

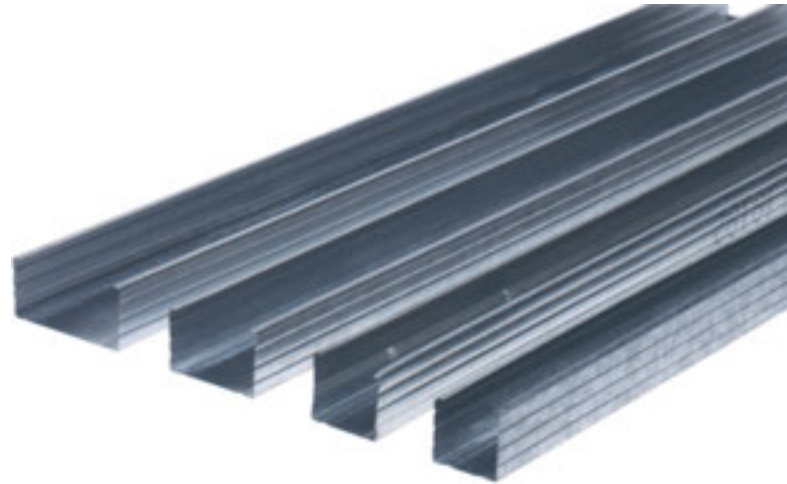
Case Study:
**VIDEOSTRATEGIE
DIE INTERN UND
EXTERN FÜR
BEWEGUNG SORGT**

WHAT IS OUR BUSINESS?

KNAUF



GYPSUM BOARDS



PROFILES



WALL FINISHING MATERIALS



BUILDINGS

...AND
MANY MORE
CONSTRUCTION
PRODUCTS AND
SYSTEMS

KNAUF IS ALL OVER THE WORLD



220 FACTORIES

> 80 COUNTRIES

> 28.000 EMPLOYEES

7,2 BILLION € TURNOVER

State: 2019

AT A KNAUF REGIONAL MARKETING MEETING (CENTRAL AND EASTERN EUROPE)...

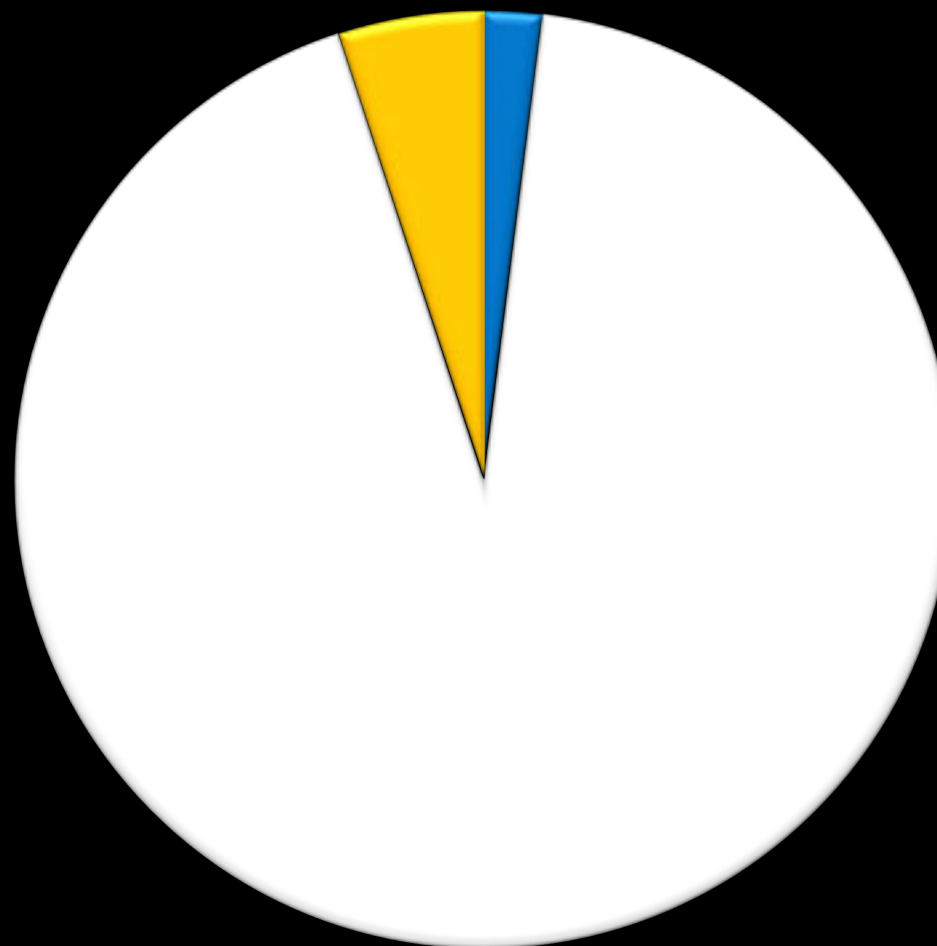
KNAUF





VIDEO is a content king!

What did the TOP
MANAGERS have to
say to us on this
latest marketing
frenzy?



■ WE NEED IT, GIVE IT TO US NOW!!!

■ WHO CARES!?

■ WHAT IS A "CONTENT"?

KNAUF



1:12 / 7:48



...but we have videos already, right!?

Yes, we do. But...

KNOWLEDGE | STRATEGY | DUPLICATION OF
EFFORTS | DUPLICATION OF COSTS | ALSO
TRIPLICATION | SOMETIMES MANY..CATION !? |
UNIFIED VOICE THROUGHOUT REGION | TRENDS |
OUTDATED VIDEOS | SETTING CHANELS FOR MAX
RESULTS | OPEN CHANELS WHERE NOT
AVAILABLE | BE BETTER | BE FIRST OR BEFORE
THE COMPETITION | 1¢ PER VIEW PROMISE |

TAKING CONTROL



PREPARE A BUSINESS CASE AND ASK FOR A BUDGET
FROM THE TOP MANAGEMENT (19 COUNTRIES)

INSERT
COIN

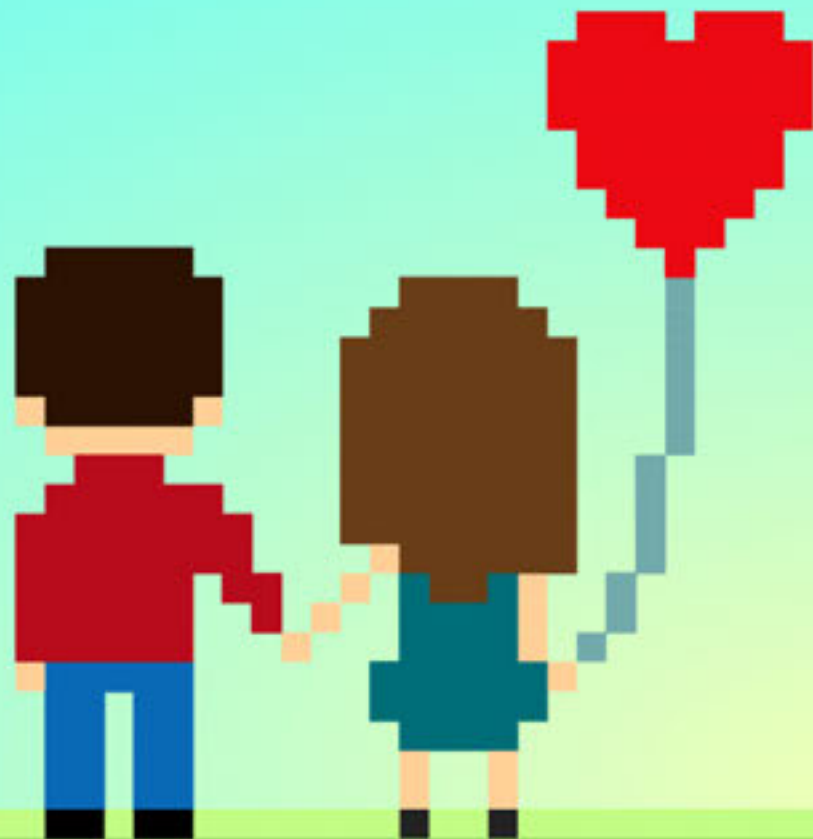
ONE HUNDRED DOLLARS

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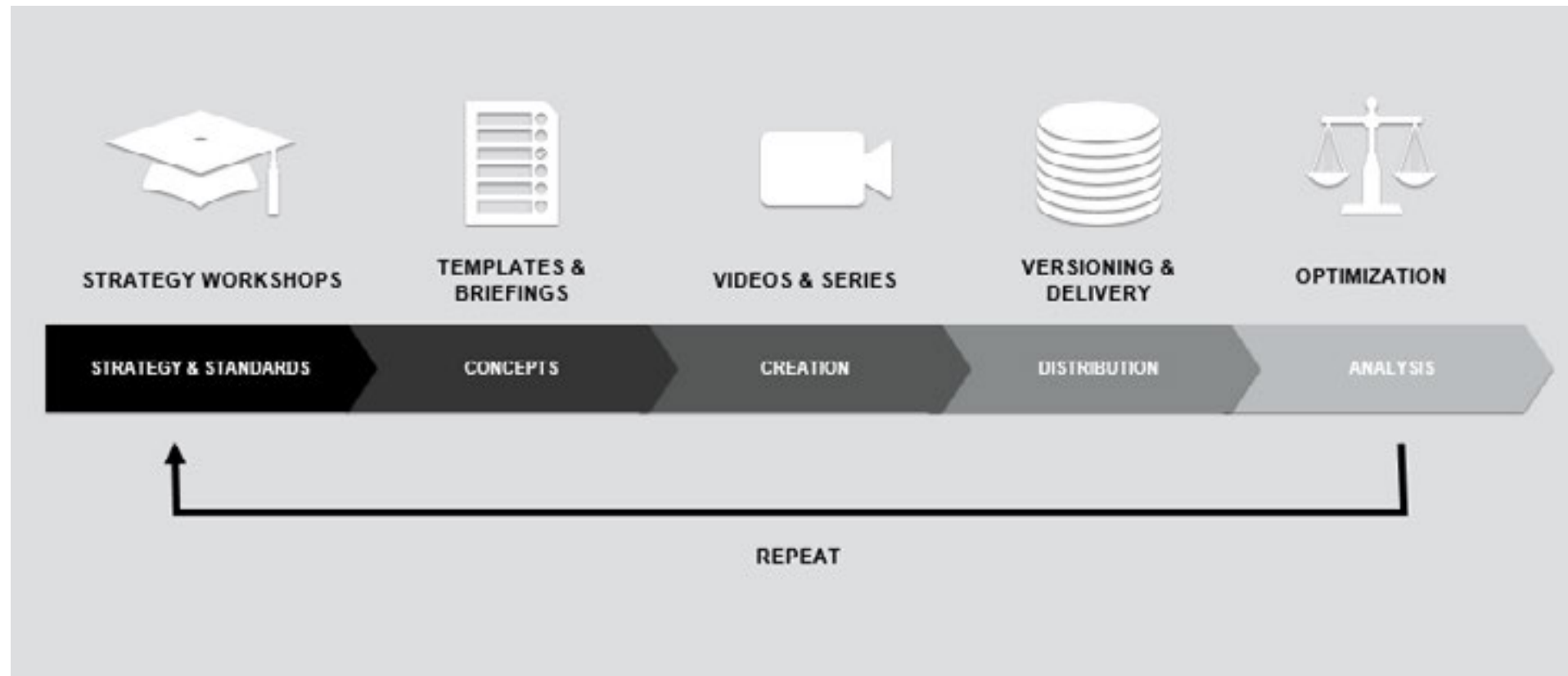
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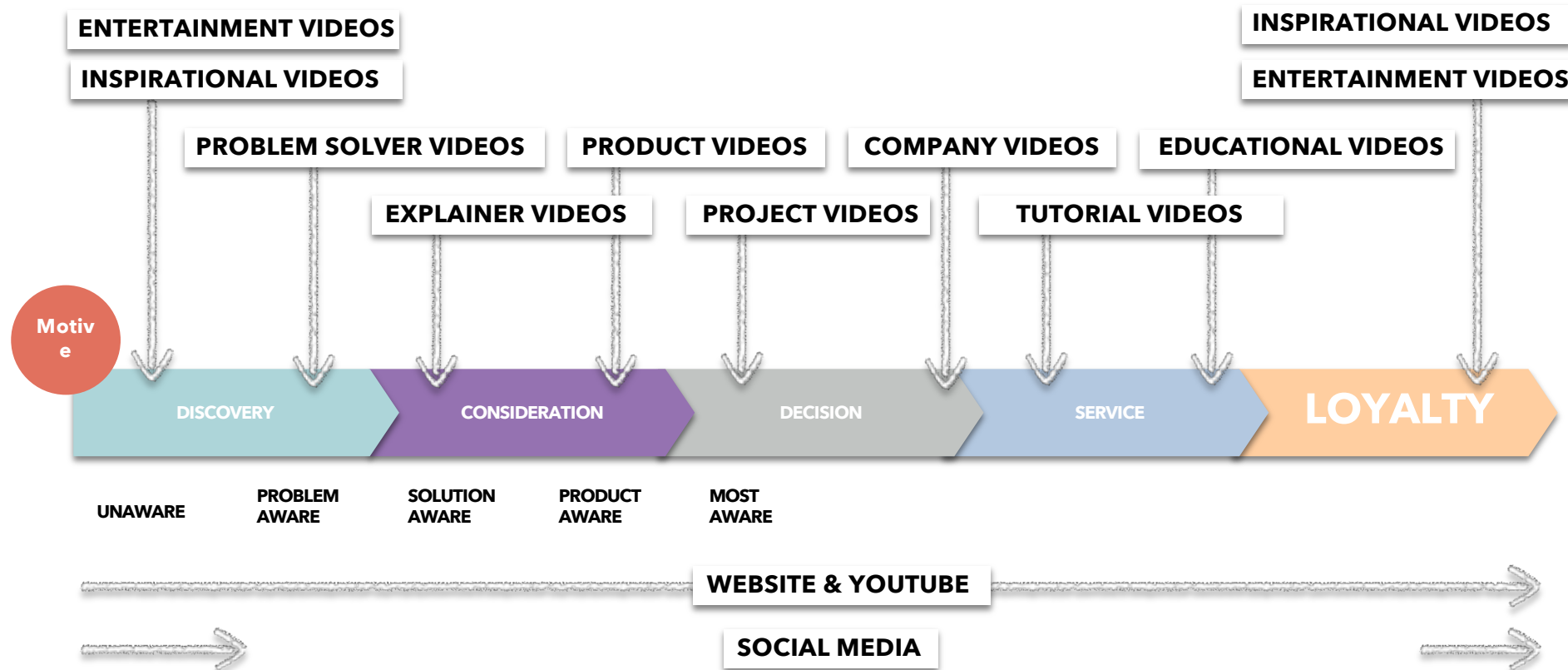
PRESS START



PREPARE A STRATEGY



WHERE IN THE CUSTOMER JOURNEY WILL THE NEWLY PRODUCED VIDEOS LIVE?





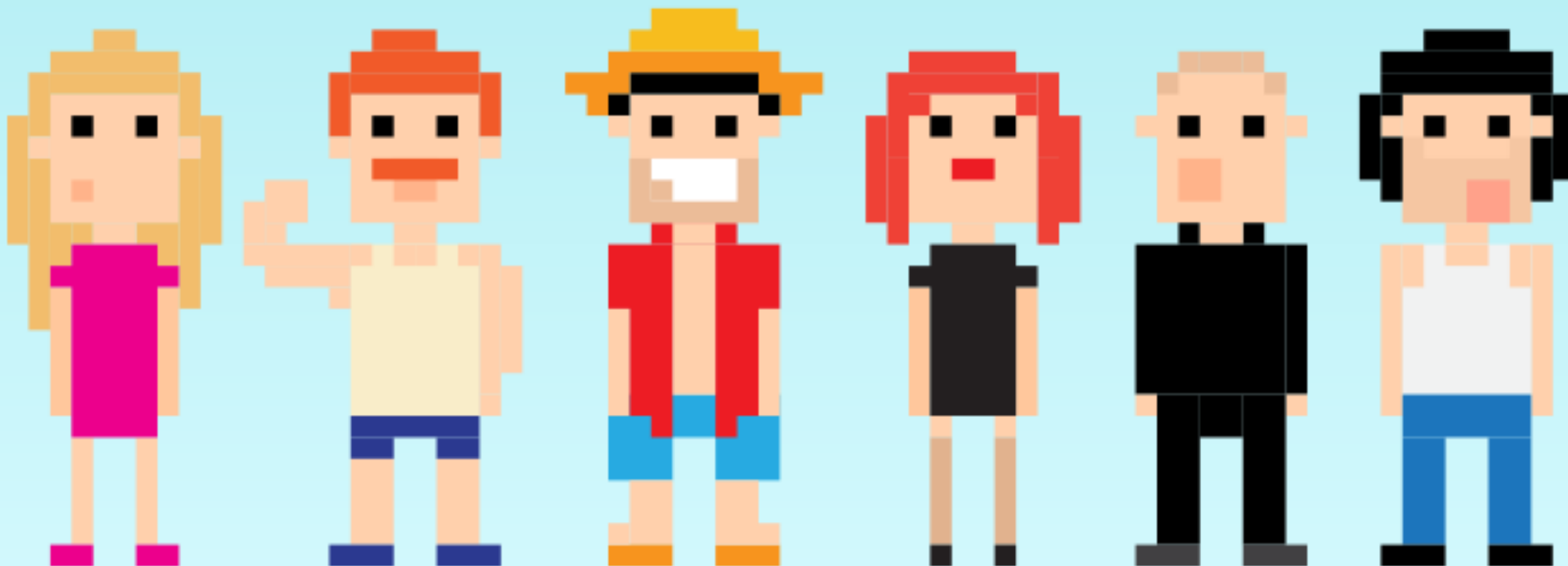
THE PITCH.

FIVE AGENCIES
INTERESTED ON SORTLIST.



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- CHARACTER - 99%





press start
for watch

KNAUF



HAVE YOU EVER TRIED



THE SOUND OF **KNAUF**

HOW TO MAKE A BARBEQUE GRILL

KNAUF FIREBOARD





KNAUF

SOCIAL VIDEO EPISODE 4



HURDLES

KNAUF



Once upon a time a man went into a bar...

Hurdles...



DIFFERENCES IN LOCAL PORTFOLIOS | DIFFERENT
COMERCIAL FOCUSES | TRADITIONS | CULTURES | IS
THIS ACTUALLY FUNNY IN LALALAND? | RELIGIONS |
LANGUAGES | LEVELS OF ACCEPTANCE OF SOCIAL
MEDIA | COLLEAGUES CASTING | SAFETY DURING
FILMING | CHEAP VS. EXPENSIVE | GDPR | INTERNAL
COST DISTRIBUTIONS | CONTINGENCIES | NOBODY
EXPECTED THE TECHNICAL INQUISITION! | THE
GREAT EXPECTATIONS | JUST A PROJECT |

AHA! MOMENTS



- NEVER ENOUGH OF PREPARATIONS.
- LEARN FROM **MISTAKES**.
- DIFFERENT **VIDEO FORMATS**.
- USE **COLLEAGUES** FOR THE ROLES INSTEAD OF OUTSIDE ACTORS.
- **GOOD MOOD** WHILE MAKING THE VIDEOS SHOWS LATER IN THE VIDEO.
- **INTERNAL ADVERTISING** VERY IMPORTANT FOR SUCCESS.
- ALWAYS **IN LINE WITH** PRODUCT MANAGERS OR TECHNICAL COLLEAGUES.
- “**EDGY**” VIDEOS PERFORM BETTER

RESULTS (QUICK SUMMARY):

- VIEWS: 2,200,000   
- ROI PER VIEW: 4 ¢/VIEW    
- ENGAGEMENT: 6.000    



STILL ENIGMA:

- **DISCLAIMERS:**
HOW FAR CAN WE GO?
- **HUMOUR:**
HOW FAR CAN WE GO?
- HOW MUCH OF THE **PRODUCT PLACEMENT** IS ENOUGH/NOT ENOUGH?
- **CUSTOMER JOURNEYS:**
WHERE ON THE MAP DO OUR VIDEOS WORK BEST?



I HAD FUN ONCE

AND IT WAS AWFUL !

GAME OVER

INSERT COINS
TO CONTINUE

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The background is a dark, space-themed composition. It features a dense field of small, white, star-like specks. Overlaid on this are numerous translucent, geometric shapes, primarily triangles, in various shades of purple, magenta, and blue. These shapes are layered and oriented in different directions, creating a complex, crystalline or low-poly aesthetic. The overall effect is a vibrant yet dark digital backdrop.

THANK YOU!