

Visit hangarseven.tv to find out how online video can transform your brand perceptions and drive significant sales growth.



For a snapshot of the effectiveness of online video, spend a minute reading the facts we've assembled here.

Video overview

Watching online videos is now a mainstream activity. 78% of people watch at least once a week and 55% watch everyday

Branded video content reaches nearly half (46%) of all internet users in the UK. More than half of these people (54%) go on to click through to the brand's website (Econsultancy)

Video promotion is over 6 times more effective than print and online (b2bmarketing.net)

Dr. James McQuivey of Forrester Research says a minute of video is worth 1.8 million words

81% of senior marketing executives now use online video content in their marketing programs, up from 70% in 2011, as reported by MarketingProfs

Cisco expects video to account for 57% of consumer internet traffic this year, nearly four times as much as regular web browsing and email

Video for search engine optimisation (SEO)

Video results have appeared in almost 70% of the top 100 search listings on Google (Marketing Week)

The chances of getting a page one listing on Google increase 53 times with video (source: Forrester Research)

YouTube accounts for over 28% of all Google searches (b2bmarketing.net)

Video for websites

Forbes indicates, 65% of senior executives have visited a company's website after watching a video

76% of marketers plan to add video to their sites, making it a higher priority than Facebook, Twitter and blog integration (Social Media Examiner)

A study by Comscore found that on average a website visitor will stay two minutes longer on a site when they watch a video.

4 in 10 shoppers visited a store online or in-person as a direct result of watching a video (source: ReelSEO)

Social media

Over 1 billion unique users visit YouTube every month (source: YouTube)

500 years of YouTube video are watched every day on Facebook, and over 700 YouTube videos are shared on Twitter each minute (source: YouTube)

The average YouTube visitor watches 388.3 minutes of video each month (Comscore)

Video for mobile

Online video accounts for 50% of all mobile traffic and up to 69% of traffic on certain networks (source: Bytemobile Mobile Analytics Reports)

Facebook video views hit 3 billion daily, with 69% from mobile

Video for email

MarketingProfs estimate that 76% of senior marketing executives say campaigns that integrate video and email generate higher click-through rates

When marketers used the word "video" in an email subject line, open rates rose 7% to 13% (Experian)

Examples of companies harnessing the power of video

Stacksandstacks.com reported that visitors were 144% more likely to buy a product after seeing a video of the product than those who didn't

Ice.com found that viewers who chose to view video converted at a 400% increase over those who didn't. The site also credited video with decreasing returns by 25%

Shoeline.com experienced a 44% increase in online sales conversions by using videos to showcase their products

Living Direct found that videos boosted conversion and increased time on site by 9%. Pegasus Lighting increased conversion by 27% with on-site video

Zappos saw increases of 6% to 30% in sales for their products that had a video accompaniment

runway¹¹

www.hangarseven.co.uk
Content creation for retail and consumer brands

HANGAR SEVEN

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NEW CLIENTS:

We welcome
Campari, Boots
and more ...

see page 2

CASE STUDIES:

VisitBritain, Oster
Blenders and
the FRA ...

see pages 2 & 3

HANGARSEVEN.TV:

Go online now!

see pages 4 & 5

FEATURE:

The effectiveness
of online video

see page 8



Welcome to the eleventh issue of Runway.

This issue is dedicated to the launch of Hangar Seven's new online video showcase, hangarseven.tv.

Video has made a massive impact on marketers' thinking in the last few years. Today, more than 86% of marketers are investing in video, or planning to, as part of their brand marketing plans. To celebrate this we've decided to create the very first video edition of Runway.

Visit hangarseven.tv and you'll find a series of short films, created, scripted and produced by Hangar Seven's in-house video production team. You'll also find some examples of some of the great work we've produced that's been engaging consumers and driving sales.

hangarseven.tv takes a look at some of the topics that every marketer needs to think about when planning video as part of a wider Content strategy. Consumers are more than 76% more likely to engage with video. They use them for entertainment and sharing, and they exert significant influence over consumers' purchasing decisions.

Video comes in a wide variety of formats and at widely differing levels of marketing investment. Get your video strategy right and you will reap the rewards of increased customer engagement, brand loyalty and rapidly growing sales.

So, what sort of video should brands be producing? The answer lies in understanding what your customers want – to be entertained, informed, excited or a combination. It's also about keeping the dialogue going. All too often we see brands produce a great film, sit back and think the job's done. Just as with any other piece of marketing communication, video needs to be regular, relevant and up-to-date. But that doesn't mean you have to spend more than planned, it's about creating a calendar that maps your customers needs, wants and purchasing habits – and then serving them the right content, in the place they want to consume it and at a time that's relevant to them.

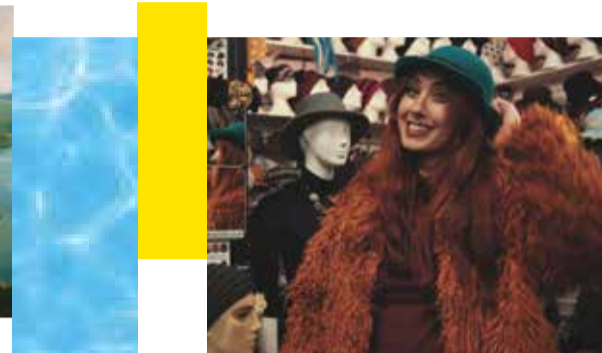
This brings us neatly to the matter of seeding. Again, brands are recognising that simply producing a video and then burying it deep in your website is a waste of time and money. Investing wisely – understanding where your customers are consuming video – increases the number of views and shares. This means your video investment makes a better return.

Simply turning to YouTube is not the panacea for everything. There are a myriad of platforms out there – Reddit, Vine, Digg, Stumbleupon, the list is endless – and that's where we can help in creating and defining a seeding strategy that works.

Since the last issue of Runway we've been busy getting 2015 off to a profitable start for all our clients. We've already welcomed some great new clients including; Gruppo Campari, Boots UK and the Fashion Retail Academy. We've also completed a full station take-over on the London Underground for adidas as part of their Superstars campaign. The first quarter of 2015 will see the launch of our pan European campaign for Jarden Consumer Solutions Oster brand, the re-launch of Tango and the third George Home catalogue to name but a few of the campaigns we are currently working on.

We hope you enjoy watching hangarseven.tv and please let us know what you think.

Happy reading...
Simon Peers
Sales & Marketing Director
Call: 07775 432 450



Hangar Seven is flying the flag for Britain

Overseas tourists contributed over £640 per visit to the UK economy last year, making it one of the UK's most vibrant economic sectors. VisitBritain, the body responsible for promoting tourism worldwide, approached Hangar Seven, via Yahoo, to create a series of films to appeal to 20 and 30 somethings in key target markets in the US, Brazil, the Middle East and Europe.

Our team of video experts created an eight part travel series, with each episode focusing on a different part of Britain's exciting cultural scene, taking viewers off the beaten track to challenge their preconceptions of what Britain is all about. The films take the audience on a whirlwind tour of Britain, introducing them to

some amazing and colourful characters in equally surprising places. The films can be easily enjoyed as an escapist travelogue, yet also act as a practical guide to help tourists plan their visit.

The films are airing on Yahoo's sites in the US, Middle East, Brazil and key European territories. They were conceived, scripted, shot and delivered in two months and have received thousands of views. Visitor enquiries from the territories where the films are airing, are increasing dramatically – helping to contribute even more to our tourism industry.

To see some of the final films go to hangarseven.tv

Displacing the Competition

Hangar Seven has been appointed by the WD-40 Company to create a trade and consumer awareness campaign to capitalise on the brand's place as the market leading multi-use lubricant. Founded in 1953 by chemist Norm Larsen, WD-40 Multi-Use Product is a brand that most of us have grown up with. It's the brand we all turn to when we need to get the lock unstuck, the stubborn nut to unscrew and a myriad of other uses.

Like many established brands, the famous blue and yellow can faces competition from cheaper alternatives and own label. Not wanting to rest on their laurels the brand is determined to maintain its place in the market. Alongside a trade advertising campaign running in Professional Mechanics magazine, Hangar Seven have created an innovative sales tool kit to introduce the brand to new customers and reinforce the brand's benefits to it's legions of loyal followers. The consumer campaign will roll out later this year.



Martin Hawyes, Trade Marketing Manager at WD-40 Company commented; "Hangar Seven have demonstrated a real understanding of our heritage and the challenges we face in our market. The campaign reinforces everything about our brand and products that people love. But more importantly the campaign targets a younger audience who don't have the same affinity to the brand that our loyalists have". Jo Tiller, Group Account Director at Hangar Seven added; "bringing our skills and expertise in retail to this iconic consumer brand has given us a real edge. The campaign is customer focused and really drives home the benefits of the product range".

To find how Hangar Seven can help create engaging Content call Simon Peers on 07775 432 450 or email simon.peers@hangarseven.co.uk





RUNWAY NEWS

Finding the right blend for Oster

Jarden Consumer Solutions (Europe), the home of leading kitchen appliance brands including Breville and Crock-Pot, have appointed Hangar Seven to launch their Oster blending brand into the UK and Europe. Oster, an established and well loved brand in South America, produce a range of premium blenders including the iconic Oster 'Beehive' design. Manufactured to exacting standards and with a look that complements stylish

kitchens, Oster blenders can cope with anything – from crushing ice to puréeing soups and dips. The blenders are perfect for every aspect of a rewarding life, whether it's social, family, or nutritional needs and the range supports consumers in their search for 'well-being'. The campaign, aimed at both the trade and consumer, features a range of brand and training videos, photography, point of sale, websites, online banners and recipe cards.



RUNWAY NEWS

FRA

Fashion Retail Academy

The Fashion Retail Academy (FRA), the UK's leading vocational skills academy dedicated to providing job ready graduates to the fashion retail industry, has retained Hangar Seven as its appointed agency.

Speaking about her decision to retain Hangar Seven, Amanda Colvin, the FRA's marketing and communications manager, said: "We're delighted to be working with Hangar Seven. They have a proven track record of providing content within the

fashion space and, importantly, they have demonstrated a strong commitment to the FRA's charitable ethos".

When it opened in September 2005, the Fashion Retail Academy became the UK's first National Skills Academy dedicated to educating and training people for the fashion retail workplace. It works with over 135 major fashion retailers including the five main sponsors: Arcadia, M&S, Next, Experian and Tesco.

Rebecca DeVolle, senior client partner at Hangar Seven, added: "As part of its commitment to the FRA, Hangar Seven has agreed to provide a range of content creation and design services. Hangar Seven will also be working with the FRA to offer some of their students internships to learn about fashion marketing".

To find out more about the work of the Fashion Retail Academy visit www.fashionretailacademy.ac.uk

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hangarseven.tv

1 How to ...

the secrets of making great 'How to' videos that are clickable and affordable



2 Viral ... a real happening or an urban myth?

Is there such a thing as a viral video? What really makes a video go viral and how the right seeding strategy has had a lot to do with it. This is about more than cute cats

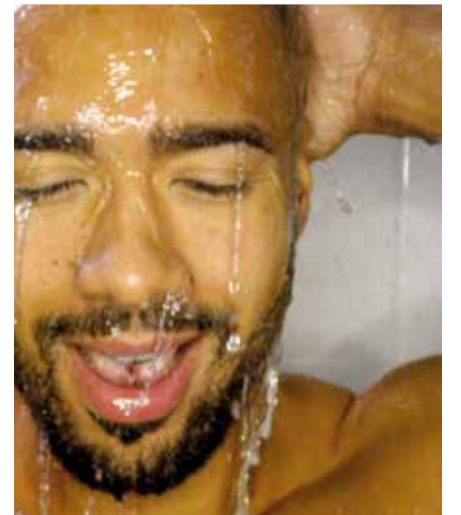
3 Focus on fashion...

what sort of Content gives your brand the levels of shopper engagement and, more importantly, sales that your investment demands?



4 Client clips ...

a snapshot of the interesting, engaging and hard-working videos we produced for clients last year



5 VisitBritain ...

see the results of our partnership with Yahoo and Visit Britain



6 Stratospheric growth ...

video advertising is the fastest growing communications medium. Are you prepared? Brands are increasing their spend on video but why is it the medium you should be investing in?





Always Tomorrow

Giving a new band a helping hand

Hangar Seven has just completed work on a new promotional video for up-and-coming Hertfordshire based band, Always Tomorrow. Shot on location in and around our City Road studios, the video accompanies the release of the band's new EP "Been Around Town."

The band's manager Leon Colven is one of the original members of cult band The Gaff, who disbanded after tragically losing their lead singer Matt Scales to Cystic Fibrosis. Matt's family decided to set up the Matt Scales Music Fund – a charity that aims to help young bands struggling to break into the music industry. Leon encountered the band through his work as a guitar teacher, and after hearing them play, the charity offered to fund their first EP.

Leon approached Matt Carroll, Head of Creative for our video production team, who was so inspired by the aims of the charity and the band's youth and enthusiasm, that he offered Hangar Seven's services, pro bono, to direct, film and edit the production of the band's first ever music video. The video was launched at a special screening at Hangar Seven's studios in February 2015.

Here, Jack Bridge (16), a friend and fellow pupil at the school Always Tomorrow attend, writes about the video and the band.

“ Always Tomorrow is a three piece band from Hertfordshire. They have been together since 2009 and have been writing and composing their own songs since the start of secondary school. Even if you have not had the pleasure of listening to them, I had the pleasure of knowing them through my time at Turnford School. We have produced quantities of content together in the past such as background content (photos and video) for concerts and various types of coursework from music videos to backing tracks for a live performance in our school. Recently however, we took part in our most challenging and exciting task yet.

In the December of last year both I and the band had the privilege of setting up and filming the second half of their brand new official music video for the track 'Without You' (out now). It was one of two days of filming as the production company had opted for a performance/narrative style video, which comfortably fits the ever growing rock genre that is most popular with today's youth.

From a business standpoint, Hangar Seven is an attractive company with a lot to offer. Just being on set with the team, I learned so much. The crew was really helpful and gave me loads of time and useful advice. When we arrived in City Road, one of the team's members offered a tour of the studio, he stood out to me as someone who was clearly enjoying his work being eager to show off the studio. The amount they could provide with facilities and work space had far surpassed my expectations and really stood out as one of those experiences which will stay with me for a long time. I would love to work for a company which brings new and exciting learning experiences every day.

My role in the midst of busy filming schedules and the collaboration of a studio vs the band had been to capture images for the band, to

promote them on various social networking sites and their own website. This website was created in 2014 to be the central hub for Always Tomorrow's media output and information about the band, where they are playing etc...

They have even posted video blogs on this website so that their followers can track their progress as they advance in their careers. In photography, I feel it is important to tell a story with your images via the composition of the image. As well as getting the photography right on the website, we have been producing small video blogs in the middle of filming sessions as everyone is fresh off the set and can give a more realistic portrayal of a behind the scenes type shot.

As a photographer it is easy to get excited over that one shot which you grab at the perfect opportunity, showing your collaborators the work is an exciting way to keep morale as it can make them hungry for more. The team at Hangar Seven is absolutely fantastic at making you feel welcome and part of the process. So how do you stand out in a room full of artists all in the limelight, all eager to do the best work they can? Well you can start by not getting in the frame of the music video (yes I did that). However, I believe that in a work environment such as this when there are many collaborative minds working together, it serves better to keep a light hearted approach in any situation. There is a balance of busy schedules and enjoyment that needs to be kept in check as it can be stressful. So that's to be noted. ”

To find out how Hangar Seven can help create engaging Content call Simon Peers on 07775 432450 or email simon.peers@hangarseven.co.uk. Check out Always Tomorrow's great music by visiting www.always-tomorrow.co.uk where you can download the EP.

