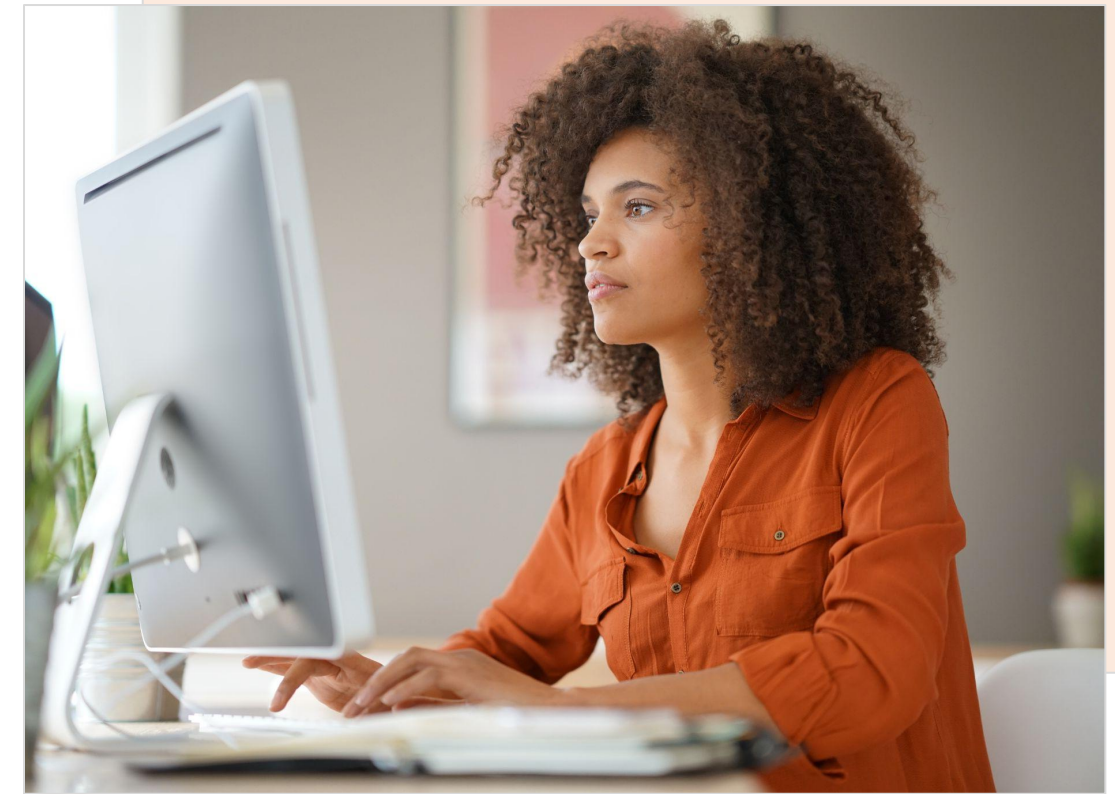


The attention economy in Financial Services

Capture mindshare, build trust, drive differentiation and results at scale.

What we are hearing from leaders across Financial Services

Financial services must keep pace with a rapidly changing market, gain trust and break through to both customers and employees.



CHALLENGE 01

Keeping pace in a shifting market

Financial firms must explain changes fast, clearly, and at scale in a shifting market.

- Markets shift daily
- Products are complex
- Regulatory changes are constant

CHALLENGE 02

Building trust remotely

In a category built on credibility and risk, trust isn't just important - it's everything.

- Radical transparency
- Visible leadership
- Consistent messaging

CHALLENGE 03

Breaking through the noise

Financial services must connect fast - and guide people to deeper understanding and action.

- Time is tight
- Simplicity is key
- Clarity drives action

Why “always on” snackable video is essential for Financial Services

From customers to employees, short-form video drives impact and your peers know it.



01 A shift is happening

Meet your audience where they are.

If snackable video isn't part of how you engage, attract, or inform — you're missing where the market has already gone.

02 Short. Real. Actionable.

Snackable video works because it's short, real, and easy to act on.

It grabs attention quickly, builds trust through authenticity, and guides people to what's next.

03 Scale brings the payoff

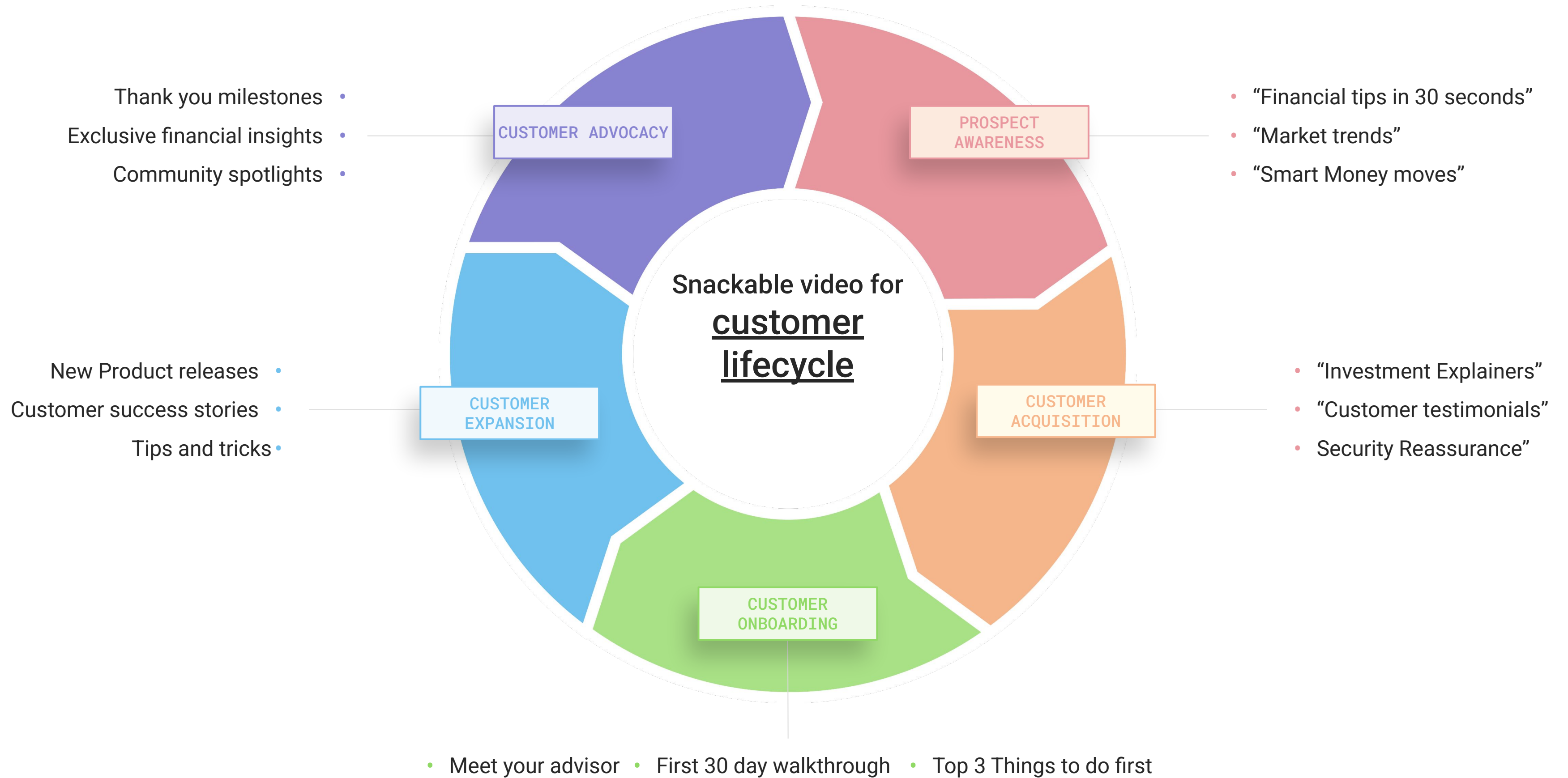
Scale brings the real payoff — because it turns individual actions into enterprise-wide impact.

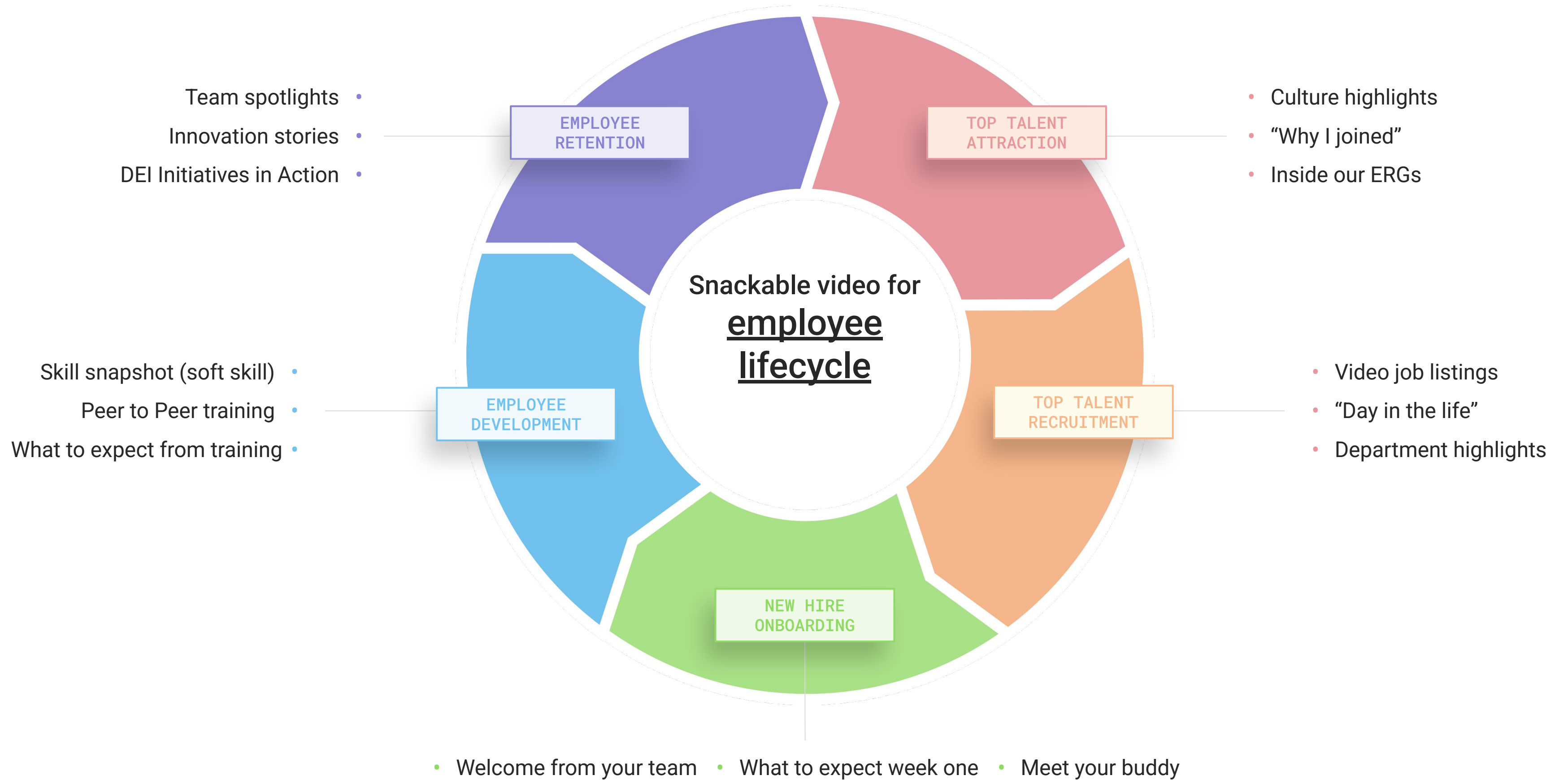
From organic reach to deeper trust, every layer of scale multiplies results.

04 Your peers are doing it

Your peers are already doing it — empowering teams company-wide to create short-form, onbrand and compliant video to attract prospects, customer and employees and get them to go deeper.

It's fast, relatable, and built for how people engage today.





63% of B2B buyers find short-form social video from industry experts informing decisions. (Marketing Week)



80% of job seekers would prefer to see a video to better understand the opportunity (Monster)



94% of employees prefer video microlearning over long training sessions (eLearning Industry)



<div>↑ REVENUE</div> <div>Engage investors with expert insights</div>	<div>↑ RECRUITMENT</div> <div>Attract top financial professionals to hire</div>	<div>↑ LEARNING & DEVELOPMENT</div> <div>Increase team productivity with microlearning</div>
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SECTION 02

Short. Real. Actionable.

01 Make it short. Optimize for mobile.

02 Make it real. Make it authentic.

03 Make it measurable. Add a CTA.

You have 8 Seconds. That's how long today's digital audience takes to decide what is worth their time.

01 Keep videos short

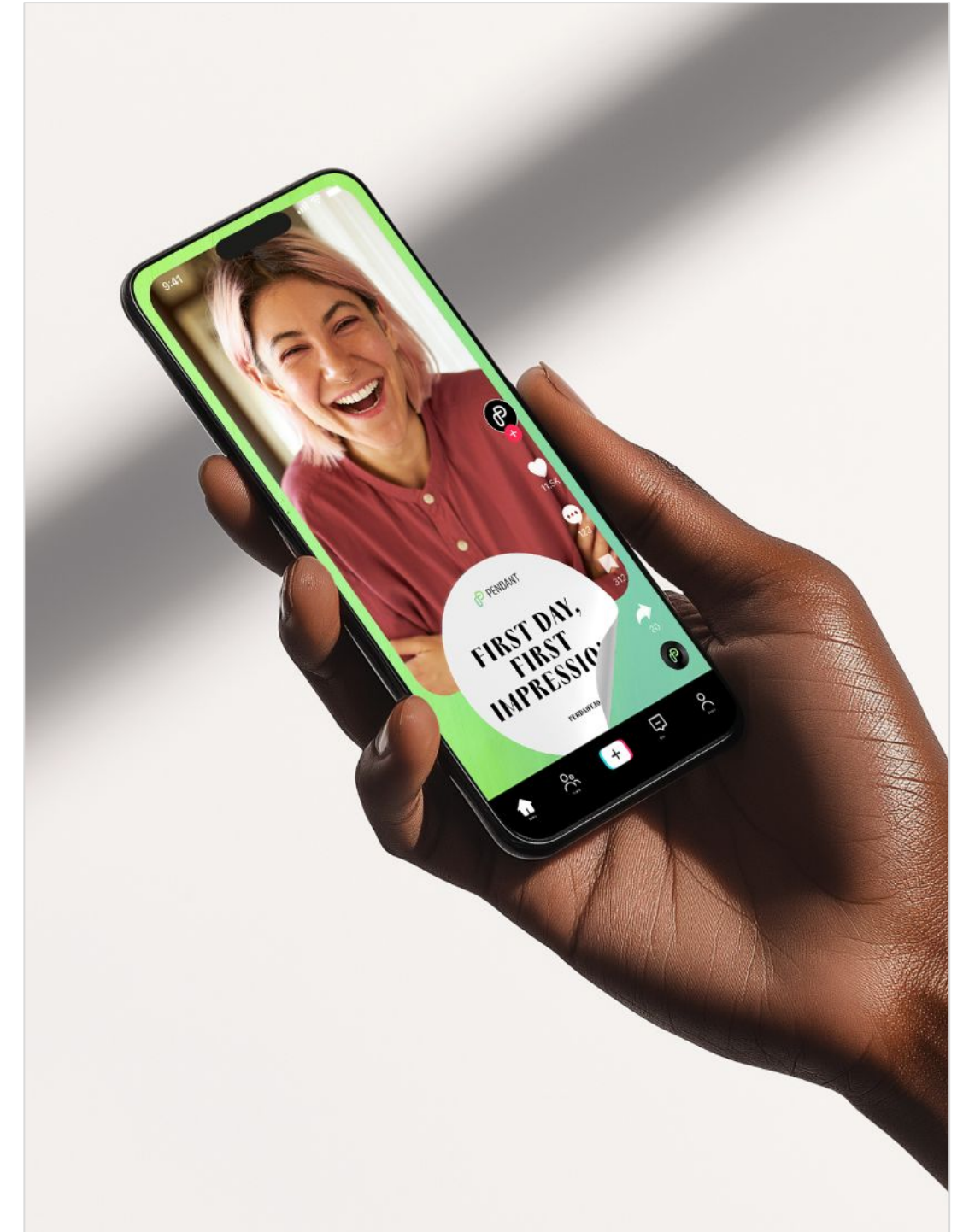
Drive deeper engagement with *concise* content

- Short-form video (under 2 mins) gets **2.5X more engagement** ([Sprout Social](#))
- Videos under 60 seconds have the highest completion rates at **81%** ([Firework](#))

02 Optimize for mobile viewing

Meet the investors and employees where *they* are

- **75% of video views** are on mobile, make it mobile first. ([Vidico](#))
- Vertical video fits the scroll and drives up to **20% more conversions** ([Google](#))



01 Make it short. Optimize for mobile.

02 Make it real. Make it authentic.

03 Make it measurable. Add a CTA.

***People trust people* more than brands. Overly scripted, polished videos often feel corporate and inauthentic.**

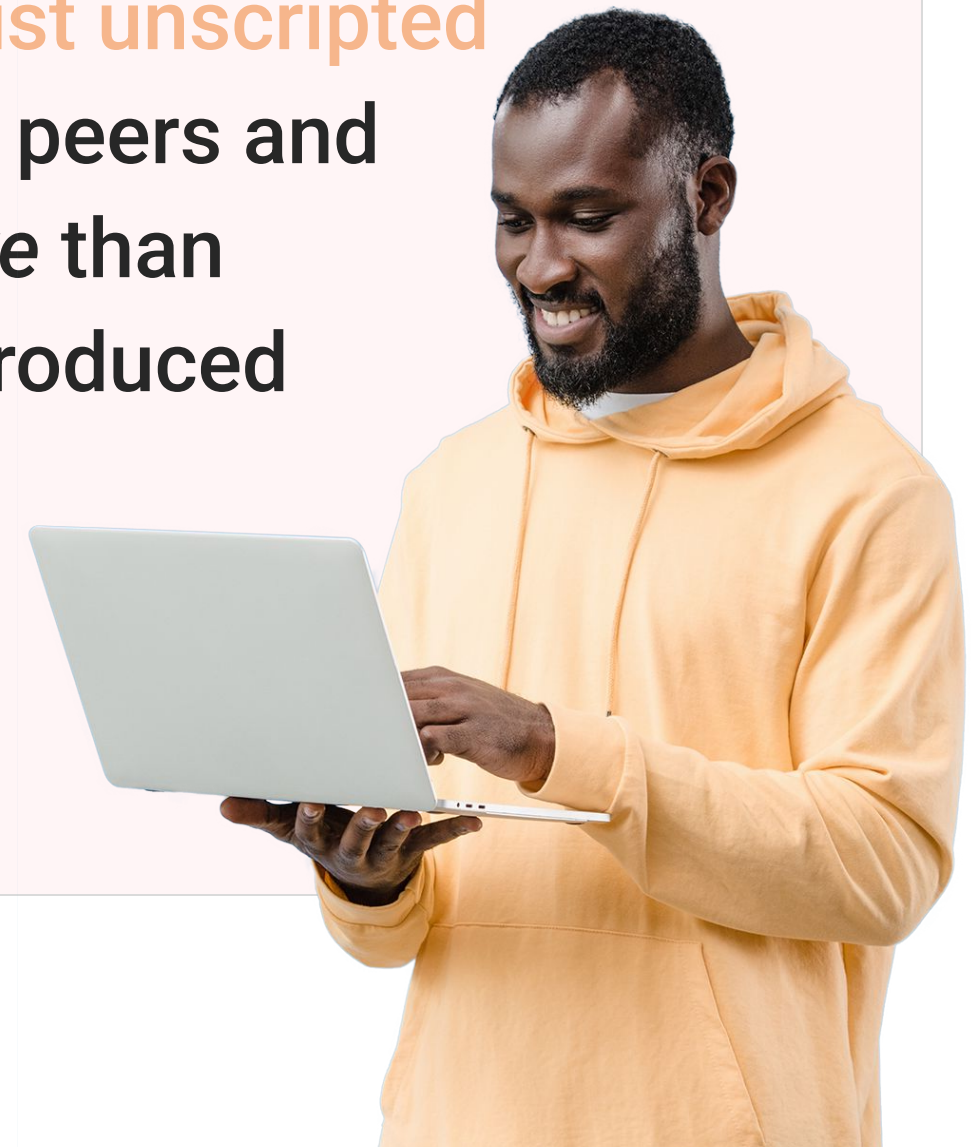
01 87% of viewers prefer real people on video vs. avatars or animation ([TechSmith](#))

02 Humans make a first impression in **50 milliseconds** ([Google Research](#))

03 Authentic voices spark emotional connection and humanize the message

“Viewers trust unscripted videos from peers and experts *more* than corporate-produced content.”

— Edelman



Short-form video pulls audiences in and motivates them to take the *next step*

Customer engagement and conversions

- Read the article
- Register for the webinar
- Book a meeting

Talent attraction and applications

- Check out the company
- Learn about the job role
- Apply for the job

Employee productivity and retention

- Read the newsletter
- Watch the all-hands
- Complete the training module

SHORT VIDEOS + CTA:

161%↑ conversions [\(Wisernotify\)](#)

VIDEO JOB POSTS:

34%↑ applications [\(Career Builder\)](#)

EMPLOYEE STORIES & TESTIMONIALS:

24X↑ engagement [\(PostBeyond\)](#)

VIDEO COMMS, ONBOARDING & TRAINING:

82%↑ retention, 70%↑ productivity [\(Brandon Hall Group\)](#)

SECTION 03

Your peers are creating
snackable video and *driving*
results at scale

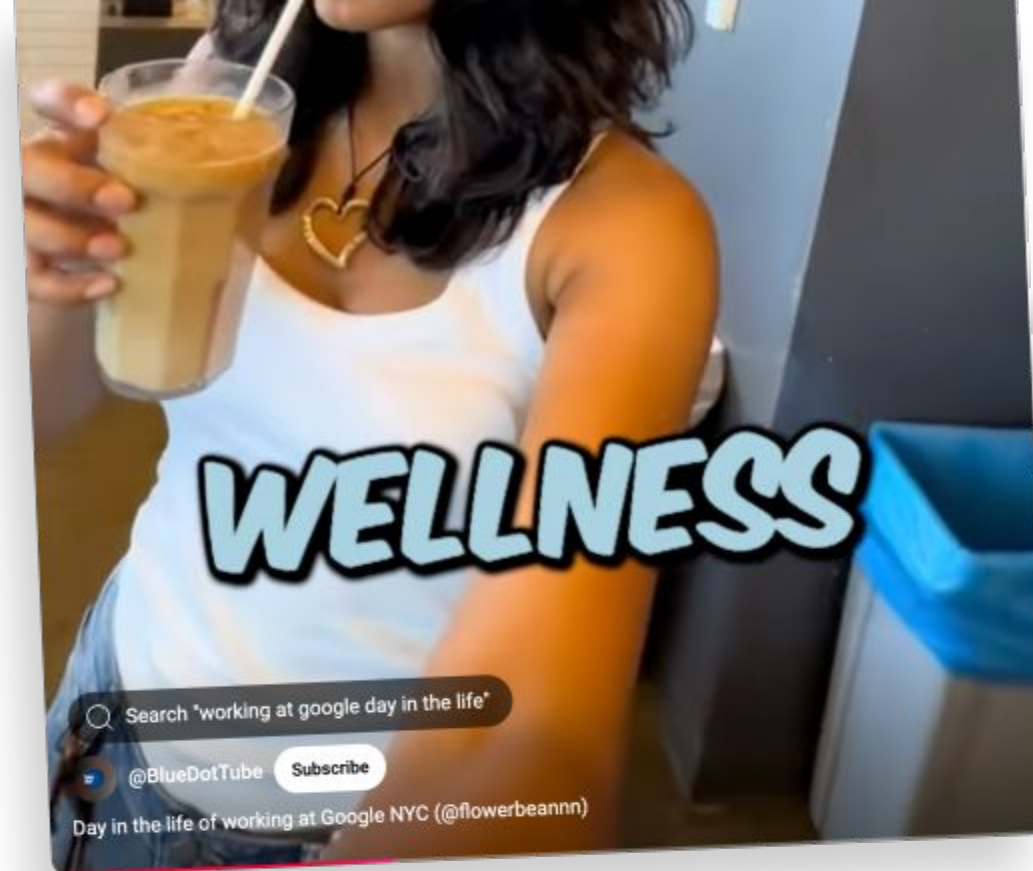
CISCO
Cisco Learning Network Community Event

Design by Design: Your Path to Designing Cisco Security Infrastructure Certification

Estimate and start your annuity benefit seamlessly, with

START MY RETIREMENT

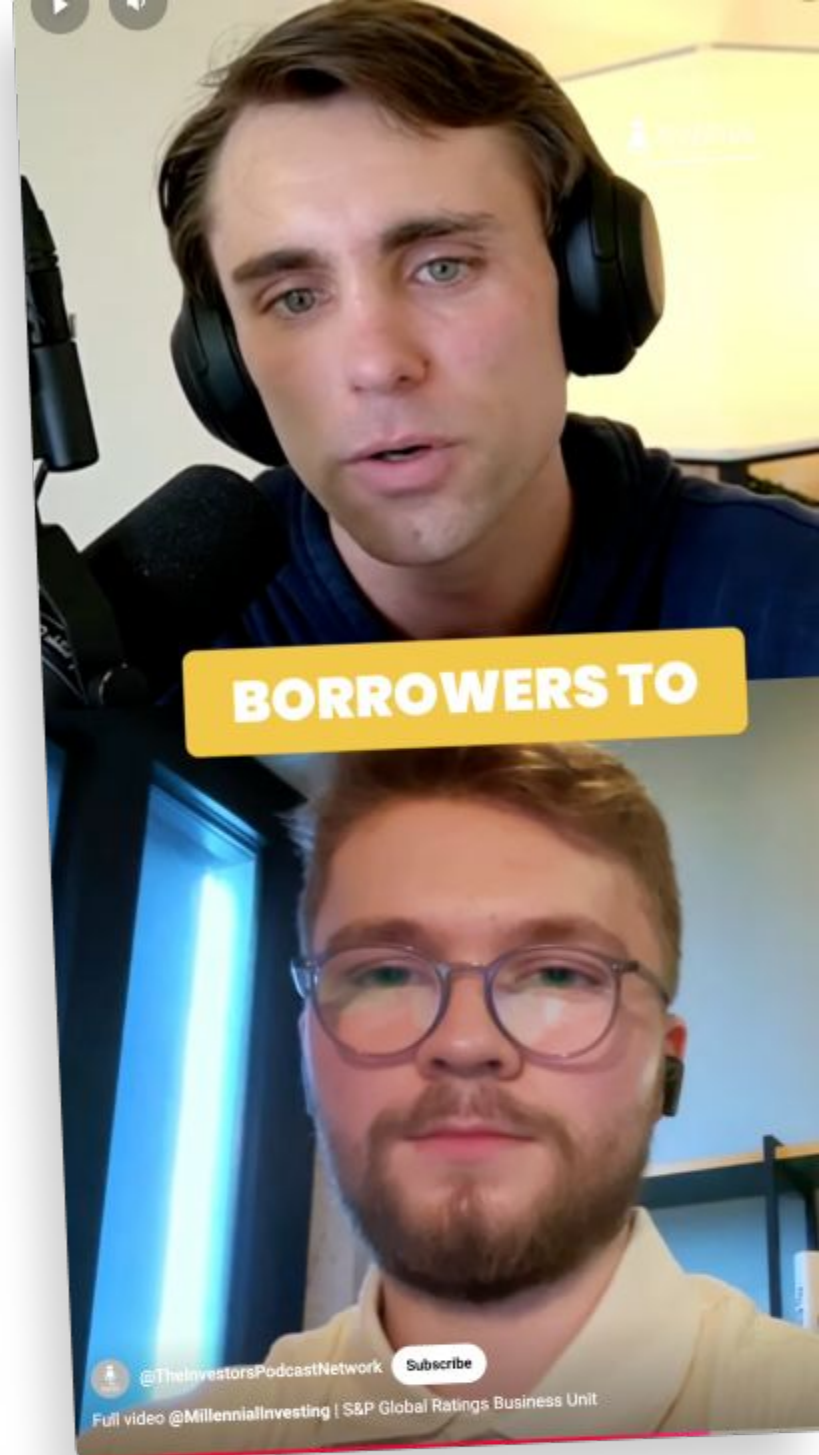
Prudential

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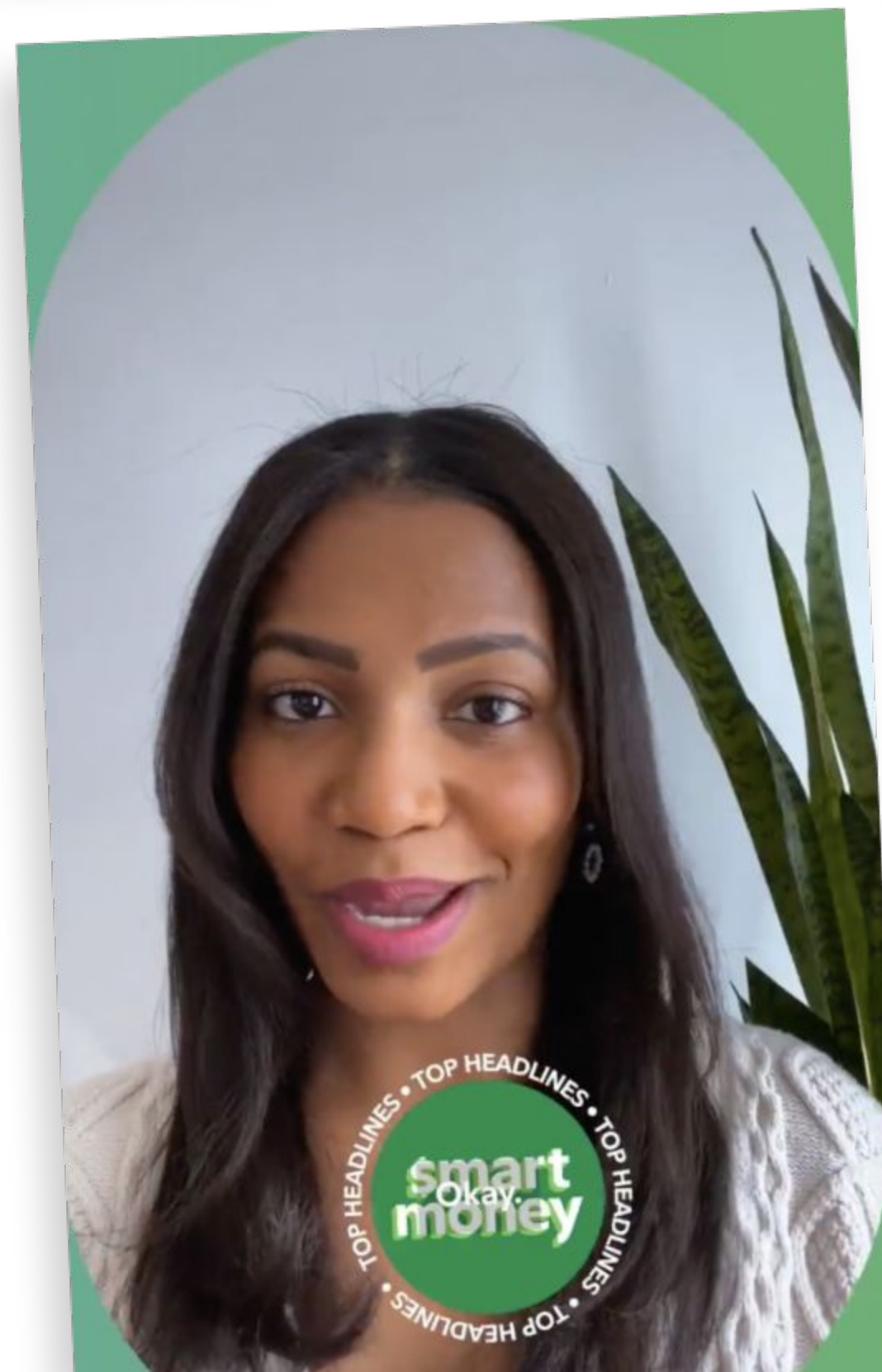
Full video @MillennialInvesting | S&P Global Ratings Business Unit

Join the Slido discussion



Cisco Security Infrastructure Certification

SDG Resources



TOP HEADLINES • TOP HEADLINES • TOP HEADLINES • TOP HEADLINES • TOP HEADLINES

smart money

Okay.

ORACLE



There's so much data when you do many, many slice CT scan.



Complete Model My Retirement before Start My Retirement.

PART 2: WHAT COULD ECONOMIC POLICY LOOK LIKE UNDER A DEMOCRATIC ADMINISTRATION IN 2025?

PGIM
GLOBAL ASSET MANAGEMENT

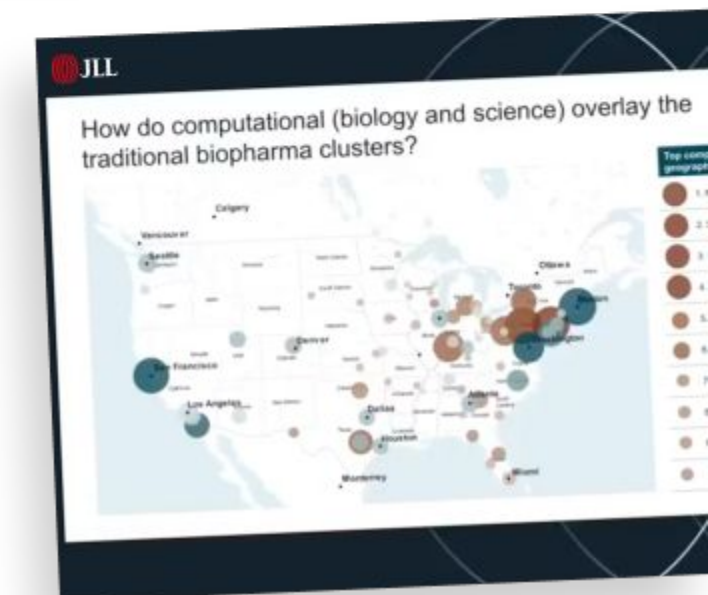


Tom Porcelli
Chief U.S. Economist, PGIM Fixed Income

James Sonne
Head of Government Affairs, PGIM

JLL

How do computational (biology and science) overlay the traditional biopharma clusters?



Top computing geography

Check our Latest Account Executive

valentia

FINANCIAL TIPS SERIES:



Chase Bank produced a series of concise videos offering practical financial advice, such as budgeting tips. These short clips were designed to provide immediate value to viewers, encouraging better financial habits.

CEO MESSAGES:



Bank of America CEO Brian Moynihan shared his perspective on driving economic growth by delivering for all of Bank of America’s stakeholders – their clients, colleagues, and the communities they serve.

EMPLOYEE TESTIMONIALS:



Sunrise Banks produced employee testimonial videos to showcase their company culture and work environment. These authentic narratives provided potential applicants with genuine insights into the employee experience.

MARKET TRENDS:



UBS shares short, video insights on hedge fund strategies that capitalize on market dispersion amid potential volatility in its UBS Trending series, to build relationships with key stakeholders at scale.

COMMUNITY INITIATIVE HIGHLIGHTS:



Citibank utilized short videos to showcase involvement in community projects and charitable events to humanize the brand and demonstrate commitment to social responsibility.

EMPLOYEE STORIES:



To highlight the people behind the company, Wells Fargo interviewed several team members across the company.

This is how your peers are getting results

Top Financial institutions use these strategies to create snackable videos that engage users and drive real business value.



Keeping it short

Videos under 2 min = **2.5X more engagement** ([Sprout Social](#))



Being authentic

87% prefer real people over avatars or animation ([TechSmith](#))



Going vertical

75% watch on mobile ([Vidico](#)) — vertical gets 10–20% more conversions ([Google](#))



Adding a CTA

81% completion rate = more CTA views & clicks ([Firework](#))



Using captions

92% watch with sound off — captions boost reach & SEO ([Verizon & Publicis](#))



Empowering employees

Employee shares = **10X reach, 8X engagement** ([Ambassify](#))

Merrill’s advisor video studio

Empowering advisors to sell with snackable video

- Merrill (Bank of America Wealth Management) invested in a virtual video studio for financial advisors.
- Enabled on-demand recording of short, polished videos—market updates, client greetings, and more.
- Result: More personalized, more frequent outreach, deepening client relationships.
- Part of a larger trend: Equipping teams to create snackable video at scale.

At Merrill, video became a *selling tool* — not just a marketing asset.

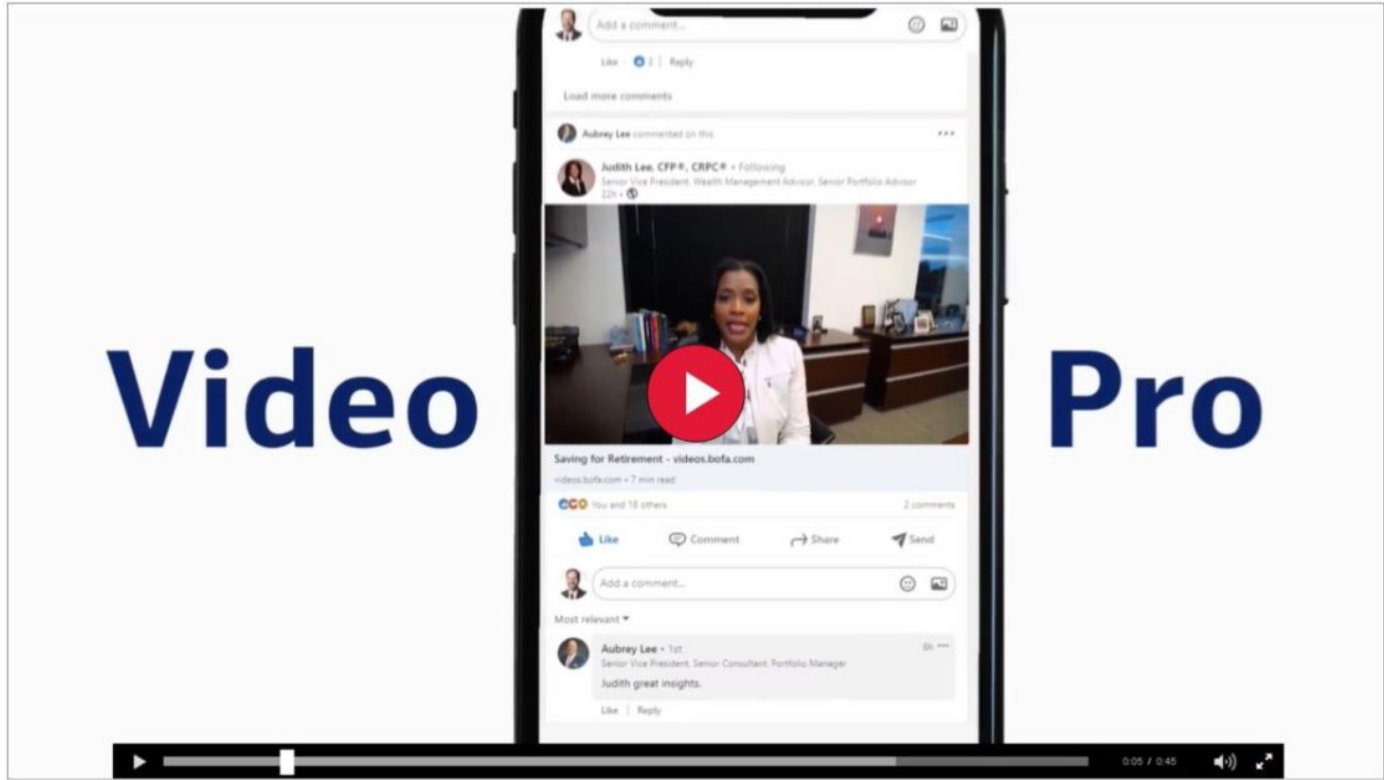


February 14, 2023 at 9:00 AM Eastern

Merrill Launches Virtual Video Studio for Financial Advisors

Merrill Video Pro Offers a High-Tech, High-Touch Way for Advisors to Engage Clients and Prospects

NEW YORK, NY – Today, Merrill announced the launch of Merrill Video Pro, a virtual video studio for financial advisors to create content and connect with clients and prospects at scale.



Modernizing advisor connections with clients and prospects with Merrill Video Pro

“Video is an engaging medium for advisors to connect in a modern, simple way,” said Kirstin Hill, Chief Operating Officer at Merrill Wealth

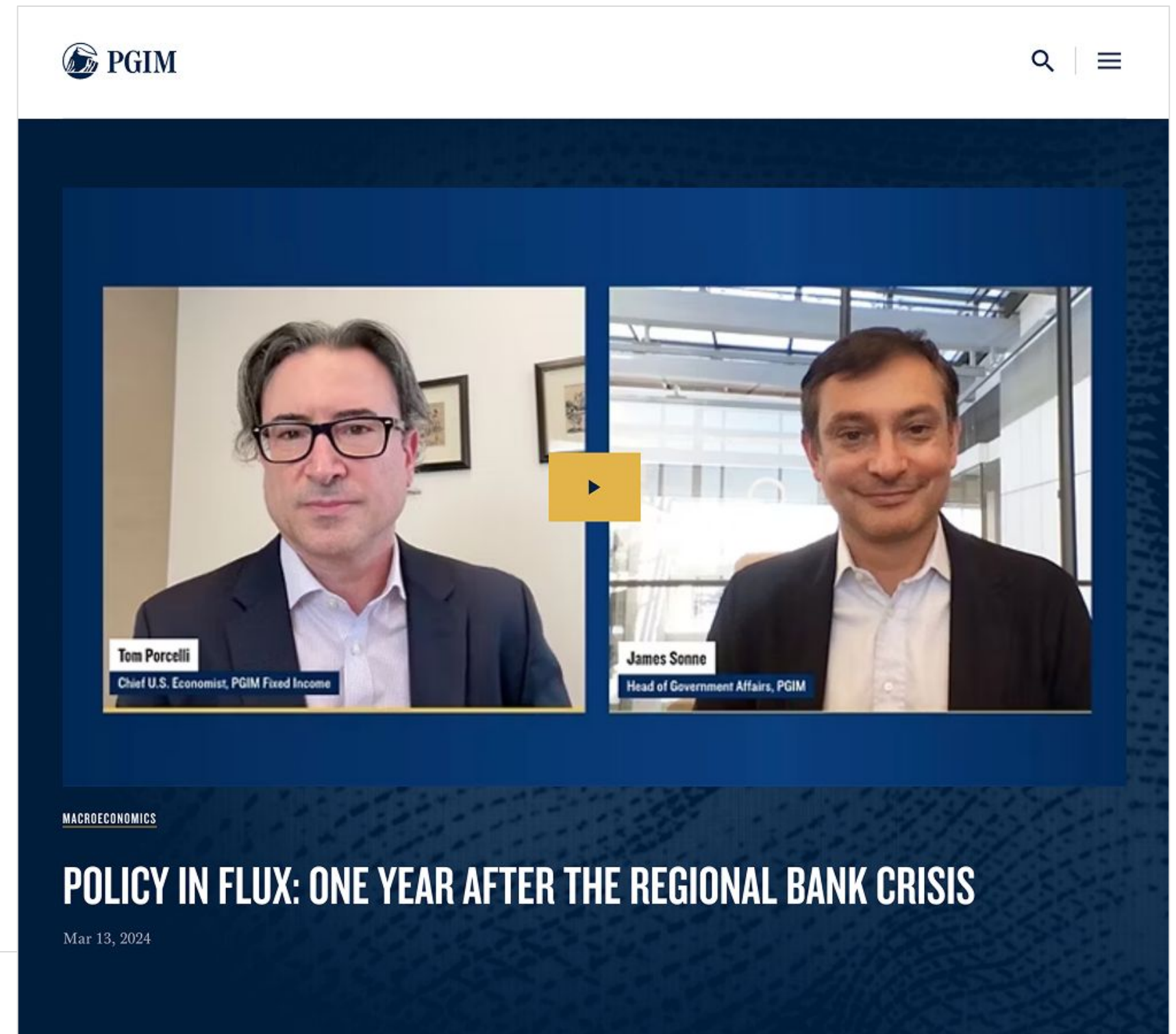


PGIM's market update videos

Delivering timely insights in snackable format

- PGIM uses short expert videos as a core client strategy.
- Regular 2-minute clips on key market events (e.g. Fed moves, volatility).
- Keeps content actionable, timely, and respectful of client time.
- Well-received by investors—proof that video is a competitive advantage in client experience.

In today's market, *video isn't optional* — it's a race to relevance.



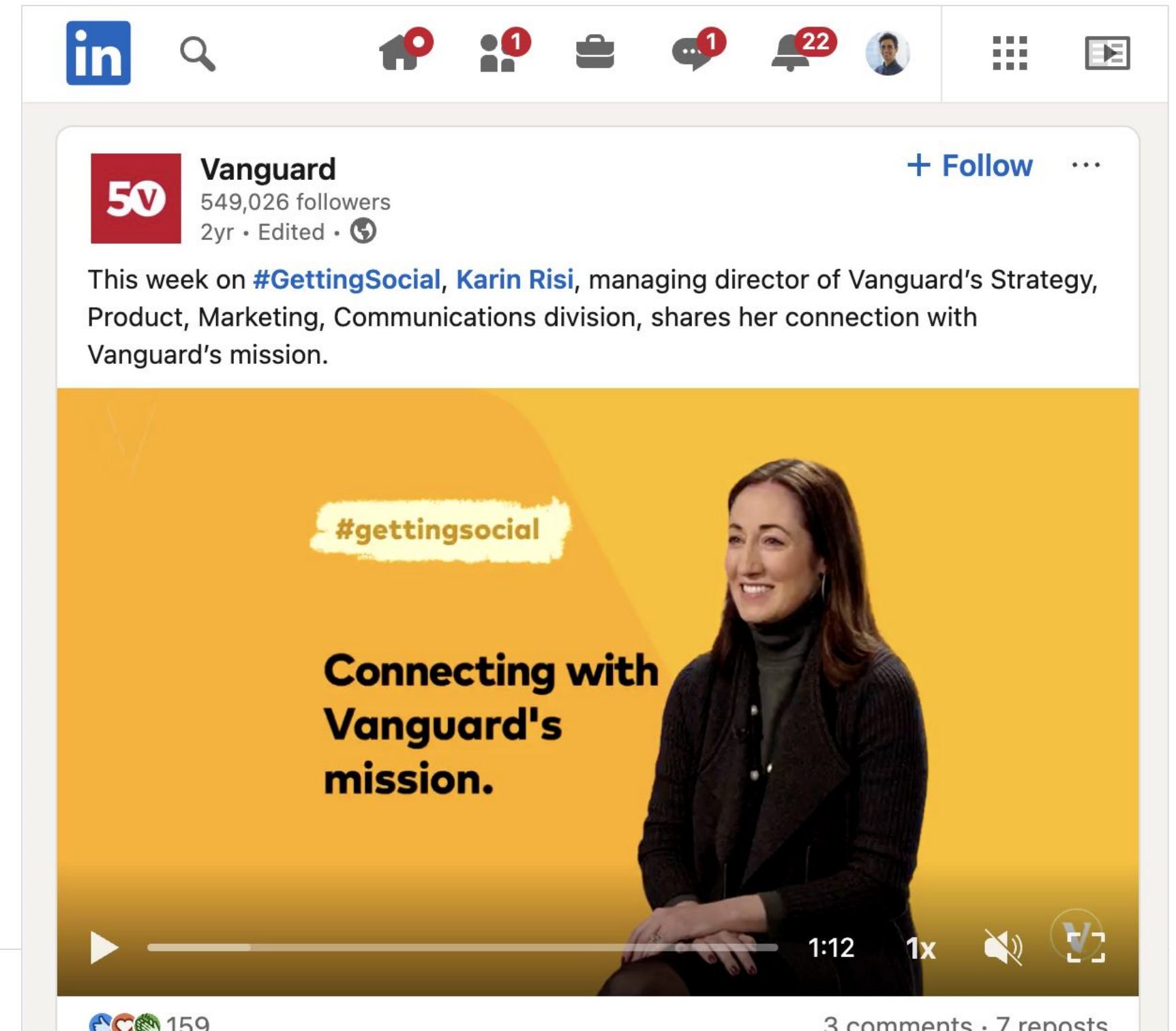
Vanguard's #GettingSocial Series

Building habits with weekly snackable video

- Vanguard runs a weekly social video series on investing and financial topics.
- Consistent cadence trains audiences to tune in, driving repeat engagement.
- Short, digestible insights make it easy for busy viewers to stay informed.
- Proves that snackable + consistent = long-term audience loyalty.

Regular, relevant video builds trust—and a following.

Vanguard[®]



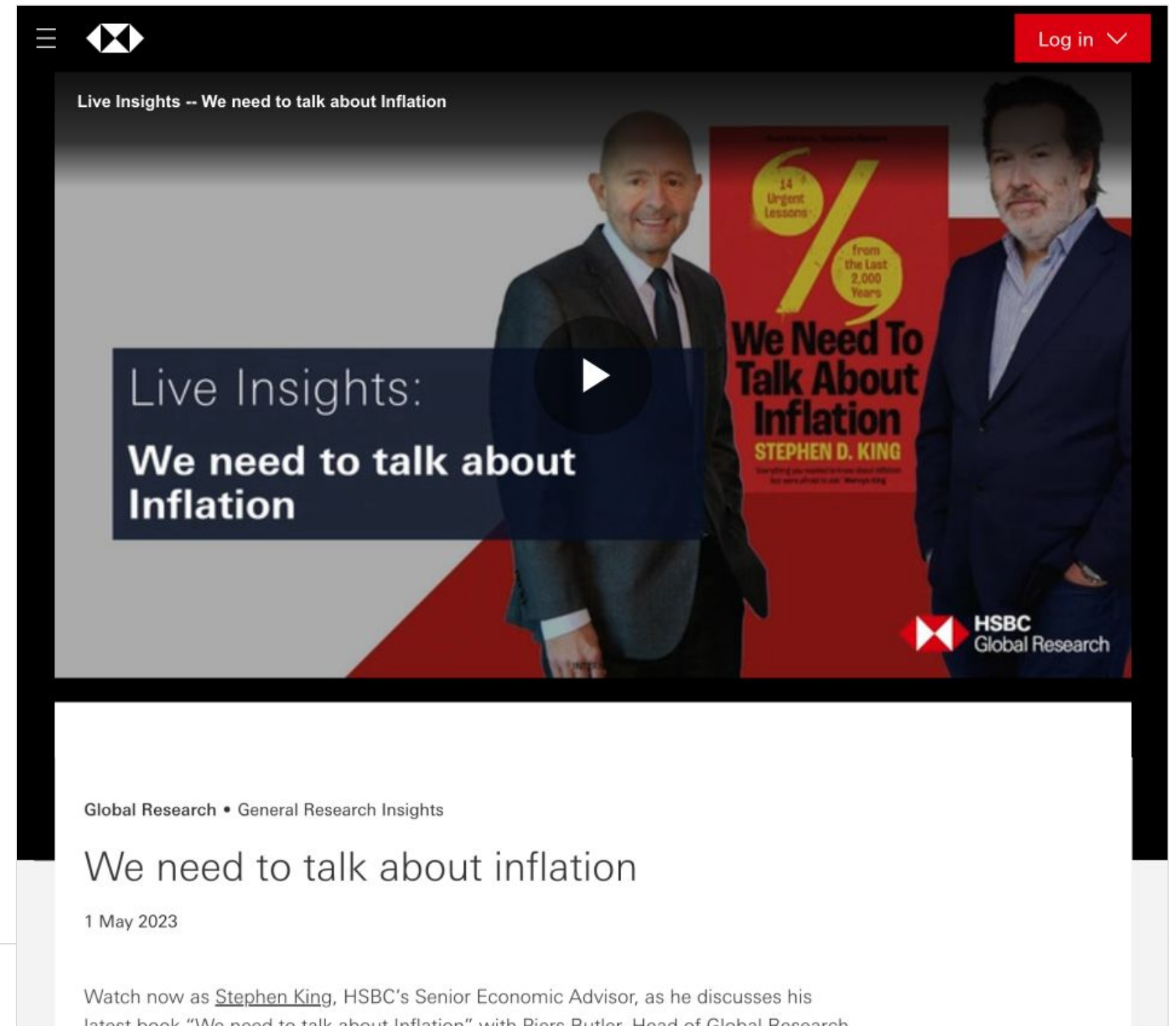
HSBC's executive social



Boosting engagement with thought leadership on LinkedIn

- HSBC rolled out short-form video featuring executives on industry topics.
- Paired with long-form content to maintain a steady stream of C-suite insights.
- Found LinkedIn ideal for distributing snackable content to financial audiences.
- Result: Increased traffic, engagement, and brand visibility.

Snackable video made leadership visible—and the brand more relatable.



Humanizing the brand, attracting top talent

Blackstone

- Since 2018, Blackstone has produced humorous holiday videos featuring employees and execs.
- Designed to showcase culture and break the buttoned-up brand stereotype.
- Videos have had a direct impact on recruitment and employer brand perception.
- One candidate said: “I want to work here because of the holiday video. You guys know how to make fun of yourselves.”

When culture is real—and on video—it becomes a magnet for talent.



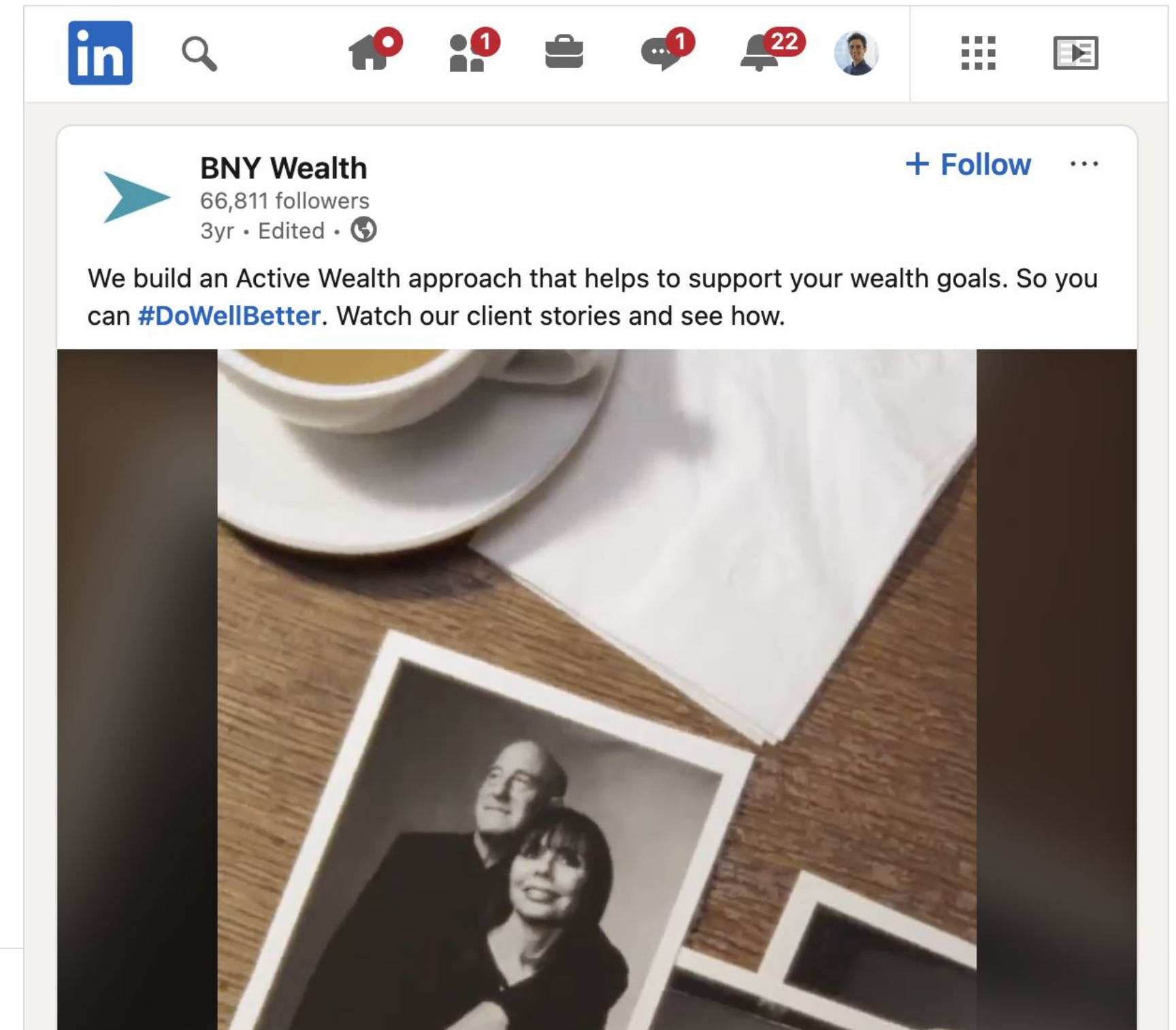
BNY Mellon's #DoWellBetter series



Humanizing BNY Mellon Wealth Through Client Stories

- BNY Mellon used short video interviews to spotlight how clients use their wealth for good.
- Showcased the impact of sound investing through real, purpose-driven stories.
- Created a human connection with audiences—especially on social platforms.

Client stories make finance feel personal—and social.



Blackstone

"The initial goal of our snackable video series was to create something fun for employees and highlight our culture, *and it's kind of taken on a life of its own*"

— Christine Anderson
Global Head of Corporate Affairs



"TikTok *brings awareness* and different eyes that would not have seen us before."

— Julie Waddle
VP Marketing



"We put a 15- to 30-second video out there for mobile. Younger consumers don't want to read a 15-page dissertation why your credit union is great. *They want things in a nutshell. It really works.*"

— Gina Finch
VP of Marketing

BKS Bank

"*My team uses video for everything.* I honestly don't think we could live without it anymore."

— Marion Jester
Head of Communications, PR & Strategy