

LOOPING GROUP

A white Mercedes EQ electric SUV is parked on a grassy hillside. A woman in a light-colored shirt and dark pants stands next to the car. The background shows a blue sky with clouds and a body of water in the distance. The license plate reads 'S EQ 1003'.

ONEPRODUCTION®

HOW TO CREATE A ONE STOP SHOP FOR WORLD CLASS CONTENT FOR EVERY MEDIA CHANNEL

IN A NUTSHELL

OneProduction® is the most cost-effective and cost-efficient way to create tailored marketing content that tells a consistent brand story across all relevant media channels.

In addition, the efficient OneProduction® not only saves financial resources but also achieves sustainable, ecological effects.

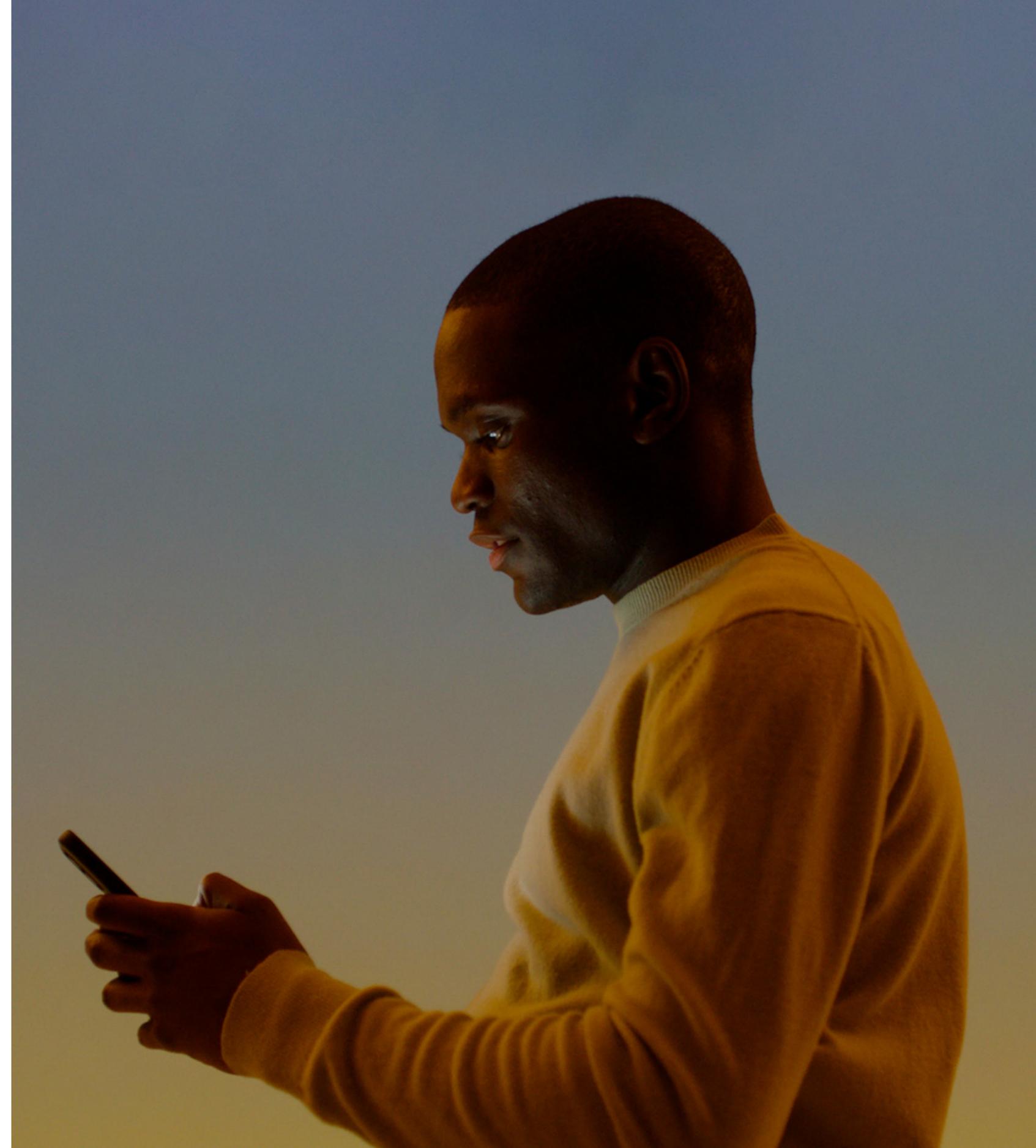
The Challenge

We incorporate individual channel needs and consumer preferences while telling your product's story

To create interest that leads people to buy, love, and advocate their products throughout the customer journey – brands need to create multiple formats of marketing content.

Each channel comes with its own conventions and expectations, with users tolerating radically different durations of content depending on the channel.

It demands deep knowledge and experience of the dynamics of each channel. Knowing where and where not to build and share content demands expertise.



A consistent brand language across levels of detail and sales targets

Brands often work with different agency partners, creative and media, social and digital – to create and flight content in different channels. Too often this dilutes or confuses messaging from a core brand proposition. This runs the risk of giving a brand multiple personalities.

Telling brand stories goes beyond telling a singular story in the most channel-appropriate way. To earn consumers' attention and trust, brands need to take an editorial approach that portrays a product's features and benefits in an entertaining way and with a strong narrative to match.

Telling a consistent, coherent, compelling story across the entire sales funnel is vital



The Approach

We create coherent and compelling stories that reach across all possible touch points.

One Story

Our creative and editorial superstars craft the best films, images and words to tell brand stories.



One Team

We take an editorial approach that portrays a product's features and benefits in a memorable and entertaining way.

One Approach

By pulling not pushing,
engaging not interrupting, our
approach invites customers
into the brand's world.



One Vision

We create a pool of world class, channel-specific, customised content.

One Ambition

We build channels that
optimise performance
and drive community
engagement.

One Inspiration

Your understanding of
your target group and their
communities grows while
your costs shrink.

One View

We create tailored content that tells consistent brand stories across all relevant channels

One Voice

We produce all relevant content during one single shoot including social, owned media, extending through to influencers and ambassadors.



One Shoot

Every OneProduction® programme has performance metrics at its core, we monitor, measure, correct and adjust in real time.

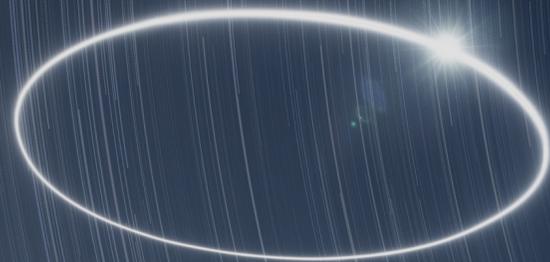
One Performance

We compare the performance of any given content asset to a relevant benchmark, providing an index of actual performance across all platforms and content types.



One Benchmark

We believe that the purpose of powerful communication is to trigger action.



One Result

Service Offerings

OneProduction® closes the gaps and drives consideration by holistic and customer-centric planning

Added Value: Complementary to centralised campaigns, that focus brand building

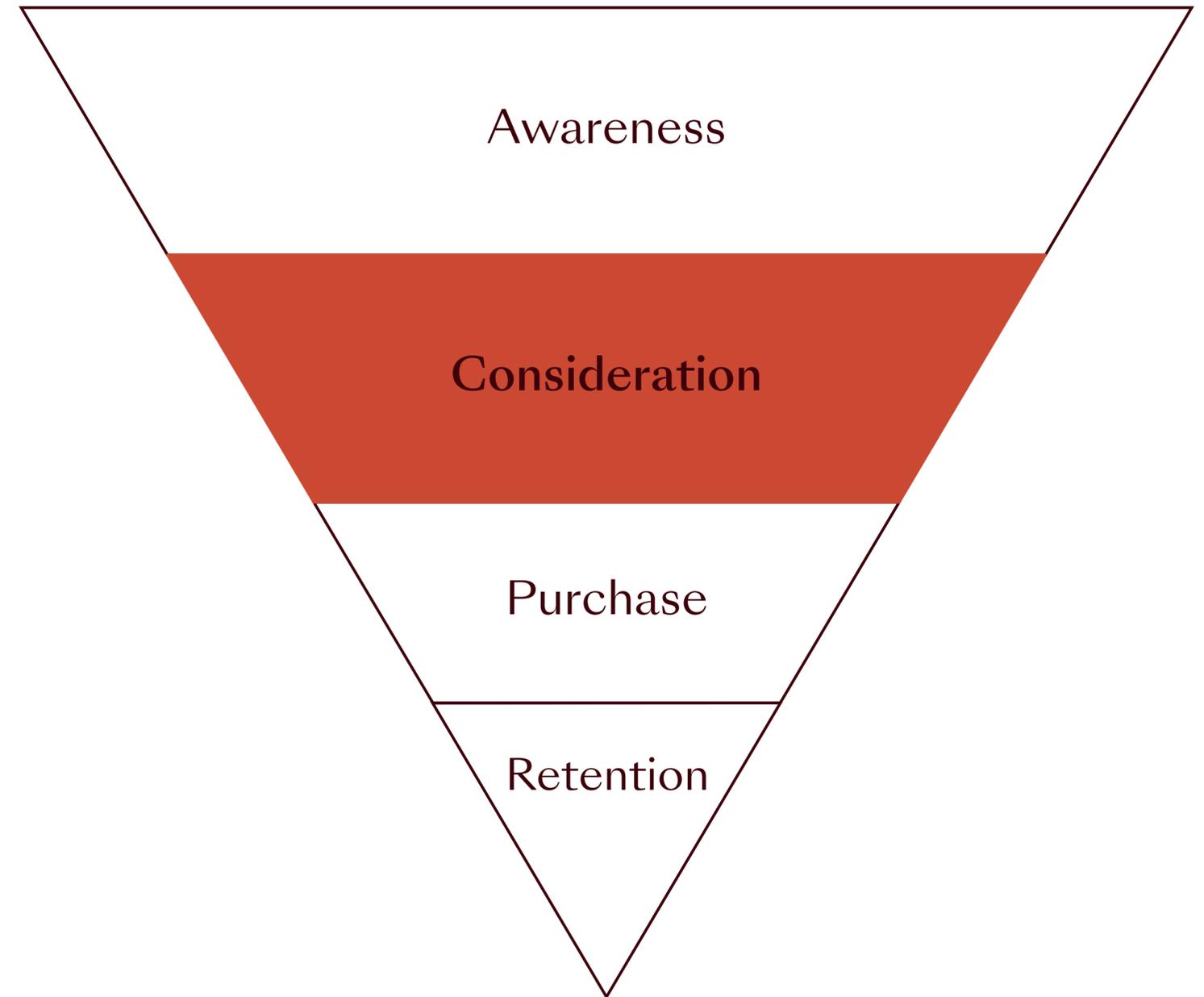
Buyer perspective: Help-Content and information in consideration phase based on the user's search intention and information needs

Credibility: Real life product content presented by target-group relevant host (100% product-safe)

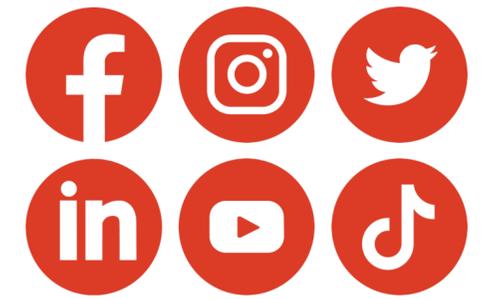
Durability: Long tail content that works independently from launch campaigns and creates traffic over years

Efficiency: Great variety of content that can be used omnichannel, produced in one single and highly efficient production

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Every OneProduction® has hard performance metrics at its core, which we and our clients monitor in real time. This allows us to measure and celebrate successes.



143K
VIDEO VIEWS

The total number of times your video has been watched

▲ +142%



3:15
AVG. WATCH TIME

The average time your video has been watched (min)

▲ +174%



4.3%
THUMBNAIL CTR

The percentage of users who have seen your thumbnail & clicked

▲ +26%



3,523
INTERACTIONS

The total number of likes, comments and shares

▲ +194%



467K
TOTAL WATCH TIME

The total your video has been watched by views (min)

▲ +475%



465
NEW SUBSCRIBERS

The total number of viewers who have subscribed to your channel

No benchmarks

The Results

MERCEDES BENZ – ONEPRODUCTION®

Challenge

Dealers and the press have produced unauthorised content with the sender Mercedes-Benz, which does not correspond to the group's own CI.

Approach

The OneProduction® was developed in order to convey easily accessible information to buyers. It consists of a series with one main film and up to 700 channel-specific assets, optimised according to the current performance criteria depending on the platform.

Results

Always-on content with above-average watch time. The One Production® became the leading digital format for Mercedes-Benz product launches. The assets we created of the models EQS, EQC and EQB were all created using our OneProduction® format.





MERCEDES ME APP – ONEPRODUCTION®

Challenge

According to the principle of OneProduction®, all advantages and features of the Mercedes Me app should be explained in short films in order to increase the number of downloads.

Approach

The Looping Group produced all the advantages and features of the Mercedes in just one production for all channels. As help content, the format provides detailed information about the app. A series with a main film and several platform-optimised focus assets is produced according to the packaging principle. All content is created specifically for the distribution of the app and distributed internationally via the appropriate channels.

Results

Due to the targeted playout of the different assets, the download rate has increased and supported the sustainability targets of Mercedes-Benz.

ARMANI X MADAME – ONEPRODUCTION®

Challenge

Promote and sell the spring collection to customers despite the ongoing pandemic and closed shops - with the styling expertise of the independent media MADAME & MONSIEUR.

Approach

Our OneProduction® is based on a 360° editorial content approach, which means the content can be played out over the entire collection life cycle. Multi-channel distribution including one-to-one communication and media (print and digital) orchestrated within several weeks for constant engagement.

Results

Armani generates more than 50% of their collection sales in Germany for this campaign.





TIFFANY X MADAME – ONEPRODUCTION®

Challenge

The growing demand for digital content per channel is an economic challenge for every production.

Approach

The Tiffany x Madame OneProduction® meets all high-class content requirements in just one shoot. Business outcomes... The OneProduction® reduced costs and effort and optimised the orchestration of the individual assets.

Results

OneProduction® has reduced costs and effort and optimised the orchestration of individual assets.

About LOOPING GROUP

We believe every person, every business, every brand, has a story to tell. These stories deserve to be told with integrity, conviction and heart. With a combination of fearless exploration and discovery of insight, we search for and find the truth. We combine data with journalistic rigor and commercial vigor to craft stories that leave their mark. Whether you are a person, business or brand, your truth should be powerfully told.



YOUR
360° CONTENT
STARTS
HERE



LET'S TELL YOUR STORY

newbusiness@looping.group

YOU MAY ALSO LIKE...

The Looping product portfolio

NARRATIVE
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COMMAND CENTRE
ONEPRODUCTION®

SOCIO
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LUXURY LOOP
HUMANVERSE
START-UP SOLUTIONS
CORPORATE CULTURE PROGRAM

YOUR
STORY
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