

CreativeExecs Roundtable Highlights

“Launching and Advancing Your In-House Video Team”

Video: Is Your Team Ready for Skyrocketing Growth?

By 2021, Cisco estimates that *more than a million minutes of video* will be crossing IP networks every single second. Video is the most explosive and engaging form of communication, and clients are eager to use it. However, most require education from your team to determine the best approach for their project. Is video right for the objectives? What’s it expected to deliver? Does everyone understand its benefits and limits? Resolve basics like these and you’ll gain real efficiencies plus long-term cost savings.

Discussion Takeaways

The considerations listed above are just some of the thought-provoking points offered during our recent CreativeExecs Roundtable series, Launching and Advancing Your In-House Video Team. We met with creative leaders across cities to discuss how to build or expand an in-house video team and what its natural evolution might look like. The perspectives they shared will help any in-house creative team meet the video demands of 2019 and beyond.

Here are the key points from our discussions:



Too polished? The number of videos created for social media is rising. For a better experience, keep videos authentic and not too polished.



Social investment. Teams are investing in equipment (iPhones) and hybrid staff specifically for social media content production.



Yes, MAM. A hub for storing / categorizing / retrieving video is essential. Have a strategic plan for tagging and maintaining assets.



Time tracking. Validating video ROI starts with tracking time. The resulting metrics – along with creativity – help prove your team’s value to the company.



The length. Plot out the story and message first before deciding how long your video should be.



Educate, educate. Continuous education on video strategy, workflow and focusing the message helps clients better understand the process.



Build your own. Design your studio around the types of videos needed. Build in phases to start producing before construction ends.

Read more on this topic in our blog post at cellaconsulting.com/blog/video

In-House Creative Leaders On Video

From our 2018 In-House Creative Industry Report

71%

say their teams currently provide video production services.

41%

dedicate only one team member to supporting video services.

59%

expect their groups’ video production services to greatly increase in the future.

CreativeExecs®
roundtable

Hosted by The BOSS Group and Cella, CreativeExecs Roundtables bring together creative executives for moderated peer discussions on topics tailored to the unique challenges facing leaders of in-house creative departments. Each year, we host a spring and fall series in cities across the U.S.

the boss group cella

Looking to build or expand your in-house video team?

Or add great talent to your staff?

Contact us at info@cellaconsulting.com.