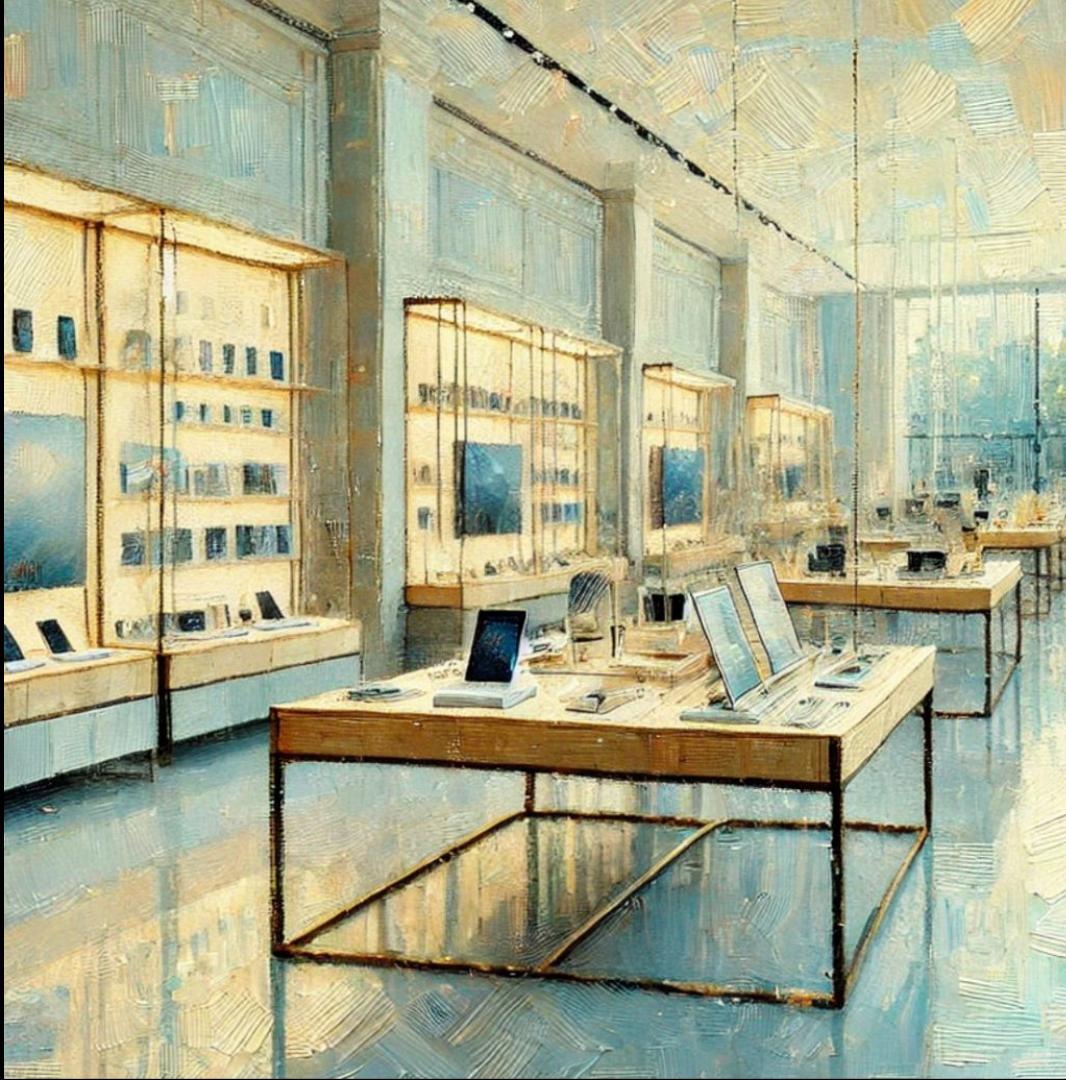


# 2025 Video Commerce Global Blueprint

| Consumer Electronics & Appliances

∞ Firework



# Disclaimer

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This document contains examples of how various brands leverage video commerce to enhance customer engagement and drive sales. The content is intended for informational and illustrative purposes only. The examples provided are based on publicly available information and are not endorsements or partnerships unless explicitly stated. Firework is the leading AI-powered video commerce platform, transforming the way brands connect with customers through immersive, interactive, and personalized digital experiences. The brands and strategies mentioned in this document are independent of Firework unless otherwise noted. The information provided is accurate to the best of our knowledge at the time of publication. However, Firework makes no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability of the content. Any reliance you place on such information is strictly at your own risk. For more information about Firework and its services, please visit [Firework.com](https://Firework.com) or contact us directly.

# Outline

**Why Video Commerce?**

**What is Video Commerce?**

**Use Cases**

Shoppable Video

Video Showroom

1:1 Video Chat

AI Virtual Assistant

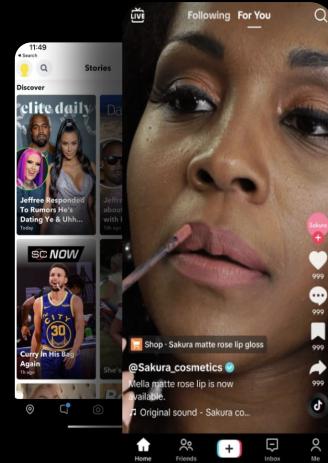
**Content Best Practices**



# Why Video Commerce?

## CONTENT - CONSUMER BEHAVIOR

The way people consume information is changing, and video is now the go-to format.



# 13X

more shares that's the power of video over text and images combined.

# 100 min

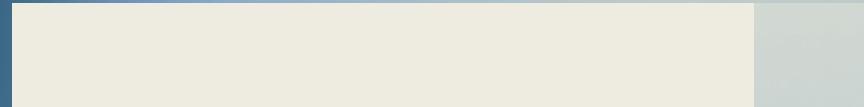
average daily time spent watching online videos.

# Ecommerce Sites Remain the Primary Transaction Channel

Online Shopping Transactions

94%

6%



Ecommerce  
Sites

Social  
Media

Bring **Video + Commerce** together to  
where transactions actually happen



## Exclusive Firework Insights

Based on **2024** data from

**269** million Viewers worldwide

**1255** Global Brands reviewed

**606** Customer Data

Firework's proprietary research provides valuable insights into the **evolving video commerce landscape**.

# Methodology

## Overview of the Data Sample

This report is based on 606 Firework customer samples collected from a diverse range of industries and regions in 2024. The dataset reflects global adoption trends, providing insights applicable across multiple markets. Where relevant, supplementary industry data from external sources has been incorporated to provide broader market context. External sources are cited in footnotes throughout the report, supplemented with relevant industry benchmarks from publicly available sources where applicable.

## Key Parameters for Analysis

- Time Frame: Data was collected throughout 2024, capturing seasonal trends and purchase behaviors
- Video Commerce Formats Analyzed:
  - Shoppable Video – Short-form product highlight reels designed for quick purchasing decisions
  - Showroom Video – 24/7 interactive video sessions engaging large audiences
  - One-to-One Video Chat – Personalized virtual shopping experiences for high-touch customer engagement
- Bounce-Rate Exclusion: To ensure the validity of engagement and purchase behavior insights, high-bounce traffic has been excluded from the analysis

## Neutral and Aggregated Approach

This report maintains neutrality and industry-wide relevance by:

- Excluding individual brand disclosures, ensuring the findings serve as an objective industry benchmark
- Representing a broad spectrum of adoption stages and organizational maturity levels, from emerging adopters to established brands

## Methodological Rigor

- Key Metrics: The analysis follows consistent methodologies in calculating Add-to-Cart Rate, Conversion Rate (CVR), Average Order Value (AOV), Gross Merchandise Value (GMV), Repeat Purchase Rate (RPR), and Customer Lifetime Value (LTV)
- Segmentation Analysis: Insights are segmented by device type (mobile vs. desktop) and industry verticals to provide a more nuanced perspective

## Use of Best-Performing Data Points

- Where applicable, this report highlights peak-performing data points to illustrate upper benchmarks in video commerce performance. While no individual brand names are disclosed, these examples represent the highest observed results within the dataset, serving as reference points rather than industry-wide averages

# Video Commerce Adopters See Higher Conversion Rates than the Ecommerce Industry Average

**2.5x lift**

**E-commerce  
industry average<sup>1</sup>**

**2%**

**Video  
commerce  
adopters**

**5%**

Best observed Lifetime Value (LTV) in Consumer Electronics Industry more than doubled

110% lift

LTV without  
video exposure<sup>1</sup>

\$227

\$487

<sup>1</sup>Video exposure is defined as the presence of video experience on the web page such as widget, floating player.

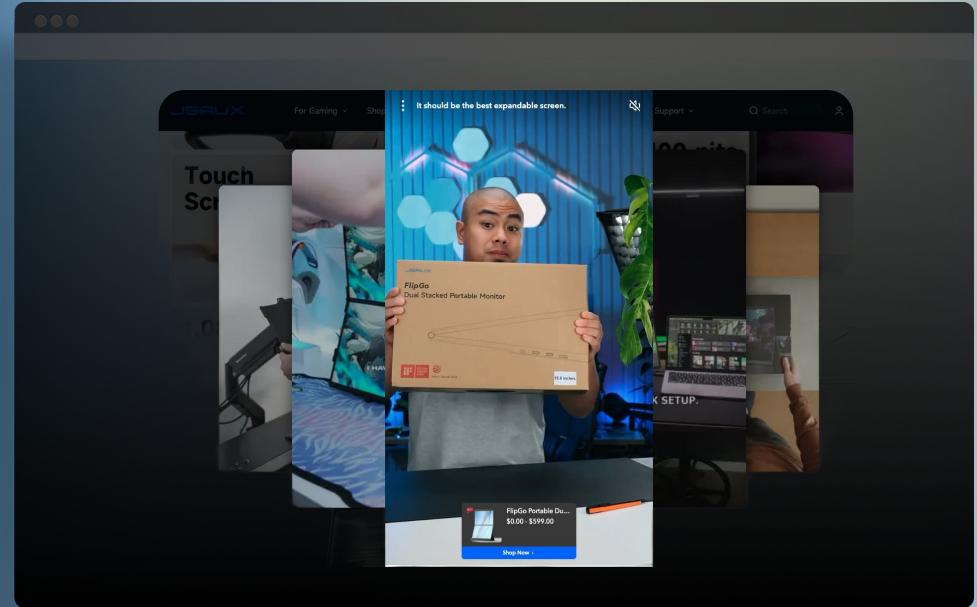
<sup>2</sup>Video interaction is defined as a shopper clicking to view a Shoppable Video in full screen, serving as the attribution point for its impact on engagement and purchase decisions.

# What is Video Commerce?

# Shoppable Video

A “One to mass” brief video format that integrates clickable links or tags, enabling viewers to directly explore and purchase featured products within the video

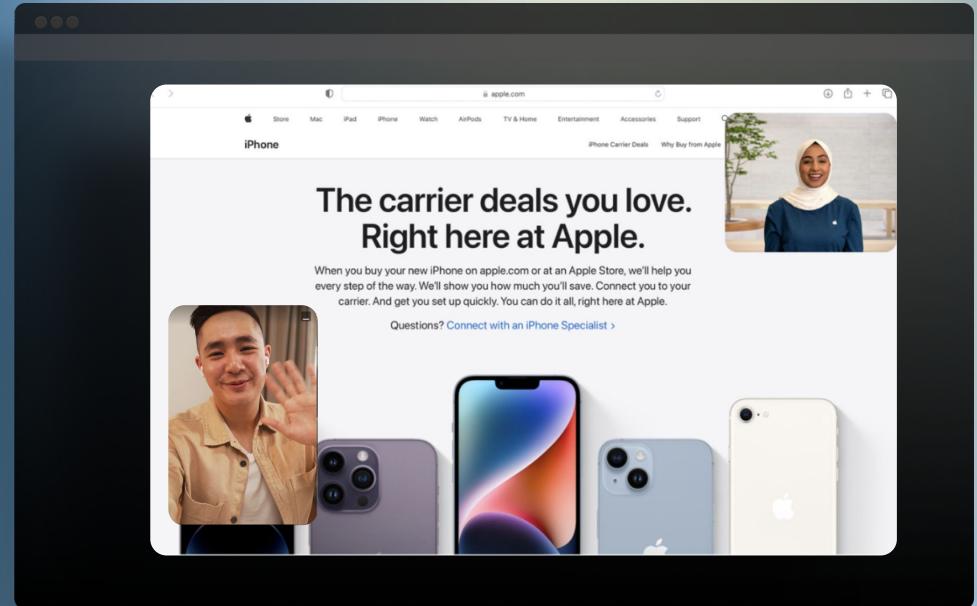
It brings the convenience of buying directly from video content



# One-to-One Video Chat

A “One to one” personalized video format where customers engage directly with a sales representative for tailored product recommendations and assistance.

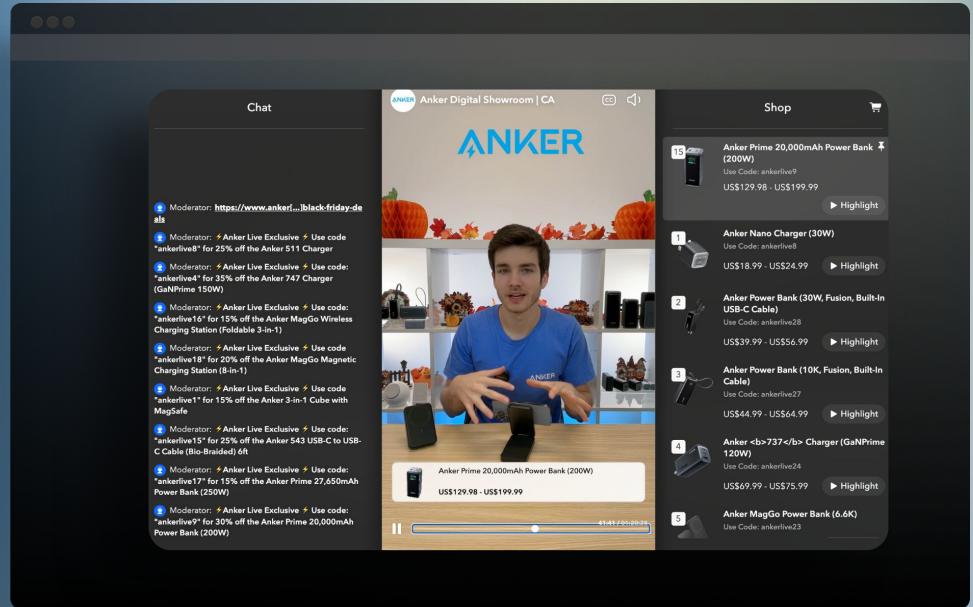
It enhances the shopping experience with real-time interaction, fostering deeper engagement and higher purchase confidence.



# Video Showroom

A “One to many” video format where hosts showcase and sell products in front of audiences, allowing viewers to interact via chats and make purchases directly during the session

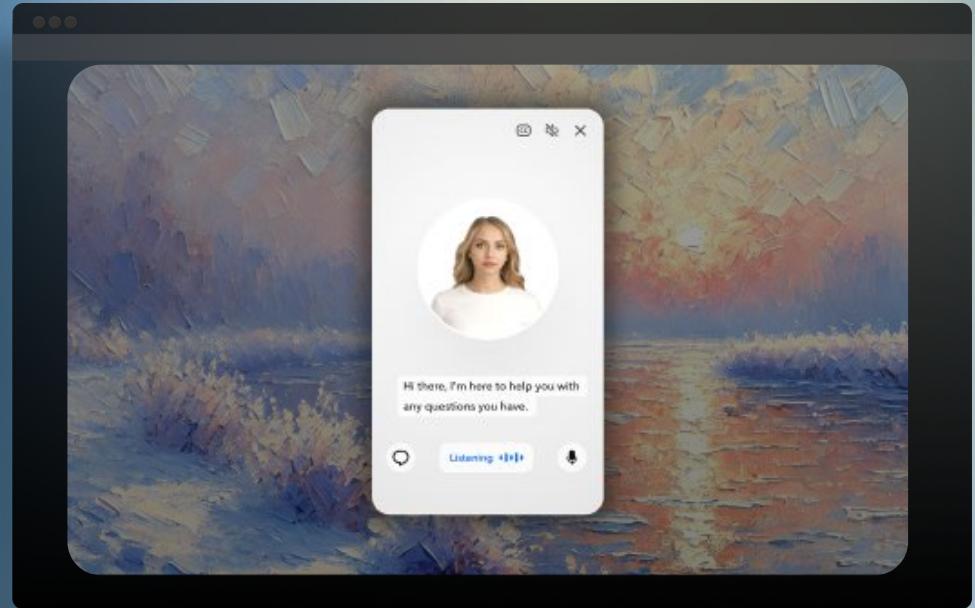
It creates urgency and excitement with interactive engagement



# AI Virtual Assistant

An AI Virtual Assistant provides real-time, personalized shopping assistance by answering customer inquiries, recommending products, and guiding users through the purchase process.

It creates urgency and excitement with instant, data-driven responses and interactive engagement.





# Use Cases

SAMSUNG DREAME   
ANKER dyson 

# Shoppable Video

## SAMSUNG - PDP

Samsung leverages short form video to educate customers

Short form videos educate customers on the product directly on PDP.

The image shows a Samsung Galaxy S25 Ultra Product Detail Page (PDP). The main visual is a photograph of the phone's rear camera system. Overlaid on the bottom right is a video player interface featuring a woman speaking. The text in the video player reads: "What's the right storage for you? Figure out your storage needs with just a few scrolls." To the right of the video, there is a storage selection area with three options: "256 GB | 12 GB", "512 GB | 12 GB", and "1 TB | 12 GB". Each option includes a price: ₹14983.41/mo. or ₹129999.00, ₹19132.70/mo. or ₹165999.00, and ₹19132.70/mo. or ₹165999.00 respectively. Below the storage options is a callout with the text "What's the right storage for you?" and "Figure out your storage needs with just a few scrolls." A small icon of a person with a speech bubble is next to the text. At the bottom of the page, there is a "Continue" button.

# Samsung Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Retail media \$
5. Basket size lift

### **Creator**

Employee Generated Content

### **Video Format**

Shoppable Video

### **Refresh Frequency**

Once every 6-12 months

### **Placement**

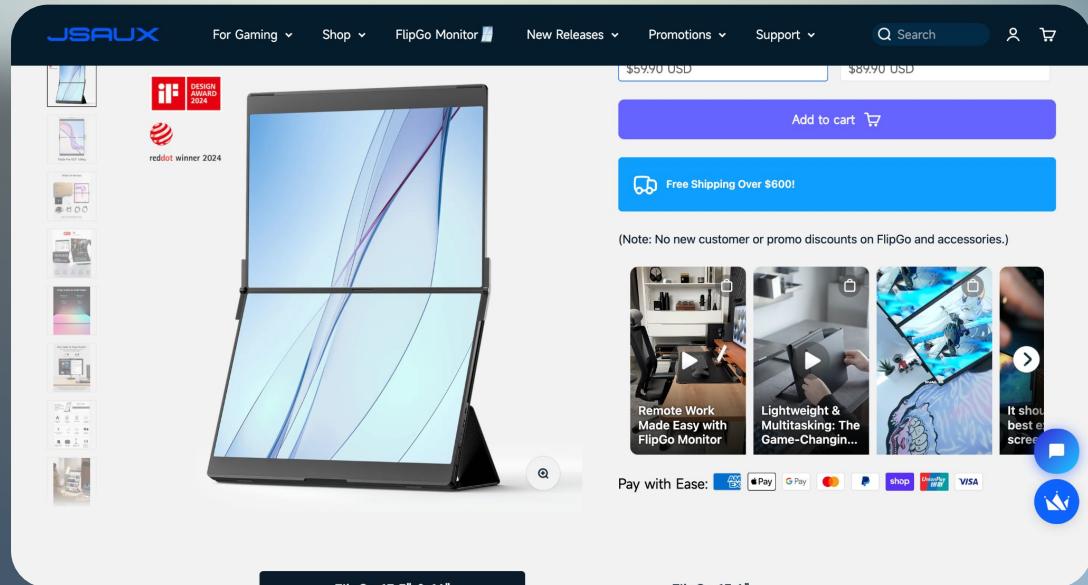
Product Page, support pages

### **Content Cost**

No additional cost

Jsaux leverages short form video to demonstrate product features

Jsaux leverages user-generated short-form videos to showcase product features, providing authentic, community-driven demonstrations that enhance customer engagement and trust.



# Jsaux Playbook

## KPI to measure for lift

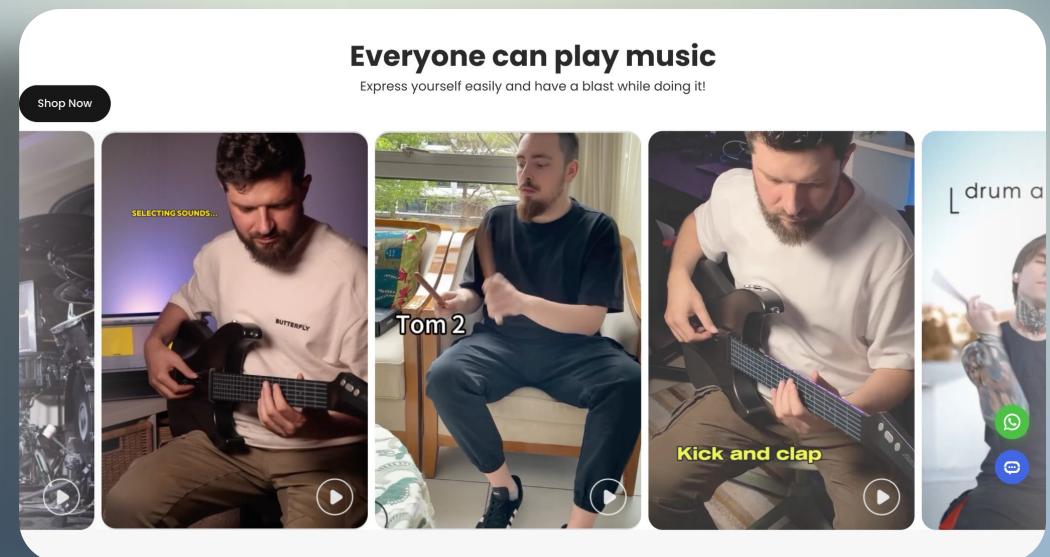
1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

<b>Creator</b>	User Generated Content Influencer Generated Content
<b>Video Format</b>	Shoppable Video
<b>Refresh Frequency</b>	Every 6-12 months, new product launches
<b>Placement</b>	Product Page, support pages
<b>Content Cost</b>	No additional cost

## AEROBAND - CATEGORY PAGE

Aeroband  
leverages short  
form video to  
educate

Aeroband leverages short-form video to showcase musicians playing their instruments, providing engaging, educational content that highlights product capabilities and performance.



# Aero Band Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. Basket size lift

<b>Creator</b>	User Generated Content Influencer Generated Content
<b>Video Format</b>	Shoppable Video
<b>Refresh Frequency</b>	Every 3-6 months
<b>Placement</b>	Category Page, Home Page, PDP
<b>Content Cost</b>	No additional cost

## AIPER- PDP

Aiper uses short form video to demonstrate product usage

Aiper utilizes short-form video to showcase product usage, providing engaging and informative demonstrations that help customers understand functionality and benefits.

The screenshot shows a product detail page for a robotic pool cleaner. The top navigation bar includes the Aiper logo, a search bar, and links for Robotic Pool Cleaners, Pool Skimmers, Handheld Vacuums, Smart Yard, 2025 New Release, Support, Where to buy, a store icon, a shopping cart icon with a red notification, a user profile icon, and a globe icon. The main content area features a title 'Unboxing & User Reviews' above four video thumbnail images. The first thumbnail shows the pool cleaner in the water. The second shows a person unboxing it. The third shows a person placing a bowl of cherries on a table with the text 'with snacks' overlaid. The fourth shows the pool cleaner in the water again. At the bottom left is a 'Get 5% OFF' button with a gift icon. At the bottom right is an 'ADD TO CART' button. The Aiper logo is at the bottom center.

# Aiper Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

### **Creator**

Employee Generated Content  
User Generated Content  
Influencer Generated Content

### **Video Format**

Shoppable Video

### **Refresh Frequency**

Every 3-4 months

### **Placement**

Category Page, Home Page, PDP

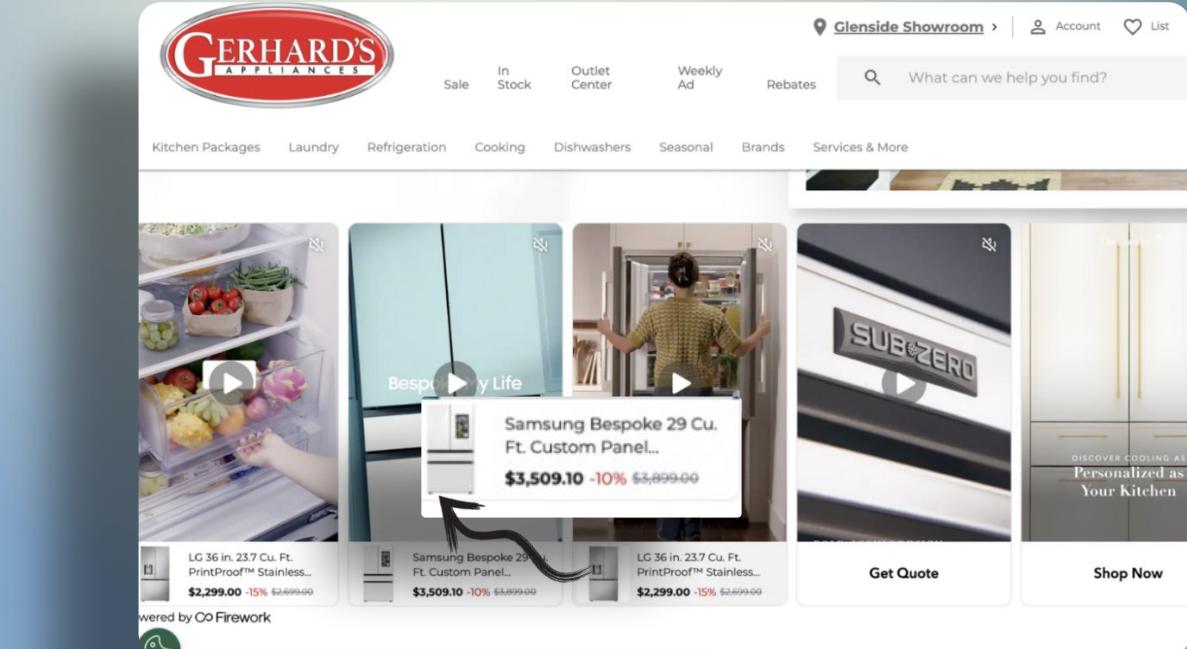
### **Content Cost**

No additional cost

## GERHARD'S - HOMEPAGE

Gerhard's uses shoppable video for brand collaboration with GE, Samsung, LG

Side-by-side comparisons and interactive shoppable video help customers evaluate options and make informed purchases seamlessly.



# Gerhard's Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Retail media \$
5. Basket size lift

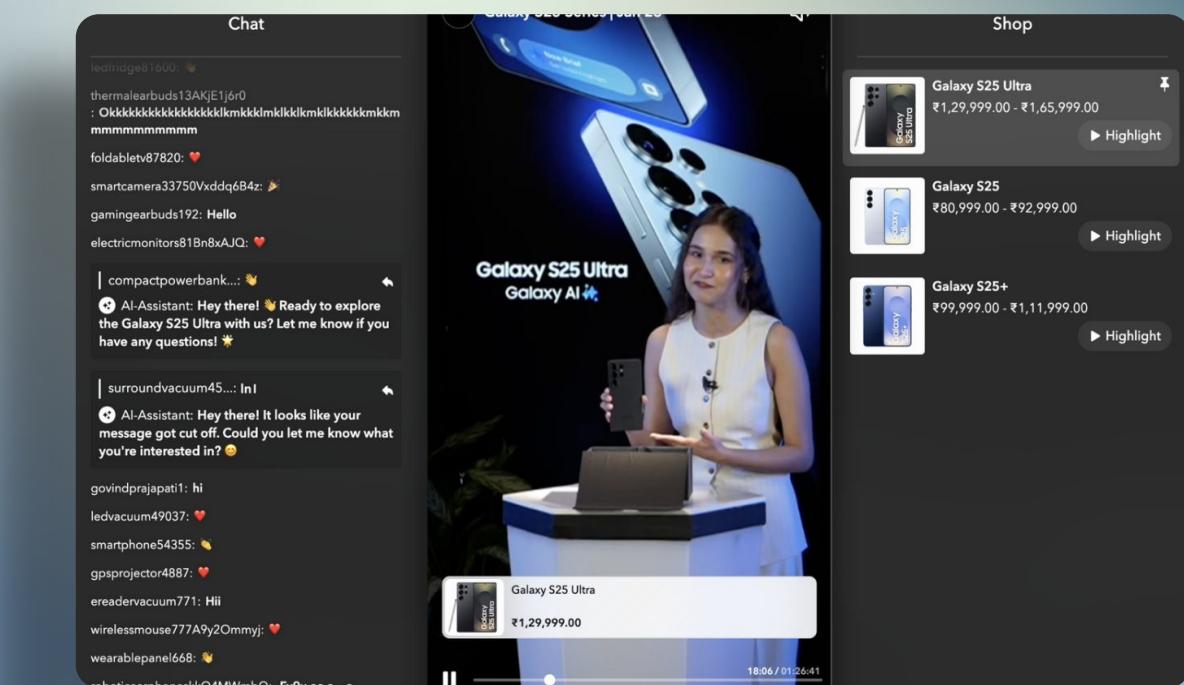
<b>Creator</b>	Brand Generated Content Employee Generated Content
<b>Video Format</b>	Shoppable Video
<b>Refresh Frequency</b>	Once every 6-12 months
<b>Placement</b>	Homepage, Product Page, Support Pages
<b>Content Cost</b>	No additional cost

# Video Showroom

Samsung uses digital showrooms to create product hype

Samsung India launches S25 Ultra and creates community-driven experience with digital showrooms.

SAMSUNG - HOMEPAGE



# Samsung Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

### **Creator**

Hire external host

### **Video Format**

Video Showroom,  
Shoppable Video

### **Refresh Frequency**

Every 3-6 months

### **Placement**

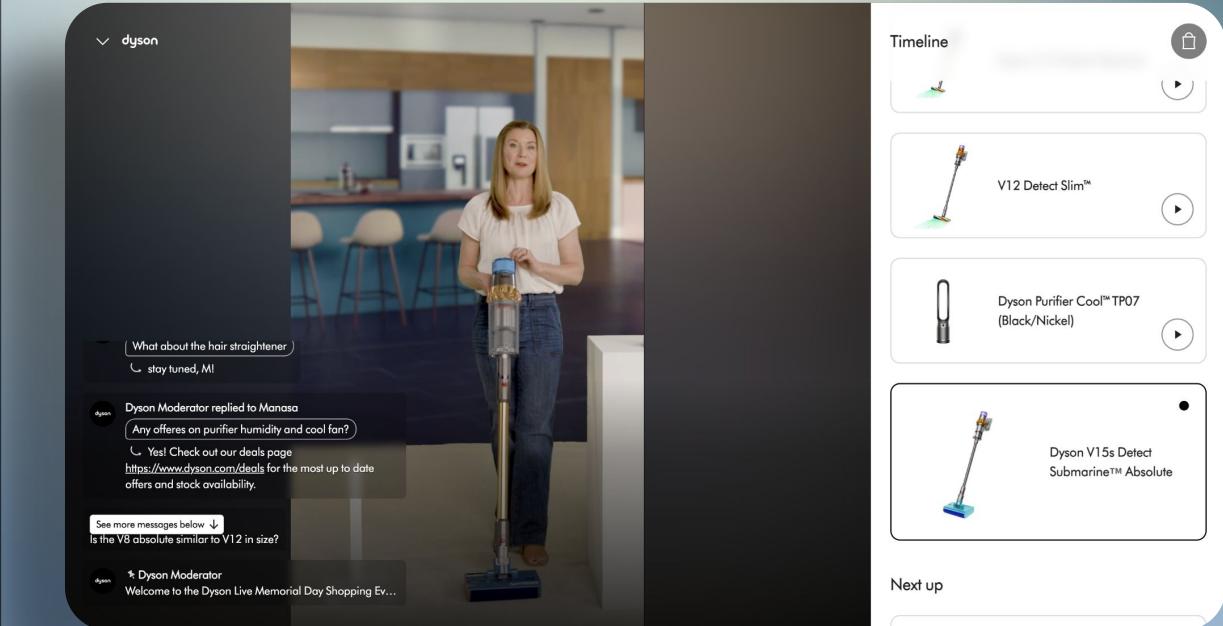
Homepage, Category Page, PDP

### **Content Cost**

Small fee for hiring a host

Dyson leverages digital showrooms to demonstrate product features and usage

Dyson brings the in-store experience online through video showrooms, offering immersive demonstrations and practical usage guides that help customers explore and understand their products.



# Dyson Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

### **Creator**

Hire external host

### **Video Format**

Video Showroom,  
Shoppable Video

### **Refresh Frequency**

Every 2-3 months

### **Placement**

Product Page, Category page, PDP

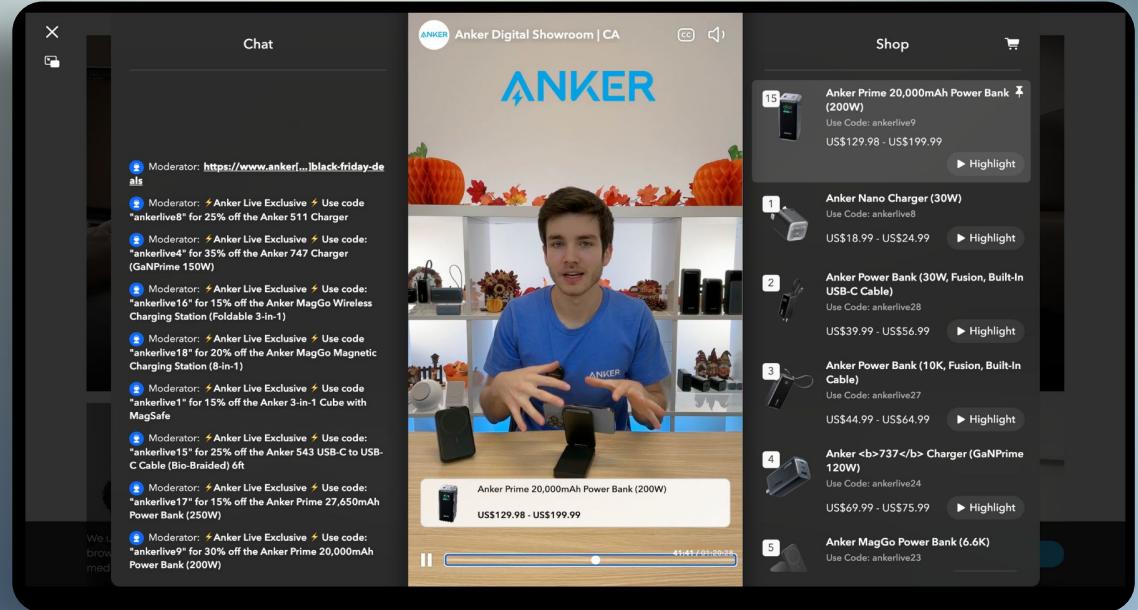
### **Content Cost**

Small fee for hiring a host

## ANKER - HOMEPAGE

Anker leverages digital showrooms to spotlight product features

Anker enhances the customer experience by using video showrooms to highlight product functionality, offering clear, engaging demonstrations that make it easy to understand and explore their products.



# Anker Playbook

## KPI to measure for lift

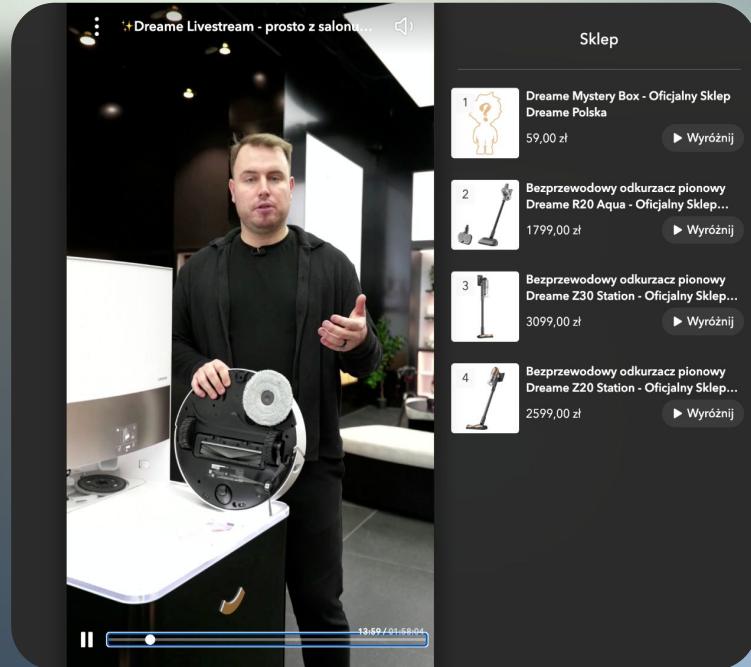
1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

<b>Creator</b>	Inhouse staff or hiring a host
<b>Video Format</b>	Video Showroom, Shoppable Video
<b>Refresh Frequency</b>	Once every 6 months
<b>Placement</b>	Homepage, PDP, Category page
<b>Content Cost</b>	Zero for inbound staff, small fee for external host

## DREAME - HOMEPAGE

Dreame leverages digital showrooms to demonstrate product features

Dreame utilizes digital showrooms to showcase product features, offering an interactive and informative shopping experience for customers.



# Dreamer Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

**Creator** Inhouse staff or hiring a host

**Video Format** Video Showroom, Shoppable Video

**Refresh Frequency** Once a month

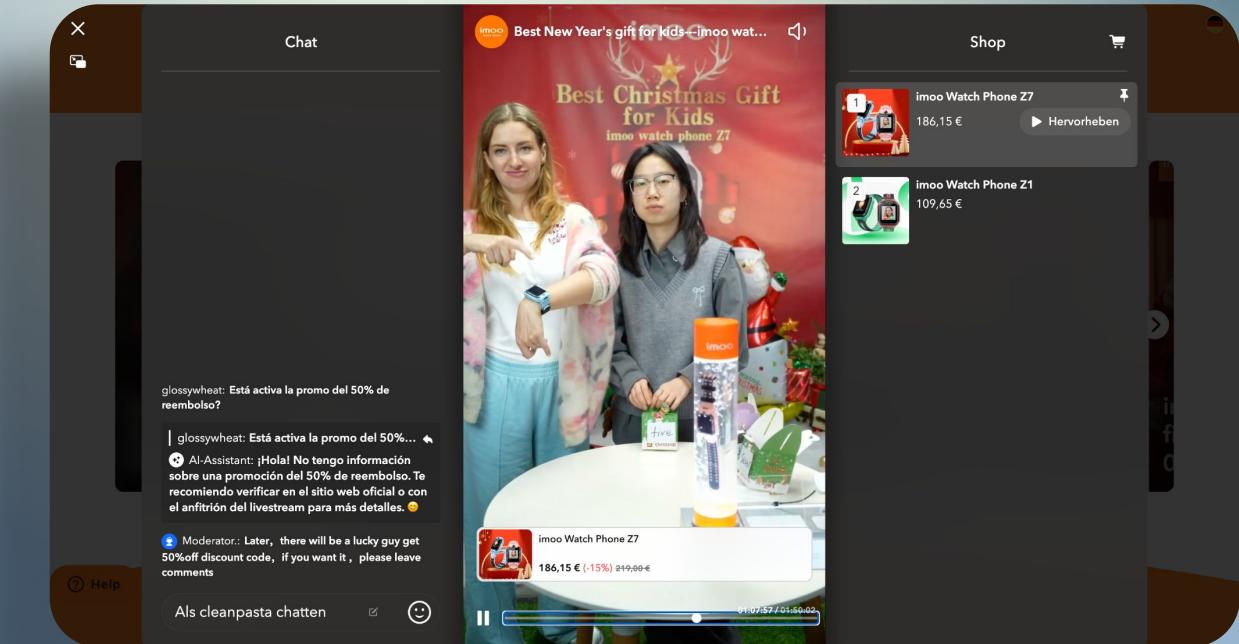
**Placement** Homepage, PDP, Product pages

**Content Cost** No additional cost

## IMOO - CATEGORY PAGE

Imoo leverages video showrooms to demonstrate product features and exclusive deals

Imoo utilizes video showrooms to showcase product features and highlight exclusive deals, creating an interactive shopping experience that engages and informs customers.



# Imoo Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

**Creator** Inhouse staff or hiring a host

**Video Format** Video Showroom  
Shoppable Video

**Refresh Frequency** Every 6 months

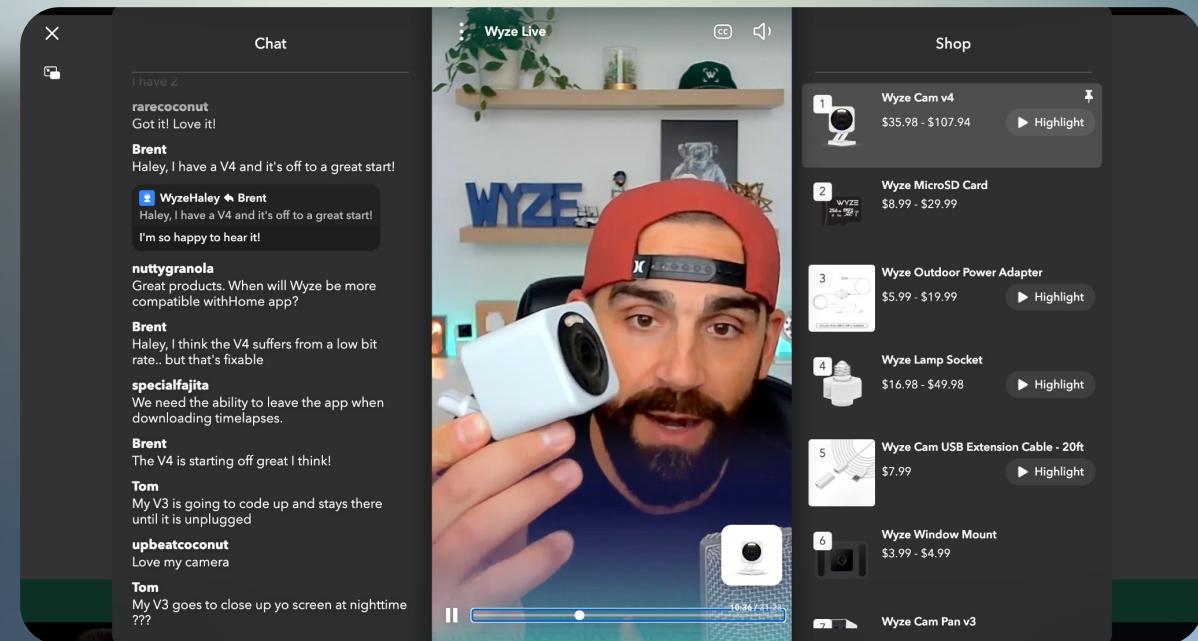
**Placement** Homepage, Product Page, Category Page

**Content Cost** Small fee to hire host

## WYZE - CATEGORY PAGE

Wyze leverages video showrooms to showcase products

Wyze utilizes video showrooms to highlight product features and benefits, providing an interactive and immersive shopping experience for customers.



# WYZE Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Retail media \$
5. Basket size lift

**Creator** Inhouse staff or hiring a host

**Video Format** Video Showroom  
Shoppable Video

**Refresh Frequency** Once every 6-12 months

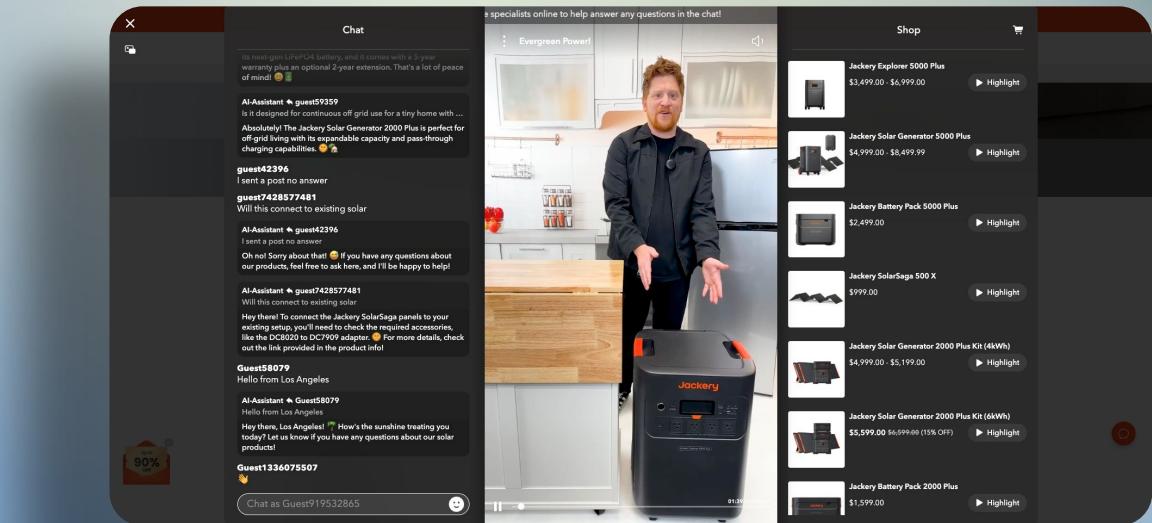
**Placement** Homepage, Product Page, Category Page

**Content Cost** No additional cost

## JACKERY - CATEGORY PAGE

Jackery leverages video showrooms to compare product features

Jackery utilizes video showrooms to compare product features, helping customers make informed purchasing decisions through engaging and interactive visual demonstrations.



# Jackery Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Retail media \$
5. Basket size lift

**Creator** Inhouse staff or hiring a host

**Video Format** Video Showroom  
Shoppable Video

**Refresh Frequency** Every month

**Placement** Homepage, Product Page, QR code on packaging

**Content Cost** No additional cost

## AMPACE - CATEGORY PAGE

Ampace leverages video showrooms to demonstrate product features

Ampace utilizes video showrooms to showcase product features, providing an interactive and informative experience for customers.



# Ampace Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Retail media \$
5. Basket size lift

**Creator** Inhouse staff or hiring a host

**Video Format** Video Showroom  
Shoppable Video

**Refresh Frequency** Every month

**Placement** Homepage, Product Page, QR code on packaging

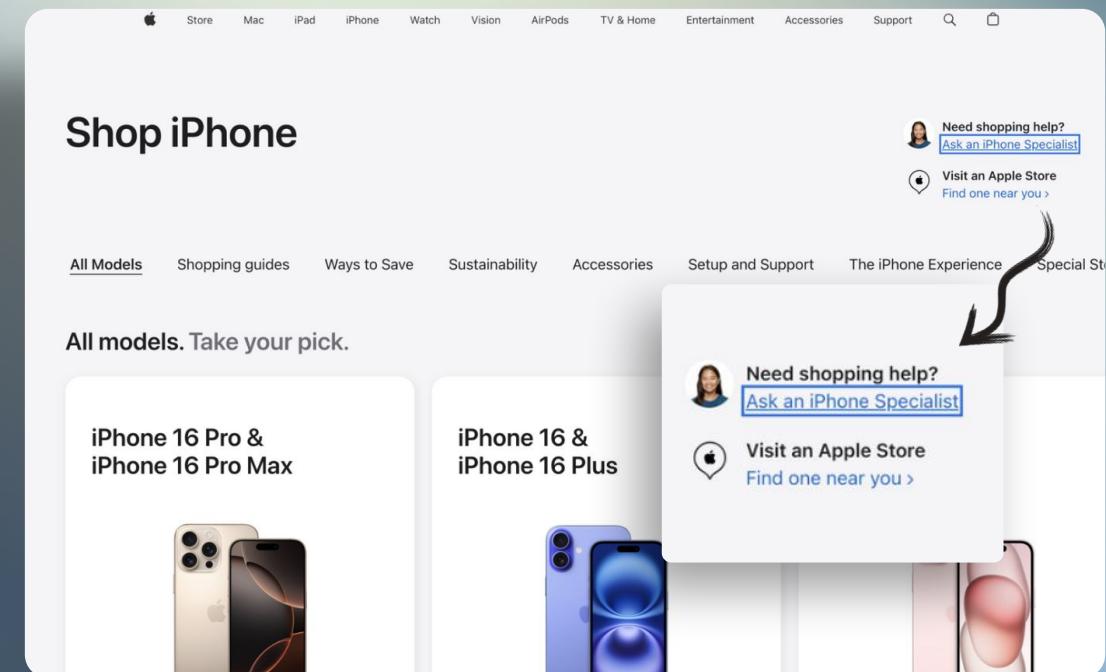
**Content Cost** No additional cost

# 1:1 Video Chat

## APPLE - CATEGORY PAGE

Apple leverages 1:1 video chat to build human connection

Shoppers have the opportunity to virtually meet directly on category pages.

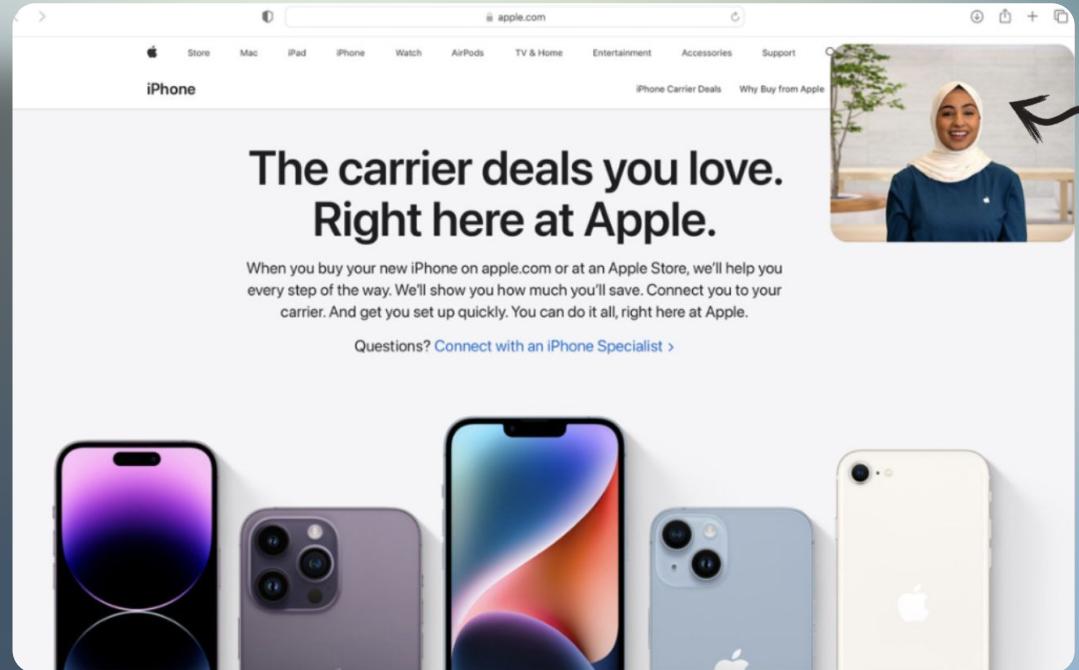


The screenshot shows the Apple 'Shop iPhone' category page. At the top, there is a navigation bar with links for Store, Mac, iPad, iPhone, Watch, Vision, AirPods, TV & Home, Entertainment, Accessories, and Support. To the right of the navigation bar are search and shopping cart icons. On the left, there is a sidebar with links for All Models, Shopping guides, Ways to Save, Sustainability, Accessories, Setup and Support, The iPhone Experience, and Special St... (with a hand-drawn arrow pointing to the 'Special St...' link). The main content area features a heading 'Shop iPhone' and a sub-section 'All models. Take your pick.' Below this, there are two cards: one for the 'iPhone 16 Pro & iPhone 16 Pro Max' showing two phones (one gold, one black), and another for the 'iPhone 16 & iPhone 16 Plus' showing two phones (one blue, one purple). Each card has a 'Need shopping help? Ask an iPhone Specialist' button and a 'Visit an Apple Store Find one near you' button.

## APPLE - CATEGORY PAGE

Apple leverages 1:1 video chat to build human connection

The specialist walks customers through the purchasing process.



# Apple Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

### **Creator**

Employee Generated Content

### **Video Format**

1:1 Video Chat

### **Refresh Frequency**

Daily

### **Placement**

Category Page, Home Page, PDP

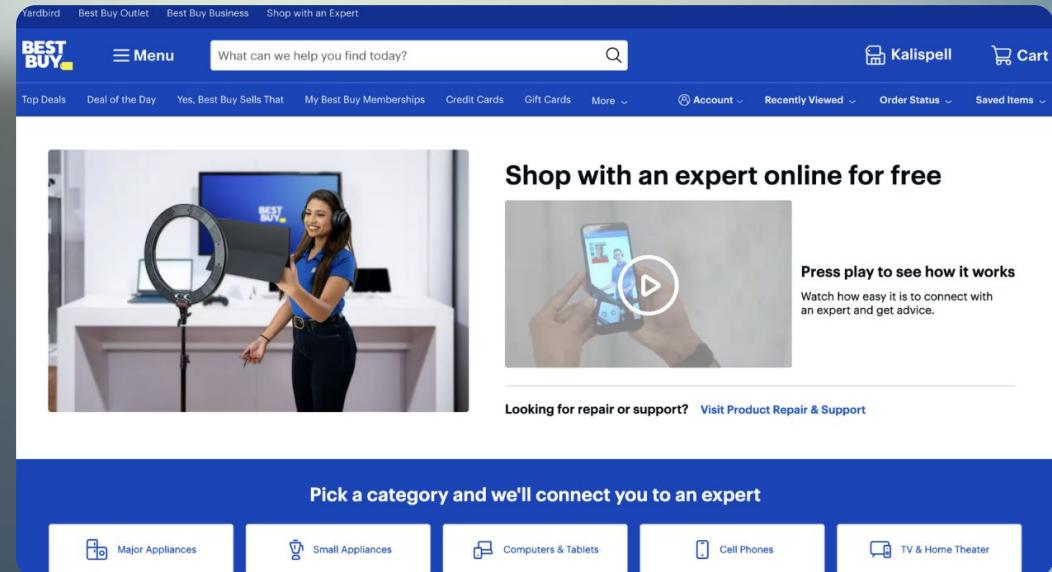
### **Content Cost**

No additional cost

## BEST BUY - CATEGORY PAGE

Best Buy uses 1:1 video chat to personalize the shopping experience

Customers can connect via live video chat to receive product recommendations, troubleshooting support, and guidance on purchases.



The screenshot shows the Best Buy website's category page. At the top, there is a navigation bar with links for 'Yardbird', 'Best Buy Outlet', 'Best Buy Business', and 'Shop with an Expert'. The 'Shop with an Expert' link is highlighted. The main content area features a video of a Best Buy employee wearing headphones and a microphone, standing behind a desk with a computer monitor displaying the Best Buy logo. To the right of the video, a call-to-action button says 'Shop with an expert online for free' with a play button icon. Below this, there is a section for 'Product Repair & Support' with a video thumbnail showing a phone screen. At the bottom, a blue banner encourages users to 'Pick a category and we'll connect you to an expert' with five categories: 'Major Appliances', 'Small Appliances', 'Computers & Tablets', 'Cell Phones', and 'TV & Home Theater'.

# Best Buy Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

### **Creator**

Employee Generated Content

### **Video Format**

1:1 Video Chat

### **Refresh Frequency**

Daily

### **Placement**

Category Page, Home Page, PDP

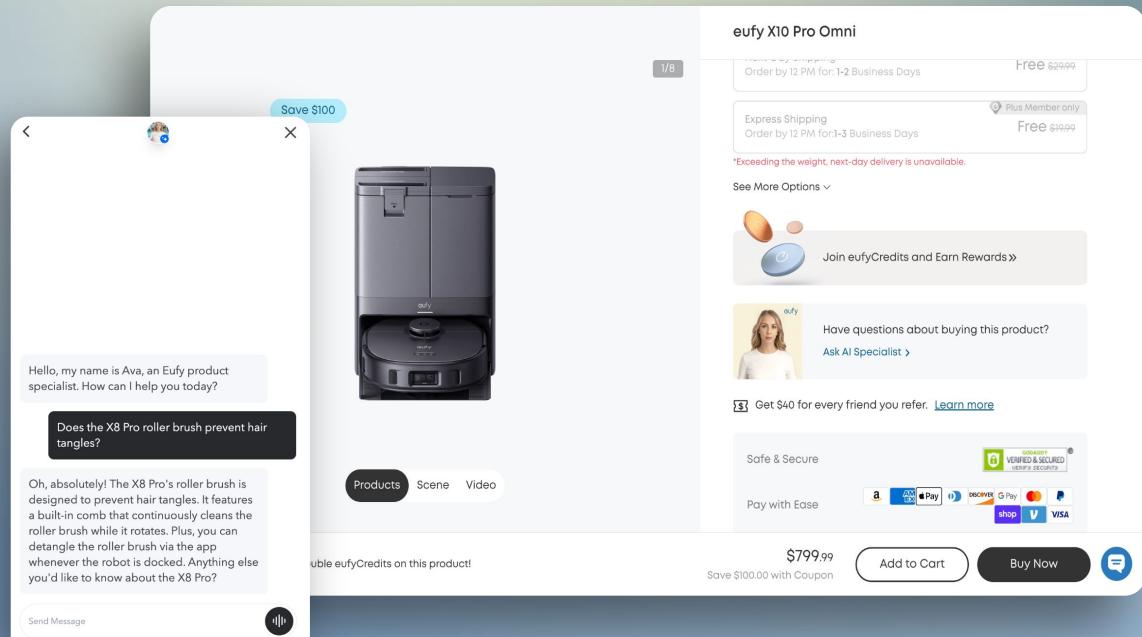
### **Content Cost**

No additional cost

# AI Virtual Assistant

# Anker leverages AI to personalize the shopping experience

Anker enhances the shopping experience with an AI-powered virtual assistant that provides real-time support and personalized recommendations.



The image is a composite of two screenshots. On the left, a mobile phone displays a virtual assistant named Ava. A blue banner at the top says "Save \$100". The text in the conversation window reads: "Hello, my name is Ava, an Eufy product specialist. How can I help you today?" and "Does the X8 Pro roller brush prevent hair tangles?". Below the phone is a response from the AI: "Oh, absolutely! The X8 Pro's roller brush is designed to prevent hair tangles. It features a built-in comb that continuously cleans the roller brush while it rotates. Plus, you can detangle the roller brush via the app whenever the robot is docked. Anything else you'd like to know about the X8 Pro?" At the bottom of the phone screen is a "Send Message" button. On the right, a product detail page for the "eufy X10 Pro Omni" is shown. The product image is a dark grey, rectangular robot vacuum. The page includes the product name, price (\$299.99), shipping options (Free shipping, Plus Member only), and a "Join eufyCredits and Earn Rewards" section. It also features a "Ask AI Specialist" button and payment method icons for American Express, Apple Pay, Discover, Google Pay, MasterCard, PayPal, Shop, and Visa. The page is marked as "1/8".

Jackery leverages AI to respond to customer questions

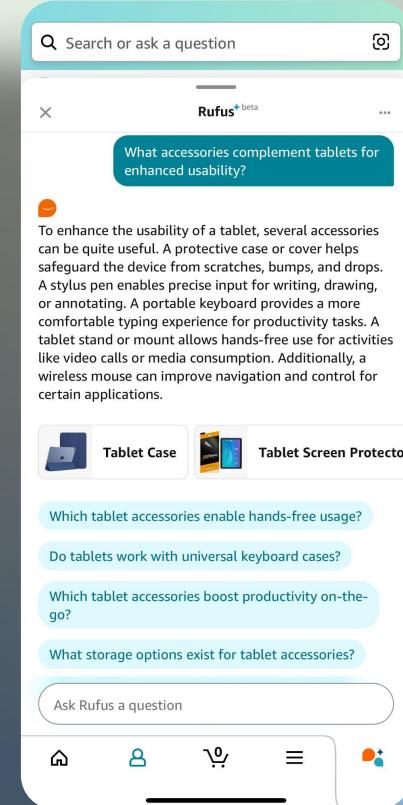
The Fresh Market utilizes AI-powered video technology to answer customer questions in real time, providing a more interactive and personalized online experience.



## AMAZON - APP

# Amazon Rufus leverages AI to personalize the shopping experience

Amazon uses AI to enhance the customer experience by providing personalized product recommendations, answering product questions, and offering real-time insights.



# Content Best Practices

Content Creation **does not** have to be:



**Expensive**



**Time Consuming**



**Complicated**

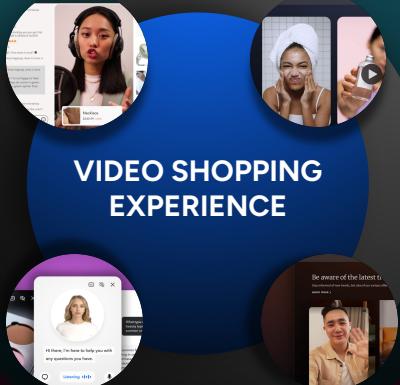
STORE ASSOCIATE  
GENERATED  
CONTENT

MERCHANT  
GENERATED  
CONTENT

AI CURATED  
CONTENT

USER & INFLUENCER  
GENERATED  
CONTENT

VIDEO SHOPPING  
EXPERIENCE



## MERCHANT GENERATED CONTENT

VIDEO SHOPPING  
EXPERIENCE





## MERCHANT GENERATED CONTENT

## MERCHANT GENERATED CONTENT

Feature engaging product demos, tutorials, and promotional content from top brands to increase conversions and drive monetization.

Sponsored brand content on a retailer's website highlighting product usage.

The screenshot shows the Gerhard's Appliances website. At the top, the logo 'GERHARD'S APPLIANCES' is displayed. The navigation bar includes links for Sale, In Stock, Outlet Center, Weekly Ad, and Rebates. A search bar with the placeholder 'What can we help you find?' is also present. The main content area features a large image of a kitchen. Below it, there are two rows of product cards. The first row features a Samsung Bespoke refrigerator and a Thermador refrigerator. The second row features an LG refrigerator and a Thermador refrigerator. Each card includes a video thumbnail, the product name, price, and a 'Get Quote' or 'Shop Now' button. The Thermador cards also feature a 'Discover Thermador' button. The bottom of the page has a footer with the text 'Powered by CO Firework'.

GERHARD'S APPLIANCES

Sale In Stock Outlet Center Weekly Ad Rebates

Kitchen Packages Laundry Refrigeration Cooking Dishwashers Seasonal Brands Services & More

SHOP NOW ON SALE IN STOCK

Glenside Showroom Account List 215-268-3779 Cart (0)

What can we help you find?

LG 36 in. 23.7 Cu. Ft. PrintProof™ Stainless Steel \$2,299.00 -15% \$2,099.00

Samsung Bespoke 29 Cu. Ft. Custom Panel... \$3,509.10 -10% \$3,159.00

LG 36 in. 23.7 Cu. Ft. PrintProof™ Stainless Steel \$2,299.00 -15% \$2,099.00

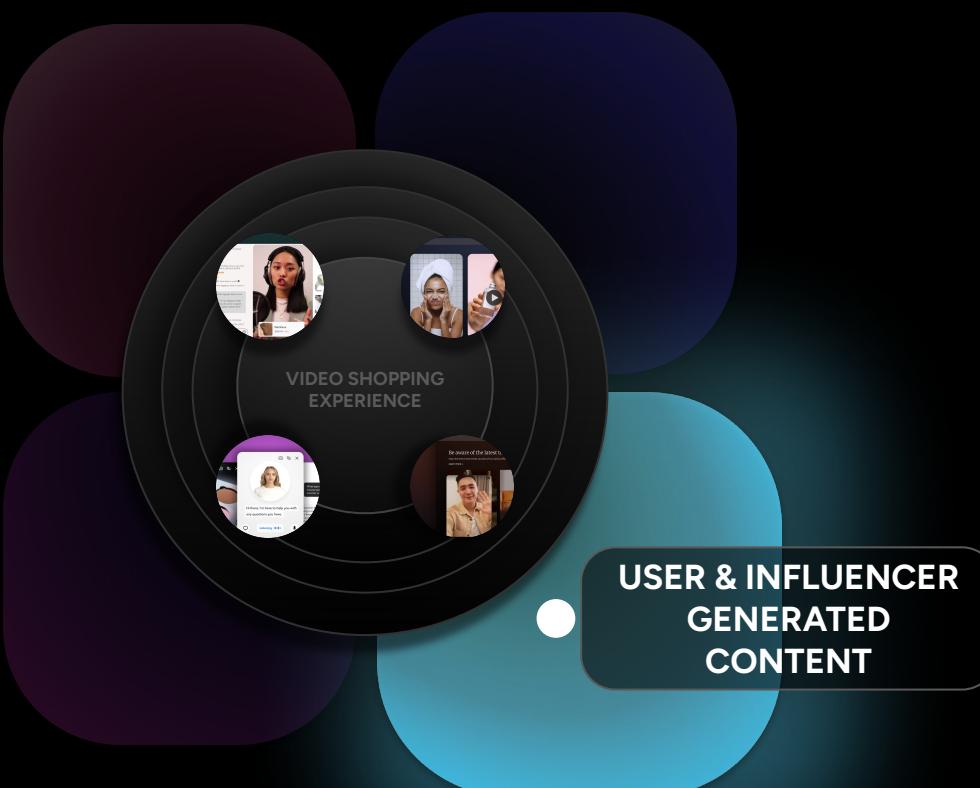
Thermador

Get Quote

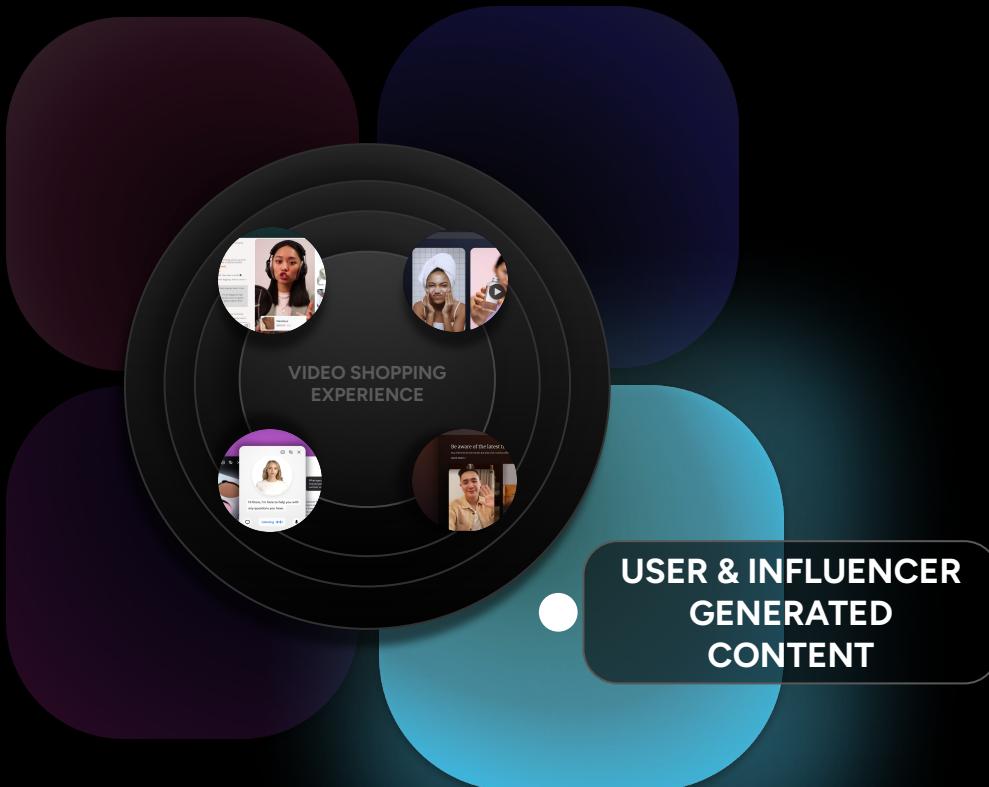
Shop Now

Discover Thermador

Powered by CO Firework



USER & INFLUENCER  
GENERATED  
CONTENT



## USER GENERATED CONTENT

Leverage organic, unsponsored customer created content to build trust and foster a sense of community.

## INFLUENCER GENERATED CONTENT

Leverage influencer generated content to boost awareness and drive sales.

# Sourcing UGC Content

**Contests & Giveaways** – Reward users for sharing their experiences with brand recognition or prizes.

**Branded Hashtags** – Encourage customers to tag their posts with a dedicated campaign hashtag.

**Incentives** – Provide discounts or complimentary products for high-quality UGC submissions.



# Sourcing IGC Content

## **Sponsored Collaborations:**

Partner with influencers to create branded content that aligns with key product launches, seasonal campaigns, or trending topics.

## **Affiliate & Commission-Based Models:**

Incentivize influencers through commission-based sales, ensuring a direct ROI on influencer-driven engagement.

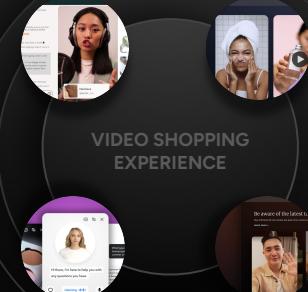
## **Influencer Content Library:**

Store, organize, and repurpose influencer content across multiple marketing channels, maximizing value.



AI  
CURATED  
CONTENT

VIDEO SHOPPING  
EXPERIENCE



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## AI CURATED CONTENT

AI-driven content curation intelligently selects and showcases the most relevant videos, to maximize conversion.

## AI CURATED CONTENT

VIDEO SHOPPING  
EXPERIENCE



**Video summary:**  
Promotional Video focusing on  
Dean Denim Skirt to engage users  
through TikTok's #foryou page



Sentiment:  
Positive

Age:  
25

Product Matched:  
Dean Denim Skirt



Video Type:  
User Review

Product Matching  
Score:

**97%**

# How does it work?

## 1. AI Analyzes Video Data:

- Extracts key metadata (product name, age, sentiment, engagement rate).
- Assesses content performance (likes, views, completion rate).

## 2. Intelligent Product Matching:

- Matches videos to PDPs using product tags, visual recognition, and text-based context.
- Ensures high-relevance content appears on retailer websites, enhancing shopping experiences.

## 3. Continuous Optimization:

- AI refines recommendations over time based on shopper interactions.
- Prioritizes high-performing videos to maximize conversions.



● Sentiment: Positive  
● Age: 25

Product Matched:  
Dean Denim Skirt



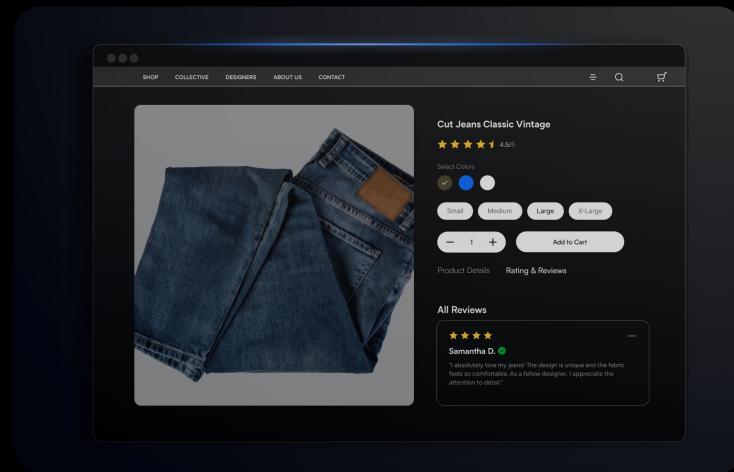
● Video Type:  
User Review

Video summary:  
Promotional Video focusing on  
Jean Denim Skirt to engage users  
through TikTok's #foryou page

Product Matching  
Score:

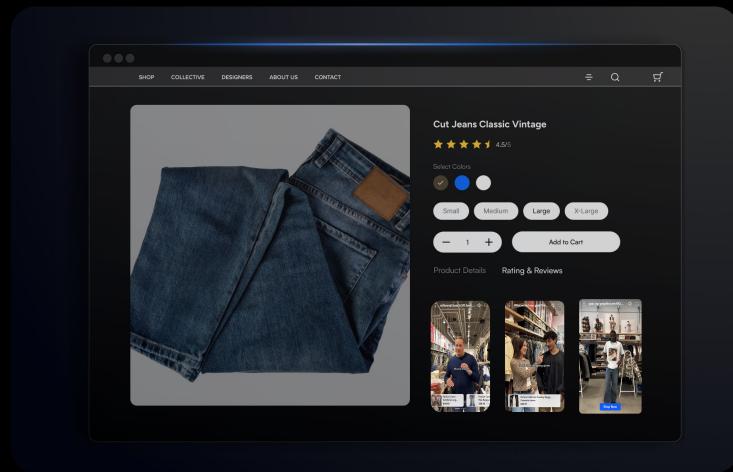
**97%**

# AI Content Curation in Action



## Before AI Curation:

- Static product pages with minimal video integration.
- Generic brand content with limited personalization.

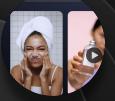


## After AI Curation:

- Personalized, high-performing videos dynamically placed on PDPs.
- Content intelligently selected to align with customer preferences.
- Real-time updates to keep product pages fresh and engaging.

STORE  
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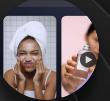
VIDEO SHOPPING  
EXPERIENCE

## STORE ASSOCIATE GENERATED CONTENT

Create authentic content by in-store associates highlight product features, styling tips, and real-world applications.

## STORE ASSOCIATE GENERATED CONTENT

VIDEO SHOPPING  
EXPERIENCE



# Why Store Associate Generated Content?

## Cost Efficient

Brands can reduce marketing expenses by leveraging employees instead of paying influencers.

*15% of US businesses spend over \$500,000 on influencer content.*

## Builds Trust

Consumers are more likely to trust recommendations from real employees who work directly with the brand.

*81% of consumers considering trust essential when making purchasing decisions*

## Authentic

Employee-led content provides a genuine, behind-the-scenes look at company culture, craftsmanship, and product expertise.

## Engaging

EGC humanizes the brand, leading to stronger connections with customers and increased interaction rates.

## Brand Storytelling

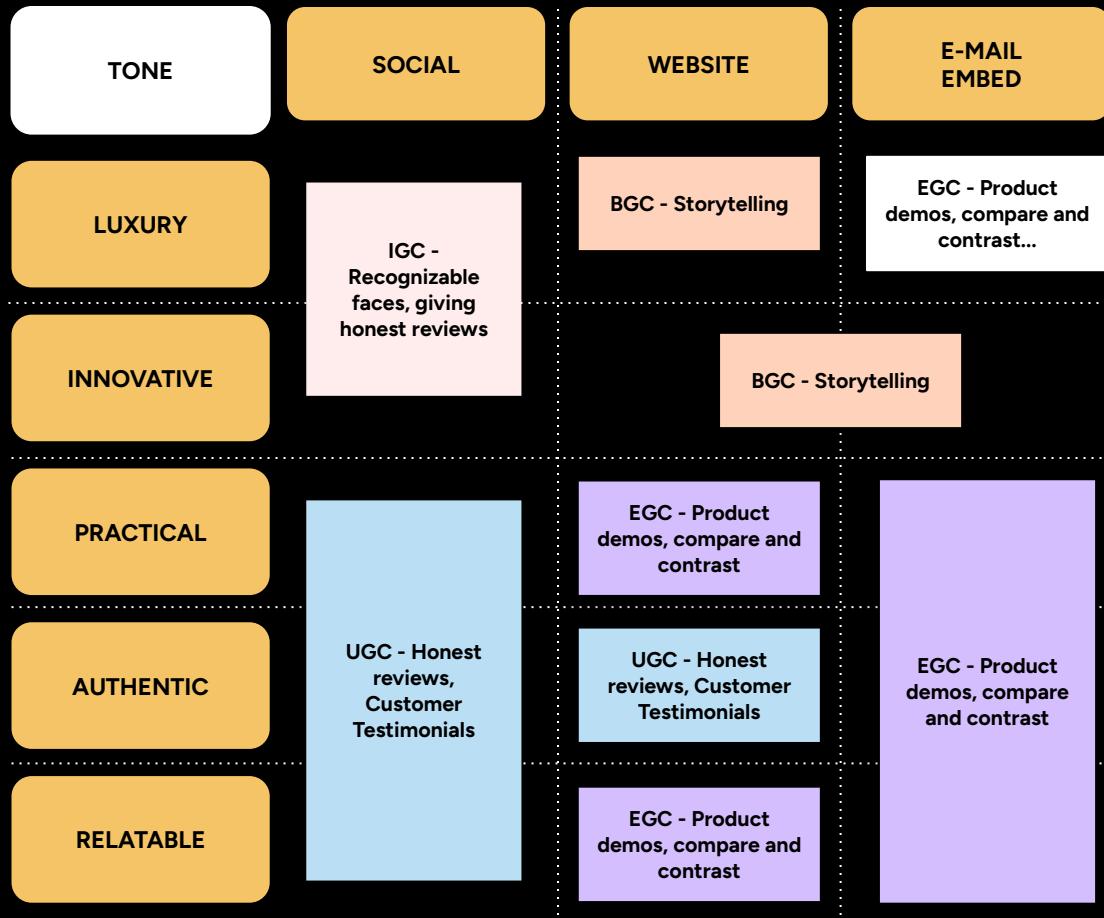
Employees showcase the brand's values and expertise in a way that resonates with audiences.

## Scalable

Unlike influencer campaigns, EGC can be continuously created across multiple locations without high production costs.

# Tone and Channel Alignment

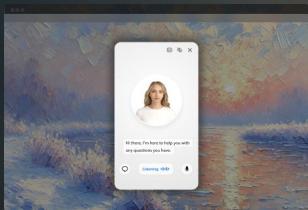
Leveraging IGC for credibility, UGC for authenticity, BGC(Brand Generated Content) for storytelling, and EGC for product education across different channels to drive engagement and conversions.



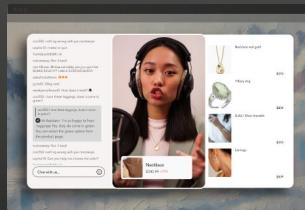
# Co Firework

Firework is the leading **AI-powered** video commerce platform, transforming the way brands connect with customers through immersive, interactive, and personalized digital experiences

## AI VIDEO ASSISTANT



## VIDEO SHOWROOM



## LONG VIDEO



## SHOPPABLE VIDEO



## 1:1 VIDEO CALL



[TALK TO AN EXPERT](#)