



Analyzing Branded Video Content

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<p>Abstract:</p> <p>In the age of information due to the expansion of the Internet, people are exposed to different kinds of data, news every second. As customers pay more attention to the quality of content and move towards social media platforms, brands must follow and learn how to communicate in these new contexts. Content video marketing on social media, especially YouTube stand out as a salient type of customer engagement for brands and companies. The subject area of this thesis is the type of content in video marketing focusing on hero video content on YouTube. The product focus is hair shampoo. The thesis's purpose is to gain a deeper understanding on how customer engagement differs concerning different content video types. Furthermore, the video content features are analyzed based on the Elaboration Likelihood Model along with the observation scheme. The result will be summarized in order to figure out the best strategy employed by brands to engage with viewers.</p>	
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1 INTRODUCTION

In 2017, Internet users all around the world reached more than 3.7 billion. This number was 1.3 billion in 2007, just a decade ago. Thus, people experience the presence of the Internet everywhere in their daily lives (InternetLiveStats, 2017). Essentially, for most users, the Internet is a medium of communication. It has unique characteristics and facilitates especially interactive communication. Certainly, the Internet has one vital function which is to be an information provider. Naturally, a marketer might see the Internet as the source of solutions to customers' problems. Hence, Internet plays as an effective tool to sell products or services that solves customers' issues (Charlesworth, 2014, pp. 6-7).

A study which was conducted in 2000 by Microsoft Corp. showed that the average attention span of people was down from 12 to only 8 seconds. People now generally lose concentration after 8 seconds, which highlights the effects of a growingly digitalized lifestyle on the brain (McSpadden, 2015). Additionally, verbal intelligence scores are dropping while the visual and nonverbal intelligence scores are rising. Furthermore, 81% of educated people skim instead of read online and 20% is the percentage that human brain can remember from reading the text without the visuals (Contently, 2015). In fact, there is less time for people to read when they have been exposed to plenty of information as well as data every minute. Social media is additionally the dominator of the Internet when in one second, almost 8000 tweets are published, more than 800 Instagram photos have been uploaded and there are 63000 Google searches (InternetLiveStats, 2017). As a consequence, content marketing has become a vital part of social media. Viewers have become more selective in deciding what to spend time on. This phenomenon leads to the scenario that content marketing has become highly significant to the success on social media in the current situation (Contently, 2015).

In today's world of information consumption, people are surrounded by media. It has never been more important to grab audiences' attention with high-quality content. The brain processes visual content 60 000 times faster than the text does. Therefore, it is no wonder why marketers are increasingly turning to strong visual content to engage audiences. Social media platforms have made it easier for brands to connect with customers. (Walter & Gioglio, 2014, p. 55)

Video content marketing has become a part of consumer conversations and has established a brand-customer relationship in the process. Consumers today are more engaged with brands than ever before. They connect with brands by liking, following, or sharing branded content. Additionally, customers review companies' products and services as a way to be associated with them. They also participate in online surveys as well as contribute with new product ideas to online communities (Webdam, 2017, p. 2). Nowadays, it is not about the direct promotion of a brand, but rather the adaptation and connection of customers' interests and passions. Companies should promote themselves as the potential problem solvers for customers' needs. Besides, in the context of brand knowledge, videos retain in attention longer. Video recalls 80% of what viewers see versus 20% of what viewers read. People can absorb a visual scene in less than one-tenth of a second because visuals are processed 60 000 times faster in the brain than the text does (Gamble, 2016, p. 46).

Every year, people witness the rapid growth of video distribution over the Internet (Kalogeropoulos, et al., 2016, p. 7). Out of 59% of those who viewed a specific video on the Internet, 43% went on to check out the company's website (Walter & Gioglio, 2014, p. 70). Video content marketing inevitably dominates digital marketing. It largely shapes brand perceptions and associations. Customers today are easily changeable concerning trends. Thus, brands need to keep up with customers' needs in innovative ways that build trust and loyalty. Ultimately, great stories are still the cores that will drive success – engagement and propensity to return to a specific brand when customers are getting savvy (Contently, 2015, p. 16).

1.1 Research aim and questions

The aim of this thesis is to better understand different elements of branded video content on social media. YouTube is inevitably the dominant social network for videos. YouTube has over one billion users - almost a third of the entire world's Internet users - and every day, these users see a billion hours video, and billions of impressions are generated (InternetLiveStats, 2017). Furthermore, according to a survey by Vanson Bourne – a research firm in October, 2016 with 5500 respondents across 5 countries, including the UK,

France, Germany, US, and Australia half (50%) of their social video views currently take place on YouTube (Brighcove, 2016, p. 2). Hence, this study will explore how different types of branded YouTube video content are perceived by viewers and how they engage with the content. The focus is the shampoo products, which are expected to reach an estimated value of \$25.73 billion market value by the end of 2019 (ReportBuyer, 2014). Increasing concern of consumers about their appearance and the demand for natural and organic hair treatment are two of the major drivers of the shampoo market. In sum, this thesis is to study branded shampoo content videos by scrutinizing video features by following an observation scheme. The best strategy which draw most attention from viewers will be concluded from the results. In short, this thesis is to study the video strategies employed by brands for better understanding concerning video content. The research will take a stand point from the Elaboration Likelihood Model and raise two main research questions:

1. What are the appeal cues in video content?
2. How do viewers engage with the content?

1.2 Demarcation

The scope of the thesis is confined within the video content marketing on social media, which is particularly YouTube in this study. More specifically, different perspectives of hero video content are measured and analyzed. The subject of this study is the branded shampoo videos. Moreover, many content video features including the setting, the concept, the editing style, and visual and audio effects are also scrutinized. There are many other platforms of digital marketing as well as other perspectives related to video content marketing that are not mentioned in this study. This study primarily focuses on social videos – video content marketing on YouTube, not all types of video marketing.

2 THEORETICAL FRAMEWORK

The structure of the theoretical part starts with general frameworks of content marketing and social media marketing in order to give an overview and introduction to the field. Then, it concentrates on more specific themes of video content marketing on social media and discusses the Elaboration Likelihood Model.

2.1 Content marketing

Content marketing is words, knowledge, and information chosen to shape and to share with clients and customers. In other words, content which educates, helps, or inspires customers are also the content they appreciate. (Jefferson & Tanton, 2015)

The content business is shifting. Before the Internet, content marketing was the domain of a small number of companies. Today, between 80 and 90 percent of U.S. businesses use content for marketing in a strategic fashion. Half of those businesses spend 25 percent of their marketing budget on content. (Contently, 2015, p. 5). Public opinion researchers Roper Public Affairs conducted a research which is cited by the Content Marketing Institute that backs up this claim:

- 80 percent of business decision-makers prefer to get the company information in a series of articles rather than in a video
- 77 percent of people understand that the purpose of an organization's content is to sell them something, but are pleased with it as long as the organization's product or service provides value.
- 61 percent of consumers say that valuable content makes them feel closer to the company and are more likely to buy from that company next time. (Jefferson & Tanton, 2015, p. 20)

Brands are doing more content marketing than ever. In the process, three main content marketing strategies have emerged:

- Owned content: publishing to one's own publication.
- Rented content: paying a publisher to publish an advertiser's content.
- Social content – social media marketing: using micro content to spark conversations and build communication channels on social networks. (Contently, 2015, p. 6) This is also the sphere this research focuses on.

Educate viewers, show them best practice, tell them what to look out for, give them valuable tips on how to achieve success, demonstrate how content had customers' issues solved are tools for brand-consumer engagement. Answer consumers' questions and

solve their problems, open their eyes as well as creating and distributing this kind of relevant, valuable and compelling information will help brands turn prospects into buyers and buyers into long-term fans. (Jefferson & Tanton, 2015, p. 21)

2.2 Social media marketing

In the context of online marketing, there are many different touch points in customer relationship. Using the buying cycle model of awareness, consideration, purchase, service, and loyalty, marketers can refine what kind of content may be the most appropriate to engage customers in accordance with their needs. (Odden, 2012, p. 14)

Figure number 1 is a classic purchase funnel, connected to the Social Web. This loop – goes from expectation to trial to rating and ends in sharing the actual experience. People are turning to people like themselves and to the information they need to make smart choices (Evans & McKee, 2010, p. 5). The consumers' journey is from awareness to consideration, and finally to a purchasing decision. This loop can be seen in figure 1.

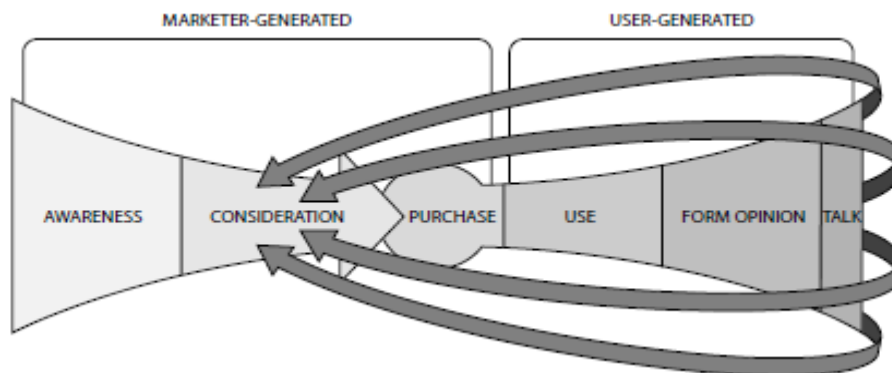


Figure 1. The social feedback cycle (Evans & McKee, 2010, p. 5)

In fact, social media appears in all stages of customer engagement (Charlesworth, 2014, p. 2).

2.2.1 YouTube

Since its inception in 2005, YouTube has revolutionized the way people interact with video content. Advertising success can now be measured in viral YouTube hits and video content has become integrated with brand marketing (Walter & Gioglio, 2014, p. 69). YouTube video content includes 15 major categories, from Autos & Vehicles to Travel

& Events. There is video content from nine YouTube account types, from Comedians to Sponsors. YouTube not only provides a forum for people to connect, inform, and inspire others across the globe, it also acts as a distribution platform for original content creators and advertisers large and small (Jarboe, 2011, p. 21). YouTube has grown drastically. At the same time, the market for online video has also been changing constantly (Jarboe, 2011, p. 22). For the online video audience that advertisers want to reach, there is no “premium” video content. There is only “popular” video content. Whether it is produced by amateurs or professionals, it is all just video content to viewers (Jarboe, 2011, p. 23).

Back to the first day of YouTube’s launch, many brands have been quick to explore the marketing potentials of video content from video blogging to educational videos, conference talks, and new videos. Successful brand mix in a variety of content on their brand channel to maximize customer engagement, and to show the audience different aspects of their businesses. (Walter & Gioglio, 2014, p. 71).

2.3 Video content marketing

Video content marketing rests on the principle of creating and distributing valuable and consistent video content to the target audience is with the aim of attracting, engaging, and converting qualified leads. Video allows companies to show a more relaxed and human side to their brand. (Walter & Gioglio, 2014, p. 72)

Good content video marketing can be used to move, to motivate the target group, to create enthusiasm and especially to ensure long-term loyalty. Without a strategy and context, videos among other things, are merely one-shots. (Beusekom, 2015)

2.3.1 Features of good video content marketing

Video content marketing requires much more effort than cold, thoughtless, irrelevant spam. However, it is also far more effective. To create video content that is valuable to the audience, the following perspectives need to be taken into consideration:

- Time
- Talent

- Creative ideas
- Firm goals
- A target audience
- In-depth research (Cockerham, 2017b)

In order to connect with customers on a deeper level, video goals are needed to be aligned with audience needs. No matter how well the video is produced, if your target audience does not find the information valuable, they will not watch or share the content. (Walter & Gioglio, 2014, p. 35)

2.4 Video content marketing on social media

The video is making its way into social channels. In particular, social networks like Twitter, Instagram, and Facebook have embraced these trends with news feeds filling up with videos, enabling extraordinary levels of intentional and accidental exposure to these new native formats. Facebook's video consumption has increased by 75% since 2015, reaching 8 billion daily video views; over 1.5 million small businesses posted a video (or a video video) on Facebook. With Facebook and YouTube offering powerful new distribution platforms, publishers have felt compelled to experiment with new formats and new ways of reaching audiences. (Cockerham, 2017a)

In fact, the video is the most important type of content that can be shared on social media today, whether that is from YouTube, Facebook, Twitter or LinkedIn or newer social media platforms like Instagram and Snapchat. With the popularity, creation and consumption of social videos are skyrocketing across all audiences, and now is the time for businesses and brands to think seriously about video content as a part of their social marketing. (Cockerham, 2017b).

Consumers no longer act independently of each other, but are more connected to other consumers, to other channel members, and to brands. Consequently, brands and companies are now vying for central positions inside consumer networks. Consumers have become attracted to the third-party information providers, through collaborative product reviews, ranking, rating, and price-comparisons service (Odden, 2012).

2.4.1 Features of social media content marketing

Video is more eye-catching and engaging

People interpret images in less than 1/10th of a second. Motion and sound adding have got the ultimate attention-grabbing combination — it is hardwired into the instinctive part of people’s brains. Not to mention, visual and aural contents are more likely to generate emotions and to build trust in the audience. People are social creatures who like connecting with others, and video comes closest to actually talk to another human being. (Cockerham, 2017a)

Social networks increasingly priorities video

Across every social channel, video gets more views, shares, and engagement than any other kind of content. Video is the most shared types of brand content on Facebook, and both Facebook and Instagram users find video 5 times more engaging than images. (Walter & Gioglio, 2014)

It is found that on Facebook, videos are being shared more and more as time goes on. In fact, a study of the top 10 brand pages on Facebook found that videos were shared 12 times more than text and link posts combined. (Walter & Gioglio, 2014)

All of these imply that social networks are prioritizing video over all other kinds of content. Over the past few years, Facebook has been steadily promoting videos to the top of its users' news feed, thanks to its consistently high engagement. Now others like Instagram and Twitter are following the suit. In short, social media channels are currently dominated by video. (Cockerham, 2017a)

Marketers are catching on quickly

Today 70% of business-to-business marketers are using video, and 82% of them have reported success with video marketing. Most tellingly, for 63% of business-to-business marketers’ video spending is on the rise. (Cockerham, 2017a) (Van Beusekom, 2015)

The video delivers a better Return on Investment (ROI)

In today's modern world, 70% of B2B buyers and researchers watch videos throughout their path to purchase. It is not just junior employees either: 75% of senior executives

watch videos while at work, and 59% of them actually prefer video over text. Video has become a key part of the B2B buying experience which is why 71% of marketing professionals say the video is better at driving conversions than other types of content. In fact, 52% of marketing professional reports that video has the best ROI of all content types. (Cockerham, 2017b)

2.4.2 Customer-brand relationship model

Nowadays, what used to be an audience-reaching effort is increasingly shifting to an audience-building effort. This has increased in priority as social networks tweak their algorithms, making it clearer that brands don't truly own their audiences. (Contently, 2015, p. 10). As can be seen below in figure 2 is the customer-brand relationship model. It is also called the Five Ls of a customer's emotional journey. In fact, the fastest and most efficient way to achieve the brand affinity does not depend on the brands' message, but on a strong network of supports (Walter & Gioglio, 2014, p. 25). The model starts from the first L "Lack of awareness" to "Learning about the brand" to "Like" and to take current customers from "Like" to "Love" and to the final stage – the last L "Loyalty".

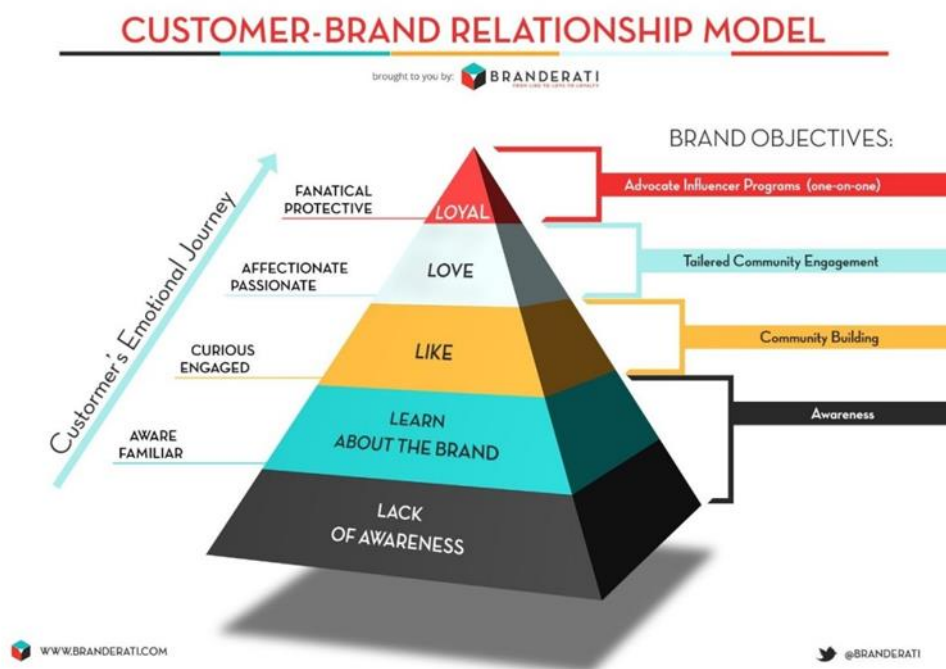


Figure 2. Customer-brand relationship model (Walter & Gioglio, 2014, p. 26)

2.4.3 Hero-hub-hygiene strategy

For the hero-hub-hygiene strategy: it forces marketers to create content in a coherent flow to attract as well as to engage customers in a brand. Social media managers, content producers, and web analyzers must repeatedly come together to share their insights. This creates a mutual feeling of responsibility for and involvement with the overall content marketing process. The hero-hub-hygiene method lets brands and companies retain visitors and actively work on creating a close-knit community (Beusekom, 2015). Three stages are shown in figure 3 and each stage is explained next

Hero

This is a video genre that attracts enormous numbers of visitors and hero video content needs a lot of time and effort. The content is about the most important event and product brand launch. Consequently, an advertising fits this genre the best. More importantly, a hero content video easily catch attention of viewers when it comes viral due to its nature. The thing that brands need to pay attention to is that they should address a wider target group which has the potential to go viral. Since hero video is related to the most vital event of brands, one or two videos for a year are enough. (Van Beusekom, 2015)

Hub

Hub content narrows down a wide target group to a focus target group that fits the vision and mission of a brand. The company uses this video genre to manage the target group by remaining them in views. “This content is always actively pushed to its intended recipient or appears at regular, predictable intervals so that visitors will return at specific times”. A series of videos of a specific perspective of brand can work best here since it allows viewers engage themselves in a deeper level to product. The normal frequency for hub content is one topic every week. (Van Beusekom, 2015)

Hygiene

Hygiene content is the daily and the most regular content that a brand uses to aim at targeting group’s searches. How-to articles, recipes, workshops and “what is...” are example videos in this genre. Hygiene is used as the supporting content when it is designed to build up the perception of reliability and goodwill of a brand. “This is also the broad

undercurrent: as far as frequency is concerned, hygiene content has the highest ranking”. (Beusekom, 2015)



Figure 3. Video content marketing funnel (Beusekom, 2015)

2.5 Consumer perceptions and engagement towards branded video content

According to Bright cove’s study in 2016 which was conducted a survey including 5500 respondents, 8 out of 10 respondents agreed that the fastest way to gain awareness about a brand is through video. Consumers usually engage with branded videos by liking (47%), sharing (37%), and commenting (28%). Furthermore, the study showed consumers’ connection with brands through videos since 94% of the respondents admitted their recognition towards brands, and 74% of the respondents make decisions based on branded videos they watched. (Brighcove, 2016, pp. 5-6). Based on the result, it shows the huge potential for brands in taking advantage of content videos on social media platforms for customer engagement and then turning them into loyal customers (Brighcove, 2016, p. 7).

2.5.1 Engagement feature analysis on YouTube

Engagement in this study is perceived as liking, commenting, sharing, and the number of subscribers following a channel of brands or companies on YouTube. These are strong

indicators of successful posts and what content is ranking higher than the others (Walter & Gioglio, 2014). Brands rarely take the time to comprehend why certain content is driving more engagement.

2.6 The Elaboration Likelihood Model

The Elaboration Likelihood Model of persuasion is used to give the applicable framework of various sources, messages, recipients, and context variables. It is also called the dual process theory defining the change of attitudes form and it was first introduced by Petty and Cacioppo in 1981. Firstly, the model is clearly well-constructed by the persuasion process. Secondly, the model is considerably descriptive, it can support to generate different outcomes and can be used as a method in many situations. Thirdly, the Elaboration Likelihood Model is extremely cited in research due to its benefits in anticipation and expectation concerning the marketing communication. The model is often used to study attitudinal change, which is assumed to be the process by which outwardly produced persuasion occurs. (Kitchen, et al., 2014, p. 2034)

The Elaboration Likelihood Model has been central to studies of consumer behavior and it plays an important role as reference to marketing communication research (Kitchen, et al., 2014, p. 2036). There are two routes to the persuasion of the Elaboration Likelihood Model: the central and the peripheral route. Depending on a person's motivation and ability, the elaboration likelihood will be either high or low. As a consequence, it decides the route through which persuasion occurs (Cacioppo & Petty, 1986). A person's motivation can be affected by a wide range of aspects which can include the personal relevance of the message, the degree of need for cognition, the source of the message argument and whether the advocated positions are pro or counter-attitudinal situations (Petty & Cacioppo, 1983). The persuasion process effect is measured by attitudinal and behavioral impacts (Kitchen, et al., 2014, p. 2035).

Central cues: when the elaboration likelihood is high, the process of information will take place through this route. In turn, there are effects of attitude formation, change or endurance is consequent from extensive consideration of the message arguments and becomes

gradually resistant. In other words, this route requires the high level of cognitive effort. (Kitchen, et al., 2014, p. 2035).

Peripheral cues: the process occurs via this route, in contrast, when the elaboration likelihood is low. Since it obliges little cognitive effort in spite of sources such as credibility like central cues. Consequently, attitudes which are formed by peripheral cues are unaffected by the quality of argument, short-term in nature, and are not as predictive of subsequent behavior like those formed via central routes. (Kitchen, et al., 2014, p. 2035).

The approach or treatment given to the video is called an appeal. The appeal can be an emotional oriented approach or factual oriented approach. In the emotional approach, it can relate to the humor, pleasure, and love. In contrast, the factual approach is concerned with the facts, reality, and real experiments. (Anurekha, 2015, p. 74)

In this study, the following units of analysis will be used:

- Content/ concept: common feature or characteristic that is obviously perceived in the video
- Presentation style:
- Format: the way that the video is arranged or set up.
 - Appeal: the approach or treatment used in the video.
 - Jingle/Music: the tune, beat, background, sound that are used to match the tone of video.
 - Settings/costumes/color: the place where video is shot, clothes that characters wear and theme colors of the video.
 - Specials effects/animations: visual, audio effects that are used in the video
 - Editing style such as the speed, framing, composition, camera angles, intercuts, etc.
 - Engagement including likes, shares, comments.
 - Perceptions measured by sentiments and comments

3 METHODOLOGY

The research is about consumers' perceptions and engagement with the hero type of branded video content. The aim of this study is to elicit from an observation scheme the

attitudes as well as the engagement of viewers towards different perspectives of hero content videos shown of shampoo brands. The results will figure out the best strategy to be employed in order to engage customers with video content.

3.1 Observations as method

Observation demands the systematic noting and recording of events, behaviors, and objects in the social setting chosen for the study. During the observation process, all things should be recorded detailed, nonjudgmentally, and in concrete descriptions. For observation being conducted for studies, the researcher cannot be involved or participated in the setting in order to be tolerated as an unobtrusive observer is enough. “Observation can range from a highly structured, detailed notation of behavior structured by checklists to a more holistic description of events and behavior”. (Marshall & Rossman, 2006, p. 98)

In the early stages of qualitative data collection, the researcher typically enters the setting with broad areas of interest but without predetermined categories or strict observational checklists. In this way, the researcher is able to discover the outstanding or repeated patterns of behavior and relationships. After these patterns are identified and described through early analysis, checklists become more appropriate and relevant to the context. Focused observation then is used at the later stages of the study, usually to see, for example, if analytic themes explain behavior and relationships over a long time or in a variety of settings. (Marshall & Rossman, 2006, p. 99)

For this study, the observation scheme follow the units of analysis from the list in section 2.6.

3.2 Data analysis

The videos were selected based on the brand popularity, product nature, and features of content creation. Before choosing a specific video, data regarding the channel subscriptions, likes, as well as suitable hero content videos, length of the video, and content production strategy were searched. Finally 10 videos were selected:

1. Garnier Whole Blends – New Oat Delicacy
2. Sunsilk Long and Healthy Growth
3. Clear – Mirandar Kerr #IAMWHOIAM

4. Head and Shoulder – Don't be flakey at your first college party
5. TRESemmé #HAIRSTATEMENT
6. Palmolive Naturals – Like Liza Soberano, Finger comb your hair
7. Herbal Essences – New Herbal Essences bio: renew from nature
8. Suave – Think expensive hair care brands work best?
9. Pantene – Intense tangle test: 3X less tangled hair with Pantene Expert
10. Dove – Dermacare Scalp Anti-Dandruff Shampoo

The analysis of the branded content videos was by watching the video several times in order to make sure every perspective and cue was examined precisely and carefully. All videos were played the first time for the whole length to yield a general perception of the content. Then from the second time, each video was stopped to note down features of the observation scheme. Each video was played at least 8 times. After getting done with the observation scheme and viewer engagement in video data, all findings were summarized to easily draw the conclusions concerning customer attitudes and engagement.

4 BRANDED VIDEO CONTENT ANALYSIS

The analysis of each video will here be presented according to the elements in the observation scheme, except for engagement that will be summarized for all videos in 4.11.

4.1 Video 1: Garnier Whole Blends – New oat delicacy

Content/concept: The concept of this video dealt with the relationship of family members. In this case that was between the mother and daughters which reflected the care and delicacy similar to the product's name. The shampoo contained many ingredients along with the formula that gently took care of family's hair such as oat milk, rice cream, paraben free. The principal value of this video stayed in the leisure and caring feelings.

Format: Normal life format was used in this video. It was presented with family members surrounded by nature. The format definitely showed the care of product for family members played in the video.

Appeal: This video was dominated by the emotional oriented approach. It also expressed the bond between mother and daughters portraying the relationship between the consumers and the product.

Jingle/Music: Gentle and funny music was used in this video. The background music made viewers feel the gentleness and the delicacy of the product as well as the enjoyment of the video's characters using Garnier shampoo.

Setting/Costumes/Color: the setting in this Garnier's video was outdoor surrounded by nature. The location was in the field which reflected some of the shampoo ingredients such as the rice cream and oat milk which were originated from the farm. The costumes which were used by the characters were mainly the comfortable casual clothes such as dresses, sweaters, pants. White and gentle colors dominated in the video conveying the mood and tone of tenderness and pleasure. The color also matched the Garnier shampoo's white color.

Special effects/Animation: there were not many special effects and animation which was used in this video. Real-life character dominated this video. However, some special effects concerning the ingredients of the shampoo shown the soothing and sensitiveness of the product supporting successfully the feelings of caring and concern.

Editing style: This is the fast-paced video with the total video length of 15 seconds. It was dominated by fast-paced intercuts including many shots merged together representing various elements of the product, characters, and format. The fast-paced editing style allowed viewers absorb the video's meaning quickly. The camera angles and framing smoothly changed from one to another in combination with the camera movement from side to side which is also called pan. The camera setting definitely evoked the ease of feeling. Mediums shots and close-up shots combination were also used to convey the feeling of delicacy and gentleness as the main context. In addition, the medium shots with the medium angle were used to blend with the farm expressing the comfort and the enjoyment of the characters while the close-up shots were filled up with the characters' emotion and intensity.

Perceptions: Individual viewers concerned the other elements of the shampoo after watching the video such as color safe. In short, they were satisfied with the shampoo quality.

4.2 Video 2: Sunsilks long and healthy growth

Concept/Content: The women lifestyle was the primary concept in this video. The video focused on the fun and the pleasure related to lifestyle of young women working in the

offices. The characters were enjoying their life with their healthy and long hair due to the support of Sunsilk shampoo. They also shared with friends the quality of the products.

Format: Life format was used in this video. The video was presented in the office context as well as in the traditional costumes wore by the characters in the last scene. The characters showed their healthy long hair while working with technological devices in the office. The format certainly depicted the Sunsilk's suitability for office women possessing modern lifestyle as well as traditional lifestyle.

Appeal: This video was an amusing video when it conveyed the happiness of women possessing healthy and long hair using Sunsilk shampoo. The video additionally expressed the pleasure of women when they shared the product with their friends in modern and traditional contexts.

Jingle/Music: Music was modern and fast-paced. It communicated the pleasure and lifestyle of young women. The music, in turn, brought the mood of the video up. The unique beat was used in the beginning of the video was the Skype sound that attracted the viewers.

Setting/Costumes/Color: The Sunsilk video was filmed in the office with the technological devices involved and the traditional occasion where women were wearing their country costumes. It can be said the montage is the casual environment where office women works. It reflected the luxury, modernity, and pleasure due to the elegant costumers and office context. There was a contrast between the beginning and ending scenes in color. At first, the video used the green and white colors which were also the Sunsilk shampoo's color. Then the last scene, the characters wore their colorful costumes while sharing their shampoo usage's experience. That shot conveyed the flexibility of Sunsilk in different cultures and contexts.

Special effects/Animations: There were not many special effects being used in the Sunsilk's video. Some effects were used to demonstrate the quality of Sunsilk and its ingredients such as biotin. The effectiveness of blurriness on the background was also put in use to focus on the characters.

Editing style: The video used intercut shots as a primary tool with the total video length of 25 seconds. It is also called a fast-paced video with the involvement of many contexts and scenes. There was an arrangement of long shots, medium shots and medium-over-shoulder shots being used in this video so as to express the relationship between characters and the quality of Sunsilk shampoo. The long shots at first were used to introduce

the context, surroundings and the environment of the main characters. Then it came to the medium-over-the-shoulder shots to clarify the relationship between characters. The next medium shots were used to concentrate on the Sunsilk shampoo usage of characters and product's effectiveness. The video was successfully accompanied with upbeat music expressing the modern lifestyle of young women.

Perceptions: there were no clear perceptions concerning this video.

4.3 Video 3: Clear Miranda Kerr #IAMWHOIAM

Concept/Content: The content of this video concentrated on the lifestyle of young women. It was filmed with the presence of a celebrity – Miranda Kerr and other characters possessing the beautiful hair. It also focused on the women's power and fashion of when the slogan appeared in this video conveying the strong effect of Clear.

Format: In this video, celebrity endorsement was used as the format. Miranda Kerr – a famous model - played as the main character as well as a role model who was strong, confident, and powerful.

Appeal: The emotion approach was employed. The usage of this emotional-oriented approach expressed the confidence, power portrayed by the celebrity and characters in the video.

Jingle/Music: The intense upbeat and fast-paced background music was used. It evoked the feeling of self-confidence and control.

Setting/Costumes/Color: The setting in the video was the ideal luxurious indoor along with the black background. The main element was Miranda Kerr and other characters showing their hairs. They were wearing fashionable clothes in black color with the brightness shining from their hair. The fashionable costumes absolutely expressed modernity of lifestyle. Black background and black costumes was on the contrary of product's white color. There was shining of purple and white in this video. The reflected the leisure and luxury aspects of women's modern lifestyle.

Special effects/Animations: Many special effects were used considerably in this vide including the shining, color effects, the brightness, and the vibrancy of the subjects. The visualization of color for models were also employed.

Editing style: This is the fast-paced video using intercuts, different compositions, framings, and camera angles with the total length of 30 seconds. This video used the changeable composition of long shots, medium shots, and close-up shots to convey the meaning of the power and lifestyle of young women as well as shampoo care. It used long shot for the characters' introduction then medium shots for basic context and the close-up shots for concentration on the hair as well as the characters' feeling expression. Between the characters' shots, the hair stylist equipment which illustrated the young women's situation using many tools for hair style also appeared. The speed of the shots moved from slow motion to fast motion then back to slow motion again to catch the attention of viewers. Medium and high angle of camera were mostly used. The last shot of Miranda Kerr was the crane where camera was placed on the crane move from low angle to high so as to catch her hair and expression. The medium shot at the end focused on the product. The video was fast-paced yet expressive.

4.4 Video 4: Head and Shoulder: don't be flakey at your first college party

Concept/Content: The main concept being used in this video dealt with lifestyle. It concentrated on the fun, pleasure, and modern life of young adults. The characters were seen enjoying the qualified product which supported them in daily lives.

Format: Life format was used as the main format in this video. The video was presented in the informal life setup which was household context including the characters talking in their bedroom and enjoying the product usage in the bathroom. The male character was played as a role model portraying college students who had dandruff hair. The character used Head and Shoulder shampoo to solve the issue.

Appeal: Head and Shoulder shampoo's video used the emotional approach which was also funny. In other words, it predominantly used humorous appeal along with the scene of half-naked bathing in bathroom reflecting of a sexual appeal. The video, in sum, was dominated by the humorous and sexual appeal.

Jingle/Music: Music was modern, upbeat that brought up the emotion. This background music genre is usually played in clubs where a party of young people is thrown up. It perfectly suited the content and format of the video since the music had an energetic,

wild, and a modern tune. Thus, the music communicated the mood of the customers using shampoo which was pleasurable and enjoyable.

Setting/Costumes/Color: The setting of Head and Shoulder video was in the home location including bedroom and bathroom. This location fitted the video's context when it expressed the pleasure, comfort, yet suitability for young adults. In this location, the young adults could talk freely and shared unashamedly their experiences. The costumes were informal and casual depicting the modern, young lifestyle of college students. Colors being used were the surrounding colors of the settings. The white color was used dominantly to reflect the Head and Shoulder shampoo's color. The color fitted the video's concept as well as the characters' mood when they were having fun and pleasure.

Special effects/Animations: There were not many special effects which were used in this video except the first and the last part of the Head and Shoulder shampoo's introduction. There were some noticeable and unique audio aspects which brought the mood up. The audio effects also highlighted the quality of shampoo.

Editing style: This is the fast-paced video using intercut shots with the total video length of 30 seconds. Different framings, camera angles were used to show the character's change in feeling and enjoyment while using Head and Shoulder shampoo. Like other videos, the long shots were used at the beginning to introduce the Head and Shoulder shampoo then the medium shot was for the exposition of the character's problem and product usage. The medium and low camera angles were also used. Furthermore, the shot speed was changed from slow motion to fast motion during the enjoyment of the product in order to attract viewers. It totally fitted the upbeat background music which depicted the fast, modern lifestyle of college students.

Perceptions: Many comments were related to how funny the video was. Some were about the shirtless scene and the conversation of characters. Also, the background music was the thing viewers commented on.

4.5 Video 5: TRESemmé #HAIRSTATEMENT

Concept/Content: This video dealt primarily with the young adults' lifestyle. In other words, the video concentrated on the fun, pleasure and power of young women possessing beautiful hair using TRESemmé shampoo. It reflected the women's control over not only hair, but also life.

Format: Life format was used mainly in this shampoo video. It was presented as a life statement of young women. Using TRESemmé shampoo was a choice to make the best of life. The characters were ordinary females representing all women with healthy and beautiful hair stating their life quotes. It reflected their power over hair care as well as everything in life.

Appeal: The video was dominated by the emotional-oriented approach. It depicted the relationship bonds and mutual understanding between women. It also revealed the pleasure, power, and factual-oriented to attract other viewers' empathy.

Jingle/Music: The music was gentle yet upbeat. It was energetic yet soothing in order to fit the concept of the video. It implied the power, delicacy, and sensuality of both young women and TRESemmé shampoo.

Setting/Costumes/Color: The setting was outdoor which was on the streets. The locations were merely informal places when the characters were walking home, to work, to hang out, or just to enjoy themselves. It referred the freedom, power, and pleasure concerning lifestyle. The characters' costumes were informal, working-suitable, or casual reflecting different types of women with various lifestyles. However, all the characters had one thing in common that they had control over life including the choice of choosing shampoo. Using the color of gentleness, subtleness which matched surrounding environment as the main method, the video revealed the leisure, enjoyment, freedom and comfort of young women.

Special effects/Animations: There were some special effects as well as animations concerning the text displaying as statements of young women. The sound and visual effects, in other words, communicated the freedom and novelty of the campaign of this shampoo launch. The focus was on the characters with the blurry background implying the highlight of women with modern lifestyle.

Editing style: Using intercut shots with the transition of different framings and various camera angles were the main technique of this video. As can be said, this was the fast-paced video with the total video length of 31 seconds. The medium shots were used mostly in this video along with the side-to-side camera movement to focus on the characters and their hair statements. The shot speed was altered from medium speed to slow speed that matched the modern music expressing the powerful yet youthful statements.

Perceptions: Viewers' perceptions were about the background music and the characters. They commented on how beautiful the young women in this video were. The TRESemmé

shampoo could be said that it successfully drew attention from customers about the confidence and beauty of women posing in this video.

4.6 Video 6: Palmolive: Like Liza Soberano, finger comb your hair with Palmolive Naturals

Concept/Content: The content of Palmolive shampoo dealt with young women's lifestyle. The fun and leisure of the main character which was Liza Soberano was depicted in this video. The enjoyment of Liza using this product reflected the same feeling of other women.

Format: The celebrity endorsement was used as the main format in this video. Liza Soberano played as a hair expert in the video introducing Palmolive shampoo as the solution for dry and unhealthy hair.

Appeal: Pleasure and sensuality approach were dominated in this video. It was also depicted the bonds and mutual understandings of women having dry hair when Liza Soberano showed the Palmolive Naturals that any women can possess smooth and healthy hair.

Jingle/Music: It used the subtle and modern music beat as background music. It could communicate fastness and comfort of young women's lifestyle.

Setting/Costumes/Color: The setting of this video was indoor. However, the video concentrated mainly on Liza Soberano using finger comb instead of using a real hair comb. The video's setting was set up to focus on the smoothness of hair after using Palmolive Naturals. The costumes were gentle and elegant dresses and clothes which reflected the delicacy and smoothness of the product. The color was mainly white and green similar to the colors of the shampoo.

Special effects/Animations: There were many special effects on the hair's texture, texts display, and the sound during the video. The effects purposely depicted the reality and the quality of shampoo. In other words, it was meant to explain that when consumers used Palmolive Naturals, they would have the smooth hair like Liza Soberano. Many special effects also were used to highlight the ingredients and formula of the shampoo which originated from nature. The sound effect at the end which concentrated on the statement "Have a great hair day" considerably attracted viewers.

Editing style: The main method was intercut shots merging together in order to create a fast-paced video. The total length of the video was 28 seconds. The fast speed of the video also implied the fast pace of lifestyle as well as the effect of Palmolive Naturals on hair. The video used medium shots and close-up shots. The purpose of using medium shots in this video was to present the hair care of Palmolive shampoo in combination with fast-paced medium shots in the scenes of breaking the comb. The shot speed was slow along with the close-up shots focusing on the hair that illustrated the shampoo's high-quality.

Perceptions: Viewers were impressed by the beautiful hair of Liza Soberano and the statement at the end of the video "Have a great hair day"

4.7 Video 7: Herbal Essences: New Herbal Essences bio renew draws from nature

Concept/Content: The young women's lifestyle was demonstrated in this video. It revealed the fun and pleasure of young adults where they enjoyed the possession of healthy hair using the Herbal Essences shampoo. All the animated characters showed the enjoyment of shampoo usage in this video.

Format: Life format was used primarily in this video. The video was presented in the nature with the appearance of natural assets such as fruits, aloe Vera, flowers which were also the ingredients of the shampoo. Furthermore, Herbal Essences shampoo was introduced as a useful accessory which helped them to grow hair in the most organic way.

Appeal: The approach of this video was dominated by the energetic and young emotion. The characters were animated normal girls enjoying the natural power of Herbal Essences shampoo.

Jingle/Music: The video conveyed the mood of fresh energy and pleasure with the modern upbeat music. Also, the voice was blended and matched perfectly with the characters as well as background music which demonstrated the young women's sharing. The music definitely depicted the leisure and fastness of the lifestyle.

Setting/Costumes/Color: The setting of this video was outdoor with natural environment. This artificial location reflected the leisure and satisfaction of characters using the natural product to take care of hair. The colorful costumes illustrated the casual, environmental-friendly, free, and modern lifestyle of characters. Herbal Essences also used the product's ingredients as the costumes for characters to yield the closeness of users and

products. The costumes also reflected the gentle feelings of using the Herbal Essences shampoo. This video's color was vibrant and lively. The color certainly matched the mood and the whole concept concerning the lifestyle and fresh feelings of product usage. Additionally, the colors matched the product's colors.

Special effects/Animations: Special effects and animation were used in this video meant to create the transition from ideal to the real world. The special effects were used in audio and video spheres. It produced the artificial yet practical perception since the animated characters were lovely and nature-based. It merged all the ingredients of products such as flowers, aloe Vera, and orange into animated characters as costumes. As noticed, the special effects and animation were used in the characters and video transitions but not in the product. It created the feelings of the ideal effect of Herbal Essences shampoos.

Editing style: This video was a fast-paced video with the total length of 15 seconds. It used various intercut shots to exhibit different feelings and products aspects. Fast editing was used to present in each shot new information for customers yet with the smooth transition from one scene to another scene to prevent the visual disruption. The Herbal Essences bio shampoo used the long shots and medium shots with the up-and-down movement as well as side-to-side movement to draw the viewers' attention to the product and characters.

Perceptions: Some comments were compliments towards the video's settings and concept such as the animation and the music. There was one viewer said that he would buy the product after watching the video.

4.8 Video 8: Suave: Think expensive hair care brands work best?

Concept/Content: This video dealt with the young women's lifestyle regarding their hair experience using Suave shampoo. Suave video concentrated on the surprise, pleasure, and enjoyment. This experiment reinforced the statement that high-quality shampoo were not always parallel with the high price. Suave shampoo with the affordable price can care for hair like exclusively expensive shampoos.

Format: Suave's video had the setting of interview format with celebrity endorsement. In this video, there were many beauty influencers and hair experts involved such as Kathleen Harper, Adriana Misoul, Karen Lee, and Maria Gonzalez. The video was set up in

the studio with the basic background to focus on the product experience. These young women played roles as experts experiencing the quality of Suave shampoo. The format expressed the meaning which went against the conventional norm that typical people intended to think cheap shampoo were not able to yield the highest quality. Suave changed that norm.

Appeal: The video was dominated by the emotional-oriented approach. It was about pleasure, satisfaction of the customer relating to shampoo usage. Also, the fact approach was involved in this video when all the beauty experts used Suave 10 days before interviews were conducted.

Jingle/Music: The music in the video was modern upbeat music. It conveyed the surprising and fresh experience of beauty influencers from the moment they thought they knew the product to totally blown away by the quality of Suave. There was a transition of background music to illustrate the change in characters' perception. The beginning was fast beat music was in contrast to the slower, subtler music beat.

Setting/Costumes/Color: The setting in this video was in the studio with the basic white background in order to emphasize on the shampoo usage experience as well as the reactions of the characters. The costumes were also the character's outfits. The outfits were elegant, gentle, and feminine that demonstrated the real characteristics of characters and also matched the concept of the video. It was subtle similar to the care of Suave. There were colorful outfits yet the white background. The colors purposely implied that the shampoo care was for everyone from different cultures and backgrounds.

Special effects/Animations: There were some special effects in audio and video. There were also some slow motions concerning the hair, character's reactions, and their statements towards the experience using Suave shampoo. Furthermore, the audio had the transition from upbeat to a slower beat at the end of the video.

Editing style: This was the video in the set of an interview. Different angles, framing, camera positions were used to comprehend thoroughly the whole experience and reactions of characters. The video was 1 minute 5 seconds in length. The medium shots and close-up shots were used as the primary method to convey the meaning of the Suave video. The change of shot speed depended on the content of each part of video. The close-up shots along with the slow motion speed were used when the characters described their hair using the Suave shampoo while the medium shots with the medium pace were meant to show their full reaction and confession.

Perceptions: Many customers tried the product and expressed their satisfaction towards Suave after this video. Some were skeptical of the genuineness of characters' involvement in the video. Almost viewers agreed with the success of the video when the video grabbed viewers' attention.

4.9 Video 9: Pantene: Intense Tangle Test: 3X less tangled hair with Pantene Expert

Concept/Content: This Pantene shampoo had the concept of hair experiment that showed the product's effect. The video concentrated on the differences on the hair tangle using Kérastase shampoo and Pantene Expert Shampoo. The most effective impact of Pantene was seen through the hair with Pantene shampoo which was much less tangled than normal hair.

Format: The real experiment was used as the main format of this video. In this video, the intense tangle test was presented in a place which was built only for this test with machines and facilities. The Pantene shampoo was introduced as the solution to the tangle hair problem.

Appeal: This video was led by the factual-oriented approach. It yielded the amaze appeal through the hair test solving the tangle hair issue. There was no human involved in this test expressing the experiment's objectivity and genuine objectivity. That amazed the viewers to the climax extent of precision of the test.

Jingle/Music: The Pantene shampoo video used no background music but only the machinery sound. Since it was focused on the test itself with no distraction of sound, the video communicated the serious tone and mood of the video.

Setting/Costumes/Color: The setting of the Pantene shampoo video was in the place for hair experiment with machines and facilities. The hair was the center of the video showing the test's accuracy. Colors were mainly white and yellow matching the Pantene product shampoo. The colors were chosen to suit the serious tone and mood of the video. All machines and facilities were either white or yellow also the texts.

Special effects/Animations: The special effects were used in the visual and audio of the video. The sound was mechanical and the visual effect was all about text. It conveyed the objectivity of the test.

Editing style: The video was a fast-paced video with the total length of 30 seconds. At first, the camera filmed directly the front of the products and experiment place. Then the video was filmed how the test was conducted with different camera angles, especially the part of hair combing. Intercut shots were used to speed up the video pace. This Pantene video has the combination of long shots, medium shots, and close-up shots. The long shot was used at the beginning of the video to briefly give the context to viewers concerning the set of hair experiment. The medium shots were used to clarify the experiment with closer camera position. Then the close-up shots were used to focus on the result of the experiment. The speed of this video was consistently normal from the beginning to the end to express its seriousness.

Perceptions: All viewers who commented were impressed and expressed their interests in Pantene shampoo.

4.10 Video 10: Dove: Dove Demacare scalp anti-dandruff

Concept/Content: Dove video dealt with the hair experience of the character involved in the experiment. The test showed the comparison between Head and Shoulder classic anti-dandruff shampoo and Dove Demacare Scalp Anti-dandruff shampoo. Using another brand as a competitor which was Head and Shoulder in this video, Dove competed directly with the quality of Head and Shoulder shampoo. The content exhibited the effective impacts on hair. In other words, the content proved the statement that anti-dandruff shampoo could take care of hair while solve the scalp problem at the same time. The success of the test was shown through the enjoyment of the character using Dove Demacare scalp anti-dandruff shampoo.

Format: This video used the life format. The video was set up in the place where the test was easily conducted and Dove Demacare was introduced as a solution to the tangle hair problem that normal anti-dandruff shampoo was not able to solve. The character which was a young woman playing as a role model. She was simply an ordinary woman experiencing the hair care of 2 shampoos and realized which one was better.

Appeal: Dove Demacare scalp anti-dandruff shampoo video was dominated by the emotion-oriented approach as well as fact-oriented approach. The experiment had the facts via the experiment proving the quality and effect of Dove shampoo. Besides, the character's enjoyment and pleasure of hair experience played as an emotional appeal.

Jingle/Music: The modern fast up beat was used as the background music yet the conversation between character and Dove's narrator were dominated in this video. The background music demonstrated the excitement and pleasure of character. It suited the voice tone and the character's mood throughout the hair test.

Setting/Costumes/Color: The setting was in the laboratory where the hair test was conducted. The location looked professional which reflected the objectivity of the test. The casual costumes also revealed the pleasure, comfort and enjoyment of Sarah, the character, during the test. The color was mostly in white which also the color of Dove shampoo. All the background was white in color in order to make viewers concentrate on the experiment.

Special effects/Animations: The special effects were mostly used in the texts and products displayed in the test. The text stood out against the white background to catch the viewers' awareness.

Editing style: This is a fast-paced video with the total length of 30 seconds. Using intercuts which showed different meanings along with different framings. Like the first framing, the video showed the behavior before the test, during the test, and reaction after the test. Furthermore, various camera angles were used to demonstrate the quality and the effect of shampoo. The long shot was used to introduce the hair experiment as well as the experiment's setup. In addition, the medium shots explained the process of experiment and the close-up shots clarified also the effectiveness of Dove shampoo as well as the differences between two shampoos. The video speed was medium through all the shots.

Perceptions: Many viewers discussed the comparison between Head and Shoulder and Dove shampoo of the video. Some agreed with the test which Dove really worked while other people were skeptical about the test's credibility. Additionally, many people liked Sarah, the character of the video. In sum, some hated while others loved Dove's video content. Consequently, this video was successful at grabbing the attention of viewers when it evoked viewers' discussion.

4.11 Viewer engagement with the videos

Viewer engagement including the numbers of likes, shares, comments, views, and channel subscription were presented in table number 1 below. The effectiveness and productivity of content videos were shown through all the data in the table. The data of video analysis was retrieved the last time at 11:52 AM (Helsinki time) on 5th of February, 2018. There are 3 ratios being put into video content analysis

1. The Comment to Views: $\frac{Comments}{Views}$ is used to measure the success of the video content concerning how high the engagement is (Robertson, 2014).
2. The Likes to Views: $\frac{Likes}{Views}$ is supposed to measure how popular the video is (Robertson, 2014).
3. The Views to Subscribers: $\frac{Views}{Subscribers}$ is used to measure how well the channels' growing process is (Robertson, 2014).

The bold numbers in the table are the biggest numbers in each column.

Table 1: Viewer engagement with the 10 videos

Hero content videos	Views	Likes	Comments	Subscribing	Comments/Views (%)	Likes/Views (%)	Views/Subscribers (%)
Garnier	611712	6	2	5400	0.0003	0.001	11328
Sunsilk	1498	8	0	82000	0	0.534	1.826829
Clear	3685	13	0	501	0	0.3528	735.5289
Head and Shoulder	5096972	136	39	35000	0.0008	0.0027	14562.78
TRESe mmé	2289342	127	13	29000	0.0006	0.0055	7894.283
Palmolive	1839087	85	9	17000	0.0005	0.0046	10818.16
Herbal Essences	1828	22	7	6200	0.3829	1.2035	29.48387
Suave	271568	442	41	10000	0.0151	0.1628	2715.68

Pantene	11617	61	3	48000	0.0258	0.5251	24.2020 8
Dove	15317348	76	84	117000	0.0005	0.0005	13091.7 5

5 DISCUSSION

The aim of this thesis was to better understand different elements of branded video content on YouTube. This study explored how different types of branded YouTube video content was perceived by viewers and how they reacted to the content through actions on YouTube. This study helps brands since the key to business success comes from the audience understanding and consumer engagement towards the product and brand content creation (Gamble, 2016, p. 33). There are many perspectives needed to be taken into consideration when creating valuable content videos, including time, talent, creative ideas, firm goals, a target audience, and in-depth research (Cockerham, 2017b). These are expressed through content, concept, settings, music, costumes, and characters, etc. Next the result will be discussed according to the characteristics of the observation scheme.

Content/Concept: Innovative and interesting content were created in the analyzed videos like product trials (Pantene, Dove, and Suave), relational-approach content (Garnier, Sun-silk, Head and Shoulder) or lifestyle (TreSemmé, Clear, and Palmolive).

Format: Celebrity endorsement format was used in the videos by Clear and Palmolive to play their roles as a role model and expertise. Also, the trail format and life format were employed also in many videos in order to solve the problems given (Pantene, Dove, TreSemmé, etc.).

Appeal: The emotional approach and factual approach were the two primary techniques of appeal deployed in the videos. But most videos used the emotion-oriented approach or fact-oriented approach with the tone of emotion except the pure factual one which was Pantene.

Music: Modern upbeat music was used in almost every video to communicate the tone and mood.

Setting/Costumes/Colors: The settings in the video were close to nature (Garnier, TreSemmé, and Herbal Essences), locations like home, streets (Head and Shoulder, Sun-silk, Palmolive) or studio, laboratory for the full experience of products (Clear, Suave,

Pantene, Dove). It reflected different methods giving the feelings of products. Almost every video use the casual clothes, or gentle elegant clothes to imitate the feelings deriving from the products. The colors were all used to suit the colors of products or the settings.

Special effects/Animation: There were special effects in visual and audio to amplify the effects of the videos. Animation was used successfully to make the transition from ideal to real life in one video (Herbal Essences).

Editing style: The use of editing plays an important role deciding the speed of the video (Anurekha, 2015, p. 75). Almost all videos were fast-paced, using inter-cuts with the total length was less than 30 seconds, except for Suave's with 1 minute 5 seconds in length. The faster the information is presented, the better the video is (Anurekha, 2015, p. 75) and the results here seem to confirm it.

Perceptions: Viewers perceived the content mostly through the peripheral cues. They commented and liked the content video. Some loved the products and agreed with the content (Herbal Essences, Palmolive, Garnier, TreSemmé, and Sunsilk). Some discussed the setting and mainly the characters (Head and Shoulder, Palmolive, Suave, Pantene). There were also conflicts, arguments concerning the content of videos such as the comparison of two products in the Dove video.

Table number 2 summarizes the analysis. It is summarized according to brand name, appeal, central cues and peripheral cues.

Table 2: Analysis chart based on The Elaboration Likelihood Model

Brand name	Appeal	Central cues	Peripheral cues
Garnier	Emotional sensual appeal	Product launch, gentle delicate shampoo	Gentle and leisure image, musical, relationship bonds
Sunsilk	Emotional appeal	Product launch, shampoo for strong, healthy and long hair	Role model, relationships bonds, modern and vibrant images, gentle music
Clear	Emotional sensual appeal, leisure appeal	Product launch with a campaign, a statement for women	Use of celebrity, role model, luxury and power image, upbeat music, stylish and fast paced visuals.
Head and Shoulder	Factual appeal, humorous and sexual appeal	Product launch, modern and comfortable solving dandruff shampoo	Role model, funny and sensual image, upbeat music, casual location, relationship bond.
TreSemmé	Factual, sensual appeal	Product launch with a campaign, statement for women	Role models, upbeat music, casual yet stylish gentle costumes, sensual yet informal images.
Palmolive	Sensual appeal, leisure appeal	Product launch, shampoo for smoothing hair with natural ingredients.	Use of celebrity, gentle modern background music, subtle colors, lovely costumes, special effects technique

Herbal Essences	Emotional appeal	Product launch with nature-based shampoo	Fresh and natural image, creative animation, colorful colors, gentle yet modern background music, visuals special effects
Suave	Factual as well as emotional appeal	Product launch with hair experience, interviews concerning shampoo trials	Creative concept, interview focus, modern upbeat music, powerful and attractive statements, basic setup, influence of characters as role models
Pantene	Factual appeal, surprise appeal	Product launch through tangle test	No human involved, machinery setting, test focus, visual and audio special effects, intercuts, fast editing, strong statements and proof
Dove	Emotional and factual appeal	Product launch with a test by 2 specific shampoos	Characters as role model, young energetic background music, voice tone, conversation of character and narrator, basic setting, usual costumes, test focus, subtle color

5.1 Conclusions

Following the Elaboration Likelihood Model, the cognitive effort is required via the central cues. In the sphere of central cues, the content video analysis showed that the videos used emotional tactics concerning lifestyle, relationship or factual information to reach

the persuasion through the peripheral route. In other words, all shampoo videos were not in the category of high involvement so the peripheral route was employed to communicate the meanings. In the peripheral cues, the videos used Liking, Consistency, Authority, and Social Proof. Liking happened when there were likable speakers involved like Miranda Kerr and Liza Soberano (Palmolive, Clear, Sunsilk, Herbal Essences). The social proof aspect took place when there was peer pressure. The message receivers were influenced by the actions and words of others (TreSemmé, Suave, Dove, Head and Shoulder, Clear, Garnier). The sense that speakers have the power over the receivers is called Authority. Authority was obvious in the videos with the involvement of celebrities or experts (Clear, Suave, and Palmolive). Consistency was used concerning past experience (Dove, Pantene, Head and Shoulder).

The factual and emotional appeals were predominantly dominated in the videos. The video earned the highest number of viewers' comments and views was the one having the factual approach (Dove). Suave's video content which had factual and emotional appeals also received the highest number of likes. Some video content had the appeal dealing with fact-oriented approach having the emotional tone in them (Suave, Pantene, and Dove). Those videos created the emotions being emerged from real experiments and videos' characters. In other words, the viewers could see themselves in the videos and that is why they engaged with the content.

Following the observation scheme, the content is dominated by the factual appeal with emotion when the content generates the feeling of close relationship yet realistic experience given to consumers. Firstly, the celebrities and role models are the main characters that appear in videos. Secondly, the appeal is led by the factual and emotional orientations which synchronize with the peripheral and central cues in the Elaboration Likelihood Model. Thirdly, the upbeat, modern music with the style of hip hop, pop, and contemporary music genres are used in almost the videos. Fourthly, intercuts editing style with the combination of long shots, medium shots, close-up shots, mixed camera angles, camera movements, shot speed and casual locations as setup montage are also the main methods in the fast-paced videos. In fact, the video editing helps different videos' perspectives to be shown effectively. Fifthly, the setting, costumes matched well with the montage of the shoot, the music and the content. Last but not least, special effects and animation were

applied on the characters' appearance and products. The brightness, the blur, and the shining lights were used to express the significance of role models, characters and the products.

The result which were derived from the video data analysis gave many viewpoints concerning the content strategies employed by brands. The Head and Shoulder video earned the first place in Views to Subscribers ratio regarding the channel which had the highest growth rate. It also meant Head and Shoulder's channel having the stable video content development. Yet, Herbal Essence's video received the highest rates in Likes to Views ratio and Comments to Views ratio. It showed that Herbal Essence's video content using emotional appeal along with unique video editing was successful. However, some video contents did not succeed in catching viewers' attention. Sunsilk had the high amount of subscribers yet received the lowest ratios in Comments to Views as well as Views to Subscribers. It meant the Sunsilk's video content was ineffective and unappealing to viewers. That is why the viewers did not engage with the Sunsilk's video content.

5.2 Further research

To make viewers engage with video content, there are two main routes following the Elaboration Likelihood Model that brands should choose. Firstly, deciding which route should be taken is the choice of advertisers but needed to be researched carefully regarding the nature of the products as well as the meaning, the brand's target. By choosing the suitable route, brand can save time and can create appealing content. In order to catch the viewers' attention as well as to affect the viewers' attitude, brand needs to identify the best method of each feature being employed following the observation scheme. That is also the second step. Thirdly, there are many distractions during the process of video editing and content creation. For example, visual and audio effects should be blended perfectly which also match the video's concept. The further research should focus on how to blend video's characteristics properly in order to convey content in the most effective way.

Audience retention is the next step after reaching the awareness of viewers who can become the potential consumers. Based on Hero-Hub-Hygiene strategy that is stated in the figure number 3, hub content is the next stage which a brand should focus to produce

qualified content. Narrowed customer group is the brand's main target in this stage. Consequently, the content, concept, appeal, editing style, setting of a video should be analyzed and chosen concerning the product's features and brand's mission and vision.

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APPENDICES

YOUTUBE LINKS

They are used in the observation scheme – The Elaboration Likelihood Model and desk-top research for consumer engagement analysis.

Garnier Whole Blends – New Oat Delicacy:
<https://www.youtube.com/watch?v=nnrAHz4TnlQ&list=PLPwy2Idv2HYy-WbFLY-erd6MjJZPZHOFOn>

Sunsilk Long and Healthy Growth:
<https://www.youtube.com/watch?v=Ho8w8aSjq3Q&list=PLPwy2Idv2HYy-WbFLY-erd6MjJZPZHOFOn&index=2>

Clear – Mirandar Kerr #IAMWHOIAM:
<https://www.youtube.com/watch?v=CdOi7W3l-p8&list=PLPwy2Idv2HYy-WbFLYerd6MjJZPZHOFOn&index=3>

Head and Shoulder – Don't be flakey at your first college party:
<https://www.youtube.com/watch?v=gxmiW2tcwF4&list=PLPwy2Idv2HYy-WbFLY-erd6MjJZPZHOFOn&index=4>

TRESemmé #HAIRSTATEMENT:
<https://www.youtube.com/watch?v=2KGMEvBOfbg&index=5&list=PLPwy2Idv2HYy-WbFLYerd6MjJZPZHOFOn>

Palmolive Naturals – Like Liza Soberano, Finger comb your hair:
https://www.youtube.com/watch?v=O35PBAjC_II&list=PLPwy2Idv2HYy-WbFLY-erd6MjJZPZHOFOn&index=6

Herbal Essences – New Herbal Essences bio: renew from nature:
<https://www.youtube.com/watch?v=9aXid5LVs2E&list=PLPwy2Idv2HYy-WbFLY-erd6MjJZPZHOFOn&index=7>

Suave – Think expensive hair care brands work best? :
<https://www.youtube.com/watch?v=h9WJnPyeRnI&index=8&list=PLPwy2Idv2HYy-WbFLYerd6MjJZPZHOFOn>

Pantene – Intense tangle test: 3X less tangled hair with Pantene Expert:
https://www.youtube.com/watch?v=m8FZdM17_Vs&index=9&list=PLPwy2Idv2HYy-WbFLYerd6MjJZPZHOFOn

Dove – Dermacare Scalp Anti-Dandruff Shampoo:
https://www.youtube.com/watch?v=AChHQbAr-_0&index=10&list=PLPwy2Idv2HYy-WbFLYerd6MjJZPZHOFOn