



Blogging vs Vlogging

Is video more powerful at communicating than text?

The correct answer is *it depends on what you're trying to communicate*. Duh, of course that's the answer. It's obvious that video can include more visual information than words, but reading may be better for retaining certain types of facts and details.¹

But according to research published in Forbes and elsewhere, viewers retain 95% of a message when they watch it on video, compared to just 10% when reading it as text.² So, when it comes to making an impact, it's very hard to beat a well-crafted, creatively produced video.

That's a key reason why the team at McHenry Creative Services has been producing exciting, attention-grabbing vlogs for the Fred Beans Automotive group for the past eight years.

"When I first arrived here 9 years ago," said Chris Branchide, Director of Marketing for Fred Beans Automotive, "We were still trying to gather all our employees from our 14 dealerships for live meetings. As we expanded to 25 locations selling 18 different brands of cars and trucks, doing live, in-person meetings became a real challenge.

"McHenry Creative (MCS) came up with the concept for our 'Better at Beans Vlog' and the MCS team continues to help us be Better at Beans with new and entertaining twists to the creative approach," Branchide added.

Each quarterly vlog is done in the style of a different TV program. Branchide says, "One of our most memorable vlogs included the *Fred in Cars* segment, a parody on Jerry Seinfeld's famous online series *Comedians in Cars Getting Coffee*. Fred and the vlog host Beth Beans Gilbert, Fred's daughter and the VP of the organization, drove around while they discussed company and employee issues."

With Gilbert as the recurring host, other members of the Fred Beans' executive team serve as correspondents, reporting on promotions, community events, dealership upgrades, and employee benefits, while instilling the honest, customer-oriented culture of fun for what they consider to be the Fred Beans family.

Each fast-paced, approximately 15-minute vlog features a range of standard broadcast visuals, such as green screen effects and virtual sets, on-location reports, intro and outro bumpers, and motion graphics.

According to VP Beth Beans Gilbert, "Even with the videos' high production value, we have been able to save time, save money, and be more effective with our internal communications, which is why after eight years, there is no end in sight. The vlog really helps us deliver a positive, uplifting message to all of our employees, allowing us to bring our branding in-house and help them know "It's Better at Beans".

References:

1. <https://thebookbuff.com/reading-vs-watching/>, accessed March 21, 2023.
2. <https://www.forbes.com/sites/yec/2017/07/13/how-to-incorporate-video-into-your-social-media-strategy/>, accessed March 30, 2023.