Vine for Compressed Brand Story

Customer engagement and buying behavior can be influenced effectively if companies effectively brand on social media in a meaningful way.

Vine is a mobile app owned by Twitter that enables its users to create and post short video clips up to six seconds that play on repeat. 'Viners' are in 15-to-30 age group who need to craft the story in less than 6 seconds.

Brands are now exercising this platform to tell their compressed brand story in a simple beat of six seconds. Virgin Mobile partnered with Grape Story on Vine to attract top-tier talent with two contests -'#happyaccidents', and 'Resident Viners'- to bring awareness to the brand. The partnership gained 30,000 followers within three weeks. Viners engaged with their page to creatively interpret the brand in the form of contest entries.

The emergence of **social media** as an effective **branding** and sales tool is a new way to mainstays traditional advertising such as print ads and billboards. It is constantly changing landscape of digital, older brands that deeply entrenched in conventional marketing plans for years and sometimes decades. Brands should identify which platforms their target audiences frequent most.

Vine is a cost-effective medium which gains millions of 'likes' or're-Vines' where marketers with lower budgets can capitalize on. Vine is picking up steam despite stiff competition from Instagram.

Topic	Course
Branding on social media: Direct and Online Marketing: Unit:24	Marketing Management

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