

PRSA Pinnacle Awards, EDUCATIONAL VIDEOS Category

## **Volvo Penta's "Coffee & Oil" Video Series**

### **Background**

By 2019, video content will be the driving factor behind 85 percent of search traffic in the United States, according to Cisco's Visual Networking Index. This past year, Volvo Penta of the Americas, a global manufacturer of engines and complete power systems for boats, recognized an opportunity to leverage this platform to educate, inspire and entertain boating industry audiences by creating a broadcast-style news source for its social media channels.

Inspired by frequently-asked boating questions of Volvo Penta customers over the years, the company's communications team launched the new video series and corporate journalism project, "Coffee & Oil," in the fall of 2017. Covering a wide range of boating topics in a casual, talk show-style setting, the end-user-aimed series was named for the cups of coffee that guests sip as they "talk boating." It is the first such series to be produced entirely in-house by a manufacturer, with the Volvo Penta team handling everything from writing the script and inviting guests, to filming, editing and uploading the final videos.

Over the course of five episodes produced thus far, the series has covered a lot of ground. Episodes have featured a mix of non-Volvo Penta industry experts advising on trending news, offering tips and giving advice on best boating practices. The majority of topics covered are pertinent to all boaters, not just Volvo Penta customers. To date, guests have included experts from the National Marine Manufacturers Association (NMMA), Boat U.S., MarineMax, Top 100 Dealer One Water (Legendary) Marine, and Bluewater Yachts.

### **Research**

In researching content for each episode in the educational video series, the Volvo Penta communications team first gathers topic ideas from Volvo Penta's sales team members, who interact regularly with the company's dealers and customers. Topics are selected based on relevance and strategic timing – such as a safety focused episode to coincide with Safe Boating Week.

As a next step, the industry experts are identified. These selections are based on the individual's areas of expertise on the subject, as well as the level of influence of the person or their organization. For example, guests have included Thom Dammrich, president of the NMMA, and Scott Cunningham of One Water Marine – the top dealer in the U.S. as named by *Boating Magazine*. By collaborating with those of high influence and covering topics relevant to all boaters, Volvo Penta is able to connect with a greater number of people.

Finally, additional research is conducted to determine the focus of each episode. This includes delving into articles, videos and social media dialogue around the subject, as well as further discussions with the sales team who are in direct contact with the end-users.

### **Planning**

The pre-production process takes place as follows:

- Once the topic and guest are confirmed, an initial story brief of the episode is developed.
- Filming locations are discussed and confirmed. The location of each episode is strategically selected to tie into the focus of the episode and for a strong visual appeal. For example, the Legendary Marine episode featured the crystal clear blue waters of Destin, Florida as a backdrop.

- A meeting takes place with the expert to run through the proposal and fine-tune. During these discussions, existing talking points may be edited and new subjects included depending on relevance.
- The story brief is then adjusted accordingly and finalized.

## Implementation

The production steps unfold as follows:

- On filming day, the experts arrive on site.
- They undergo an in-depth prep session and run-through with host Christine Carlson (Volvo Penta's marketing communications manager).
- Any final production adjustments are made, and the interview begins.
- The staff videographer films both the interview and b-roll, and then edits the episode for internal review.
- The entire Volvo Penta marketing team views and provides feedback for each episode before it is finalized.
- After final edits, the episode is uploaded to YouTube and further shared and promoted across Volvo Penta's Facebook, LinkedIn and Twitter channels. In addition, the guests and their organizations are encouraged to share the content on their own social platforms to reach a greater audience collectively.

## Creativity

The "Coffee & Oil" series was recognized with an Honorable Mention for creative excellence in the 2018 Hermes Creative Awards competition, and it inspired marine industry journalist Reagan Haynes to include news of the program in stories about corporate video marketing. Please see her coverage at:

<https://www.tradeonlytoday.com/marketing/video-marketing-gains-strength>

Episodes can be viewed at these links:

- Boating Tips with Bluewater Yacht Sales – <https://youtu.be/fDObh0t5xJc>
- Boating Safety with Boat U.S. – <https://youtu.be/OCVA3CcpqjU>
- Boat Maintenance with Legendary Marine – <https://youtu.be/ClViY45pCL8>
- Boating Trends with NMMA – <https://youtu.be/hnzaNbZBM2c>
- Boating Trends with MarineMax – <https://www.dropbox.com/home/Coffee%20and%20Oil?preview=Coffee+and+Oil+Marine+Max.mp4>

## Results and Evaluation

To date, the "Coffee & Oil" video series has:

- Generated 172,748 video views
- Reached 245,084 audiences members
- Enabled 548 engagements

In addition, the series has garnered valuable relationships between Volvo Penta and industry partners, while gaining a following among the company's tried and true base – boat customers looking for insight and tips for enjoying a great day on the water.

To view supplemental supporting materials, please visit:

<https://www.dropbox.com/sh/q2ec9aermbvwg09/AACt55d1kafEKGAxleUAKdNwa?dl=0>

## Coffee and Oil Links

<https://www.youtube.com/watch?v=fDObh0t5xJc&feature=youtu.be>

<https://www.youtube.com/watch?v=OCVA3CcpqjU&feature=youtu.be>

<https://www.youtube.com/watch?v=CIViY45pCL8&feature=youtu.be>

<https://www.youtube.com/watch?v=hnzaNbZBM2c&feature=youtu.be>