

# Leading Media Group in Italy Increases Social Engagement by 12x Using Wochit

Finegil is the local newspaper division comprised of 18 different brands of Gruppo L'Espresso, one of Italy's largest media groups and publisher of La Repubblica and Huffington Post Italia. After only 4 months of using Wochit to create better video for social audiences, the Finegil brands increased their total Facebook engagement by 12-fold.



*"Wochit enabled us to produce a high-volume of social videos across our group without investing in new specialized video teams. The platform is both powerful and simple. Our web editors have started creating influential videos after a short training."*

- Andrea Iannuzzi, Executive Editor, AGL (Finegil G'ELocal)

## THE CHALLENGE

The Finegil G'ELocal division was looking for a video solution that would enable it to create web and social videos at scale for its local brands. Until the team started using the Wochit, the local brands depended on the group's centralized visual desk team for social videos, however it didn't have the resources to increase local video production.

## THE SOLUTION

After a short training with Wochit, every digital team in the 18 newsrooms across the country started creating videos for their web and Facebook pages, expressing the unique voice of each brand.

The centralized visual team played an important role in introducing the system to the local digital teams, providing guidance and support for the new video creators. In addition, by working with Wochit, Finegil improved video quality by focusing on new formats customized for a social audience.

## RESULTS

The surge in the number and quality of published videos resulted in millions of views, and hundreds of thousands of shares and likes. Some videos went viral on Facebook, getting more views and shares than the best-performing videos from the largest national pages in the same week.

Data from NewsWhip revealed the impact of adopting Wochit on the performance of videos posted to the Facebook page of one of the Finegil brands, Il Tirreno. This local brand published 2.5x more videos only 4 months after they started using the platform. In addition to the increase in the number of videos published, video quality and effectiveness improved. The average video generates 369% more Facebook engagement activity (likes, shares and comments) than before. In fact, videos are getting an average of 1.1k shares per video, which is 20x better than links, and 11x better than photos posted by the same brand.

Within 4 months of using Wochit

