

3 Shifts In Leading Tech Companies' Video Strategies



**3RD +
LAMAR**

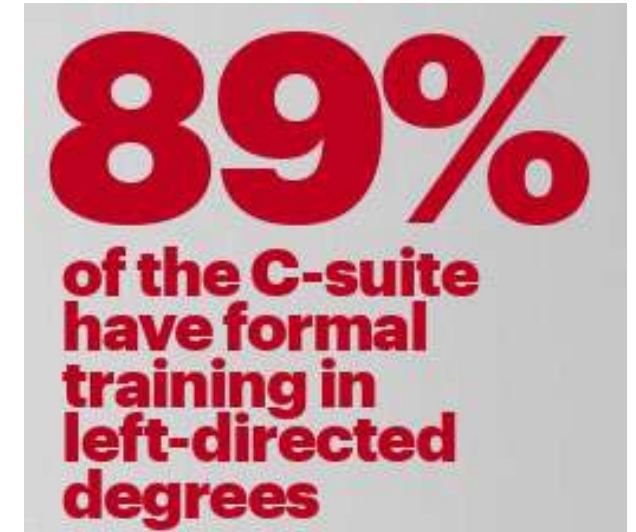
1. Focus on the **Why**

Remember the adage: People will forget what you say, but they won't forget how you made them feel.

Tech companies that **use video to convey the purpose or mission behind their product** – versus focusing only on product features and benefits – can elicit a visceral reaction, which helps brand recall.

This approach may not come naturally for C-Suite leaders who gravitate toward logic, reasoning, and problem-solving, which are often associated with left-brain thinking.

Right-brain thinking is characterized by creativity, intuition, and holistic thinking. A 2019 Accenture study shows that 65% of C-suite leaders admit that their right-brain skills are the weakest.



Source: Accenture report,
“Striking Balance with
Whole-Brain Leadership”

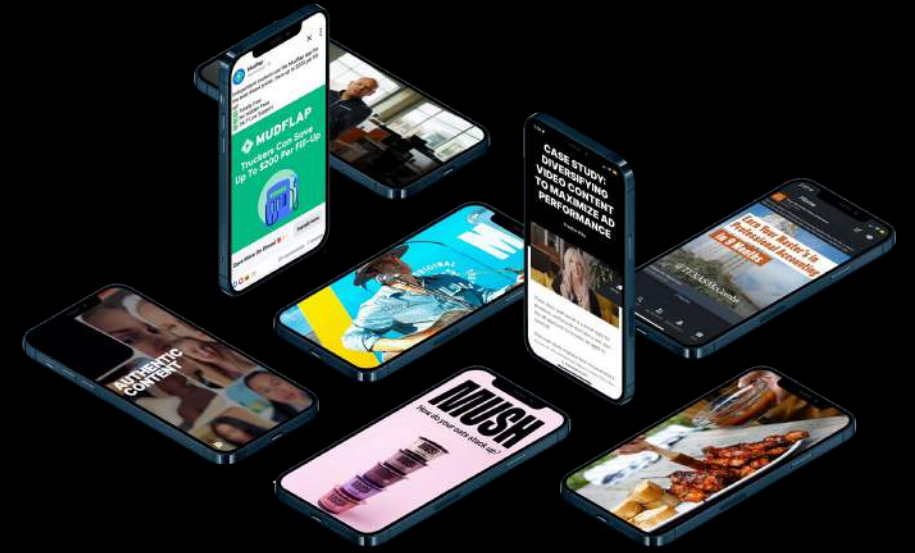


2. Creative Diversity

Don't assume that only one type of video will resonate with your audience.

Some companies invest only in low-fi, creator-led content, while others won't publish a video unless the production value meets a commercial standard.

Leading brands test many creative approaches, considering the platform and message before deciding on the video format.



3. Authentic Storytelling

The No. 1 currency for tech companies is trust, especially in the age of AI. That's why we recommend brands lean into their humanity. Use people in your videos. Tell real stories. Data from LinkedIn shows this formula can drive 78% more engagement.

Human Touch

puts real people and authentic stories at the core, **with a 78% increase in engagement for videos featuring authentic expressions of emotion.**

Source: LinkedIn's report, "The Art & Science of Video Storytelling"



Need help with your video content?

We can help you build a winning plan.

Email hello@3rdandlamar.com to schedule a video discovery call.

