

# One-off content dying as Queensland brands shift to long-term video assets

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In the past few months, Queensland businesses have been moving away from short-term, high-volume social media content and investing in long-life video assets that support sales, branding and client conversion, according to Brisbane creative director Jakob Quinn.

The shift marks a significant change from the past few years, where rapid-fire 30-60 second reels and short-form output dominated marketing strategies.

Quinn, director of Brisbane-based production company Unreal Media, said more businesses are prioritising evergreen content that can be used across multiple stages of the customer journey, not just for public marketing.

“For a period, the focus was almost entirely on high-volume social content,” Quinn said. “Now we’re seeing a return to videos that are built to last, pieces that tell a story, position the brand properly and can be used for years. To be honest, that’s where we want to be as well, it’s much more enjoyable to create something now.”

## Video now used beyond marketing

Quinn said many of the most valuable videos being produced today are not always publicly visible.

Instead, they are being used in:

- Proposal and quoting processes.
- Investor and stakeholder presentations.
- Recruitment and onboarding.
- Sales meetings and landing pages.

“Some of the most heavily used content never gets posted online,” he said. “Businesses are using video as a conversion tool, something that helps them win work, not just generate views.”

## A move toward long-term brand assets

The trend reflects a broader shift in how growing companies view content investment, with a stronger focus on:

- Brand positioning.

- Trust and authority.
- Consistency across platforms.
- Long-term return on investment.

Rather than producing one-off videos to “test the waters”, businesses are developing structured content libraries that support their growth over time.

“The brands getting the best results aren’t thinking campaign-to-campaign anymore,” Quinn said. “They’re building a bank of strategic assets they can use across their entire sales and marketing process.”

## **Standing out in a crowded market**

With competition increasing across most service-based industries, Quinn said high-quality video is becoming a key differentiator during the decision-making phase. Especially because most companies can now whip up quotes/proposals with AI, a video seriously stands out.

“When two companies are being compared, the one that communicates its value clearly and professionally has a major advantage,” he said. “That’s where long-form, story-driven content is making a comeback.”

Industry observers expect the shift toward evergreen video assets to continue as businesses place greater emphasis on brand, trust and conversion, not just reach.

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