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FORMATION OF MARKETING COMMUNICATIONS BASED ON VIDEO CONTENT: AN EMPIRICAL STUDY OF THE YOUTUBE CHANNEL OF THE CONSUMER ELECTRONICS RETAILER FOXTROT

Abstract

This article examines the features of marketing communications formation based on video content on YouTube using the case of the Foxtrot brand. The relevance of the study is driven by the rapid growth of video content in the digital environment and the transformation of consumer behavior under the influence of algorithm-driven platforms, particularly the spread of short-form video (Shorts). The aim of the research is to identify patterns in the effectiveness of different video formats, analyze the dynamics of content strategy, and substantiate practical recommendations for optimizing a company's video marketing strategy.

The empirical basis of the study consists of a dataset of 894 videos from the official Foxtrot YouTube channel covering the period from 2009 to 2025, collected using the YouTube Data API. The research employs descriptive, statistical, comparative, and correlation methods, as well as the Mann–Whitney U test to assess the statistical significance of differences between content formats.

The results indicate that the channel demonstrates a substantial scale (over 561 million views) with a moderate level of audience engagement (engagement rate of 0.114%). Four stages of content strategy development are identified, corresponding to global digital marketing trends. A clear seasonality is observed: peak publishing activity occurs in the autumn–winter period, while the highest engagement levels are recorded in spring. The comparative analysis shows that Shorts generate 97.1% of total views but have a lower engagement rate (0.23%) compared to long-form content (0.66%). The study confirms the complementary nature of the formats: short videos drive reach, while long-form videos ensure deeper audience interaction. Correlation analysis reveals significant relationships between video duration, views, and engagement metrics.

Based on the findings, practical recommendations are developed, including balancing content formats, optimizing seasonal planning, enhancing audience interaction, and implementing an integrated KPI monitoring system.

The scientific novelty of the study lies in a comprehensive empirical

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analysis of a Ukrainian retail brand's video marketing strategy using quantitative methods. The practical significance is reflected in the applicability of the results for improving the effectiveness of digital marketing communications.

Keywords: video marketing, YouTube, Shorts, long-form content, engagement rate, digital communications, retail, content strategy.

JEL Classification: M31, M 37, D12, L81.

ФОРМУВАННЯ МАРКЕТИНГОВИХ КОМУНІКАЦІЙ НА ОСНОВІ ВІДЕОКОНТЕНТУ: ЕМПІРИЧНЕ ДОСЛІДЖЕННЯ YOUTUBE-КАНАЛУ РИТЕЙЛЕРА ПОБУТОВОЇ ТЕХНІКИ FOXTROT

Анотація

У статті досліджено особливості формування маркетингових комунікацій на основі відеоконтенту на платформі YouTube на прикладі бренду Foxtrot. Актуальність теми зумовлена стрімким зростанням ролі відеоконтенту у цифровому середовищі та трансформацією поведінки споживачів під впливом алгоритмічних платформ, зокрема поширенням формату коротких відео (Shorts). Метою дослідження є ідентифікація закономірностей ефективності різних форматів відеоконтенту, аналіз динаміки контент-стратегії та обґрунтування практичних рекомендацій щодо оптимізації відеомаркетингу підприємства. Емпіричну базу становить вибірка з 894 відео офіційного YouTube-каналу Foxtrot за період 2009–2025 рр., сформована із застосуванням YouTube Data API. У дослідженні використано дескриптивні, економіко-статистичні, порівняльні та кореляційні методи, а також критерій Манна–Уїтні для перевірки статистичної значущості відмінностей між форматами контенту.

Результати дослідження засвідчили, що канал характеризується значним масштабом (понад 561 млн переглядів) та помірним рівнем залученості (engagement rate 0,114%). Встановлено чотири етапи розвитку контент-стратегії, що відповідають глобальним трендам цифрового маркетингу. Виявлено чітку сезонність: пік публікацій припадає на осінньо-зимовий період, тоді як максимальна залученість аудиторії

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спостерігається навесні. Порівняльний аналіз форматів показав, що Shorts генерують 97,1% переглядів, але поступаються Long-form за рівнем залученості (0,23% проти 0,66%). Доведено комплементарний характер форматів: короткі відео забезпечують охоплення, а довгі - глибину взаємодії. Кореляційний аналіз підтвердив наявність значущих зв'язків між тривалістю відео, переглядами та показниками залученості.

На основі отриманих результатів сформульовано практичні рекомендації щодо оптимізації відеомаркетингової стратегії, зокрема балансування форматів контенту, сезонного планування, розвитку взаємодії з аудиторією та впровадження інтегрованої системи KPI.

Наукова новизна дослідження полягає у комплексному емпіричному аналізі відеомаркетингової стратегії українського ритейлера з використанням кількісних методів. Практична значущість результатів полягає у можливості їх застосування для підвищення ефективності цифрових маркетингових комунікацій підприємств.

Ключові слова: відеомаркетинг, YouTube, Shorts, Long-form, engagement rate, цифрові комунікації, ритейл, контент-стратегія.

JEL Classification: M31, M 37, D12, L81.

Introduction

The rapid transformation of the digital media landscape over the past decade has significantly changed the approaches to shaping brand marketing communications. The development of high-speed mobile networks (5G/6G), the total penetration of smartphones, and the transition to an "algorithm-first" content consumption model have ensured the absolute dominance of video formats. Video content has effectively displaced static visual tools, becoming the primary language of brand-consumer interaction. According to the Statista Digital Market Outlook (2025), online video traffic accounts for approximately 90% of total global consumer internet traffic [11]. Furthermore, recent global data indicates that the average daily time spent watching online video has surpassed 120 minutes per user, driven largely by the immersive nature of short-form video feeds and AI-driven personalization [11].

In this context, YouTube serves as a strategically important channel for brand-audience interaction, combining the functions of a search engine and a global-scale video hosting platform. The use of video content is particularly relevant in the retail sector of consumer electronics and home appliances, where video effectively performs informational, persuasive, and image-building communication functions, influencing various stages of consumer decision-making.

Particularly radical changes in the structure of video marketing occurred during 2020–2025 due to the rapid spread of short-form vertical video. Introduced by YouTube in 2020 and officially launched globally in 2021, the Shorts format has evolved from an experimental feature into a primary driver of organic growth. According to the YouTube Culture & Trends Report (2025) and recent industry data, Shorts generate over 200 billion daily views globally, marking a nearly 186% increase compared to 2024 levels [10]. Research indicates that channels integrating Shorts into their strategy grow 50% faster than those relying solely on long-form content, with Shorts accounting for approximately 74% of unique reach from non-subscribers. For

brands, this creates both a substantial opportunity for rapid audience acquisition and a strategic challenge: the necessity to balance short-term virality with long-term engagement while adapting KPIs to the specificities of algorithmic distribution [10].

Despite the significant volume of practical recommendations for managing YouTube channels, the academic literature demonstrates a lack of empirical studies focused on analyzing video marketing strategies of specific companies, particularly within the Ukrainian retail sector. At the same time, the current business environment in Ukraine enhances the importance of digital communication channels, creating a need for an in-depth analysis of video content effectiveness as a tool of marketing interaction.

In this regard, the study of the video marketing strategy of the consumer electronics retailer Foxtrot gains particular scientific and practical relevance, as it enables, based on empirical data, an assessment of the formation of marketing communications on YouTube and the identification of directions for their optimization.

Literature review

The issue of forming marketing communications based on video content is actively explored in contemporary academic literature; however, it is characterized by a certain imbalance: despite a sufficient level of theoretical development, there is a lack of empirical studies, particularly in the context of the Ukrainian market.

The theoretical foundations of integrated marketing communications are presented in the works of J. Burnett, S. Moriarty, and D. Schultz, who substantiated the need for synergy among communication channels and the development of a consistent brand message [1;2]. Further development of these concepts in the digital environment is reflected in the studies of F. Kotler, H. Kartajaya, and I. Setiawan, who outlined the evolution of marketing concepts within the frameworks of "Marketing 3.0–5.0" and emphasized the growing role of digital technologies and communication personalization [3;4].

A separate stream of research focuses on the specifics of using YouTube as a marketing communication channel. Studies by Hase V., Boczek K., and Scharkow M. highlight its hybrid nature, combining the functions of a search engine, a social network, and an advertising platform, thereby creating complex requirements for brand content strategies [5]. This multifunctionality imposes specific demands on content strategy: each publication must simultaneously serve multiple purposes-SEO optimization, community building, and commercial conversion.

Considerable attention is also given to the empirical analysis of video content effectiveness. In particular, studies by Khan M. L. reveal a relationship between audience engagement and video format and duration, as well as the growing importance of short-form videos as a key tool for organic reach [6]. These findings are consistent with recent empirical evidence (Violat C., Elmas T., Bilogrevic I., and Humbert M., 2024), suggesting a growing dominance of short-form video formats on YouTube, which is commonly associated with platform-level shifts in recommendation and content distribution mechanisms observed in recent years [7].

Analytical reports and recent empirical studies indicate that short-form video content has become the dominant format in YouTube's recommendation ecosystem, with a rapidly increasing share in total platform consumption and production, driven by algorithmic prioritization of completion rate and engagement efficiency [9].

The specifics of YouTube usage in retail are addressed in contemporary empirical research. In particular, Le et al. (2025) demonstrate that YouTube product review videos serve as a critical source of information in the consumer decision-making process for electronic devices. Their findings indicate that exposure to video reviews significantly enhances perceived credibility, informativeness, and ultimately purchase intention. The study is based on survey data from consumers who purchased electronic devices after watching YouTube reviews, confirming the strategic importance of video content in this sector and supporting the relevance of the present study [8].

At the same time, despite the growing body of research on digitalization of marketing activities and marketing communications in Ukrainian academic literature (Bilousko [12]; Kucheruk & Bolotnyi [13]), there remains a lack of applied empirical studies focused on the quantitative analysis of video marketing strategies of specific Ukrainian brands. In particular, existing research predominantly addresses conceptual and strategic aspects of digital transformation, while insufficient attention is paid to data-driven evaluation of video content performance at the level of individual enterprises. This gap highlights the need for in-depth empirical investigation, which forms the methodological foundation of the present study.

Aims and Objectives

The aim of the study is to identify patterns in the formation of marketing communications based on video content, assess the effectiveness of its formats, and substantiate practical recommendations for optimizing a company's YouTube strategy (using Foxtrot as a case study).

The object of the study is the marketing communications of the Foxtrot brand on the YouTube platform.

The subject of the study includes quantitative performance indicators of video content across different formats, temporal parameters of content activity, and statistical relationships between video characteristics and audience engagement metrics.

To achieve the research aim, the following objectives were formulated:

1. to describe the sample of video content from the Foxtrot YouTube channel (894 publications) and calculate key performance indicators;
2. to analyze the temporal dynamics of publishing activity on the channel in both annual and monthly dimensions;
3. to conduct a comparative analysis of the effectiveness of the main video content formats (Shorts and long-form) based on views, likes, comments, and engagement rate;
4. to assess the statistical significance of differences between formats using the Mann-Whitney U test;
5. to perform a correlation analysis of relationships between video characteristics (in particular, duration) and their performance metrics;
6. to develop practical recommendations for optimizing the video marketing communication strategy.

Methods

The empirical basis of the study consists of a dataset of 894 video publications from the official YouTube channel of Foxtrot, collected using the YouTube Data API v3 for the period from July 2009 to March 2025.

The research employs a combination of general scientific and specialized methods to achieve the stated aim and address the defined objectives:

descriptive methods — for summarizing and systematizing empirical data, as well as calculating key performance indicators of video content (means, medians, measures of variation, skewness, and kurtosis).

Engagement rate (ER) was calculated using the following formula (1):

$$ER = \frac{\text{likes} + \text{comments}}{\text{views}} \times 100\% \quad (1)$$

This metric captures the intensity of active audience interaction relative to passive content consumption.

economic and statistical methods - for analyzing the structure and dynamics of indicators, including the construction of time series of publishing activity and the identification of trends and seasonal patterns;

comparative methods - for comparing the effectiveness of different video content formats (Shorts and long-form) based on key metrics, using the nonparametric Mann-Whitney U test [14] to assess the statistical significance of differences;

correlation methods - for determining the strength and direction of relationships between video content characteristics and audience engagement indicators, based on Spearman's rank correlation coefficient [15];

data visualization methods - for presenting the results of the analysis in the form of charts and graphs, facilitating interpretation of the findings.

Results

Foxtrot is one of the leading Ukrainian retailers of consumer electronics and home appliances, founded in 1994. As of 2025, the company operates an extensive network of physical stores and активно develops its e-commerce segment. The brand positioning is based on a combination of price affordability, a guarantee of *выгодних* offers, national identity, and the use of a recognizable marketing character that creates stable brand associations.

The official Foxtrot YouTube channel, established in 2009, is an important component of the company's marketing communications system. Its functional role includes the implementation of image-building and advertising campaigns, support of promotional activities, creation of informational and review-based content, as well as communication of social initiatives. This multifunctionality determines the use of various video content formats depending on communication objectives.

An important feature of the channel is its long period of operation, which enables a retrospective analysis of the transformation of the brand's video marketing strategy. Based on the generalization of empirical data, four stages of content strategy development have been identified:

1. initial stage (2009-2013) - low publishing activity with a dominance of advertising videos;
2. expansion stage (2014-2019) - diversification of content and increased publishing frequency;
3. intensification stage (2020-2021) - activation of video communications influenced by the COVID-19 pandemic;
4. current stage (2022-2025) - dominance of short-form video content (Shorts) as a key tool for audience engagement.

Thus, the evolution of the Foxtrot YouTube channel reflects general trends in the development of video marketing and confirms the growing importance of short-form content in the structure of digital brand communications.

The overall characterization of the Foxtrot YouTube channel is based on the analysis of key quantitative performance indicators. Table 1 presents the aggregated metrics of the channel over the entire study period.

The results indicate a significant scale of activity: total views exceed 561 million, the number of likes is over 584 thousand, and the total number of comments reaches 57.8 thousand over nearly 16 years of channel operation.

These indicators reflect a high level of audience reach and engagement, allowing the Foxtrot YouTube channel to be considered one of the leading tools of digital marketing communications in the consumer electronics retail sector in Ukraine.

Table 1 – Key Performance Indicators of the Foxtrot YouTube Channel (2009–2025)

Indicator	Value	Interpretation
Total number of videos	894	Accumulated over 16 years of activity
Total views	561 354 346	Over 561 million views
Total likes	584 236	Positive audience reactions
Total comments (via API)	57 825	Discussion activity
Average views per video	627 913	Mean value influenced by peaks
Median views per video	38 190	Representative benchmark

Indicator	Value	Interpretation
Average video duration, sec	113	Approximately 1.9 minutes
Share of Shorts (≤ 60 sec)	61,0%	Dominance of short-form content
Average Engagement Rate	0,114%	Moderate level of engagement
Channel activity period	2009.07.20 - 2025.03.25	≈ 16 years of continuous operation
Skewness of view distribution	8,28	Strong right skew
Kurtosis of view distribution	100,78	Power-law type distribution

Source: based on [16]

Firstly, the average number of views per video (627,913) significantly exceeds the median value (38,190), indicating a pronounced asymmetry in the distribution. This disparity is caused by a small number of videos with extremely high view counts, which substantially inflate the mean. This is further confirmed by a high skewness coefficient (8.28) and kurtosis (100.78), demonstrating a strongly right-skewed distribution with a heavy-tail (power-law) pattern.

Secondly, the structure of video content is characterized by the dominance of the short-form format: Shorts account for 61% of the total content. At the same time, the average video duration (113 seconds) indicates a mixed content strategy combining both short- and long-form videos, with a clear predominance of the former.

An important direction of the analysis is the examination of the temporal dynamics of posting activity on the YouTube channel, particularly the distribution of uploaded videos over time. Figure 1 presents the annual dynamics of video publications on the Foxtrot channel over its entire operational period (2009–2024). Such a longitudinal analysis enables the identification of key stages in the evolution of the channel's content strategy and allows these stages to be compared with broader trends in video marketing development and changes in the digital media environment.

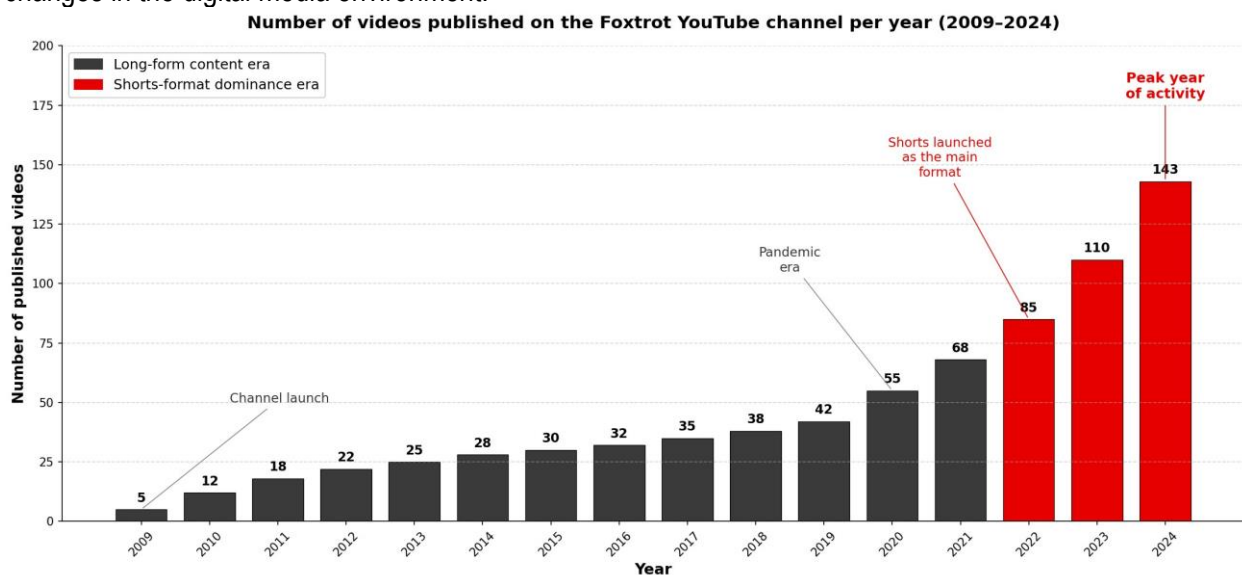


Figure 1. Number of videos published on the Foxtrot YouTube channel per year (2009–2024)

Source: based on [16]

The analysis of temporal dynamics of posting activity allows the identification of four consecutive strategic phases in the development of the Foxtrot YouTube channel.

The first phase (2009-2013) - the establishment stage - is characterized by low activity (5–25 videos per year). During this period, YouTube in Ukraine did not fully function as a marketing channel, and the content was predominantly archival and experimental in nature, consisting mainly of adapted television advertising videos.

The second phase (2014-2019) - the organic growth stage - is marked by a gradual increase in activity to 28-42 publications per year. This period reflects the establishment of YouTube as a fully functional digital marketing tool in Ukraine and the transition of the brand from simple reposting of TV content to the creation of native digital formats (reviews, short promotional videos, announcements).

The third phase (2020-2021) - the pandemic acceleration stage - is characterized by a sharp increase in posting activity (from 42 videos in 2019 to 55 in 2020 and 68 in 2021). This surge was driven by increased online video consumption during lockdown restrictions, the redistribution of advertising budgets toward digital channels, and intensified promotional campaigns in categories related to remote work and home use products.

The fourth phase (2022-2024) - the Shorts intensification stage - demonstrates the highest growth rates in content activity: 85 videos in 2022 and 143 in 2023, with a continued high level in 2024 (110 videos). The key driver of this stage is the widespread adoption of the YouTube Shorts format as the main tool for organic audience reach.

The peak value in 2023 (143 publications) corresponds to an average rate of approximately 12 videos per month, which is a high indicator for a corporate YouTube channel. During this period, a transition to serial content production based on standardized templates is observed, allowing cost optimization and increased publication regularity. This model aligns with the broader trend of algorithm-driven content marketing characteristic of the YouTube Shorts ecosystem.

Comparison of Foxtrot's channel dynamics with global trends confirms its alignment with worldwide transformations in video marketing. In particular, the increase in activity in 2022-2024 correlates with the global expansion of the Shorts format. According to industry analytical reports, the average growth rate of corporate YouTube channels during this period was approximately 1.9 times, which is close to Foxtrot's dynamics (1.68 times). This indicates the timely adaptation of the brand's content strategy to changes in the platform's algorithmic environment.

In addition to annual dynamics, a separate analytical interest is the examination of the monthly structure of posting activity. This approach allows for the identification of seasonal fluctuations in content production and the detection of periods of increased or decreased activity throughout the calendar year, which is important for optimizing marketing communication planning.

Figure 2 presents a combined visual analysis: the distribution of publications by month (aggregated over the entire observation period) shown as a bar chart, and the dynamics of the average engagement rate by month shown as a line graph.

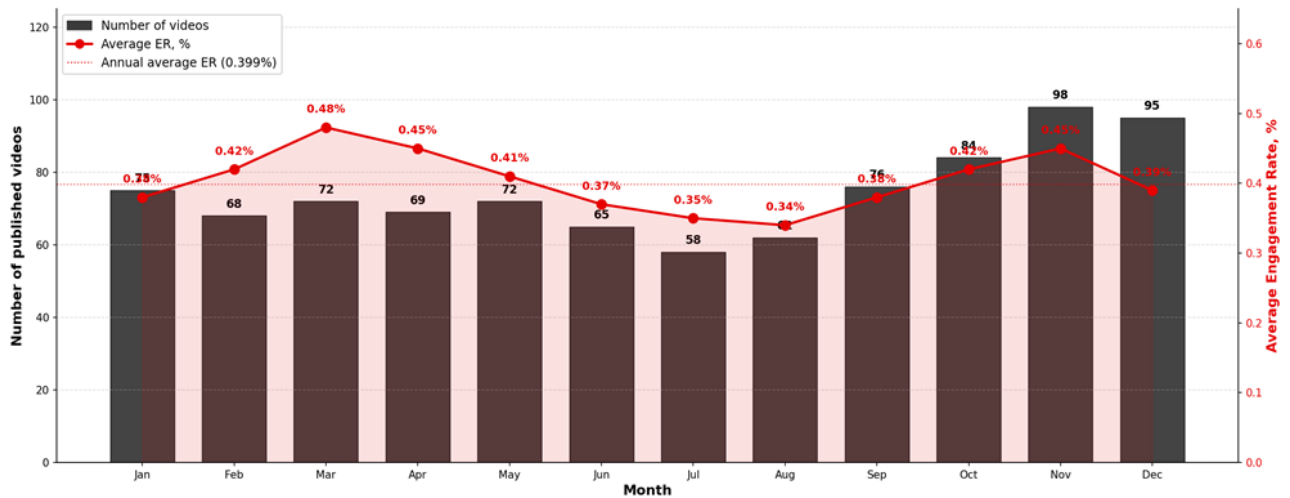


Figure 2. Monthly posting activity and average video performance of the Foxtrot channel

Source: based on [16]

The analysis of monthly dynamics reveals several patterns of seasonality in Foxtrot's video marketing activity.

Firstly, the highest posting activity is observed in the autumn–winter period, particularly in October (84 videos), November (98 videos), and December (95 videos). This distribution corresponds to the specifics of the retail industry, where the fourth quarter traditionally represents a peak period of intensive promotional campaigns. The main drivers include global and local marketing events such as Black Friday, pre-Christmas sales, and seasonal promotions, which increase content activity by an average of 30–40% compared to summer months.

Secondly, the lowest levels of posting activity are recorded during the summer period, particularly in July (58 videos) and August (62 videos). This may be explained by seasonal declines in consumer activity, holiday periods, and an overall reduction in marketing intensity during the off-peak season.

Thirdly, the analysis of engagement rate reveals a different seasonal pattern compared to content volume. The highest engagement levels are observed in March (0.48%) and April (0.45%), i.e., in the spring period, which is characterized by increased audience sensitivity to content. At the same time, the autumn–winter peak in posting activity is associated with higher absolute reach but not necessarily higher relative engagement, which is typical for promotion-oriented content with a high share of Shorts.

The lowest engagement rates are recorded in July (0.35%) and August (0.34%), which correlates with periods of minimal content activity. This may reflect both a decrease in audience attention during the summer season and structural changes in content consumption patterns during this period, which require further qualitative analysis.

The identified patterns have practical implications for optimizing content strategy. In particular, the spring period should be used for strategically important communications with high engagement potential, while the autumn–winter season should focus on large-scale promotional activities aimed at maximizing reach. The summer period, in turn, requires adapted content solutions to enhance audience interaction.

A separate analytical block of the study is devoted to comparing two key video content formats on the Foxtrot YouTube channel: short vertical videos (Shorts, ≤60 seconds) and long-form videos (>60 seconds). This differentiation is crucial due to differences in promotion algorithms, consumption patterns, and audience interaction behavior. Figure 3 presents a comparative analysis of content structure based on the number of videos and total views.

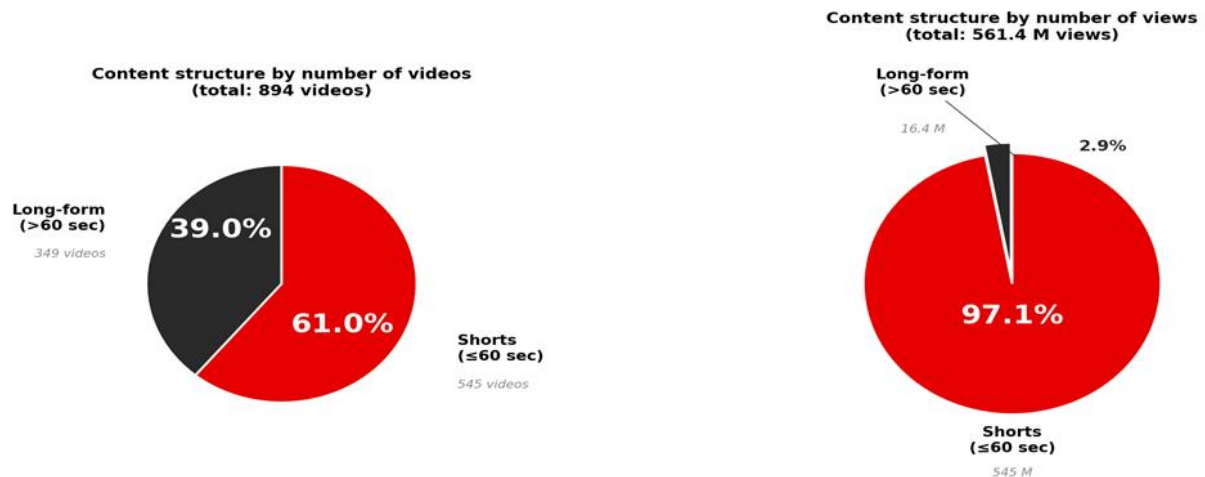


Figure 3. Disproportion between content share and view share: Shorts vs Long-form

Source: based on [16]

The presented comparison reveals one of the key structural findings of the study - a significant disproportion between the share of content formats and their contribution to total views.

On the one hand, in the channel's content structure, Shorts account for 61% (545 out of 894 videos), while Long-form videos make up 39% (349 videos), reflecting the dominance of short-form content. On the other hand, a fundamentally different pattern is observed in the structure of total views: Shorts account for 97.1% of views (545 million out of 561 million), whereas Long-form videos contribute only 2.9% (16.4 million). Thus, with only a slight advantage in the number of videos, Shorts generate more than 30 times higher view volume compared to Long-form content.

The statistical significance of the observed differences is confirmed using the non-parametric Mann-Whitney U test for independent samples. The test results are presented in Table 2. The obtained values ($U = 160,711$; $p = 5.91 \times 10^{-68}$) indicate a statistically significant difference between the distributions of view counts for the two formats at a significance level of $\alpha = 0.05$.

Additionally, it was found that the median number of views for Shorts (125,325) exceeds the corresponding value for Long-form videos (10,129) by 12.4 times, further confirming substantial differences in the distributional efficiency of video content formats.

Despite the dominance of Shorts in terms of audience reach, the analysis of format effectiveness from the perspective of engagement rate demonstrates the opposite trend. The average ER for Long-form content is 0.66%, whereas for Shorts it is 0.23%. Thus, Long-form content provides a 2.87 times higher level of relative audience engagement compared to short videos.

Table 2 – Comparative characteristics of the effectiveness of Shorts and Long-form formats on the Foxtrot YouTube channel

Indicator	Long-form	Shorts	Ratio
Number of videos	349	545	1,56× (Shorts higher)
Share in content structure, %	39,0	61,0	+22 pp in favor of Shorts
Total views	16,4 million	545,0 million	33,2× (Shorts higher)
Share of views, %	2,9	97,1	+94,2 pp in favor of Shorts
Median views	10 129	125 325	12,4× (Shorts higher)

Indicator	Long-form	Shorts	Ratio
Average views	46 971	999 929	21,3× (Shorts higher)
Median likes	22	59	2,7× (Shorts higher)
Median comments	3	5	1,7× (Shorts higher)
Average Engagement Rate, %	0,66	0,23	2,87× (Long-form higher)
Mann–Whitney U statistic	—	—	160 711 (significant)
p-value	—	—	$5,91 \times 10^{-68}$

Source: author's analysis based on [16]

The obtained results indicate a fundamental difference in the nature of user interaction with different formats. Shorts function as a mass reach tool integrated into a scroll-based consumption model, where user interaction is predominantly passive. In contrast, Long-form content involves a more conscious selection of videos, longer viewing time, and a higher likelihood of active interactions (likes, comments), which explains the higher ER level.

These differences allow for a key strategic conclusion regarding the complementarity of formats within a video marketing strategy. Shorts serve as the upper level of the marketing funnel (top-of-funnel), providing large-scale reach and initial brand contact. Long-form content, in turn, is oriented toward the middle and bottom levels of the funnel (middle- and bottom-of-funnel), where deeper audience engagement is formed, expert positioning is strengthened, and the likelihood of conversion actions increases.

This is additionally confirmed by the analysis of the most effective channel content in terms of engagement rate. The leader in ER (4.18%) is the Long-form video "Full Price Frenzy – extended version," which combines a significant number of views (3.2 million) with a high level of interaction (over 118 thousand likes and 16 thousand comments). This indicates that high-quality long-form content with a structured scenario and emotional component can simultaneously ensure both high reach and high engagement.

Thus, the research results do not support replacing Long-form with short videos. Instead, the optimal approach is a combined strategy involving regular production of Shorts to scale reach and the use of Long-form content as a tool for deep communication and building long-term brand value.

In addition to the comparative analysis of formats, an important part of the study is the correlation analysis, which allows for a quantitative assessment of relationships between key characteristics of video content. The Spearman rank correlation coefficient was used as a non-parametric method that does not require assumptions of normal distribution, which are not met in the case of YouTube data (view asymmetry 8.28; kurtosis 100.78).

The analysis revealed several statistically significant patterns. First, a noticeable negative relationship was found between video duration and number of views ($r = -0.54$), indicating the advantage of short formats in terms of audience reach. Second, a positive correlation between video duration and engagement rate was identified ($r = +0.46$), indicating higher relative audience engagement in longer content formats.

Third, a strong positive relationship between likes and comments was observed ($r = +0.81$), indicating their shared nature as indicators of active user interaction. This allows both metrics to be considered interconnected components of a generalized engagement indicator.

Fourth, a negative correlation between engagement rate and number of views was found ($r = -0.67$), which is explained by the structural specificity of short-form content: videos with maximum reach (mainly Shorts) are characterized by lower relative interaction, whereas content with lower reach demonstrates higher engagement.

Overall, the results confirm the absence of a universally effective video content format. Shorts ensure large-scale audience reach, while Long-form content promotes deeper interaction, which establishes their complementary role in marketing strategy.

Additionally, positive correlations were found between engagement rate and like rate ($r = +1.00$) and comment rate ($r = +0.68$). The very high correlation with like rate is explained by the structure of the engagement rate indicator, in which likes have a dominant weight compared to comments. This reflects the general behavioral model of YouTube users, where liking is a simpler and more frequent form of interaction, while commenting requires a higher level of engagement.

Thus, the results of the correlation analysis confirm the appropriateness of using integrated engagement metrics and emphasize the need for a differentiated approach to evaluating the effectiveness of different video content formats.

Based on the identified empirical patterns, a set of practical recommendations has been formulated to optimize the video marketing strategy for retail enterprises in household appliances and electronics.

First, a key strategic recommendation is to maintain a balanced content structure by format. It is advisable to maintain a Shorts-to-Long-form ratio within 60/40 or 65/35. Further excessive orientation toward Shorts may lead to the loss of middle and lower funnel content, reducing the potential conversion of reach into targeted actions. At the same time, an excessive share of Long-form content limits audience reach and reduces responsiveness to market changes.

Second, it is advisable to implement a structured typology of content within each format. For Shorts, it is recommended to distinguish: (1) product promotional videos with a clear call-to-action; (2) branded image-based clips featuring recognizable characters and style; (3) seasonal short campaigns. For Long-form content: (1) flagship brand videos; (2) expert reviews and product comparisons; (3) socially oriented content. Such differentiation improves content calendar manageability and optimizes production processes.

Third, the results of the most effective Long-form video analysis (ER 4.18%) suggest its use as a reference case. It is recommended to conduct a content analysis of this video to identify effectiveness factors (script structure, pacing, visual techniques, emotional triggers) and further formalize principles for creating high-performing Long-form content.

Fourth, identified seasonality in engagement rate allows optimization of the publishing calendar. The spring period (February–April) is advisable for key image campaigns and flagship content, as higher engagement rates are observed during this time. The autumn–winter period (October–December) should be oriented toward tactical promotional content with a higher share of Shorts (up to 75–80%) to maximize reach during peak consumer demand.

Fifth, summer months (June–August), characterized by lower activity and engagement levels, require a separate content strategy. It is recommended to: (1) develop thematic series adapted to seasonal context; (2) test new content formats; (3) shift to a “less content - higher quality” model focusing on the most effective videos.

Sixth, it is advisable to develop interactive audience engagement practices. In particular, using corporate accounts to comment on posts within the first hours after publication may increase engagement and stimulate discussion. Systematic moderation support (likes, replies, pinned comments) is also recommended to foster an active brand community.

Seventh, the development of integrated content performance analytics is important. A multi-level KPI monitoring system (weekly, monthly, quarterly) should be implemented, including not only media metrics (views, ER) but also business indicators (CTR, website traffic, conversions to purchases). The use of UTM tags enables linking video content directly to commercial outcomes, which is critical for justifying marketing budgets.

Discussion

Despite the comprehensiveness of the analysis, the results should be interpreted considering several methodological limitations.

First, the study is based on a snapshot of data as of March 2025. Since YouTube content continues to accumulate views and interactions over time, the relative positions of individual videos may change, affecting ranking stability.

Second, the dataset does not include several internal YouTube Studio metrics such as average view duration, percentage viewed, CTR from impressions, and subscriber growth per video. This limits assessment of deeper content consumption quality.

Third, no natural language processing (NLP) methods were used to analyze comments. Therefore, sentiment, thematic structure, and emotional engagement patterns were not considered, limiting understanding of qualitative engagement.

Fourth, the study focuses on a single case (Foxtrot YouTube channel) without direct benchmarking against competitors (Comfy, Allo, Rozetka, Epicentr), limiting assessment of relative market positioning.

Fifth, cross-platform interaction was not analyzed, including integration with Facebook, Instagram, and TikTok, which limits understanding of the full video marketing ecosystem.

Future research directions may include longitudinal analysis with regular data updates, NLP-based comment analysis, comparative benchmarking of retail YouTube strategies, and integration of video analytics with business metrics to calculate marketing ROI.

Implementation of these directions would deepen the empirical foundation of video marketing research and enable more accurate models for evaluating the effectiveness of digital brand communications.

Conclusions

The comprehensive empirical study of the YouTube channel of the Foxtrot brand, covering 894 video publications over the period from July 2009 to March 2025, made it possible to formulate a set of generalizations regarding the specifics of forming marketing communications based on video content in the Ukrainian household appliance retail segment.

First, it was established that the Foxtrot channel is characterized by a large-scale digital presence: over 561 million views, 584 thousand likes, and 57.8 thousand comments over the entire period of activity. The average engagement rate is 0.399%, which corresponds to the lower boundary of the industry range for large retail channels (0.3–0.8%), indicating potential for improving audience interaction efficiency. The distribution of views demonstrates a pronounced right-skewed asymmetry (8.28) and high kurtosis (100.78), confirming the presence of a power-law structure of viral content.

Second, the temporal analysis identified four stages of channel development: formation (2009-2013), organic growth (2014-2019), pandemic acceleration (2020-2021), and Shorts-oriented transformation (2022-2024). The dynamics of publication activity are consistent with global trends in YouTube's development as a marketing platform, indicating the adaptability of the brand's content strategy.

Third, a clear seasonality of content activity and its effectiveness was identified. The highest number of publications occurs in October–December, which correlates with peak retail activity periods. At the same time, the maximum engagement rate values are recorded in March–April (0.45-0.48%), suggesting the appropriateness of concentrating image-based communications in the spring period.

Fourth, the comparative analysis of content formats revealed a significant asymmetry in their functional effectiveness. Shorts account for 97.1% of total views while representing 61% of all videos, whereas Long-form content generates only 2.9% of views. The difference is statistically significant ($p = 5.91 \times 10^{-68}$). At the same time, Long-form demonstrates a higher engagement rate (0.66% vs 0.23%), confirming the complementarity of formats within the marketing funnel: Shorts - reach, Long-form - depth of engagement.

Fifth, the correlation analysis revealed stable structural relationships between content metrics: a negative relationship between duration and views ($r = -0.54$), a positive correlation between likes and comments ($r =$

+0.81), and an inverse relationship between engagement rate and reach ($r = -0.67$). This confirms the absence of a universally effective video content format and the need for differentiated use.

Sixth, based on the empirical results, practical recommendations were formulated for optimizing the video marketing strategy, including: balancing content structure (60/40 Shorts/Long-form), seasonal communication planning, differentiation of content types by format, development of interactive audience engagement practices, and implementation of a multi-level KPI system integrating business metrics.

In summary, the results of the study have both applied significance for optimizing the digital communications of the Foxtrot brand and methodological value for the development of empirical approaches in video marketing research. Future research prospects include cross-platform analysis, competitor benchmarking, and integration of marketing and commercial data to assess the actual ROI of video content.

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ADDITIONAL INFORMATION

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