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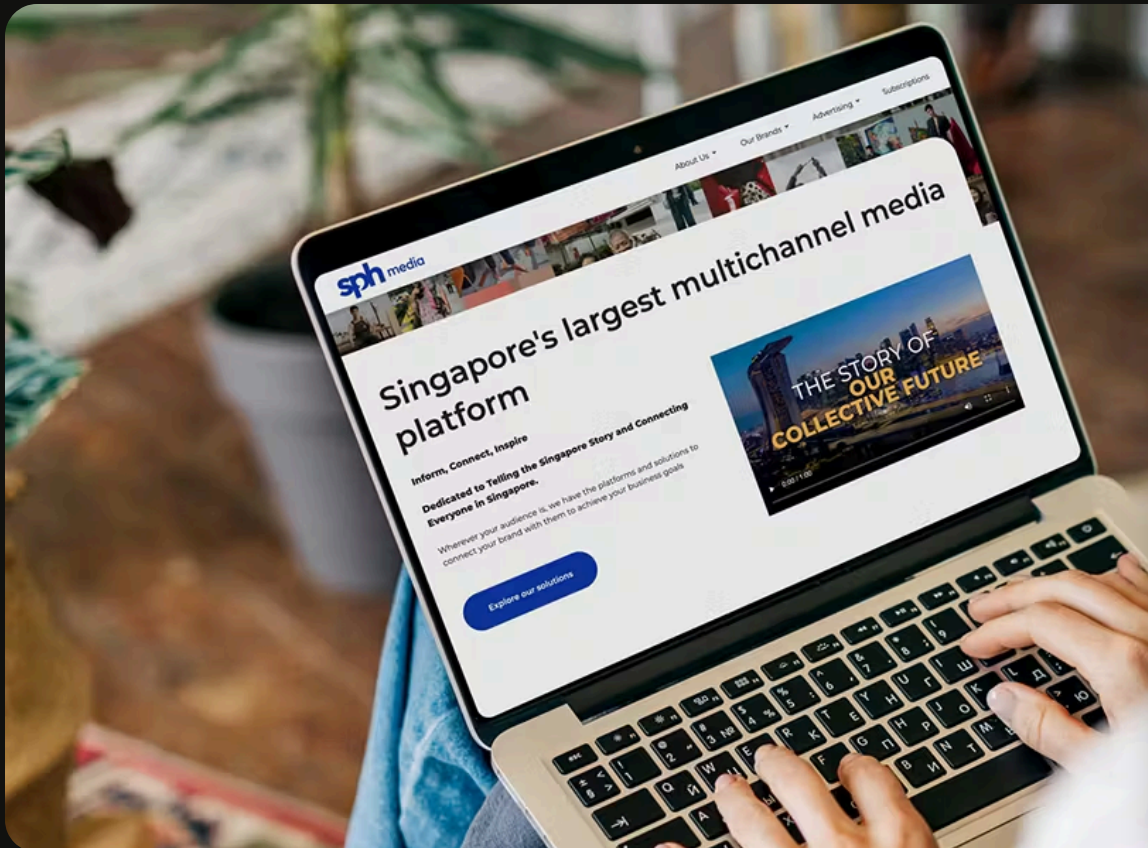
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# How SPH uses visual storytelling in advertising campaigns

📅 Dec 9, 2024



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# INTERACTIVE VIDEO INCREASED BY 50%

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The leading media organization in Asia, Singapore Press Holdings Ltd (SPH) delivers editorial storytelling content across a vast portfolio of media platforms, including newspapers, magazines, radio, and digital. Its digital properties encompass more than 25 news, financial and lifestyle websites and more than 50 mobile apps, each reaching a very targeted demographic. Together, these properties serve an audience of 23 million unique viewers and command 360 million page views per month. It's an established and highly engaged base, one that views SPH's media segments as trusted, reliable sources for content.

SPH provides its advertising clients with access to affluent, brand-conscious and upwardly mobile individuals between the ages of 25 and 49. Fortune 500 companies and regional brand advertisers leverage SPH's websites and services to target a highly covered audience with them on sites and mobile apps they trust, alongside editorial content.

## VIDEO EXPANDS THE POWER OF STORYTELLING

“Advertisers value us as a trusted source for information and as strong storytellers,” says Goh, Head of SPH Content Lab. “We create unique digital brand campaigns that engage audiences and generate returns for advertisers.”

“Video adds a dimension to our storytelling, and makes us a more complete media solution—it goes beyond just suggesting a client buy banners on TV and radio spots. It's one more way we help our clients reach their customers, and amplify their messages.”

“

*Brightcove allows us to do more with video*

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As SPH became more invested in video, the company sought to upgrade its technology platform —to a solution that offered flexibility and a robust set of APIs. They chose Brightcove as a key technology partner, hosting all editorial and advertising video content on Brightcove Video Cloud.

“Brightcove is our video technology partner,” explains Eric Tan, Manager, Business and Product Innovation. “We transitioned to Brightcove because we needed a very strong technology partner with a mature platform that can reach all our websites and publications.”

To capitalize on SPH’s expertise in delivering trusted content, the company hired a new team to focus on branded content solutions for the digital space, BrandInsider Lab. BrandInsider conceives, produces and distributes approximately 500 pieces of content —including video components—for its advertising clients each year, helping them to cultivate their distinct voices across digital media.

Content Lab’s strength was in offering expertise in matching the right message to the right audience. “Video helps us in visual storytelling. When you talk about share of mind, stickiness of a story,” Goh says. “As media owners, SPH distributes a client’s content to a greater diversity of audiences to better meet their business objectives with a more targeted campaign.”

“Brightcove allows us to do more with video,” she says. “It enables us to better understand how we approach different customers and their needs. We particularly like how it allows us to innovate. Integrating new technologies, such as interactivity, into our video content for our clients a novel element.”

# INNOVATING WITH INTERACTIVE VIDEO DEFINE A BRAND

The Courts campaign, targeting local shoppers, ran for four weeks and drove the anticipated engagement. Although a longstanding print advertiser in the

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etter reach a digital audience, it wanted to engage vi  
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innovative brand. To achieve this aim, the BrandInsider team collaborated with Courts to design a story that would play out using interactive video elements. Its story revolved around a couple trying to find solutions for redecorating their home, using the interactivity functionality from Brightcove partner HapYak.

Unfolding over six minutes, the story was paused at three points to offer a branching option so viewers could select what would happen next. The effect was to help the Courts campaign stand out to Singapore audiences. The video received twice as many views as a previous, similar award-winning video from a different customer, as well as higher play-through rates.

The integrated strategy used Brightcove’s strong analytics capabilities to track performance across all channels, stores, conversion, how many people followed the campaign through the video, and whether customers were driven to the store from the mobile app or from the website. Interactive video breaks and branching options allowed the one video to have an episodic feel. The video’s interactive elements were essential to positioning Courts as an innovative brand, and something fresh.

The interactive video generated a more captive audience by increasing engagement compared to non-interactive videos. The technique is something SPH integrates for other clients, across sectors, as a key component of its integrated media strategy, where it might be most effective to entertain, or deepen audience engagement.

“Each time we run a video campaign or add a video element, we learn more about how customers respond to the client’s brand,” says Goh. “Interactivity is one more way to increase engagement with audiences, and keep us at the head of the brand storytelling pack. We’re excited about the innovative functionalities Brightcove offers. It is helping us to do more to maximize the power of video.”

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# ready, engage

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Transform the way you connect, communicate, and convert through video.

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Player

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Interactivity

Gallery

AI Suite

Live Streaming

OTT

Resources

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Integrations

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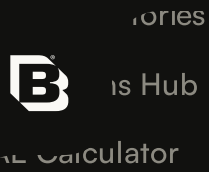
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