

LOGO AND BRAND AWARENESS

1. What is a Logo? _____
2. What is a Brand? _____

Video content is one of the most popular mediums for businesses today, and for good reason. Video is more engaging, more memorable, and more popular among consumers than any other type of content. And there's data to back that up, too!

- 76% of businesses say video has helped them increase sales.
- 80% of marketers say video has increased time spent on their website.
- 81% of people have been convinced to buy a product or service by watching a brand's video.
- 85% of people say they'd like to see more video from brands

Videos can showcase products and drive purchases in various ways; *Showing your product in action, Utilizing product tutorials, Featuring customer testimonials*, or you can *Develop entertaining and unique product videos*.

Watch the 4 videos on the class website and answer the following questions:

Video 1: Chipotle – "A Love Story"

1. Does this video create brand awareness or sell the product? _____
2. What is good about this video in terms of benefitting the brand? _____

3. Where could you use a video like this to benefit your brand? _____
4. Did this video change your opinion of the brand? Yes / No How? _____

Video 2: Starbucks – "Upstanders—A Warrior's Workout"

1. Does this video create brand awareness or sell the product? _____
2. What is good about this video in terms of benefitting the brand? _____

3. Where could you use a video like this to benefit your brand? _____
4. Did this video change your opinion of the brand? Yes / No How? _____

Video 3: GE – "A Snowball's Chance in Hell—Unimpossible Missions"

1. Does this video create brand awareness or sell the product? _____
2. What is good about this video in terms of benefitting the brand? _____

3. Where could you use a video like this to benefit your brand? _____
4. Did this video change your opinion of the brand? Yes / No How? _____

Video 4: Radio Flyer – "Taking Flight"

1. Does this video create brand awareness or sell the product? _____
2. What is good about this video in terms of benefitting the brand? _____

3. Where could you use a video like this to benefit your brand? _____
4. Did this video change your opinion of the brand? Yes / No How? _____

Which video do you like the best? _____ Why? _____

