Webvideopreis 2018

The birth of a new format for Digital Natives: Public Video Vertical Storytelling. We developed a "non-event" which will serve as an industry benchmark. We reinvented the awards ceremony.

1.   Objectives

The Web Video Award was traditionally presented during a gala event with approximately 4,000 invited guests; with a live broadcast on television and the Internet. With 15 million views on owned channels, 800.000 likes on Instagram and over 1 billion media contacts in 2017 alone – we have achieved the utmost.

And yet, we are not satisfied.

Our task:

Reinventing the awards ceremony

How can classical elements of an awards ceremony, such as the red carpet, show acts and the awards presentations be reinterpreted?

Establishing a compelling communication strategy

Target groups and communication channels are changing rapidly due to digitization. Young people tend to "snack" content, rather than consume it in full length.

Establishing an intuitive, secure voting process

With tens of thousands of qualified submissions each year, the Web Video Award has become a logistical challenge. What voting process does serve the heterogeneous distribution of the highly fragmented group of users?

2.   Creative Idea

Latest developments show that conventional award formats with their linear broadcast had a limited impact on the audience.

Therefore, the Web Video Award 2018 was a radical reinvention of live communication and defied conventions on all levels: the editorial concept of a strictly linear format, turned the awards ceremony, into a decentralized, non-linear format and the completely new voting approach, right in the user's pocket, created an event that became a new industry benchmark. Germany was the venue for our ceremony, the vertical screen was our stage – and our awards ceremony was unique.

This way, we overrode the (spatial) limitations of the classic award format and developed a live event with national appeal across all sections of the population. A democratization of the Web Video Award.

The birth of a new format: Public Video Vertical Storytelling. A non-event.

3.   Execution

-        the largest imaginable stage – 4,000 Public Screens
-        no award for invited guests, but for 25 million people
-        100 produced clips brought the stars of the web video scene into the public living room

For the first time, the Web Video Award did not take place on a physical stage in a classic show venue, but in the public living room of the target group. We used Public Video as the national, open narrative channel and host of the overall award – which was broadcast on over 4,000 screens in Germany's railway stations, shopping centers, bus stops, etc. An appropriate 3-week media plan took the user on a journey through the Web Video Award: from test image before the broadcast to the exclusive announcement of the nominees as well as show acts and a streaker. Followed by farewells by the moderators, press reviews and the end credits, STAGG & FRIENDS had developed an overall dramaturgy that depicted the well-known core themes of an awards ceremony, whilst radically breaking with the familiar.

All specially produced clips were created without sound and in vertical format. Thereby a familiar story format was transferred from social networks to a new medium. We had developed many small stories for the out-of-home screen, which we then concretized and repeated on our second screen, the social networks.

For the first time, an extensive voting system was available via messenger services.
We chose to use Facebook Messenger and WhatsApp. Both services reach almost all German Internet users – across all age groups:
-        Facebook Messenger: 46% of the German Internet users
-        WhatsApp: 81% of the German Internet users
The voting process was presented as a holistic, content-based concept. The two moderators used a chatbot to guide users through the messenger voting process. Using short videos, GIFs and graphics, they made it easier for users to vote – whilst inspiring them. In the chatbot, "Easter Eggs" were a source of entertainment and surprise, even outside of the voting process. And with success: 230,000 individuals of all age groups took part in this 7-day voting process. As an incentive, all voting participants were informed via the bot shortly after the winners had been announced.

4.   Channel Strategy

- Social Media:
The nominees used their networks to promote the award and to get more votes. Counting the followers of our winners (not the 30 nominees), we reached:
Twitter: 2,3M
Instagram: 5,9M
YouTube: 8,2M
Facebook: 2,0 M

- Online:
We offered a broader view thanks to t-online.de – with more than 29 million users it is one of Germany's most far-reaching news sites. Peter Glaser, Bachmann Award Winner, dedicated a

separate column to each nominee and their work. Thereby, we were able to show an older target group the young creators and their work, and made it understandable and relatable.

- European Union:
As part of the EU's klicksafe initiative, a special prize was awarded for social engagement. Among other things, the winning video was also provided with accompanying materials and was made available to all schools for use during their lessons.

5.   Effectiveness

A total of 230.000 voting results speak for themselves and surprised us: this resulted in a short server outage due to congestion.

100 story elements were broadcast as a program on over 4.000 screens in all of Germany's railway stations and shopping centers. With a total of over 163 million video releases, we reached more than 25 million people. In contrast, the classic gala format in 2017 only reached just about 3.700 live-stream contacts in addition to the 4.000 guests present at the event.

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