



Marketing Futures

INNOVATE. ACCELERATE. GROW.

CMO Trend Brief

Live Video

ANA Marketing Futures focuses on the innovations and trends that will shape the future of marketing to prepare brands for the challenges and opportunities that lie ahead.

What is Live Video?

Live Video is streaming video content sent in compressed form over the internet and displayed by the viewer in real time.

Why Should Marketers Care?

Live Video gives brands the opportunity to connect with customers on a far more genuine, personal level than polished and produced videos. Also, social channels like Facebook and Instagram are sharing live video content more readily due to its increasing popularity among consumers.

Key Live Video Stat

Live video is more appealing to brand audiences: 80% would rather watch live video from a brand than read a blog, and 82% prefer live video from a brand to social posts, according to a survey from Livestream and New York Magazine.

Expert Perspective



Christopher Löfgren

Brand Director of Social Content
Daniel Wellington

“Gone are the days when you could triple-check all the elements before you go live. Now you have to listen constantly, cross your fingers, and learn through trial and error.”

CASE STUDY

Maybe It's Magic?

MAYBELLINE
NEW YORK

How Maybelline Proved the Golden Opportunity of Live Streaming

Maybelline New York launched a new lipstick in China with a live stream on the mobile purchase platform Taobao.

Live-streaming apps gained popularity in the spring of 2016. Among them were Meipai, Nice, and Panda TV, which each have more than 10 million daily active users. But many brands began using them with negative results. Maybelline's marketing team decided to take live-streaming off of niche apps by using the leading mobile purchase platform, Taobao. Using this app allowed Maybelline to shorten the purchase journey during the launch from weeks to a single click. By live-streaming the launch event directly on Taobao, fans could become an integral, engaged element of the launch event.

Across the live-streaming platforms, 50 key influencers were invited to live-stream to their fans during the launch event as well. These influencers provided different angles and stories to the launch.

The Results

- Close to six million people watched the live event.
- Maybelline sold 10,600 Lip Flush Oil lipsticks, breaking its lip product sales record on Taobao at 10 times the daily average.
- Instant feedback showed that P03 Cherry Pink, C01 Coral Orange, and R01 Cherry Blossom Red were the three most popular shades, and Maybelline adjusted its strategy accordingly.
- A process that would usually take weeks was achieved in less than one day.
- During the live event, Maybelline's online store visits increased 50 percent.

Want to learn more?



ANA Members have access to the *CMO Concierge Research Service*, where our experts can help you get started on innovation by helping you find the right partners, identify industry benchmarks, and learn about consumer behavior around this and other emerging trends.

Contact ASK@ANA.NET for more information.