

10 WAYS TO EVOKE JOY IN YOUR MARKETING VIDEOS

Why is joy an important emotion when it comes to video ads? Joy has a one of the biggest influences on viewer engagement, video completion rate, message retention, purchase intent, and the overall success of an ad. Further, videos that effectively evoke joy and positive emotions from viewers are far more likely to be shared via social media than videos that trigger any other emotions. Here are 10 sure-fire ways to evoke joy in your marketing videos:

- 1** Include clips/images of people smiling and/or laughing. Viewers are more likely to smile and feel joy when seeing people who are smiling or laughing.
- 2** Use the “fear and relief technique”. Start your video with a storyline that builds suspense, and then show a positive resolution. The feeling of relief can trigger very high levels of positivity and joy.
- 3** Draw viewers in by focusing on the human experience rather than the product itself. Everyone can relate to positive human experiences, as opposed to product features. For example, car commercials that tell a story have been found to perform much better than those that mainly focus on the car’s features. Learn more here: <http://bit.ly/2stQHyf>
- 4** Include strategically placed human contact. Something as simple as a hand on a shoulder or a high five can boost overall positivity.
- 5** It might sound obvious, but including “cute” things such as babies or puppies is an easy way to quickly increase joy, even if they are subtly in the background and not the main focal point.
- 6** Keep your scene transitions smooth and subtle. Fast and rapid scene transitions force viewers to figure out what’s happening in the video, which can decrease emotion and lower levels of joy.
- 7** Include images of people collaborating. Whether it is two people working on a project or two people talking about their differences, collaboration has been shown to evoke feelings of positivity and joy.
- 8** Carefully craft the background music to match what’s happening in the video. For example, a video of someone overcoming an obstacle and achieving success should feature music that reflects hardship and then gradually becomes inspirational. The continuity between the music and storyline has been shown to increase joy.
- 9** Use inclusive language. Words like “us”, “we”, and “together” typically evoke more positive responses than words like “me”, “I”, and “alone.”
- 10** Show one or more people celebrating a victory. It can be a sporting event, a raffle, a political election, or any other competition that is relevant to the topic of your video. When we see others expressing hard fought happiness and excitement, we typically follow suit.