

Damn Fine Documentary!

Our survey of the best in brand documentary



Powerful film & animation hand-raised in London
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Hello Hello!

Following the success of our popular Awesome Animation! survey, we're delighted to launch our first study on the use of short documentary-style films across the digital channels of the UK's top 250 brands and businesses.

On today's crowded channels, authenticity is key, which is why the short documentary format and its stylings - real people telling their stories in their own words - has come to dominate the way that brands are using video, particularly on social media.

However, we've observed that much of the brand documentary work out there falls way short of the mark. So here we reveal the highlights from our study with the aim to highlight common mistakes, celebrate great work and offer tips for success.



Our Methodology

Using the Consumer Superbrands, Business Superbrands, FTSE100 and Fast Track lists, our panel of Judges have looked at the use of short, documentary-style films on the digital channels of 250 of the biggest and best brands and businesses operating in the UK market.

Where short, documentary-style film was used, scoring was out of 100 using 5 criteria:

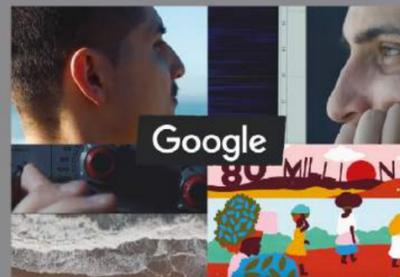


Overall Top 20

Our overall Top 20 is collated from the best scoring companies from the Consumer Superbrands, Business Superbrands, and FTSE100 lists.

1	Google	6	WeTransfer	13	Dropbox
2	Gillette	7	Facebook	14	BP
3	IBM	8	Volvo	15	Rolex
4	Apple	9	Nike	16	Booking.com
5	Microsoft	10	Emirates	17	Canon Europe
		11	LinkedIn	18	IKEA
		12	PayPal	19	AXA, DHL, HSBC, TSB

9 US Tech and Internet-based companies in the overall top 20.



“ A huge range of high quality documentary-style stories with some truly stand out work and intelligent use on social channels too. ”

Top level findings

“ US Tech and Internet-based companies lead the way when it comes to using short documentary-style films in terms of story telling, photography, execution and emotional connection. ”

90% of the companies surveyed are using short documentary-style films

46 average number of films produced across channels per company

Six companies produced **100+** films in the last 12 months

28% number of companies surveyed who managed to score above our minimum benchmark of 60/100.

Overall, very much a story of **quantity over quality.**

YouTube & Facebook are the most commonly used channels for short, documentary-style films

The naughty list

Walking but never going anywhere...

Our aim is to highlight trends and best practice, however when reviewing such a wide selection of films in a similar genre or style we also notice repeated mistakes or poor creative choices. Throughout this study we found that the visual technique of following a subject as they walk was somewhat overused, and more often than not without any narrative justification.



Top 10s

Business Superbrands

1	Google
2	IBM
3	Microsoft
4	WeTransfer
5	LinkedIn
6	PayPal
7	Dropbox
8	Emirates
9	BP
=10	AXA, DHL, HSBC, TSB

Consumer Superbrands

1	Gillette
2	Apple
3	Volvo
4	Facebook
5	Nike
6	Rolex
7	Booking.com
8	Canon Europe
9	IKEA
10	YouTube

FTSE100

1	bp
2	HSBC
3	Vodafone
4	Sainsbury's
5	Schroders
6	Unilever
7	Centrica
8	Burberry
9	Lloyds Banking Group
=10	Aviva, Tesco

Best film

1	Google Daniel & The Sea	1	Microsoft An Artist in Full Bloom
3	VOLVO The Unseen Ocean	1	Apple Shot on iPhone XS
5	Google Metal Detector	8	BP Igniting the Energy Within
6	LinkedIn Grimsby United	9	IKEA Learn Embroidery
7	Booking.com A Traveller finds his roots	10	WeTransfer Make it Real

Honourable mentions: IBM, Facebook, Nike, Gillette, Cisco, AXA

We'd love to chat about how we can support you in using documentary to grab and keep your audience's attention. We're happy to be a sounding board or to give a fresh perspective on your current approach.

If this sounds interesting, or if there's anything specific you'd like help with, do give us a call on 0207 833 6160, or email jeremy@gorilla-gorilla.com

We've collected together our top 10 best films and other key examples into a handy album online: vimeo.com/showcase/6737512
Password: DFD2020



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