

How brands succeed in video content marketing

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Video content is being consumed and sought after at a rapidly increasing rate - it's no secret that over 300 hours of video are uploaded to YouTube every minute. But how are viewers responding to this content? How, when, where and why are they watching it?



Our comprehensive white paper, created by the Cedar Consult team in the UK, includes best practice from the 200+ video strategies we have produced in the past year for brands including Tesco and British Airways, and with input from industry thought-leaders Stuart Stubbs and Tim Sparke.

The paper outlines our *8 principles of video content marketing*, providing brands with a step-by-step guide, from strategy to measurement, which will enable them to create compelling and entertaining video content.

For a deeper dive into the psychology behind branded video consumption, the following exclusive research commissioned by the Cedar Consult team explores the mind-set of the UK audience - how they interact with the content in their daily lives and where it informs their behaviour.

To view the white paper, please submit your details below to download.

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