

# WE SURVEYED COMMUNICATION PROFESSIONALS



## METHODOLOGY

We conducted a **survey** among employees that carry out communication/marketing tasks in profit organisations based in Flanders and Brussels.

We questioned them about:

- The importance of video in the internal and external communication mix of their company
- The channels they use to distribute their video material
- The importance of Corporate Image, CSR and Employer Branding video for their company
- Metrics and the extent to which they activate the target groups

## PROFILE OF THE RESPONDENTS

We received **386 completed forms**, nicely spread over the different ages. Slightly more men than women completed the survey. Almost all respondents work for a company with at least 6 employees.We have sent the survey to companies from the various NACEBEL sectors. When we compare the distribution of our respondents over these sectors with the population from the Trends Business database, we see a great similarity.

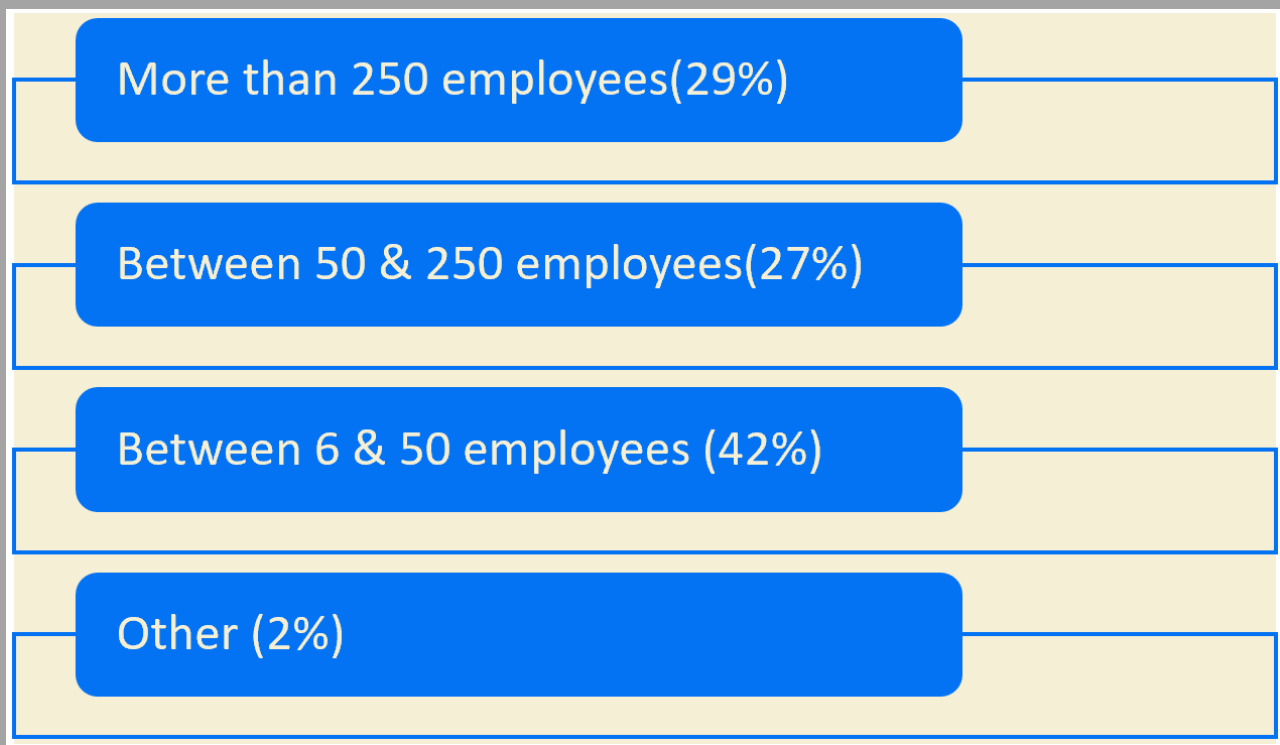
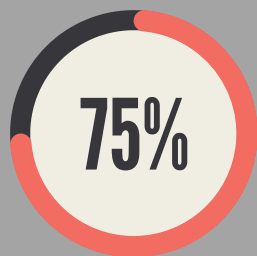
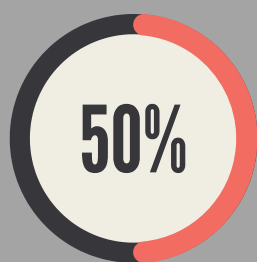


Figure 1: Size of the company (n=386)



works in the communication/  
marketing department



has a function title that  
contains the word 'marketing'  
or 'communication'.

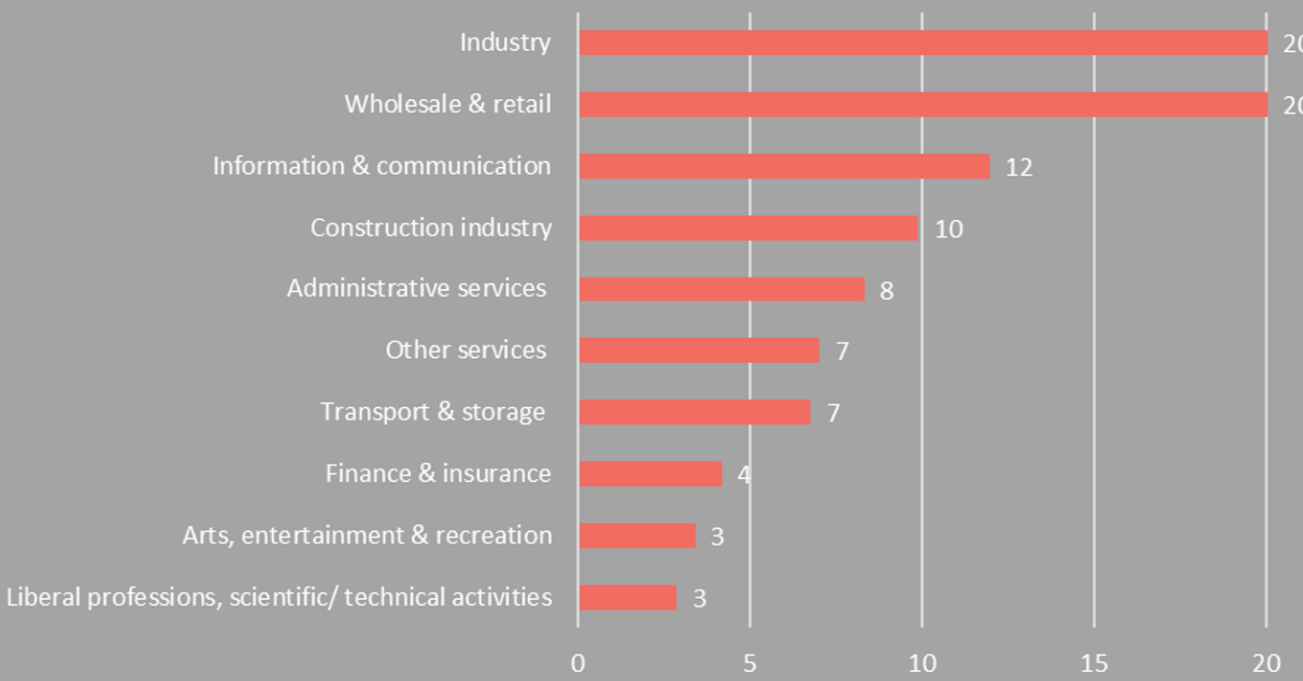
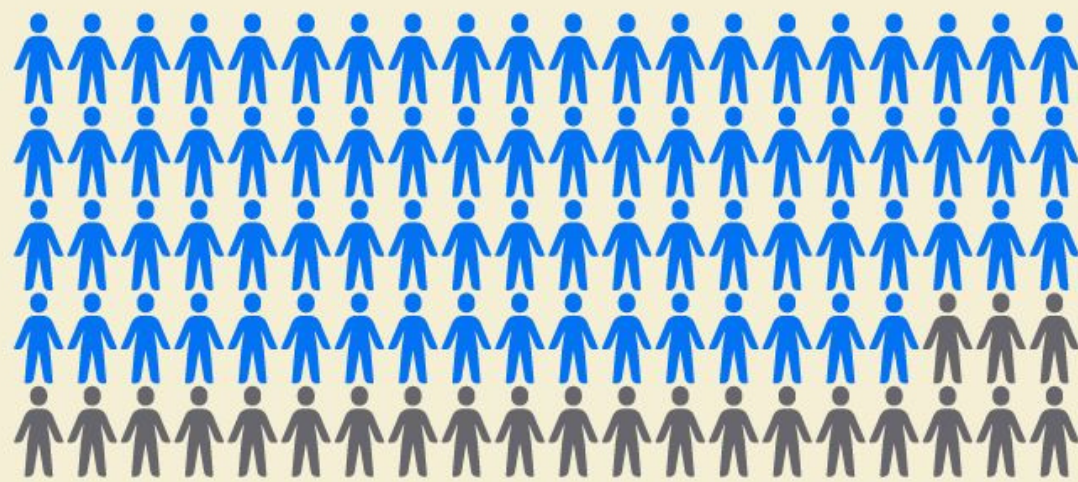


Figure 2: Sector of the company (n=386)

## RESULTS

### 77% OF COMPANIES USE VIDEO



Just over 3/4 of the companies say they **use video in their communication mix**. Almost 1 out of 3 companies that have not used video yet, say they want to use it in the near future. The others do not see the advantage of using video (32%), think the production is too complex (16%), don't know how to get started (11%) or they think it's too expensive.

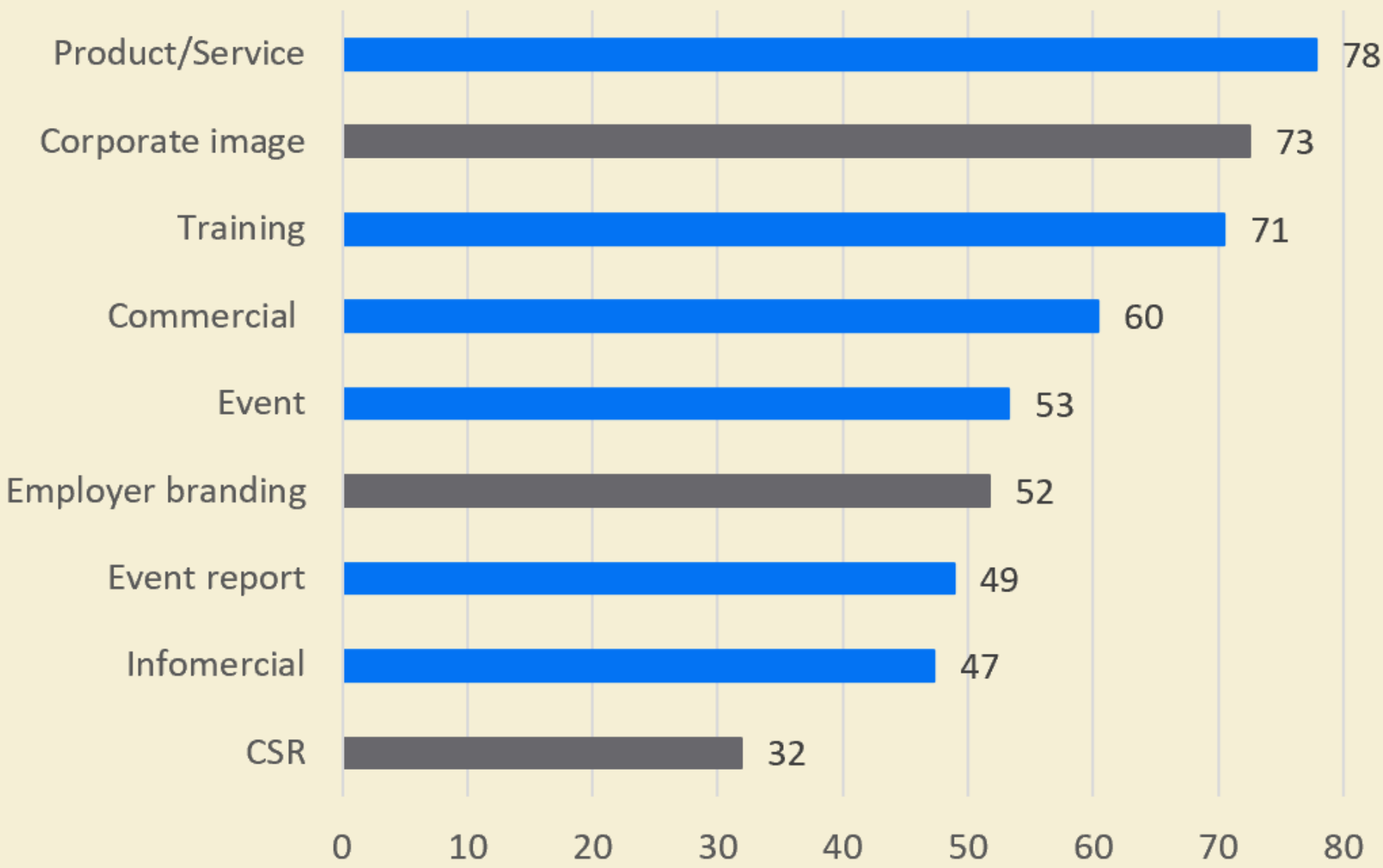


Figure 4: % of companies that have produced this type of video over the past 3 years (n=298)