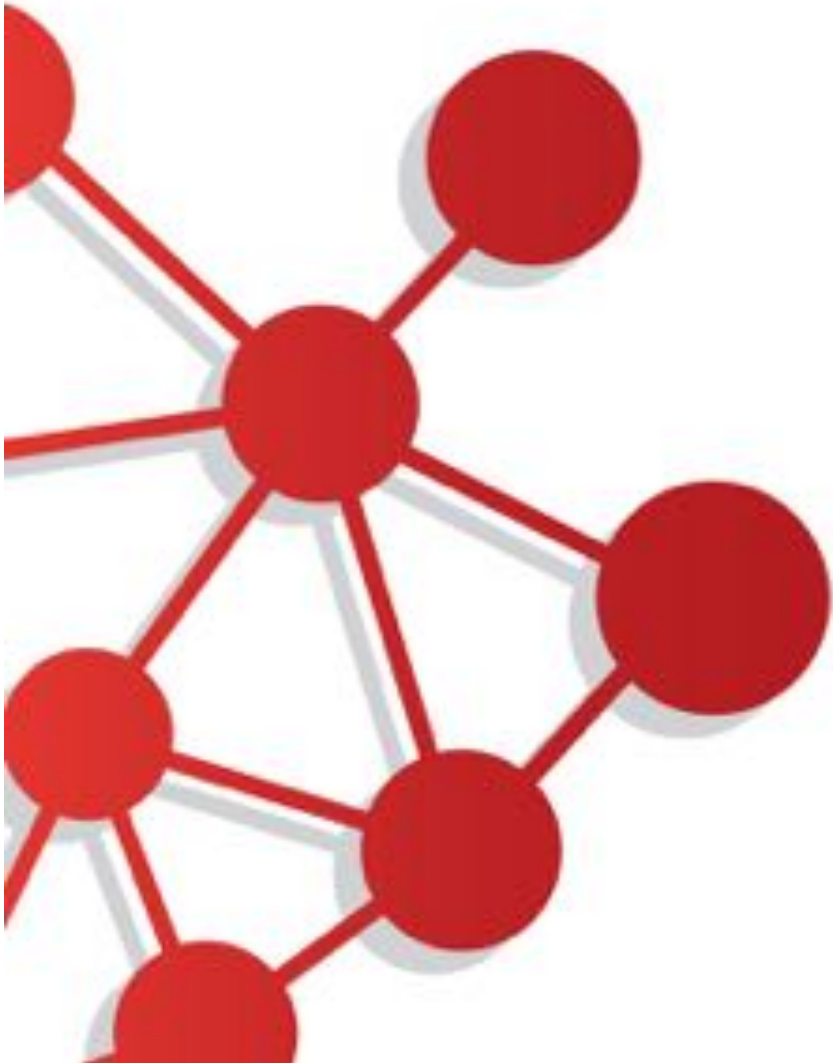


USING VIDEO FOR BRANDING



Sara Girard
FMA Day
October 8, 2013

Why we use videos for marketing

- Create a brand experience – video is a versatile medium
- High level of audience engagement
- Distribution and discoverability – potential for viral marketing



Our first video

Scientific Reports:

<https://www.youtube.com/watch?v=5cbJVCm66al&feature=plcp>

Length: 1 min

Cost: £8,100

Description: Video designed to build brand and explain the benefits of publishing with us in a non-traditional way. Published on June 25, 2012 on YouTube, and embedded on Scientific Reports homepage for a time.



Digital and Social Promotion



npg Nature · 202,788 like this
June 25, 2012 at 9:38am ·

 Scientific Reports - feel like your paper is lost in a sea of submissions?
www.youtube.com

Unlike · Comment · Share

You and 315 others like this.



Scientific Reports · Timeline · 2012

Scientific Reports shared a link.
June 25, 2012 ·

Scientific Reports - feel like your paper is lost in a sea of submissions?
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Discover more about Scientific Reports, the online, open access, primary research publication covering all areas of natural science. Submit your research to...



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220 12 130





SCIENTIFIC REPORTS

Feel like your paper is lost in a sea of submissions?

Scientific Reports publishes your research quickly and efficiently, and makes it freely available to the global scientific community.

Learn more with our one minute illustrative video.



 Play video

Results – what else we learned

- Videos have longevity – received 5,000 views in first month; and 17,694 to date.
- Emails that included the video generated the highest click rates of the year.
- Social engagement is higher than norm – 3% of Facebook viewers took action in the form of a like, share, or comment.



Our latest video

Scientific Data:

<http://www.youtube.com/watch?v=hrHM3bUym3g>

Published on July 3, 2013

Length: 1 min 30 sec

Cost: £10,650

Description: Launching a new online journal in 2014 – video designed to educate and inform potential authors about the value of this product.



Multi-channel exposure

Scientific Data

nature video 162 videos 6,928

Subscribe 27,937

Like About Share Add to

Published on Jul 3, 2013

Helping you publish, discover and research data. A new open-access, online-only publication for descriptions of scientifically valuable datasets. It introduces a new type of content called the

[Show more](#)

Scientific Data shared a link.
July 4 near London, England, United Kingdom

DATA

Research data hard to find?

Scientific Data believes data sharing and reuse speeds the scientific process and facilitates discovery.

Learn more with our 90 second illustrative video.

<http://youtu.be/hrHM3BUym3g>

Scientific Data
youtu.be

Helping you publish, discover and research data. A new open-access, online-only publication for descriptions of scientifically valuable datasets. It.

Like · Comment · Share 7 40

8,520 people saw this post Boost Post

SCIENTIFIC DATA

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Helping you publish, discover, and reuse research data

Credit Credit, through a citable publication, for depositing & sharing your data	Reuse Complete, curated & standardized descriptions enable the reuse of your data	Quality Rigorous community based peer review
Discovery Find datasets relevant to your research	Open Promotes & endorses open science practices & available to all through a Creative Commons license	Service In-house duration, rapid peer review & publication of your data descriptions

Welcome to Scientific Data

Scientific Data is a new open-access, online-only publication for descriptions of scientifically valuable datasets. It introduces a new type of content called the Data Descriptor, which will combine traditional narrative content with curated, structured descriptions of research data, including detailed methods and technical analyses supporting data quality. Scientific Data will initially focus on the life, biomedical and environmental science communities, but will be open to content from a wide range of scientific disciplines. Publications will be complementary to both traditional research journals and data repositories, and will be designed to foster data sharing and reuse, and ultimately to accelerate scientific discovery.

Scientific Data will launch in Spring 2014 and be open for submissions in Autumn 2013. Sign up for our e-

- Sign up for Scientific Data e-alert
- Scientific Data Updates
 - The Data Descriptor – making your data reusable September 19, 2013
 - Scientific Data releases two sample Data Descriptors September 11, 2013
 - Environmental, geoscience, & ecology scientists join Scientific Data's Editorial Board September 4, 2013
 - Scientific Data's data deposition policies August 23, 2013
 - Scientific Data's editorial policies and guide to referees August 15, 2013
- Research data hard to find?

Follow Us



Results

- Posting video on Scientific Data FB page: average post receives 200-400 views; video post received 8,520 views!
- YouTube click-through results are comparable to internal banner CTRs.
- Seeding video on science news sites: guaranteed number of views at reasonable cost ~ \$.65/view.
- Seeding increased total views by over 150%.
- Specific mention of video in email subject line increased open rates by 5%, and click-through rates by 40%!



What's next for us?

- Video as disruptive advertisements – embedded in banner ads.
- Test video shorts as pre-roll to editorial videos.
- Test social videos – asking our audience to participate.
- Develop benchmarks, expand our metrics for engagement to better determine ROI.



Thank you

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www.nature.com

