

Reach and resonance: Video storytelling done well

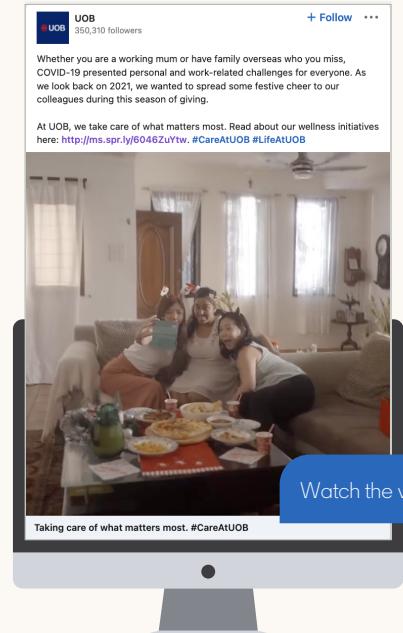


UOB is a leading bank in Asia with a global network of around 500 offices in 19 countries and territories in Asia Pacific, Europe and North America. In 2021, the bank reinforced its commitment to cultivating a caring workplace and workforce to help its people stay mentally resilient through the transition into the future of work.

Headquarters: Singapore | No. of Employees: 20,000+ | Industry: Banking

The initiative

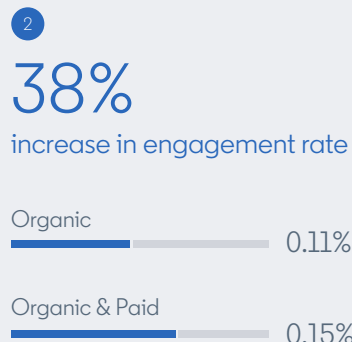
- Recognising that COVID-19 presented different personal and work-related challenges to its employees, UOB surprised three colleagues with festive treats and turned this into a three-minute #CareAtUOB video.
- The video was posted on UOB's LinkedIn Page as part of its always-on organic marketing efforts in mid-December 2021.
- On LinkedIn Marketing Solutions' recommendation, UOB boosted the video to reach a wider audience. View rate jumped almost 1.5x to hit 85%, which is 3x higher than platform benchmarks.



Watch the video [here](#)

The Results

By boosting the #CareAtUOB video, UOB achieved:



“

We are heartened to see that our clip attracted more than three times as many views as the benchmark levels. Since we published the #CareAtUOB video, we've also seen a 30-40% uplift in overall video view rates.

Jimmy Koh
Head of Group Strategic Communications and Brand
UOB

How UOB did it

1



Combining organic and paid media

- UOB's always-on organic marketing efforts have already netted it a sizeable following on LinkedIn. With KPIs pegged to follower growth and engagement rate, however, UOB used boosting as a quick and easy way to engage a targeted, non-follower audience.
- This increase in reach translated to significantly higher video view rates — from 35% (organic only) to 85% (organic and paid).

 Discover how to blend organic and paid marketing on LinkedIn

2



Banking on seasonality

- The #CareAtUOB video was published in mid-December, just before the year-end holidays. This is a time when many B2B advertisers tend to wind down their marketing efforts.
- UOB took this opportunity to boost the video for about two weeks, benefitting from reduced competition in the ad auction and capturing latent demand on the platform. The timeliness of its content is likely to have contributed to the high video view rates as well.

 Discover why your always-on strategy should continue over the holidays

3



Excelling in video storytelling

- **Be emotional:** UOB carefully selected the three stories featured in the video to reflect the diversity of challenges that working adults face. The relevance and authenticity of its message may have helped the bank connect emotionally with audiences.
- **Be upfront:** The #CareAtUOB video starts with a simple text frame that gives audiences context about what they are about to watch, effectively capturing attention before they scroll away.
- **Be silent:** Almost 80% of videos in the LinkedIn feed are watched without sound. By including subtitles, the #CareAtUOB video engaged audiences with different viewing behaviours.

 Pick up fundamental strategies for video ads on LinkedIn