



Overview of Video Trends in 2025





Your Speakers



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Customer Success Manager



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What's In and Out in 2025?

Short videos

Shorts/ Snackable
content

User Generated
Content (UGC)

Interviews

Micro-learning

Webinars

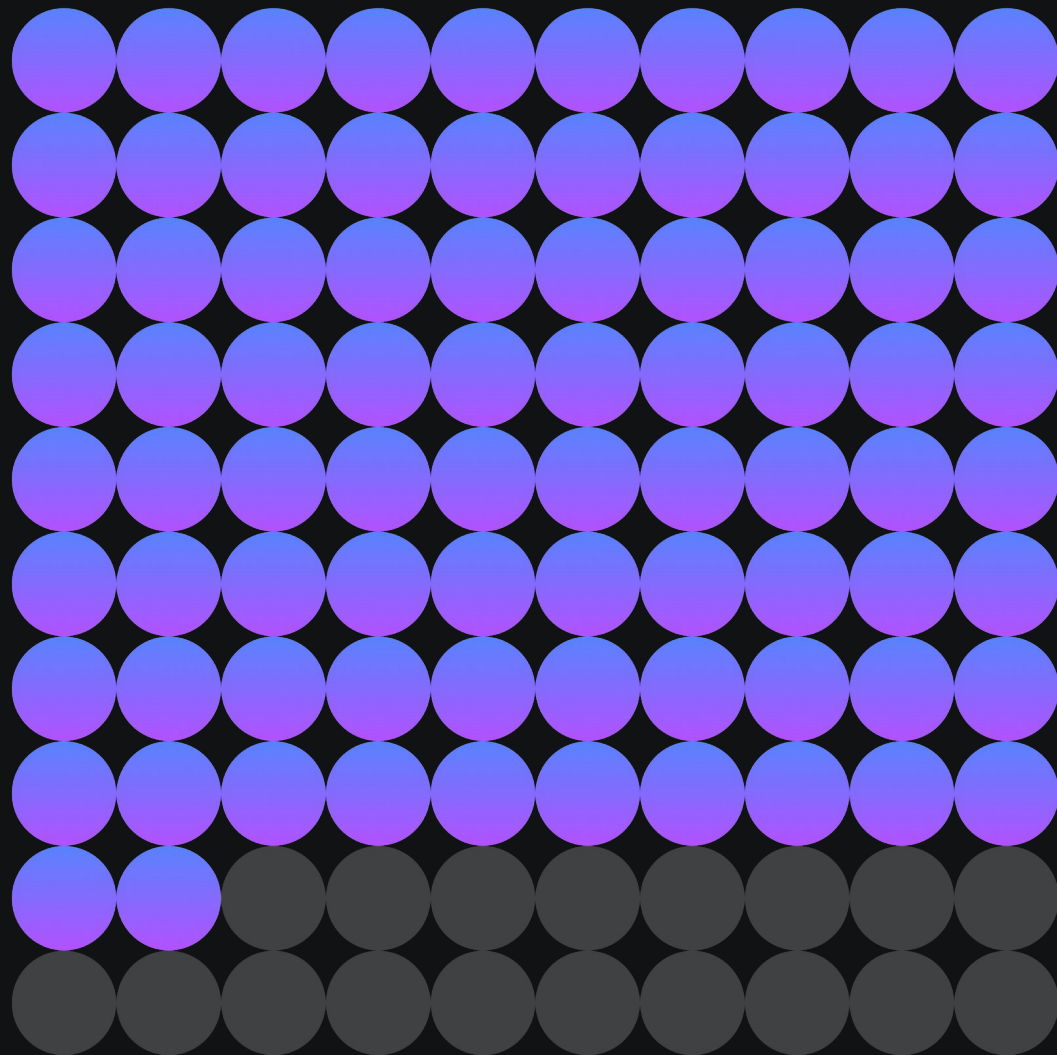
AI

Storytelling

82%

of internet traffic will
be video by 2025.

Source: Synthesia



Le format de contenu #1

Partagé

52%

des personnes déclarent qu'elles sont **plus susceptibles de partager du contenu vidéo** que tout autre type de contenu.

Mémorable

95%

d'un message **est retenu s'il est partagé en vidéo**, contre 10 % s'il est partagé en texte.

Préconisé

89%

des consommateurs confirment qu'ils souhaitent voir **plus de vidéos de la part des marques**.

1. Focus on Short videos

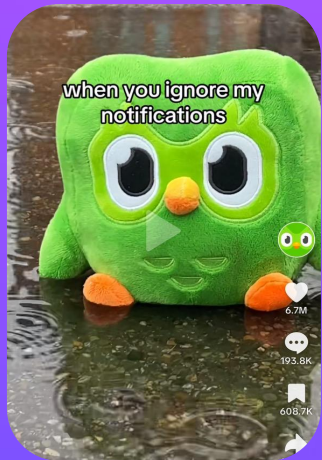
2. Focus on Long videos

3. Authenticity & Humanization in Video Content

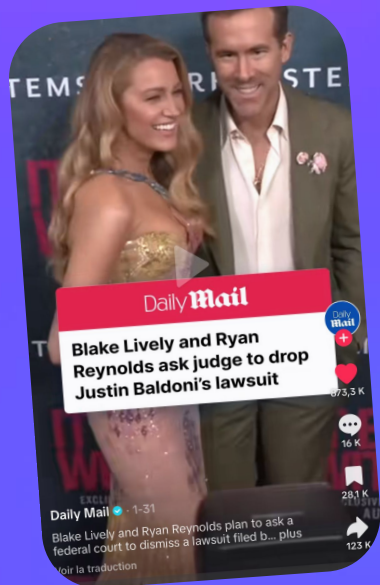
4. Expert Tips for this year's success

Video Trends 2025

Focus on Short videos

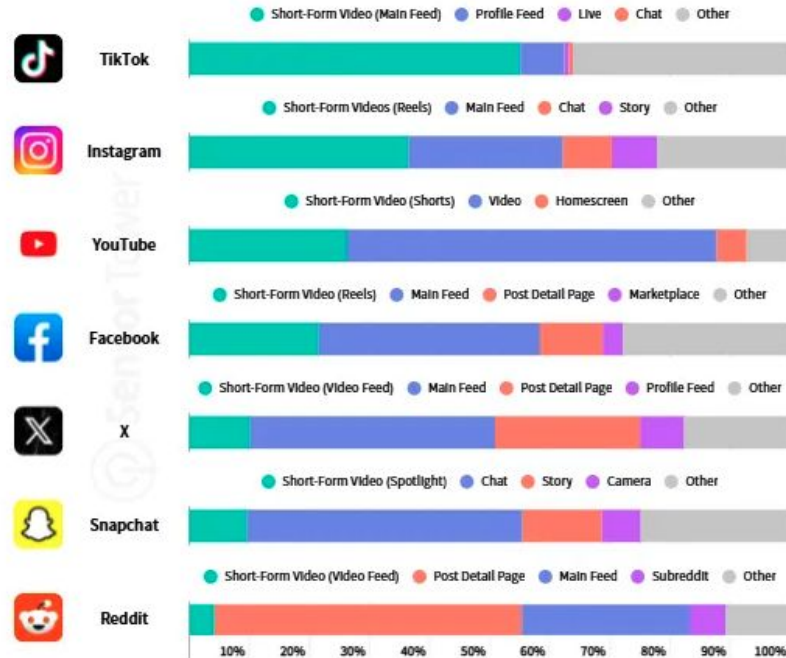


What content are YOU watching?



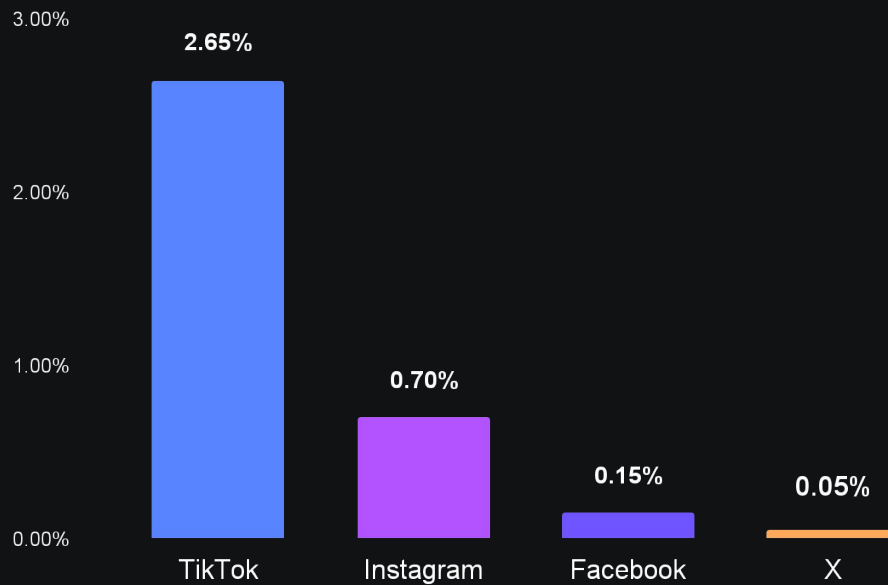
Short-form content is trending everywhere

Short Video Usage In Top Social Apps
Share of Time Spent by In-App Feature



Which platforms drive the most engagement in 2025?

2025 Social Media Benchmarks



Source: Socialinsider data / Data range : Jan 2023 - Dec 2024

An Undeniable Impact

50%

retention rate for videos
under 90 seconds.

36%

increase in video content
consumption on LinkedIn
in 6 months.

39%

of TikTok users used the
platform to find gift ideas.



What is short content?

Under 90s

Mostly Vertical

Snappy edits, trendy music, and engaging content



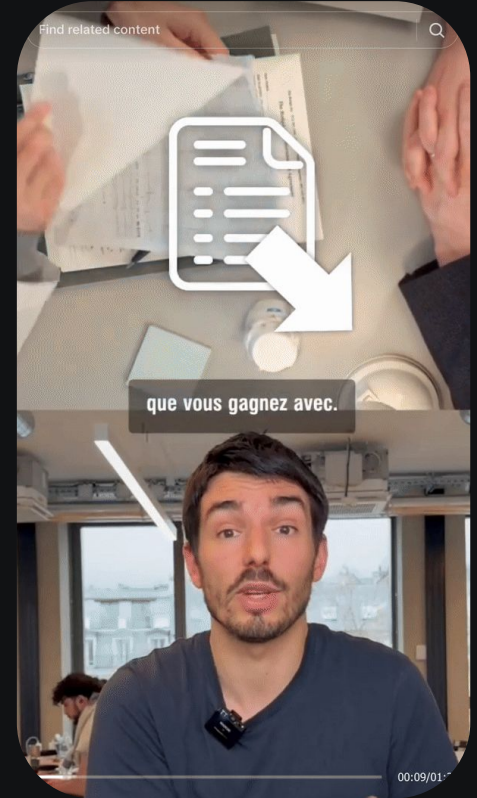


What content to create?

Conversational

Visual

Thematic expertise



Des exemples dans l'industrie Finance/Assurances



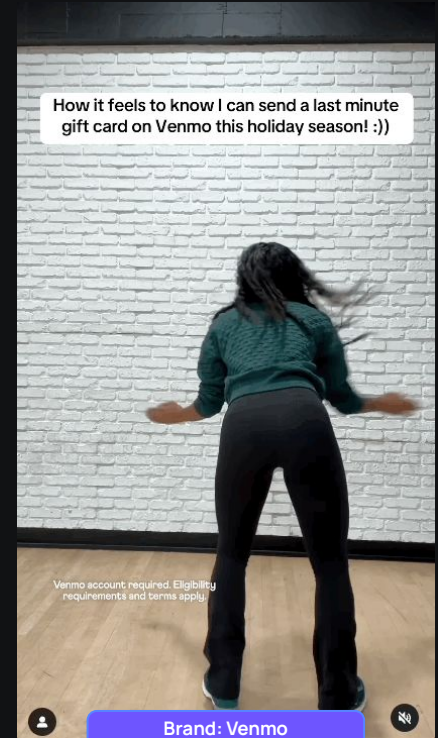
Brand: Monzo
Channel: TikTok



Brand: Crédit Agricole
Channel: LinkedIn



Brand: LCL
Channel: LinkedIn



Brand: Venmo
Channel: Instagram

Les clés du succès

Le 'watch time' et les 'partages'

Le pouvoir du 'search'

Ne pas changer une équipe qui gagne

Video Trends 2025

Focus on Long videos

Use cases of long format:



Podcast



Testimonials



Webinars



Training & Tutorials



Brand
documentary

In 5 years only

+446%

growth in videos of 30-60
minutes long.

+288%

growth in videos of 5-30 minutes long.

Key aspects

Depth

Balance

Richness

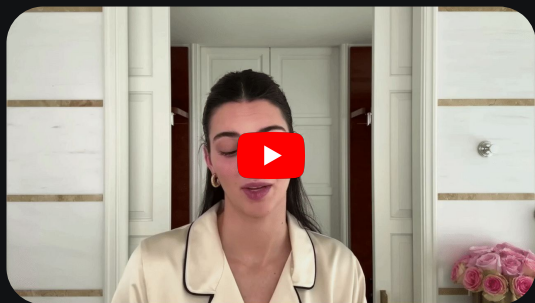
Video Trends 2025

Bonus : Repurposing long-form content

Repurposing long videos

Snack content

11 min video



15-30 seconds video

Vogue



Podcast

1 hour 7 min video

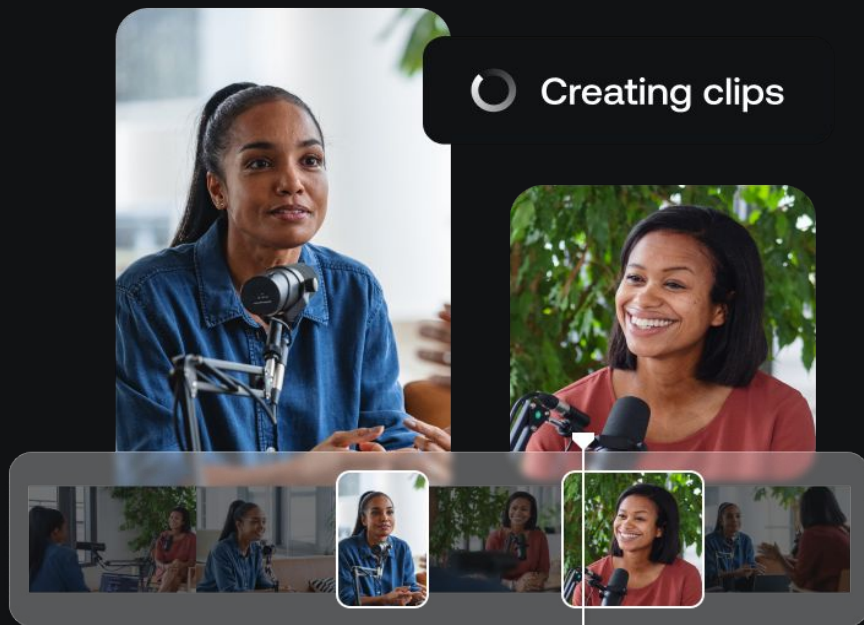


Call Her Daddy

54 seconds teaser



Repurposing long videos

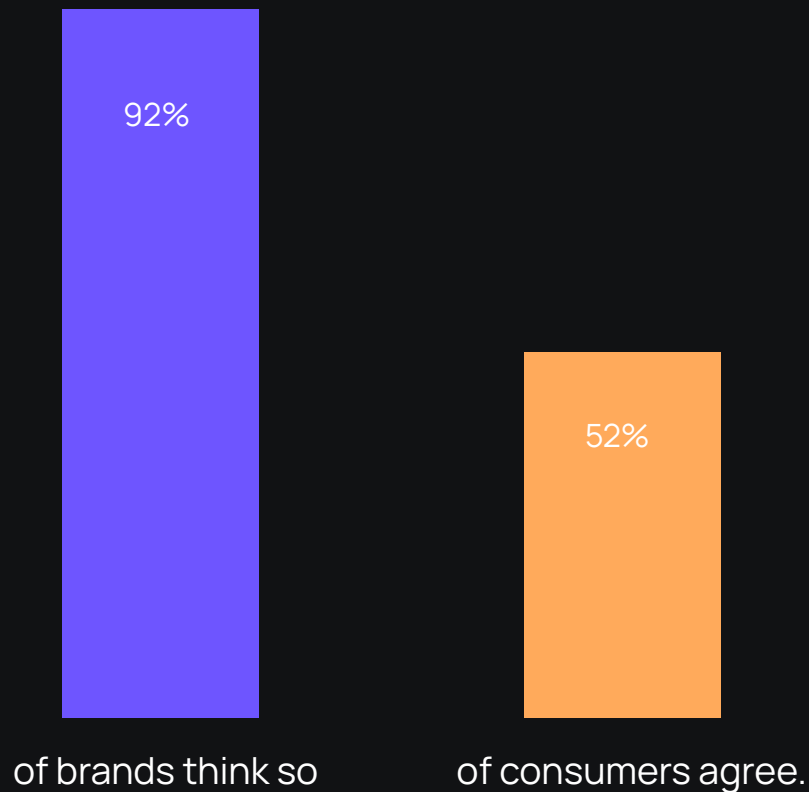


AI Video Clipping now available!

Video Trends 2025

Authenticity & Humanization in Video Content

Is your content authentic?



3 Pillars for Authentic Content

 People first

 Transparency

 Consistency

L'authenticité paye !

Fidélisation 🍄

90%

des consommateurs
déclarent que l'authenticité
est un facteur important dans
le choix des marques qu'ils
apprécient.

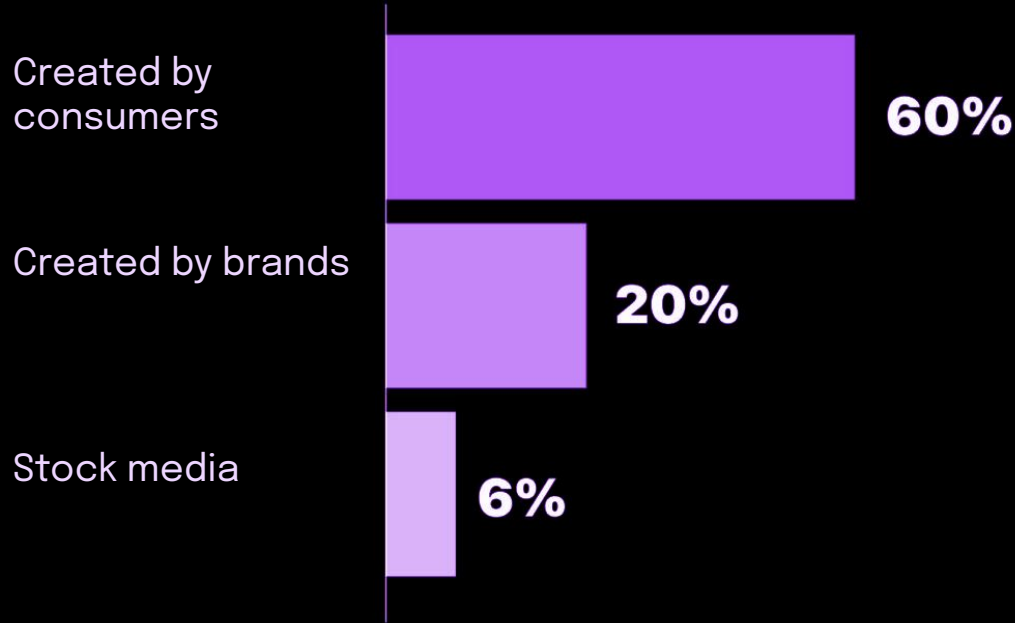
À l'achat 🍷

81%

des consommateurs affirment
que la confiance dans une
marque est cruciale pour
prendre une décision d'achat.

Leverage the Power of
UGC Video Content.

Which Content is the Most Authentic?



UGC



Why Invest in UGC?

The Ultimate Holy Grail of Authenticity

Engagement Drives Engagement

Cost effective

Dyson



Natwest



Natwest £200 switch summary

Switching bonus	£200
Bonus paid	Within 7 Days of completing criteria
Open to existing customers	Yes
Eligible accounts	Select, Reward, Premier Select or Premier Reward (for new customers, longer list for existing customers)
Requirements	Pay in £1,250 within 60 days of switching Log on to online or app banking within 60 days of switching Switch using the Current Account Switch Service and close your old account You must start the switch from the Natwest website or your mobile app The old account must be from a different bank
Exclusions	Offer limited to once per person Cannot have received a switching bonus from RBS, Ulster or Natwest since 1 Jan 2019

UGC



What type of UGC works best?

Product review

Lifestyle

Tips & tutorials



Rhode



Notion

Go All-In on
360° Advocacy.

360° Advocacy



What is the 360° advocacy?

Leader Advocacy

Expert Advocacy

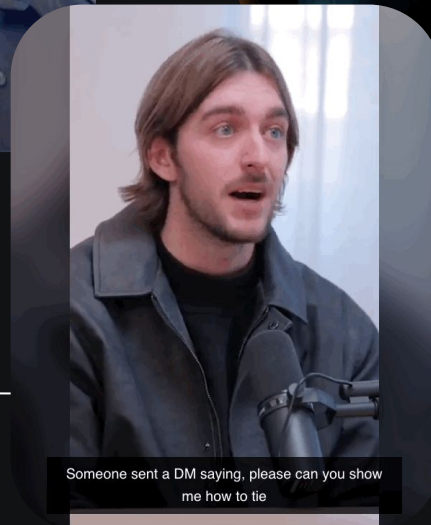
Employee Advocacy



Zoom



ClickUp



Luxe Collective



What content to create?

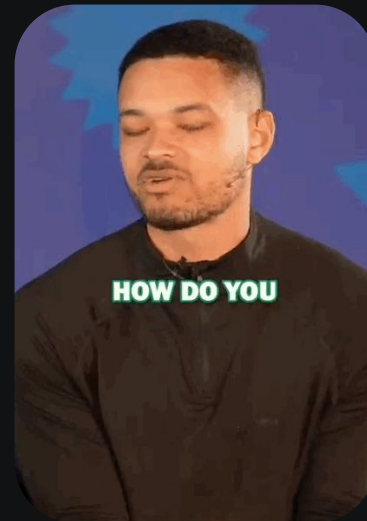
Vlogs

Interviews (dynamic)

Video Podcast



TikTok



Steven
Bartlett



Colin and Samir

PRO TIPS



For some really engaging content

Dare to be imperfect

Be dynamic

Don't do "too much"



British Airways



PlayPlay



National Trust



Notion

Video Trends 2025

Our experts'tips

Invest in video to
boost your **SEO**



Why this change?

Explosion of Zero Click

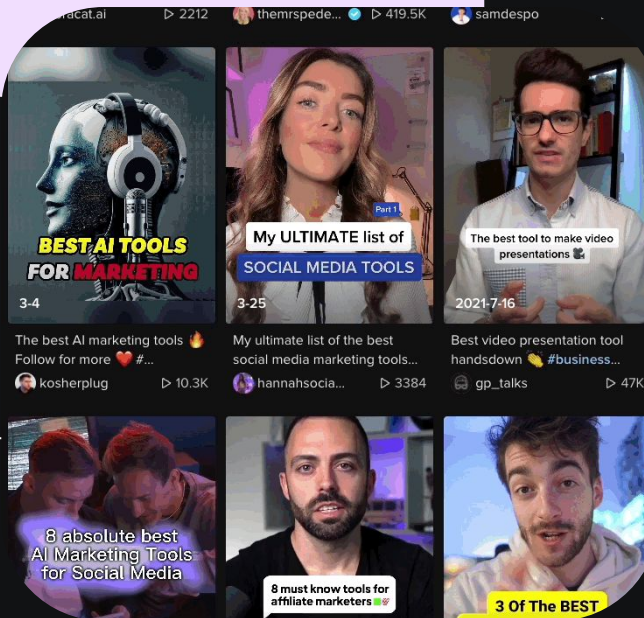
Hello AI 🖐️

Social media = search engines



SGE

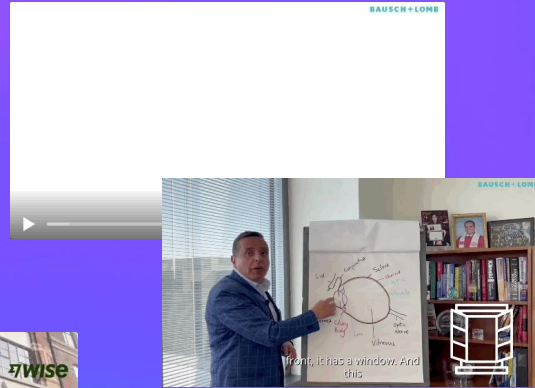
TikTok Search



Formats to try out



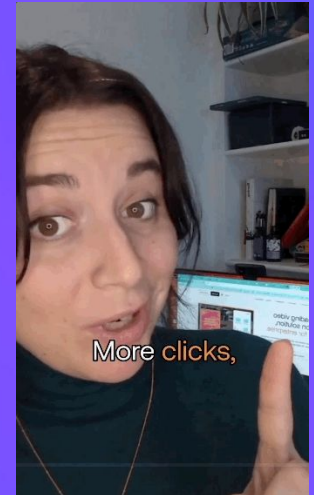
Interviews Clients



Tutorials



Behind the scenes



Face cam/Thought leadership

Define a strategy for each platform

To help you define your message, video formats and objectives.

Understand expectations

Make sure the platform matches trends, content formats, audience expectations, and behaviors.

Identify your niche content

Don't be too vague. To ensure you're relevant, check your niche hashtags, customer reviews, competitor videos, top performing accounts, etc.

Scroll. Scroll. Scroll.

Content evolves quickly. Make sure to check it daily so you don't miss the next big topic or trend.

Tip n°1: Plan & Be Consistent

To make sure you don't miss anything!

PlayPlay

2025

Social Media Calendar

More than 200 dates! 📅

JANUARY						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		New Year's Day	• Science Fiction Day • Last day of Hanukkah			World Water Day
Three Kings' Day	Orthodox Christmas					
Korean American Day	Orthodox New Year	National Hat Day				
• MLK's Day • Inauguration Day • Blue Monday	National Rapping Day	Celebration of Life Day	National Pie Day	• National Consumer Day • International Day of Education	Opposite Day	
Emotional Poutcast		• National Poutine Day • Lunar New Year				

MARCH 8TH

International Women's Day



DECEMBER 3RD

International Day of Persons with Disabilities



JANUARY 20TH

Blue Monday



JUNE 5TH

World Environment Day



OCTOBER 20TH

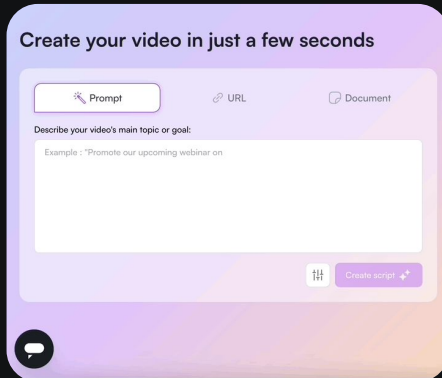
Diwali



Releases, responsibilities,
budget tracking, and more.

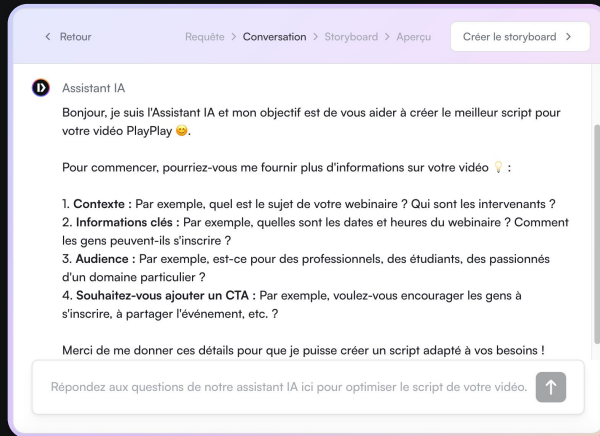
Tip n°2: Use AI for faster script creation and media selection

Use a source such as a Script,
URL, or Document 📄

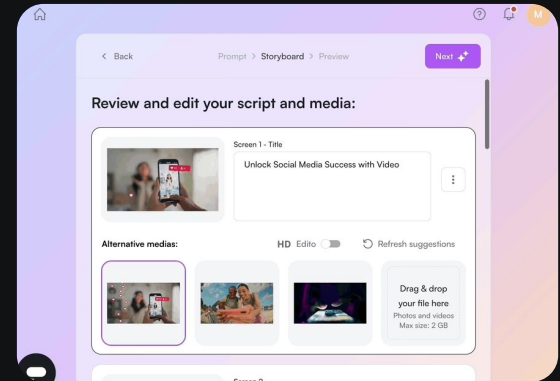


- URLs must be public
- Supported documents: PDF, PPT, Word

Chat with AI to get an
optimized script 📖



Edit your script or choose
another media 🖼️



Even AI generated content is a trend.

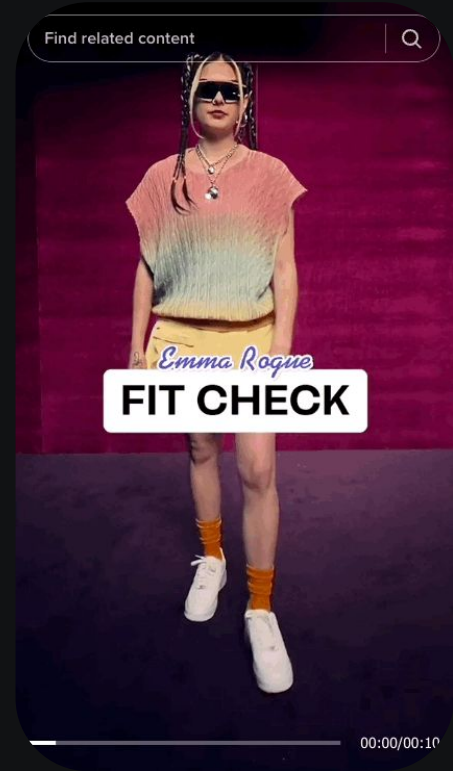


Tip n°3: Create dynamic content!

With transitions and dynamic elements



PlayPlay



Nike

Tip n°4 : Adapt to Your Audience & Brand Image



- Spark curiosity
- Educational content
- Showcase their expertise

Dior



- Humor
- Interaction with the audience

Duolingo

Tip n°5: Use Captions & Descriptions, always for accessibility & SEO

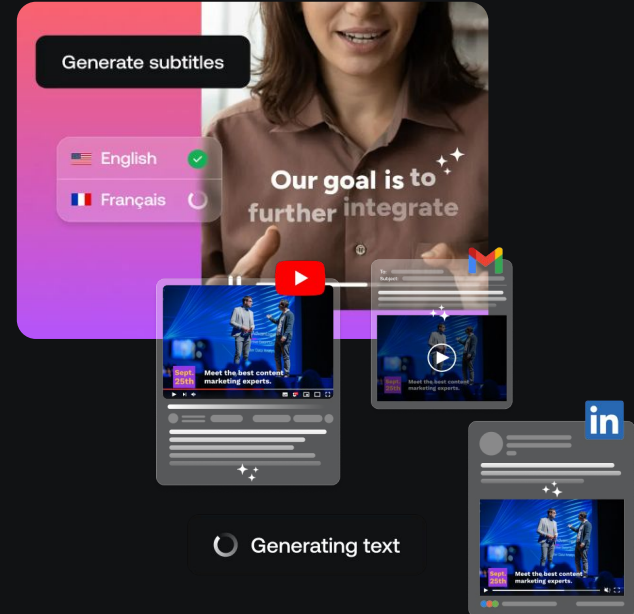


The Diary of
a CEO



@dmitriahasideas

Generate **Automatic Subtitles**
and **Captions** 



Règle 6: Rédaction de postes social-media

Utilisez notre rédaction IA

Des **suggestions de rédaction** visant à augmenter la portée de vos publications sur LinkedIn, TikTok, Instagram, Facebook, X, Youtube...

The screenshot shows a web application titled 'Rédaction IA' (AI Writing) with a close button (X) in the top right corner. On the left is a sidebar menu with icons and labels for various social media platforms: LinkedIn, Youtube, Instagram, Tiktok, Facebook, X, Résumé, Titres, Paragraphes, Mots-clés SEO, and Points clés à retenir. The main content area is titled 'Rédiger un post LinkedIn' (Write a LinkedIn post) and includes the following elements:

- A sub-header: 'Utilisez notre IA pour générer un texte optimisé pour LinkedIn afin d'augmenter la portée de vos posts et la visibilité de votre entreprise.' (Use our AI to generate optimized text for LinkedIn to increase the reach of your posts and the visibility of your company.)
- A video thumbnail placeholder with the text 'Les bons équipements pour filmer u...' (The good equipment for filming u...).
- A 'Langue' (Language) dropdown menu set to 'Français' (French).
- A 'Ton' (Tone) dropdown menu set to 'Professionnel' (Professional).
- An 'Informations additionnelles (optionnel)' (Additional information (optional)) section with a text area containing the prompt: 'Ajoutez des informations supplémentaires ou des mots-clés pour optimiser les résultats.' (Add additional information or keywords to optimize the results.)
- A large purple 'Générer' (Generate) button at the bottom.

On the right side of the interface, there is a large purple play button icon. Below it, a vertical stack of social media sharing icons (LinkedIn, Youtube, Instagram, Facebook, X) is shown, each with a corresponding colored bar next to it, indicating the generated content is ready for sharing.

This one's for you!

Keep an eye on all the trends with our online guide

7 video trends to transform your co... 🔍 📄 ⋮ Made with

The top 7 video trends in 2025

🖼️ Gallery

Long-form Video 👤 Long-form videos: depth, nuance and rich content	SEO Video 📄 Video is SEO's best ally	UGC Video 👤 Video UGC: the grail of authenticity
Embody your brand Video 👤 Embody your brand in video	TikTok Video 👤 Get started on TikTok!	ChatGPT Video 👤 Transform your video marketing with ChatGPT



Scan me

Question time

THANK YOU

What did you think of this webinar?



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