


A large crowd of people, mostly men in business attire, are gathered at what appears to be a summit or conference. Many individuals are looking down at their smartphones, suggesting a focus on mobile technology. The background is filled with a dense group of people, some looking towards the camera and others looking away. The overall atmosphere is busy and professional.

*“THE ULTRA-SHORT  
VIDEO PORTFOLIO”*



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A large crowd of people, mostly men in business attire, are gathered at what appears to be a summit or conference. Many individuals are looking down at their smartphones, illustrating the concept of shortened human attention spans. The background is filled with people, some looking towards the camera and others looking away.

*THE HUMAN ATTENTION SPAN  
HAS SHORTENED FROM 12 SECS  
TO 8 SECS IN THE PAST 10 YEARS.*

A large crowd of people, mostly men in business attire, are gathered at what appears to be a summit or conference. Many individuals are looking down at their smartphones, suggesting a focus on mobile technology. The background is filled with people, creating a sense of a busy, high-profile event.

*“ONLINE VIDEO WILL ACCOUNT  
FOR 69% OF ALL CONSUMER  
INTERNET TRAFFIC IN 2017.”*

*Marketing Insiders Group*



*“45% OF ALL VIEWERS WILL STOP WATCHING A VIDEO AFTER ONE MINUTE, AND 60% BY TWO MINUTES.”*

*- Visible Measures*

A large crowd of people, mostly men in business attire, is shown from a high-angle perspective. Many are looking down at their smartphones. A white rectangular text box is overlaid in the center of the image.

*CONTENT 365*

*HORSES | BOURBON | CRAFT BEER | CULINARY*



95% of the world's  
bourbon supply  
is made in Kentucky.









A woman with long dark hair, wearing a dark red dress, stands in a bar or restaurant. She is holding a glass of beer with both hands. The background is slightly blurred, showing a bar counter, a menu board, and another person in the distance. The lighting is warm and indoor.

RESPECT THE BOURBON.  
DRINK THE BEER.  
#BREWGRASSTRAIL



A large crowd of people, mostly men in business attire, are gathered at what appears to be a summit or conference. Many individuals are looking down at their smartphones, suggesting a focus on digital technology. The background is filled with a dense group of people, some looking towards the camera and others looking away. The overall atmosphere is busy and professional.


*WHAT HAVE WE LEARNED  
IN 6 MONTHS?*

A large crowd of people, mostly men in business attire, are gathered at what appears to be a summit or conference. Many individuals are looking down at their smartphones, suggesting a high level of mobile device usage. The background is filled with more people, creating a sense of a busy, crowded event.

*AVG. VIDEO WATCH TIME  
IS 12-14 SECONDS ON  
FACEBOOK.*

A large crowd of people, mostly men in business attire, are gathered at what appears to be a summit or conference. Many individuals are looking down at their mobile devices, suggesting a high level of mobile usage. The background is filled with people, creating a sense of a busy, crowded event.

*41% OF YOUTUBE VIEWERS  
WATCHED ON A MOBILE  
DEVICE.*

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*VIEWS AND ENGAGEMENT  
WERE THE LOWEST ON  
INSTAGRAM.*

A large crowd of people, mostly men in business attire, are gathered at what appears to be a summit or conference. Many individuals are looking down at their smartphones, suggesting a focus on mobile technology or digital marketing. The background is filled with people, creating a sense of a busy, high-profile event.


### *3 THINGS TO PONDER...*

*(A) INVEST IN B-ROLL/UTILIZE STATE FILM INCENTIVES*

*(B) ACCOUNT FOR SOUND NOT BEING ENABLED*

*(C) YOU DON'T HAVE TO TELL IT ALL AT ONCE*





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