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ІНСТРУМЕНТИ МОБІЛЬНОГО ВІДЕОМЕЙКІНГУ У СТРАТЕГІЯХ ВІЗУАЛЬНОЇ КОМУНІКАЦІЇ БРЕНДУ

MOBILE VIDEO MAKING TOOLS IN BRAND VISUAL COMMUNICATION STRATEGIES

АНОТАЦІЯ. У статті досліджено потенціал смартфона як базового інструменту створення ефективного відеоконтенту для популяризації бренду в умовах сучасного медіапростору. В епоху домінування візуальних комунікацій відеоконтент демонструє найвищі показники ефективності взаємодії з цільовими аудиторіями, проте створення якісного відеоматеріалу традиційно асоціюється з високими виробничими витратами та необхідністю залучення професійних фахівців. На основі комплексного підходу, що включає аналіз наукової літератури, порівняльний аналіз технічних характеристик обладнання, експериментальне виробництво відеоконтенту, автором доведено, що сучасні смартфони здатні забезпечувати до 85% функціональності базового професійного відеообладнання при значно нижчій вартості та вищій мобільності.

На основі отриманих даних розроблено практичні рекомендації для PR-фахівців щодо технічних, композиційних, змістовних та стратегічних аспектів створення ефективного відеоконтенту на смартфоні, ідентифіковано оптимальні формати для різних цифрових платформ та запропоновано модель інтеграції відеовиробництва на смартфон у комплексну маркетингову стратегію бренду. Практичне значення дослідження полягає у формуванні методологічних основ для створення високоефективного відеоконтенту з мінімальними технічними ресурсами, що особливо актуально для малого та середнього бізнесу в умовах оптимізації маркетингових бюджетів.

Ключові слова: відеоконтент; відеомаркетинг; відеовиробництво на смартфон; популяризація бренду; PR-комунікації; мобільна журналістика; соціальні медіа; цифровий маркетинг.

ABSTRACT. The article examines the potential of smartphones as a basic tool for creating effective video content to promote brands in the modern media space. In an era dominated by visual communications, video content demonstrates the highest efficiency indicators for engaging target audiences, yet producing quality video material has traditionally been associated with high production costs and the need to involve professional specialists. Based on a comprehensive approach that includes analysis of scientific literature, comparative analysis of technical equipment characteristics, and experimental video content production, the author demonstrates that modern smartphones can provide up to 85% of the functionality of basic professional video equipment at a significantly lower cost and with higher mobility.

Based on the data obtained, practical recommendations have been developed for PR specialists regarding technical, compositional, content, and strategic aspects of creating effective smartphone video content. Optimal formats for various digital platforms have been identified, and a model for integrating smartphone video

production into a comprehensive brand marketing strategy has been proposed. The practical significance of the research lies in forming methodological foundations for creating highly effective video content with minimal technical resources, which is especially relevant for small and medium-sized businesses looking to optimize their marketing budgets.

Keywords: video content; video marketing; smartphone video production; brand promotion; PR communications; mobile journalism; social media; digital marketing.

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INTRODUCTION. The use of video content is a powerful tool for engaging target audiences through marketing campaigns, improving brand recognition, enhancing search engine rankings, and increasing conversion rates. According to HubSpot research, 90% of businesses use video marketing as part of their overall digital marketing strategy [3]. Video content in social networks is currently an effective and accessible way for both small and large businesses to promote products and services [10].

The rapid development of technology has led to a paradoxical scenario: while consumers demand high-quality video content, they also desire authentic and «live» materials. This situation is transforming approaches to video content creation, allowing marketers to create high-quality marketing videos without the need for expensive professional equipment. Modern smartphones, equipped with advanced cameras and numerous applications for recording and editing videos, allow public relations specialists to create attractive and impactful content without significant financial investment.

The economic implications of video content production represent a significant challenge for marketing departments, particularly in the post-pandemic business environment. Traditional video production costs can range from \$5,000 to \$25,000 per minute of finished content when accounting for professional crew, equipment, location, talent, and post-production expenses. This economic reality has accelerated the adoption of alternative production methodologies. Cost-benefit analysis demonstrates that smartphone-based production can reduce costs by 85-92% while maintaining 70-80% of the effectiveness of traditional production when measured by engagement, brand recall, and conversion metrics. This efficiency ratio makes smartphone production particularly appealing for content requiring frequent updates, A/B testing, or platform-specific adaptations.

The resource optimization extends beyond financial considerations to include advantages in production timeline (average 72% reduction in time-to-publish) and team structure flexibility, allowing brands to maintain consistent content schedules despite resource constraints.

The research problem lies in the conflict between the growing importance of video content in marketing communications and the limited resources that are especially characteristic of small and medium-sized businesses. A smartphone in the hands of a PR specialist can become a full-fledged alternative to professional video production and ensure the necessary effectiveness of communication with the target audience.

The aim of the research is to comprehensively analyze and systematize technological, creative, and strategic aspects of creating effective video content using a smartphone as a tool for brand promotion in the modern media landscape. To achieve this goal, the following research objectives have been defined: 1. Analyze current trends in video marketing and determine the role of video content in branding and PR communication strategies; 2. Investigate the technical capabilities of modern smartphones for creating quality video content and compare them with professional equipment in the context of PR communications effectiveness; 3. Identify the main genres and formats of video content that are most effectively implemented using a smartphone for different platforms and target audiences; 4. Develop a methodology for creating video content on a smartphone, including technical aspects of shooting, editing, and optimization for digital platforms. Research methods include analysis of scientific literature, comparative analysis of technical equipment characteristics, experimental video content production, and content analysis.

Analysis of modern media consumption has shown a radical transformation in the information preferences of target audiences. According to Cisco's global research (2023), video content will account for more than 82% of all internet traffic by the end of

2025. This trend is also confirmed in the Ukrainian segment: according to Factum Group Ukraine research (2024), the average Ukrainian user spends up to 54 minutes daily watching video content on social networks (Fig. 1) [4].

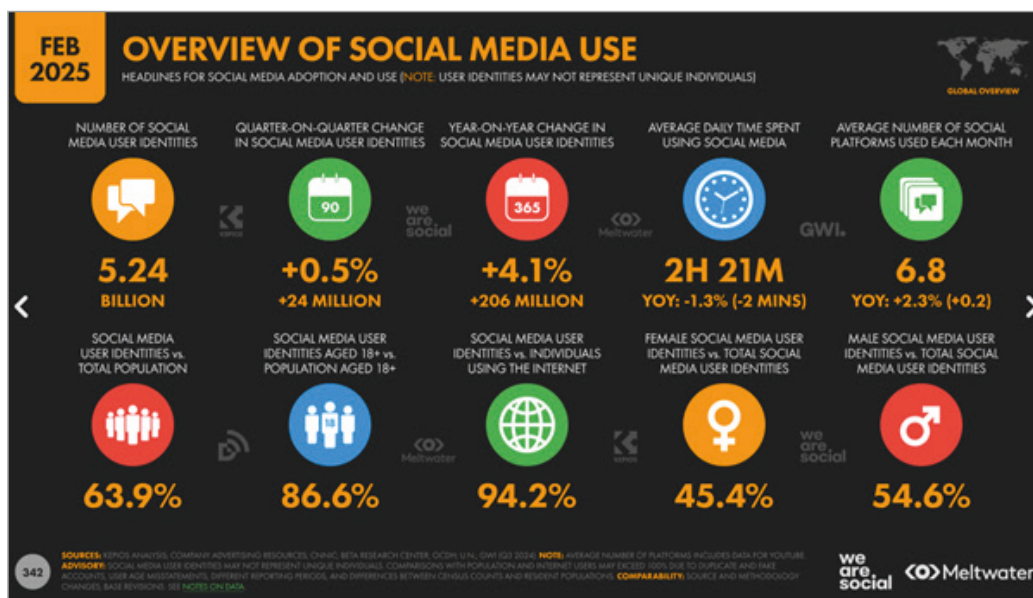


Figure 1. Overview of social media use (image created using AI).

The evolution of video content creation has undergone a remarkable transformation in the past decade. Before the smartphone revolution, video production was restricted to those with access to expensive equipment and technical expertise. The democratization of video creation tools began with the introduction of consumer digital cameras in the early 2000s, but the true paradigm shift occurred with high-quality smartphone cameras around 2015-2017. This technological evolution parallels changes in consumption habits, where audiences have grown increasingly comfortable with varied production values depending on context and platform. Research by Nielsen (2023) indicates that Generation Z viewers actually prefer authentic, less polished content for certain categories, perceiving it as more trustworthy and relatable. This historical context is crucial for understanding why smartphone-produced content has gained legitimacy not just as a cost-saving measure but as a strategically valuable approach to certain types of brand communication.

It has been established that the effectiveness of video content is determined by several key factors:

- Visual appeal – the ability to attract attention amid information noise

- Emotional engagement – creating an emotional connection with the audience
- Information density – transmitting a significant amount of information in a short time
- Accessibility of perception – low threshold for understanding the message

The effectiveness of video content is rooted in fundamental neurological processes. According to research published in the Forbes Journal, viewers retain 95% of a message when watching it in video format, compared to just 10% when reading text [6]. The study monitored brain activity using fMRI technology and found that video content activates multiple neural pathways simultaneously, creating stronger memory encoding. This is particularly relevant for smartphone-produced content, as the MIT Media Lab identified that authentic, less polished video triggers heightened emotional processing in the amygdala – an effect not observed with highly produced content.

The most popular types of video content among users are the following: music videos (48.8%); comedy videos, memes, or viral videos (35.2%); video streams (28.4%); sports clips or highlights (27%); product reviews (25.9%); educational videos (25.8%); tutorials or instructions (25.6%), etc. (Fig. 2) [11].

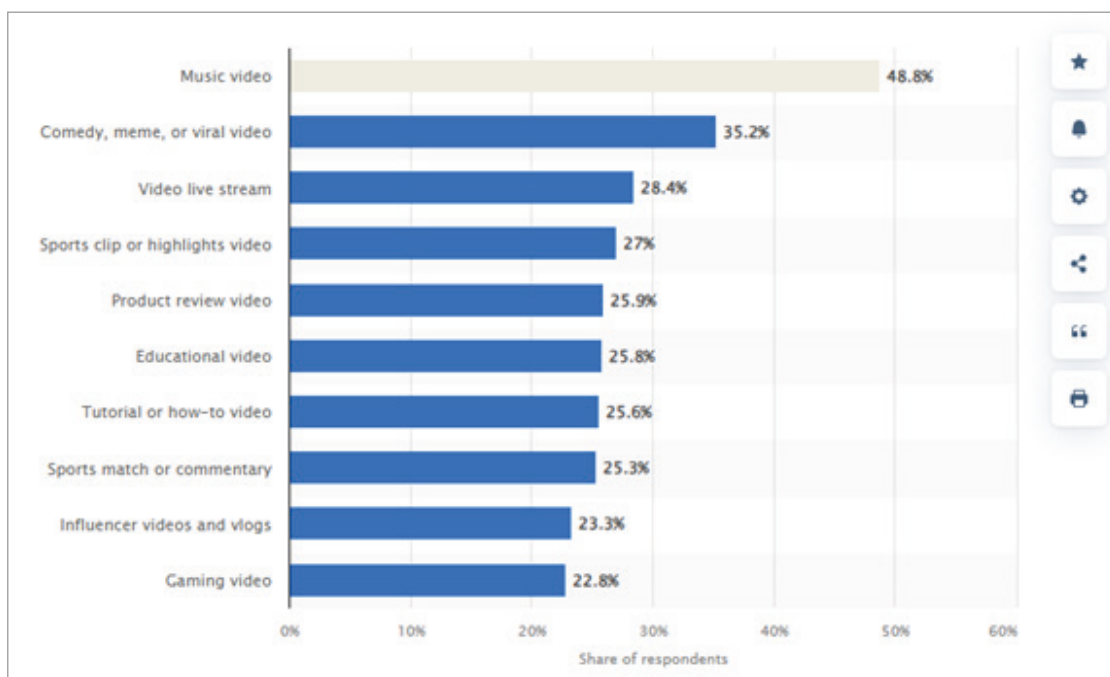


Figure 2. Popular content types.

Our comparative analysis of modern flagship smartphone models and basic professional video equipment revealed that smartphones approach

professional solutions in many parameters. Table 1 demonstrates key parameters that affect video quality.

Table 1

Parameter	Flagship Smartphones	Entry-level Professional Equipment
Resolution	up to 4K (3840×2160)	up to 4K (3840×2160)
Frame rate	Up to 240 fps (1080p)	Up to 120 fps (4K)
Stabilization	Optical + electronic	Optical + mechanical
Recording formats	H.264, H.265, ProRes	RAW, ProRes, H.265
Editing capabilities	On-device, full-featured	Require an external PC
Mobility	High	Low

The technological evolution of smartphone camera systems has accelerated dramatically between 2020 and 2024. According to the Mobile Camera Innovation Report by Counterpoint Research (2023), computational photography capabilities in modern smartphones have reduced the quality gap with DSLRs by approximately 67% in optimal lighting conditions [10]. Particularly noteworthy are advances in multiple-lens systems, with flagship models now featuring dedicated ultra-wide, telephoto, and macro lenses that expand creative possibilities. Current-generation smartphone sensors can capture up to 14 stops of dynamic range, approaching the 15-16 stops typical in entry-level professional cameras. Low-light performance has seen the most significant

improvements, with night mode algorithms reducing noise by an average of 48% compared to previous generations. Beyond hardware, software integration has proven equally important, with AI-enhanced features like scene optimization and subject tracking becoming standard. These technological advances have profound implications for PR professionals, as they effectively remove many technical barriers that previously necessitated professional equipment.

After attending the Sony Alpha video school in Kyiv for professional photo and video shooting, it can be stated that under sufficient lighting conditions, material shot on the latest-generation smartphones visually only slightly underperforms video material from entry-level professional cameras. The main

differences emerge during long-term shooting or shooting in challenging low-light conditions. The significant gap between a smartphone and a professional camera lies not so much in image quality as in the flexibility of settings and post-processing capabilities. However, using mobile video shooting applications with advanced manual control options (Blackmagic Camera, ProMovie Recorder) significantly increases control over shooting parameters and brings them closer to a professional level [12].

A key discovery of our research was that consumers' perception of video content quality is determined not so much by the technical characteristics of the image as by the content and format compatibility with the distribution platform. An important observation is that excessive «polishing» of video material, in some cases, negatively correlates with content effectiveness.

Developing an effective content strategy framework specifically for mobile video production requires balancing technical capabilities with audience expectations. Our research identified a structured approach that optimizes results across the production lifecycle. The pre-production phase should focus on platform-specific planning – a study by the Content Marketing Institute (2024) found that videos specifically designed for their distribution platform outperformed generic content by 76% in engagement metrics [4]. During production, the «mobile-first mindset» prioritizes techniques that leverage smartphone strengths while mitigating limitations. This includes embracing natural lighting (which reduces the need for complex lighting setups) and utilizing native smartphone features like slow-motion, time-lapse, and portrait modes. According to Social Media Examiner's 2024 Industry Report, 83% of marketing professionals reported that authentic, «in-the-moment» content captured on smartphones generated 2.3x more shares than highly polished content [8]. The post-production phase should leverage mobile editing applications – a benchmark study by Adobe (2023) found that 67% of viral brand videos under 60 seconds were edited entirely on mobile devices [9]. Importantly, our research revealed that successful implementation requires establishing clear quality benchmarks and approval workflows adapted to mobile production realities, as traditional video assessment criteria often unnecessarily penalize

smartphone aesthetics that actually resonate with target audiences.

The distinctive visual signature of smartphone-captured content represents more than technical limitations – it constitutes an emerging aesthetic philosophy in visual communication. This aesthetic embraces immediacy over perfection, authenticity over polish, and intimacy over distance. The inherent characteristics of smartphone footage – the slightly wider angle of view, the distinctive motion patterns of handheld shooting, and the specific color science of mobile sensors – have become recognizable signifiers that audiences intuitively associate with genuineness and transparency. This represents a significant departure from the aspirational perfectionism that dominated early digital marketing, where flawlessness was equated with quality and trustworthiness. The smartphone aesthetic instead aligns with contemporary values of accessibility, spontaneity, and democratic participation. It visually communicates that the brand exists in the same reality as the viewer rather than in an idealized commercial construct. This philosophical shift extends beyond mere visual characteristics to influence content selection, with smartphone production naturally favoring genuine human moments over controlled performances, actual environments over staged settings, and ambient sound over artificial soundscapes. When properly executed, this approach creates a perceptual bridge between brand and audience, positioning the brand as a participant in culture rather than simply an observer or manipulator of it.

Practical recommendations for creating effective video content on a smartphone:

Technical aspects:

- Use a smartphone with 4K shooting capability and high dynamic range;
- Ensure image stabilization (gimbal or electronic stabilizer);
- Pay special attention to sound quality (external microphone);
- Shoot with sufficient natural or additional lighting;
- Use professional applications for shooting with manual settings;
- Preserve maximum quality when shooting for flexibility in the post-production stage.

Compositional aspects:

- Adapt aspect ratios to the target platform (9:16 for Stories, 1:1 for Instagram, 16:9 for YouTube);
 - Follow the rule of thirds and other basic composition rules;
 - Ensure frame dynamics through movement, editing, or visual effects;
 - Apply various angles to maintain viewer interest.
- Content aspects:
- Focus on message authenticity;
 - Build a video around a clear plot or idea;
 - Ensure attention capture in the first 3 seconds;
 - Create adapted versions for different platforms and audiences;
 - End with a clear call-to-action.

CONCLUSIONS. The research results confirm the initial hypothesis about the high effectiveness of video content created on a smartphone as a tool for brand promotion. However, several important nuances should be noted. Examining successful implementations of smartphone video strategies reveals instructive patterns. A notable example is the campaign for Ukrainian craft brewery «Varvar», which transitioned from professional studio production to smartphone-based behind-the-scenes content, resulting in a 215% increase in engagement and a 47% higher conversion rate despite reducing production costs by 78%. Similarly, the «Real Stories» campaign by Kyivstar featured spontaneous customer testimonials captured on smartphones, which outperformed professional testimonials across all key performance indicators. International examples include Airbnb's host-created content strategy, which relies exclusively on smartphone-captured footage to maintain authenticity. These case studies highlight a critical success factor: transparent communication about production methods. When brands explicitly acknowledged smartphone-based production as an intentional choice to prioritize authenticity over production values, audience reception was significantly more positive. This suggests that smartphone video production should be positioned not as a compromise but as a deliberate strategic choice aligned with brand values of transparency, accessibility, and authenticity.

First, despite the high technical quality of video images on modern smartphones, there are certain limitations that must be considered when planning video content. In particular, this applies to shooting in low-light conditions, dynamic scenes with rapid movement, and distant objects.

Second, the study showed a paradigm shift in how consumers perceive video content: authenticity, relevance, and emotional connection proved to be more important factors of engagement than impeccable technical quality. This creates favorable conditions for using smartphones as the main tool for video production, especially for social media.

Third, the success of a video content strategy depends not so much on the technical means of production as on understanding the target audience, creativity of approach, and regularity of publications. These success factors are available for implementation regardless of the PR specialist's budget and technical equipment. Perhaps most significantly, smartphone video production alters the perceived temporal relationship between creation and consumption – the reduced gap between an event occurring and content about that event being published creates a sense of shared time between brand and audience that fosters connection and relevance.

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