

— LUMIRA STUDIO

The 2026 video and content report

Why we changed the way Lumira works, and the numbers behind it.

WHAT THIS REPORT ARGUES

Attention without a useful next step is easy to *waste*.

A content programme delivered in half tends to return less than not starting one.

One filming day goes a great deal further when the content is planned before the crew arrives.

— FINDING ONE

34,664%

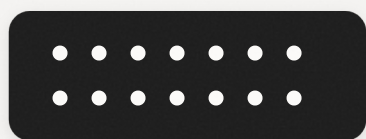
The increase in one client's social engagement after a campaign we planned, filmed and ran. It produced no lasting commercial result.

A percentage that size usually says more about where you started than where you finished. Ours did. The client was a small chocolate business with a shop and a modest budget, and social accounts already ticking along on minimum maintenance. Three of us planned the day, filmed everything in their shop, and came away with ten pieces of finished social content. We ran the posting and the paid promotion for the length of the campaign.

Then the campaign ended, and nothing came of it. We had made good films. We had not helped the business.

FINDING TWO · WHAT WAS MISSING

Attention arrives



Nothing catches it

no next step,
no way to leave a name

And it disperses



Every view was a dead end.

It was a burst, not a programme

WE SAW THIS

We were already running year-long programmes for other clients, so we knew what one campaign does once it stops. We argued for the longer route. The budget would not stretch, and the client decided to go ahead on that basis.

There was nowhere for the attention to go

No landing page, no offer, no way of collecting a name from someone who had watched four videos and was starting to think about buying.

We assumed social growth would become sales growth

An easy assumption to make when the engagement figures climb every week. It did not hold.

Thirty-five years of trade, and almost none of it visible online.

Timber Connection import and supply timber. Eight-figure turnover, fifteen people, and a customer base built on relationships going back ten, fifteen and twenty years. That works well until you need to be found by somebody who has not met you yet. We agreed six filming sessions across the year rather than a campaign, led by LinkedIn because that is where their buyers are.

The harder question was what to say. Every timber supplier claims quality, service and reliability. We spent the interview time on how the business actually runs instead: what they do when something goes wrong, why somebody answers the phone and already knows what you buy.

50+

films across six sessions

178,863

impressions on LinkedIn

906

new followers, every one organic

+7% / +10%

sales and volume growth, their figures

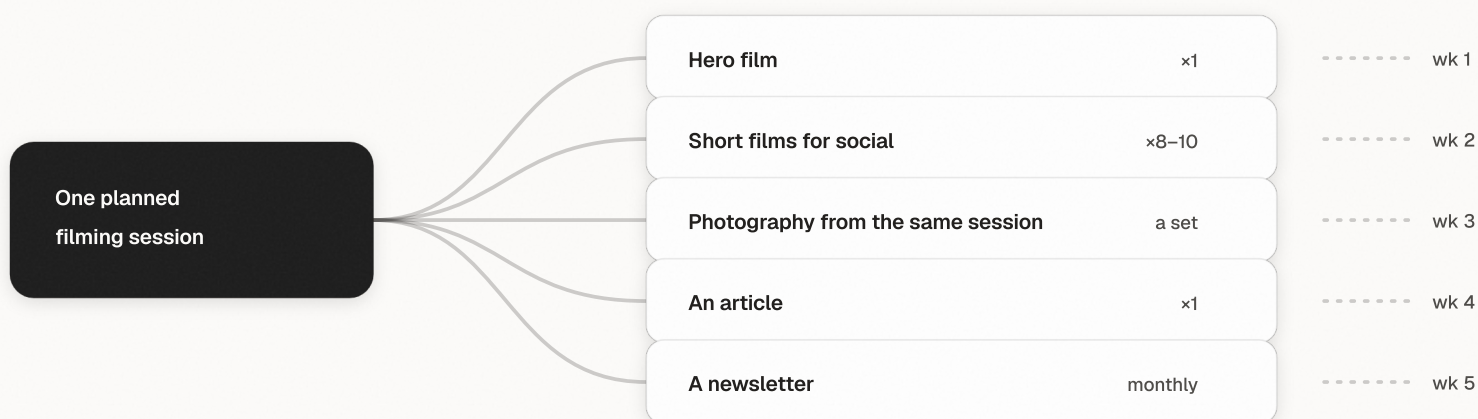
THE STORY THAT CARRIED THE FIRST YEAR

Trust takes a lifetime to earn and a second to lose.

Early on, Danny supplied a lorry load of timber to a customer he had only just started working with. It was not the grade it should have been. He drove up to Scotland himself to look at it, and agreed to take the load away. That customer went on to buy four or five containers a month for around fifteen years.

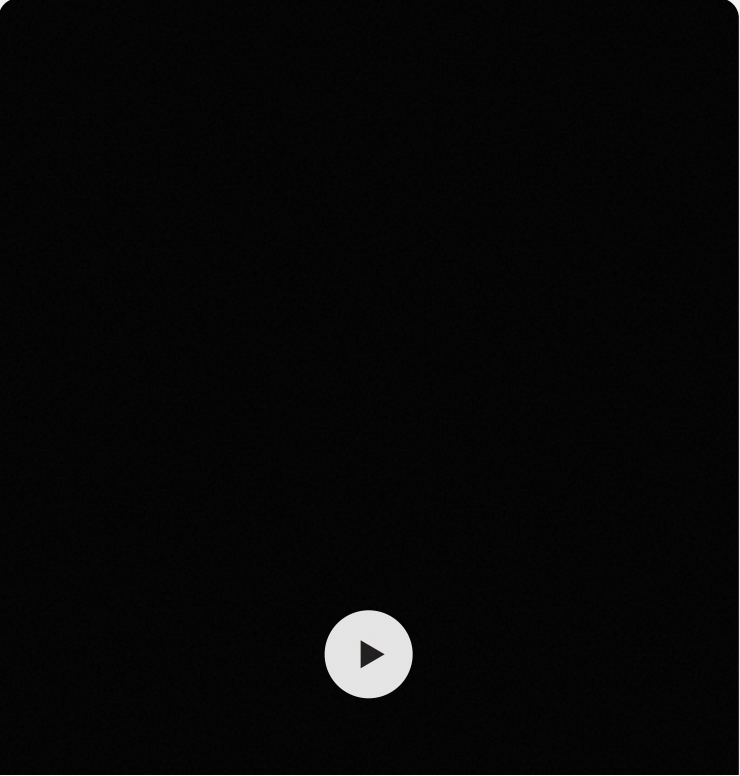
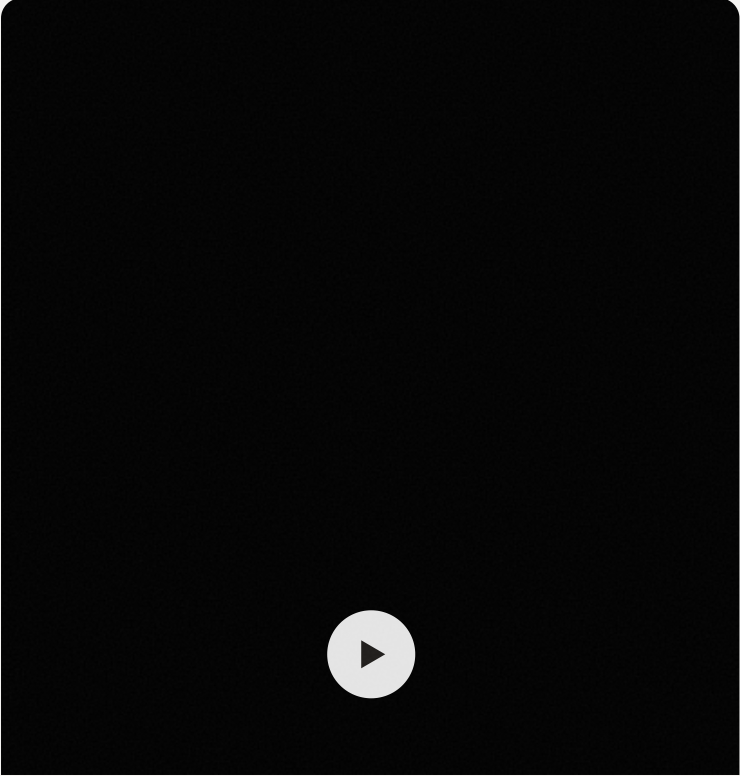
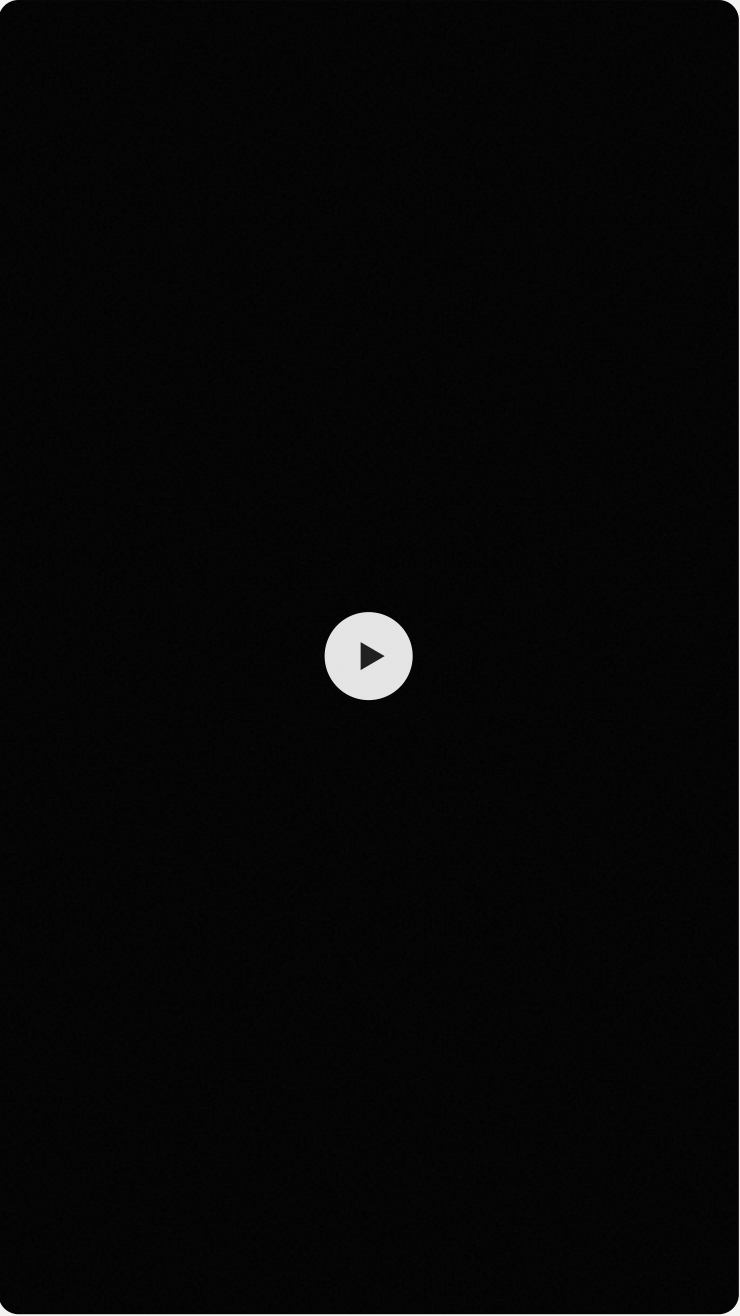
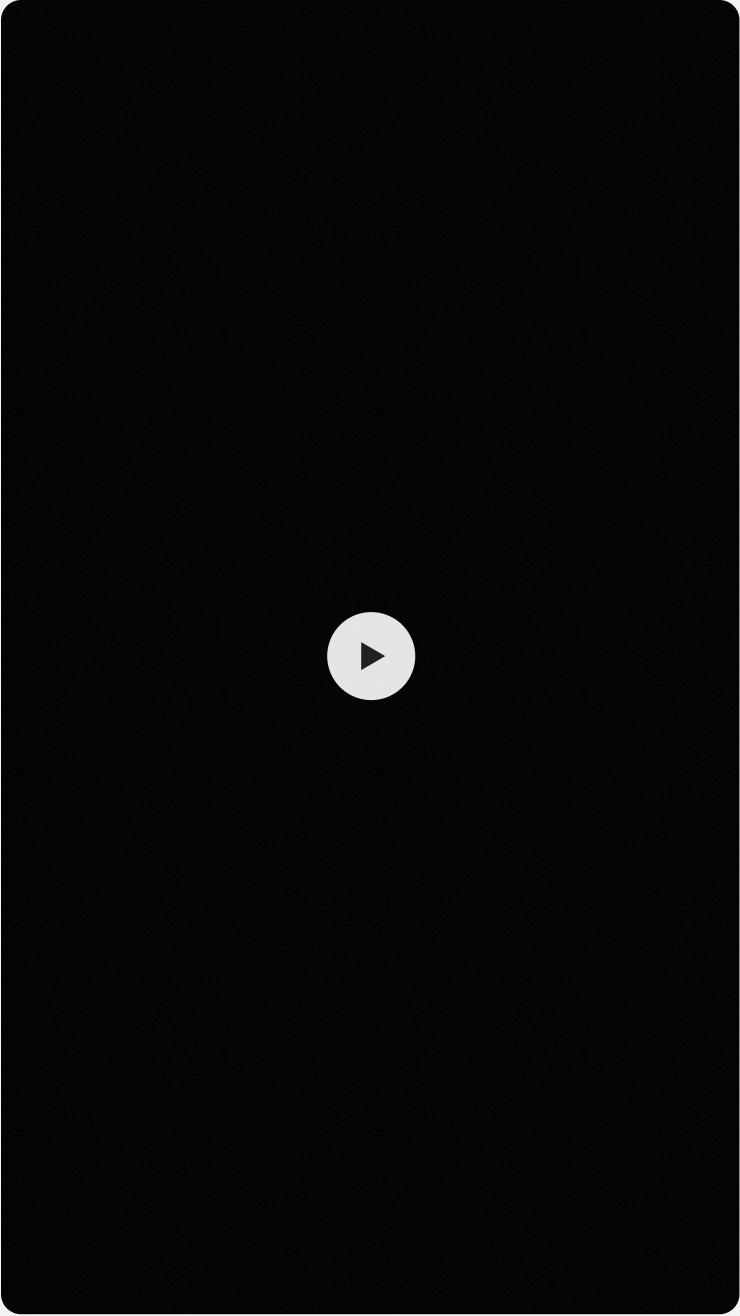
— FINDING FOUR · THE ECONOMICS

Most of what a filming day costs is spent before anyone films anything.



The cost sits in the planning, the travel, the crew and the setup. Once everybody is there and the setup is done, creating another planned piece usually adds much less than starting another filming day. What decides how much a day produces is not the camera. It is how much was decided before anyone arrived.

Very few businesses need that volume and we would not recommend it as a default. It is useful because it shows where the real constraint sits. The limit was never how fast a camera can be moved.



FINDING SIX · ATTRIBUTION

Numbers are only useful if the comparison behind them is fair.

Evidenced by us

More than fifty films across six sessions for Timber Connection. 104 pieces from a single day for Kawai UK. Eight to ten finished pieces from a standard Pilot Session, delivered within 21 days. These are our own production records.

The client's figure

Timber Connection's sales and volume growth, and their LinkedIn analytics. The Archwood Group yield improvement, from around 60% to around 80% in key areas, which is published by Timber Development UK rather than claimed by us.

What we cannot claim

That video caused any of the commercial growth above. We cannot separate it from everything else those businesses did in the same year, and anyone who says they can measure that cleanly at this size is overselling.

ONE NUMBER WE HAVE LEFT OUT

We have a much more impressive engagement figure available for the Timber Connection account. We checked how it is calculated before using it, found that LinkedIn counts clicks as engagement while most published benchmarks do not, and concluded that comparing the two would flatter us unfairly.

So it is not in this report.

 FINDING SEVEN · WHAT WE WOULD DO IN 2026

A programme cannot usefully be delivered in half.

Being able to name a risk in advance is not the same as handling it well. We took that work, did it to a standard we were happy with, and delivered ten films into a business that had no way of using the attention they produced. What we changed was not the filming.

- 01 **Decide what happens after the watch, first.** Before a filming day is booked, not after the edit is approved.
- 02 **Build the landing point before the content.** Somewhere to arrive, and a way of collecting a name.
- 03 **Plan across months.** One session should feed a schedule that keeps running for weeks after the filming.
- 04 **Be honest about the budget at the start.** Either restructure the work so a smaller budget buys a smaller complete system, or say plainly that we are not the right people for it.

If your content has been busy without producing much, that is a common place to be.

It is usually fixable, and it is worth a conversation. Most new clients start with the £3,500 Pilot Session: one planned filming session with video and photography captured together, producing a hero film and a run of short films for social, eight to ten finished pieces in all, delivered within 21 days.

[Book a discovery call](#)[See the Pilot Session](#)