

How to build a winning video strategy for your campaigns



videorev

How to build a winning video strategy for your campaigns

- The purpose of this session is to:
 - Share practical methods to build a campaign video strategy
 - Explore the tactics of leading groups like Greenpeace, Zohran Mamdani and Everyone Hates Elon
 - Inspire you to try new bolder approaches to video

How to build a winning video strategy for your campaigns

New agile video strategy
Richard Roaf



In-house rapid response videos
Sam Wockner, Greenpeace UK



Scaling up your impact
Richard Roaf



Viral campaign actions
India Thorogood



Q and A



Housekeeping

- Please put your questions and comments in chat
- The session is not a practical guide to filming, editing or hook writing
- But we will share links to resources on that
- I will share the links to all slides on email

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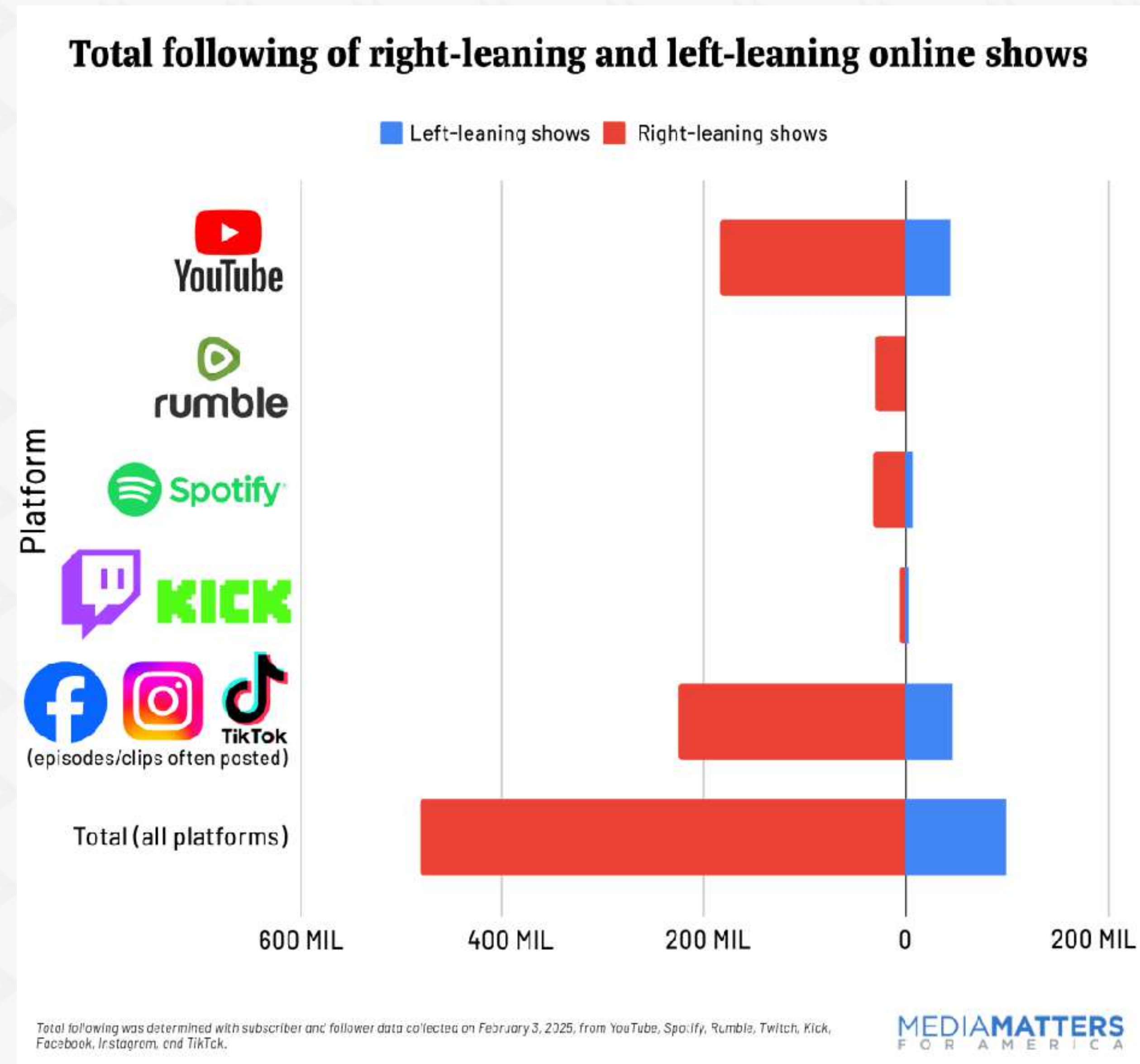
**Rightwing
groups are
using social
media to win
attention
and elections**



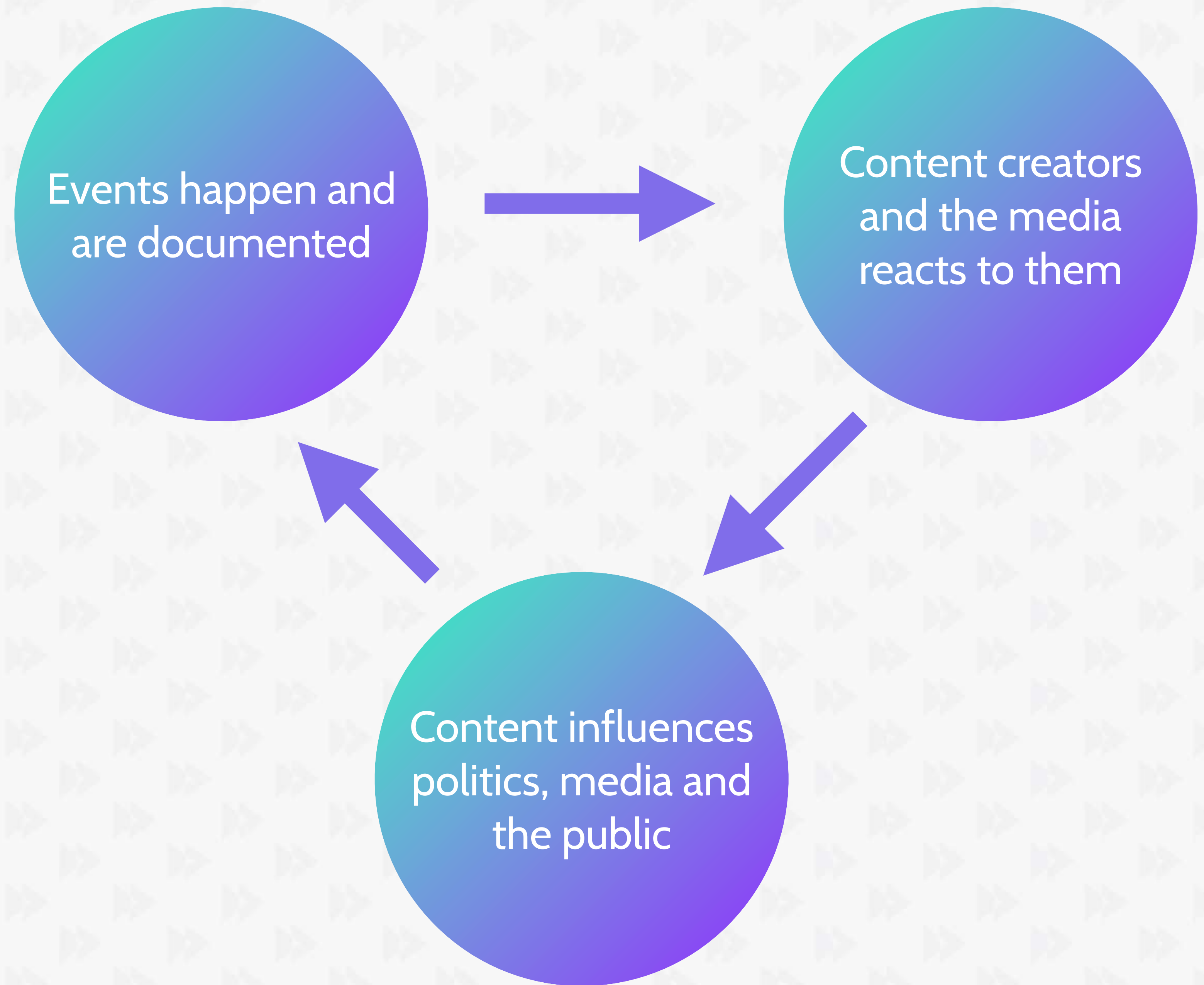
**'In These TikTok Times, Nigel Farage Knows
Trust Is Personality-Based'**

Progressive groups are struggling to keep up

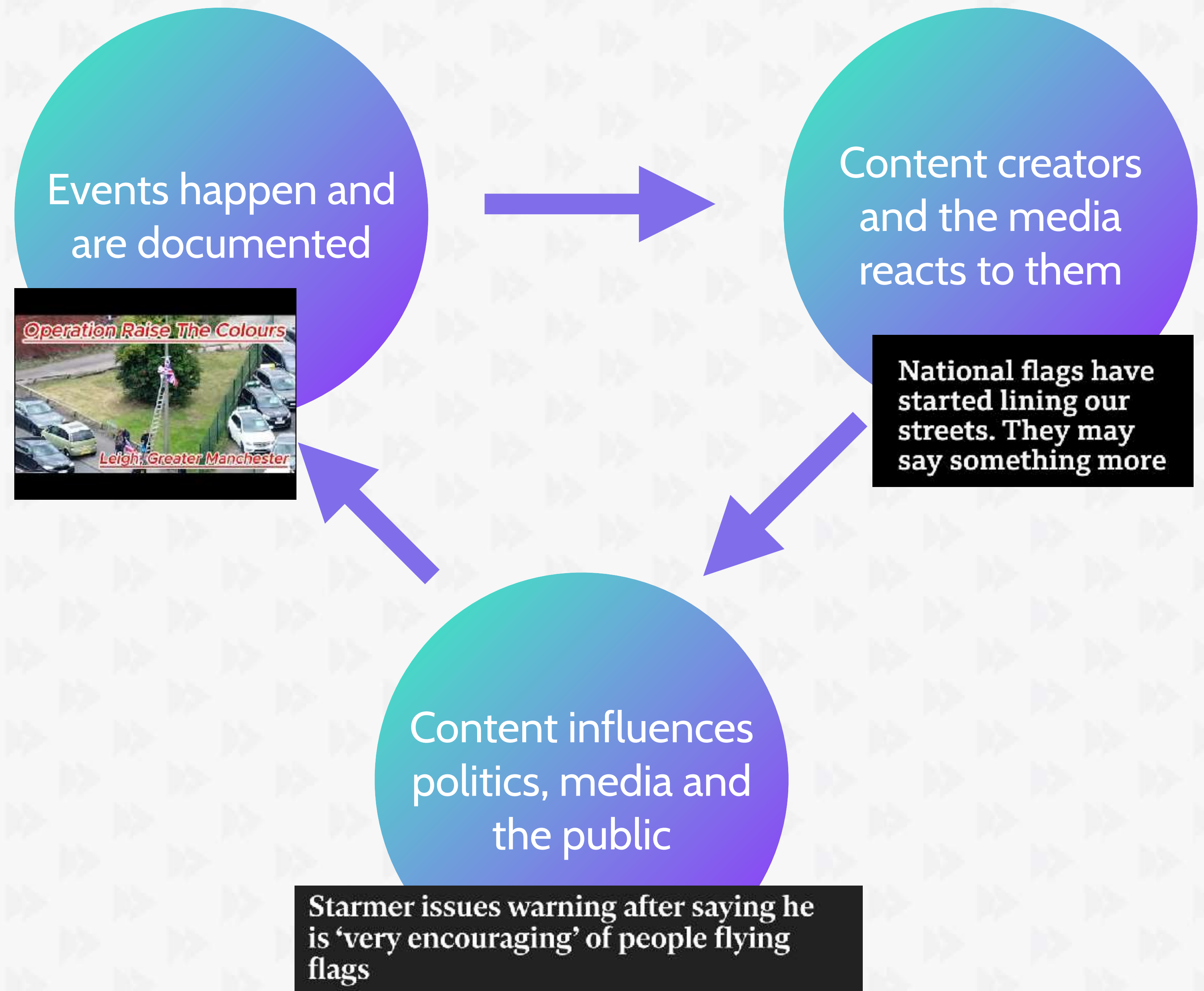
- Progressives groups are reaching fewer people
- Lots of NGOs are using video just as a communications tool
- But video can be used to set the political agenda



**Viral feedback
loops:**
What happens
online doesn't
stay online



Viral feedback loops: Operation Raise the Colours



Viral feedback loops: Occupy Wall Street

Video of pepper spray incident



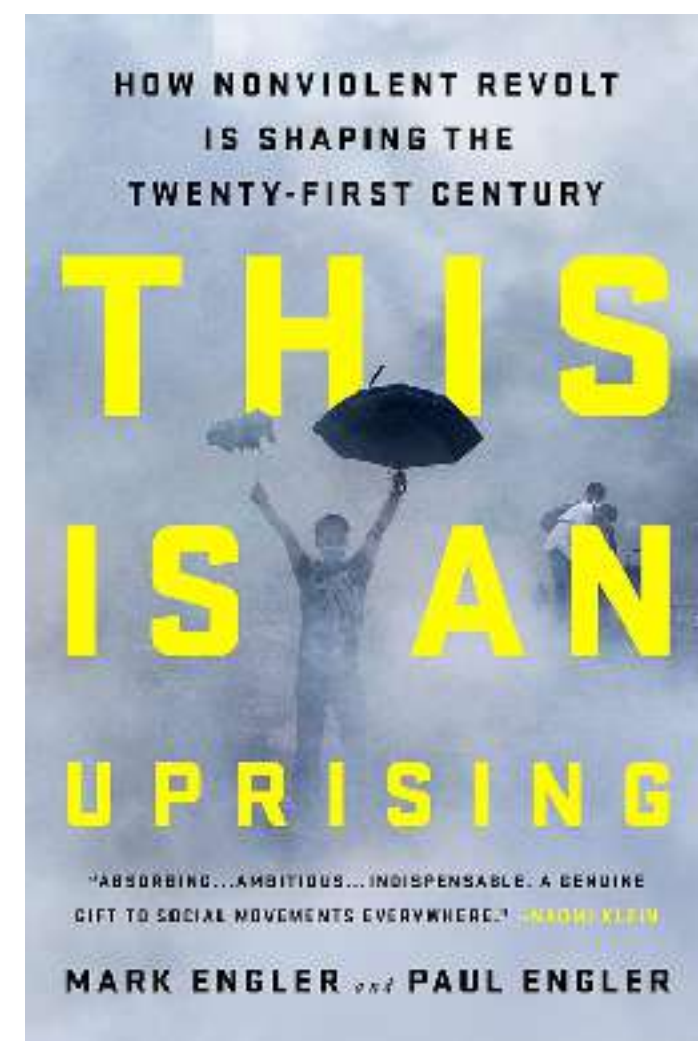
Live stream of bridge arrests



Global occupy movement

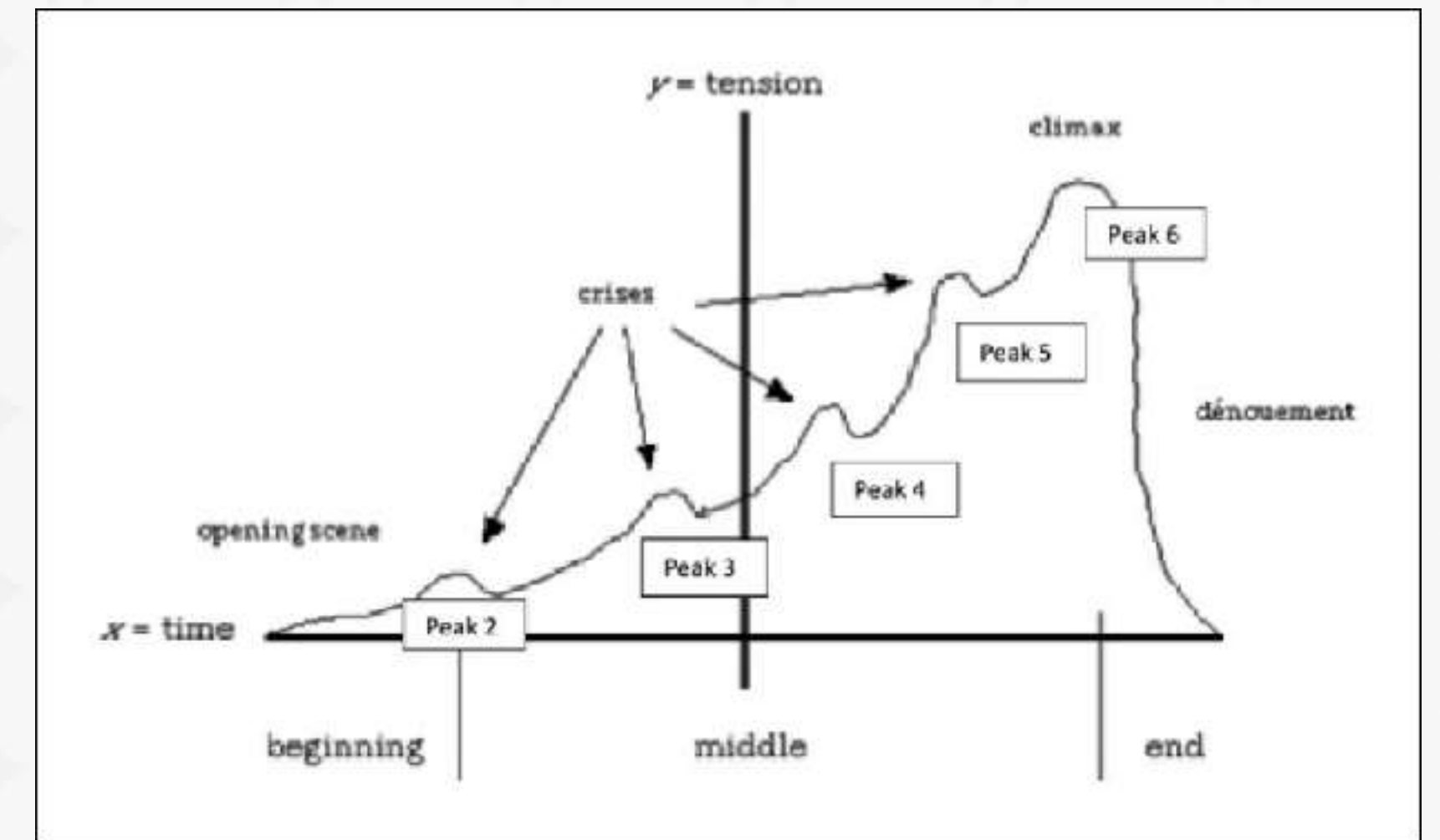


Mobilisation in New York

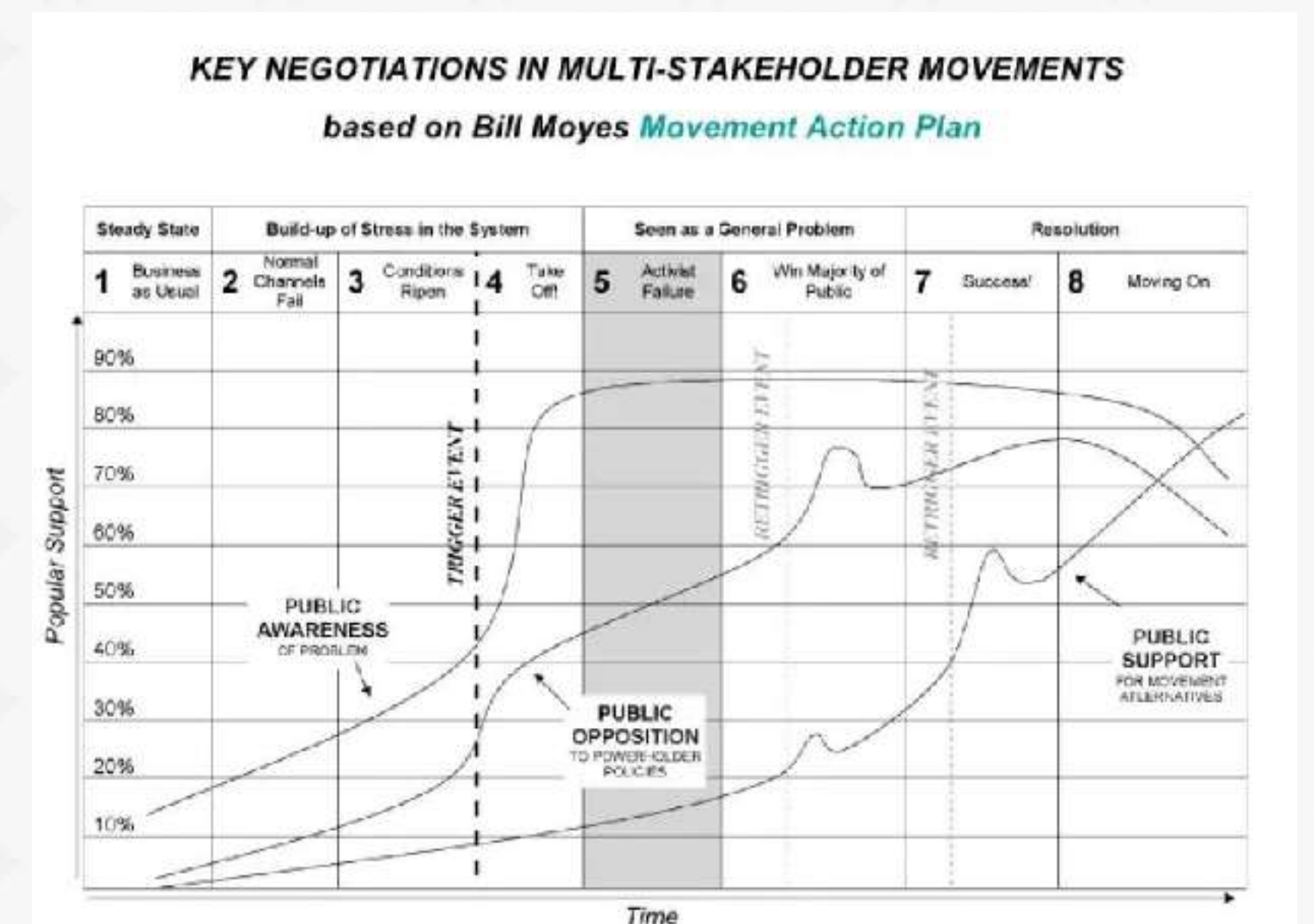


What is a Video First Strategy?

- Not “we have a campaign plan, now let’s make a video”
- Plan campaign around events captured as videos
- These escalate the story and drive audience involvement
- Good storytelling is action not exposition



Three act narrative structure



Movement action plan

Narrative journey, not one-offs

- Show a journey, challenge or developing campaign
- Create a series where together the videos show the arc
- Show behind the scenes: “Document, Don't Create”



17.5m views

Audience as co-authors, not just viewers

- Your narrative should show the success of the campaign depends on the audience
- Audiences see their support directly causes escalation



1.3m views

Audience Led Level-Up Mechanics

- Donations fund more events and videos
- Drive audience to attend protests or events
- Doing something for every follower you get
- Huge potential for viral feedback loops for campaigns

2021: Started with 1 person.
2025: Takes over the whole city.



14.7m views



2.5m views

The world has changed but most video strategies haven't

- But most organisations haven't kept up with social media
- Still stuck using an outdated approach to video



Old Hero Video Strategy

- Polished videos in traditional styles
- Investing in one-off hero videos
- Strategy first, data later
- Create content

New Agile Video Strategy

- Authentic videos in social media styles
- Regular reactive video production
- Data driven strategy
- Make moments, not just videos

Old Hero Video Strategy

- Polished videos in traditional styles

New Agile Video Strategy

- Authentic videos in social media styles

**TV and docs
inspired to
me make
videos**



I tried creating videos in traditional styles

- I'd spend weeks making a professional looking video
- Invested ages in polished visuals
- They wouldn't cut through



Social media totally changed what videos work

- Authenticity is number one thing audiences want on social
- “Amateur” can read as authentic
- Traditional rules of filmmaking have been flipped on their head



4.4m views

What styles of videos work in 2025?

- Nine main video styles are cutting through for campaigns
- Grouped into three categories

Memes and Clips

Message

Real World

Poll:

What video styles are you using?

Video Styles

Memes and Clips

Memes



10k views

Clipping Videos



838k views

Social Media Trends

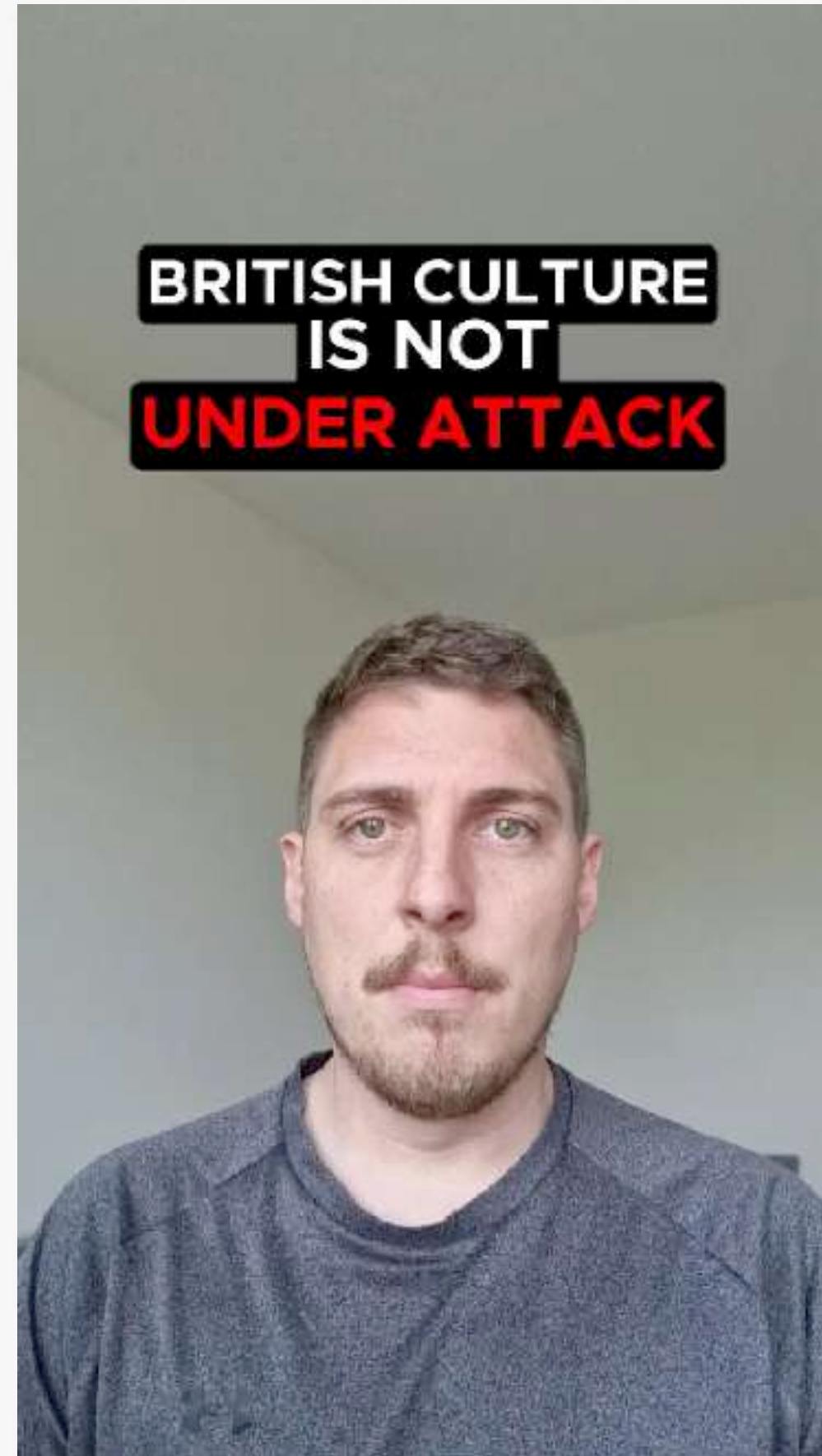


133k views

Video Styles

Message Videos

Simple presenter



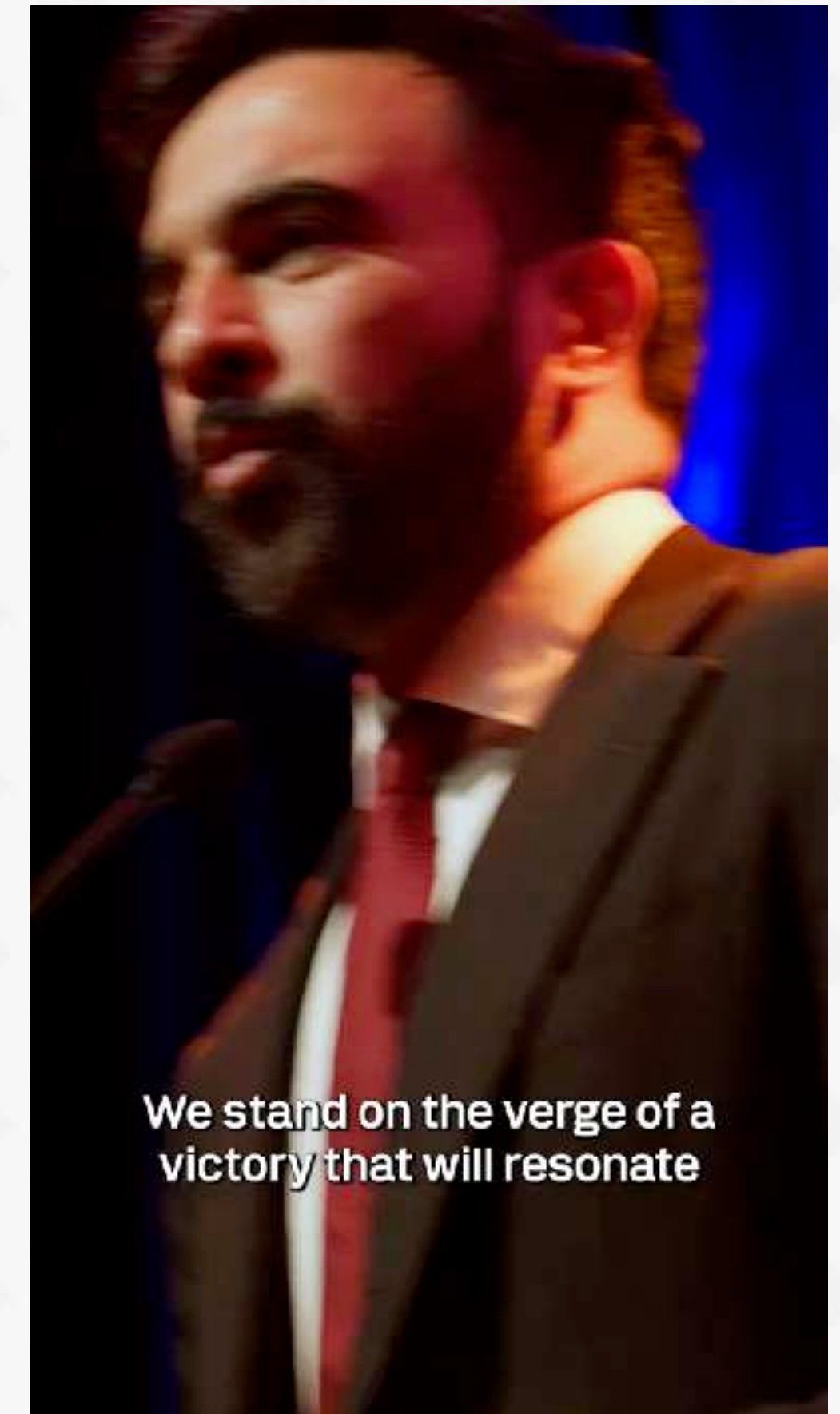
230k views

Narration



124k views

Speeches



4.7m views

Video Styles

Real World Videos

Real world
presenter



1.2m views

Vox Pop



107k views

Actions and stunts



51k views

Most orgs don't pick defined social media styles

- Often styles follow what has been done before
- Or they use an ambitious style
- Then outsource production of one video
- But this is very risky...

Old Hero Video Strategy

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New Agile Video Strategy

- Authentic videos in social media styles
- Regular reactive video production

Relying on one big “hero” video is a gamble

- A hero video is a one-off, high-budget film
- Often used to launch a campaign
- Impossible to predict what will cut through



35m views

Going viral takes skill



Going viral takes skill



...And luck



Why not increase
your odds?



Building capacity to regularly create videos

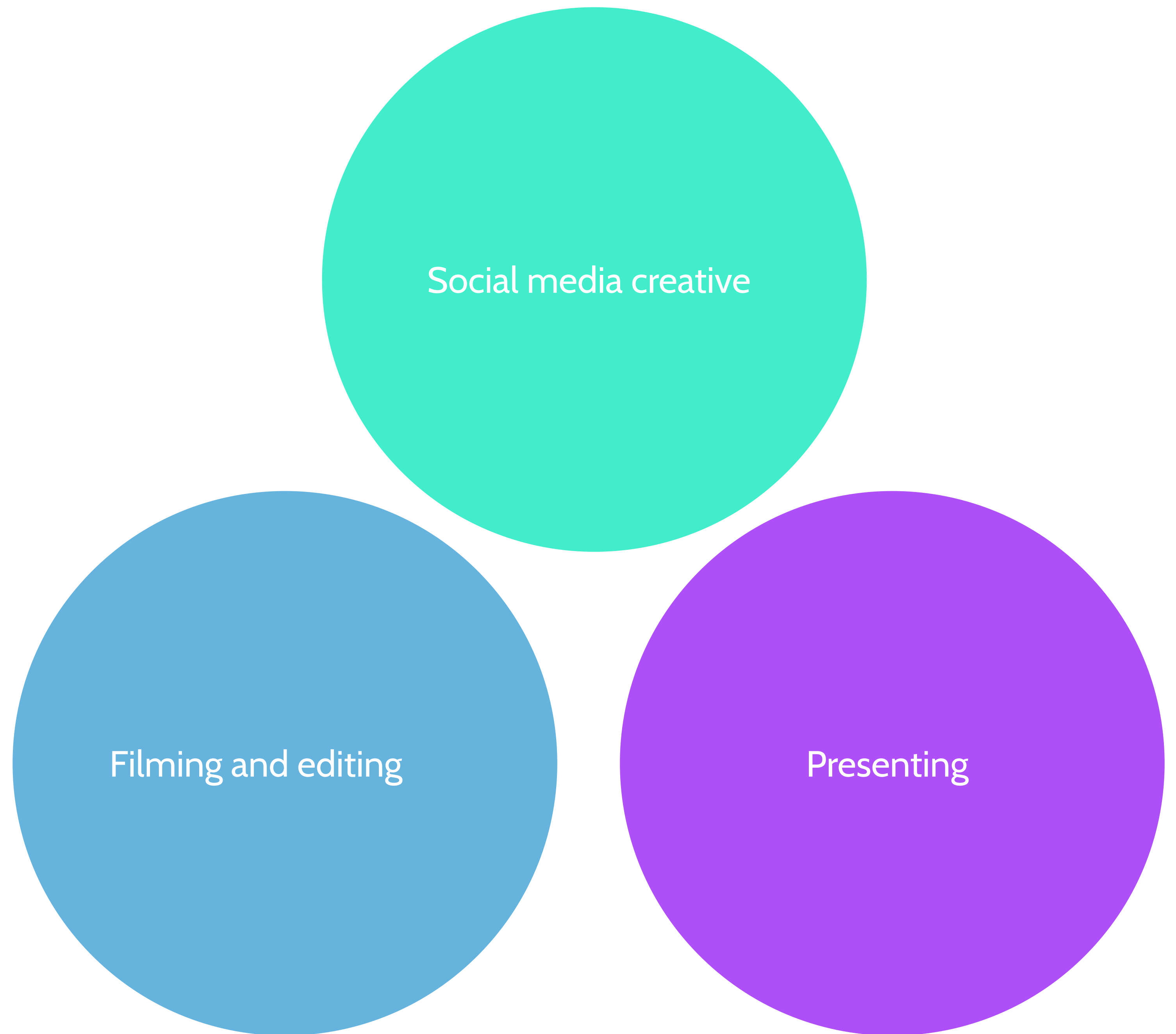
- You get faster and better every time you do something
- Pick a few simple styles and learn to make them quickly



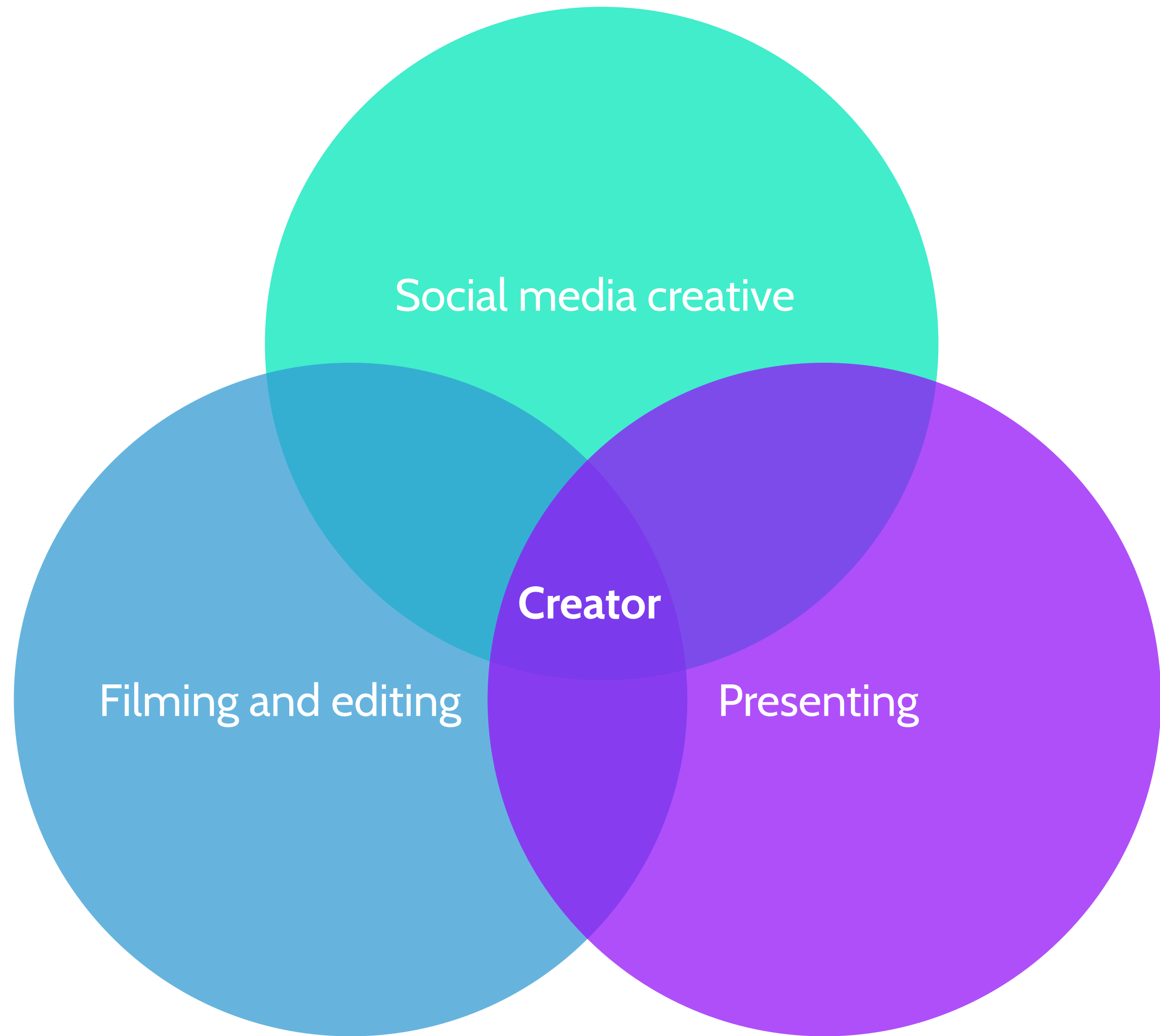
**The right
video styles
depend on
your
resources**



**Traditionally
roles are split
into different
skillsets**

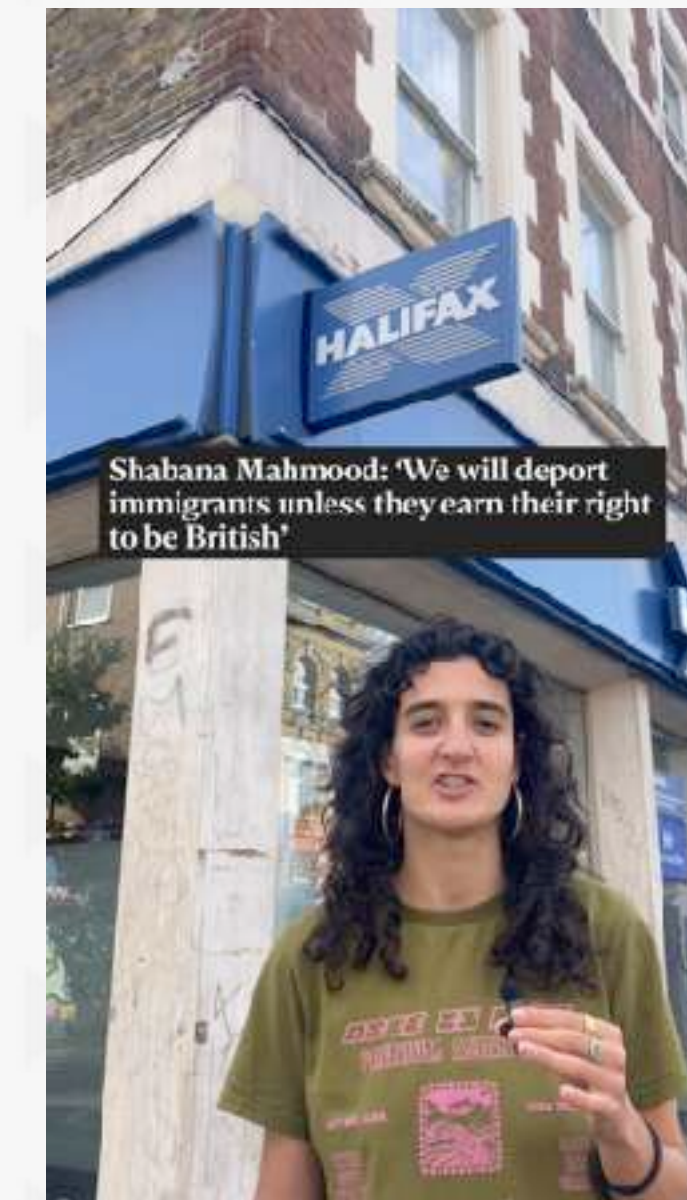
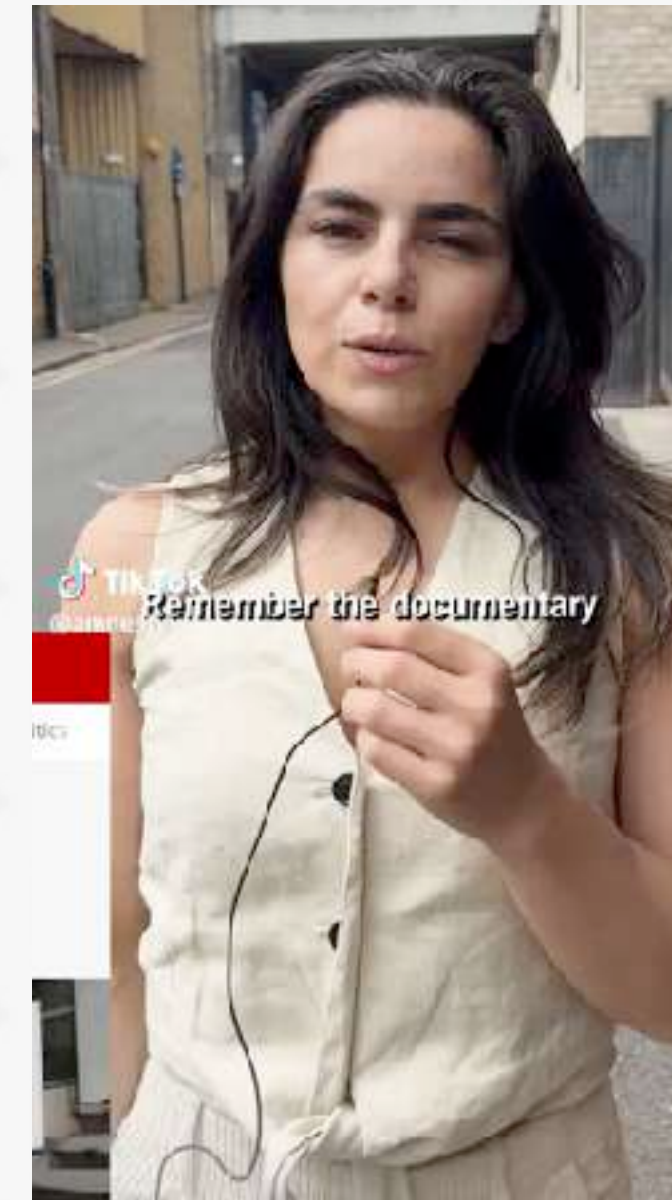


**Leading
teams hire or
train staff to
have all three
skills**



Finding your presenters

- Social media is designed for people not organisations
- More organisations are working with independent creators
- But anyone can be a “presenter”
- That means you! > **Poll**
- Confidence is the main barrier

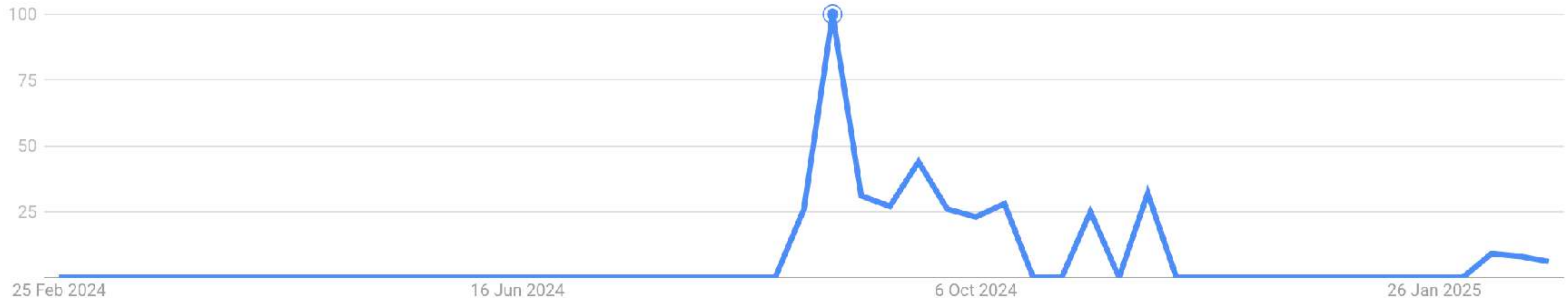


Reactive videos lets you ride the wave of public interest

● Prevent strategy UK
Search term

Google Trends

Interest over time ?





Developing skills and processes for rapid response production

- Have a clear process
- Use tools and templates
- Get buy-in from teams on sign off
- Develop in-house presenter skills
- Use smartphones and quick editing programme



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New Agile Video Strategy

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Strategy first, data later

- Often video plans are developed in advance
- Performance data from videos is used mainly for reporting



”

*I am the wisest man
alive, for I know one
thing, and that is that I
know nothing*



SOCRATES

Syahrasi Syahrasi

No-one can know what will work in advance

- Learn through trial and error
- Use data to give you the answers
- Need to understand the algorithms

How to Get Organic Views on Social Media

- The Algorithm boosts “engaging” videos to bigger audiences
- Organic growth requires maximising retention and engagements
- **Average watch time:** The longer people watch, the more the algorithm pushes it
- **Engagements:** Each “Comment” saw 46 additional views



1. Hook People In

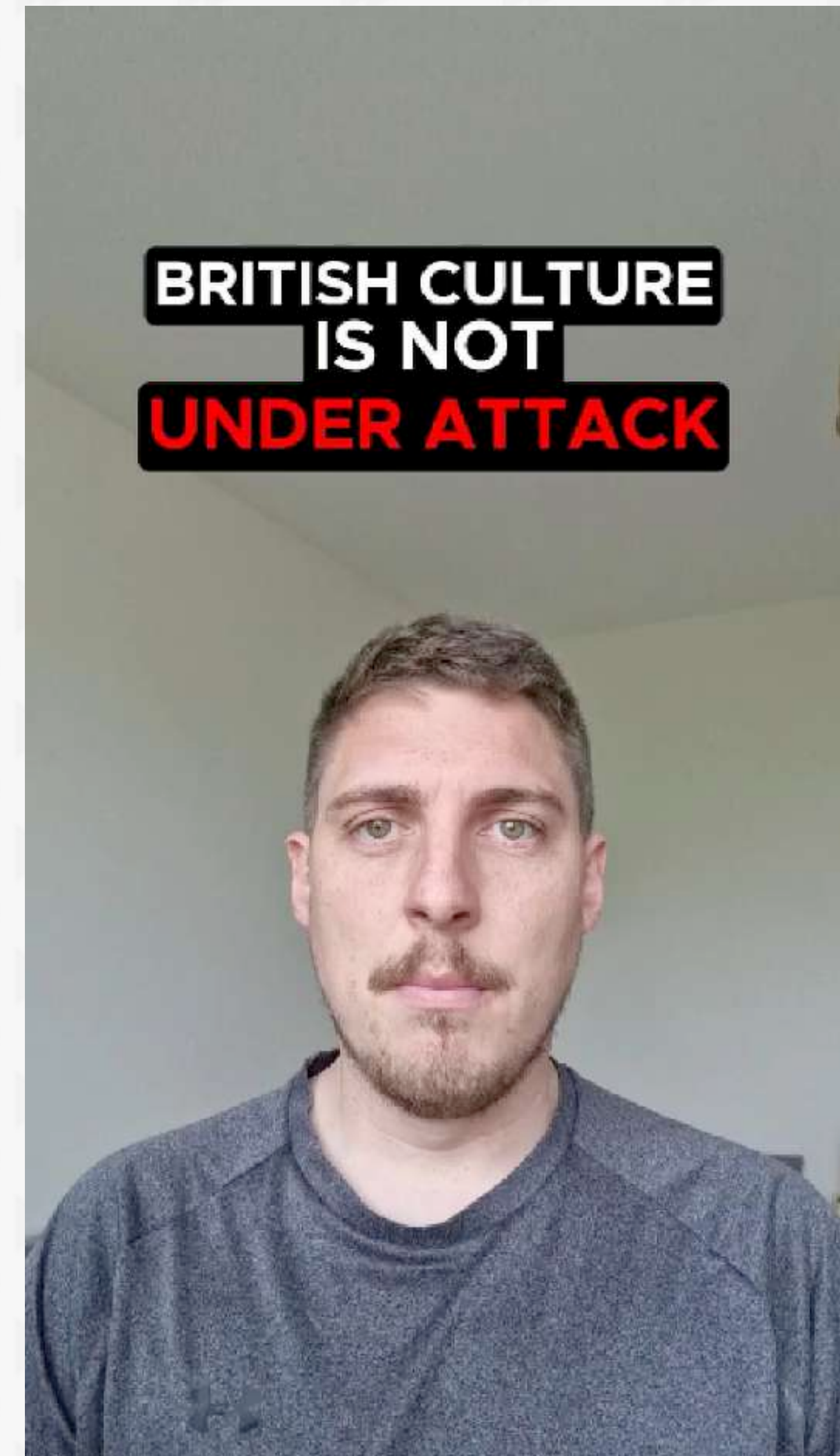
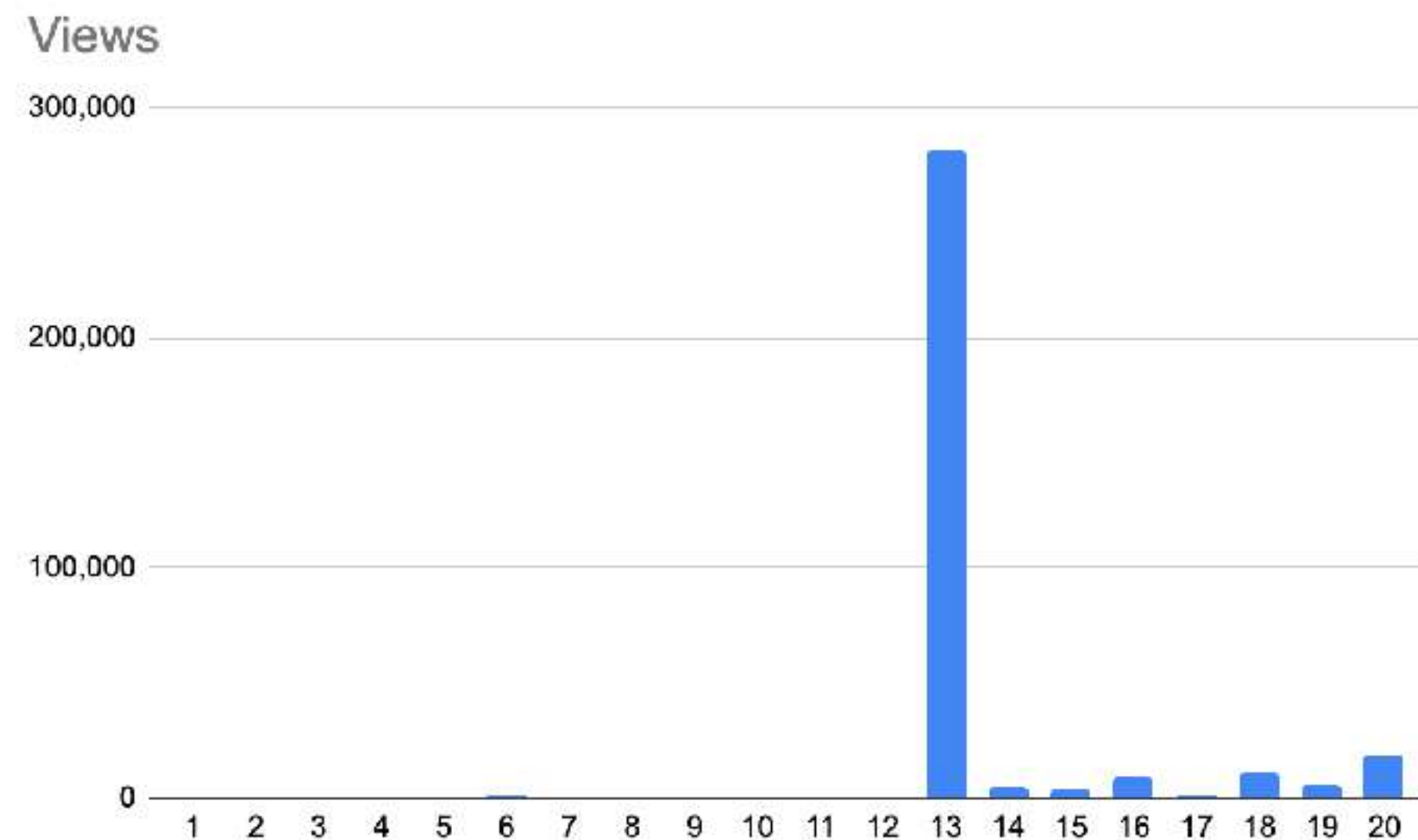
2. Keep them watching

**3. Motivate
Engagement**

**VideoRev's Three Step Formula
for Engaging Videos**

Identify creative that over performs

- Need to benchmark (average views)
- Find outliers to learn what works
- Can repurpose for paid ads too

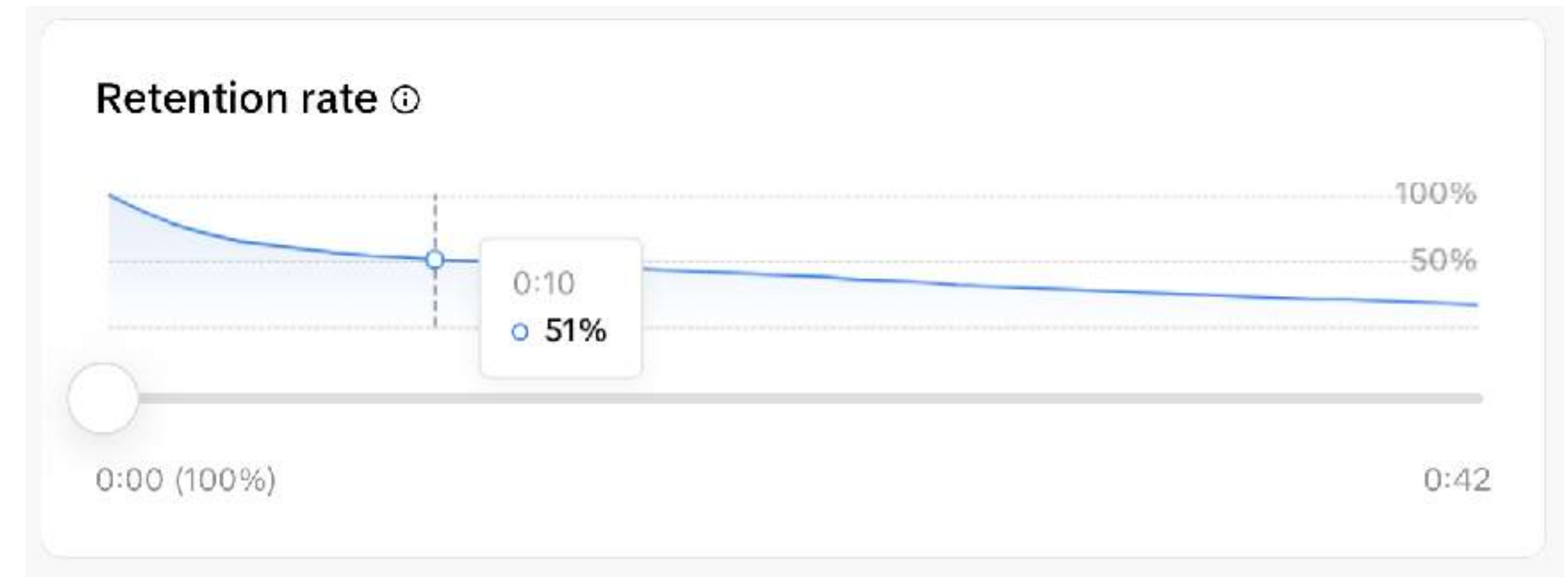


281k views



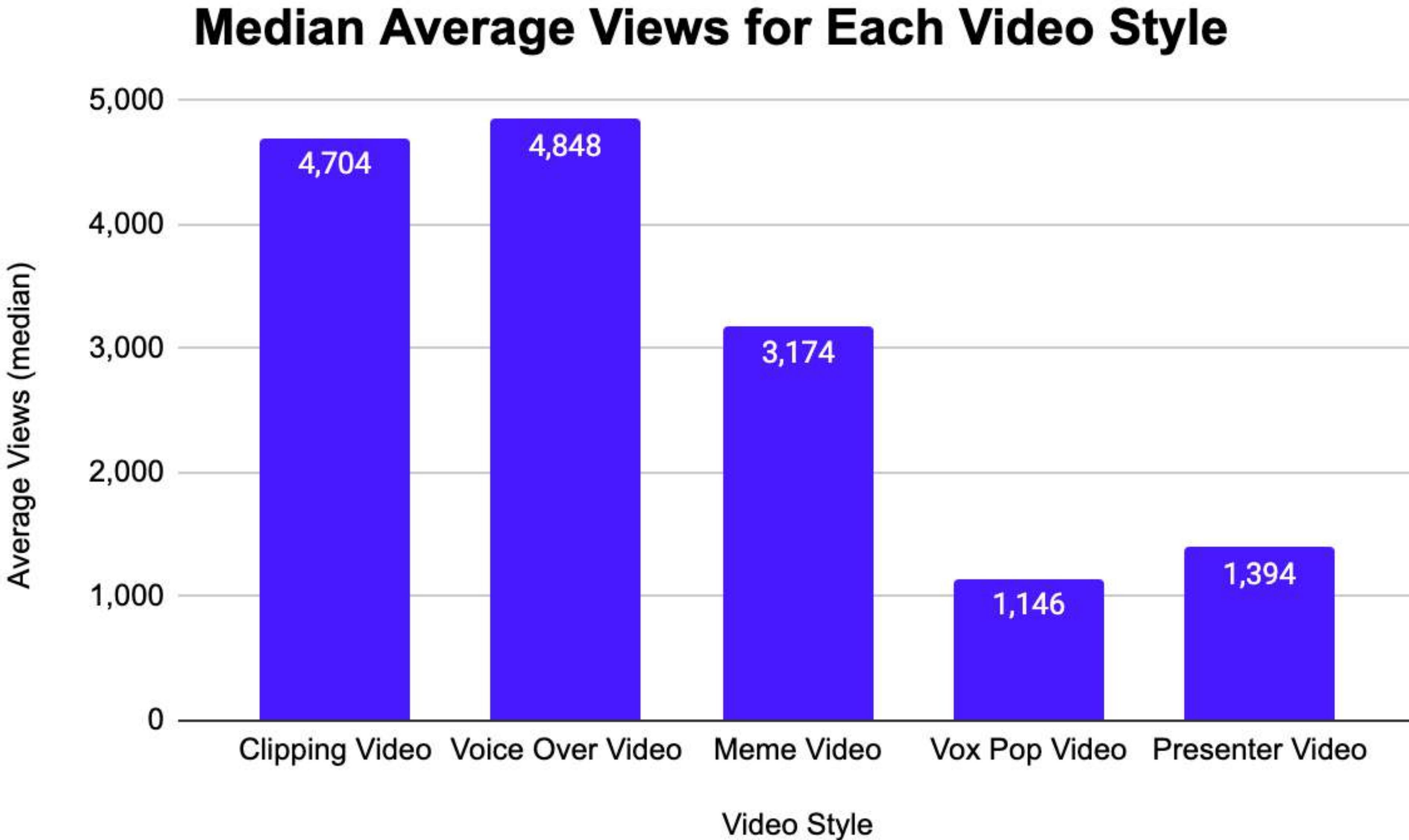
440k views

Learn from your retention graphs



- Test different techniques to see if they keep people watching
- Adding movement, footage and visual evidence is good for retention

- Clipping Videos
- Social Media Trends
- Memes
- Presenter
- Speeches
- Narration
- Vox Pop
- Actions and stunts
- Real world presenter video



Once you've hit gold,
keep digging



Refine styles into repeatable formats

A combination of:

- Video style
- Type of hook
- Visual approach
- Structure

Subway Takes



Meet your lobbyist



Chloé Mikolajczak

Oli Frost videos

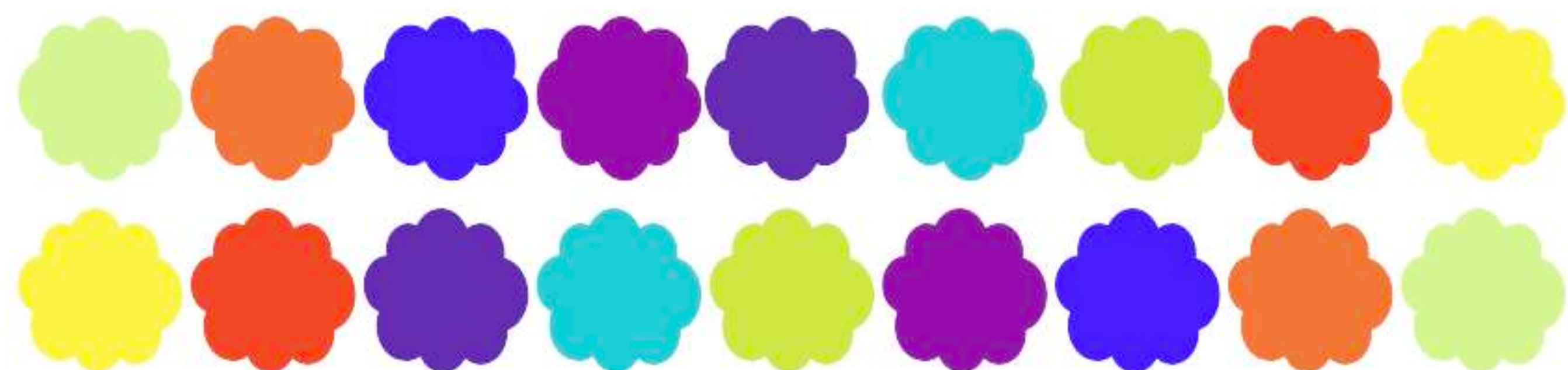


Greenpeace UK

Scale up production of successful formats

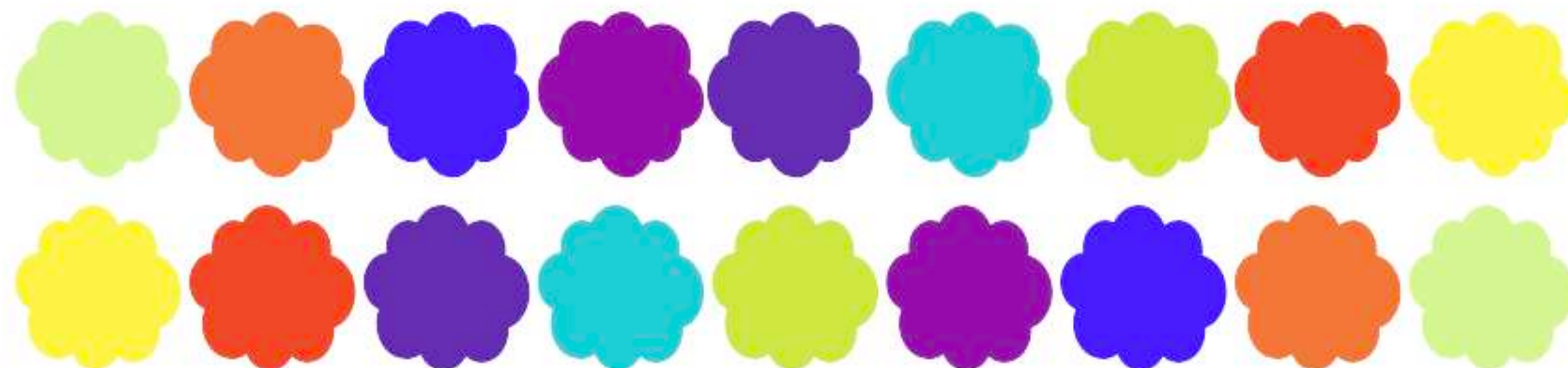
- Become a well oiled machine
- Develop workflow, tools and templates
- Embed processes and weekly meetings





Ideate

Generate new creative concepts



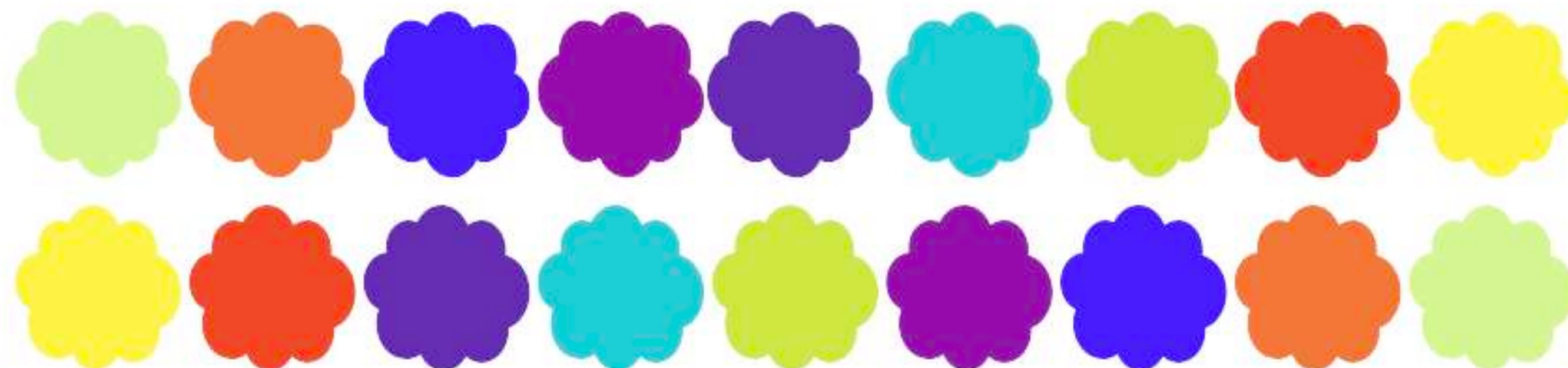
Ideate

Generate new creative concepts



Validate

Launch content and test



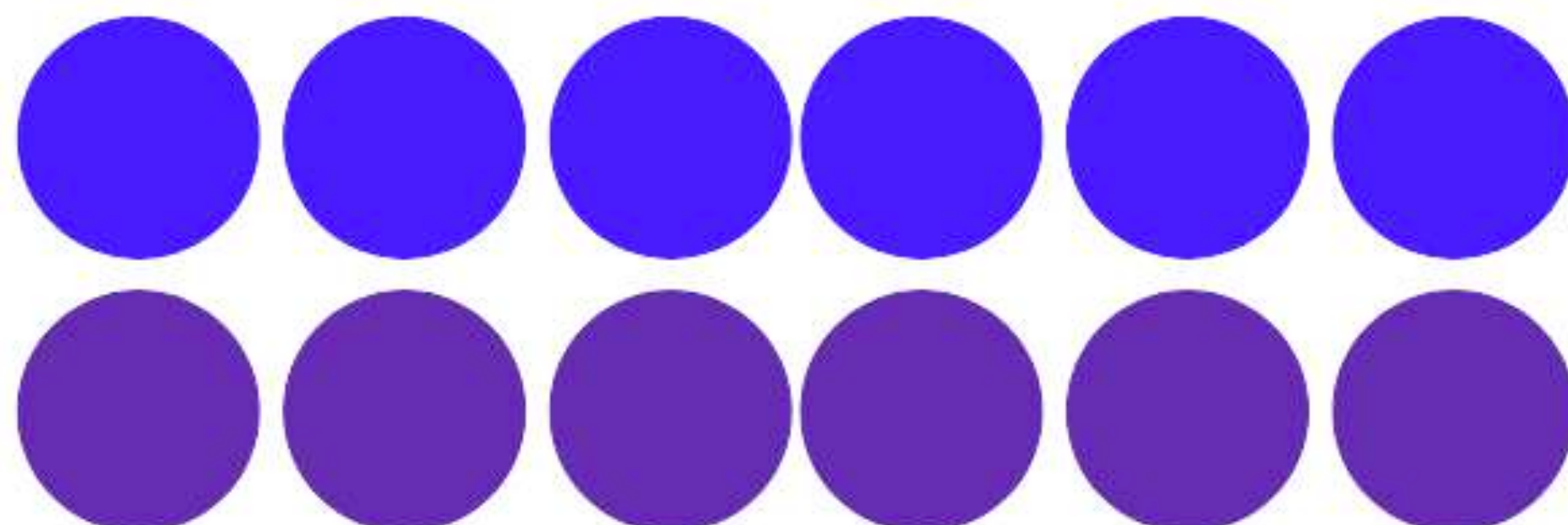
Ideate

Generate new creative concepts



Validate

Launch content and test



Accelerate

Double down and scale up

Old Hero Video Strategy

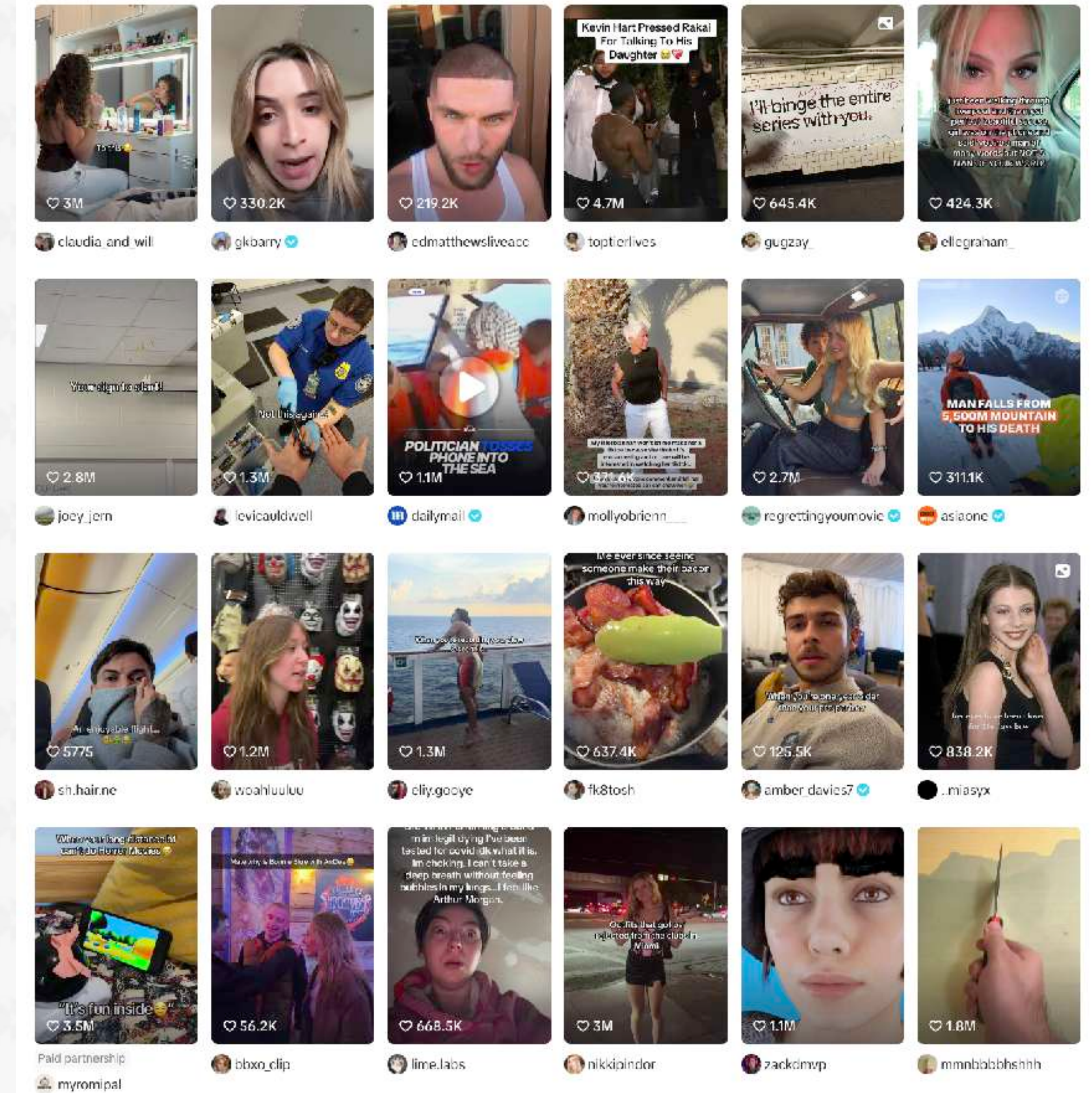
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New Agile Video Strategy

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- Regular reactive video production
- Data driven strategy
- Make moments, not just videos

It's really hard to cut through in 2025

- So much content and commentary
- People are interested in **real events** not just opinions



Video Styles

Real World Videos

Real world
presenter



1.2m views

Vox Pop



107k views

Actions and stunts



51k views

Nail simple presenter videos then add these elements

Location

- Where are they?

Visual hook

- What is the opening shot?

Action

- What are they doing?



5.5m views

Zohran uses these creative elements to land his points

Location

- In local businesses

Visual hook

- Zoom in shot at counter

Action

- Ordering food, walking through shops



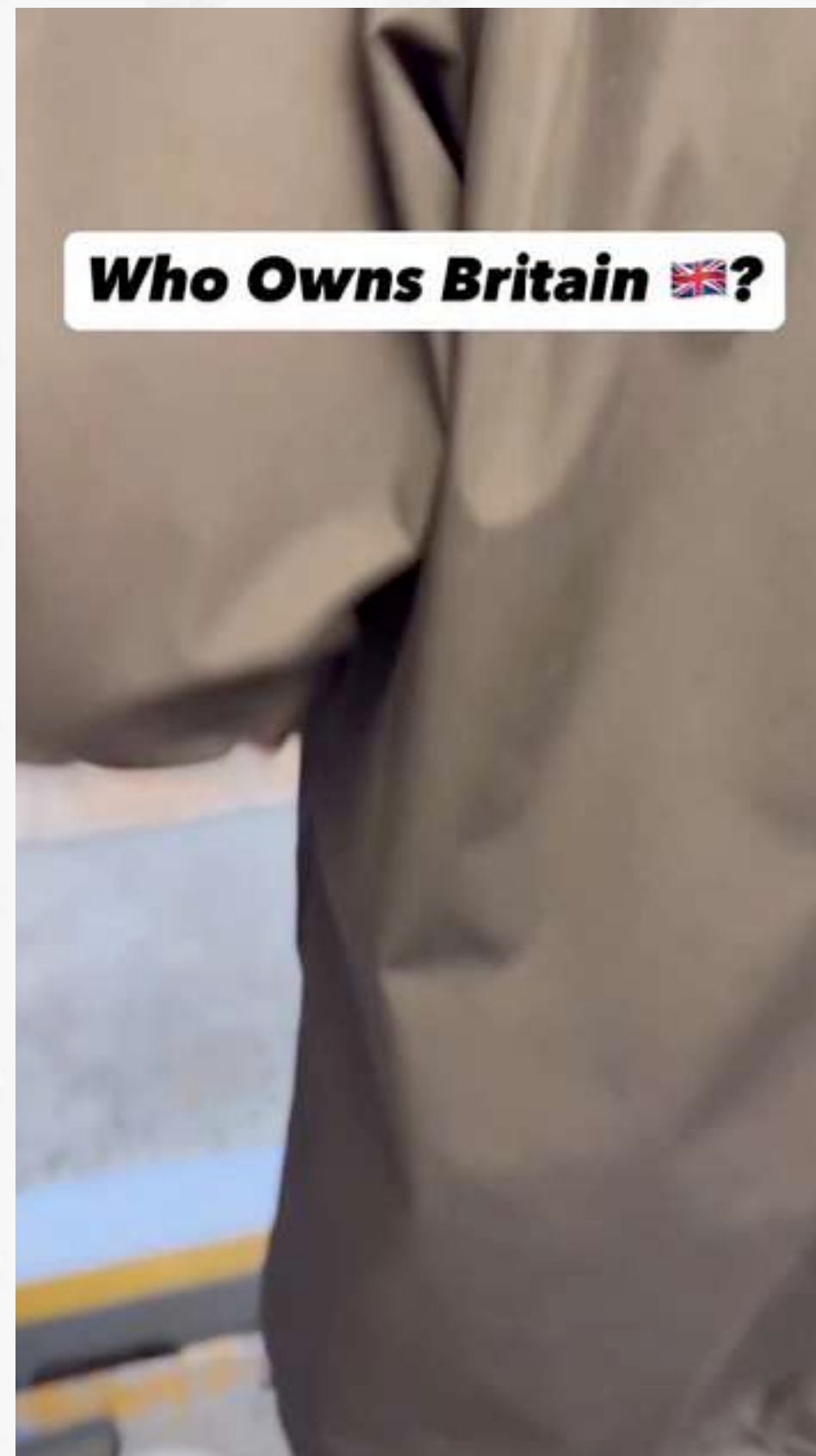
5.5m views

1. Locations



- Viral video trope
- Powerful to film somewhere real
- Give urgency and makes it an event
- Can give evidence and reinforce your message

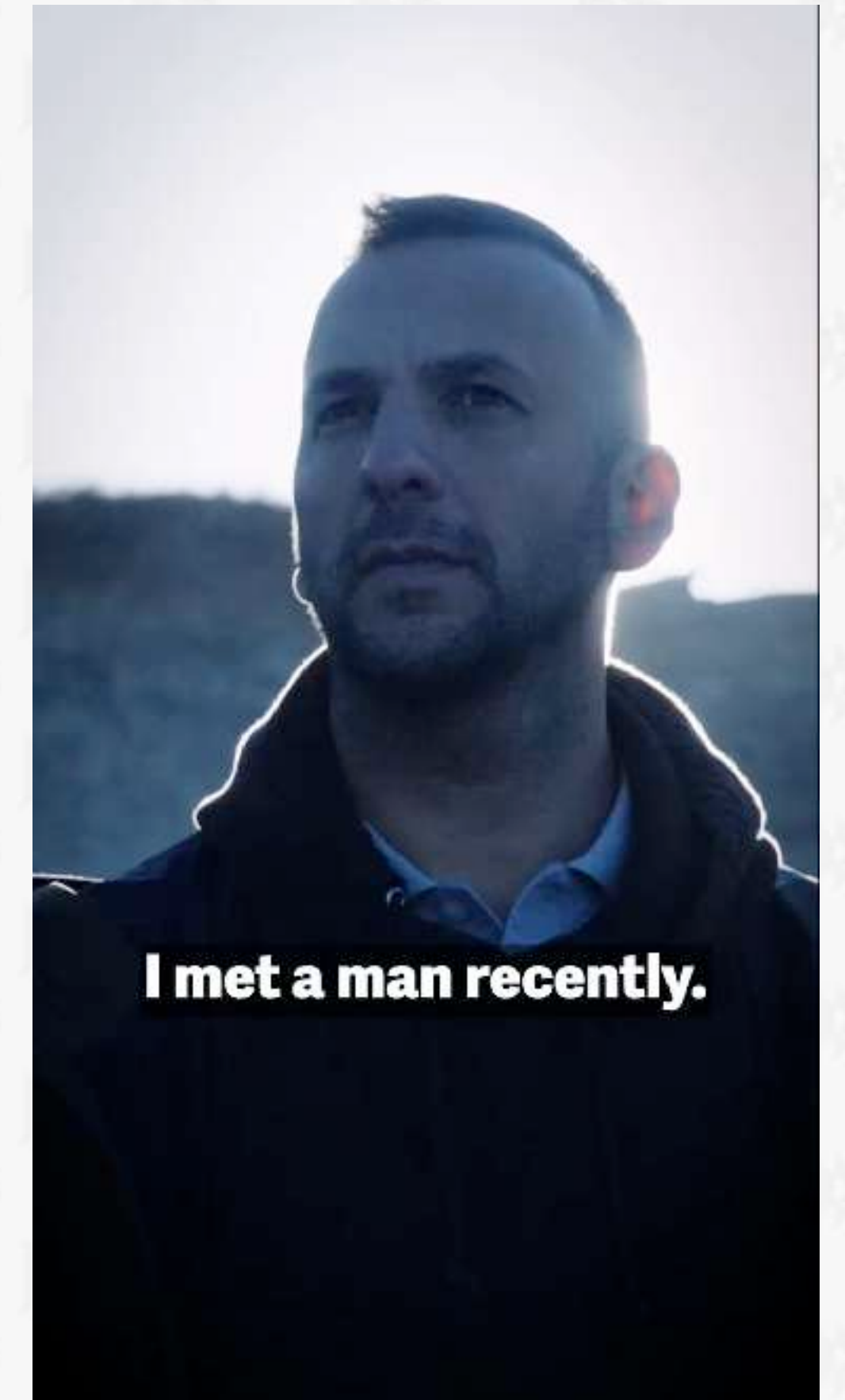
Your Location can connect to your message



Connect to the topic



Exposing problem



Connect symbolically

2. Visual Hooks

- So much competition in social media feeds
- Traditional visuals don't stand out
- Need your first shot to grab people



Visual Hooks

Camera movement



250k views

Presenter movement



15k views

Shoplifting



200k views

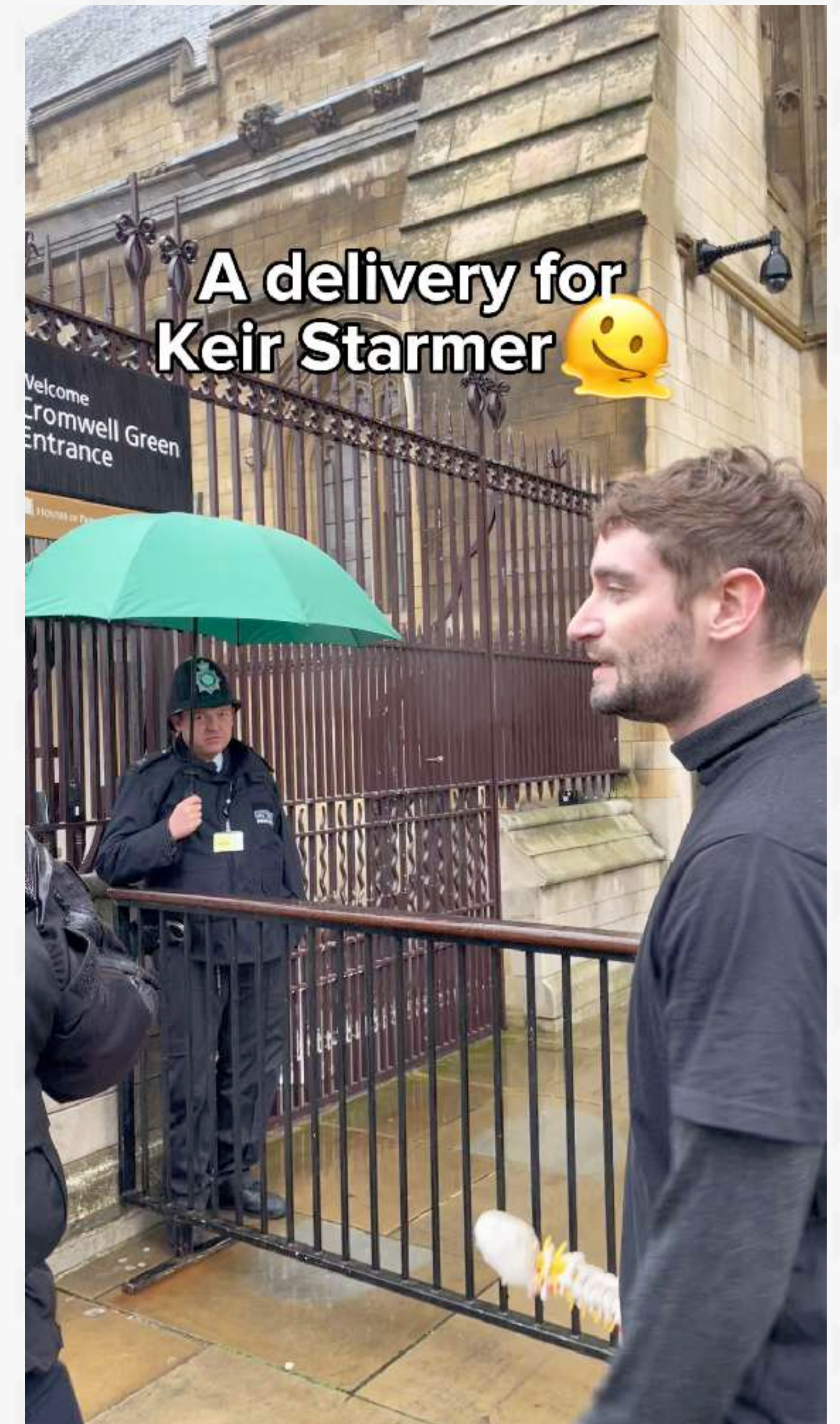
3. Action

- Action can just be doing something as the same time as presenting
- Makes it more engaging and can reinforce your message



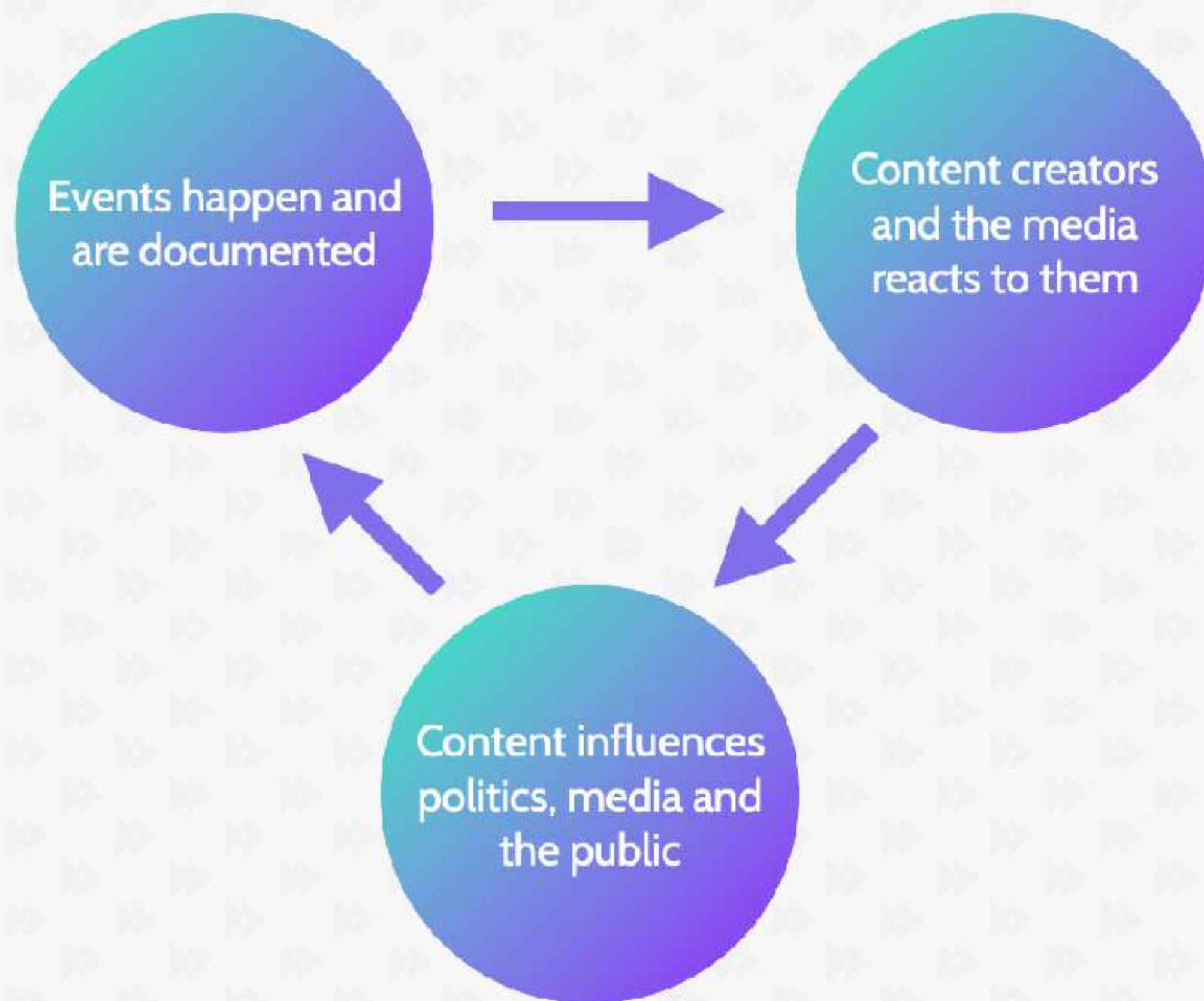
3. Action

- But it can also mean doing a campaign stunt
- Build on the skills and principles behind presenter videos
- But they transform a piece of communications into an event



Actions can set news agenda

Not just respond to it



Suella Braverman confronted by Holocaust survivor over 'invasion' rhetoric



Holocaust survivor confronts home secretary Suella Braverman over 'dehumanising' language



Suella Braverman tells Holocaust survivor she will not apologise for 'invasion' rhetoric

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VideoRev Rapid Response Framework

Video Styles

Memes and Clips

Message

Real World

Basic

Reactive

Planned

Planned

VideoRev Rapid Response Framework

Video Styles

Memes and Clips

Message

Real World

Basic

Developing

Reactive

Reactive

Planned

Reactive

Planned

Planned

VideoRev Rapid Response Framework

Video Styles

Memes and Clips

Message

Real World

Basic	Developing	Leading
Reactive	Reactive	Reactive
Planned	Reactive	Reactive
Planned	Planned	Reactive

Steps to build a winning video strategy

I want you to pick a campaign and...

Identify the key
video styles



Audit & Strategy

Develop creative
concepts and hooks



Campaign Creative

Create regular
reactive videos



Training & Workshops

Double down on
successful formats



Content Workflow