



CASE

MÉRCE

STUDY

“**Video Views:** Expanding Reach of Commentary with Video

IN SHORT

Mérce launched its first editorial video commentaries to experiment with short-form, platform-native video journalism. The project resulted in two professionally produced videos, a reusable visual identity and workflow for future video production, and the successful launch of Mérce's TikTok channel, laying the groundwork for long-term expansion into video formats.

ABOUT THE NEWS OUTLET

Mérce is a Hungarian news, analysis, and opinion platform and a key institution of egalitarian and critical thought in Hungary. Founded in 2017, it fills an important gap in the national media landscape by amplifying the voices of unions, civic leaders, environmentalists, grassroots organizations, and academics. With a team of 16, 10 of them journalists and editors, Mérce produces in-depth reporting and opinion journalism while mentoring emerging independent journalists.



PROJECT OBJECTIVES

Mérce aimed to test video commentaries as a new editorial format to expand beyond text-based journalism. The goal was to reach new audiences, especially on social platforms, and to build a sustainable workflow for future video production aligned with its critical editorial voice.



IMPLEMENTED SOLUTIONS

Mérce produced two pilot video commentaries, developed a reusable visual identity, and established a basic video-production workflow. Through prototyping and internal feedback, the team refined format and style, launched its TikTok channel, and created a foundation for ongoing video experimentation.

WHY THIS PROJECT?

Mérce wanted to expand beyond text-based journalism and develop a sustainable video format that could reach new audiences. Video commentaries offered a way to address current events through the lens of Mérce's core topics while experimenting with platforms and formats that were previously unexplored by the newsroom.

HOW DID APPLYING DESIGN THINKING PRINCIPLES HELP?

A user-focused approach guided the project, particularly through prototyping and iterative feedback. The team created a prototype video, tested it internally, and refined the final outputs based on feedback. This cyclical process helped identify effective stylistic and narrative elements early, improving efficiency and reducing trial and error.

DID MÉRCE'S APPROACH CHANGE ENGAGEMENT WITH ITS AUDIENCE IN ANY WAY?

The project expanded Mérce's distribution channels and introduced its content to new audiences, particularly through the launch of its TikTok channel. While the primary goal was experimentation rather than immediate growth, the project created a foundation for stronger engagement through visual storytelling.

WHAT CHALLENGES DID MÉRCE ENCOUNTER AND HOW DID IT ADDRESS THEM?

Choosing the right video genre took longer than expected, highlighting the need for earlier conceptual planning and platform analysis. Summer holidays complicated collaboration, and unexpected health issues caused delays. These challenges underscored the importance of flexible planning, earlier preparation, and contingency strategies.

HOW WAS MÉRCE'S PROJECT RECEIVED BY ITS AUDIENCE?

The short videos the team created were received positively overall. Their audience engaged with the posted videos, which also managed to reach a large number of people who don't usually engage with their content — suggesting a strong possibility for growth. One outcome of the original project was that, since they published their videos, a women's rights NGO has also contacted them about collaborating on a series of videos.

WHAT INSIGHTS OR LESSONS DID MÉRCE GAIN FROM THIS PROJECT?

One of the key lessons was the importance of early planning and collaboration involving the whole team, especially when working with new formats or workflows. The project also reinforced the value of being flexible during production, allowing adjustments that ultimately improved the outcome.

WHAT DOES MÉRCE PLAN ON DOING NEXT?

The team plans to continue producing videos regularly, experimenting with both short and longer formats. They intend to streamline workflows, shorten planning and editing cycles, and remain flexible in responding to timely topics. The knowledge gained will support ongoing experimentation with new visual styles and formats while maintaining a strong focus on reader engagement.

WHAT ADVICE WOULD MÉRCE GIVE TO OTHER JOURNALISTS OR ORGANISATIONS CONSIDERING A SIMILAR PATH?

Start with a clear editorial purpose and ensure it aligns with your audience's interests. Invest time in preparation, however, and don't be afraid to create mockups and prototypes, as this process of experimentation can be very useful.



Mérce's editorial video commentaries on air.
