

# A LOOK BACK & LOOKING AHEAD

## 2021 IN REVIEW & PREDICTIONS FOR THE CREATIVE SPACE IN 2022

When you look back on the last two years, nearly all companies have been running on a work-from-home business model; at Brownstein, we quickly realized that video has been critical to the success of our business. From new business pitch videos, to behind-the-scenes footage, and of course all the online video (OLV) content that we produced for all our clients, video was the through line that kept business running. For brands, this means shifting traditional advertising approaches and incorporating video as one of the main outlets for their marketing efforts. As we kick off 2022, video and creative efforts will only become more intertwined, and this marketing trend will continue to play a critical role in increasing customers' brand awareness.



## 2021 YEAR IN REVIEW

### BIGGEST TRENDS

**Video is King:** As a response to the pandemic, video became the number one way for us to compete, communicate, and work with each other. In 2021, 86% of businesses said they were using video as one of their premier marketing tools, while 93% of them say it plays a crucial role in their current marketing strategies. Consumers continue to demand more video content — they are twice as likely to buy after watching a product video, and they are more likely to share videos than any other type of content.

**Shot On a Smartphone:** Video content marketers and creators now have access to high-quality video recording in the palm of their hands. Additionally, content that is produced on smartphones is often more real and authentic-looking. We saw the rise of this type of content on TikTok, where brands partnered with top video content creators to bring an authentic vibe and voice to the products or organizations they partnered with. The creative teams at agencies are able to work with content creators to ensure there is messaging consistency while allowing creators to give a “real-life” feel to the videos being produced.

## BIGGEST SURPRISES

**Silent Movies:** Brands today are creating videos to be watched without sound. 85% of videos on Facebook are watched without sound. Oddly enough, this makes complete sense, because people are watching videos everywhere they go: waiting rooms, public transportation, classrooms, and even meetings. Video on social is dominating, and to have a video that flows with someone's social media behavior will prove to be more successful in the long run because it can be viewed regardless of the surrounding environment. There will always be the option to include closed captions to keep your audience engaged; believe it or not, people watch captioned ads 12% longer on average.

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## 2022 TREND PREDICTIONS

### CONTINUING TRENDS

**User-Generated Content (UGC):** 85% of consumers find UGC more trustworthy, and 70% find it more authentic. The trick to succeed here is to find your own brand advocates. Find influencers and work with them to share their stories and videos about the great experiences they have had with your brand.

**Social Media Storytelling:** More often than not, younger generations (Millennials, Gen Z, and soon Gen Alpha) turn to social media platforms to learn about a brand, product, or company in general. Using social media platforms strategically to share your brand's story and message through engaging video content and imagery will resonate best with those age groups and help companies successfully reach those audiences. These videos allow companies to tell their stories in unique ways and can be used across platforms, as well as in email marketing and digital marketing.

## ON THE HORIZON

**Live and Real-Time Video:** Live video is dominating as a way for brands to connect with their customers. It brings an authentic voice and allows for companies to interact in real time with their audience. We anticipate seeing more of these types of videos across social channels. Brands who have already started incorporating live video into their marketing have seen a growth in their engagement across social platforms.

