Immediate: Adopting a video-first approach to content: when, how and why

Hannah Williams

IMMEDIATE
a Burda company

Plot twist:
We're not video-first

Reality is a lot more nuanced

IMMEDIATE
a Burda company

3 phases of our video evolution

1 ZERO TO HERO

Make more video

Getting people to care and commit

KPI: 1300% increase in output

2 HUB TO SPOKE

Make it sustainable

Central handholding stops; brand accountability starts

KPI: Video-native brands & leadership

3 SHELF TO SHOP WINDOW

Make it core

Video as a content-type vs video as an affinity driver

North Star: Subscription

1

Make more video

From zero to hero: getting people to care and commit

IMMEDIATE
a Burda company

Deciding WHY (and remembering it!)

FAME



Reach

KPI: Views, CTAs, Sharability

FORTUNE



Revenue

KPI: Total revenue, total impressions

FUN



Engagement

KPI: play rate, watch rate, interaction

A video can win on fun and lose on fortune. Knowing which one you're playing for is the whole point

Deciding Who: 3 training buckets, 4 sources of talent

TRAINING IN THREE BUCKETS

1. **Formats**
2. **Production**
3. **Faces & Voices**

FACES & VOICES: WHERE TALENT COMES FROM

Internal

Our own experts



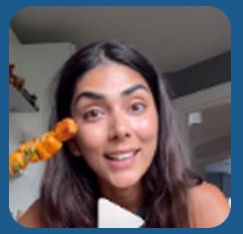
External

Freelance friends



Partnered

Influencer residency



Shared

Joint venture & rev share



IMMEDIATE
a Burda company

Deciding end goal: the blessing and the curse of a 10x KPI

10x

1300% uplift in output in first year

THE BLESSING

One clear number got everyone moving and made it impossible to ignore

Delivering 152% uplift in views and 68% uplift in revenue

THE CURSE

Volume became the goal, but volume isn't the same as value

‘Everyone doing video’ leaves teams and BAU stretched and conflicted

2

Make it sustainable

From hub to spoke; when central handholding stops and brand accountability starts

IMMEDIATE
a Burda company

How: 4 moves to make it stick

1 Invest in spaces

Good Food kitchen + 4 x recording studios

2 Empower experimentation

2 annual experimentation days + external facing ‘FutureFest’ + always on Innovation Fund

3 Build skills in brand

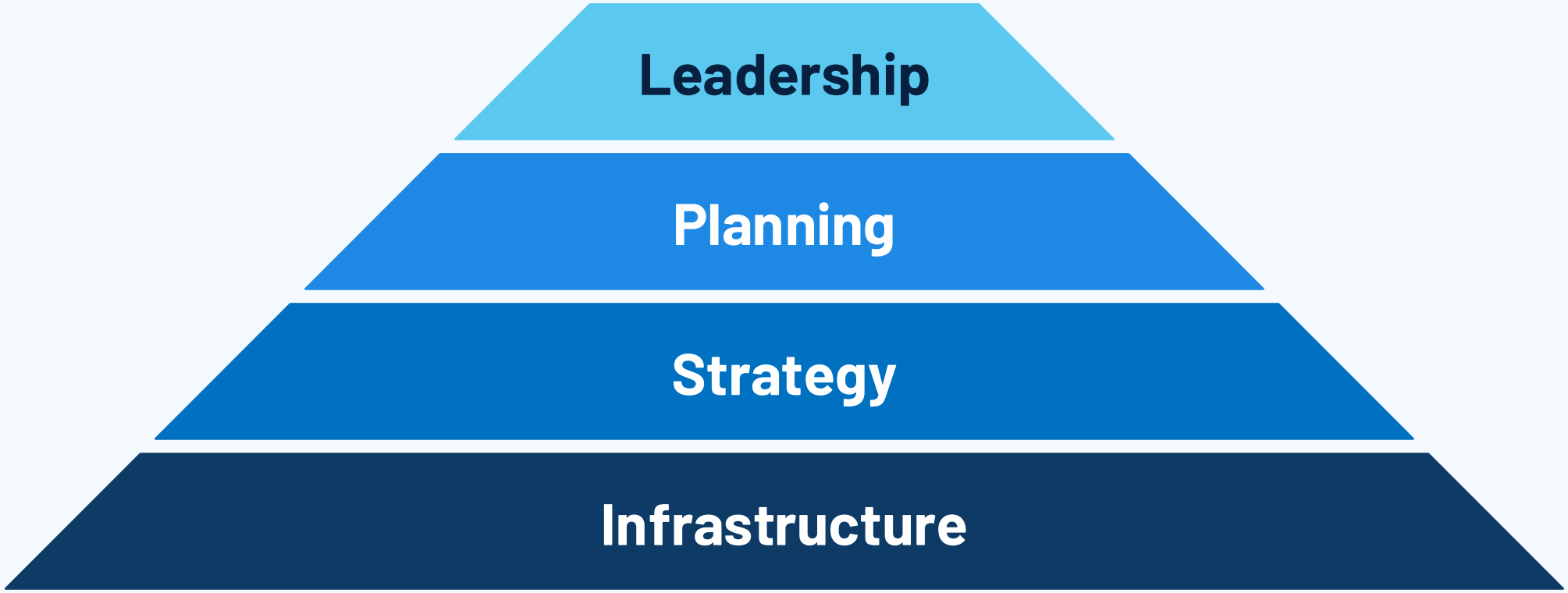
Editors, creators, production managers hired into brand + video literate leadership

4 Launch speedboats

Third party production commissions to deliver results fast

IMMEDIATE
a Burda company

Hub to spoke: Building brand autonomy



Brands with the power and passion to deliver multiformat propositions

3

Make it core

From shelf to shop window: different IP, different objectives, different funding models

IMMEDIATE
a Burda company

We're now building affinity for our brand propositions

The market is noisy and we need a clear and compelling shop window to market our subs propositions

Market competition	Discovery is fragmenting and noise is rising. Propositions need to be clear, compelling and consistent to cut through
Subs-first strategy	Affinity-driving IP widens our addressable market and tells audiences what we have to offer, driving them to direct and habitual use
Aligned activity	This isn't lots of different things with different objectives but multiple formats driving the same umbrella message

So far, so nebulous... what does that actually look like in practice

What 2027 looks like:

DOUBLING DOWN ON

1. **Talent-led IP that drives core proposition**
2. **Pilot pipeline: Testing more, scaling fewer**
3. **Video as BAU: Capture. Store. Reuse**







We're not video-first
We're proposition-first

But video is a core part of what we serve, and how we shout about it

IMMEDIATE
a Burda company