

# We'll bet you can't watch just one

Brands join tens of millions of viewers embracing short-form video sites Vine and Instagram

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nwrapping your favourite candy bar and eating the whole of it: It doesn't get any better! Quick, delicious, instant gratification.

Like candy companies, magazine media have lately had success offering consumers quickly and easily digested bits of content that deliver maximum satisfaction: the mini-video clips from Vine (owned by Twitter) and Instagram (owned by Facebook).

To access an endless feed of mini-videos requires no more than tapping the Instagram or Vine app icon on your smartphone. No need to search for and load a video. Just open the app, tap, consume, swipe, tap, consume, swipe over and over again. Like those chocolate treats, it's impossible to consume just one.





Twitter started the micro-video consumption trend. The company acquired Vine in October 2012 before the four-month-old start-up had launched a product. Twitter needed only three months to prepare the six-second video service for launch in January 2013.

Consumer acceptance was immediate and stunning: Between the first and third quarters of 2013, Vine grew 403 per cent to 40 million users, making it the fastest growing app of the year, easily outpacing Flickr and Instagram (146 and 130 per cent respectively), according to Mashable, Statista and GlobalWebIndex.

By comparison, it took Instagram a year to get to 10 million users. That said, Instagram acquired 50 million new users between February and August 2013, which included three months of its new video service.

Vine's nearly instant success in early 2013 led Facebook-owned Instagram to add a video-sharing feature in June 2013. Instagram decided to distinguish itself from Vine by offering video in a 15-second format.

With its parent company's massive base of existing Facebook users, it didn't take long for Instagram to overtake Vine. Toward the end of 2013, according to data from Simply Measured, Instagram videos:

- Represented between 15 and 30 per cent of all Instagram data traffic on mobile networks
- Were generating six times the mobile traffic of Vine
- Had twice as many of the top 100 brands in the US compared to Vine, and

## Shopify's seven tips for Vine success

E-commerce solution company Shopify offered seven strategies for developing successful Vine content in its company blog:

**1. "How to" videos.** People want to resolve issues quickly and don't want to look at a really long Youtube video. Vine forces discipline and heavy visual power to make "how to" incredibly successful and entertaining.

**2. Influencer created.** These are the one per cent who create online content that the other 90 per cent consume and nine per cent edit or curate.

**3. The stop-motion creative.** Stop motion is incredibly visual and feels somewhat DIY.

**4. Product features.** The modern-day 'demo'. The content must be very visual, impactful, simple, and informative.

**5. One-to-one interactions with your consumers.** For example, the Old Spice "sexiest man in the world" protagonist responding to social media comments. Customer tweets were responded via Vine videos.

**6. Contests.** The moving image piece makes a promo outreach more impactful than a static image.

**7. "Behind the scenes" videos.** Brands must be more transparent, a peek into the inner workings of your brand or company is key to generate intimacy with your consumers and fuel their evangelism.

