

# Capitalising on video

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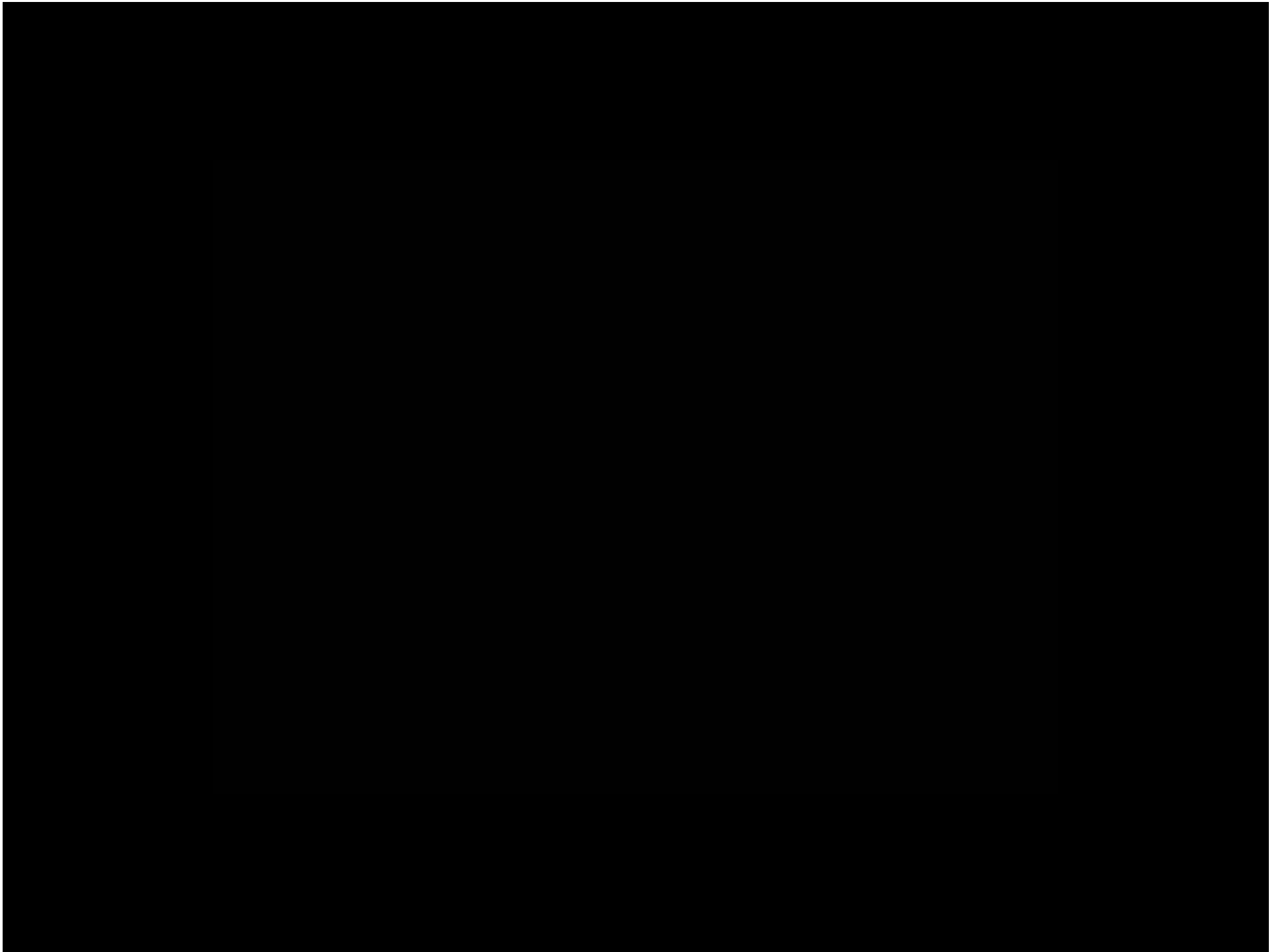
24<sup>th</sup> March 2011

@matrhodes



We've always known that video makes  
travel more real

Wish You  
Were Here



But we know that nowadays people are looking for real experiences

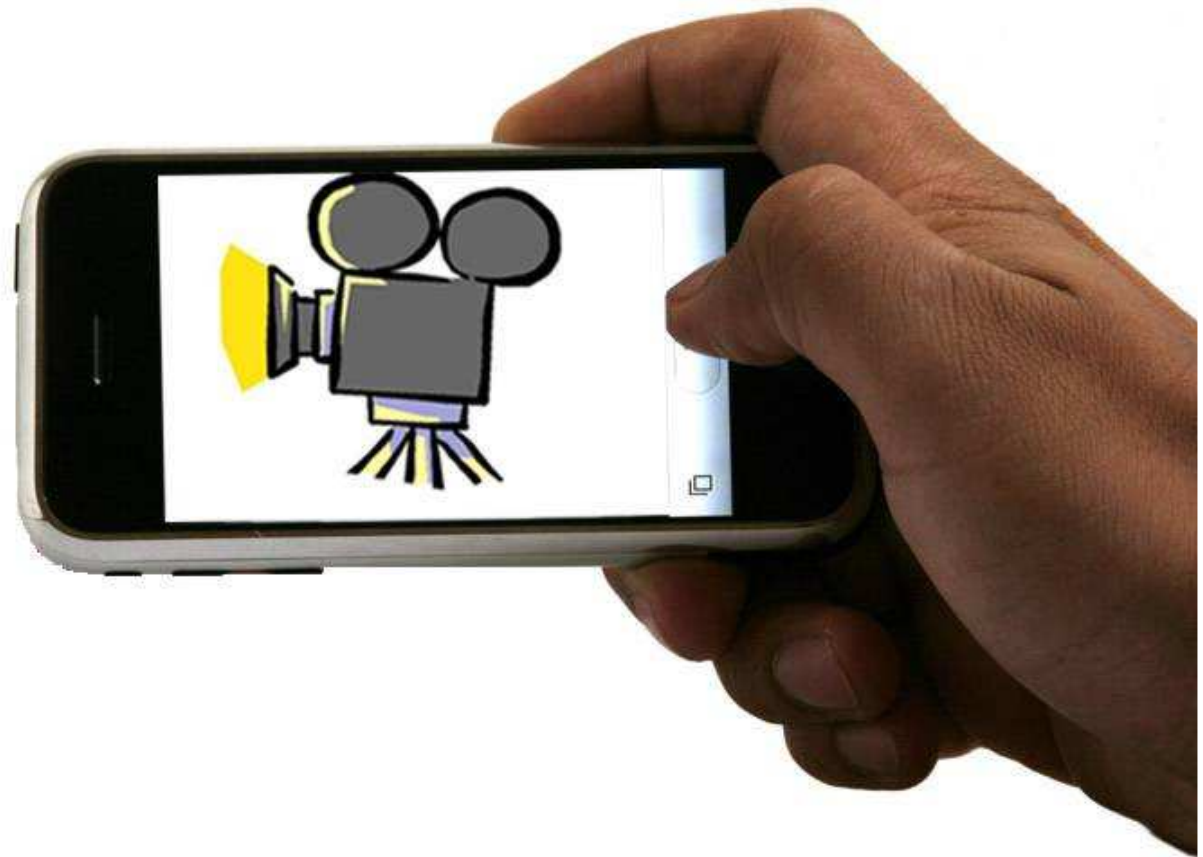
**77%** of online shoppers use peer reviews and comments

Source: Edelman

And Tripadvisor is the ubiquitous review site...



...but video shows a different story, and the ability to make them is in our hands...



But many people panic about video.  
They shouldn't...



PANIC

...here are three ways to use video

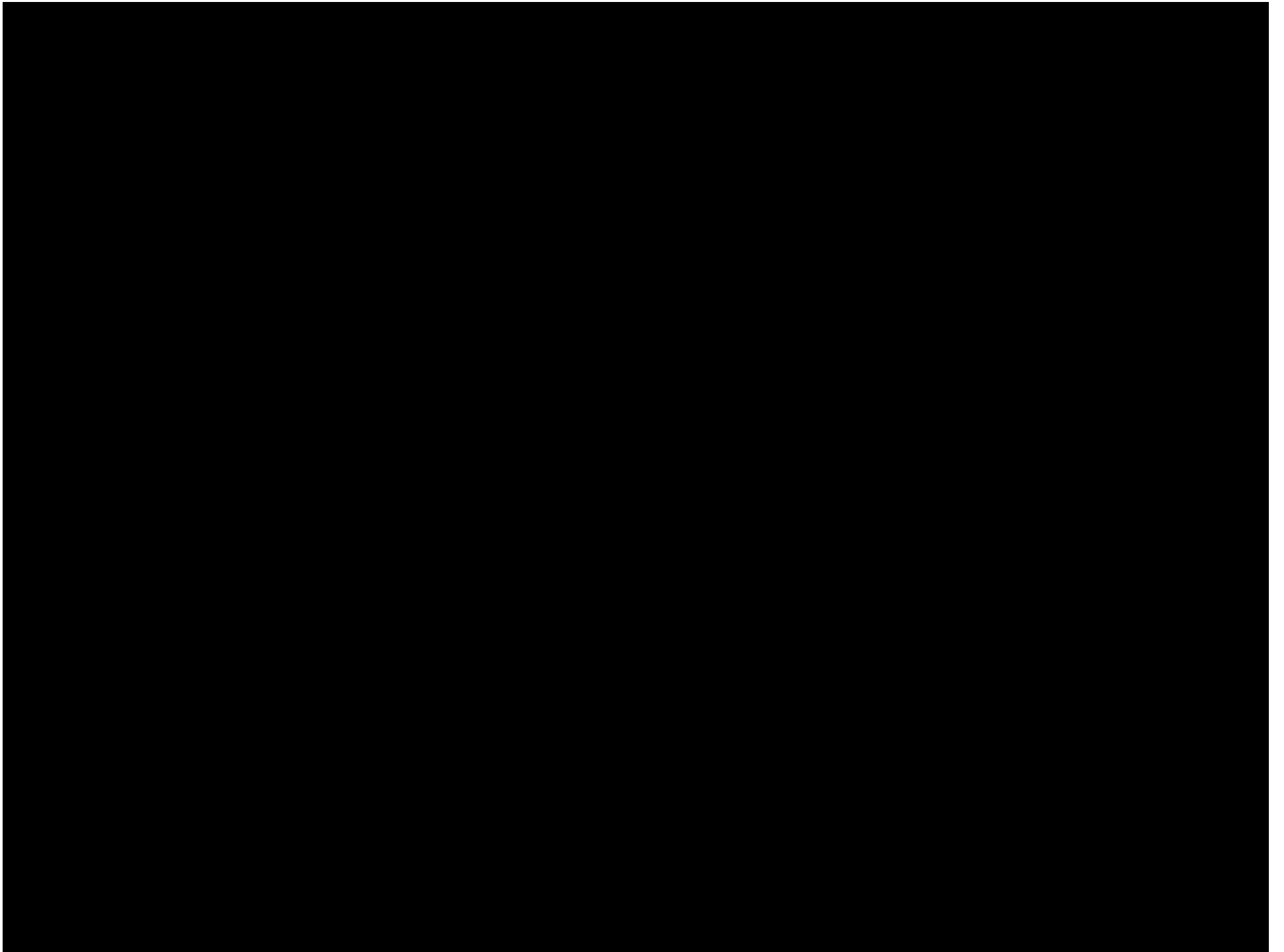




1.
  - Collect and encourage user-generated product reviews and walk-throughs



2. Travel is an emotional sell; use video to show the beauty of a place like no other media can



3. Video can show real emotions and allow people to connect with those in the video



© Disney

The videos are user-generated and others are being uploaded in response to the advert

The screenshot displays the Disneyland Paris website interface. At the top, the logo is accompanied by navigation links: [visiting Paris](#), [parks hours](#), [brochures](#), and [my disneyland](#). A pink button on the right says "register for exclusive benefits >>". Below the navigation is a menu with categories: [disney parks](#), [disney hotels](#), [disney village](#), [and even more](#), [choose your experience](#), [find your ideal offer](#), [prepare your visit](#), and [what's new ?](#). A "MAGICAL MOMENTS Festival" banner is also visible.

The main content area features a grid of video thumbnails. On the left, there are sorting options: "The most recent", "The most viewed", and "The most liked". Below these is a search bar with a "GO" button and a "+ criteria" link. A purple box on the left contains the text: "Free Hotel, Park tickets & even transport for kids under 12". On the right, a blue box promotes a contest: "Try to win a trip for 4 people! and maybe take part in the new Disneyland Paris campaign\*". At the bottom, a navigation bar includes buttons for "SHARE YOUR EMOTIONS", "CREATE YOUR STORY", "MY MAGICAL ALBUM", "MAGICAL MOMENTS FESTIVAL", "OFFERS", and a button with a castle icon.



Video makes an experience more real

Wish You  
Were Here



That's it!

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