



QuickFrame

# Top Video Marketing Trends for 2021

A survey of 166 U.S.  
marketers from  
leading brands.

## 16 Tips for Planning Your Strategy

As we get ready to wave 2020 goodbye, it may be tempting to charge on and never look back.

Here's just a taste of the challenges marketers faced this year: a global pandemic that required full recalibrations of business operations, a national reckoning with social injustice and systemic racism, a hotly competitive U.S. presidential election that sparked disinformation on social, and the unprecedented growth of digital media that saturated the content ecosphere with more competition than ever before.

**Any marketing playbook you may have had has been thrown out the window.** Staying the course is out of the question when the entire landscape has been reconfigured. So what now?

If 2020 has taught us one thing, it's that marketers are an incredibly agile bunch. This year required quick thinking unlike any in recent memory. And we met the challenge at hand: we adapted strategies, restructured workflows, and continued to grow our businesses.

As we look ahead to 2021, we need to leave room for unpredictability in our annual planning. We'll be carrying many of the business challenges that 2020 levied into the next year. If there's any "new normal", it's that there is no

such thing as "normal" anymore—and that's disconcerting.

That's why we're here. We recognize that we've all been living in a warped reality that can feel lonesome and isolating. So we turned to our community, polling marketers from around the country to see what's in their plans for 2021. In this report, you'll find:

- which topics are top of mind for marketers as they strategize for the year ahead;
- how COVID-19 is predicted to impact marketing functions;
- and, key video marketing predictions for linear TV, OTT/CTV, eCommerce, and social media.

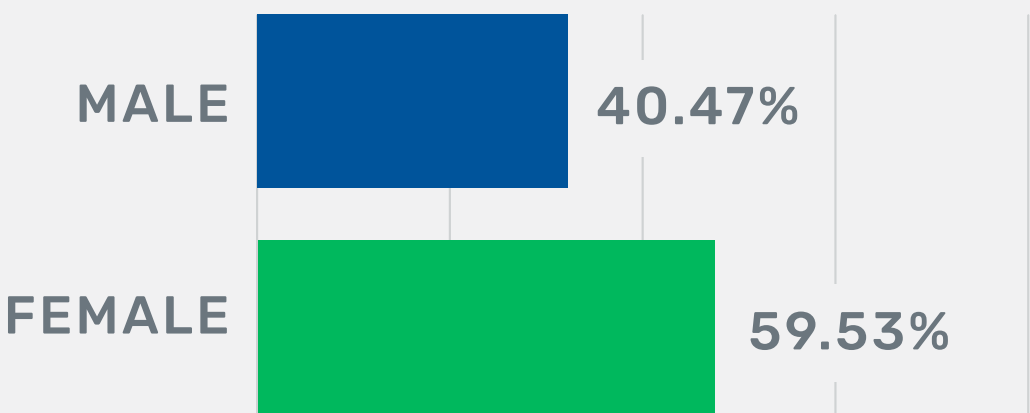
Plus, you'll get QuickFrame's expert recommendations on how to drive business growth with your 2021 video marketing strategy.

Let's get rolling.

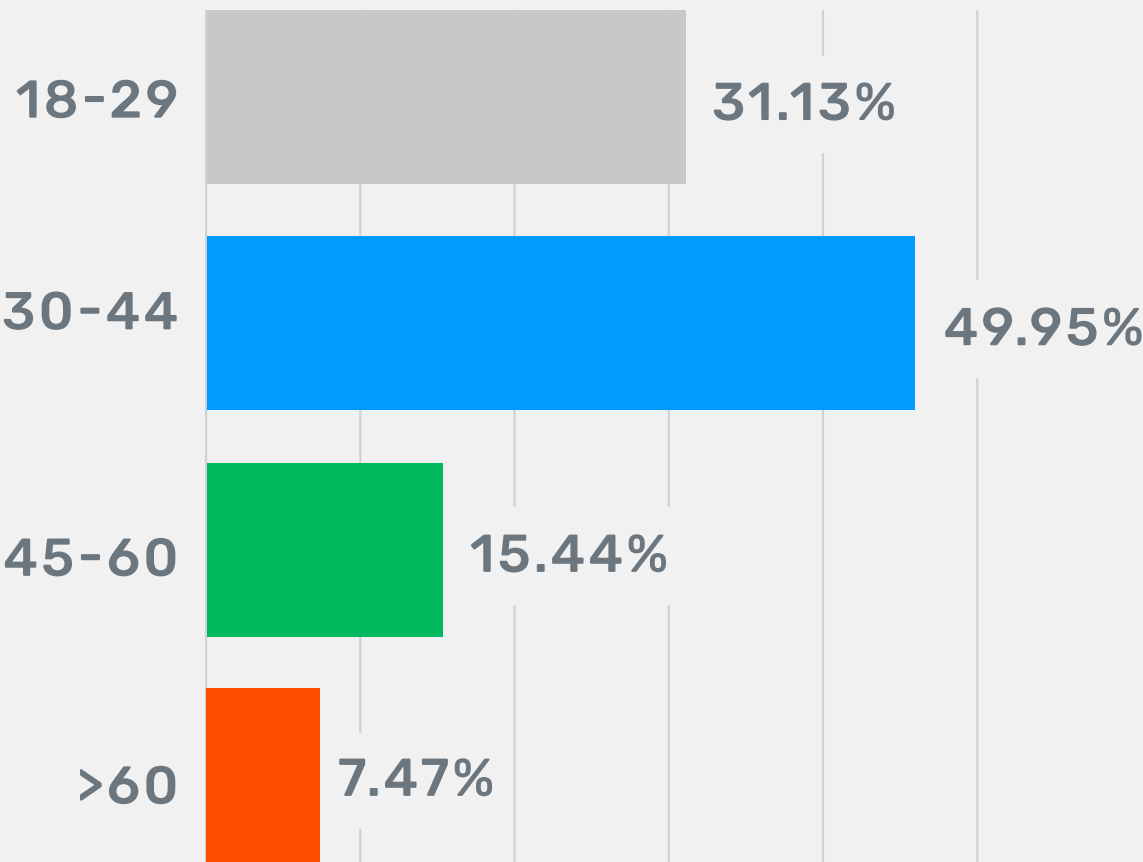
# METHODOLOGY

QuickFrame surveyed 166 U.S. marketing professionals at brands with a monthly marketing spend of \$100,000+. The survey was conducted in November 2020 in partnership with SurveyMonkey and the sample is nationally representative.

GENDER



AGE



REGION

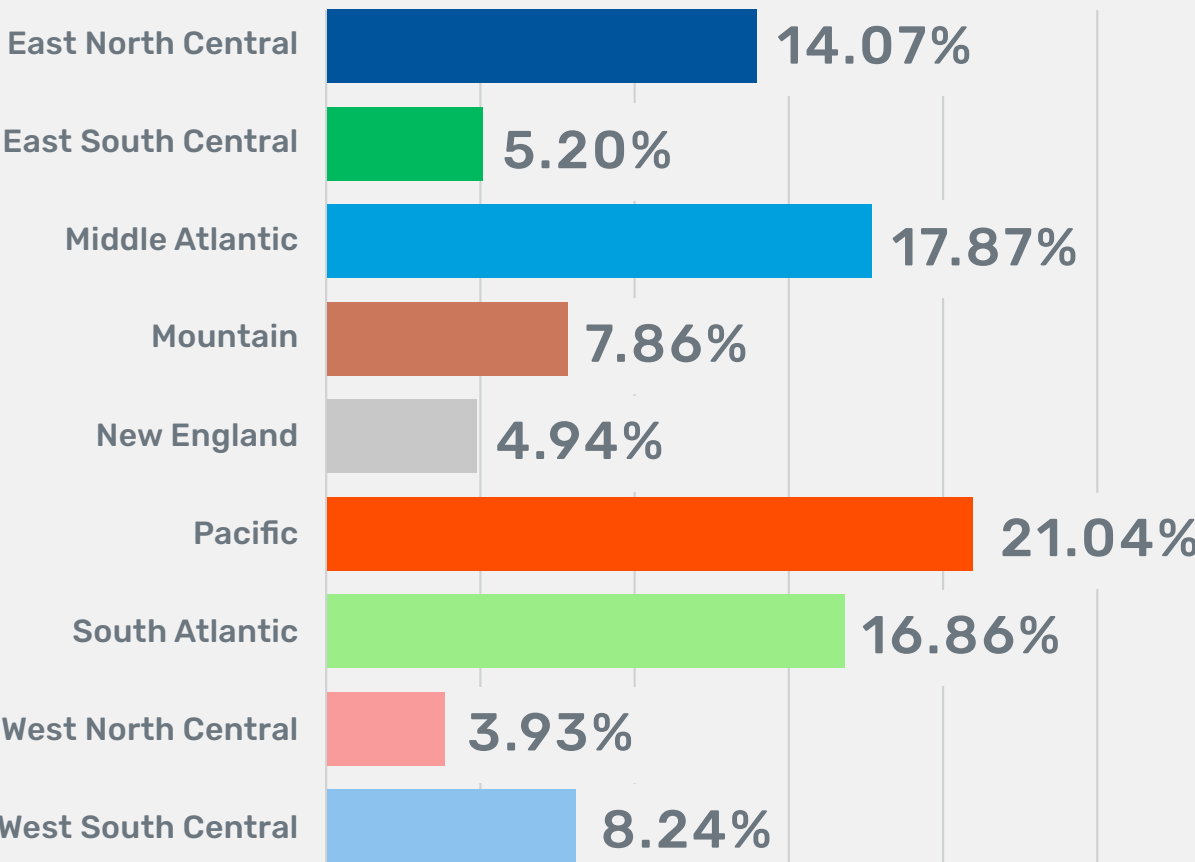




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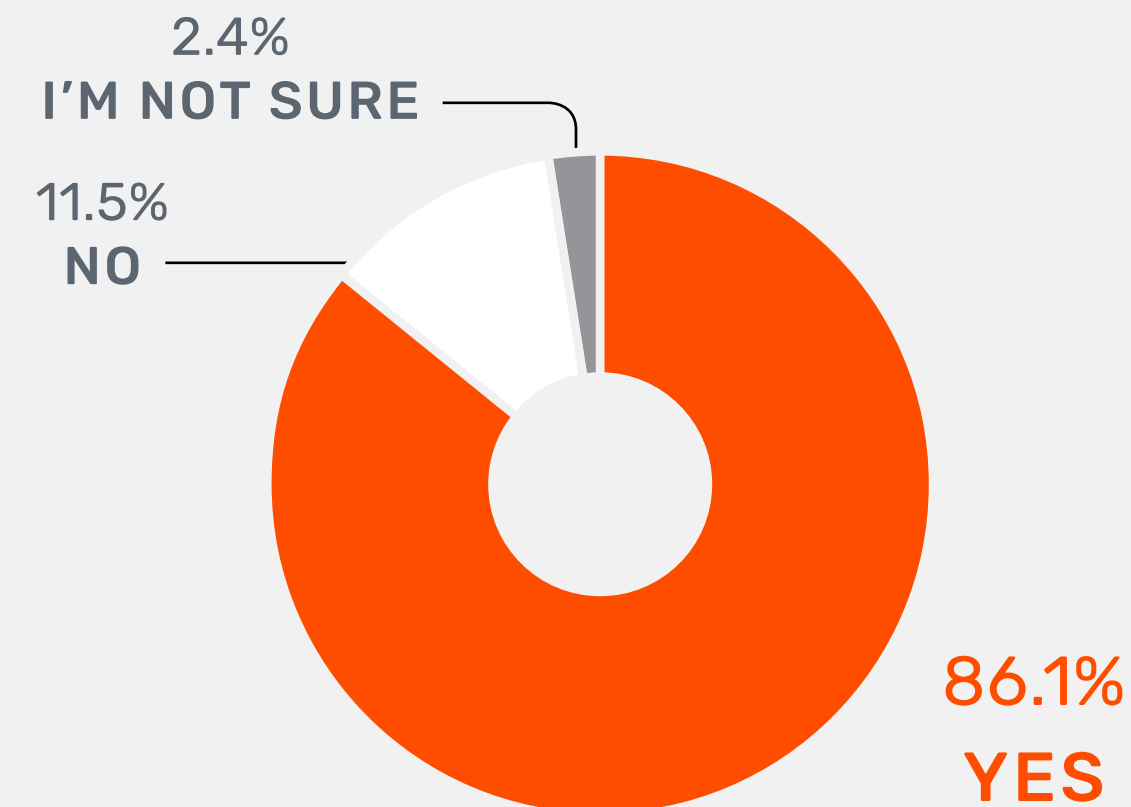
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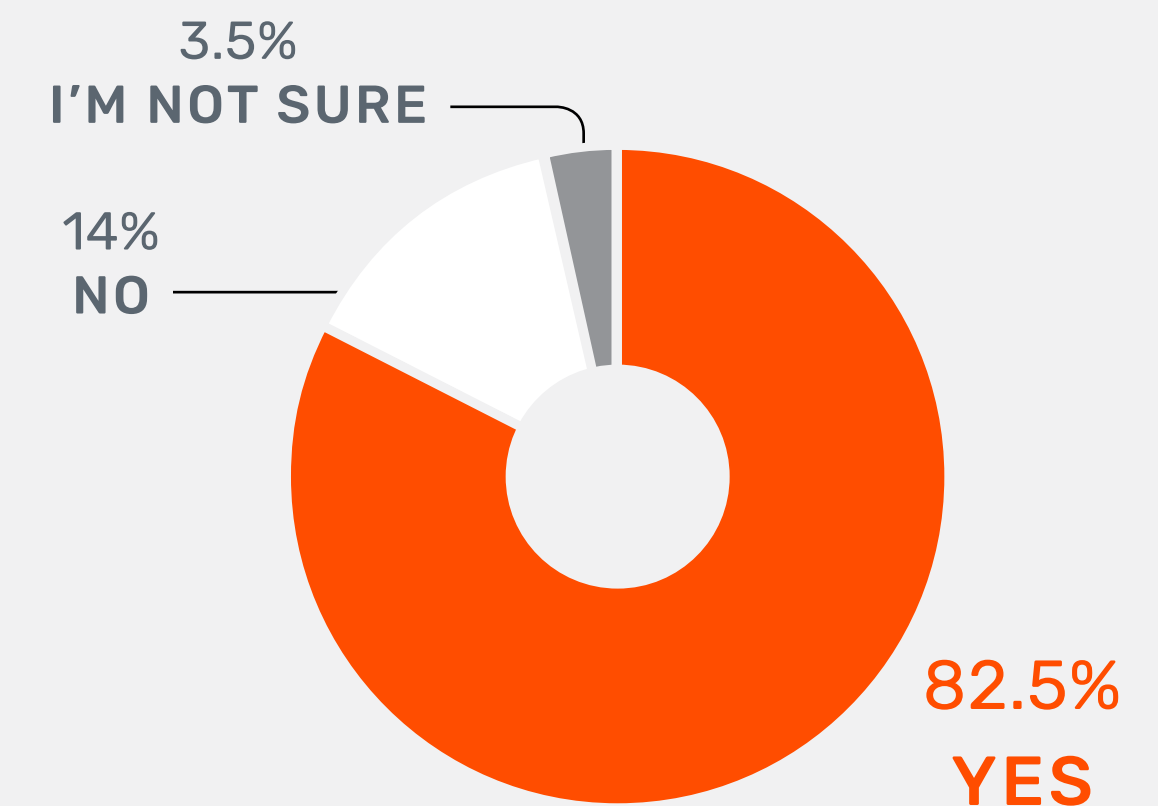
# Video Trends

Marketers have overwhelmingly recognized the power of video. As competition for market share grows in nearly every industry, video is the optimal medium to stand out, capture attention, and convert customers.

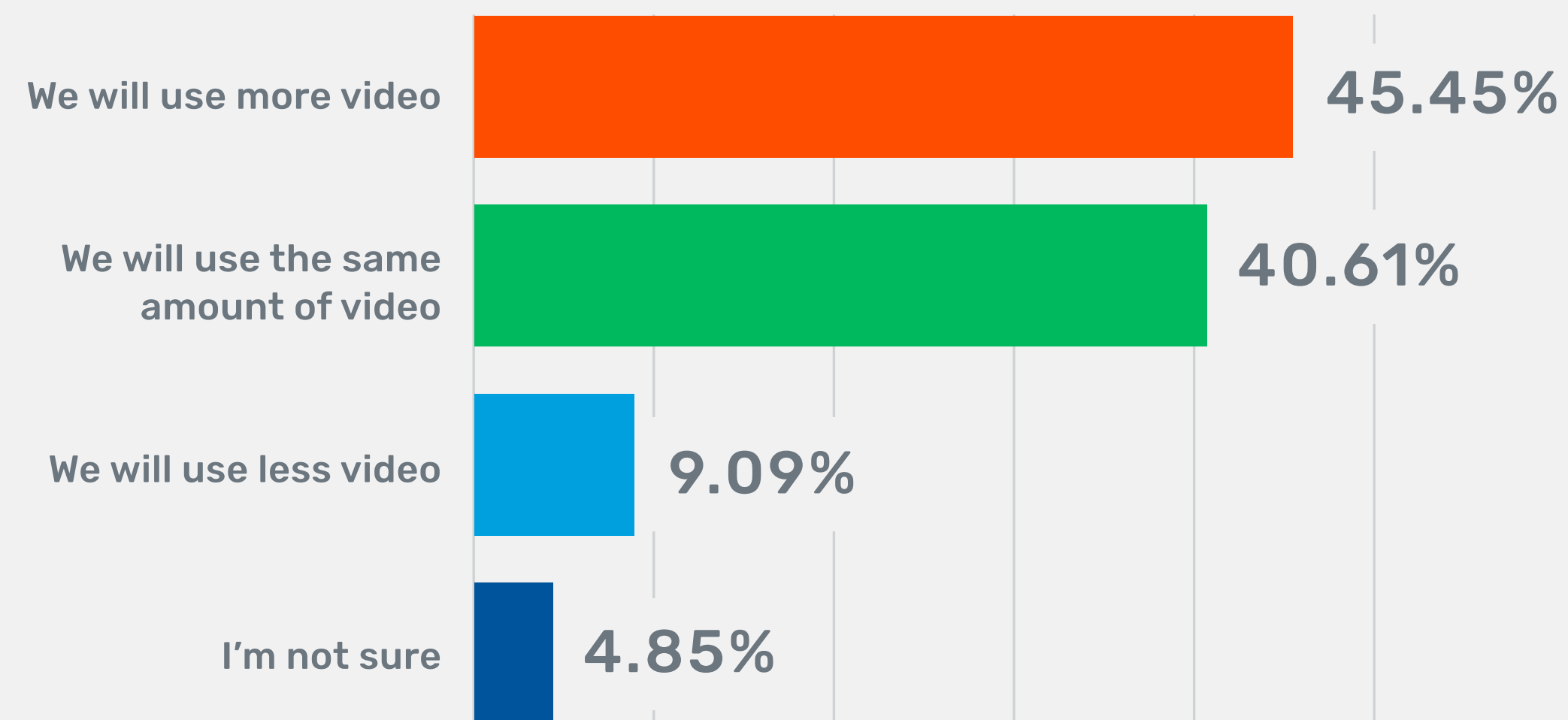
What's more, over 80% of marketers incorporated video into non-paid advertising strategies in 2020. This included the leveraging of video for organic efforts, PR, website content, internal communications, and more.



In 2020, did you utilize video outside of paid advertising?



### How do you think your brand's use of video for marketing purposes will change in 2021?

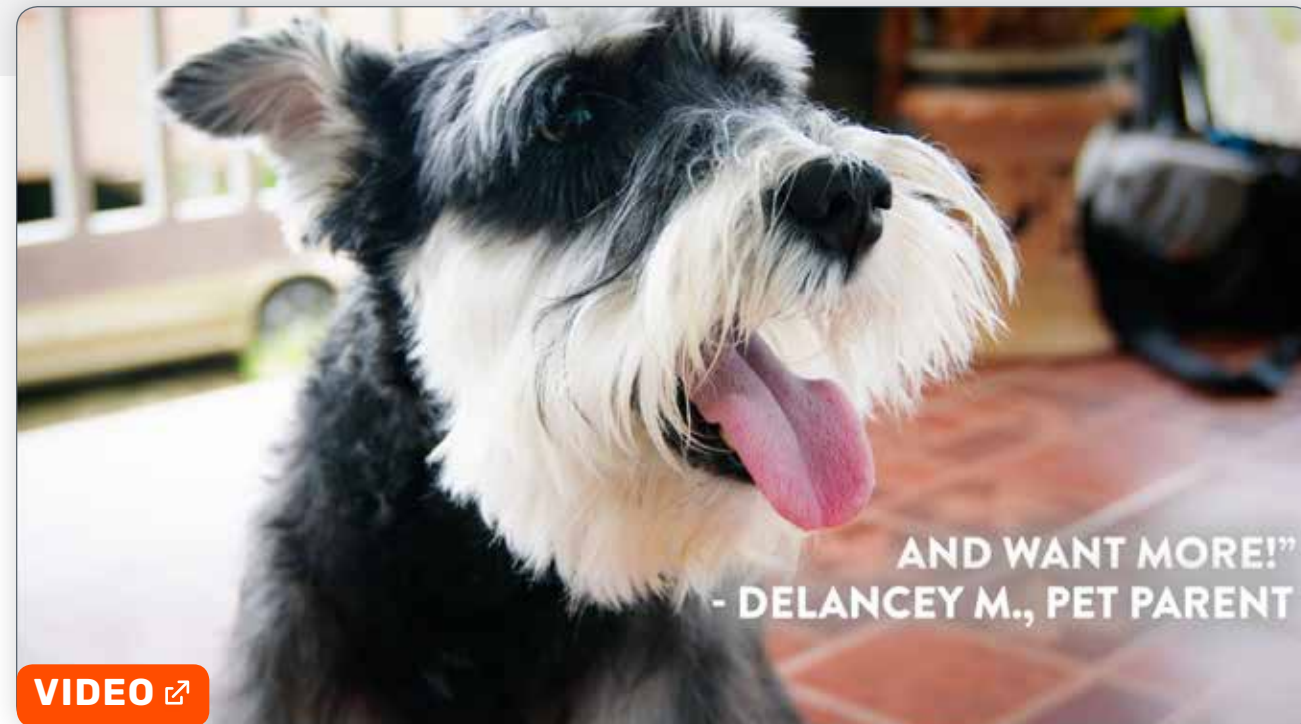


Looking ahead to 2021, video's dominance is slated to continue. Not only will video-first platforms continue to proliferate, but with the rise of 5G and unprecedented download speeds, video will become the default communication currency. If a movie took 6 minutes to download on 4G, it will take less than 20 seconds on 5G.

The vast majority of marketers are keenly aware of the need to deliver a constant stream of fresh, relevant video content to their audiences. Remarkably, nearly 85% of marketers surveyed indicated plans to maintain or increase their video marketing cadence in 2021 with over 45% planning on using more video next year.

# Video Marketing in 2021

## Production Recommendations



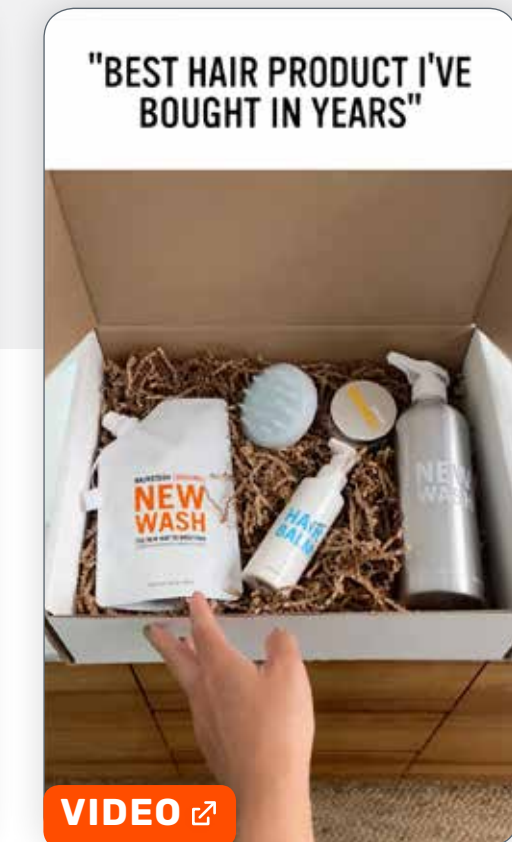
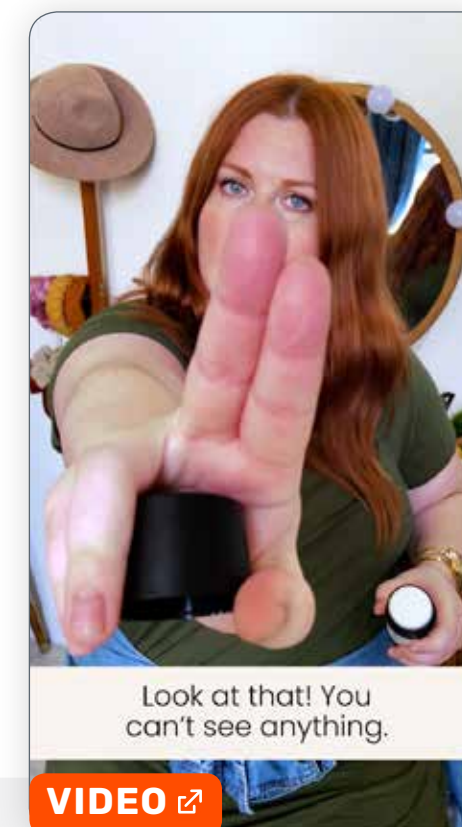
**Increase the cadence of your video marketing.** With more video content being published than ever before, you need to compete for attention. If you're not already using video as part of your marketing strategy, it's time to start. Consider planning a comprehensive shoot to capture a wide array of footage that you can use flexibly throughout the year.

↑ Over a multi-year partnership with QuickFrame, Freshpet has amassed a library of video assets that make quick-turn live action social projects a breeze.

**Produce audience-specific creatives.** Targeted video content that's relevant to your audience performs better than generic brand messaging. When planning campaigns, produce iterative

↓ An Each & Every campaign that used various talent options to appeal to different target audiences.

concepts that target various buyer personas so the viewer can see themselves in your creative.



**Account for all platforms in pre-production.** By ramping up video production, you'll also likely be diversifying your channel distribution. Producing cutdowns for various lengths and aspect ratios is inexpensive, especially when it's planned for at the beginning of a project. Identify all ad placements and platforms you intend to run on before you head into production to multiply the number of discrete platform-specific assets you'll have in your library.

↑ A Hairstory performance marketing video campaign required videos in several aspect ratios for various ad placements.

## ② COVID-19

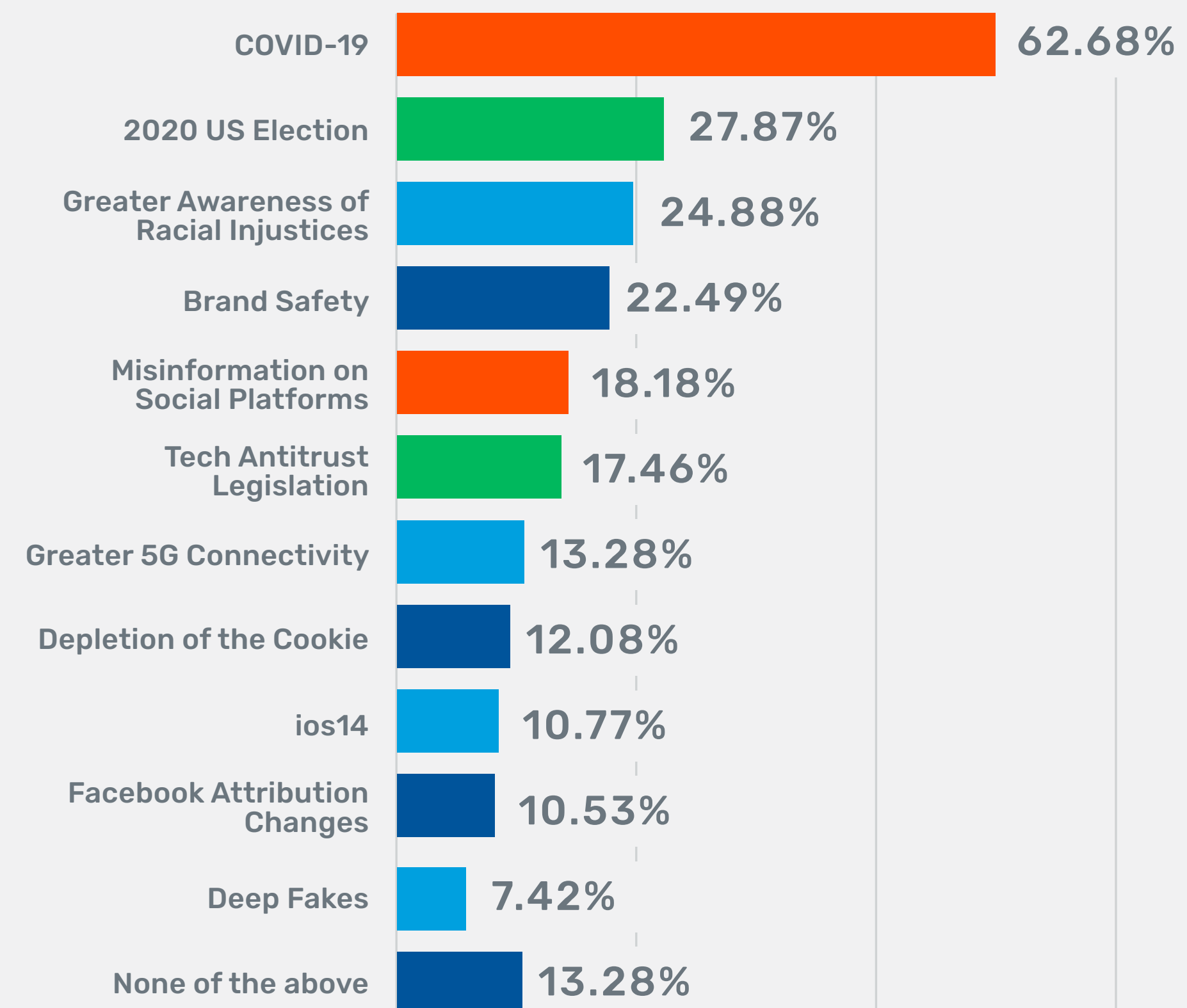
COVID-19 topped the list of concerns for marketers in 2021 with over 60% of respondents expecting it to influence their strategies next year. This finding is unsurprising given the magnitude at which coronavirus has restructured everyone's lives—consumers and marketers alike.

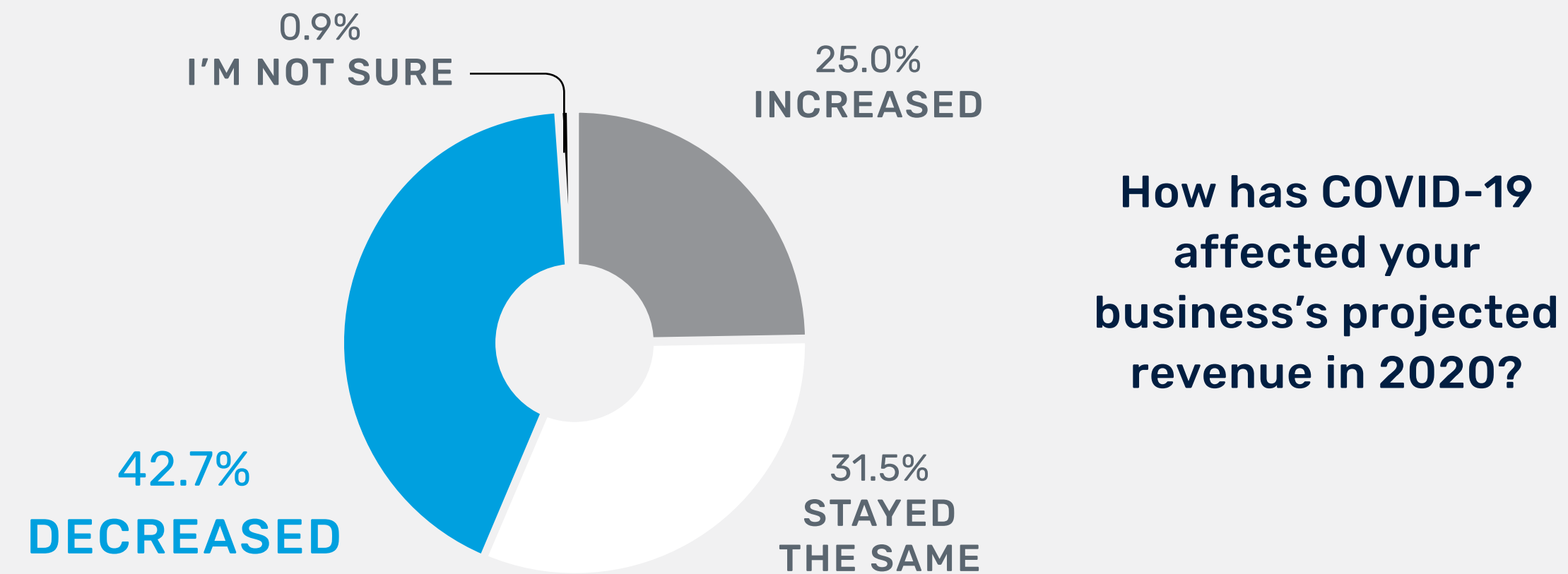
Social and political issues are also factoring into marketers' thinking. It's clear that the U.S. election and national protests against racial injustices have affected advertising plans in at least a quarter of the market.

Of note, too, is that the tumultuous nature of 2020 was not chaotic for all. More than a tenth of marketers surveyed felt their strategies would be unaffected by potential external disruptions next year, indicating that some industries may be immune to large shifts in consumer behavior.

### Which of the following do you feel might influence your marketing strategy in 2021?

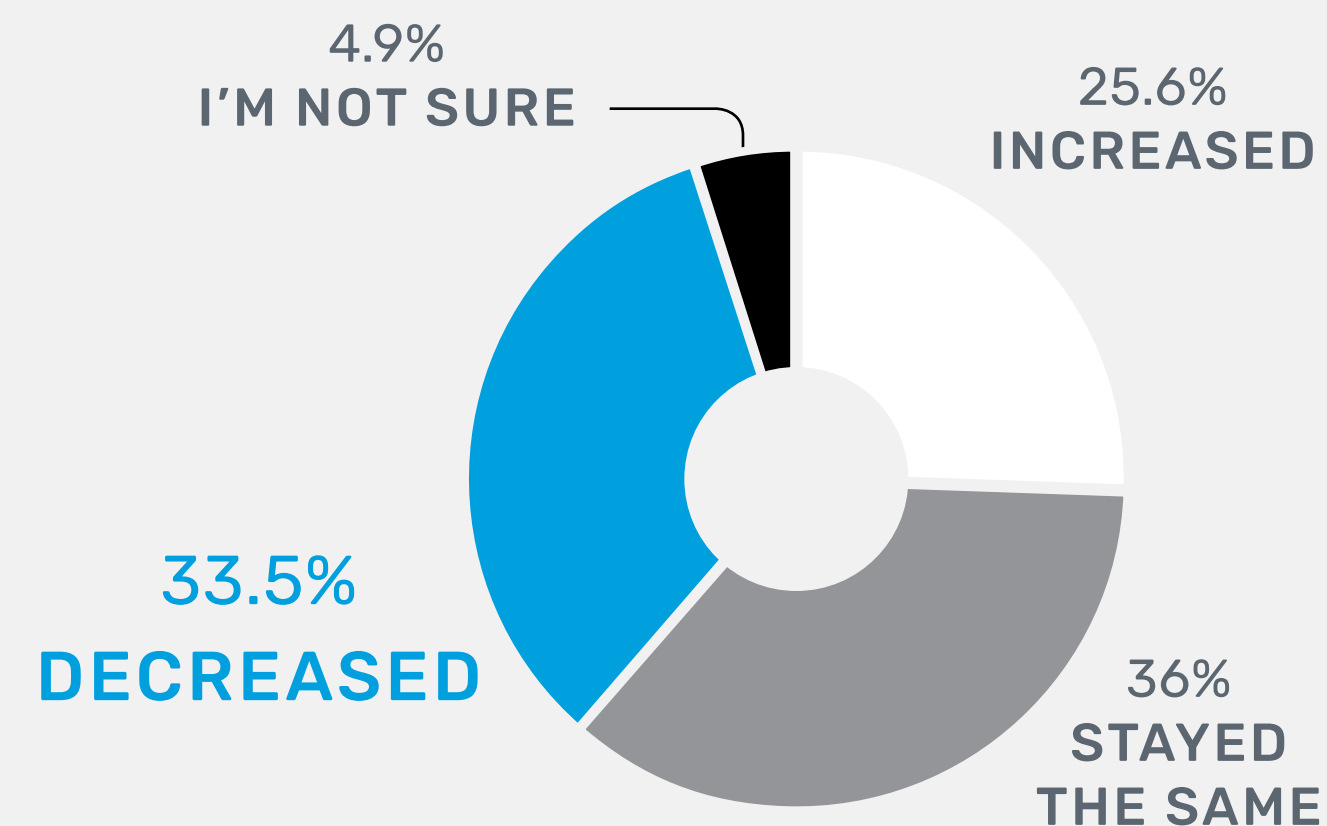
Note: Respondents could select more than one choice.





Nearly half of all respondents indicated that their business's projected revenue has been negatively impacted by the coronavirus. Yet, not all industries were equally affected—a quarter of survey respondents reported an increase in revenue as a direct result of COVID-19.

**How has COVID-19 affected your marketing budget in 2020?**



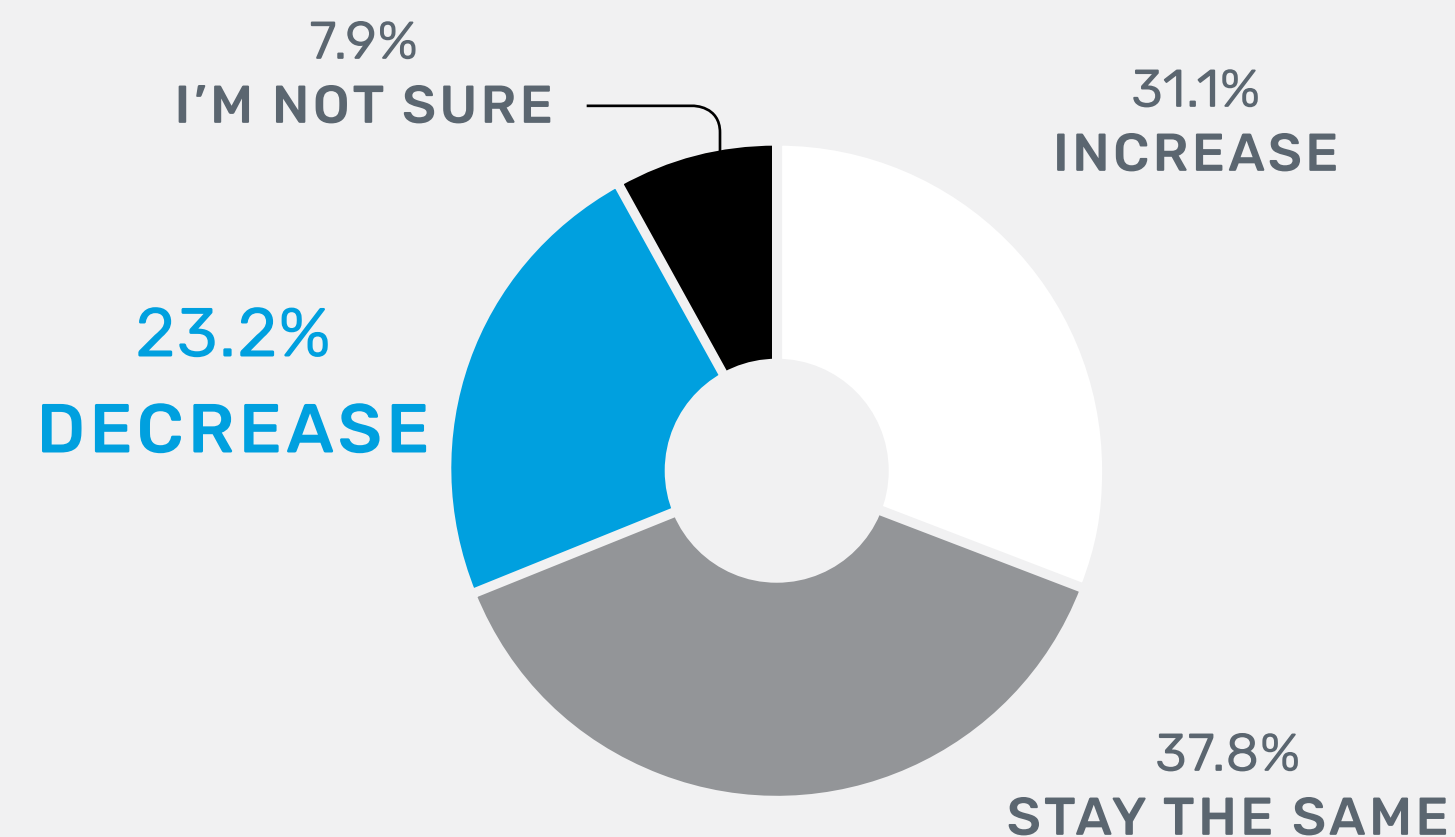
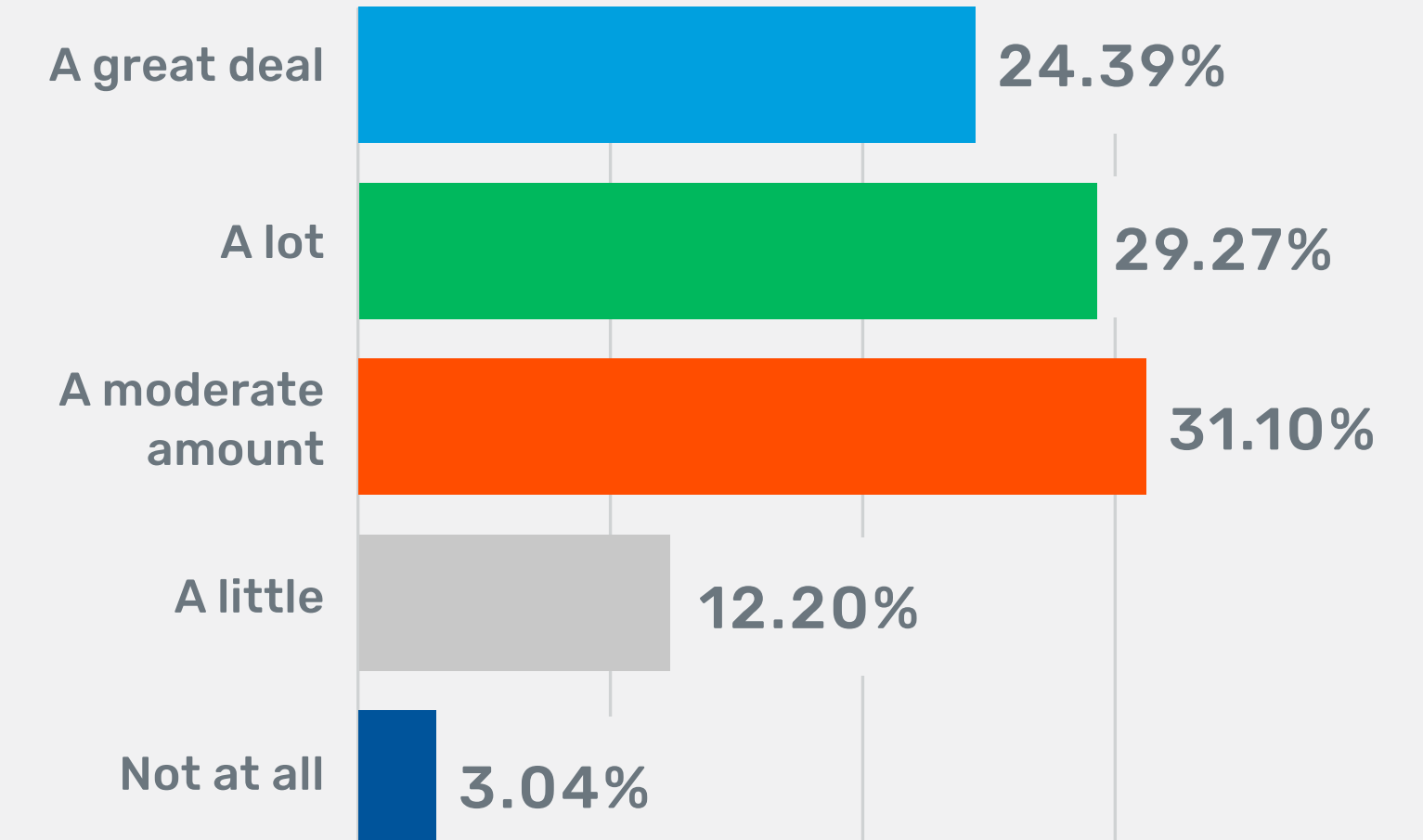
The reduction in revenue correlated with a shrinking of marketing budgets in 2020. One-third of marketers had to likely do more with less, tasked with helping meet annual revenue goals with less marketing spend available.

The unpredictability of the pandemic's course is clearly a top concern for most marketers heading into the next year. Even with recent positive news of coming vaccines, the path out of the pandemic is an uncertain one.

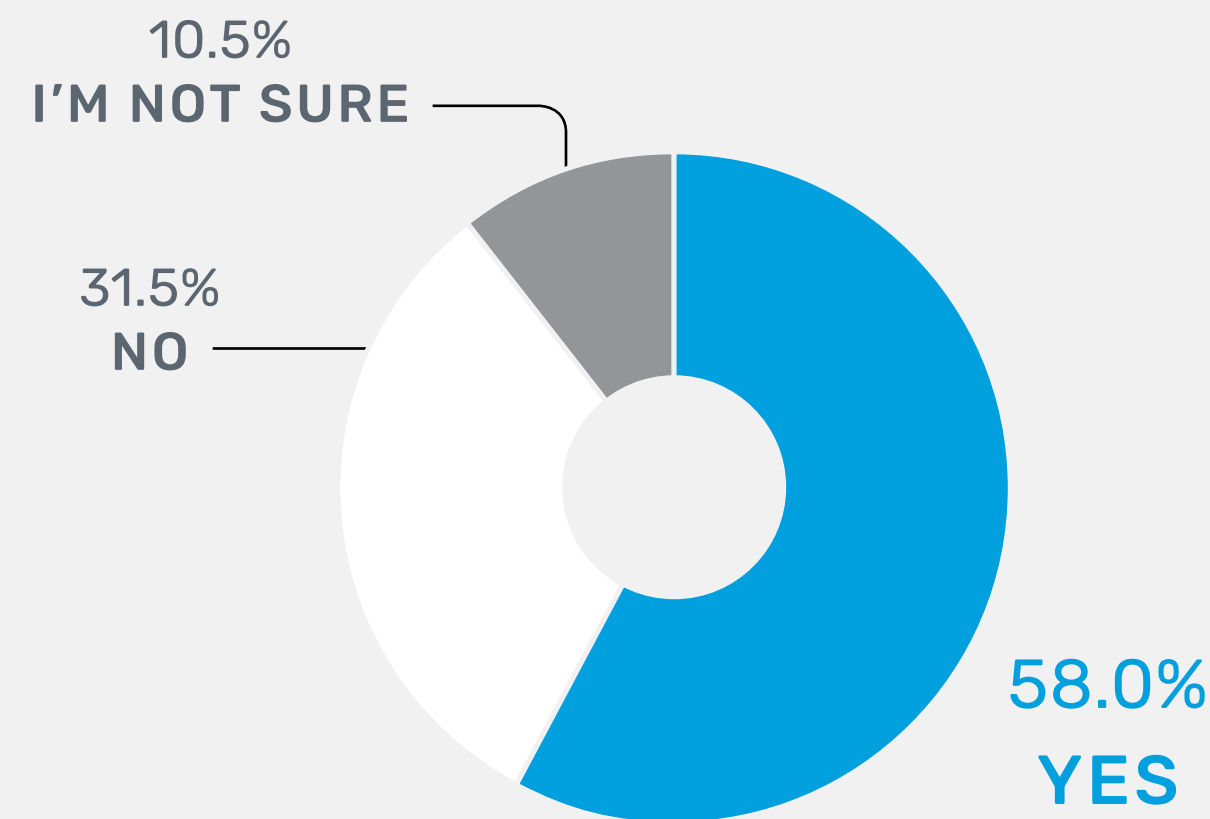
The vast majority of marketers are concerned about COVID-19 affecting their marketing plans in 2021. Nearly 85% of marketers surveyed indicated that they were at least moderately concerned, with more than half indicating high anxiety.

When it comes to budgeting, it appears that businesses are taking divergent approaches. More than half are increasing or maintaining marketing budgets as compared to 2020. However, COVID-19's impact will be felt by nearly a quarter of the marketers surveyed who will be working with smaller budgets in 2021.

**How concerned are you about COVID-19 affected your marketing plans in 2021?**



**How do you think COVID-19 will affect your company's marketing budget for 2021?**

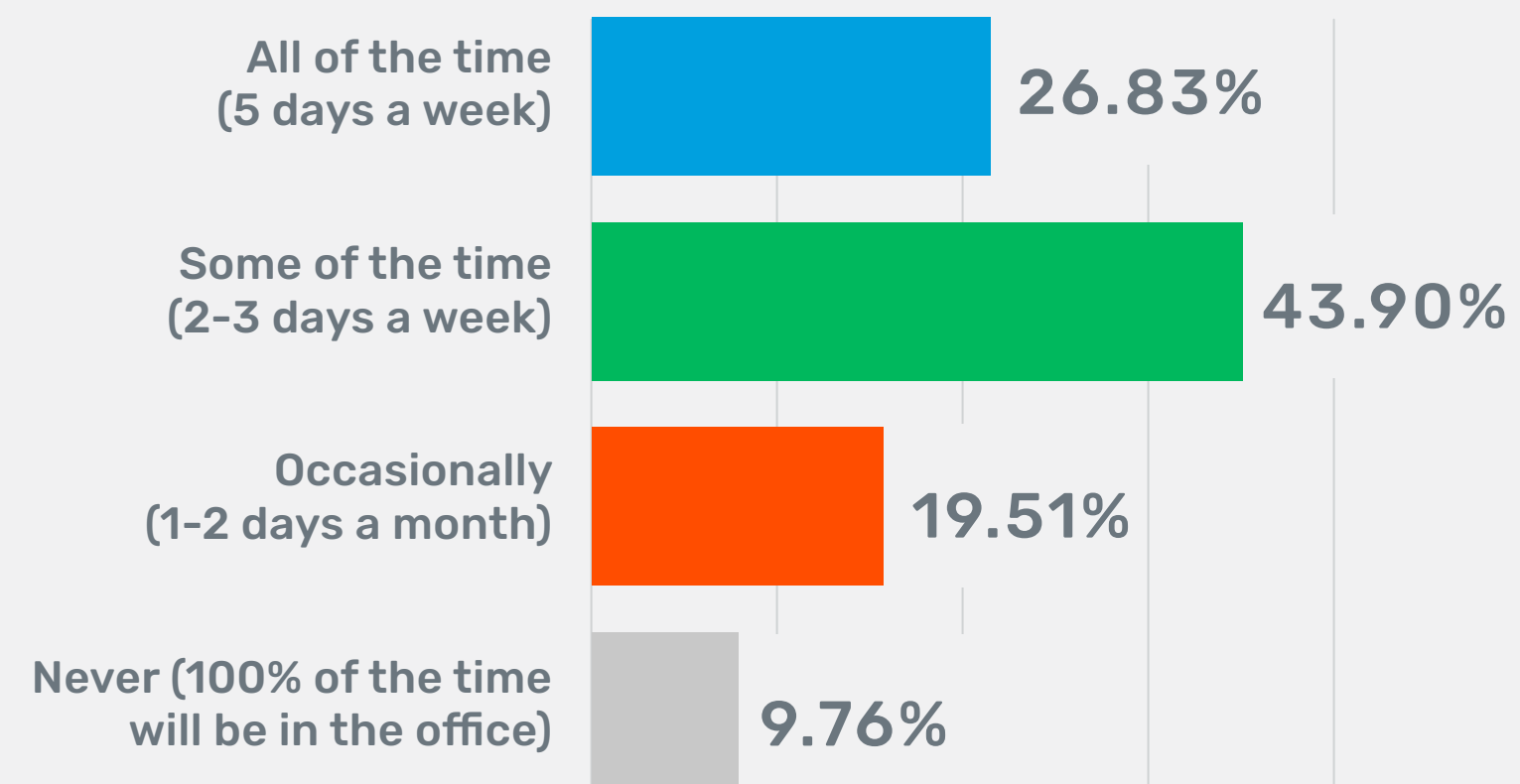


**Have you had to cancel any live action video projects or pivot to remote production options in 2020 because of COVID-19?**

There's no doubt that COVID-19 impacted our working lives this year. Social distancing directives in most of the country closed offices for much of this year, and many are slated to stay closed well into 2021—if not permanently.

As business operations adapted, so did video production processes. More than 50% of marketers had to cancel live action projects or pivot to remote production options (e.g., virtual production, post-production, animation) to execute advertising initiatives.

**How often do you expect to work from home once the COVID-19 pandemic ends?**



The vast majority of us have also been forced to move our office workspaces into our homes, and this shift appears to be a lasting one. More than a quarter of marketers expect to be permanently WFH and nearly half think they'll be remote at least 2-3 days a week—even after the pandemic ends. This is a remarkable shift that cements the permanence of communication, collaboration, and productivity in the digital realm.

# COVID-19 and Video Marketing in 2021

## Production Recommendations



### Remain agile in your video marketing plans.

The pandemic's course and resolution are both uncertain.

Though it's looking more likely by the day that we'll be able to resume normal lifestyles sometime in 2021, the trajectory of the transition is unclear. Pair lower-cost production techniques (e.g., using existing assets or stock photography, sourcing UGC footage) with relevant topical messaging.

↑ QuickFrame produced this brand video for Colgate in April 2020 using stock photography.

**Stay communicative with your customer.** Keep them up to date about any relevant COVID-19 protocols your business is adopting. Motion graphics-based video creatives are affordable to produce and quick to execute—you can have ready-to-publish assets in as little as 24-48 hours.



← Uber used motion graphics to quickly create videos to communicate COVID-19 safety protocols to customers and drivers across the globe.



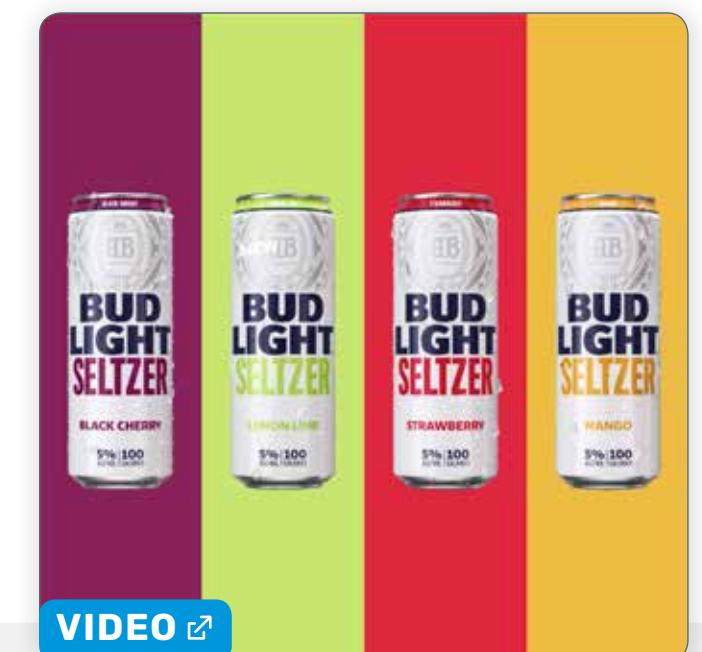
### Don't discount live action production.

Even if there are local coronavirus-related restrictions where you work, you can still execute on your concept and conduct a shoot in an area that's less impacted. QuickFrame's Production Marketplace is global, so we can find the perfect production house for your live action project.

↑ Backcountry produced a series of live action commercials following local COVID-19 safety protocols.

**Lean on budget-friendly video production options.** Even if your marketing budget is decreasing in 2021, you'll need to be producing more video than ever before to remain competitive in a highly saturated content landscape. You can generate net new creative assets affordably by repurposing existing videos and stills through post-production techniques.

→ A Bud Light Seltzer ad that repurposes still photos in an eye-catching video.

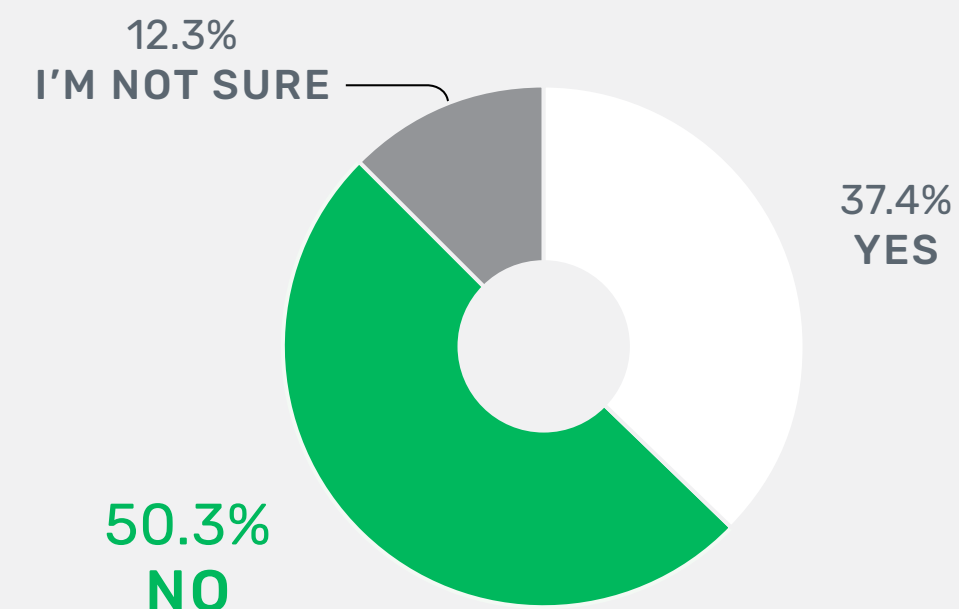


### 3 Television

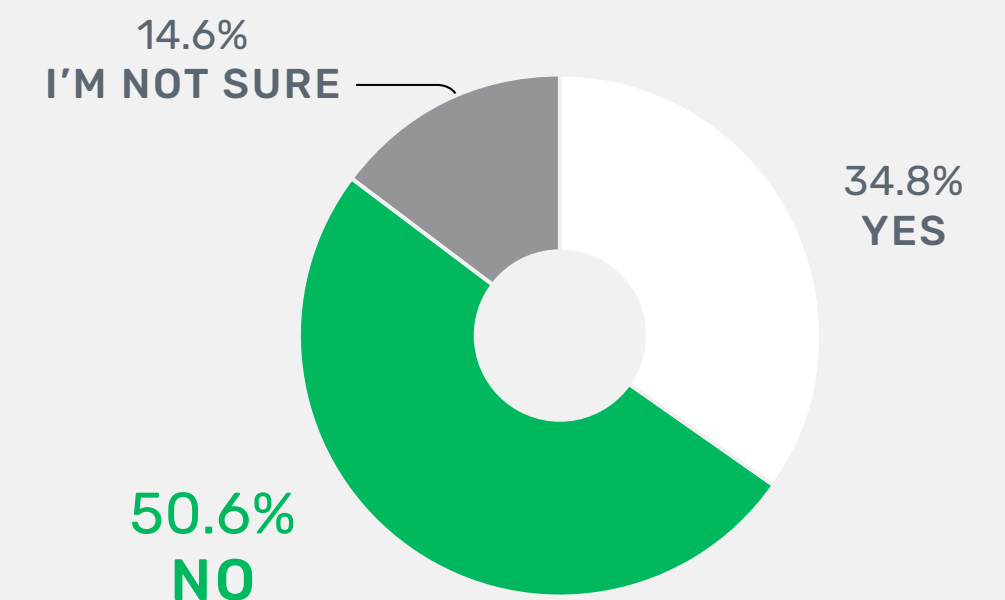
Fewer than half of the marketers surveyed included TV as an advertising channel in their 2020 plans. For marketers that advertised on TV last year, Linear TV was still the slightly preferred platform.

The majority of marketers advertising on OTT/CTV use the channel for top-of-the-funnel marketing and see its advanced audience-targeting capabilities as a key benefit. Though some brands are experimenting with lower-funnel OTT content targeting conversions (by including a QR code on-screen that leads to a PDP, for instance), fewer than a third of marketers believe the channel directly drives sales for their business.

In 2020, has your brand advertised on Linear TV?

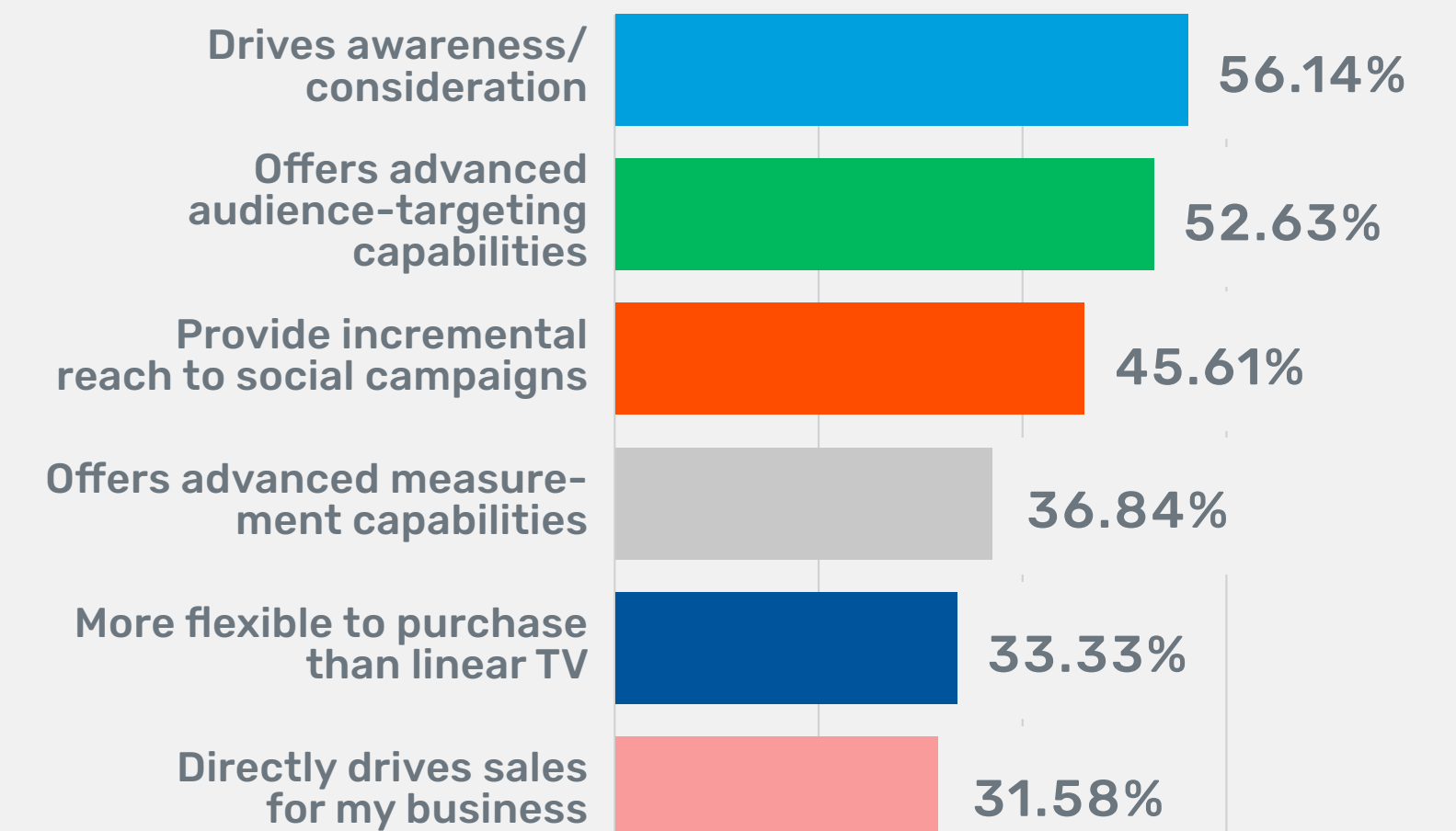


In 2020, has your brand advertised on OTT/CTV?

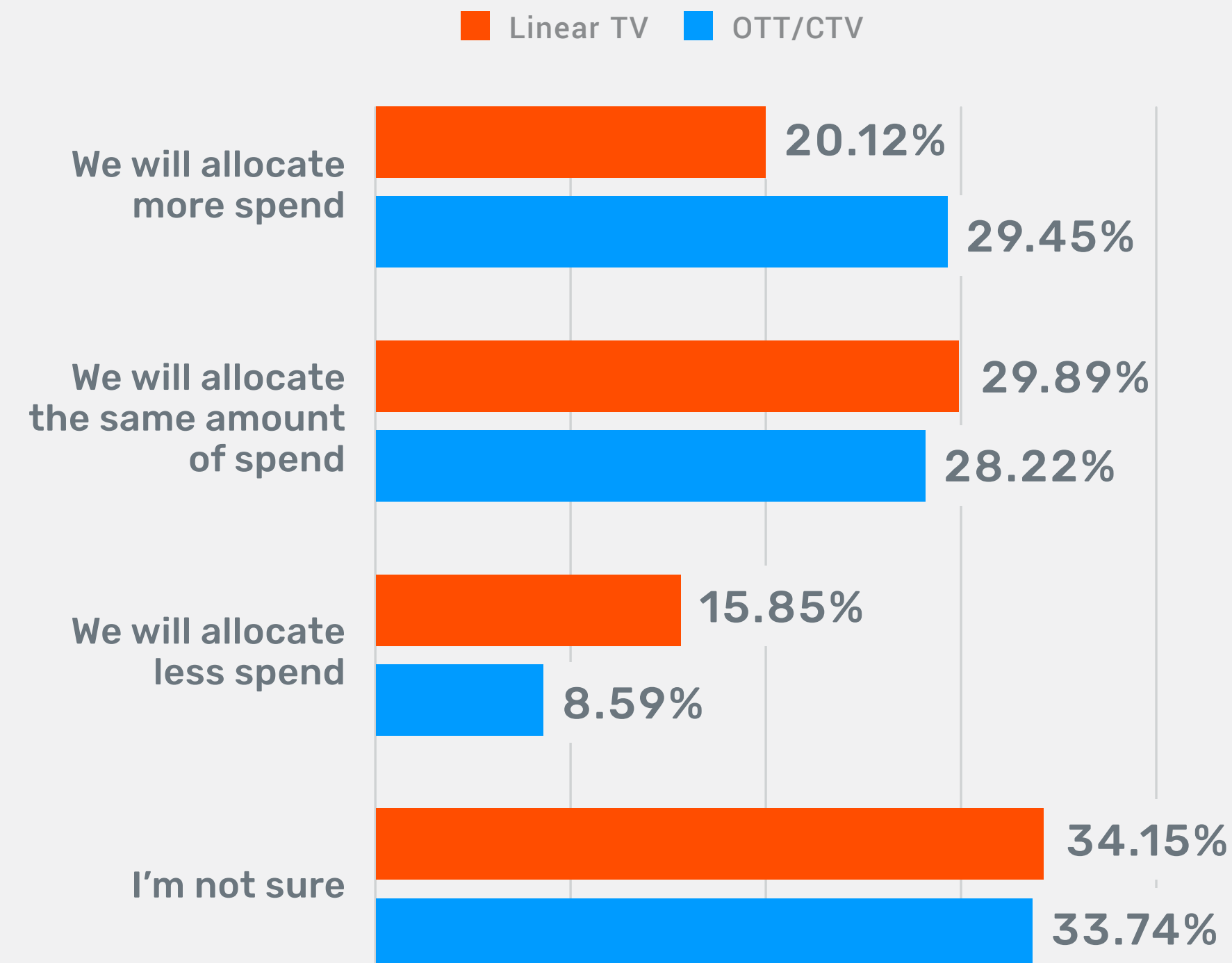


What do you believe are the key benefits of advertising on OTT/CTV?

Note: Respondents could select more than one choice.



**Compared to 2020, how will your budgets for TV advertising change in 2021?**



Looking at 2021, a greater share of marketers are planning on investing more in OTT/CTV spend when compared to Linear TV. Furthermore, it appears that Linear TV advertising may be on the decline overall.

More than half of marketers surveyed plan to maintain or increase OTT/CTV spend next year and almost a third plan to invest more than they did in 2020. In comparison, planned Linear TV investment is trending downward—only a fifth of marketers surveyed are increasing spend on the channel, with over 15% planning to pull back.

TV budgets appear to gradually be shifting from Linear TV to OTT/CTV as consumer content consumption habits change and marketers become increasingly aware of the audience targeting capabilities of various OTT platforms.

# TV Video Marketing in 2021

## Production Recommendations



**Invest in OTT—or at least consider experimenting with the channel.** OTT/CTV has seen incredible growth in traffic this year and that increase is projected to sustain even after the pandemic is behind us. The channel is hospitable to a wide range of content types, from polished brand creative to more UGC-style content that can be an extension of your social campaigns. Repurposing existing assets can be an affordable way to dip your toe in the OTT waters.

↑ A Modern Fertility OTT ad that repurposes existing photo assets.

**Don't discount Linear TV.** It's still very much a fruitful channel for many brands to drive awareness and consideration. With a projected decrease in Linear TV investment, you may find CPMs declining in 2021, making it a cost-effective channel to add to your mix.

↓ Nurx invested in brand awareness on Linear TV and YouTube with this live action ad.



↗ Two OTT ads for Native that target different buyer personas.



**Create audience-specific content.** OTT in particular has audience targeting capabilities akin to those you find on digital marketing platforms. Relatable content performs better, so conceptualize creatives to be hyper-relevant to each buyer persona you are targeting. Keep your project within budget by capturing all of the footage you'll need for your various concepts in a single shoot.

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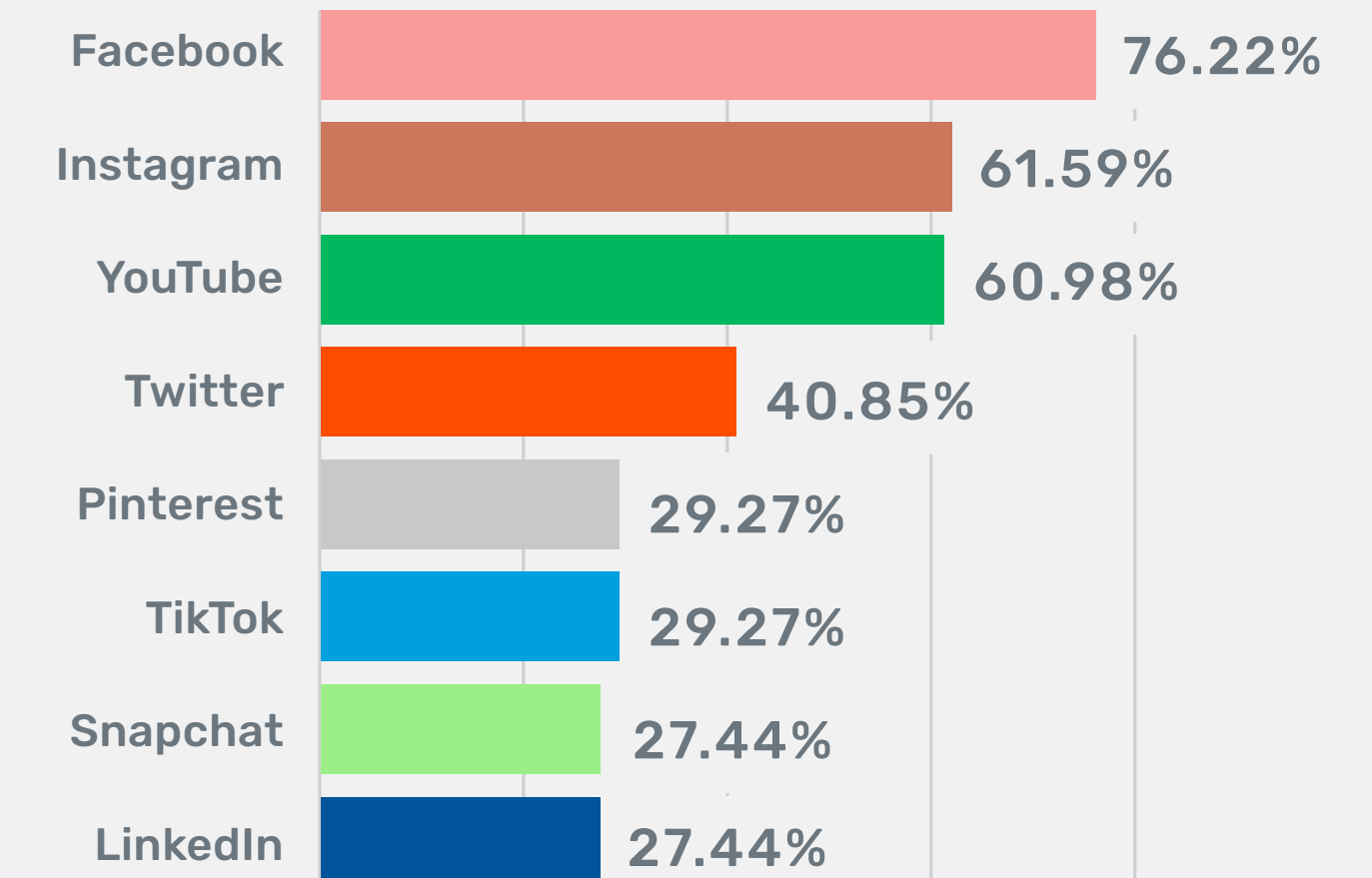
# Social Media

Facebook remains dominant in attracting social media marketers—over 75% ran paid video ads on the platform in 2020.

Interestingly, too, the platform attracted a lot of new brands this year. Of those marketers investing in new social platforms for the first time in 2020, Facebook was the most popular, followed by TikTok (which captured everyone's attention for much of the year).

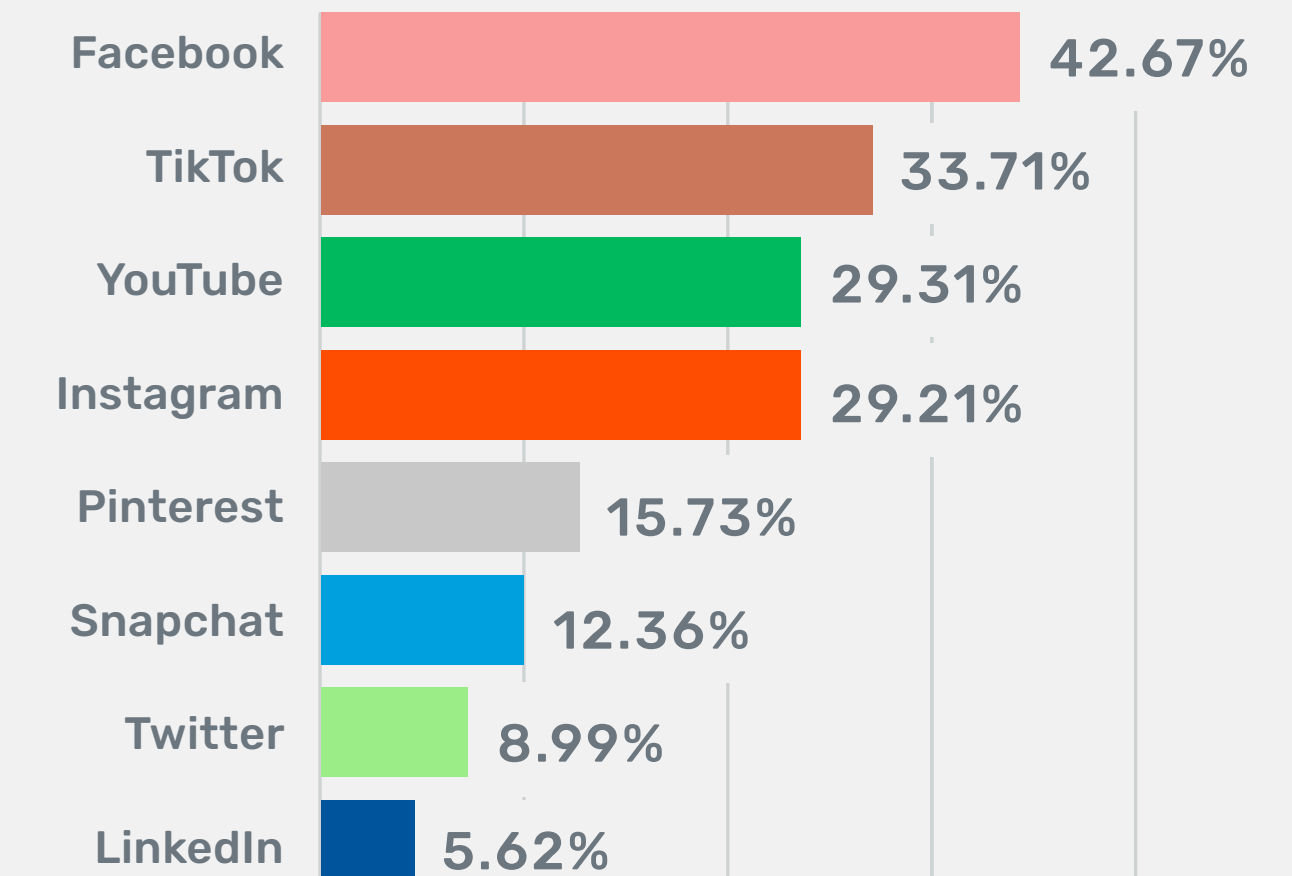
**In 2020, which of the following social platforms did you run paid video ads on?**

Note: Respondents could select more than one choice.



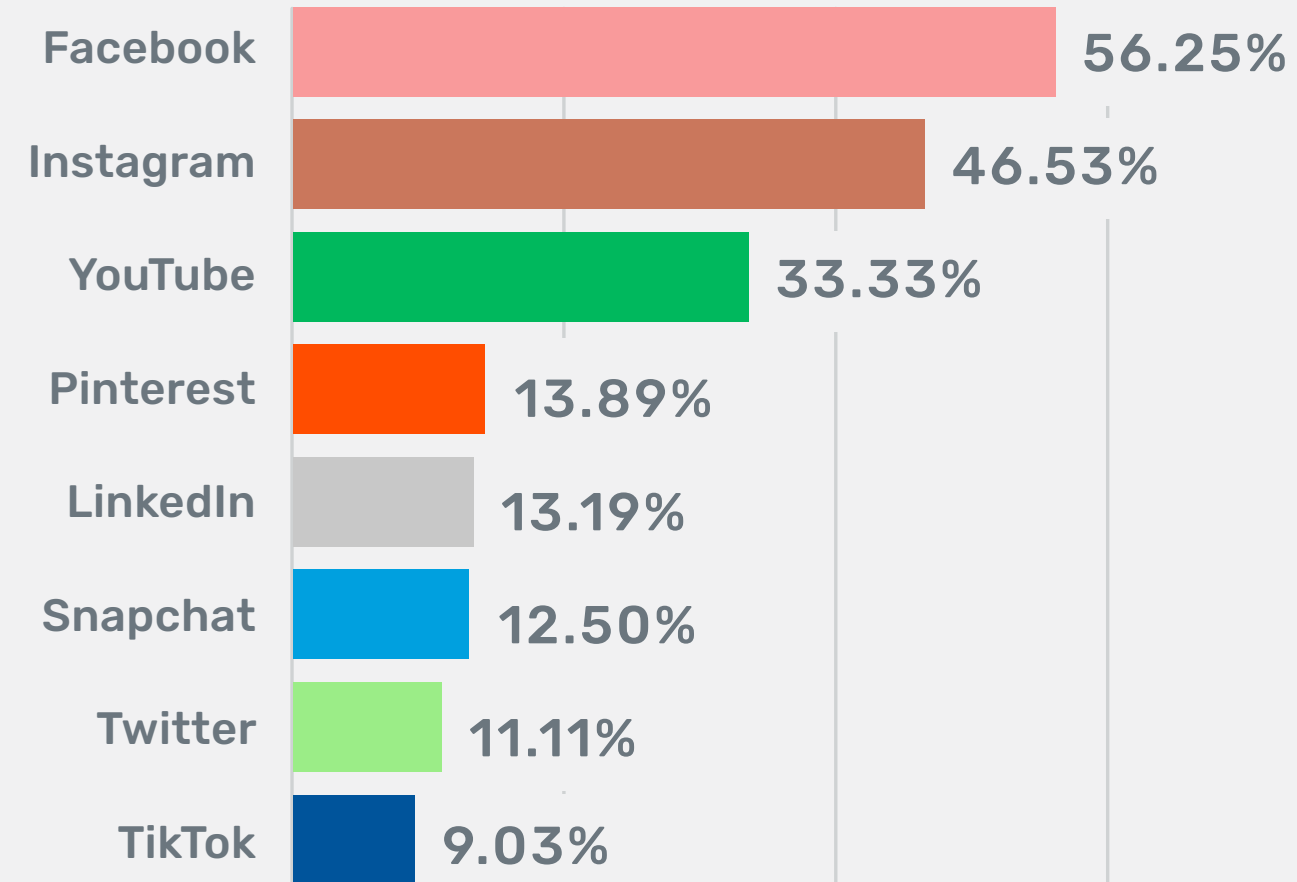
**Did you start using any of these social platforms for the first time in 2020?**

Note: Respondents could select more than one choice.



### Which platform(s) deliver the best performance?

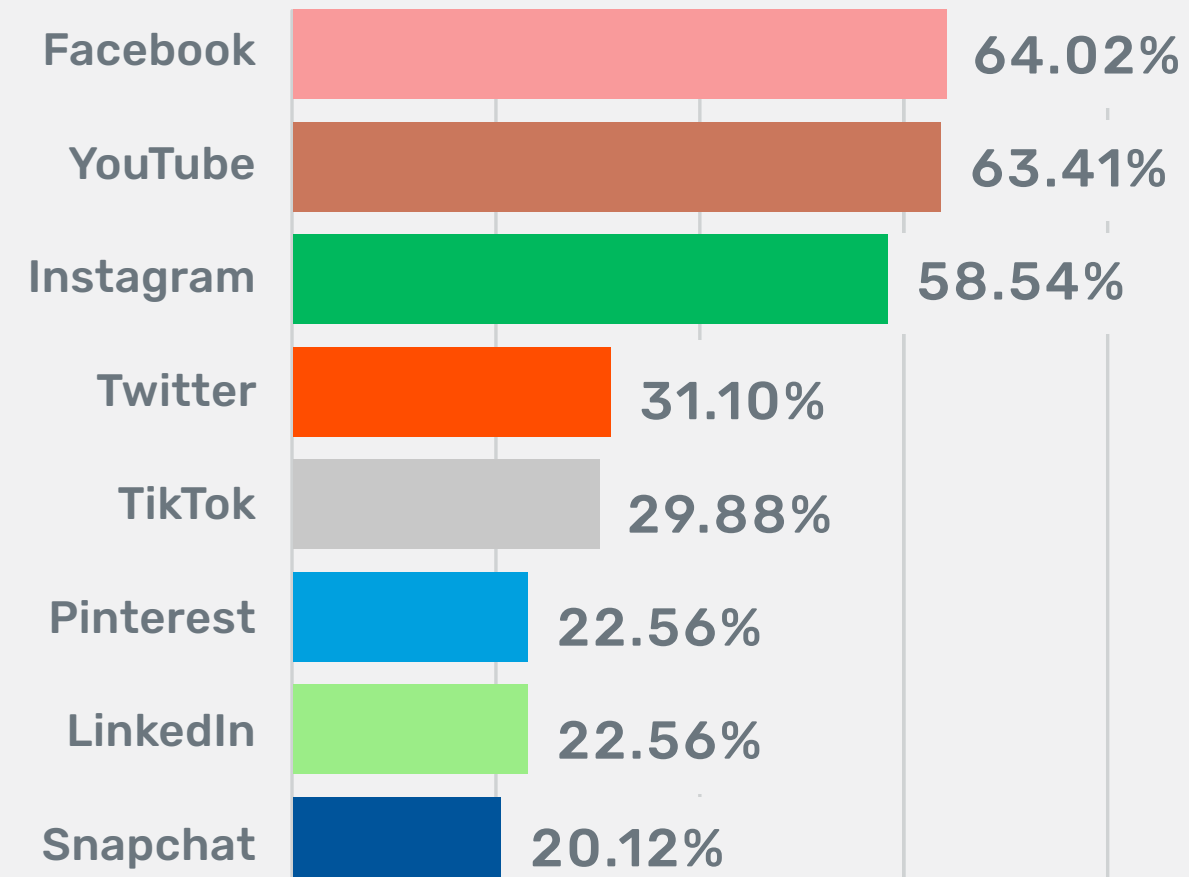
Note: Respondents could select more than one choice.



Facebook and Instagram also top the list for marketers when it comes to driving tangible results, followed by YouTube. Other platforms may still deliver great performance, but they are not standouts for our survey respondents.

### Which of the following social platforms do you intend to run paid video ads on in 2021?

Note: Respondents could select more than one choice.



Facebook and Instagram are both poised to remain preferred platforms for social media marketers in 2021, but survey results indicate that YouTube might surpass Instagram in popularity next year. It seems that marketers will also be pulling back on their Facebook spend in favor of other platforms—76% of marketers advertised on Facebook in 2020, but only 64% indicated plans to do so next year.

Fewer than 10% of marketers say that TikTok delivers the best performance, yet nearly a third plan to use the platform in their social marketing mix next year. The platform continues to dominate the zeitgeist and grow its user base, making it an attractive buy for brands targeting Gen Z and Millennials.

# Social Media Video Marketing in 2021

## Production Recommendations



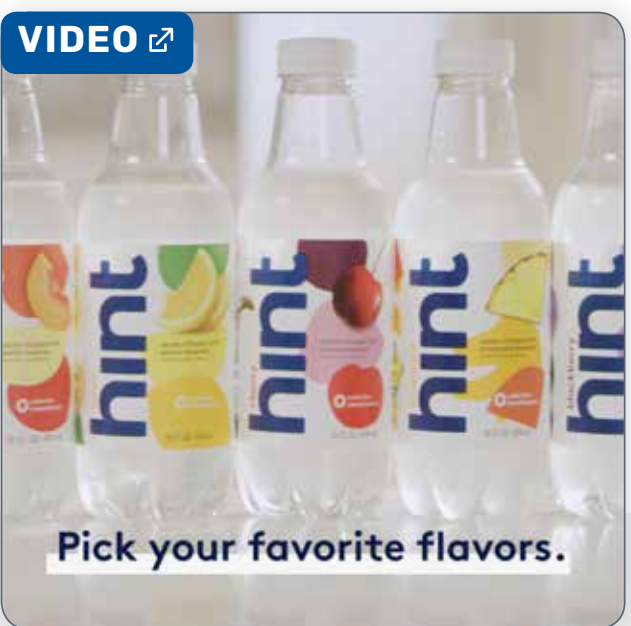
← A Grubhub ad for TikTok.

**Make platform-specific content.** Videos that feel native to the social media platform they run on perform better. Positioning and creative direction that works on one platform may not work on another. When planning a campaign, concept out platform-specific versions that feel organic to all platforms you'll be running on.

**Test and iterate.** Running one or two ad creatives at a time won't break through the noise in 2021. Run multiple creatives simultaneously, testing methodically to see what resonates most with your audiences.



↗ QuickFrame and Hint methodically tested various creative variables with a performance testing plan.



← With a broad array of live action footage captured in a single shoot, QuickFrame was able to deliver new performance assets to Prose in just a matter of days.

**Build a library of footage and lean on post-production to remain agile.** Social media moves fast. To stay in the conversation and avoid creative fatigue, you need to be ready to produce hyper-relevant creative in a matter of days. With a library of footage, you can use post-production techniques like motion graphics and editing to produce ready-to-publish creatives in as little as 24 hours.

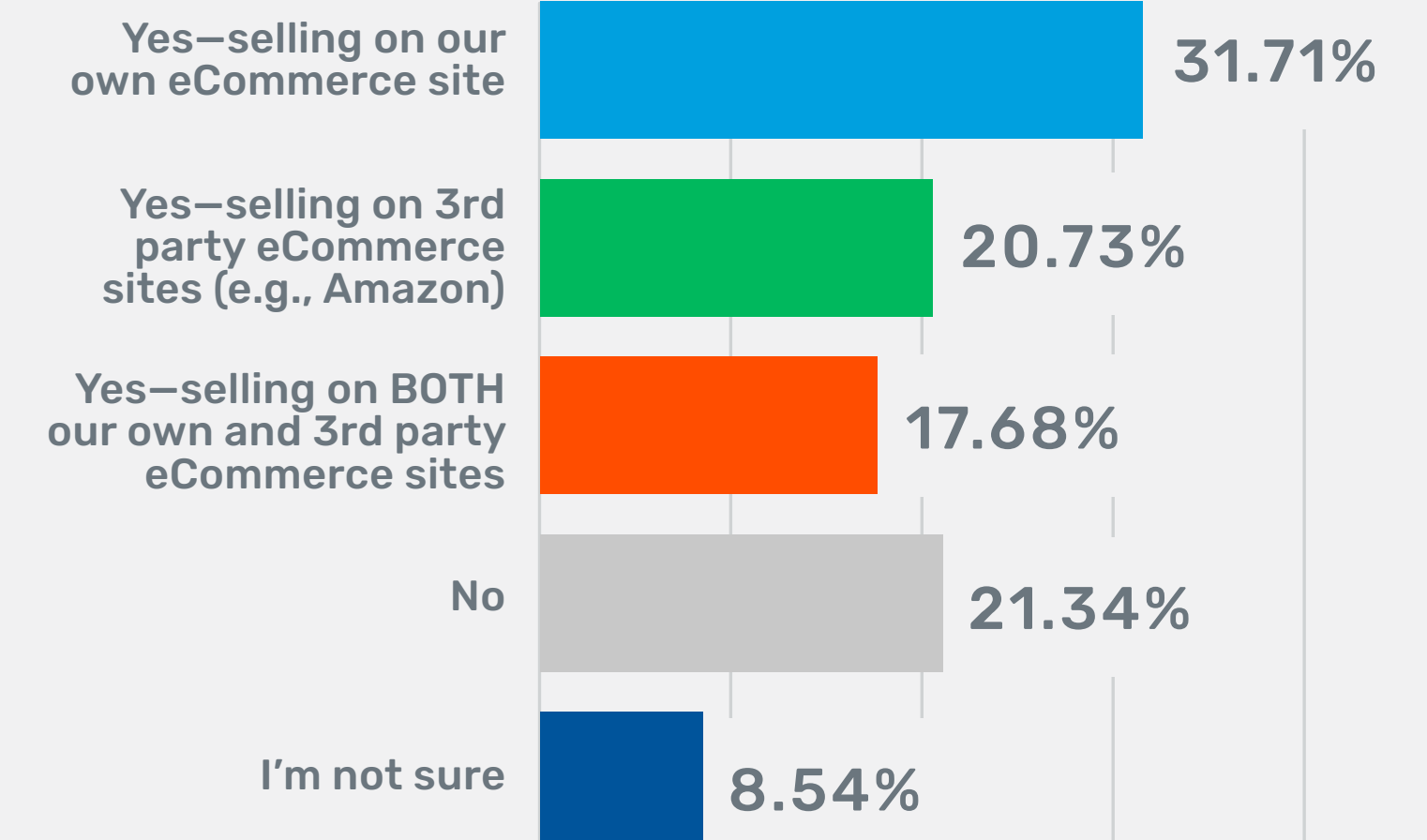
## 5 eCommerce

Coronavirus restrictions this year rapidly drove a greater and more diverse set of consumers from brick and mortar to online. As a result, eCommerce is slated to represent 15% of total projected retail sales in 2020 (an all-time high).

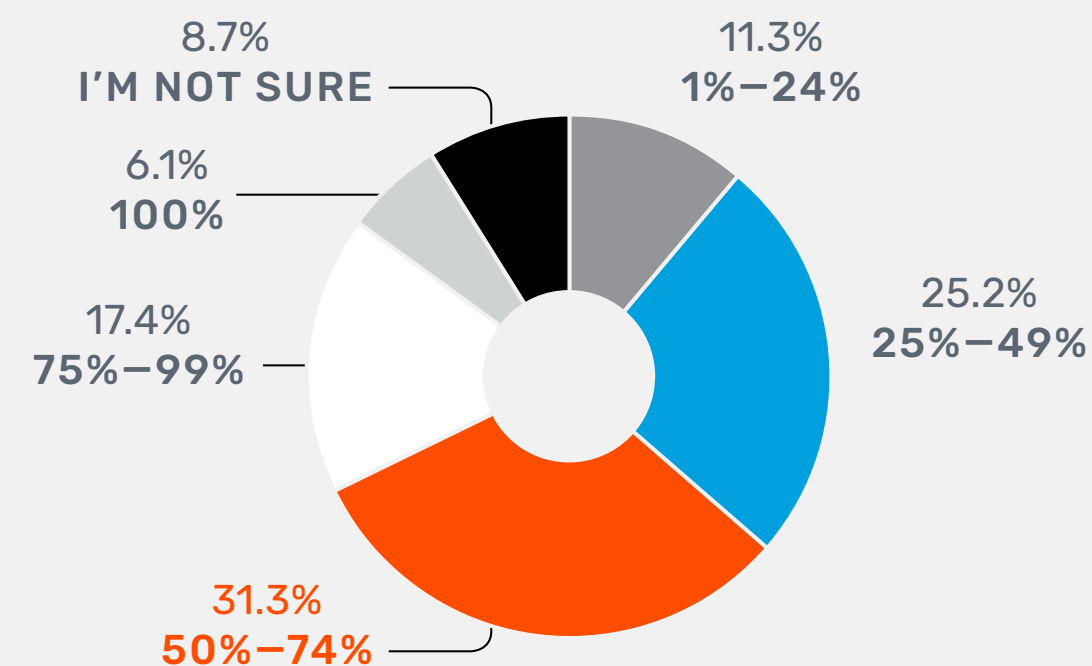
Over 70% of marketers surveyed said that eCommerce is currently part of their business's revenue strategy. For more than half of these brands, eCommerce accounts for at least 50% of total revenue.

The shift to eCommerce is forecasted to be permanent and our survey results confirm that it's here to stay. 68% of marketers expect eCommerce sales to represent a greater share of their business's revenue in 2021.

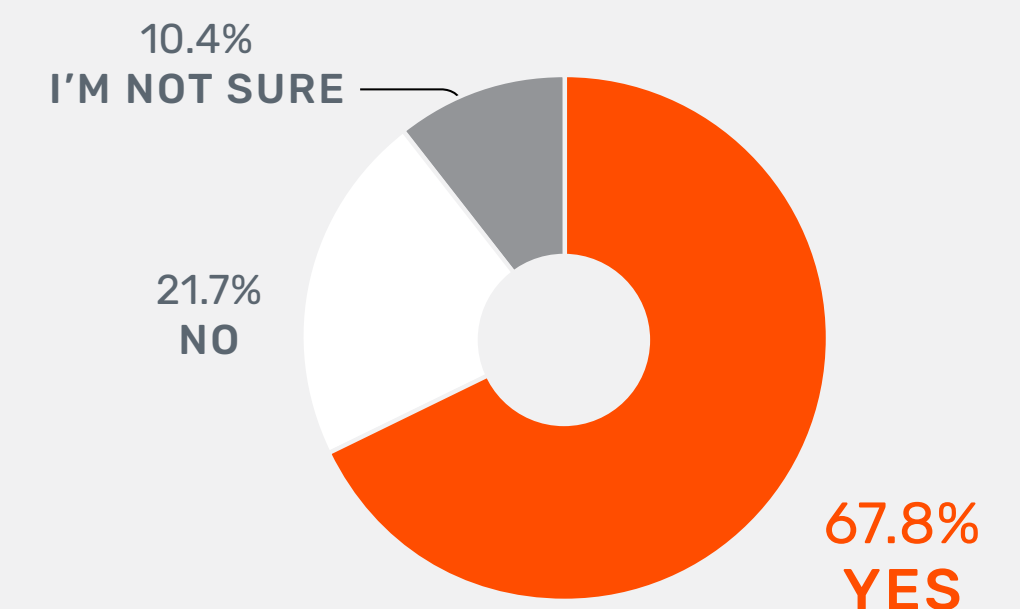
**Is eCommerce part of your business's revenue strategy?**



**What percentage of your revenue is generated by eCommerce sales?**



**Are you expecting eCommerce sales to represent a greater share of revenue in 2021?**



# eCommerce Video Marketing in 2021

## Production Recommendations

**Include video on your website.** A business is 53X more likely to appear on the first page of Google search results if it utilizes videos on its web pages. This is an SEO no-brainer to generate organic traffic.

↓ An animated explainer for Aloe Care, which is featured on their website homepage.



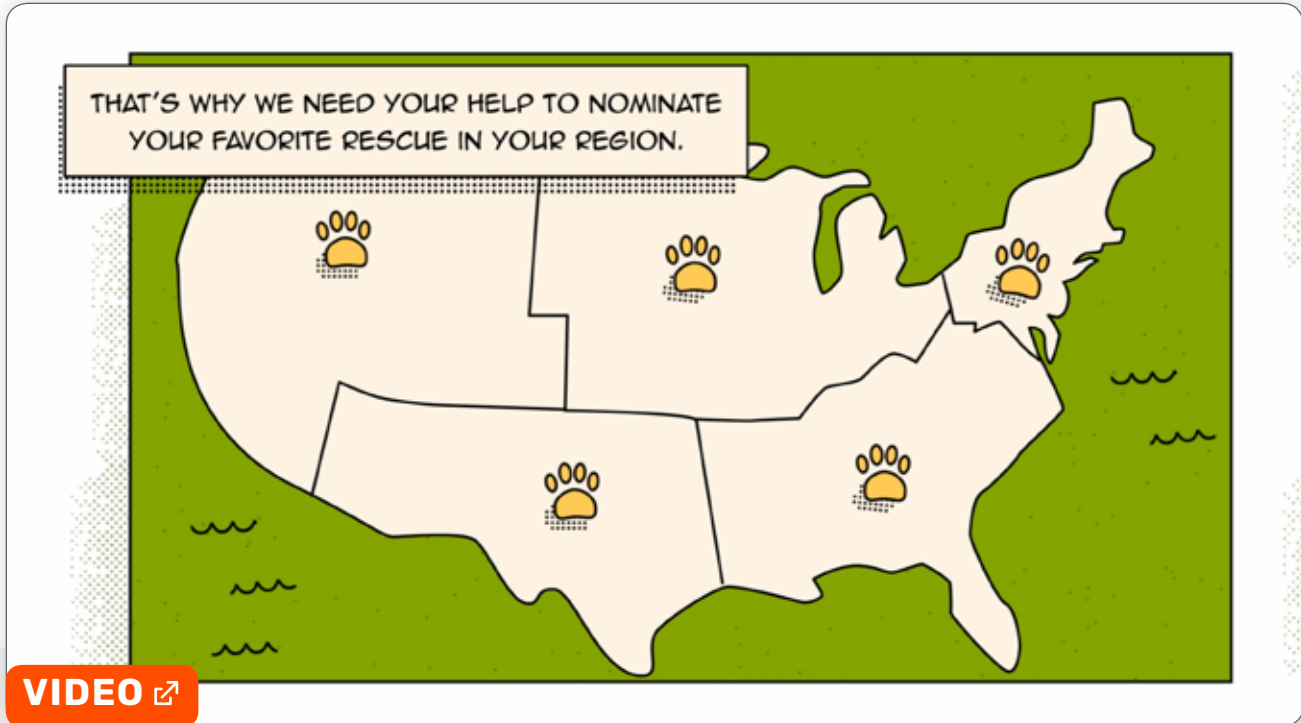
→ QuickFrame brought static assets to life for Olly with videos for use on third-party eCommerce sites.



**Showcase product features with video on PDPs.** Stripped of the ability to physically pick up or explore your product in a digital environment, customers can dive more deeply into your offering through video. Use video to highlight key value props and core differentiators while creating a visually dynamic online shopping experience that drives conversions.

**Continue the customer journey with video post-purchase.** Use video to drive repeat purchases and increase LTV. Use video in e-mail communication to bring customers back to your site. Including “video” in an e-mail subject line will increase click-through rate by 96%, according to Implex.

↓ A video to promote Freshpet’s Freshstart initiative, which donated money to consumer-nominated pet rescues.





QuickFrame



Natural pet food company Freshpet came to QuickFrame a few years ago for help with some social assets. QuickFrame produced on-brand original video in a fraction of the usual production time of agencies and independent creators, sparking a multi-year partnership. Today, Freshpet counts on QuickFrame for all types of video to stay competitive, delivered in days.

[SEE HOW WE DO IT](#)