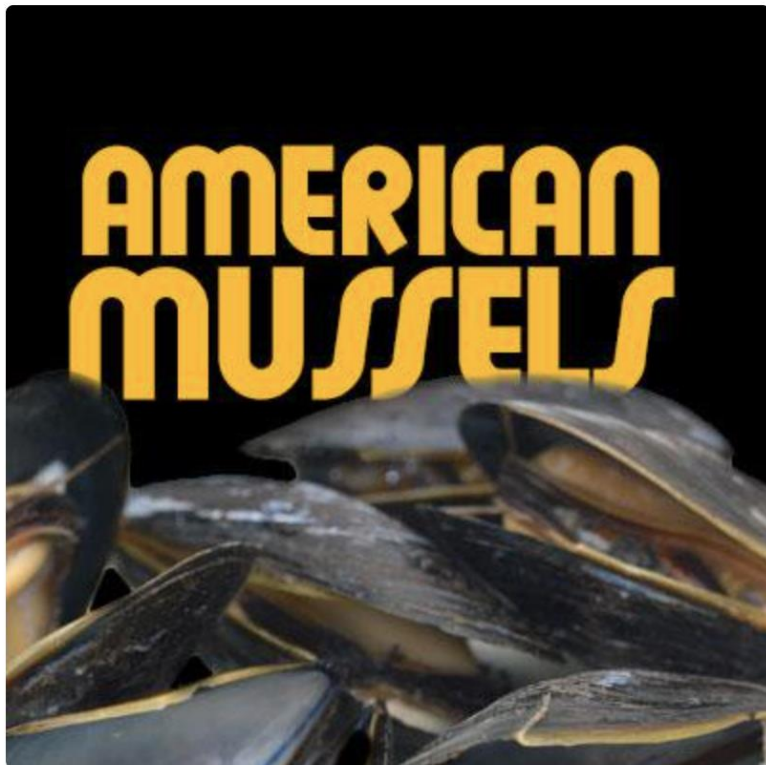




Seamless ✓
@Seamless



American Mussels: Distributed by Columbi-valve Pictures.
[#OscarNomNoms](#)



♡ 5 11:32 AM - Jan 16, 2014



💬 15 people are talking about this



Seamless ✓
@Seamless



The Wolf of Waffle Street [#OscarNomNoms](#)



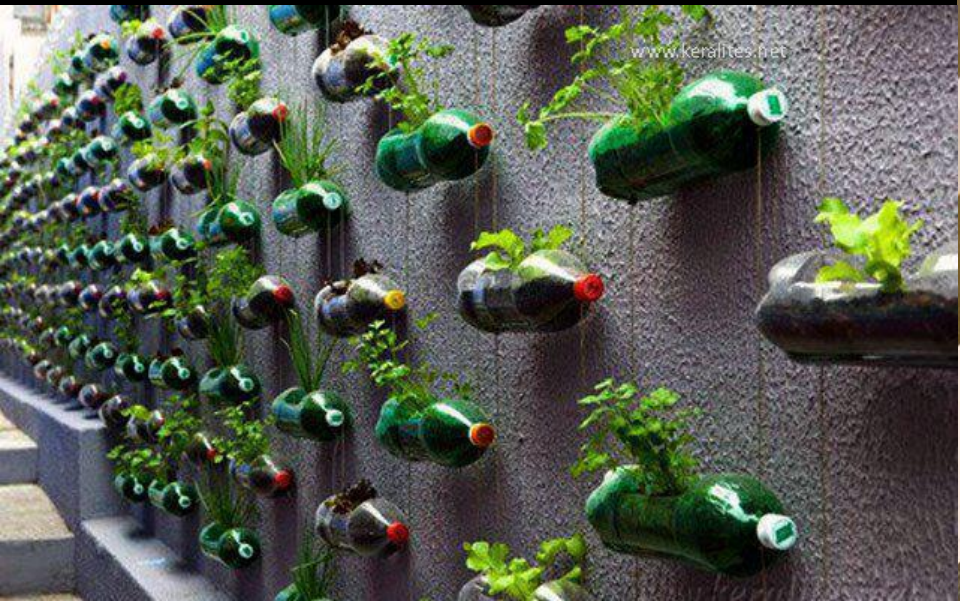
♡ 1,248 9:49 AM - Jan 16, 2014



💬 806 people are talking about this







Constraint

Draw an alarm clock.
30 seconds.



Draw an alarm clock part 2.

Constraint : Design for a person who is blind and deaf.





Maersk



Pablo

Home

Create



Maersk ✓

@Maersk

Home

Photos

Videos

Posts

Events

About

Community

Create a Page



Watch Video

Send Message



Write a post...



Photo/Video



Tag Friends



Check in



Photos



Community

See All

Invite your friends to like this Page

3,078,763 people like this

3,065,866 people follow this

Boris Ung and 2 other friends like this or have checked in



10,047 check-ins

About

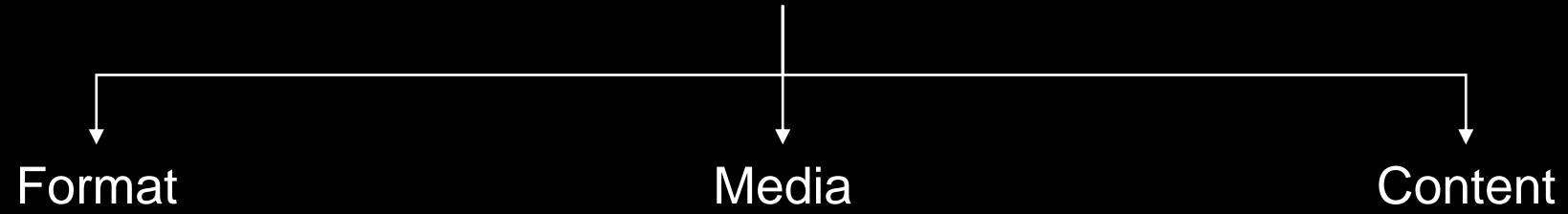
See All

+45 33 63 33 63

Typically replies within a day
Send Message


maersk.com

Story




It's not about video, it's
about movement.

News Feed




 **Warner Bros. UK**
Yesterday at 15:00 · ⚙️


Book tickets at <http://po.st/FocusTixFB>



© 2015 Warner Bros. Ent. #focus


1K Likes 46 Comments 73.2K Views

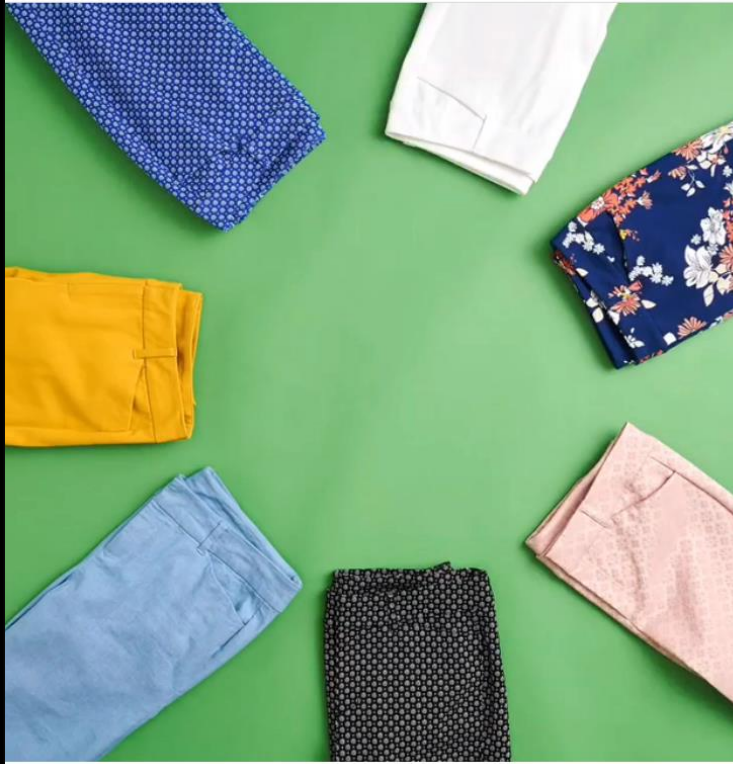
 Like  Comment  Share





 **Avengers**

9:41 AM 100%

< Video ↺

 oldnavy ⋮



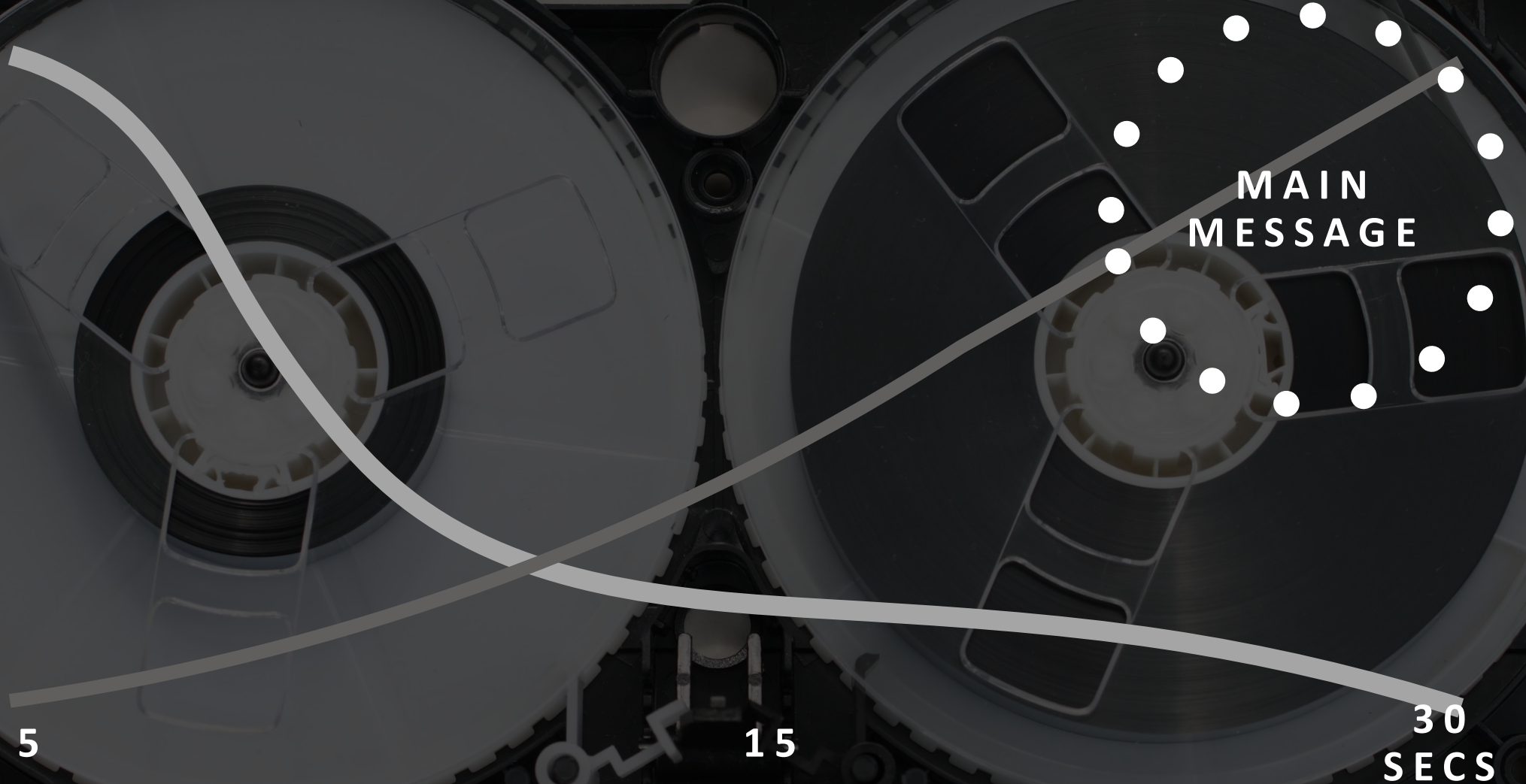
34,656 views

oldnavy ok so you lost an hour this am 🕒 but it's always pixie o'clock amirite ladies 💋

... up to 40% OFF all pants, jeans & tops



MOBILE CONTENT CONSUMPTION IS CHANGING STORYTELLING NARRATIVE STRUCTURES



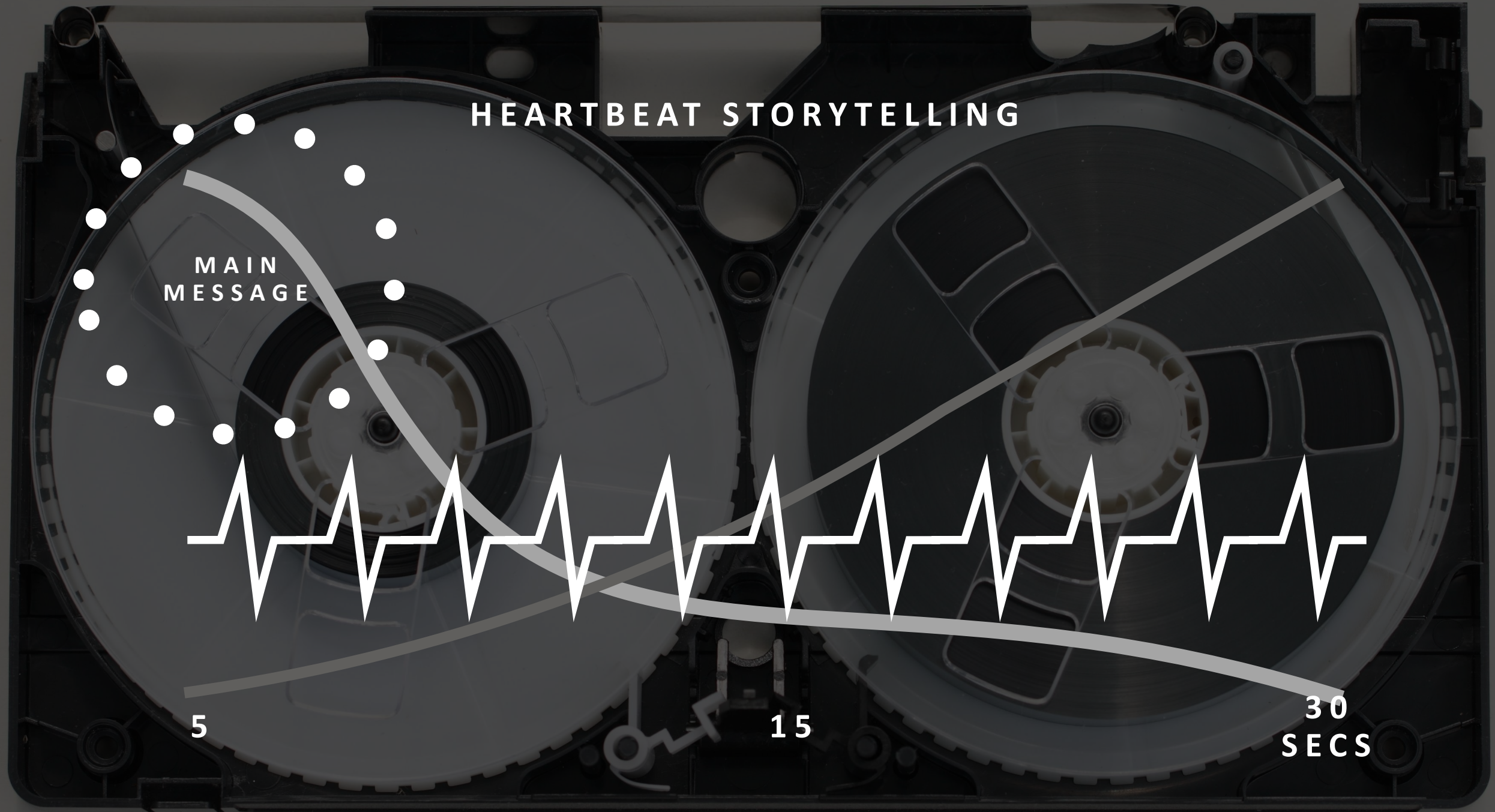
HEARTBEAT STORYTELLING

MAIN
MESSAGE

5

15

30
SECS





[Redacted text]

[Redacted text]



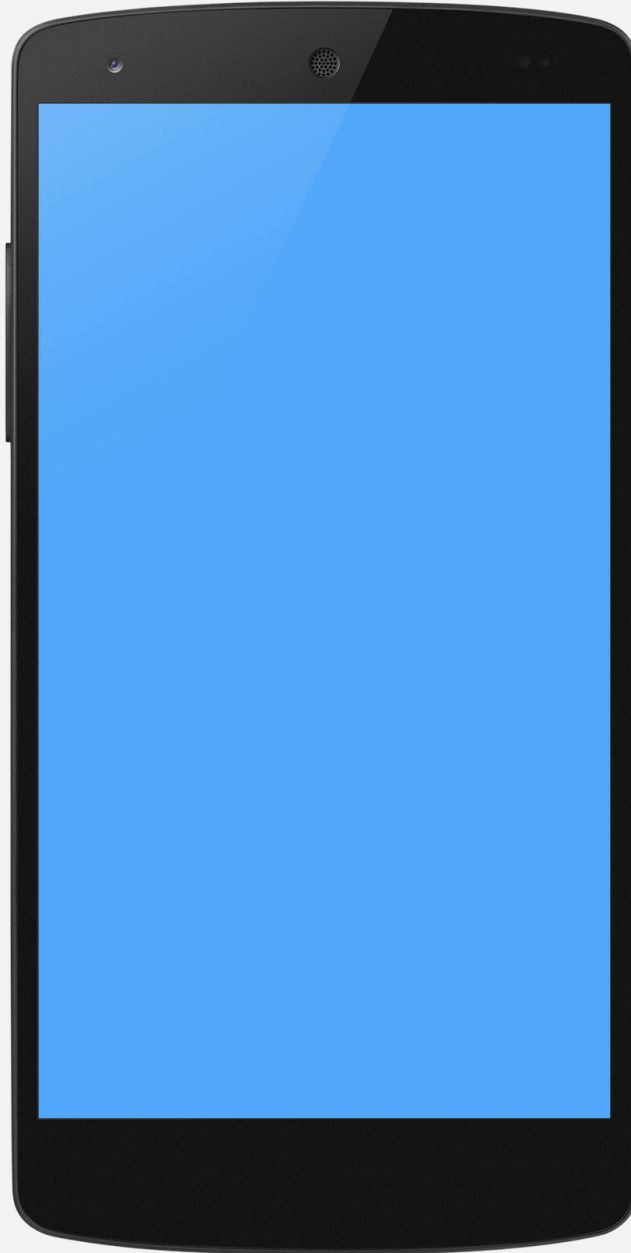
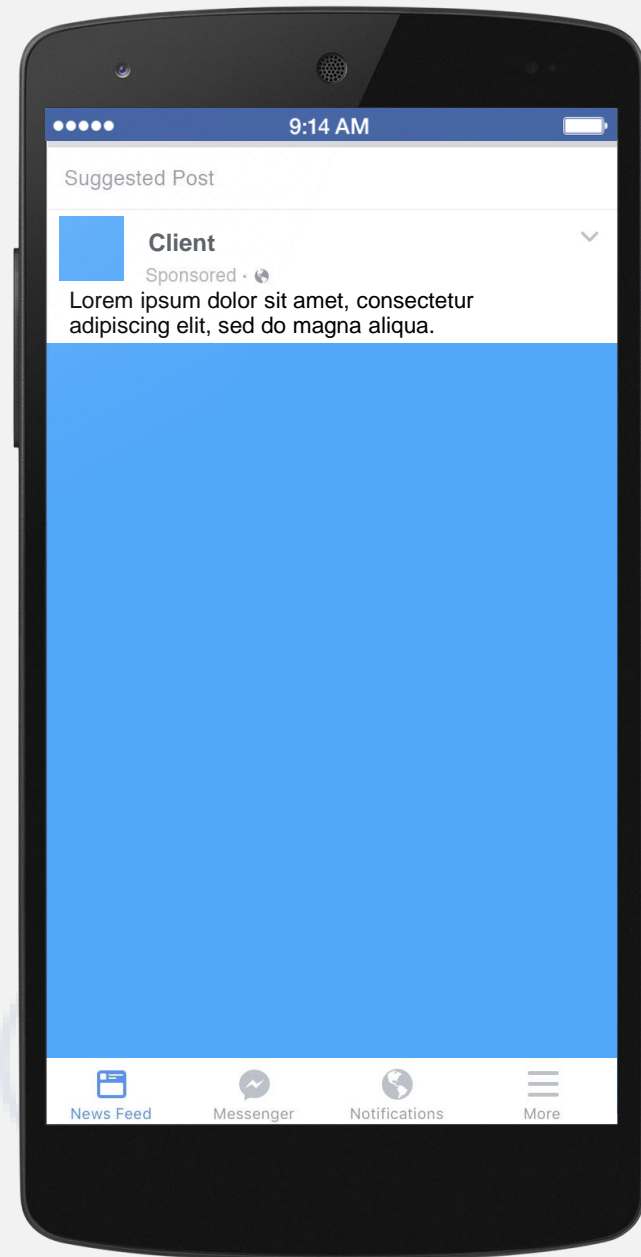
Vertical video

FROM
16:9

TO=
1:1

TO
2:3

TO
9:16



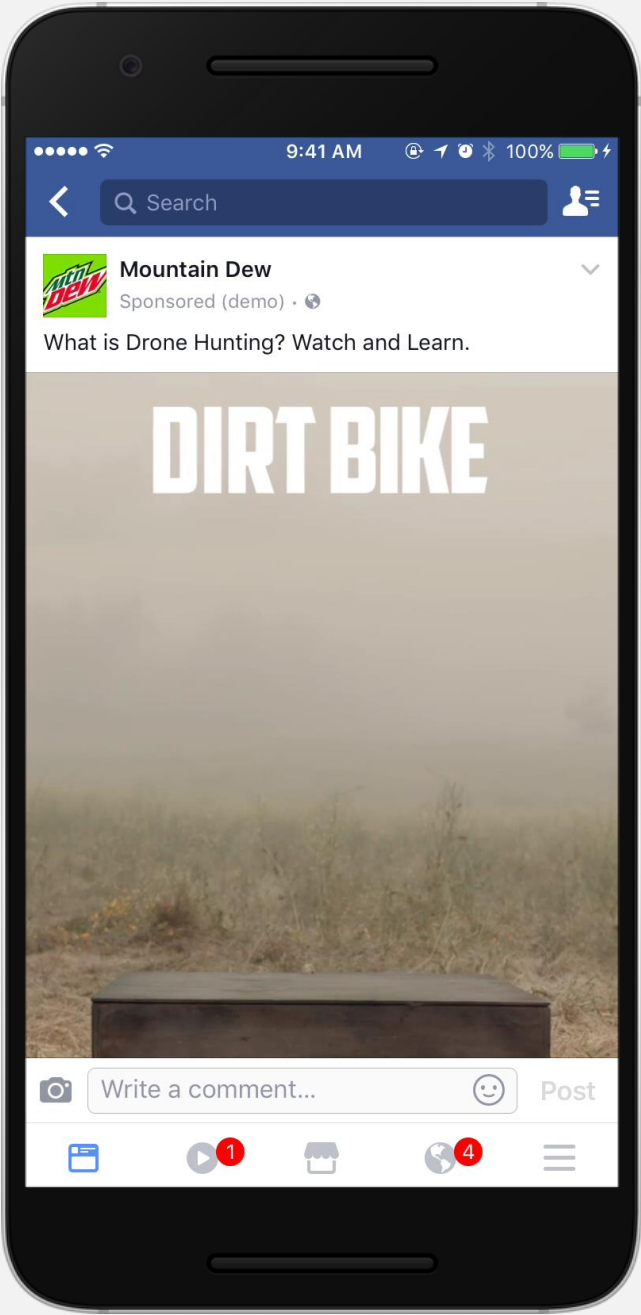
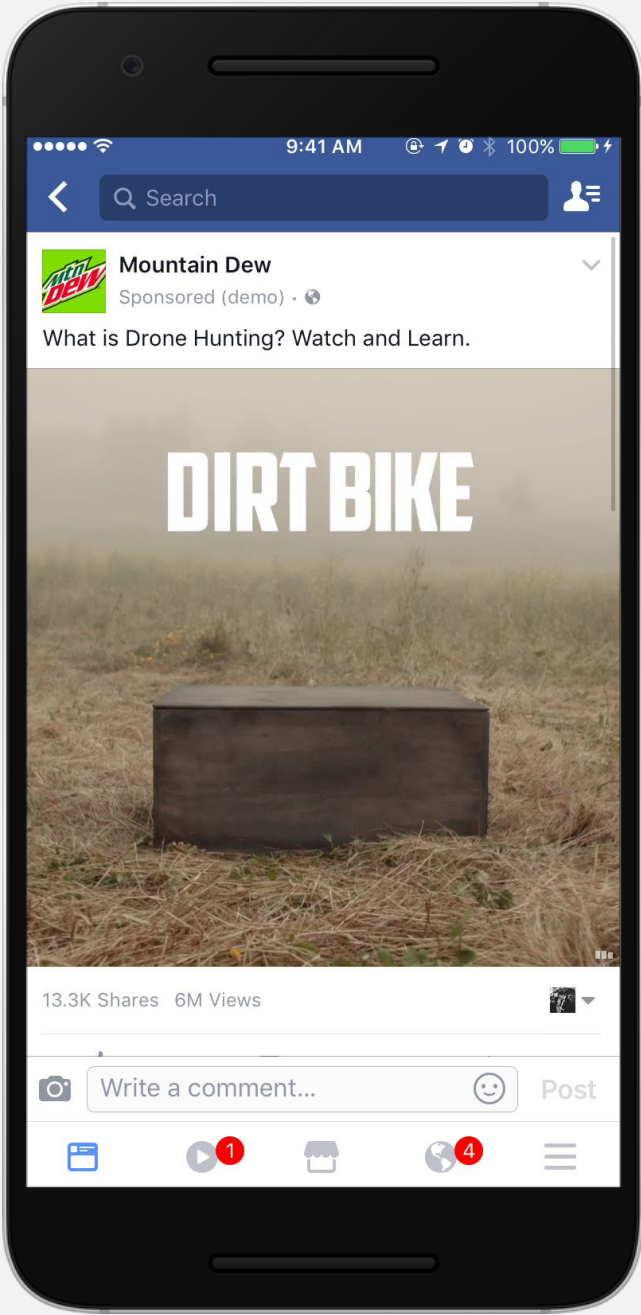
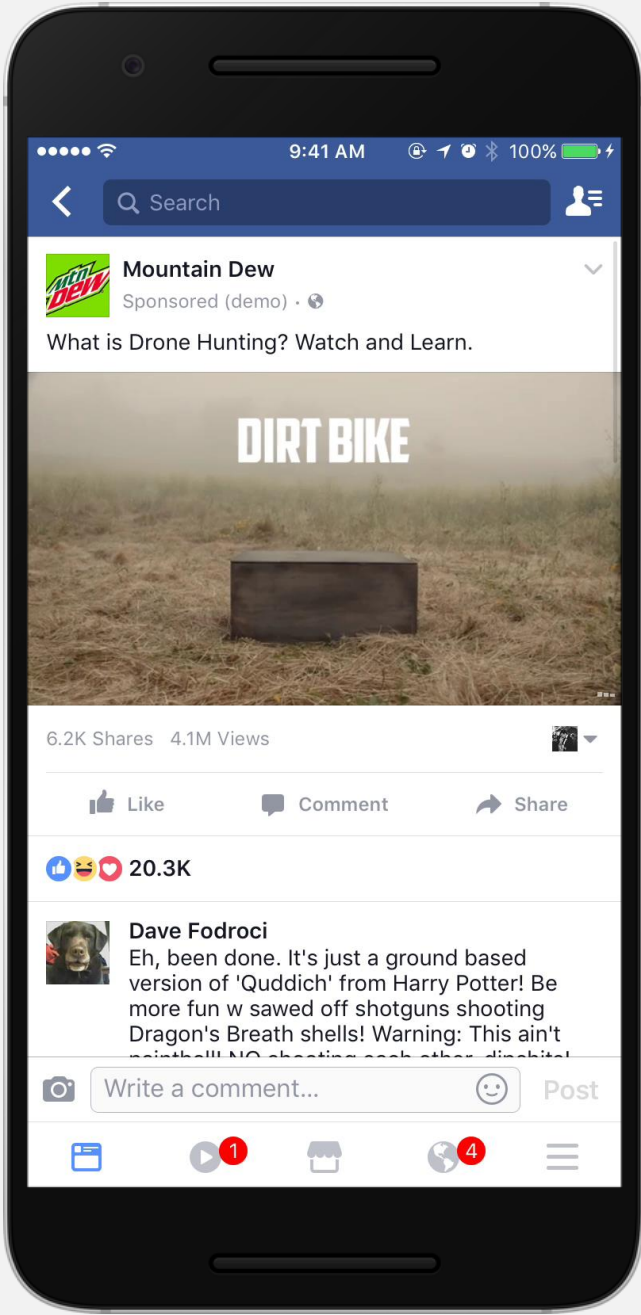
Vertical video

FROM
16:9

TO=
1:1

TO
2:3

TO
9:16



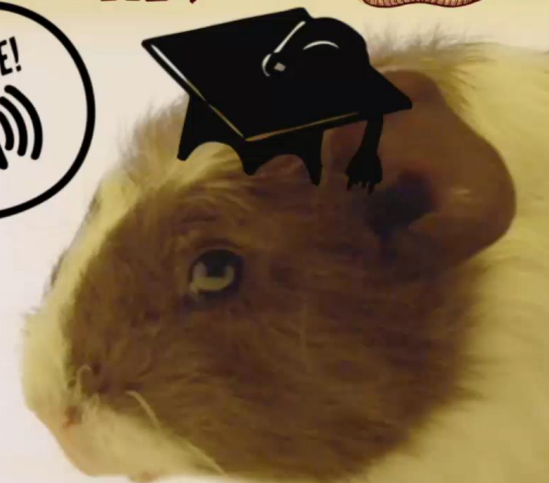
Vertical
video

AYGO CAN
HELP YOU WIN
TICKETS TO A
MEGA CONCERT
IN LOS ANGELES
+ A PAIR OF YEEZY BOOSTS

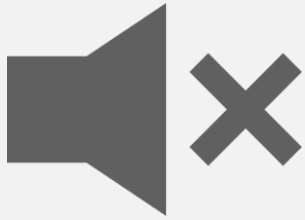


TUTORIAL #6 AUX KING

AYGO CAN
HELP YOU WIN
TICKETS TO A
MEGA CONCERT
IN LOS ANGELES
+ A PAIR OF YEEZY BOOSTS



TUTORIAL #3 GOOD GRADES



**VIDEOS
WITHOUT SOUND**



**NARRATIVE
STRUCTURES**



**FRAME
YOUR STORY**

~~USERS~~

PEOPLE

POSTER BROUGHT TO YOU BY YOUR FRIENDS AT  THE FACEBOOK ANALOG RESEARCH LABORATORY



Tchibo

1 Story

You can sleep when you're old. BLACK 'N WHITE
Coffee.

[Gutschein.](#)



16 Kommentare 17 geteilt Inhalte





Tchibo

15 Stars

Life tastes good.
BLACK 'N WHITE coffee.



105

16 Kommentare

17 geteilte Inhalte



1+

1

1



[Redacted text]



[Redacted text]



Search



Home

About

Photos

Videos

Posts

Offe



Mastercard (BR)

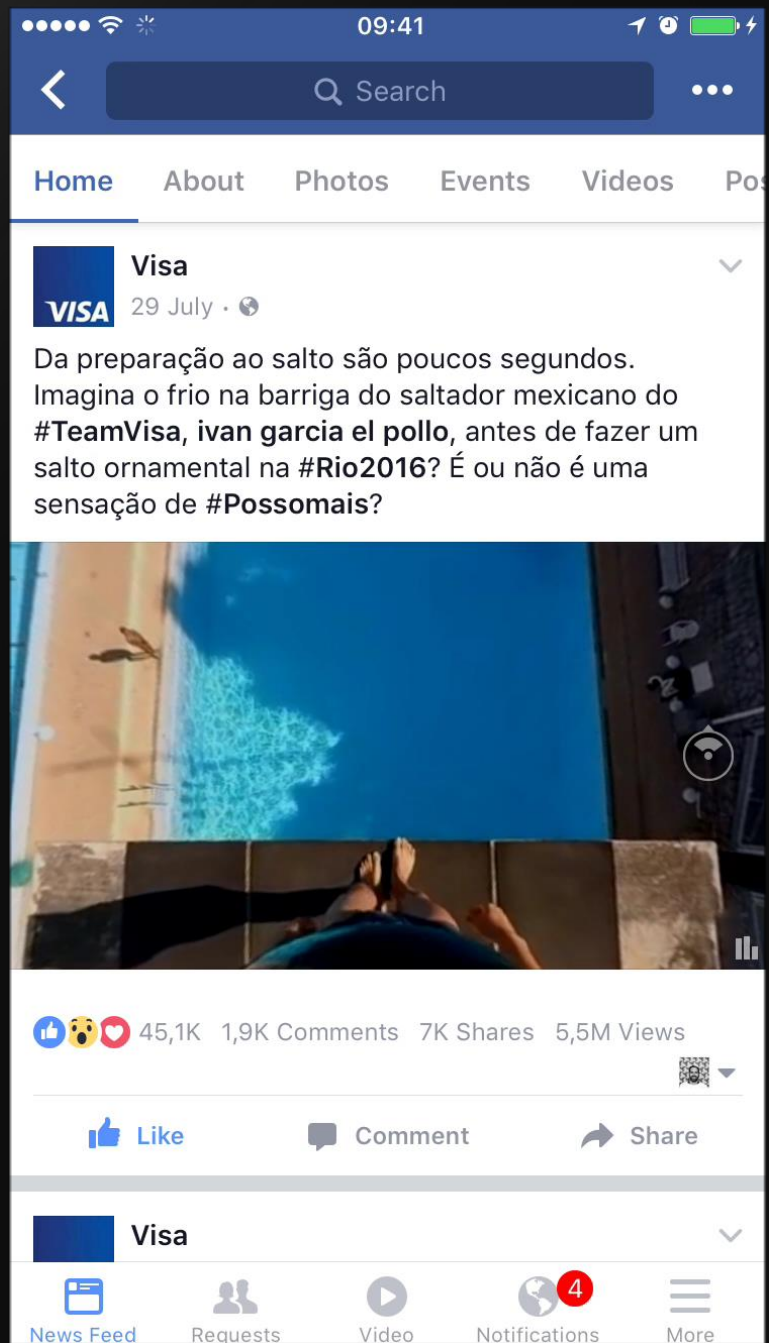


December 16 at 11:53 AM ·

Descubra Nova Iorque e seus encantos através desta experiência única. #pricelesscities

See Translation





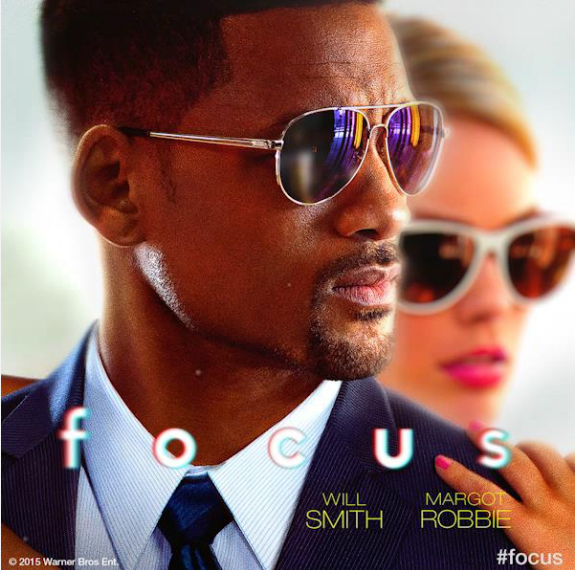
Production

Low

High



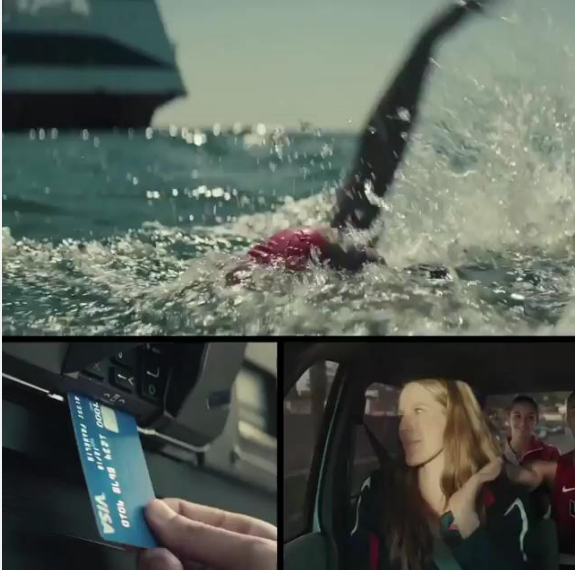
Static



Movement



Engaging



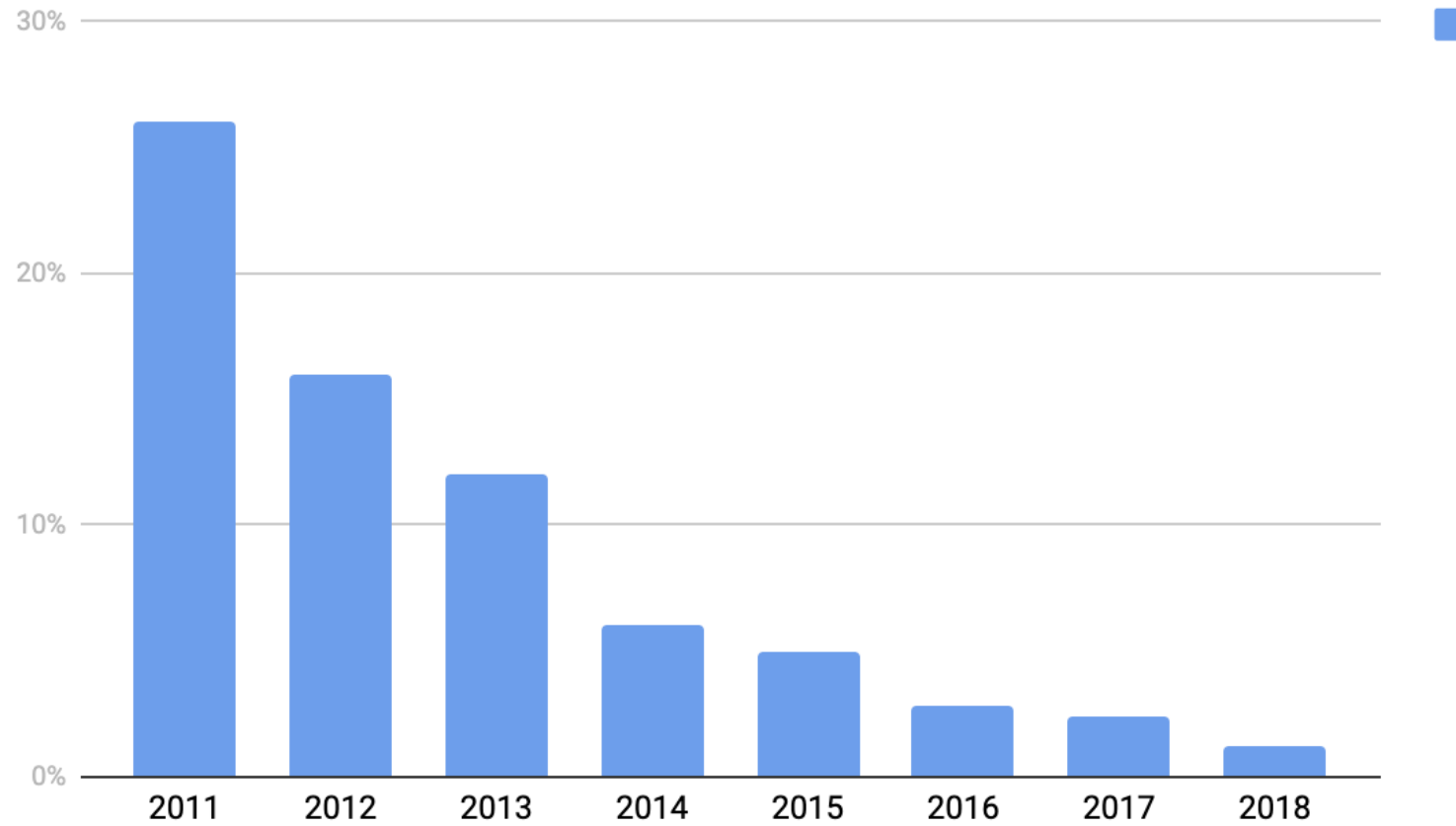
Immersive

High

Number of posts

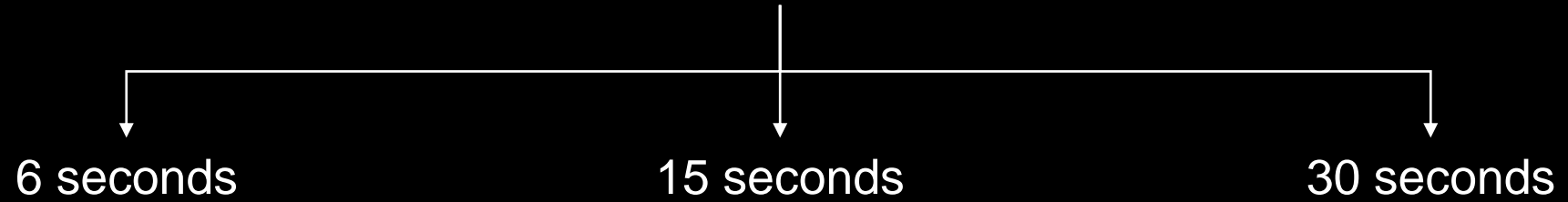
Low

FACEBOOK ORGANIC REACH

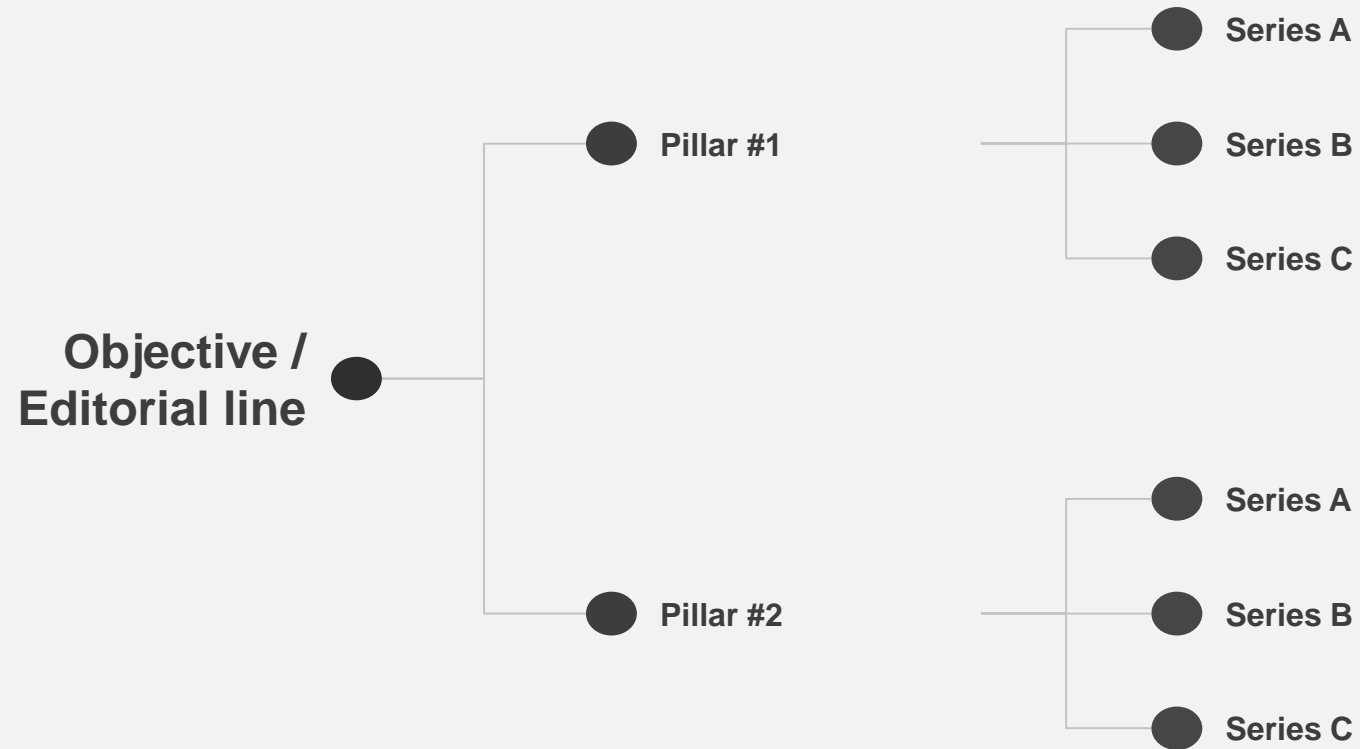


Source: Facebook 2019

Seconds to success



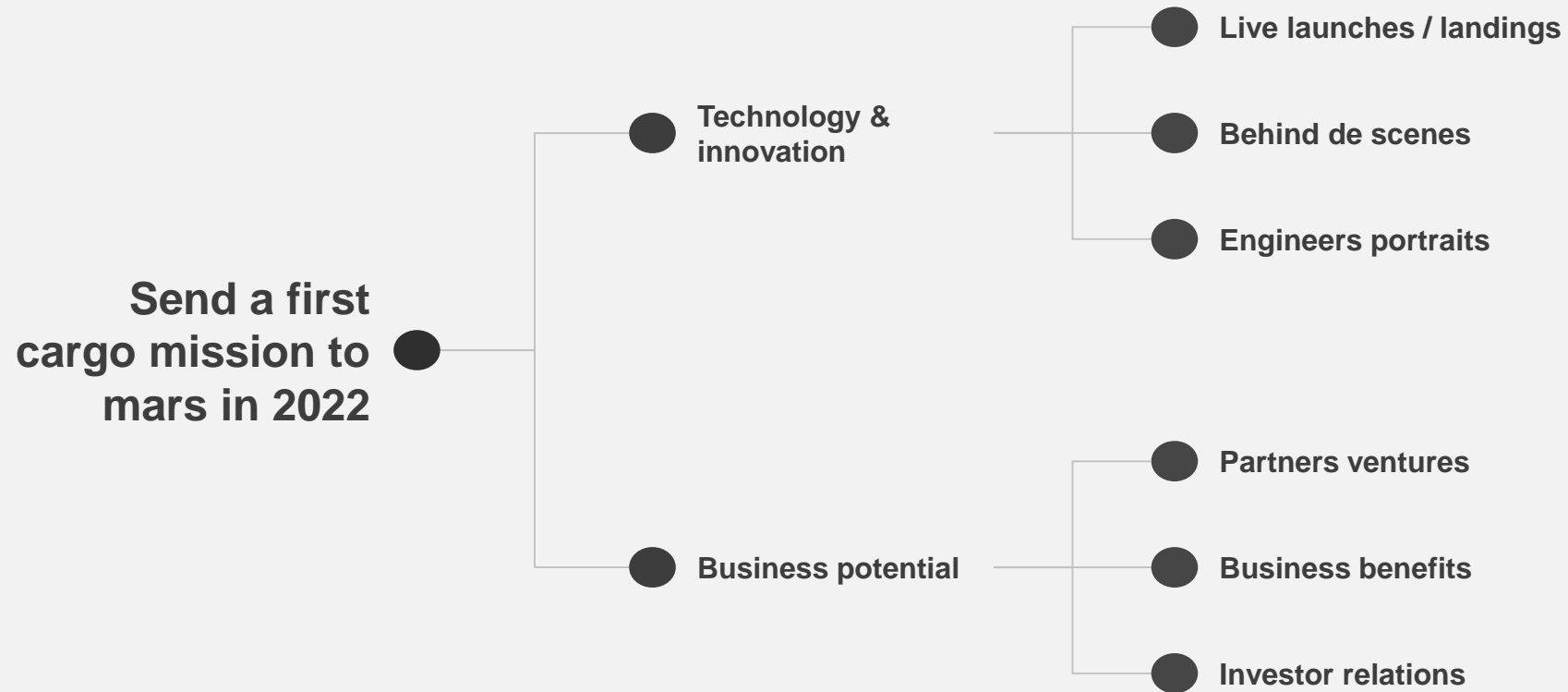
Let's co-create folks!



Pillar: Content cluster that responds directly to the business objectives and editorial line.

Content series : Recurrent content concepts that respond directly to the defined content pillars.

Example of a video content strategy for SpaceX





SpaceX
979,339 followers
1mo

+ Follow

...

Here's to changing the future and flying all over the solar system 🚀
<https://lnkd.in/d6AaX6g>







4,877 · 106 Comments




Like Comment Share







spacex  • S'abonner

...



spacex  Test of Crew Dragon's upgraded launch escape system ahead of static fire and in-flight abort tests – altogether we are conducting hundreds of tests to verify the system's advanced capabilities to carry astronauts to safety in the unlikely event of an emergency


4 j

 **vinesrewind** I literally post iconic vines that changed the world 🤔🌍

4 j

18 mentions J'aime Répondre




Afficher les réponses (20)

 **_dicky.343** 🔥

4 j

9 mentions J'aime Répondre

Afficher les réponses (1)



943 531 vues

IL Y A 4 JOURS

Ajouter un commentaire...

Publier



Arturo Yuri Basilio Enriquez shared a link.
October 26 at 2:25 PM



FUTURISM.COM

NASA's collaborating with Caterpillar on Moon mining machines



349

78 Comments 52 S

#1. Define your objective(s)

#2. Define your content pillars

#3. Define your content series

Technology &
innovation



Engineers portraits



Vertical videos for
LinkedIn and FB.

15 seconds.

One questions, one
answer

Single shot

#4. Share!

Key takeaways

**Explore new
formats on
FB, LinkedIn
and IG.**

**Captivate the
audience
quickly, less
in than 3
seconds**

**It's not about
video, it's
about
movement**

**Keep it
short, 5,
seconds 15
seconds, 30
seconds**

**No media =
no traction**

**Build your
content
production
capacity**

**Create
content kits
(statics,
video,
motion, etc.)**

**Measure and
test,
measure and
test,
measure and
test**

Thank you!