

AUDIOVISUALS ADVERTISING



AgriXPlainer

Description of the activity

- **Audiovisuals** advertisings can be used today in a very versatile way. It's sufficient to have a social media channel like Facebook, Instagram or Youtube, to have a dedicated section with videos for showing your products, your process, your values.
- The duration of the audiovisuals can vary but we suggest to keep advertising brief, under the minute. The tools of Stories in Instagram or Facebook even do not allow to upload videos longer than 1 minute.
- The **audiovisuals for the purpose of the advertising** should follow a format. The adoption of a specific format will "create habits" in customers. The customers will know what to expect and your videos will represent there a clear promise, a clear standard. Of course, you may create more than one format dedicated to the specific purpose of the advertising (for example, a format for single products, a format to special offers, a format dedicated to events)

Easy operations to be replicated

- An example of advertising structure, quite replicable for several formats follows the **acronym AIDA (Attention, Interest, Desire, Action)**.
- **Attention.** First of all, a good advertisement must capture the attention of the potential customer.
- **Interest.** Once attention has been captured, the prospect's interest must be kept alive, giving a reason to continue reading and learning more, for example by developing the conversation and communicating real benefits and advantages.
- **Desire.** At this stage the message should trigger a desire for the advertised product or service. The reader should be emotionally involved, should recognize a need and see the solution to his needs in the product/service described.
- **Action.** The last phase consists in providing a valid call-to-action, which pushes you to carry out a specific action.

Expected outcomes

Purpose	Added value	Target Audience
To make known your product with an accent on informing the customers to the advantages of sustainable and healthy food habits	Videos are more accessible than text and can stimulate the attention through, words, visual and auditory cues.	All customers can be target audience of the Marketing Audiovisuals. Anyhow, it's suggested to define your typical customers before to tailor the advertising audiovisuals

Type of experts to be involved

- Copywriter
- Videomaker
- Photographer
- Actors/Workers

Requirements

Geographical requirements	Type of products	Legal requirements
It's highly suggested to work locally and to embed the visuals in your local area. To make known your context will promote the familiarization	Follow the rule to explain one thing very well per each video. In one minute you can communicate one main thing. Cover the whole range of products one by one.	The adoption of content created by third parties like photos and music should be copyright free and usable for the purpose of documentaries. Websites like Pixabay.com offer a wide range of content usable even for commercial use.

Tips & tricks/successful case study

1. Today social media already allow to reach a wide set of people organically, without paid advertising. Anyhow, in order to enlarge your audience, the paid advertising online can be very useful and cost-effective. Social media allows today to implement paid advertising campaign with minimum budgets (for example, 10 euros per day).
2. Anyhow, the effectiveness of campaign should be tested in order to measure the most effective messages. One method is to publish on your social media **several promotional**

messages and then boost with paid advertising the one creating naturally more reactions. If it worked in your audience, and your audience is based on past customers, it's likely that it can work also on broader audiences.

3. Another strategy, most refined but applicable only by starting a campaign of paid advertising is paid **AB Test**. The AB Test consists in showing to your target audience 2 example of advertising and studying in a preliminary stage the one creating more engagement (for example, through higher number of clicks, longer average duration of the view). The version of the advertising creating more engagement will be the one adopted.

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