

Challenge #3 Inspiration and Ideas

MAKING SOCIAL VIDEO WORK FOR YOU: A TOOLKIT FOR GETTING STARTED@2019CREATED BY BARRIO DIGITAL LIMITEDBARRIODIGITAL.CO.UK

STEP 2: YOUR RESPONSES TO OUR EXAMPLES



Example	Likes	Dislikes
Emotional Connection: Amex		
Showing Value: Hubspot		
Clear Authenticity: WeWork		