



The Challenge: Audience Specific Content

Anyone can produce video content that tells a story. The challenge, in the case of the world's largest bookseller, was producing video that told a targeted and audience specific story.

Why did Barnes & Noble need to do so?



2.2 million followers across social platforms



600+ retail locations across the United States



Incredibly wide and diverse target market

With a customer base that includes everyone from millennials to their grandparents, Barnes & Noble needed to scale video production in order to reach specific

demographics. This type of content, shared within social media campaigns, can offer profound ROI. The problem? Take a look at the brand's video situation:



Limited to **local production** teams and in-house studios



\$5,000 to \$6,000 per minute of social video produced



2-3 weeks per-video average turnaround time

Traditional in-house production options did not allow for the creation of audience specific content. Furthermore, outsourcing such a project would yield costs well beyond the brand's budget.

The Solution: Video Content at Scale

In order to meet its need for audience specific content, Barnes and Noble partnered with Quickframe to produce **localized**, **scaled** and **on-demand** video for social media.

Our platform connected the brand with talented video freelancers ranging from part-time filmmakers to full scale production teams. Small or large, they were just a click away. Let's break down the Quickframe platform by the numbers:



35,000 Creators located in all 50 US States



90% of video produced for < \$500



2-3 days average turn-around time

Barnes & Noble was paired with a brand-specific Quickframe Account Team that managed over 40 freelancers across the United States.



e.donosonyc



stantonproductionsnyc



Jcarriere



jaredisham

No matter the requested format, location, length or associated target demographic, Quickframe could deliver video content at unbeatable costs and within an unparalleled turnaround time. All of this, without ever compromising quality or on-brand requirements.

The Results: Affordable Video with Massive ROI

- Quickframe produced Barnes & Noble **over 30** in-store event coverage and promotional videos. Each was designed to target specific audiences, and consistently capture the Barnes & Noble brand voice. Each of these videos, which traditional come with price tags of \$5,000 to \$10,000, were all produced with an average cost of \$500 per video!

<https://media.quickframe.com/video/video/9234.mp4>

- Gerard Way In-Store event

- <https://media.quickframe.com/video/video/9632.mp4>

- Connor Franta In-Store event

- <https://media.quickframe.com/video/video/9306.mp4>

- Sherman Alexie In-Store event

- In just over a year, Quickframe was able to produce more than 200 unique videos for Barnes & Noble. That's over 15 social videos a month, each designed to target a specific demographic or location-based consumer!

- <https://media.quickframe.com/video/video/9163.mp4>

- Summer Reading Promo

- <https://media.quickframe.com/video/video/8222.mp4>

- Wonder Woman Event Promo

- <https://media.quickframe.com/video/video/9890.mp4>

- Great New Writers Program

All this great video content lead to a social media campaign with profound results. Channels, including but not limited to Twitter, Instagram, Facebook and YouTube, all saw boosts in the amount video content being shared, engagement and conversions.

1.28M unique views + 121K engagements

