

# BAKER SQUARE-3639 Social Video

January - February

**Campaign:**

**Baker Square Champions togetherness.**

**Possible slogan / hash-tag / tag-line:**

**#bettertogether**

**#togetherisbetter**

## Video Concepts

All video narratives tie back to the over arching theme of “Together is better”.

*Video are great mediums for introducing new campings that display a brands purpose over its profit. Our goal with the videos is to show key stakeholders that Baker square is an advocate for "togetherness" now that 33% of consumers choose to buy from brands they believe are doing social or environmental good.*

*Videos are also a great way to collect content (images, gifs, cinemagraphs) that helps integrate social media across TV, radio, direct mail and email.*

## Insight

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**Source: Social Media Examiner 2016 social media marketing industry report**

- Video has become essential: A significant 60% of marketers use video in their marketing and 73% plan on increasing their use of video.

- Facebook users watch 8 billion videos per day.

- Organic Facebook engagement is highest on posts with videos (13.9%) and photos (13.7%)

**Source: Digiday.com - Inside AARP's Social Media Strategy**

- AARP Case Study: AARP realized that links, although somewhat “engaging” in terms of getting people to interact with a post, aren’t the best means of really making an impression on consumers. Videos and photos — anything visual — have been found to make a bigger impact in terms of interactions.



This video depicts one of the oldest traditions helping humans stay together, sharing meals.

## “Shared meal”

Food is more than fuel. It is our tool to build and strengthen family and friend connections. “Mealtime” captures the power of a meal that forges relationships, bury anger, and provoke laughter & gratitude.

The first image depicts the tradition of sharing meals with loved ones and the joy it brings no matter the hardships that follow. The next few frames also highlight the history of shared meals as each photo takes the viewer closer to the present with colored images and photos/videos taken with cell phones. The images not only show the good time’s meals bring, but the culture, diversity, and tradition that is collected with each meal. The last frame fades the final images and shows Bakers Square iconic pie and displays copy that tells the viewer no matter who we are, as humans we all want to feel connected, but at a dinner table, we are all connected.





## Video Frames

