

RINGIER AFRICA INCREASES ITS REVENUE WITH BRANDED VIDEO CONTENT

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"Wochit is a natural fit for Ringier Africa Digital Publishing. Along with reducing the production time of social videos compared to more traditional methods, the large number of licensed assets & creative tools really simplifies the video production process. This innovative platform has helped us to efficiently create videos that are unique, engaging & optimised for our audiences across all of our social media channels."

About Ringier Africa

Ringier Africa Digital Publishing (RADP) is Africa's leading integrated media group with a presence in four countries: Nigeria, Ghana, Kenya, and Senegal. Owned by Ringier, the oldest and most successful Swiss media company, RADP is a leading content creator and distributor for Africa's digital audiences, reaching over 100 million people through their channels and partner networks. RADP has expertise in both content creation and distribution, offering its clients 360° creative services and digital solutions.

Play Studio, RADP's branded content studio, fuelled by a creative pool of both veteran and emerging stars in writing, film-making, photography, and design, is known for their expertise and passion for storytelling that makes them unrivaled in creating and delivering a compelling experience for their brand partners.

The Challenge

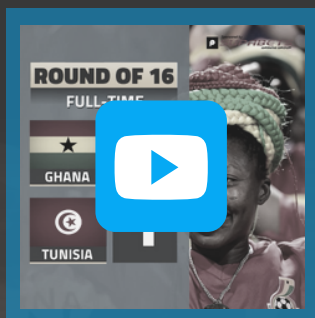
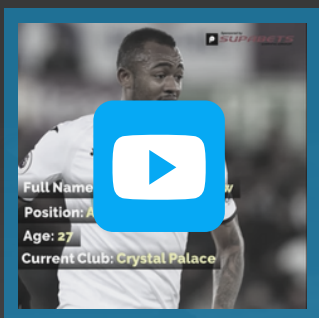
RADP needed to be able to convince brands that they should be allocating a portion of their budgets to online video. They wanted a way to demonstrate that besides traditional forms of advertising and marketing (newspapers, TV, and billboards), brands should invest in online videos due to the ability to show full analysis on performance, improve engagement with more targeted audiences, and increase their reach. Unlike traditional media, online videos can be easily monetised and prove their ROI.

The Solution

With Wochit - Play Studio were able to expand its client offering to deliver quality videos for brands fast, efficiently and cost effectively. The Sales team at RADP used a specific deck about the value of short-form and online video and with an easy to edit platform that includes pre-licensed content the creative team were even able to prepare specific pitch videos. By also highlighting how brands could benefit from Ringier's very large audiences, Ringier has managed to secure deals with large brands like Nestle and Mitsubishi as well local businesses.

The most recent success was a project with RADP's flagship digital brand Pulse and Supabets to create a series of videos about the Ghanaian football team. They came up with 3 formats:

- **Team Profile:** Focus on all Ghana AFCON 2019 news
- **Player Profiles:** Ghana Black Stars 23 player profiles
- **Match Reports:** Ghana match previews and review



By expanding the use Wochit for Commercial projects alongside its editorial business, Ringier Africa Digital Publishing has created a sustainable business model that will continue to bring success.

The Results



65 new videos



550,000+ views



175,000+ engagements



2,300,000+ reach

Conclusions

- **Reduce the Production Time:** cut down on the time it takes to create a social video compared to their in-house production methods.
- **Gain Access to Convenient Assets:** Wochit's pre-licensed Editorial and Creative video and photo libraries makes creating videos much easier and simpler
- **Optimize Videos for Social:** The tools available are optimized for social media. For example, with the click of a button, the team can change aspect ratios or publish on a wide range of social platforms. Plus, the tools are easy to work with even for new creators.
- **Access to Custom Graphics:** access to customized assets, including 3D animations, helps brands like AFCON to match their visual identity with their video strategy.

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