

# FINTECH



**3 WAYS TO MAKE YOUR FINTECH  
VIDEO MARKETING STRATEGY  
MORE IMPACTFUL**

**WOOSHII**

# HELLO!



Here at Wooshii we've seen an increase in demand for video content from our clients within FinTech and Financial Services.

That's because video is the most effective communication tool to showcase and articulate your product, champion your success stories and client partnerships and also promote your brand to both B2B and B2C audiences.

We love working with our FinTech clients on their creative video strategies. It's a bright, essential and, most importantly, developing industry - with vital new tools, services and technology to support global financial structures and their customers.

We've put together this short report to share our learnings and expertise in this sector, and we hope you find it useful when developing your own video content strategy,

Enjoy the read, and if you've any questions or would like to chat in more detail, please don't hesitate to get in touch!

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**WOOSHII**



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INTRO



**"THE GLOBAL  
FINTECH INDUSTRY  
IS PREDICTED TO  
GROW FROM  
\$115BN IN 2021 TO  
\$936.5BN BY  
2030"**

The words '**financial services**' and '**dynamic**' are not exactly the most traditional of bedfellows. However, in recent years the consumer side of the industry has seen a major revolution, with brands such as Monzo and Revolut bringing colourful cards and shiny apps to a sector once overshadowed by dusty cheque books and lengthy queues to see a bank teller.

Both consumers and businesses have seen the innovation brought by the fusion of financial services and technology, and engaged with it, to the extent that the global Fintech industry is predicted to grow from \$115bn in 2021 to \$936.5bn by 2030.

Underpinning this new, more exciting financial services industry is a multitude of new technologies which help to both enhance and automate the experience of using financial products, from debit cards to payment methods such as Buy Now Pay Later (BNPL). These primarily come under the banners of artificial intelligence, blockchain, cloud computing and big data.

The advantage that many new challengers in the financial services space have is that they are built from the ground up, compared to the older guard of institutions that rely on outdated legacy technology. To some extent, they can be viewed more as tech companies than financial ones. This allows them to be much more nimble when it comes to rolling out new features to their consumer and business customers.

# 2 MAJOR CHALLENGES

The first lies in the complexity created when the worlds of technology and finance come together, falling under the remit of marketing teams within these very advanced companies to clearly convey complex information to audiences with varying degrees of knowledge.

Secondly, like any business within the financial services space, they are very closely regulated and must ensure that any marketing communication abides by the Financial Conduct Authority (FCA)'s strict rules.

**Just as Fintech takes a dynamic approach to the financial services industry, there needs to be a dynamic approach to its marketing, and that's where video takes center stage.**

We spoke to several experts within the Fintech industry to understand the challenges faced when a traditionally 'dry' and heavily regulated industry meets one that is technologically complex, and to illuminate how video is fundamental to getting across the benefits of their products and the industry as a whole.

This report gathers the above, alongside research and commentary from the video experts at Wooshii. We'll explain why video marketing is essential to Fintech firms and take you through 3 ways to make your video marketing strategy more impactful.

Plus you'll get a sneak peek into case studies from Financial Services clients we've worked with in the past, as well as some of our favourite Fintech adverts. We'll also showcase some of the tools that clients have been using to scale and deliver innovative video marketing campaigns.

So, without further ado, let's make like a cheque and bounce into the next section!

02

# CUTTING THROUGH COMPLEXITY



**45% OF UK  
ADULTS LACK  
CONFIDENCE  
WHEN  
MANAGING  
THEIR MONEY**

"Traditional financial services, by their nature, even if you ignore technology, are inherently complicated to the normal person," says Anna O'Shaughnessy, one of FinTech Magazine's Top 100 Women in Fintech 2022 who has worked for a variety of firms across the spectrum of financial services.

Why is it so complicated? Well, it's no longer a case of strolling into one of the so-called 'Big Four' banks and opening a basic current account, mortgage or pension. In the UK at the time of writing this report there are currently 324 banks operating, many of whom will offer the aforementioned accounts as well as a variety of ISAs, loans, credit cards and insurance products. On top of this, financial services are not just offered by legacy banks - we have pre-paid card operators without banking licences offering accounts, licensed neo-banks such as Monzo and Revolut, supermarkets and seemingly unrelated brands such as the AA acting as credit brokers.

*It's become a bit of a minefield!*

Customers are now faced with an enormous choice of brands and products, not dissimilar to the same choice we face when picking out toothpaste from a supermarket! As dictated by the regulator, all of these products then come with reams of terms and conditions for the consumer and indeed the companies themselves to understand. It's not surprising that nearly half (45%) of UK adults lack confidence when managing their money (Source: MaPS' 2021 Financial Wellbeing Survey)

**ARE WE NOW DOOMED TO LIVE  
IN A WORLD WHERE CHOICE  
OVERLOAD & OVERWHELMING  
COMPLEXITY MAKES FINANCIAL  
SERVICES INACCESSIBLE?**

Many of these new financial brands and their products arrive to market underpinned by complicated new technologies, such as blockchain, and offer consumers the chance to invest in new, technology-driven avenues for investment, such as peer-to-peer lending and cryptocurrency.

Not only is this an intimidating prospect, it's actually quite worrying when the FCA have reported the level of understanding in the latter is declining. While the percentage of people who have heard of cryptocurrency sharply increased from 42% in 2019 to 78% in 2021, the percentage of those who could correctly define it fell from 75% in 2020 to 71% in 2021.

Taking this into account, are we now doomed to live in a world where choice overload and overwhelming complexity makes financial services inaccessible to many people?

Not necessarily, according to O'Shaughnessy. "Bringing financial services and technology together is actually amazing," she says. "What technology has been able to do is say, OK, not only are we able to bring different products to the market and give people more choice and different ways for people of being able to assess their choice, we're now also going to use technology to help get all of the information a customer needs to make a decision about whether to open an account, buy that insurance product." This has led to the emergence of Compare The Market-style hubs which allow consumers to see a huge variety of products in one place.

The implementation of technology in financial services has also made purchasing products a lot easier through what O'Shaughnessy calls 'regtech', an element of Fintech where onboarding, anti money-laundering checks and the like can be done using a photo or video of yourself and a copy of your passport, meaning you never have to set foot in a branch to identify yourself in order to open a financial account.

Addressing the issue of regulation, O'Shaughnessy highlights the fact that while the FCA still requires that certain information is provided in text, and that in their documentation they still refer to the old-fashioned term 'telecoms' as a catch-all for ultra-modern communications technology, they are willingly moving forward and video is potentially a big part of that.

"Over time" she says, "the regulator might change their views about presenting information via video to aid people's understanding. The FCA is very focused on vulnerable people, so that might be people who have very low literacy levels being able to access the same financial products, as long as they are the right ones for them. For someone with low literacy, a video would be very impactful versus dense text, or even any text, about the financial services they're going into."



03

VIDEO:  
THE DYNAMIC  
CHOICE

**FINANCE DECISION MAKERS  
ARE 18% MORE LIKELY TO USE  
VIDEO AS A CHANNEL TO  
COMMUNICATE STRATEGY THAN  
THE AVERAGE INTERNET USER**

# VIDEO CAN EXPLAIN COMPLEX FINANCIAL SYSTEMS AND PROCESSES QUICKLY IN A WAY THAT IMMEDIATELY RESONATES WITH CONSUMERS

As we've just highlighted, consumers are potentially faced with a huge amount of choice when it comes to selecting the right financial product at a time when financial literacy is a serious issue. However, technology provides both an excellent filter and a way for people to onboard new products with ease.

**Video is an intrinsic part of helping people comprehend the financial landscape.**

This is reiterated by Laura Hauser, VP of Marketing at startup bank Griffin, who says; "Video can show customers how your product makes their lives better - whether it's a mobile app or a powerful B2B platform. Video can explain complex financial systems and processes quickly in a way that immediately resonates with consumers. You can show how systems interact with each other or convey how technology platforms work in seconds. You can command attention and interest with video, and commanding attention is critical in a world with so much noise. But most of all, video can bring a human touch to Fintech products and services that can often feel dry and mechanical."

Despite the FCA's slightly archaic view of modern technology, video certainly isn't an entirely new concept to the financial services industry. A massive 95% of people who work within the financial services or investment industries have watched a video in the last week. It's an important business tool too, as finance decision makers are 18% more likely to use video as a channel to communicate strategy than the average internet user. (GWI)

Therefore if you have a complicated product such as a cryptocurrency, or a new payment system which you need to sell-in to your customers, be that consumer or business, then the last thing you should be doing is adding to the problem by producing page after page of written bumf. As Griffin's Hauser states; "If a picture is worth a thousand words, then a video is worth a million."

The reason for the incredible efficacy of video is rooted in the brain and the way that it processes visual images. Moving images tend to be more emotive and engaging than even the most carefully crafted written words, and as a result are processed an incredible 60,000 times faster than text.

Only 10% of the message you're trying to get across will be taken in by the human brain if you use text to explain your product - create a video and your audience will retain a massive 95% of the information you're trying to convey.



**"IF A PICTURE IS WORTH A  
THOUSAND WORDS, THEN A  
VIDEO IS WORTH A MILLION."**

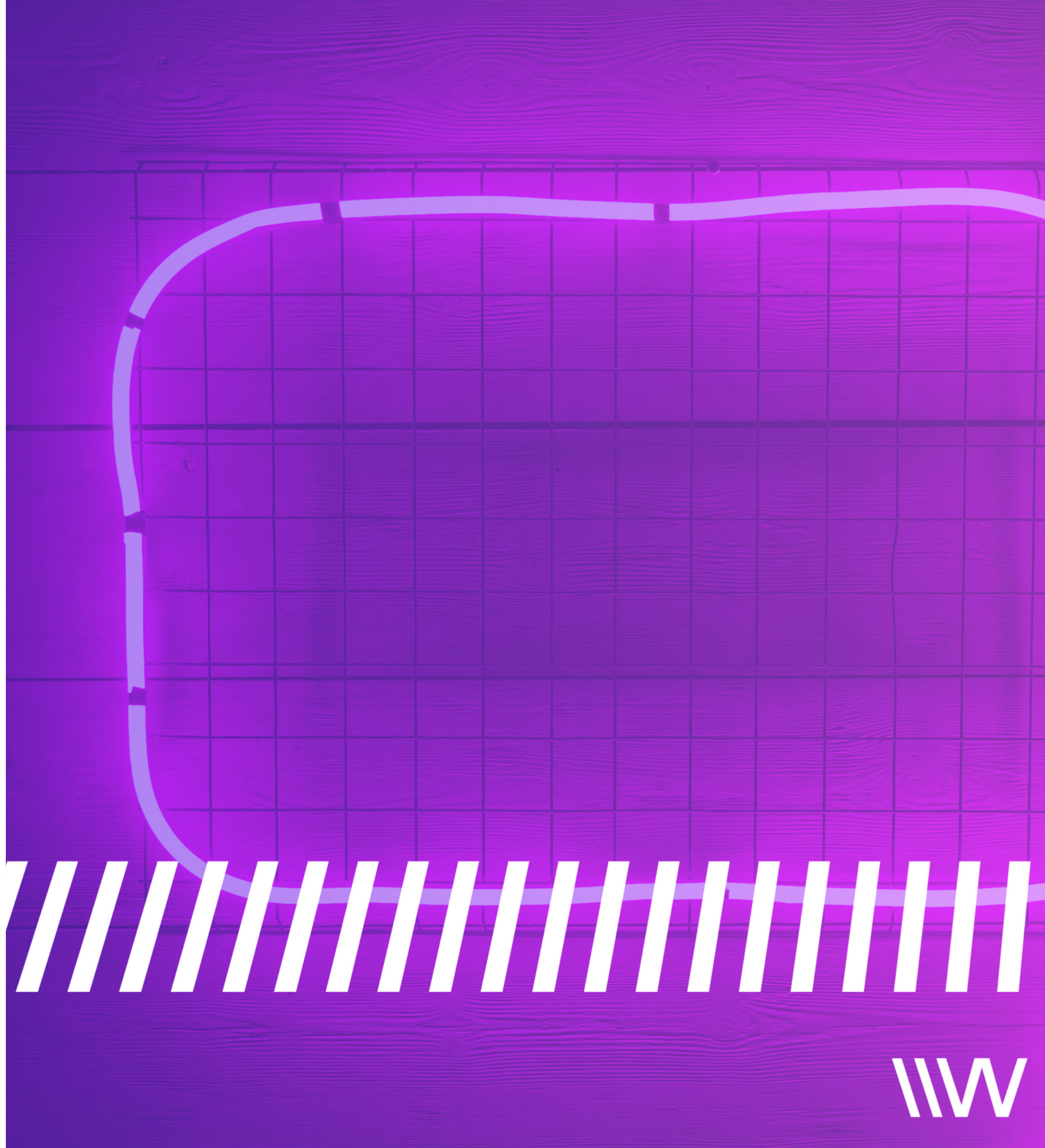
**LAURA HAUSER, GRIFFIN**

04

HOW CAN  
YOU MAKE  
THIS WORK  
FOR YOUR  
BUSINESS?

**WE KNOW THAT VIDEO MARKETING IS A BRILLIANT WAY TO CUT THROUGH THE COMPLEXITY OF FINTECH.**

**HOWEVER, THERE'S MORE TO CREATING A VIDEO MARKETING STRATEGY THAN JUST THROWING AN EXPENSIVE VIDEO OUT INTO THE WORLD AND EXPECTING EVERYONE TO UNDERSTAND YOUR PRODUCT.**





**HERE OUR EXPERTS  
REVEAL 3 KEY TIPS  
TO MAKE YOUR  
VIDEO MARKETING  
STRATEGY SING!**

# ONE



**TAILOR  
CONTENT FOR  
DIFFERENT  
AUDIENCES**

# TAILOR CONTENT FOR DIFFERENT AUDIENCES

As Anna O'Shaugnessy explains, "If you're marketing a product to another business they're going to want to understand how it'll fit into, or enhance, their current process. You'll most likely need different videos for different C-Suite members, too. Certain stakeholders that you're marketing to, their attention spans will be very short. Whereas for example a Chief Technology Officer is often more interested in getting into a sandbox where they can play around with the technology."

An explainer video is an effective way to break complex messages into bite-sized chunks that are easier to absorb. These can be created through live action, testimonial or a combination of media styles depending on your objectives, but many of our clients opt for animation as it's the most flexible and cost-effective format when it comes to creating different versions at scale. Changing a voiceover, translating subtitles or making simple tweaks to visuals is far easier than re-booking actors, sets & props.

Find out more about animation in our free Guide To Animated Video Content [↓ DOWNLOAD](#)

# TWO



**STORY IS  
EVERYTHING**

# STORY IS EVERYTHING

It might not seem obvious to talk about storytelling in the context of financial services, but when it comes to getting people onboard with your product or service, the key is to be compelling and take them on the journey with you. As Laura Hauser explains, "Financial services and banking are inherently complex, and visual storytelling is an effective way to simplify and humanise these concepts."

Video allows brands to infuse emotion and playfulness, which can be very challenging in this industry." She goes on to highlight the importance of putting the customer at the centre of your story - "what concepts are the most important to them? How does this product improve their day? What's the one thing you want them to remember after the credits roll?"



Discover more storytelling tips on the Wooshii blog



VIEW



# THREE



**KISS:  
KEEP IT SIMPLE,  
STUPID!**

# KEEP IT SIMPLE, STUPID!

Throughout the last few pages we've spoken about the need to cut through the complexity. So our final piece of advice to those in the industry who are looking to explore video marketing, comes from Laura at Griffin - "keep it simple, clear and concise!"

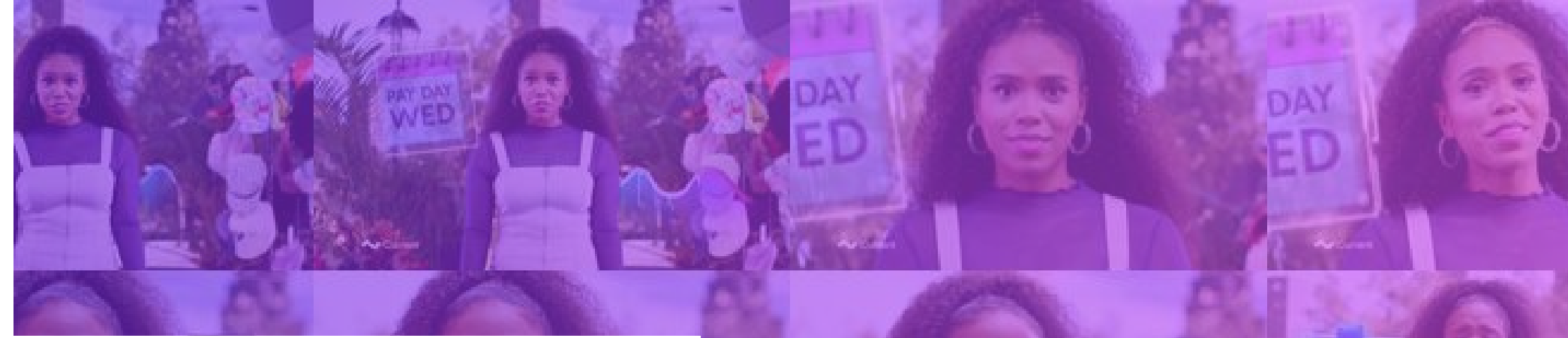
So - you need to tell a compelling story across a variety of individually-tailored videos, all while keeping everything as clear and concise as possible... Sounds scary? It doesn't need to be.

Effective communication across global organisations is difficult, but we believe that **video has the power to transform every aspect of a business** and drive more effective communication strategies.

Yes there's a lot of logistical challenges to tackle, and yes there's a lot of moving parts throughout the process - but that's why we've built a solution that brings together tech, unlimited resources and global video experts. We deal with the logistics so you can focus on hitting your objectives.

05

# CASE STUDIES



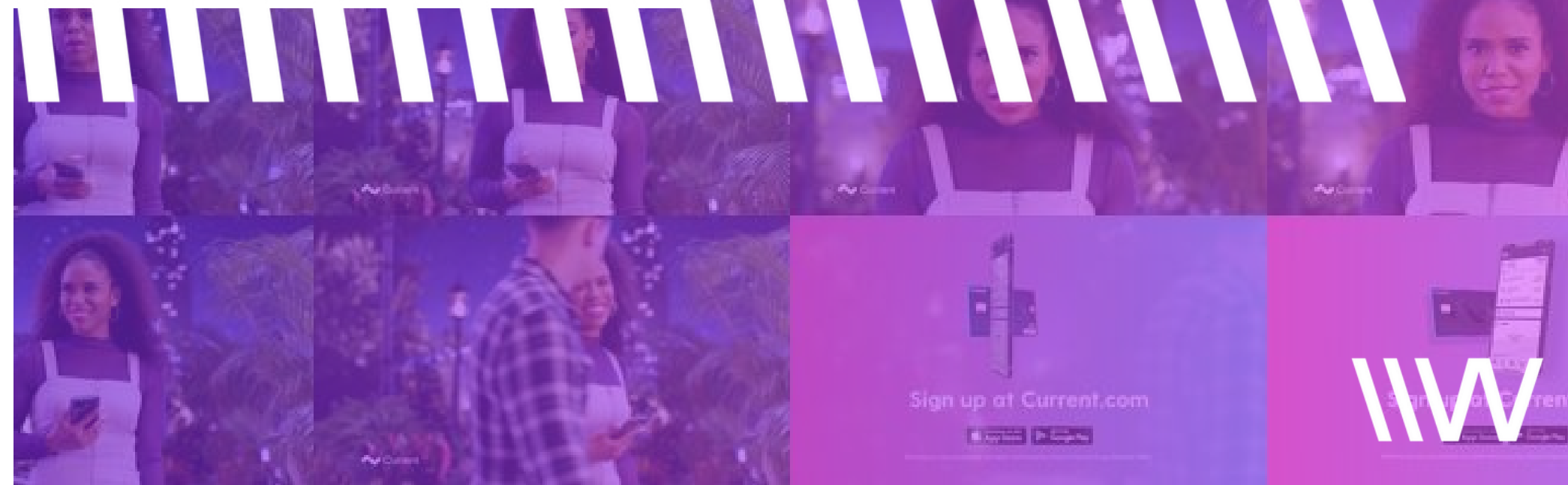
Current.com approached Wooshii with an exciting project brief, looking to cover a number of key objectives including innovative concept development, audience research and data analysis to inform creative concepts and speedy production.

We shot this production using our studio LED wall (the very same as was used on the TV show The Mandalorian!) This allowed us to utilise two different sets and two different actors, all in one 12-hour production day. By using this technology over a traditional green screen, not only could we achieve a great new look, but we saved time and money across the production process too. The LED screen enhanced the shoot itself, creating an immersive experience for the director, actors and clients allowing them to visualise the scene on-set.

Current was very pleased with the production process and overall quality of creative output. We are now looking forward to planning the next ad campaign and developing new creative concepts to further increase market share.



click [here](#) to go behind the scenes



"WE WERE REALLY IMPRESSED WITH HOW **FAST** WOOSHII WAS ABLE TO PIVOT TO MEET OUR NEEDS. I HAVE WORKED ON OTHER COMMERCIALS BEFORE WHERE THIS WOULD NOT HAVE BEEN ACCOMPLISHABLE, SO IT WAS **VERY IMPRESSIVE** HOW QUICKLY YOU WERE ABLE TO ADDRESS EVERYTHING FOR US AND ALSO HIT THE DEADLINE."

**JAKE BIRNBAUM**

**SENIOR EDITOR, CURRENT.COM**

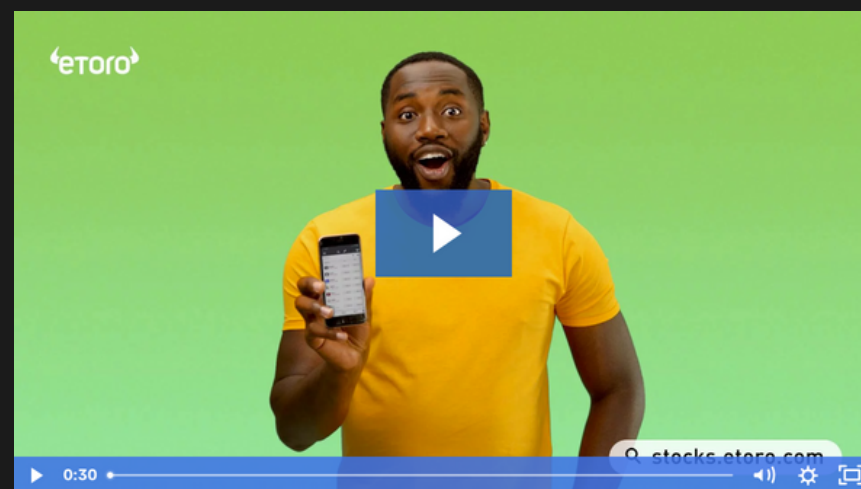


eToro is a social trading and multi-asset brokerage company that provide financial and copy trading services. With over 10million users in 140 countries, eToro has made investing easy for everyone by giving them access to the assets they need and providing them with knowledge and insight.

eToro was looking to create 15, 30 and 60 second TV & digital ready video ads. Consistency of format and output was paramount, despite the multitude of global conditions and environments. They also wanted to embrace light hearted advertising, so Wooshii's creative team developed the concept of 'Stocks on Stocks', a concept that

would use stock footage to advertise eToro's stock platform. This sparked the clients interest as it allowed them to meet all their objectives while providing a solution that would allow them to progress the project during the pandemic. There was no need for crews on-the-ground, just Wooshii's expert in-house Production team.

With tight deadlines in place, the project was delivered on time, with efficiency and collaboration. The client was extremely happy with the result and the content was broadcast on a major sports network within the UK, as well as online, delivering great success for eToro.



click [here](#) to see the final result

"WOOSHII HAS BEEN AN **ABSOLUTE DREAM**. WE'RE A CHALLENGING CLIENT WITH CHANGING REQUIREMENTS AND DEADLINES. DESPITE THIS, THE TEAM REMAINED **PROFESSIONAL, FRIENDLY AND UNDERSTANDING** AT ALL TIMES. WE EVEN HAD AN ACCOUNT MANAGER SWITCH MID-PROJECT WHICH WAS **UNBELIEVABLY SEAMLESS**. THE SERVICE WAS **ABOVE MY EXPECTATIONS** AND I WOULDN'T HESITATE TO RECOMMEND THEM."

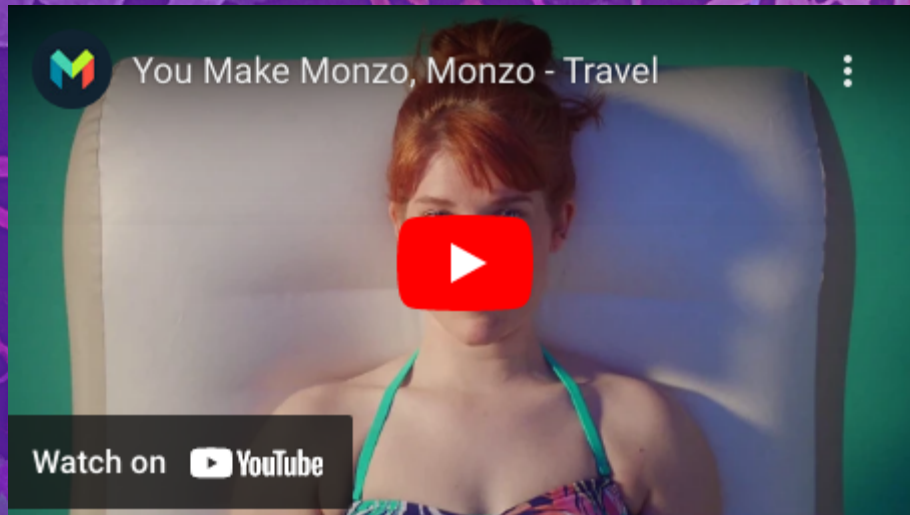
**STEPHANIE WILKS-WIFFEN**

**HEAD OF MARKETING (UK), ETORO**

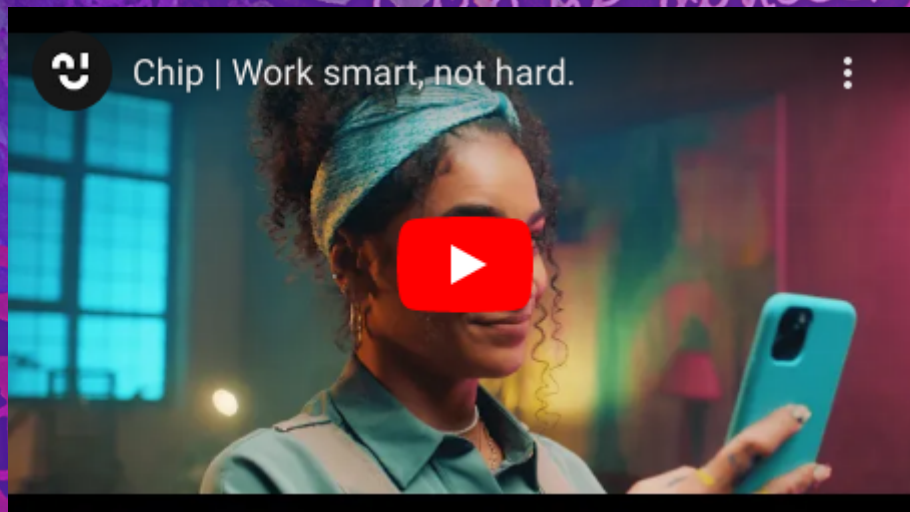
06

OUR  
FAVOURITE  
FINTECH  
ADVERTS





You Make Monzo | Monzo



Work Smart, Not Hard | Chip



Set Yourself Free | Starling Bank UK

We're all about creativity and collaboration. So much so that we even have a dedicated internal Slack channel for sharing creative inspiration and content that captures our attention. Here are some of our favourite Fintech ads from recent times.

### MONZO

"This video shows how helpful Monzo is when it comes to travelling. Definitely relatable with great seamless shots. It's so smooth!" - [Genna Aulakh, Junior Creative, Wooshii](#)

### CHIP

"The fusion of creativity, colour, humour and simplicity of messaging gives this ad real impact. You get a clear sense of who this product is aimed at and the key benefits of the product." - [Laura Smith, Head of Marketing, Wooshii](#)

### STARLING BANK

"Cool Peter Pan inspo. I love seeing a little magic come from the ordinary. Super compelling. The last shot is brilliant." - [Harvey Reynolds, Creative Director, Wooshii](#)

# FIN. (TECH)

## Fancy a chat?

If we've sparked your interest to find out more, or if you've got a project on the horizon that you'd like to discuss get in touch with John Bullen, our Fintech video production expert.



[john@wooshii.com](mailto:john@wooshii.com)




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# ABOUT WOOSHII

We believe that video has the power to transform every aspect of business. But production at global enterprise level is difficult, meaning there's an untapped opportunity for more effective communication strategies, utilising **the power of video to drive business success.**



By unleashing the power of global video production, performance measurement and unrivaled industry expertise, we help to drive business growth and transformation.

Through global video production, performance analysis and strategic insight that helps enterprise brands create and deliver effective content, and drive business performance.

Wooshii has offices in the UK, USA, Canada and Central Europe - with a worldwide network of creative resource to support all global requirements.

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