

MOBILE

## Sponsored mobile videos create opportunity for cohesive partnerships

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*BuzzFeed and Sonic partner for a mobile video*

By [Brielle Jaekel](#)

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Marketers interested in sponsored mobile videos can build a following of loyal fans by finding publishing partners that reflect their brand image, but creating a call-to-action flow is where the real marketing magic lies.

Sponsors need to make sure they are partnering with a publisher for mobile video content that really embodies their brand image, while meeting the needs of the viewer and providing a strong workflow. For instance, recently Sonic partnered with Buzzfeed for a video that depicted common frustrating moments for adults in which the content accurately fit within the publisher's brand without creating an intrusion on the consumer's entertainment while also cheering up viewers with notice of half-priced shakes.

"The challenge becomes how to create the right video content for the different steps in a digital work flow," said Robert Weiss president of [MultiVision Digital](#). "Under the assumption that you align your brand to an appropriate publisher, you will have video content that engages people to see your brand's message.

"What next," he said. "Video is interactive so you can get them to click, see more, take an action, to watch more videos or other digital conversion.

"Planning out this workflow and looking at how to use a video production budget to create multiple videos for this workflow is the opportunity to drive higher engagement, awareness and conversions."

### Content creation

Sonic's Buzzfeed video allows the brand to align itself with a similar audience and provide comedic content a wide range of viewers can relate to. The video fits into Buzzfeed's traditional content, so users are not pushed away by an intrusive ad experience but instead want to interact.

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The video mentions typical struggles for young adults such as apply for entry-level jobs that require three years experience. The fast food retailer then pulls it back to its brand by reminding users to take a break from their daily struggles with half priced shakes after 8pm.

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Buzzfeed is well versed in creating videos that will hit well with its audience, and the video is likely to bring in customers to its stores for a well-liked product. The one-minute video works well for its audience, but a 30-second feature is a sweet spot for brands.

"Work with your agency and video production company to find creative ways to get more out of your video production budget," Mr. Weiss said. "In most cases when shooting for a 30 spot, you can more content out of the day's production that fit into the digital workflow."

### **Brand alignment**

It is essential for publishers and brands not to stray away from a native content format. A sponsored video that is out of place and seems like an ad will not only get less views but will create a negative image in the eyes of consumers.

If the publisher is known for its comedic videos such as a BuzzFeed or takes on more of a news format, it is important to stay within that range.

"The biggest challenge of sponsored videos for brands is also the biggest opportunity: adding value to the end consumer," said Dan Ragan, co-founder and COO of [Applause](#). "In other words, how does this video relate to the viewer and does it elicit a positive impression that leads to down-funnel activity?"

"For creators, this means developing content that is authentic, funny, or cool and getting that seen by your target audiences," he said.

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