



MARATHON
STRATEGIES



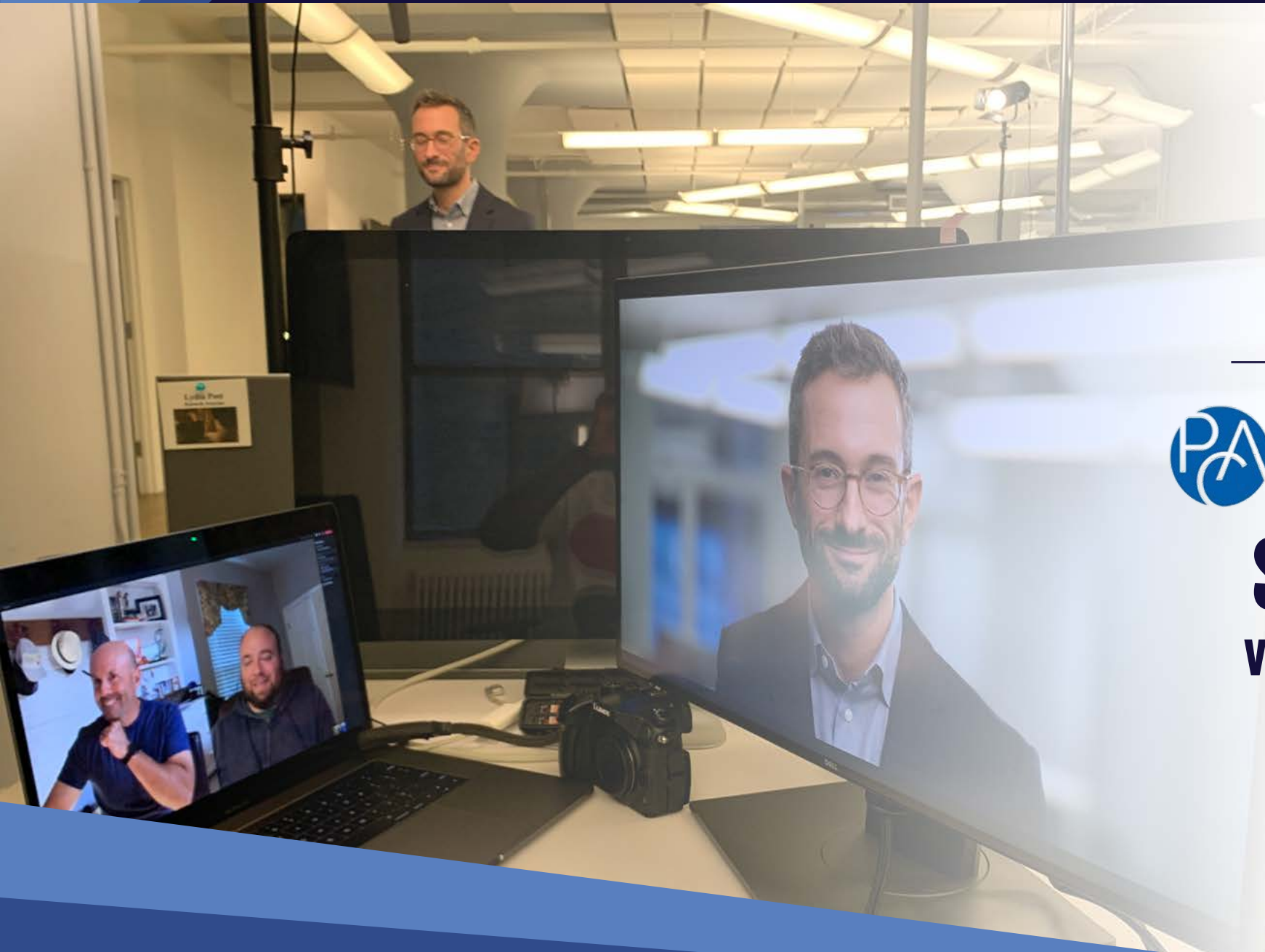
Public Affairs Council

SCREEN TIME

VIDEO IN THE AGE OF COVID

Jim Scott Polsinelli
Chief Executive Officer
Marathon Strategies

December 1, 2020



WHAT WE'LL COVER

- ☒ Advocacy today
- ☒ Looking your best
- ☒ Telling the best story
- ☒ Mastering technology
- ☒ Livestreaming
- ☒ Maximizing your budget and measuring effectiveness
- ☒ Creating evergreen content

VIDEO IS THE KEY TO SUCCESSFUL ADVOCACY

“Advocacy has changed during the pandemic, and creativity is key to telling your story. A 30- second or 1- minute video introducing you is much more compelling than a dense white paper or one-pager.”

— **Chris Morton**, SVP American Land Title Association



LOOKING YOUR BEST

YOU'RE ALWAYS ON
CAMERA NOW



Lighting

BEFORE LIGHTING



AFTER

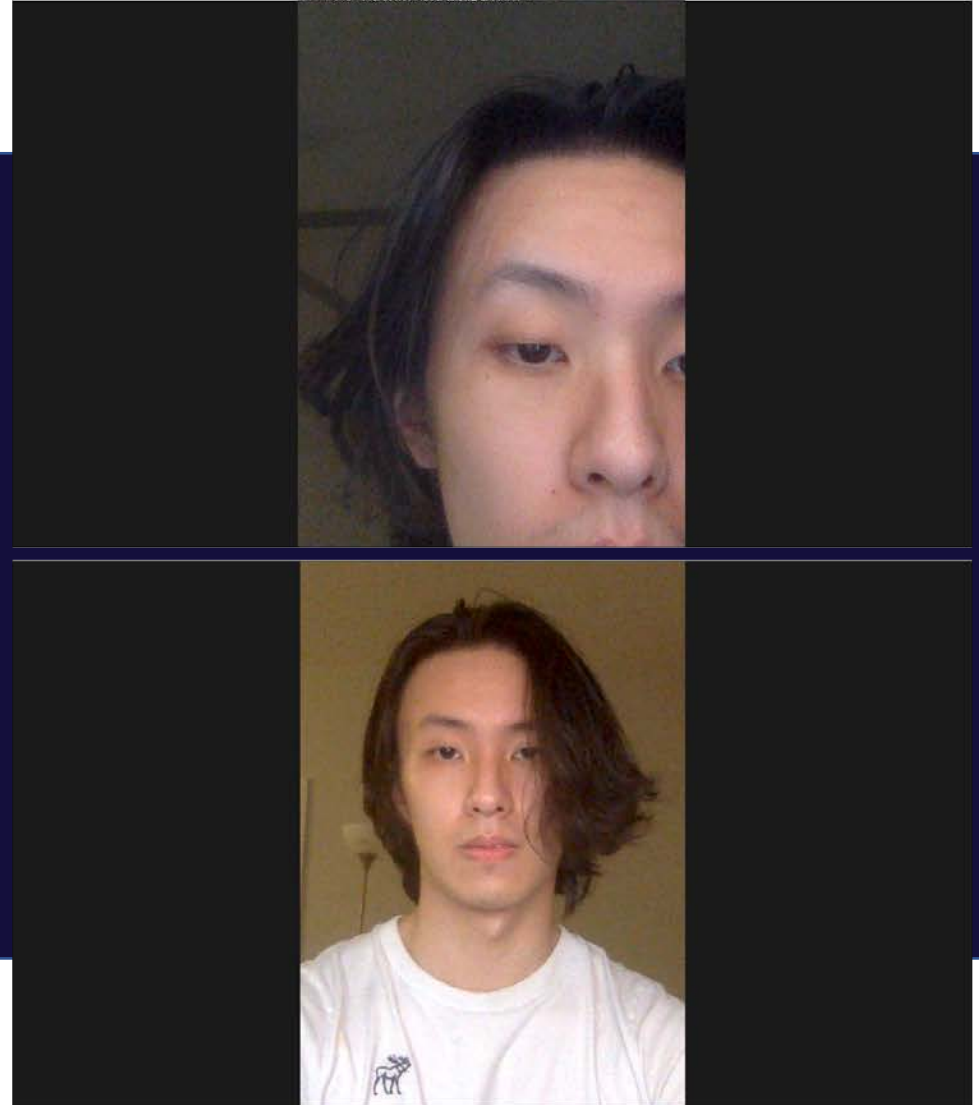


LOOKING YOUR BEST

**YOU'RE ALWAYS ON
CAMERA NOW**



Camera Positioning



LOOKING YOUR BEST

YOU'RE ALWAYS ON
CAMERA NOW



Background



LOOKING YOUR BEST ON CAMERA

YOU'RE ALWAYS ON
CAMERA NOW



Wardrobe



TELLING YOUR BEST STORY

- 1 | SAY IT STRAIGHT
- 2 | THEN CLEVER
- 3 | THEN IN A :60, :30
AND :06 VERSION



MASTERING TECHNOLOGY: TALKING HEAD

Zoom
640x360
25fps



Teams
1920x1080
7fps



QuickTime
1280x720
30fps



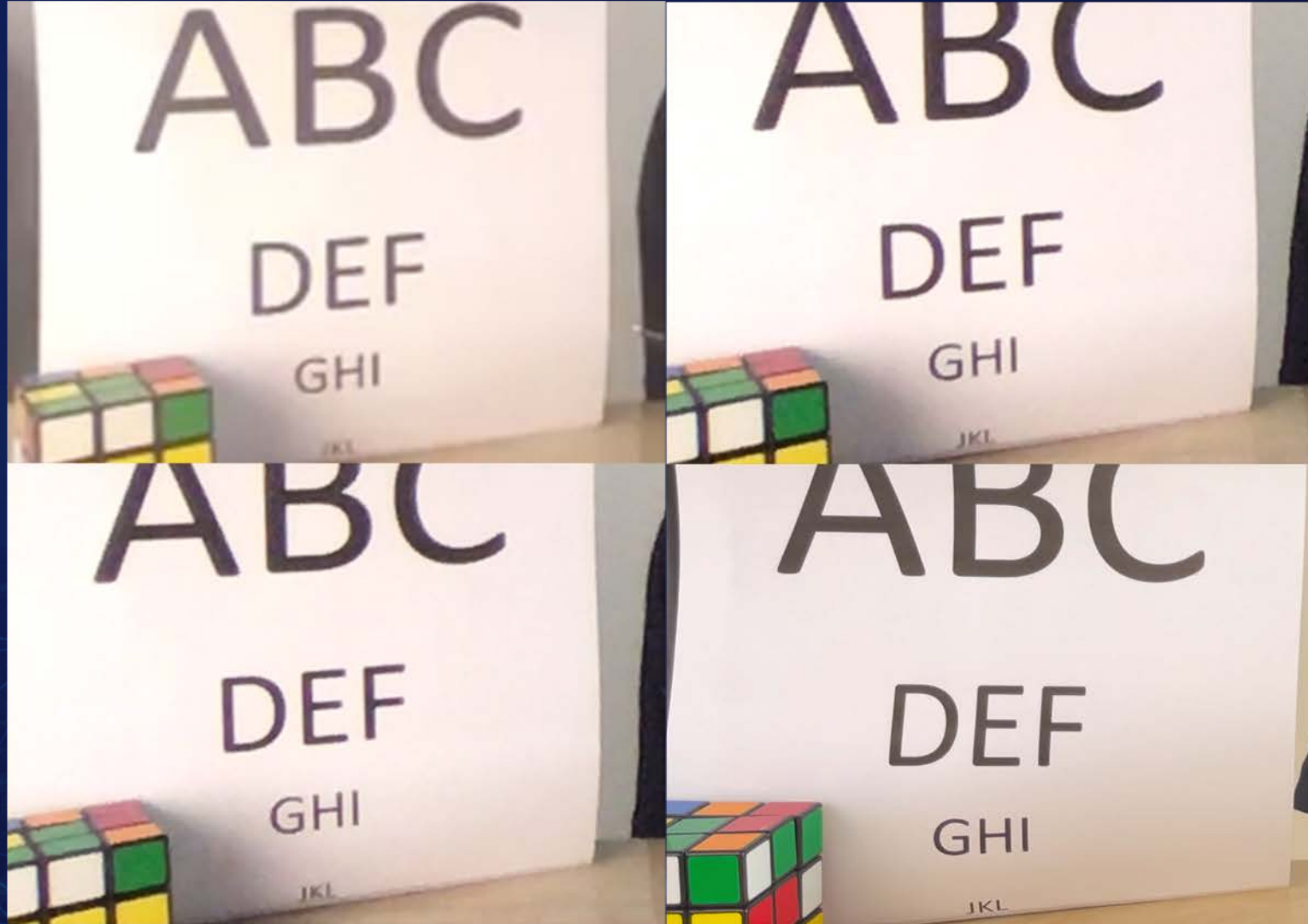
iPhone
3840x2160
30fps



MASTERING TECHNOLOGY: TALKING HEAD ZOOM IN

Zoom
640x360
25fps

QuickTime
1280x720
30fps



Teams
1920x1080
7fps

iPhone
3840x2160
30fps

MASTERING TECHNOLOGY: LIVE ACTION

PRODUCTION CREW



MASTERING TECHNOLOGY: LIVESTREAMING



zoom



EVENT PLANNING

LIVESTREAMING ISN'T ALWAYS LIVE

Think of producing an infomercial/variety show for your issue.

1

Produce content before your event to show throughout your presentation

2

Many different platforms to choose from

3

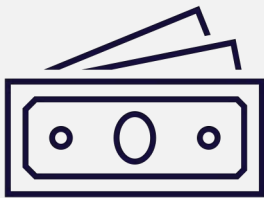
Carefully consider your audience, your content and your time

MASTERING TECHNOLOGY: SOUND



- Audio is just as important as video.
- Picking up an MV88+ video Kit, or comparable iOS microphone.

MAXIMIZING YOUR BUDGET AND MEASURING EFFECTIVENESS



YOUR BUDGET HAS
TWO COMPONENTS

- Actual production
- Media spend



YOUR GOAL MUST BE ALIGNED BEFORE LAUNCHING

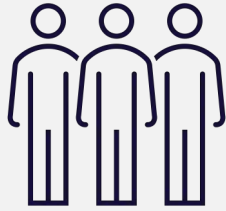


Are you looking for clicks,
engagement, education or persuasion?



Video is best for brand awareness

MAXIMIZING YOUR BUDGET AND MEASURING EFFECTIVENESS



TARGET YOUR AUDIENCE

- Is this going to be a display or social push?
- If you can't afford a digital strategist to find your audience, boost your social posts on LinkedIn, Facebook and Twitter
- We've had great experience with mobile targeting MOCs



MAXIMIZING YOUR BUDGET AND MEASURING EFFECTIVENESS



THE INTERNET IS THE
WORLD'S GREATEST
FOCUS GROUP PLATFORM

- What are you asking your audience to do — think of something? Or do something?
- We like to test our CTAs a lot with A/B split and different messaging
- Real vs. authentic photos and videos?



PRODUCTION NOTES:



- Film your video to the platform your utilizing
- Make sure the video can be understood without audio

CREATING EVERGREEN CONTENT: PANDEMIC VS. POST PANDEMIC



WE'RE LIVING IN TWO WORLDS

One that's practicing social
distancing and wearing masks



CREATING EVERGREEN CONTENT: PANDEMIC VS. POST PANDEMIC

CONSIDER ANIMATION

Not always the cheapest, but it
has a longer shelf life





MARATHON
STRATEGIES

THANK YOU

“Authentic storytelling will always trump technology, especially in advocacy.”

