

Brands not investing enough in video, say senior marketers

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Nearly three-quarters of content marketers do not believe **brands** are investing enough in video content, according to new research by the Content **Marketing** Association.

The CMA's Video Content for Engagement study found that 58 per cent of senior level marketers are planning on increasing the proportion of **marketing** budgets spent on video content in the next 12 months.

Currently, on average, 78 per cent of content marketers spend less than a quarter of their budgets on video content. The survey showed that 71 per cent believe that **brands** are not investing enough in the medium.

Over half of those surveyed cited mobile as their primary channel for **branded** video content, while a third said mobile is the biggest growth area for video, followed by **social** media at 29 per cent and short-form content at 24 per cent.

But only a third of content marketers believe it is possible to accurately measure the return on investment of **branded** video content.

One hundred senior level marketers were surveyed, including in **brands** such as [McDonald's, which launched a youth content channel on YouTube last year](#), and **Nikon**. Also surveyed were ad agencies, such as Saatchi & Saatchi, and media agencies such as Carat and PHD.

Clare Hill, the managing director of the CMA, said: "There's been an explosion in **branded** video content as the platform gives an unparalleled opportunity for **brands** to deliver value to customers through engaging content.

"With content marketers currently spending on average up to a quarter of budgets on video content, the exponential growth that this budget is set to see over the next year as video continues to excel in importance and value for **brands** is extremely exciting."

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