

Constant Content: Hacking Cameras for Brands

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IPG MEDIA LAB

Smile, you're (probably) on camera

Security cameras were everywhere at CES 2014—and not just to keep an eye on the participants. Cameras have become a key component of the connected home, allowing people to visually check in while they're away. As a result, we're creating, storing, and starring in more image-based content than ever.

Video uploads keep going up

In 2013, for instance, people uploaded 100 hours of video to YouTube every minute, but people using video monitoring service Dropcam uploaded even more. (Number of kitten videos on Dropcam currently unavailable.)

Source: "[Red-Hot Startup Dropcam Will Kill the Old Fashioned Surveillance Camera](#)," Business Insider

Dropcam lets customers drop in

What It Is

Dropcam is a WiFi-enabled camera that continuously records video to monitor the people and places you care about (provided they're cool with that, of course).

Beyond security, companies are using Dropcam to let customers virtually “drop in” on a live feed of their venue, for purposes such as:

- Checking whether their table is ready at a restaurant
- Watching kittens romp or tortoises wander around a pet shop
- Scoping out the cars at a Maserati dealership

Why It Matters

In an always-on world, customers use video to connect with companies at will.



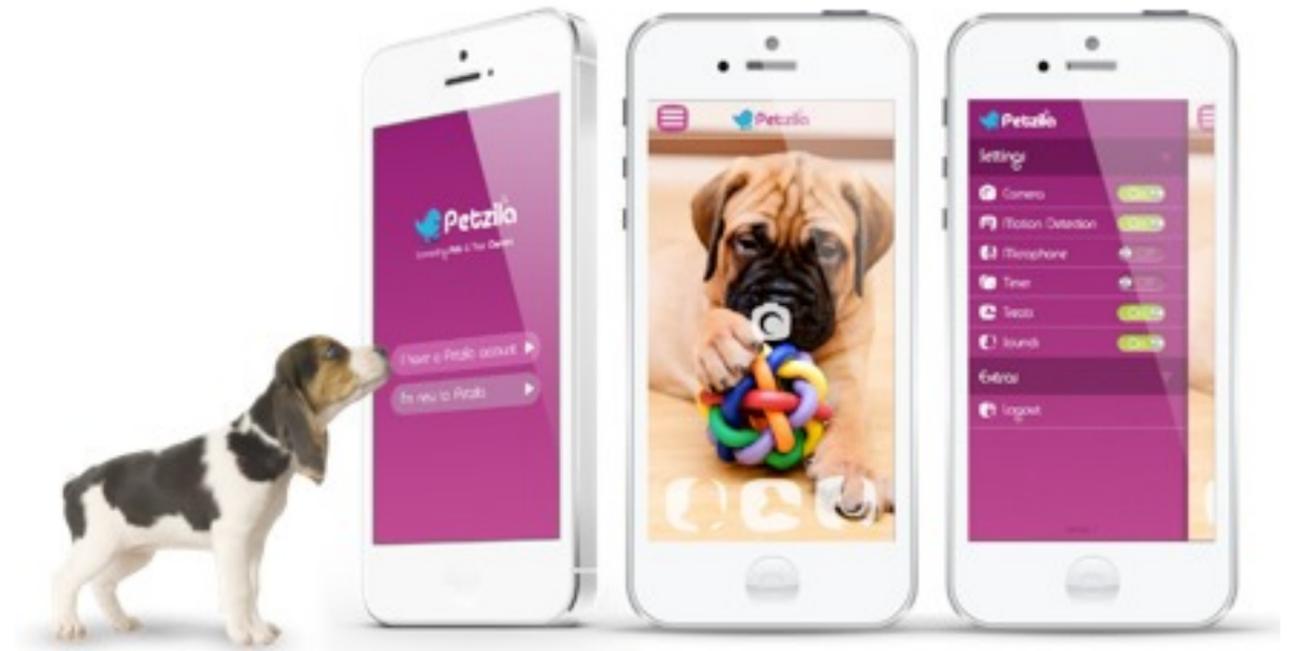
Petzila creates a Fido feed

What It Is

Petzila pairs an HD camera with a treat dispenser to monitor and reward your pet. Users can access a live video feed via the Petzila app, and remotely call their pet over to spoil them with a treat.

Why It Matters

Cameras not only connect people with what they love, it lets them interact remotely.



FLIR uses temperature to track who's there

What It Is

The FLIR One case turns an iPhone into a thermal imaging camera, producing detailed temperature patterns to detect activity. The phone can then be used for:

- Tracking your pets at home
- Tracking wild animals from 100 meters away
- Finding thermal or water leaks at the home
-and yes, paranormal investigation.

Why It Matters

Existing mobile cameras can be powerful measurement tools with minor modifications.



Why is this happening?

Consumer-Friendly Cameras

- Their comparatively inexpensive price makes them accessible to average consumers and small companies.
- They are physically small and unobtrusive, but still have high resolution.

The Cloud

- Storage concerns are eliminated as all footage is stored remotely.
- Users can check in from any location, any time.

Ubiquity

- As smartphones have proliferated, people have become accustomed to constantly documenting and watching their lives.

So how does this affect brands?

Increased picture and video content will help brands:

1. Demonstrate transparency
2. Deliver notifications
3. Measure audiences
4. Sponsor content

1. Demonstrate transparency

People are naturally nosy, and these unobtrusive cameras are the perfect way to offer a “behind the scenes” look at your brand. This is particularly relevant for the younger generations of consumers, who expect companies to be more open about how they conduct business. Video can also provide face-to-face help, as with Amazon’s “Mayday” video support service.

For your consideration:

- What parts of your brand experience are visually compelling?
- How could video provide a service or additional benefit to your customers?
- What myths about your industry could you dispel by showing live video?

2. Deliver notifications

Automatic detection and notification can help people manage the abundance of content created by 24/7 cameras. The most successful notifications will not only alert customers, but give them intelligence they can act on, whether that's rewarding a pet with a treat or notifying a friend about a deal at their favorite store.

For your consideration:

- When do people want to be alerted to your brand?
- Are your notifications simple to understand at a glance?
- How can people act on your brand or communications?

3. Measure audiences

Lightweight software can turn cameras into powerful measurement tools, analyzing audiences in the real world. Brands can literally see what's hot, where people are going, and who is attracted to ads, venues, or events, leading to more sophisticated targeting. Imagine, for example, an OOH billboard that can sense a person's body temperature and recommend appropriate cold weather apparel.

For your consideration:

- In what context does your brand need to see how people react?
- How could thermal imagery make OOH media more interactive?
- How can you ensure measurement feels clever, not creepy?

4. Sponsor content

With “always-on” cameras, people have inadvertently created their own private channels. Although the majority of the footage may not be interesting, people have already started sharing and curating streams of the best clips, developing niche programming. [Twitch.TV](#), for instance, features streams of people playing video games and esports tournaments. Going forward, more companies will realize the benefits of focusing on the audiences and content that makes the most sense for their brand.

For your consideration:

- Where do people turn to see your brand in action?
- What consumer-created content could represent or complement your brand?
- Who is already creating and curating video content, and how can you partner with them?

Thanks!

We hope you've found this POV interesting and provocative. If you have questions or want to talk more about the future of media, please contact us:

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