

An Exploratory Study on Elements of Video Content Used in Corporate Profile

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Received: 25 April 2025; Accepted: 31 August 2025; Published: 1 September 2025

ABSTRACT

Finding the essential components of the video content used in corporate profiles is the goal of this exploratory study. The study uses a qualitative research methodology by using content analysis to examine a sample of corporate profile videos from different industries. The study discovers that systematic analysis of existing video content used in corporate profiles by collecting a representative sample of corporate profile videos and examining their elements, such as title, date, length, views, illustration style, element of design, type of video, and principle of motion are the most frequently used video content elements in corporate profiles. The study also identifies by selecting a few organizations with well-executed corporate profile videos and conducting in-depth case studies. Analyze the videos' elements, the organizations' goals, the target audience's reactions, and any available performance metrics. According to the findings, corporate profile videos are crucial in developing identity reputation, and by including elements, the values of the company can be effectively communicated.

Keywords: Exploratory Study, Elements of Video, Video Content, Corporate Profile



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1 INTRODUCTION

A corporate profile is a comprehensive summary that provides an overview of a company or organisation. It includes information about the company's history, mission, products or services, target market, key personnel, financial performance, and other relevant details that represent the company's identity and operations. The purpose of a corporate profile is to effectively communicate the company's strengths, differentiate it from competitors, and create a positive image for stakeholders. It is used for marketing, investor relations, recruitment, and stakeholder communication. Finding possible research questions and hypotheses that can be investigated in future studies is the main objective of an exploratory study. It entails gathering data using a variety of techniques, including focus groups, surveys, observations, and interviews, and then analyzing the data to spot patterns, trends, and themes. Exploratory research is frequently employed in the social sciences, psychology, and marketing.

Corporate videos are an important component of contemporary marketing strategies for building brand recognition. Video advertising has grown in popularity as a means for brands to connect with and engage with their target audience as a result of the emergence of digital platforms and the widespread use of social media. Video content has become a potent tool for brands in recent years to interact with their target market and establish their brand identity (Ghezzi, 2018). Consumers are increasingly being exposed to corporate videos in particular to convey a brand's message, values, and personality (Liu & Li, 2021).

In addition to marketers realising the potential of this medium to engage consumers and establish brand identification, the usage of video content for marketing has grown in popularity in recent years (Huang, 2019). Video content may be a potent tool for storytelling and enables brands to communicate their message in an interesting and emotive way (Wang, 2020). Furthermore, the popularity of social media sites like YouTube, Instagram, and TikTok has increased access to video content like never before (Burgess & Green, 2018).

2 LITERATURE REVIEW

Examining previous studies and sources that touch on the subject is part of a literature evaluation for an exploratory study on the components of video footage used in corporate profiles. The goal of this review is to find gaps in the literature and lay the groundwork for the current investigation. It starts by going over the function of video content in corporate communication and how it's used in corporate profiles to communicate brand identity and messages. The assessment then dives into the many components typically included in corporate profile videos, including visual appeal, narrative devices, musical accompaniment, narration, and editing approaches. It looks at research that looks into how these factors affected viewer engagement, brand impression, and message effectiveness.

In their study on the impact of video content on brand identity, Hume, Mort, and Winzar (2019) found that corporate videos can help to establish a brand's personality and values in the minds of consumers, leading to stronger brand associations and increased purchase intentions. This was supported by a study by Díaz-García, González-Moreno, and Sánchez-Fernández (2020), who found that corporate videos that effectively communicated a brand's personality and values were perceived as more authentic and trustworthy by consumers. Furthermore, a study by van der Meijden and van der Meijden (2021) found that corporate videos that engaged emotions and evoked positive feelings in viewers were more effective in building brand identity and increasing purchase intentions.

However, not all corporate videos are effective in building brand identity. A study by Yang, Chen, and Wu (2020) found that corporate videos that were perceived as too promotional or lacking in authenticity were less effective in building brand identity and may even have a negative impact on consumers' attitudes toward the brand. In order to effectively convey their brand's personality and values, it is crucial for companies to carefully examine the tone and content of their corporate videos.

2.1 Storytelling Techniques

Storytelling is a powerful tool in corporate profiles, enabling companies to create narratives that resonate with their audience. Different narrative structures, such as linear, non-linear, and episodic, can be employed to captivate viewers. Effective storytelling techniques involve constructing story arcs, developing compelling characters, and weaving brand values and messages into the narratives. Well-crafted scripts and the inclusion of testimonials, interviews, and customer stories enhance the storytelling experience.

In their study on storytelling as a teaching technique, Davidhizar, Ruth, and Giny Lonser, (2003) published in *Nurse Educator Online*, delves into the concept of using storytelling as an effective method for teaching. Drawing on the rich tradition of storytelling, the authors explore its potential applications in the context of nursing education. Through the art of storytelling, educators can engage learners, create meaningful connections, and convey complex concepts in a relatable and memorable manner. By incorporating narratives and personal experiences, instructors can not only enhance the learning experience but also foster a deeper understanding and appreciation for the subject matter among nursing students.

2.2 Narrative Elements

Incorporating narrative elements into corporate profiles is crucial for capturing the attention and interest of the audience. Well-written scripts, coherent storytelling, and seamless integration of brand values and messages contribute to the effectiveness of video content. Including testimonials, interviews, and customer stories further humanises the corporate profile and adds authenticity.

Based on the book of narrative elements Herman, Basic elements of narrative. John Wiley & Sons, (2009). The book offers a comprehensive exploration of the fundamental components that constitute compelling narratives. Through an engaging and insightful approach, the author delves into various narrative elements, unraveling their significance in shaping captivating stories across different genres and media. From character development and plot structures to setting, conflict, and resolution, each element's role in crafting a coherent and immersive narrative is thoroughly examined.

By analyzing a diverse array of examples and case studies, the book not only provides a theoretical understanding of narrative elements but also illustrates how they come together in practice to captivate readers and audiences alike. This valuable resource serves as an indispensable guide for writers, storytellers, and anyone seeking to understand the art and craft of storytelling on a deeper level, making it a must-read for both aspiring and seasoned storytellers across various creative disciplines.

3 RESEARCH METHODOLOGY

To conduct this study, by analyzing the existing video content that is used in business profiles systematically. A representative sample of business profile videos should be gathered, and its components such as its title, date, length, views, illustration style, element of design, type of video, and principle of motion should be examined. This analysis can be used to find recurring themes and patterns. The researcher also gathered and evaluated a wide range of corporate profile videos from various industries. Examine how various components affect audience involvement and perception, note parallels and variations, and make comparisons. Best practices and prospective areas for improvement can be found using this strategy.

4 FINDINGS

The visual analysis was compiled from Vimeo. There are 9 different types of corporate profile videos collected. There are significant features that have been analyzed using 8 categories which are date, title length, illustration style, element of design, type of video, views, principle of motion design, and audio. These videos have been chosen according to the element of the video that has been examined.

Table 1 Content Analysis of Element of Video in Corporate Profile Video

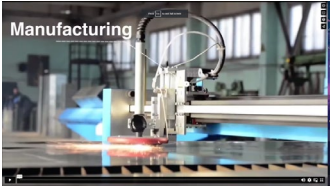


Criteria	Video					
Artwork						
Date	26/6/2019		28/11/2012		13/9/2021	
Title	Corporate video presentation		3PD Corporate branding		Authentix incorporate video	
Length	2:24 min		0:45 min		1:09 min	
Illustration Style	Vector Illustration (2D)		Illustration (2D)		Illustration (2D)	
Elements of Design	Color	Bright color	Color	Contra color	Color	Cold Color
	Shape	Geometric Shape Circle	Shape	Natural Shape Geometric shape	Shape	Natural Shape
Type of video	PSA, Kinetic typography		PSA, animation, motion design		PSA, footage, Kinetic typography	
Views	3482		4604		647	
Principle of Motion Design	Timing and motion, Straight and pose-to-pose action, Arcs, Slow in and out.		Exaggeration, Arc, Timing and motion, Secondary action, Slow in and out		Timing and motion, Slow in and out	
Audio	/		/		/	
Link	https://vimeo.com/344521466		https://vimeo.com/54472468		https://vimeo.com/604164519	

Table 2 Content Analysis of Element of Video in Corporate Profile Video


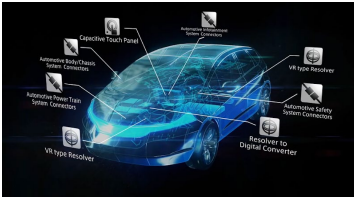


Criteria	Video					
Artwork						
Date	7/1/2019		19/12/2014		15/11/2013	
Title	Fasten_Corporate video		3JAE Corporate Video		GDC Corporate Video	
Length	2:10 min		1:48 min		2:13 min	
Illustration Style	3D Illustration (3D)		Illustration (2D)		Vector Illustration (2D)	
Elements of Design	Color	Vibrant color	Color	Contra color	Color	Vibrant color
	Shape	Geometric Shape	Shape	Natural Shape	Shape	Geometric Shape
Type of video	PSA, Kinetic typography, motion graphic		PSA, graphic, footage		PSA, footage, Kinetic typography	
Views	1128		1607		11.2K	
Principle of Motion Design	Timing and motion, Arcs, Slow in and out.		Arc, Timing, and motion, Slow in and out		Timing and motion, Slow in and out, Straight and pose-to-pose action, Arcs, Secondary action	
Audio	/		/		/	
Link	https://vimeo.com/344521466		https://vimeo.com/54472468		https://vimeo.com/79474085	

Table 3 Content Analysis of Element of Video in Corporate Profile Video

Artwork						
Date	16/4/2013	26/2/2014	1/12/2015			
Title	COST REDUCTION - Video Promocional / Corporate Video	Salterbaxter_DMGT_ Corporate video	Divvy Corporate Video			
Length	2:40 min	1:45 min	1:24 min			
Illustration Style	Vector Illustration (3D)	Vector Illustration (2D)	Vector Illustration (2D)			
Elements of Design	Color	Vibrant color	Color	Contra color	Color	Green, yellow, blue
	Shape	Geometric Shape, Natural shape	Shape	Natural Shape Geometric shape	Shape	Geometric shape
Type of video	PSA, Kinetic typography, motion graphics, illustration	PSA, motion graphics, illustration	PSA, illustration, Motion graphic			
Views	268	9404	2636			
Principle of Motion Design	Timing and motion, Arcs, Slow in and out. Straight and pose-to-pose action.	Arc, Timing, and motion, Slow in and out, secondary action.	Timing and motion, Slow in and out, Arcs, Secondary action			
Audio	/	/	/			
Link	https://vimeo.com/64143619	https://vimeo.com/87668935	https://vimeo.com/147437452			

Based on tables 1, 2, and 3, there are nine different corporate profile videos that have similarities and differences between them. The similarity of these videos is an element of the video type which is the Public Service Announcements (PSA) video is made to get in touch with the audience through messages that want to convey about the content of the video company. The findings from this research showed that most of the video elements that are being used in corporate profile videos such as 2D illustrations, vector illustrations, kinetic typography, and motion graphic element. This research shows that the audience will watch the corporate video all the way through in the past 2 minutes because they will become bored with the content if it is more than five minutes. The typical corporate video lasts between 0:45 and 2:40. Through this study, the researcher has examined the elements that affect how people view this corporate video based on the message to be conveyed and the concept of creating a corporate video that can capture viewers' attention with an engaging story. In terms of motion principles, most of the corporate videos in this research use certain techniques such as squash and stretch, basic timing and rhythm, arcs, straight ahead and pose-to-pose, secondary action and follow-through, and a lot of timing and motion. In making a corporate profile video the creator must have a lot of ideas by

applying motion graphic principles and elements to make a great video with a lot of information in a creative way. In addition, there are several combinations between live-action and illustration. Most corporate videos include live action and incorporate artwork using a visual element to tell interesting stories and draw viewers in while also improving the effectiveness of the corporate film in terms of information delivery.

5 CONCLUSIONS

In conclusion, the researcher of “An Exploratory Study On Element Of Video Content Used In Corporate Profile” has shown that companies use a variety of elements in their videos, including company history, product information, and motion illustration. Furthermore, the study showed that THE use of high-quality visuals, clear audio, and engaging storytelling techniques can significantly enhance the impact of corporate profile videos. In terms of design elements, the research establishes that cold and vibrant colors (such as blue, light green, and yellow) are more effective in capturing the audience's attention and generating excitement than warm colors. This realisation emphasises the significance of employing visually stimulating color schemes in corporate profile video experiences. Animators and the video's creator's efforts to generate realistic movement with so many different video elements are laborious, despite their best efforts to impress the audience with their superb artwork. Advancement from the past to the present has given rise to many new elements that can help create the best corporate profile video for delivering the message to the audience and honing our creative storytelling abilities.

ACKNOWLEDGEMENT

I am grateful to the Research Ethics Evaluation Committee of the College of Creative Arts Studies at Universiti Teknologi MARA (UITM) for giving me permission to conduct this study.

FUNDING

In this research, no financial aid was received.

AUTHOR CONTRIBUTIONS

Firdaus Halim Pfordten, N.L.S.P. participates in most of the details of writing and is also responsible for collecting data for the analysis of the findings for this paper. Mohamed Ghazali N.A. and Mohd Lazim, N.A. contribute an overview for this paper.

CONFLICT OF INTEREST

There are no conflicts of interest that occurred during the process of writing this paper.

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