

# The Importance of Branding in Video: Why Hachette Livre Uses Wochit for Video Creation

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*"Wochit has become a true game-changer in the way our imprints create video content. Beyond the numbers, our video production has significantly gained in variety and quality. We really appreciate the simplicity of use as well as the level of support and reactivity the Wochit team provides"*

## 15 Minutes

time to create 36%  
of total videos

## 23 Videos

created by a one-  
person team

## 2.5 Times

more video content  
created

## About Hachette Livre

Known for its quality content, **Hachette Livre** is the largest publishing company in France and the third largest trade and educational publisher in the world. With over 150 imprints worldwide—including imprints in France, Spain, the UK, and the U.S.—and with books ranging from fiction to children’s stories and educational textbooks, the publisher has a wide breadth of experience and an extensive consumer base.

## Challenges

Hachette Livre faced a number of challenges, including:

- Find an easier and quicker way to produce a wide variety of videos without requiring technical skills
- Improve their social media presence
- Enhance SEO and increase website traffic. In particular, Routard.com, France's leading travel guide, needed more video content to illustrate their articles and destination sheets

## Solution

To meet these goals, Hachette Livre required a video creation platform that could be used by all their publishers. The platform needed to facilitate collaboration between users and offer rights-cleared content, personalization of logos for each brand, and sharing on social media.

Hachette Livre moved to Wochit in October 2018, and after a 2.5-hour training workshop, its brands began producing new videos to meet their needs. Initially, the pilot began with six brands and Hachette Livre’s digital platform: Hachette.fr, Routard.com, Hodder, Quercus, Little Brown, and Moon. But within a few months, another ten Hachette Livre brands began producing videos with the platform: Fayard, Hachette Education, JC Lattes, Le Livre de Poche, &moi, Préludes, Le Masque, Marabout, Calmann Lévy, and Kero.

## Results

In just over two months, Hachette Livre produced 67 videos, and Routard.com one-person team produced 23. Each video was created in an average of 55 minutes, while 36% of their videos were created in under 15 minutes. With the old video operation platform, Routard.com would only have been able to create 24 videos in 1 year, but with Wochit, they were able to improve to 38 videos in only 6 months.

The platform also simplified consistent branding across videos. A unique brand identity including logo, text treatments, and outro were automatically applied to every video created. For example, horizontal videos were used for YouTube while square or vertical videos were used for Instagram and Facebook. A few use case examples include:

- A [vertical Facebook video](#) introducing a new book for Le Masque.
- A [unique audiobook promotion](#) using Soundwave on Facebook for Hachette France.
- A [YouTube Video](#) providing a book description for La Livre de Poche.
- An [Instagram Story](#) about flying from Routard.com
- A [timely Facebook video](#) promoting the best anti-Valentine’s Day books for Hachette France.
- A [Facebook video](#) from Livre de Poche, promoting a creative trailer for their new book, Hex France.
- An [Instagram video](#) from Fayard, imaginative press review for their latest title.

The platform also simplified the use of brand content. Each brand remained consistent with its logo, voice, and style, applying each element uniquely throughout their videos.

## Conclusion

Thanks to switching to the Wochit video platform, many of Hachette Livre's publishing brands recognized a significant increase in the number of videos created as well as improved audience engagement and exposure. Each brand was able to create videos that remained consistent with its unique brand identity and publish their content to a variety of platforms.

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