Video Production for Social Network Dissemination: The Shoyce Brand Case

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Abstract. This article aims to present the project for the creation of video content incorporated in a digital communication plan for the Portuguese brand Shoyce, a producer of non-dairy beverages and other products with 100% vegetable origin. The content developed includes four different segments: TikTok Challenges, “Eu Escolho”, “Shoyce em Casa” and Protein Campaign, published on Facebook, Instagram and TikTok. All content was adapted to give larger digital visibility to the brand, making the best use of the social isolation imposed to must worldwide citizens. Once the videos were published, after a period that allowed the organic and paid dissemination of the content, an analysis of the insights of the social networks was made. This data collection and subsequent analysis was helpful not only to understand the engagement of each content but also to have a global perspective of the feedback received and how the videos were perceived by the users.

Keywords: Video · Social media · Non-dairy beverage · Sustainability · Shoyce

1 Introduction

At a time where almost all worldwide population is home isolating at their houses, due to COVID-19, a plan was set up for the digital communication of the brand Shoyce, a Portuguese producer of non-dairy beverages and other products with 100% vegetable origin. The project was developed within the context of a dissertation to obtain a master’s degree in Multimedia Communication, from the University of Aveiro. An internship was done at White and Green Natural, S.A., the company that produces the goods for the brand Shoyce.

The project aims to develop video content in different categories that raise the visibility of the brand through the publication in different social networks, either by their visual language or by the message transmitted, or even the way information is disseminated. Online brand visibility is “an outcome of establishing trust with the company’s target audience” [1, p. 2707]. Social media is a powerful tool to diffuse highly rich content therefore win the trust of the target audience, establishing the brand identity.

A brand’s visibility on the social network is a crucial element for its establishment with the targeted audience. Customers are “increasingly accessing and using social networking sites (SNS), making it imperative for businesses and organizations to have a presence on these platforms to enhance visibility” [2, p. 1]. Social network brand

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visibility helps creating connections with consumers, improving levels of trust, satisfaction, dedication, loyalty, while decreasing levels of conflict and opportunism, as shown in the figure below Fig. 1.

![Social network brand visibility scheme](image)

**Fig. 1.** Social network brand visibility scheme Fonte [2]

The video contents of this project were divided into four categories: “Eu Escolho”, TikTok Challenges, “Shoyce em Casa” and Protein Campaign. The publishing plan was made different for each social media, considering its specifications. As Mahrous [3, p. 2] referred “social media commercial use is flourishing in the era of Web 2.0 end-user interaction”. Therefore, businesses must incorporate in the digital environment to exploit the opportunities offered by the online platforms and enhance their competitiveness.

The social networks used in the dissemination of the videos were Instagram1, YouTube2, Facebook3 and TikTok4. The last one was created exclusively for this project, to start a new stage for the brand, in a blooming social network due to the pandemic situation worldwide. The main objective of entering this social network was to benefit from the possibility of using a more youthful and comical language, in order to reach new audiences since “short-form videos are gaining increasing popularity through social media” [4, p. 1]. As Wang [4, p. 2] mentioned, TikTok is mainly focused on quirky videos, most of which not professionally neither aesthetically produced.

In the last stage of this study, after all the contents were published, an analysis of the platform’s insights was carried out, in order to understand the impact that the videos in Shoyce’s communication plan had with regard to the engagement and the feedback received.

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1 Instagram available at: https://www.instagram.com/myshoyce/
2 Youtube available at: https://www.youtube.com/channel/UCbBYlKBA8sU0-uOts51_Q1g
3 Facebook available at: https://www.facebook.com/myshoyce
4 TikTok available at: https://www.tiktok.com/@myshoyce
2 Methodology and Implementation

According to Pardal and Correia [5, p. 10] the methodology can be defined as the “(...) guiding body of the research that, obeying a system of norms, makes possible the selection and articulation of techniques, in order to be able to develop the process of empirical verification”. The present is based on a development research methodology since it is a fundamentally practical project. Considering that its objective is to conceive, create and disseminate video content in the different networks, realizing how they gain notoriety in each of them, it concludes that the methodology is close to a development investigation.

Commonly, the investigations conducted by this methodology are divided into three major blocks: analysis and assessment of the situation, design and realization of the model, implementation and evaluation [6, p. 73]. In the case of the present investigation, the primary phase refers to the redefinition of the project due to the world pandemic declared by the World Health Organization. Then evaluating how the contents were being disseminated in the different platforms and after that planning the contents to develop and its publishing social networks.

The second phase (conception) was the division of the segments by different categories, defining the type of visual language to be used in each one. The number of videos to be developed was also stipulated, listing the resources (human and technical) necessary for their implementation. Since the stage coincided with the confinement and social isolation to which a large part of the world population was forced due to COVID-19, the production stage had to be adjusted to the few resources available under these conditions. Thus, the categories defined were “Eu Escolho”, TikTok Challenges, Shoyce em Casa and Protein Campaign, as specifically explained in the next paragraphs.

“Eu escolho”
The product segments produced by Shoyce range from non-dairy beverages, to culinary creams (cuisine), also including solid and liquid yogurts. With this category of videos, it was intended to promote each of these segments.

Once again due to the pandemic situation experienced, there was no opportunity to record all the necessary footage. For this, all the videos used were obtained from websites with copyright and royalty free. However, with an identical visual language in each one, a homogeneity transversal to all the videos of the segment was maintained. One of the techniques used for standardization was the use of common text in each video. For example, all phrases started with “Eu escolho” (or “I choose”, in English) followed by a bold word or phrase, clearly highlighted, and with an emphasized colour.

The purpose of this set of videos was to serve as a suggestion or illustration of the various uses of Shoyce products. Overall, three videos were developed: a general video about the brand and its values (“Eu Escolho” - General\(^5\)), a video about culinary creams.

\(^5\) “Eu Escolho – General” available at: https://facebook.com/myshoyce/posts/1668567086614371
(“Eu Escolho” - Cuisine⁶) and, finally, a video about the brand’s 100% vegetable drinks (“Eu Escolho” – Non-Dairy Beverages⁷). All of them were published on Instagram, Facebook and on Youtube.

Shoyce em Casa
After the state of emergency was declared in Portugal, the idea of creating a video named “Shoyce em Casa”⁸ (in English “Shoyce at Home”) came up, whose message would be in a more motivational and inspiring tone.

Once again based on videos taken from royalty and copyright free sites, with the exception of two plans where Shoyce packaging is visible, a story was created through video, with the overlay of a voice-over that supported the whole aspect motivational aspect of the video. The screen division was used to show messages of strength and resistance, as shown in Fig. 3, comparing activities that were usually done outside to the way they are now necessarily practiced at home. Subtitles were added to the video, dictating what was being said by the voice over to provide an accessibility layer to the content.

Fig. 3. Screen division exemple in the “Shoyce em Casa” video

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⁶ “Eu Escolho – Cuisine” available at: https://www.facebook.com/myshoyce/posts/1676946502443096

⁷ vii “Eu Escolho – Cuisine” available at: https://www.facebook.com/myshoyce/posts/1674309382706808

⁸ viii “Shoyce em Casa” available at: https://www.instagram.com/p/B_awdcBgq2_/
The text has phrases of encouragement and allusion to physical and mental health, as well as references to freedom despite the conditions that we were living, different from what we consider normal. This aspect is also explained by the date of publication of the video, more precisely, “O Dia da Liberdade” (The Day of Freedom in Portugal) celebrated April 25th. Thus, the first sentence alludes not only to the times in which we currently live, but also to the times lived in the past: “Freedom is only felt when it is taken away from us”. Due to all the emotional charge inherent in the video, it was published on all of the brand’s social networks - Instagram, Facebook and YouTube - and in the first two it was promoted through paid advertising, in order to achieve a more engagement with a message of hope.

**TikTok Challenges**

TikTok was one of the fastest growing social networks due to the pandemic. In Portugal, the number of users of the platform is around 1.7 million and, due to social isolation, the number has been increasing exponentially [7]. TikTok is a social network whose objective is to create and share micro videos, normally filmed on smartphones, accompanied by music and hashtags that enhance their dissemination on the network, popularizing the challenges made.

Of all the networks that are part of the project, TikTok was the only one in which the brand had no account, so it became a central part of it the project. The introduction to this new network meant a redefinition of the language used, building a new approach in the relationship with its consumers. In this way, a closer language guided by humour and lightness of speech using the viral factor that each challenge provided, set the tone for entering this new social network rising in times of pandemic.

In total, 17 videos were produced including: the video promoting the account, the videos for the challenges and the videos promotion those challenges (Table 1).

Due to the lack of human resources, made impossible by the pandemic, all challenges were elaborated in animation, with 2D objects, always including Shoyce packages as central characters of the videos. The chosen backgrounds were simple, with few objects, but colourful and appealing. Small movements of the packaging were used to simulate the displacement of the human body as well as the use of music associated with each challenge.

All publications were accompanied by the respective hashtags referring to each challenge, as well as other hashtags common to all content, such as: #vegan #shoyce #fyp (for you page), #paravoce and #tiktokportugal. The choice of these was because they are present on the platform’s trends page and in most of the videos suggested by TikTok to the Shoyce account.

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9 ix TikTok Account Promotional Video available at: [https://www.tiktok.com/@myshoyce/video/6818273728305188101](https://www.tiktok.com/@myshoyce/video/6818273728305188101)
Protein Campaign

Considering the categories planned for the project, the Protein Campaign was the first to be included, since it was previously defined to launch this segment, more precisely, Protein V, a protein drink with two flavours.

Thus, having been the first content to be developed, when confinement was imposed, the videos for this segment were ready to be launched. Overall, there were four videos:
the product launch video, in the 16:9 version\textsuperscript{10} for publication in the Instagram, Facebook and YouTube and the 9:16 version\textsuperscript{11} to be published in the Instagram and Facebook stories and TikTok; a video of general benefits\textsuperscript{12} of the product and another of particular characteristics of each new flavour. The first video (in the two different formats) was made with stock footage, however the benefits videos used footage recorded precisely for this purpose by the team in a cross fit box. In the making of this set of videos, was tried not to show the athletes faces, since the focus was not on the person itself but on the movement they were executing Figs. 4, 5, 7, 11, 12.

Fig. 5. -Videos developed for the Protein Campaign: launch of the segment (16:9 and 9:16) and video of individual and general benefits of protein drinks

Over the course of the project, in order to boost the newly created TikTok account, it was intended to make a challenge associated with the launch of the new protein non-dairy beverages, which was called #ShoyceProDesafio\textsuperscript{13} (in English #ShoyceProChallenge). Its publication would be on TikTok, since it was understood to be the platform with the greatest capacity for recording, editing, and sharing video, having the capacity to reach a larger number of people, in various age groups.

Thus, in producing this challenge, we opted for an approach in line with the other videos published on TikTok, while applying the same visual style used in the Protein Campaign. Based on the animation of the figures present in the Protein V packaging, a challenge was created whose objective would be to take the follower to perform a physical exercise (from handstand to squats, among others) with a small twist: do this while balancing a Shoyce product on a given body part. For this, an “exercise roulette” was created which, when stopped in the video, indicates which exercise to perform, for how long and which part of the body the packaging should balance, as shown in Fig. 6.

\textsuperscript{10} TikTok – “Cha Cha Slide” available at: https://www.tiktok.com/@myshoyce/video/6818567490692500742
\textsuperscript{11} TikTok – “We are the world” available at: https://www.tiktok.com/@myshoyce/video/6820080256603475206
\textsuperscript{12} TikTok – “Fala meu nome” available at: https://www.tiktok.com/@myshoyce/video/6820798043818953990
\textsuperscript{13} TikTok – “Pew Pew Pew” available at: https://www.tiktok.com/@myshoyce/video/6821951847151029509
In addition to the challenge itself, a promotional video\(^{14}\) was prepared, which preceded the release of the previous video. With the creation of this video, it was intended to disclose in advance the existence of a challenge, piquing the curiosity of the followers, while promoting the new product segment once again. Thus, the aesthetic line was the same as the promotional video, just changing some tenses like “Your challenge is here!” to “You challenge is coming!”. In this video its also shown the information about the material needed to execute the challenge as a smartphone, a Shoyce package and good mood.

\(^{14}\) TikTok – “Adele – Someone like you” available at: https://www.tiktok.com/@myshoyce/video/6823033084775091462
Finally, to facilitate the sharing of the challenges performed by the followers and to motivate their participation, a template\textsuperscript{15} for the videos #ShoyceProDesafio was made, which can be viewed below in Fig. 8.

\textbf{Fig. 8.} Template to disseminate the videos #ShoyceProDesafio made by followers

\section{Analysis and Data Collection}

After being disseminated across platforms, the content reached different levels of engagement that will be specified in the next paragraphs. From the insights of social networks, these levels were exposed, being more noticeable what type of content stood out and in what way. It should be noted that YouTube was excluded from the analysis, since its data turned out to be an outpoint compared to the others, due to the poor reach and promotion made to the platform. Data from YouTube and Facebook stories (shared automatically via Instagram) were also excluded once they had too low engagement numbers. Regarding the Protein Campaign, there were logistical problems within the launch of the product so, although the video content has been finalized, the segment has not yet been launched on social media, so it is not part of the analysis that follows. Thus, starting with the analysis of the “Eu Escolho” segment on Instagram, the results are similar both in the stories and in the feed. Among the three “Eu Escolho” videos, the “Non-Dairy Beverages” obtained the greatest number of likes, comments, and impressions (Fig. 9).

On Facebook, the results were more disparate, placing the video “Eu Escolho - General” with the best performance of the three. With the highest number of minutes viewed (158, against 91 and 66 for Non-Dairy Beverages and Cuisine, respectively), it

\textsuperscript{15} TikTok – “Tabela de Nutrição” available at: https://www.tiktok.com/@myshoyce/video/6823771445684980997
was also the video with the highest number of accounts reached: 1900 of estimated reach by the platform, against the estimated 1200 and 909 of the remaining videos.

The video “Shoyce em Casa” was the only one that got paid advertising on Instagram and Facebook, so globally it presents the best values in comparison to the other videos. On Facebook it was promoted with a value of 50€ for two days (4 to 6 May) with the expected result of increasing the number of “ThruPlays”. The result reached its peak on the 5th (Fig. 10), that is, in the middle of the paid promotion, revealing the highest number of views at that time (almost 8 thousand out of 14 thousand totals) and also the highest number of people reached with the publication (almost 15 thousand out of the 24 thousand reached globally).

On the other hand, on Instagram, the video was advertised with a value of 75€, to be spent during five days of promotion. The objective this time was defined as obtaining “clicks on links”, that is in this case it was intended that the video would
reach more people and that they would click to reproduce and watch it. The increase in
the amount spend in the promotion influenced the engagement of the video. In this
case, the video on Instagram came close to 98 thousand people reached, obtaining 553
clicks on links. Unlike Facebook, on Instagram there is no specific peak, instead a
continuous increase in the first days of promotion and a substantial decrease in the last,
regarding the number of people reached.

Finally, in the TikTok Challenges segment, the data collected is quite different
depending on the challenge observed. The Fig. 12 shows the TikToks with the highest
number of likes, comments and shares.

Although, globally, all videos have similar data, one shows itself particularly due to
its wider dissemination. The video refers to the challenge “Fala meu nome” (in English
“Say my name”) where it explains, in a comic way, how Shoyce’s name should not be
said. The fact that the music and the hashtag #falameunome were Brazilian enhanced
the engagement of the video, counting with almost 4000 views, adding to 154 likes, 7
comments and 2 shares. The global data achieved with all micro videos published on
TikTok reached 5600 views, with an average of 39 likes, as verified in Fig. 13.
4 Conclusions

Taking into consideration the increased visibility of the brand in a digital environment, based on the objective outlined to enhance the feedback received on the networks, it is considered achieved since there was substantial growth between the interaction of the followers with the brand content, through reactions, comments or shares. With the creation of TikTok, the brand joined a new emerging digital context, with an approach to a different and younger audience, adapting the language and the visual concept to converge with the essence of that network.

The creation of videos in different segments made it possible to use various visual and technical languages, adopting different production strategies for each one. It also allowed better perception of the weaknesses of some of the brand’s networks, such as YouTube, in contrast to the strong potential of others, namely Instagram and TikTok.

The publication and data analysis of the Protein Campaign content can be seen as one of the main future improvements since the presence of the #ShoyceProDesafio has great potential for dissemination and engagement.

The adoption of mostly organic dissemination strategies allowed to understand the added value of paid promotions, when well applied. Finally, the focus on the video content made it possible to fill a gap adjacent to the presence of the brand in digital media. The dynamism and versatility of these contents facilitated the dissemination of the brand and its products, through the various platforms inherent to the project.

Globally, the project was satisfactory to all the parts involved, mainly for the brand itself showing exponential growth of the various social media platforms. The project had a strong implication in the way the company started to face the potential of video content disseminated in social networks for brand awareness and the projection of the brand with its followers on social networks.

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