

Corporate Video vs. Branded Content

Which one is right for your business goals?

CORPORATE VIDEO

Purpose

- Inform & explain
- Focuses on the company itself
- Clear, professional, factual
- Best for internal or existing audiences

Typical Formats

- Company overview / About Us
- Employee training & onboarding
- HR, compliance, safety
- Facility tours & product demos

Value to Business

- Keeps teams aligned
- Saves time with repeat messaging
- Builds trust & credibility

BRANDED CONTENT

Purpose

- Engage & inspire
- Focuses on audience values & emotion
- Story-driven and cinematic
- Designed for external audiences

Typical Formats

- Mini-documentaries
- Lifestyle or narrative short films
- Social campaigns & web series
- Brand films
- Customer success stories

Value to Business

- Builds emotional connection
- Increases shareability & reach
- Makes your brand memorable

The Key Difference: Corporate video tells people *what you do*. Branded content shows people *why it matters*.

Pro Tip: The strongest brands use both — corporate video for clarity and branded content for connection.