

VIDEO & ACTIVATION



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INTRODUCTION

The **VIDA (VIDeo & Activation)** research wants to contribute to the further development of knowledge regarding the use, distribution and activation of video in a business context. Based on our findings, we want to provide communication professionals and video producers with a toolbox that enables them to choose the most efficient form elements, distribution channels and activation methods related to the communication objectives and the target groups.

METHODOLOGY

We use a **multi-method approach** in which we study and compare form, content and activation of **three types of video**: Corporate Image, Corporate Social Responsibility (CSR) and Employer Branding. In fact, we will do the same study twice: one for the **profit sector** and one for the **not-for-profit sector**.



MULTI-METHOD: CASES

We made a selection of **10 organisations** based on the results of the survey conducted in 2021 among communication staff of profit companies on the one hand, and on the registration data for the Video Experience Day on the other hand. These 10 cases met the following criteria: they frequently focus on video in general, and on Corporate Image, CSR and/or Employer Branding video in particular. In addition, they also focus on the activation of the viewers of their videos.

The videos of these 10 organisations are studied in-depth in the content analysis, and will also be discussed in the in-depth interviews and the focus groups.



Scan the **QR-code** for more information on the VIDA research project.