Traditional Goes Interactive: Repurposing Video Content for Immersive Experiences

Thursday, August 29, 2019

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WEBINAR

WIREWAX®

1. ***Introduction***

2. ***Exploring Interactive Concepts***

   » Clickable Hotspots

   » Immersive Overlays

   » Shoppable Experiences

   » Branching Narratives

3. ***Tips and Tricks***

4. ***Q&A***

Lemonlight

Founded in 2014, Lemonlight has created 7,000 branded videos and video ads for companies of all sizes. Through the creation of affordable, high-quality video content, we help brands enhance their marketing strategy and reach their target audience.

About Chloe

As Social Content Strategist, Chloe shapes Lemonlight's online presence by talking directly to customers and helping with partnership outreach and content creation. She's also the unofficial spokesperson for Lemonlight, providing her video expertise to businesses big and small.

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WIREWAX Studio

WIREWAX Studio is the multi-award-winning cloud-based toolset powering the world's interactive video. Driven by the fundamental beliefe that video should be as connected and accessible as the rest of the information on the internet, we combine computer vision and artificial intelligence to help users build highly-engaging custom interactive experiences with their video.

About Marissa

Marissa is WIREWAX Studio's Director of Customer Success, working side by side WIREWAX's top users to create immersive interactive experiences at scale. She brings expertise in interactive video technology, creation and distribution to clients looking to revamp their traditional video content.

Why Create Interactive Video?

- Interactive video delivers up to 9x **greater engagement** than traditional video
- On average, 67% of your viewing **audience interact**
- Viewers spend **twice as long** on an interactive video than traditional

The interactive video revolution is already here.

Which side are you on?

TAP HERE TO
SHOP NOW

Old world: static video.

One way communication

Lives in a silo

Passive experience

New world: interactive video.

Two-way dialogue

Connected to the rest of the Internet

True engagement

Why Repurpose Your Content?

- Conserve your time, effort, and team resources

- Distinguish your brand with consistent, engaging content

- Understand your audience with measurable analytics

# Exploring Interactive Concepts

Clickable Hotspots

- Hotspots are the key to **activating** a world of **engagement** in your video.

- Hotspots act as a 'hitbox' – clicking on the hotspot will lead to the content or action of your choice.

- Ideal for layering on top of existing video to create depth to every frame of your content.

TAP HERE
Grille Surround
Carbon Fibre

171 UYP

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Immersive Overlays

- Overlays act as a portal to the rest of the web – right from your video.

- Enrich with additional information and context.

- Collect data or complete a task in-video.

- Insert extra footage or discover behind-the-scenes video
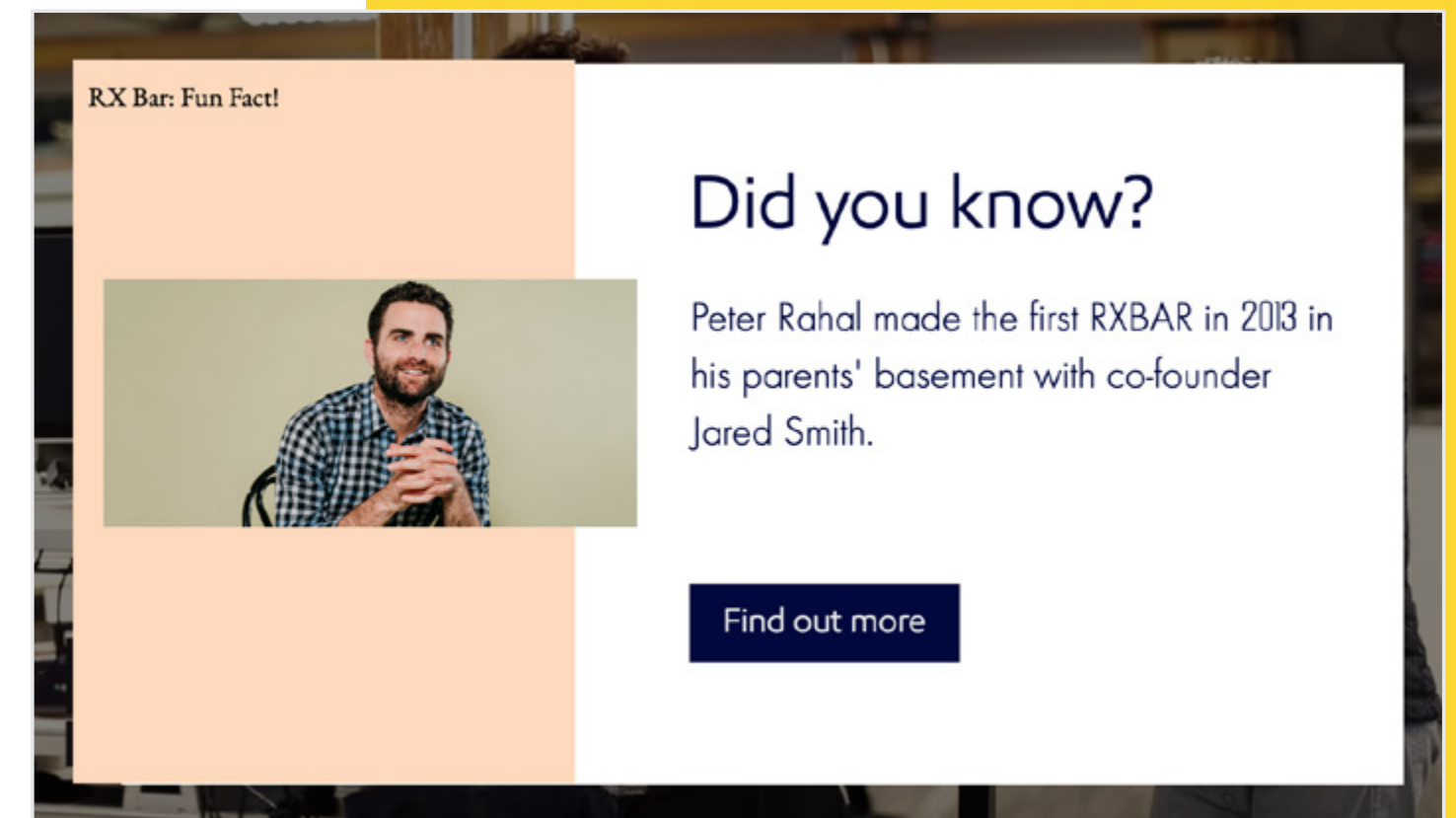
- Interactive end card.
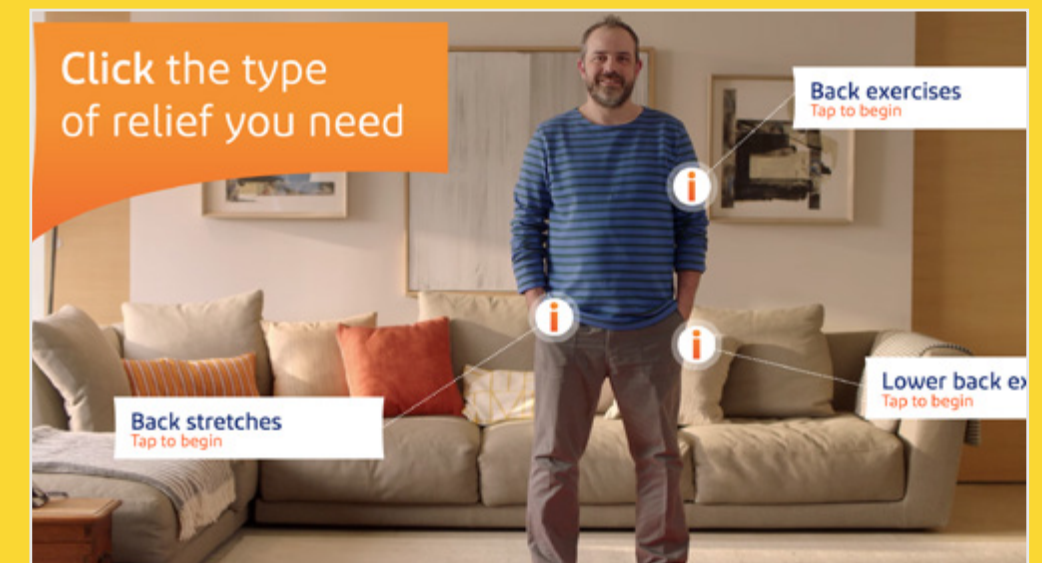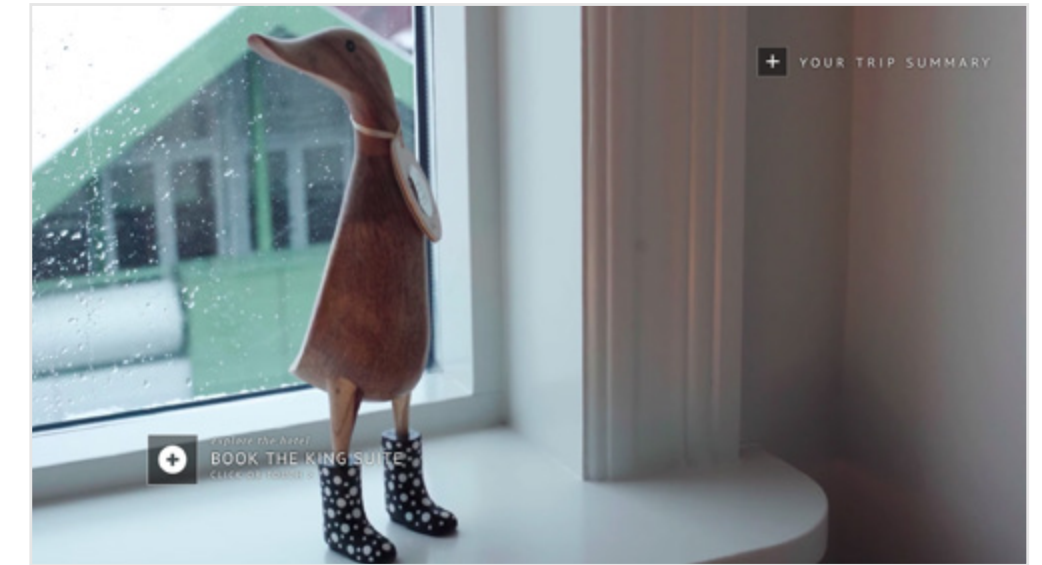
CLICKABLE HOTSPOTS AND IMMERSIVE OVERLAYS

Which video type works best?

Brand Video

Introduce yourself in a memorable way.

Share fun facts about your brand and

the people behind it!

CLICKABLE HOTSPOTS AND IMMERSIVE OVERLAYS

Which video type works best?

How-To Video

Provide value with additional knowledge.

Share recipes, tips, and any other detailed information about the task or activity at hand.

Get the complete recipe here!

REFRIGERATE FOR 1 HOUR

Chloe's BBQ Chicken

INGREDIENTS

- 3 pounds chicken wings
- ⅓ cup Sriracha hot sauce
- ⅓ cup lemon juice
- ⅓ cup honey
- 1 teaspoon salt
- 1 teaspoon pepper

METHOD

1. Mix Sriracha hot sauce, lemon juice, honey salt and pepper in a small bowl.
2. Once mixed, add the chicken wings and make sure they are all covered with the marinate.
3. Marinate for at least 30 minutes up to 2 hours
4. Heat up your Fuego Grill to medium-high heat. Place the wings directly on grill and cook until done.
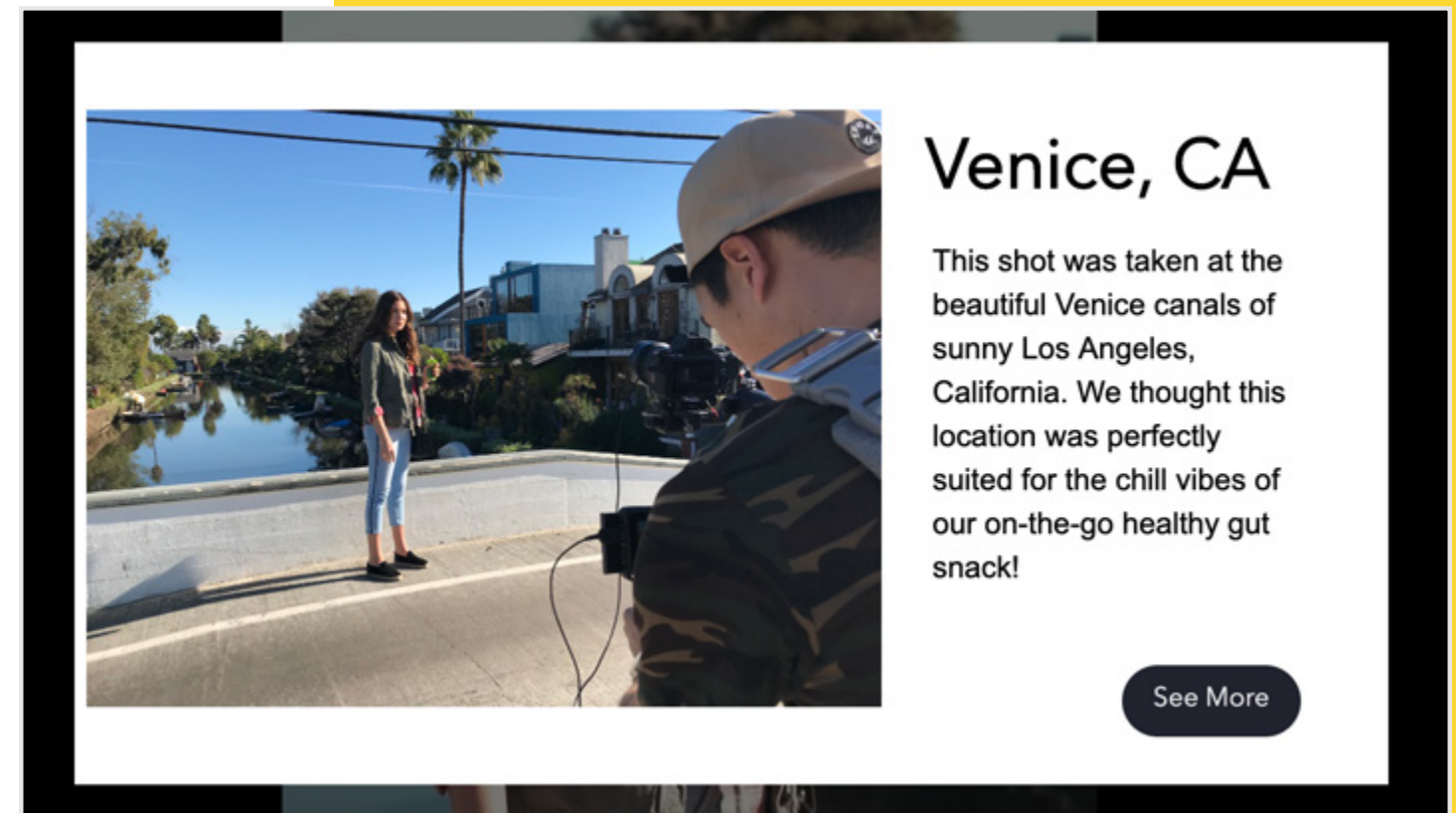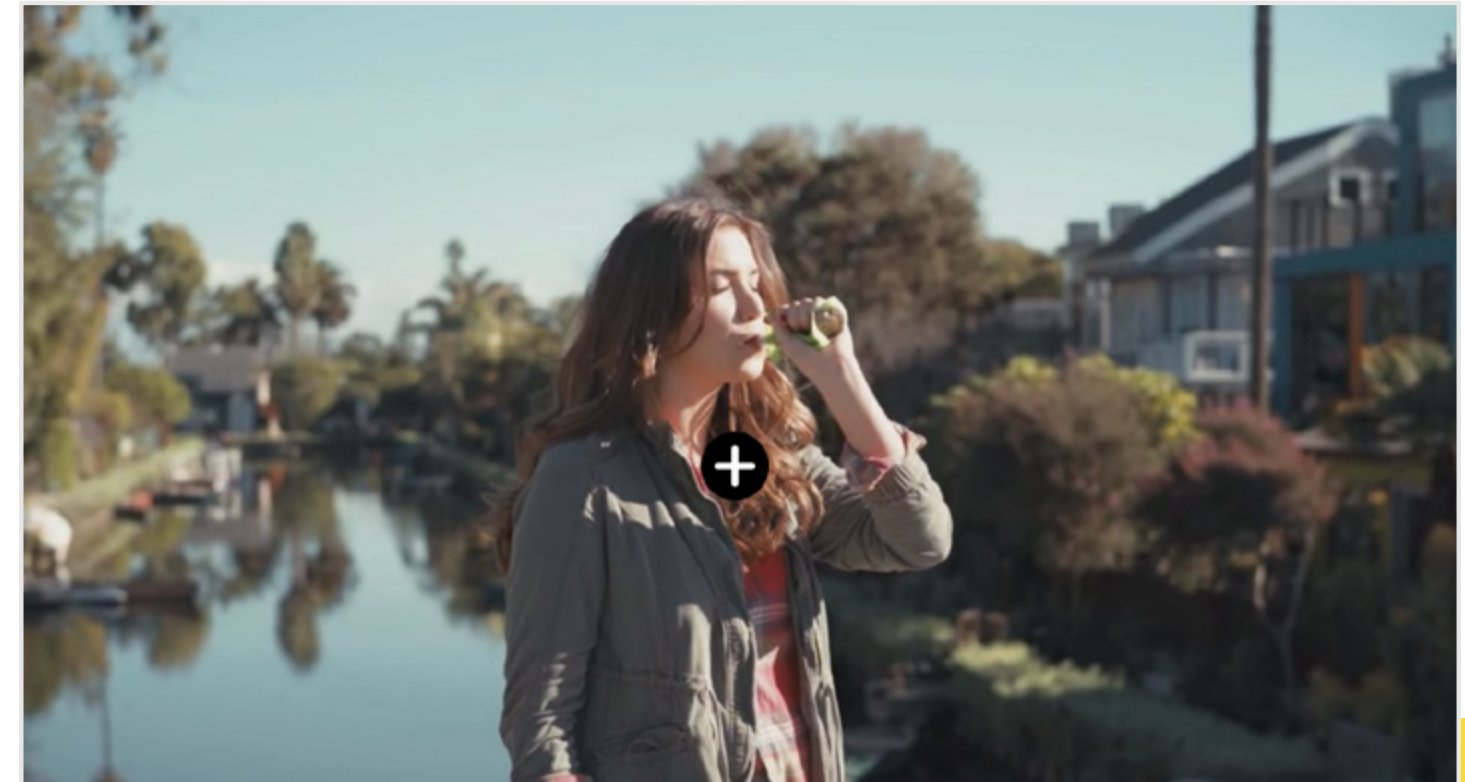
Print Recipe

CLICKABLE HOTSPOTS AND IMMERSIVE OVERLAYS

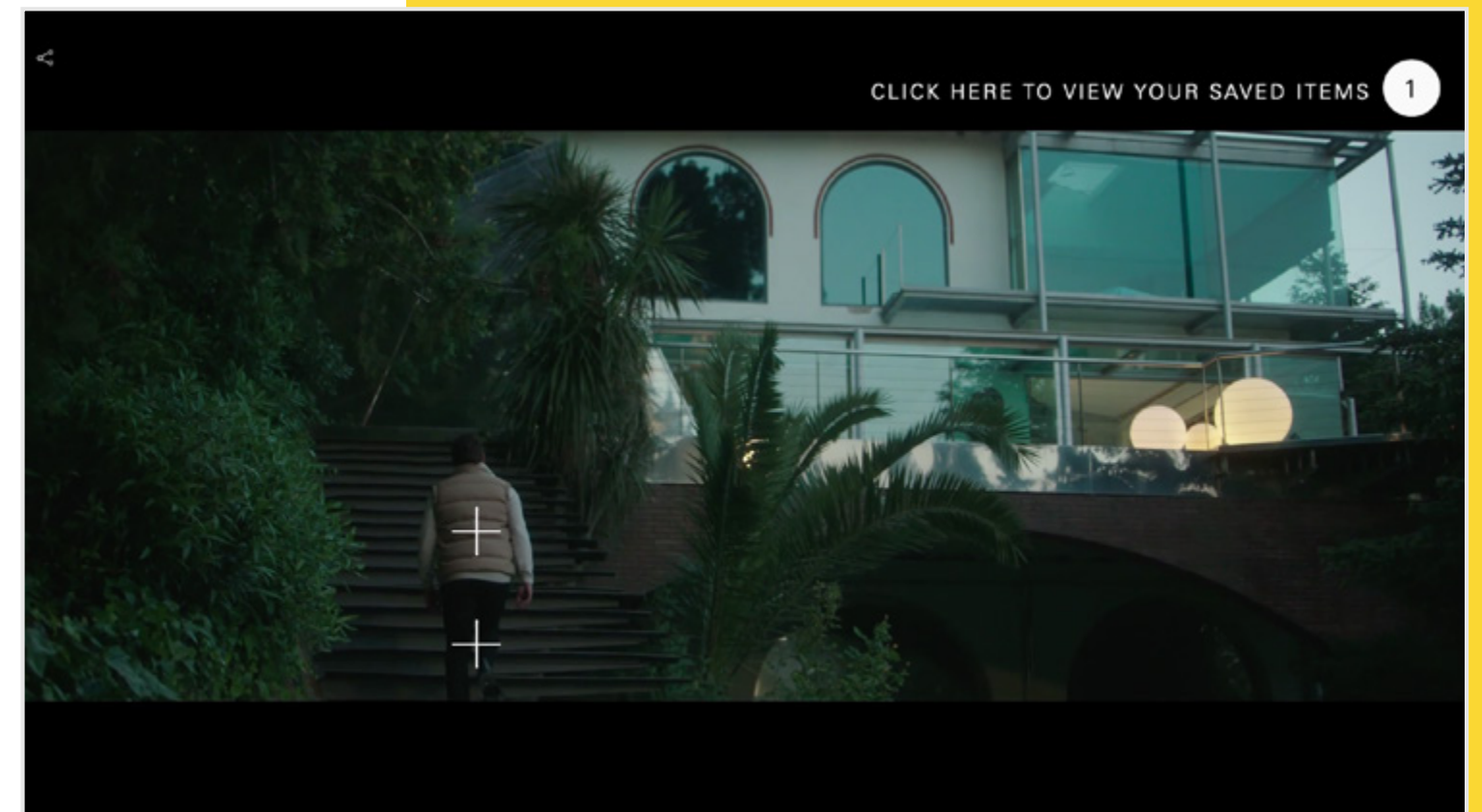# Which video type works best?

Social Content Video

Spice up your content with extra footage.

Include fun behind-the-scenes videos

or photos!

Venice, CA

This shot was taken at the beautiful Venice canals of sunny Los Angeles, California. We thought this location was perfectly suited for the chill vibes of our on-the-go healthy gut snack!

See More

Shoppable Experiences

- Turn any passive video into an active purchase experience, shortening the path to purchase.

- Tag any item with product details the viewer can click to learn more about.

- Dynamically update availability and pricing.
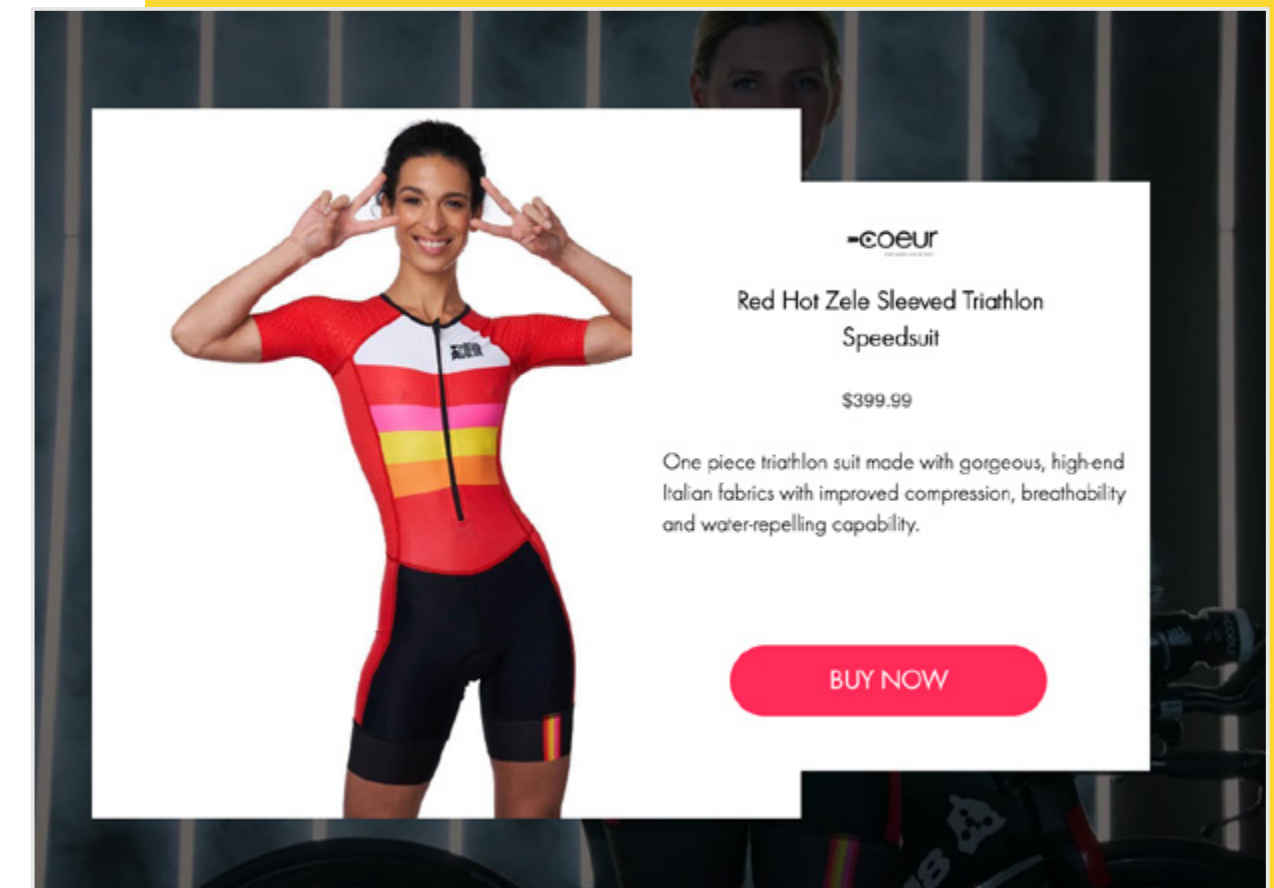
- Add-to-cart right from the video.

SHOPPABLE EXPERIENCES

Which video type works best?

Commercial

Add a dynamic shoppable overlay.

- Product Image

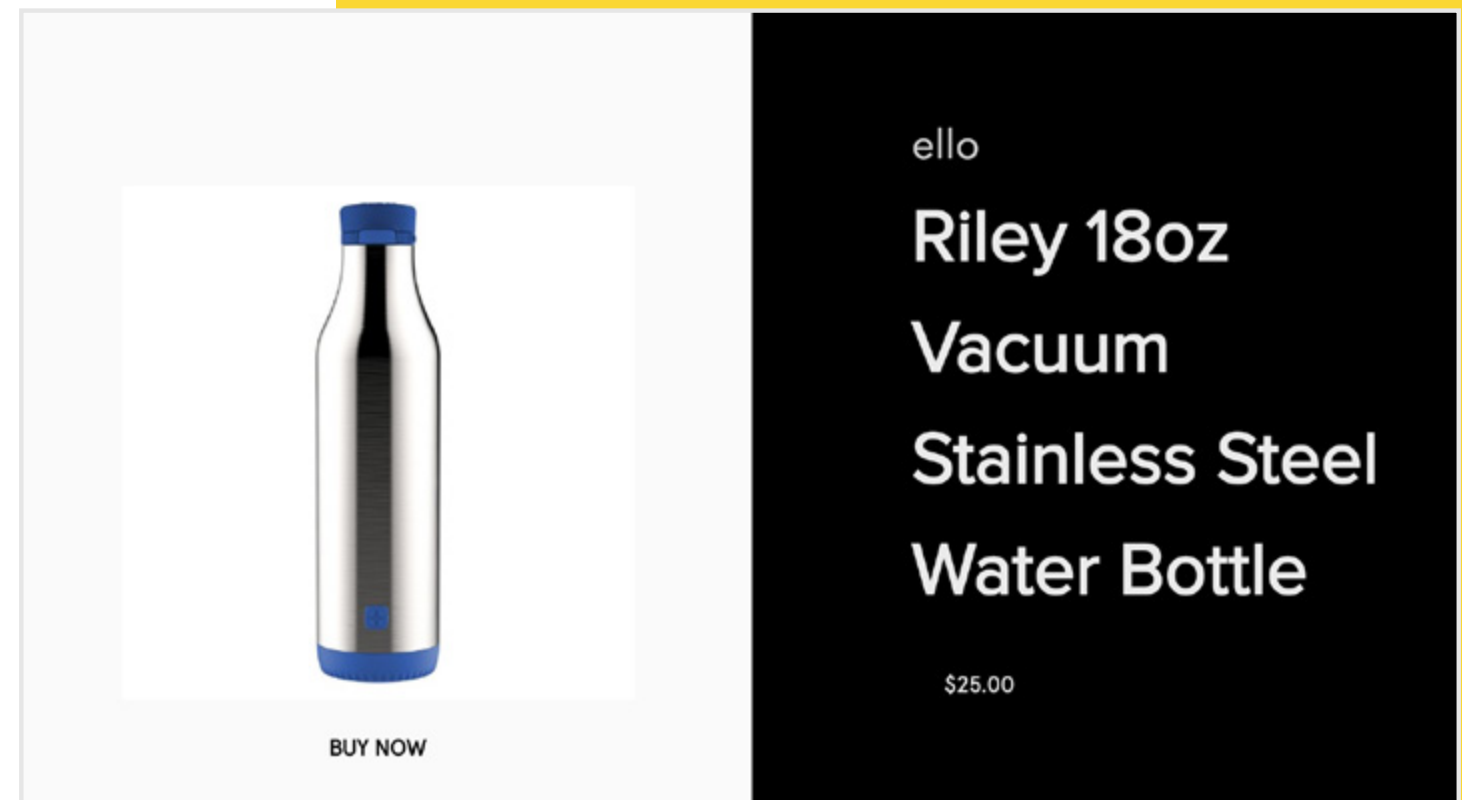- Product info and details

- Pricing

- Direct path to purchase

SHOPPABLE EXPERIENCES

Which video type works best?

Product or eCommerce Video

Add a dynamic shoppable overlay.

- Product Image

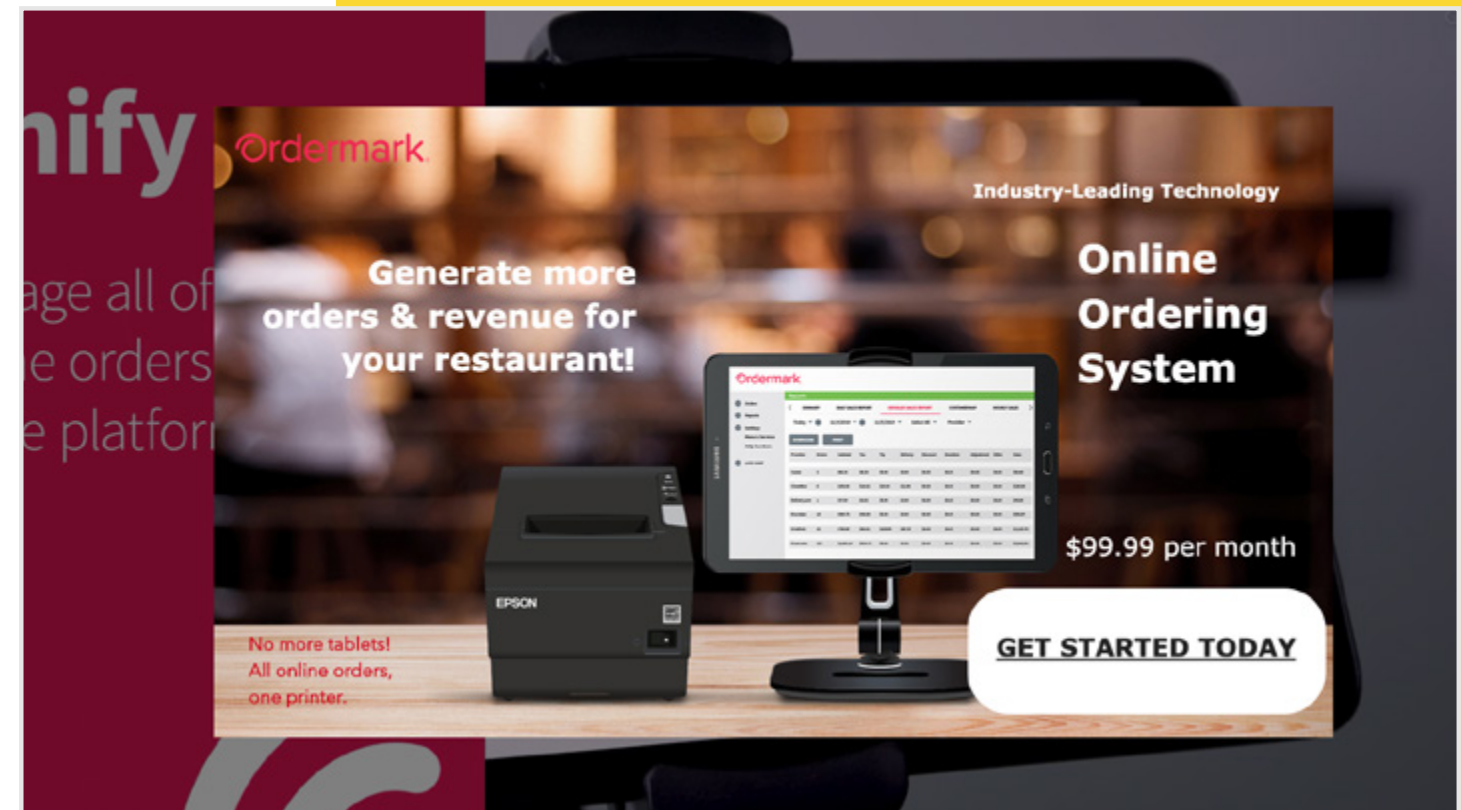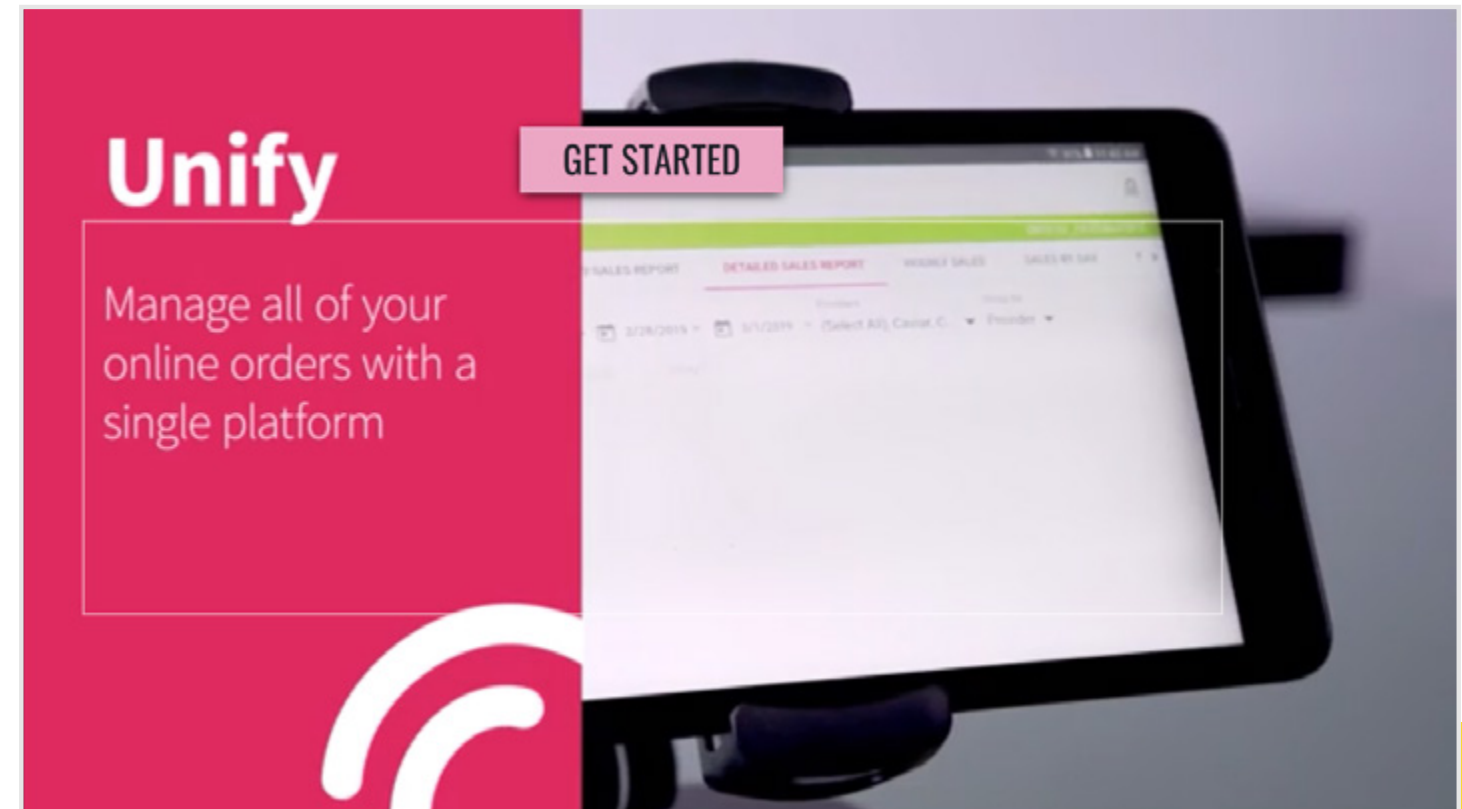- Product info and details

- Pricing

- Direct path to purchase

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SHOPPABLE EXPERIENCES

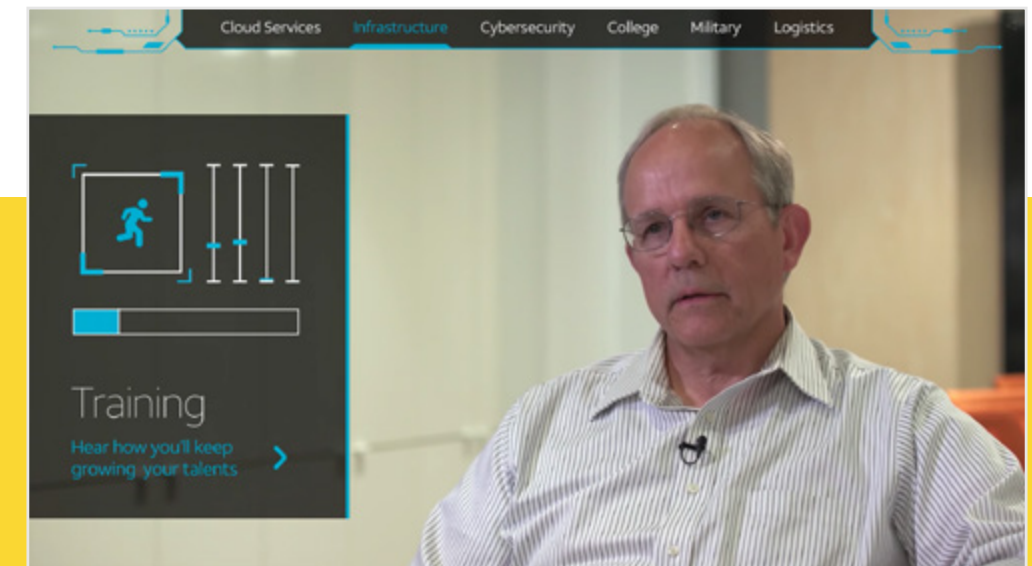# Which video type works best?

Service Video

Add a dynamic shoppable overlay.

- Service image

- Service info and details

- Pricing (optional)

- Direct path to purchase

Branching Narratives

- Viewers can tailor their experience to what is relevant to them.

- Combine a popular series or vertical into a choose-your-path experience.

- Mix and match - test types of content against each other.

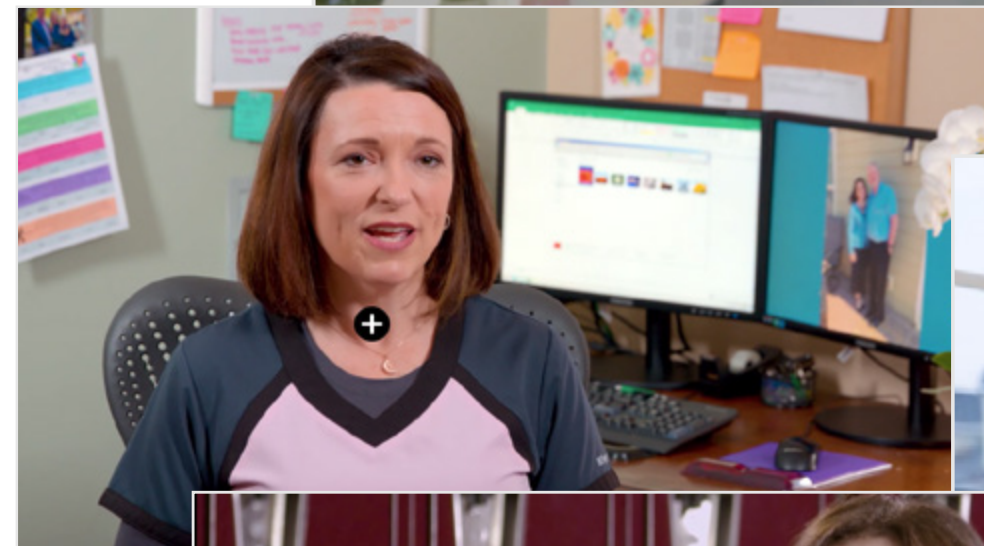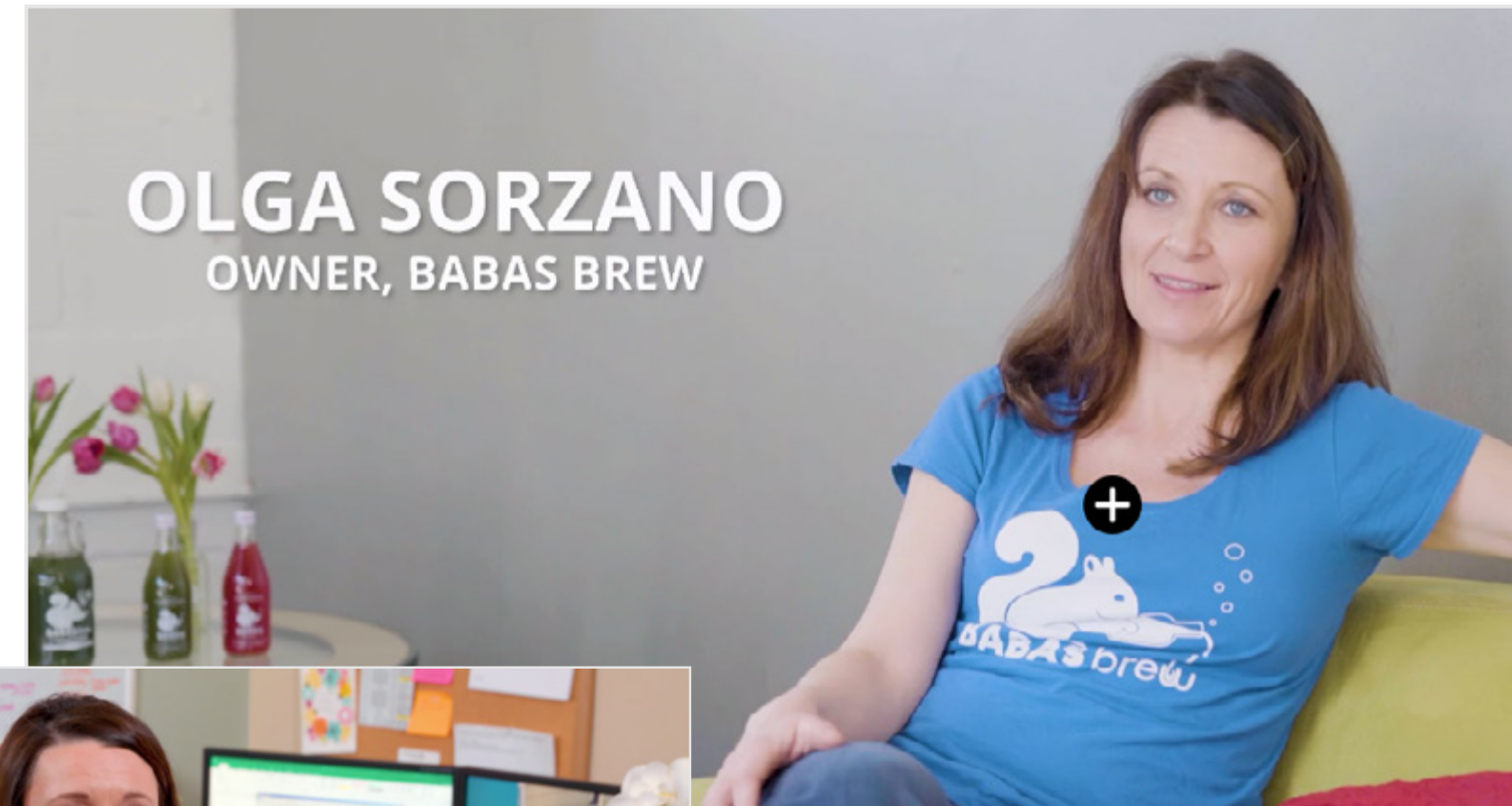- Add a chapter menu to allow viewers to explore all content.

BRANCHING NARRATIVES

Which video type works best?

Video Series

- Create one experience with a popular video series

BRANCHING NARRATIVES

Which video type works best?

Video Series

- Create one experience with a popular video series

- **Let your audience have control with a chapter menu**

Dansko's Short Stories
Embrace Your Journey

Ch 1: Karla's Story

Ch 2: Sherry's Story
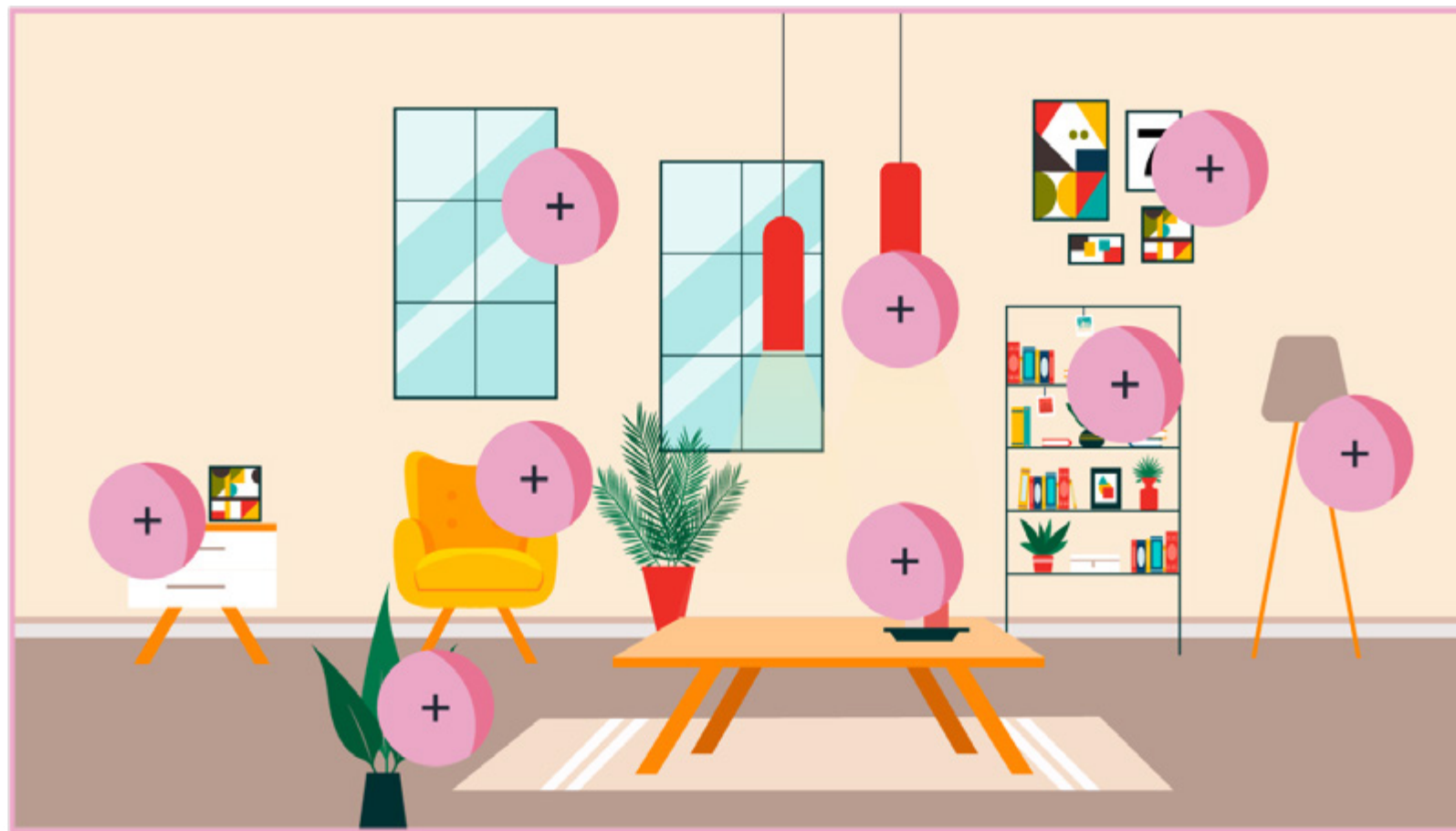
Ch 3: Katrina's Story

Ch 4: Lauren's Story

Tips and Tricks

Education
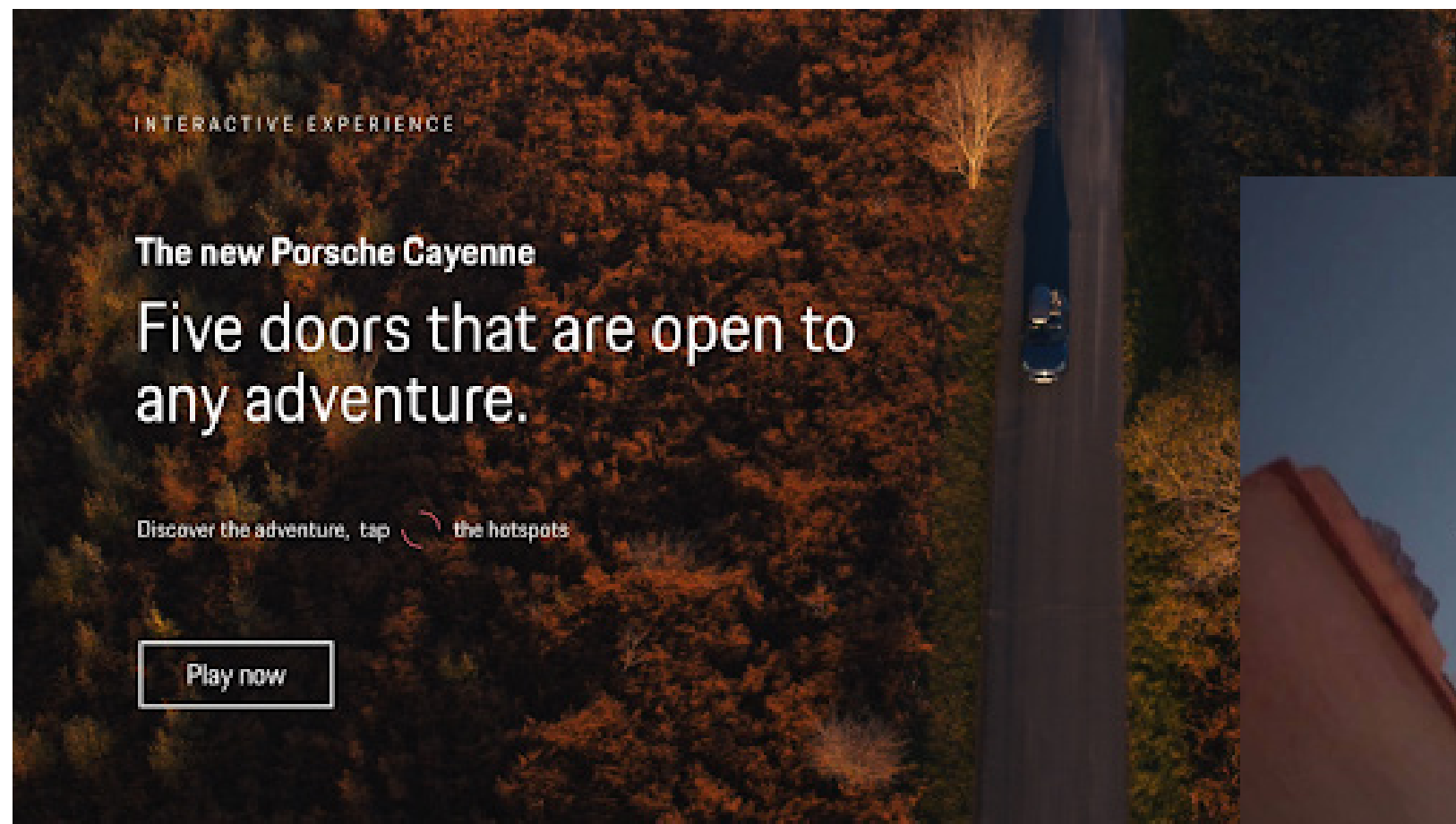
Let your audience know this is an opportunity to interact.

Don't paralyze your viewers with choice.

Create an engaging poster frame.

INTERACTIVE EXPERIENCE

The new Porsche Cayenne

Five doors that are open to any adventure.

Discover the adventure, tap ↻ the hotspots

Play now

SHOPPABLE VIDEO

THE SHIFTING SKY

HIGH SUMMER 2019

Tap the looks in the video to shop directly in this interactive experience.

Watch and shop ▷

Feature your hotspot within the first few seconds.

Focus on sharing high-quality content.

Test every interactive feature – then test again!

BUY NOW

Conclusion

Conclusion

Interactive content is a powerful new method to repurpose your existing video and engage with audiences like never before. By matching the ideal type of video content to its optimal interactive features, your brand can:

(1)   Enhance viewers' experience.

(2)   Elevate brand awareness.

(3)   Increase conversions.

Thank You

Send us your questions!

lemonlight.com   wirewax.com