

Americans Watching More Online Video

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By Brian Quinton



According to a recent comScore study, Americans watched 21.4 billion online videos in July, an increase of 88% over the same month last year. Marketers are jumping on that trend and coming up with a variety of entertainment-to-education ratios in their clips.

A new offering from Sara Lee's deli division wraps its Fresh ideas pre-sliced product line into “MamaSagas,” three funny clips about motherhood on the Fresh ideas Facebook page. The videos were produced with actors from Chicago's Second City improv troupe, who came up with totally unscripted — and very funny — content for each of the four-minute videos.

“We wanted them to be totally authentic,” Sara Lee Deli brand manager Paula Shikany says. “All of the actors are moms, and the moments they create are totally relatable.”

Truck maker Navistar International has rolled out the first parts of an eight-episode Web quiz show aimed at educating truck drivers about its new MaxxForce diesel engine. In the show, available at MaxxForceTV.com <<http://MaxxForceTV.com>> , Spike Network's Joe Elmore pops up at truck stops around the nation to host MaxxForceIQ, a quiz that hands out cash to long-haul truckers who can answer technical questions about the engine.

“Most truck drivers carry laptops with them, and with the rise in social media, we have new ways to reach them,” says Mark Johnson, Navistar communications manager. “Our studies show 70% of our customers go to YouTube, one-third read industry blogs, and 20% use Facebook.”



“We wanted to create broad awareness in a way that would encourage ongoing dialogue, and that

meant being entertaining and encouraging pass-along distribution,” says Mark Leger, managing director at Fathom Communications.

Some brands are tying their Web video efforts tightly into their offline campaigns. In preparation for a TV campaign launching its Golden Double Stuf cookie, Kraft's Oreo brand seeded a teaser video on Facebook showing a purported Donald Trump “press conference” about buying the Double Stuf Racing League.

Kraft then used the Facebook page to break the TV ad with Trump and actor Darrell Hammond challenging the Mannings to a lick race. The Trump teaser garnered almost 1,000 votes among Oreo lovers, about 2.8 million of whom have fanned the cookie on Facebook, notes Kraft category manager Jessica Robinson. “We're thrilled with the level of response.”

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