Think ‘Video First’
Introducing simple video content to make your security awareness program more effective

Nov 2019
GLOBAL LEADER IN BEVERAGE ALCOHOL

Key highlights

200+ Brands
180+ Countries
150+ Production Sites
28,400 Employees
CONTEXT: DIAGEO’S SECURITY AWARENESS PROGRAM
WHAT WAS THE PROBLEM? WHAT WERE THE TRIGGERS?
TESTING THE THEORY

ARTICLES OR VIDEOS – WHICH DO YOU PREFER?
WHAT DID WE DO? #1
LESSON #1: PUT A PLAN TOGETHER
WHAT DID WE DO #2? MONTHLY VIDEO UPDATES
LESSON #2: CONSISTENCY AND SIMPLICITY
WHAT DID WE DO #3? INTERVIEWS
LESSON #3: THE SCRIPT IS KING
WHAT DID WE DO #4? ANIMATIONS
LESSON #4:
KEEP IT SHORT, MINIMIZE ON TEXT, ONE MESSAGE AT A TIME
WHAT DID WE DO #5? COMPETITION
WHAT DID WE DO #5? COMPETITION
LESSON #5: TAP INTO OTHER PEOPLE’S SKILLSETS
CHALLENGES: HOW YOU LOOK ON CAMERA
CHALLENGES: HUMOUR
KEY SUPPORT GROUPS: COMMUNICATIONS
KEY SUPPORT GROUPS: MARKETING
DEVELOPING OUR ‘VIDEO FIRST’ BRAND

Brand Identity – What is it?

Brand Purpose – What is it you want the brand to do for the company?
- What do we want people to say about our service?

Target Market – Who are they?
- What emotional impact are we looking to establish with them?

Brand Barriers – What are the things that keep our service from being successful?

Brand Packaging – What formats are we going to use?

Plans – How are we going to deliver the outcomes we want?
1. Push yourself to think ‘Video First’ when developing your content – but be mindful of simplicity, script, length and utilize other people’s skillsets

2. Engage with your comms team as early as possible in the process

3. Consider it an exercise in building your security awareness brand
QUESTIONS