



# 10 Tips for Success in Video Advertising



# 10 Tips for Success in Video Advertising

- 1 The video advertising market in 2020  
IAB UK
- 2 Be clear on your campaign objectives  
MediaCom
- 3 Creative consideration: video length  
LinkedIn
- 4 Creative consideration: sound  
LinkedIn
- 5 Creative consideration: branding  
IAB UK
- 6 Consider the importance of emotion  
Unruly
- 7 TV vs Video: what you need to consider  
Xandr
- 8 The future of video: rewarded video  
MoPub
- 9 The future of video: live video  
Twitter
- 10 The future of video: personalisation  
A Million Ads



1.

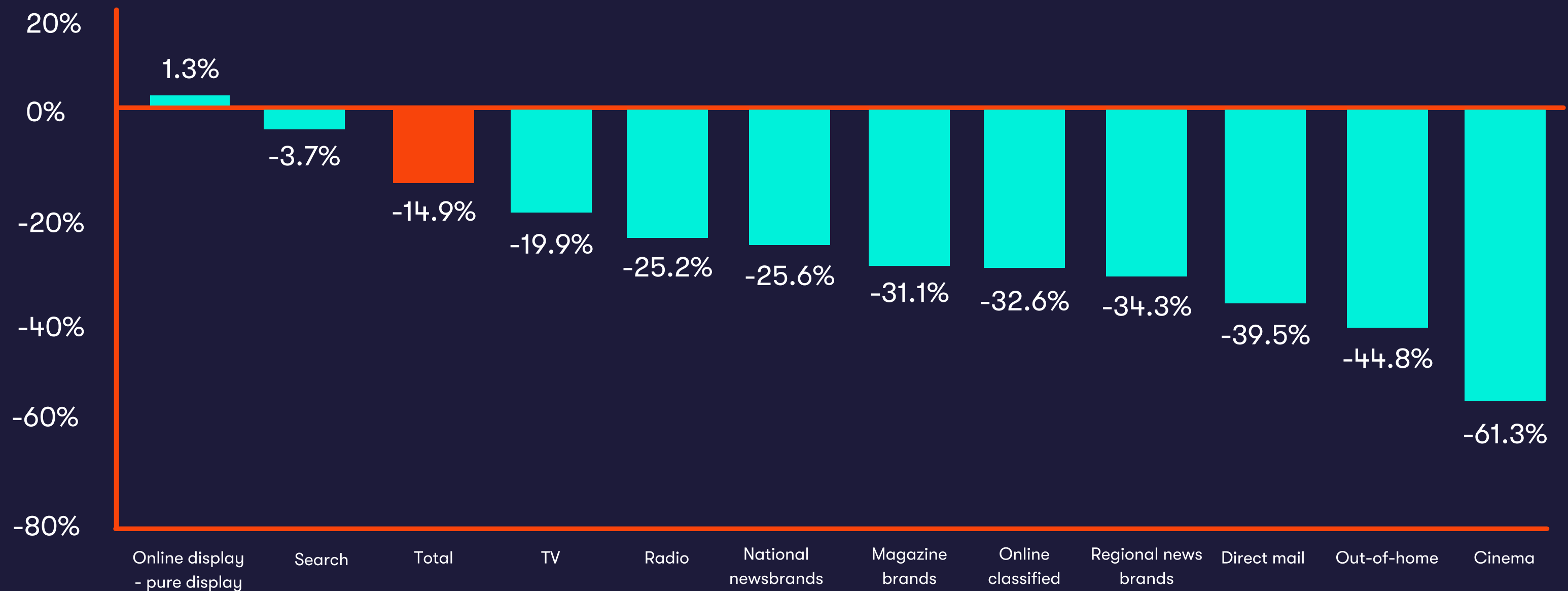


The video advertising market in 2020



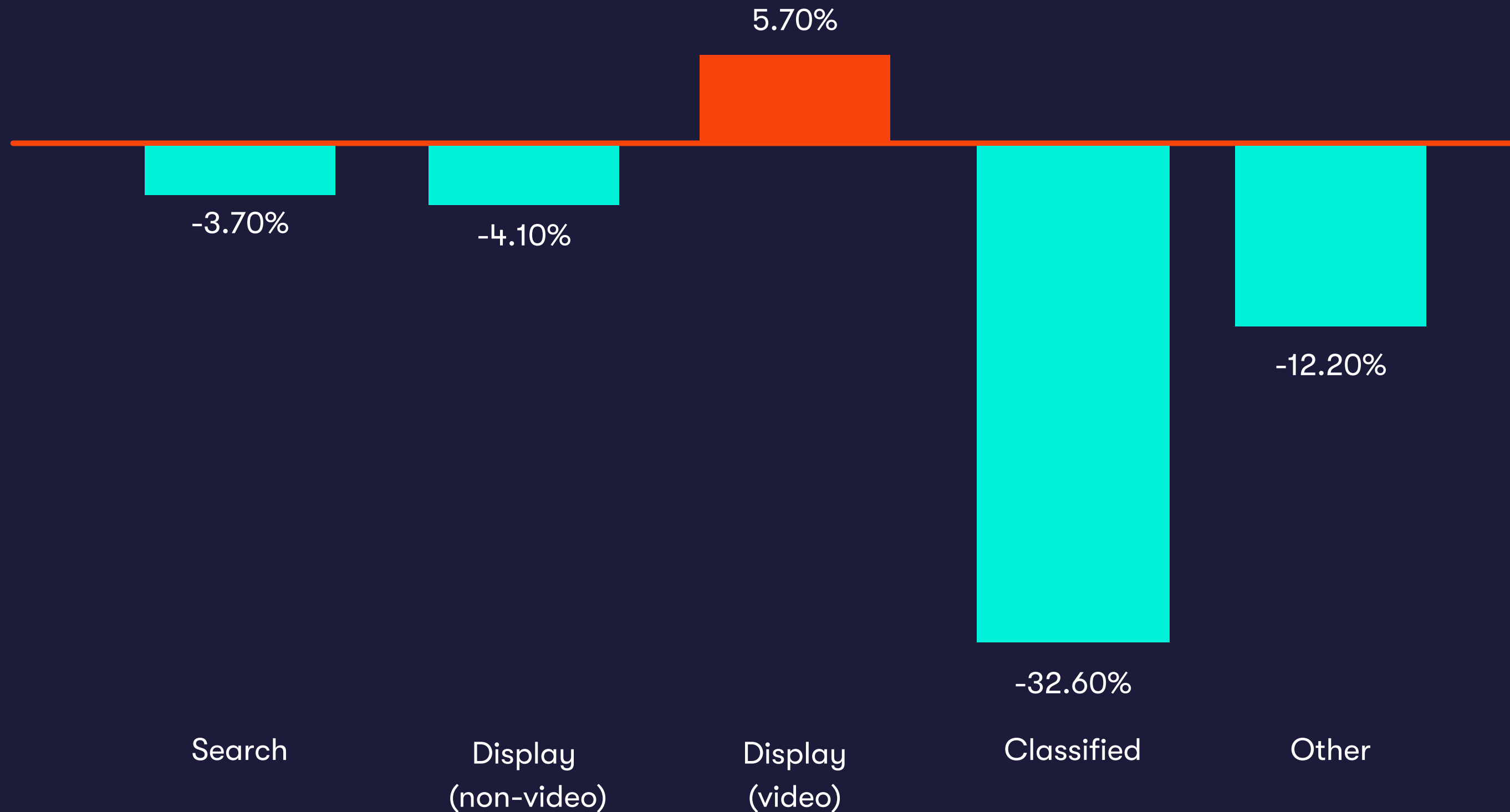
# Annual % change in UK advertising expenditure by medium, H1 2020

## Expenditure



Note: data for newsbrands and magazine brands include print and digital ad revenues. TV includes spot, sponsorship VoD, advertiser funded programming, product placement and other revenues (i.e. Pub TV). Radio data includes branded content and digital ad formats. Internet play date exclude online ad revenues from news brands, magazine brands, TV and radio broadcasters. Online classified includes revenue from news brands and magazine brands.  
Source: AA/WARC Expenditure Report, October 2020

Video is the only advertising channel that increased spend in the first half of 2020, growing at 5.7% YoY





Be clear on your campaign objectives



# At the heart of every video solution should be the idea of connecting messages to audiences as effectively as possible across the entire video ecosystem

The opportunity to use video through the purchase funnel has developed, but outcomes still need to align to brand orientated goals

## Communication Objective



Awareness

## Objective Definition

Unmissable video formats that maximise exposure within the desired audience

## Video Strategy

- Pure reach
- Geo
- Behavioural
- Demo/social and sub demo
- Affinities

## Video Metric

- Unique reach
- Frequency
- Completions
- A quality view



Consideration

Engaging ads that showcase and educate

- Context
- Site or channel
- Topic or vertical
- Curated marketplaces
- Custom intent
- Interactive video

- Dwell time
- Engagement rates
- Quartiles

# But not all video is created equal and formats must be considerate of the communication objective and how best to achieve the desired outcome



## Standard Pre-Roll

## Interactive Pre-Roll

## Skippable Pre-Roll

## In-Read Video

## Interactive in-Read

## Linear TV

## Social In-Feed

## Social Stories

### Merits

- Effective at driving views
- Shared Viewing experience
- Less ad clutter equates to greater standout

- Immersive by design resulting in positive outcomes
- Increased dwell times
- Microsite, shoppable functionality

- Non forced ad exposure
- Higher purchase intent from completed views
- Cost effective

- Highly viewable placements
- Premium publisher content
- High ad engagement due to content attention

- Immersive by design resulting in positive outcomes
- Increased dwell times
- Larger space to provide messaging

- Mass reach
- Highly viewable and brand safe
- Efficient and effective video type

- Mass reach
- Scale of inventory results in low prices
- Interactive opportunities to drive outcomes

- Mass reach
- Full screen experience
- Immersive by design resulting in positive outcomes

### De-Merits

- Can be intrusive
- Can be expensive (supply dependent)
- Ad metrics can be limited

- More expensive versus pre-roll
- Can be intrusive if not led by insight
- Reduced scale due to tag compliance

- Creative needs to be strong
- Video completion rates can be low
- Connotations of low cost and performance

- Forces attention, can be intrusive
- Sound off from start
- Video without sound has less impact, creative must to be strong

- More expensive versus in-read
- Can be intrusive if not led by insight
- Reduced scale due to tag compliance

- No frequency control
- Less flexible
- Micro measurement

- Low viewability
- Low dwell times
- Creative needs to be strong

- More expensive versus in-feed
- Competition for attention
- Creative needs to be strong





3.



Creative consideration: video length



# What is the best length for a video ad?

As long as it takes to generate the desired action



**Micro Videos**  
 <15 seconds

Particularly well-suited as mid-roll or ephemeral content



**Short Videos**  
 <30 seconds



**Long Videos**  
 <2 minutes

Funnel Stage	Top-Of-Funnel		Bottom-Of-Funnel
		Middle-Of-Funnel	
Objective	Awareness	Consideration	Conversion
Success Measures	Completion Rate	Engagement Rate	
	Views		
		Clicks	
Content Topic	Branding	Case Studies/Testimonials	Product Demos/Unboxing
	Offers/Sales/Promotions	Thought Leadership	
	Event/Webinar Promotion	Research	



4.



Creative consideration: sound



# How turning off the sound can turn up video performance

## 4 tips to drive video results without audio



85%

of videos are watched with the audio off on social media\*

1.



Include subtitles or closed captioning

2.



Add overlay text and pop-up graphics

3.



Use the copy around your social media post/ad to explain the video

4.



Try storytelling techniques that don't require dialogue in the first place, such as a montage



5.



Creative consideration: branding



# How to think about branding in digital video ads



We showed two different edits of the same hotels.com ad to eight qual participants and asked their thoughts

**30** second standard ad

Brand logo at the end, brand mentioned at 19 seconds



**6** second digital first ad

Brand logo shown & mentioned from the start



# There was an overwhelming preference to have the brand upfront



"The reason that was an improvement was because I knew from the very first second I knew what it was advertising...I knew what it was about"



"I think at every point you can tell straight away that its [brand], whereas the last one I wouldn't have noticed if I scrolled past"



"It's really important to have the brand identity or name or something unique about that brand that you can tie it to quite quickly"



6.



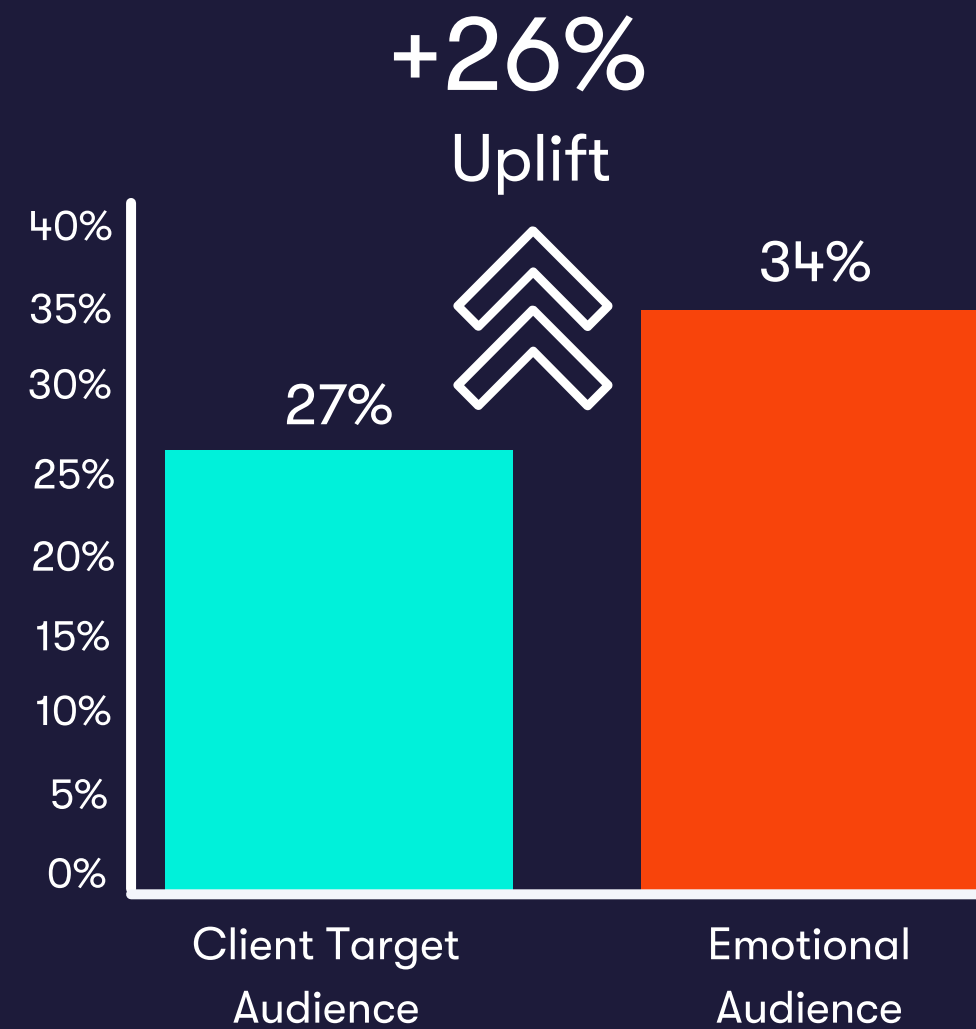
Consider the importance of emotion



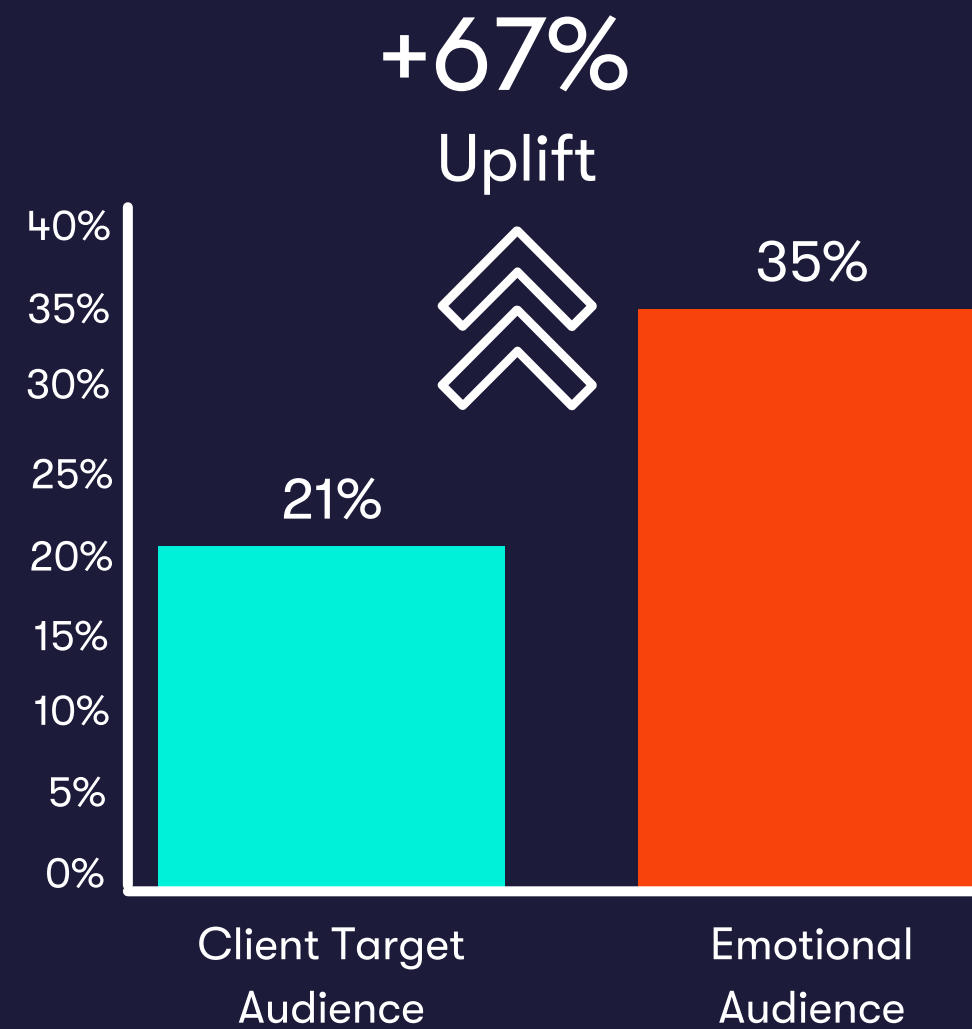


# Emotional targeting drives completion rates and dwell time

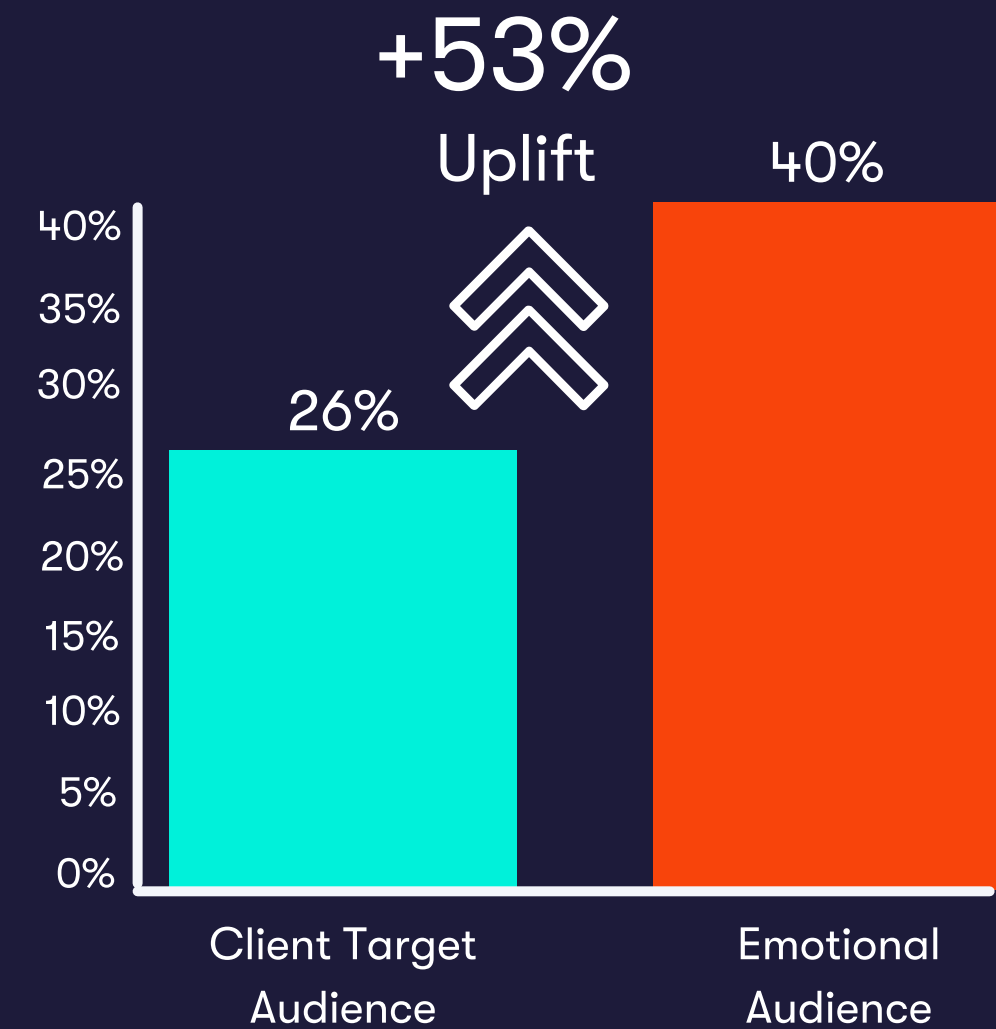
Full completes / video starts (in %)



30sec completes / video starts (in %)



Dwell time (in seconds)



# Emotional ads create a valuable connection with consumers

Driving multiple long-term brand effects

## 4 of the 6 long term effects



Price



Profit



Market



Fame



Differentiation



Esteem

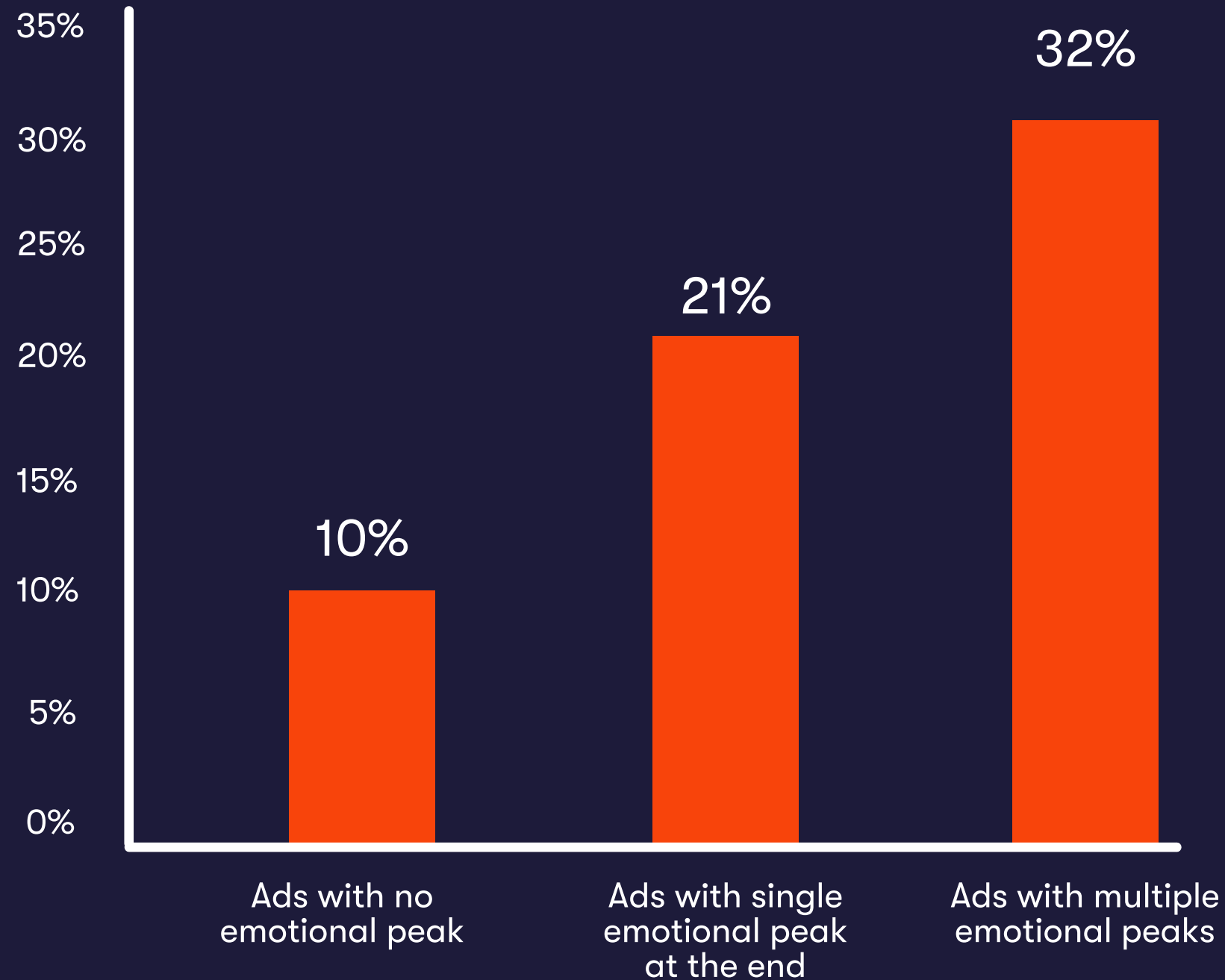
### Business

### Brand

# Emotional ads drive brand recall

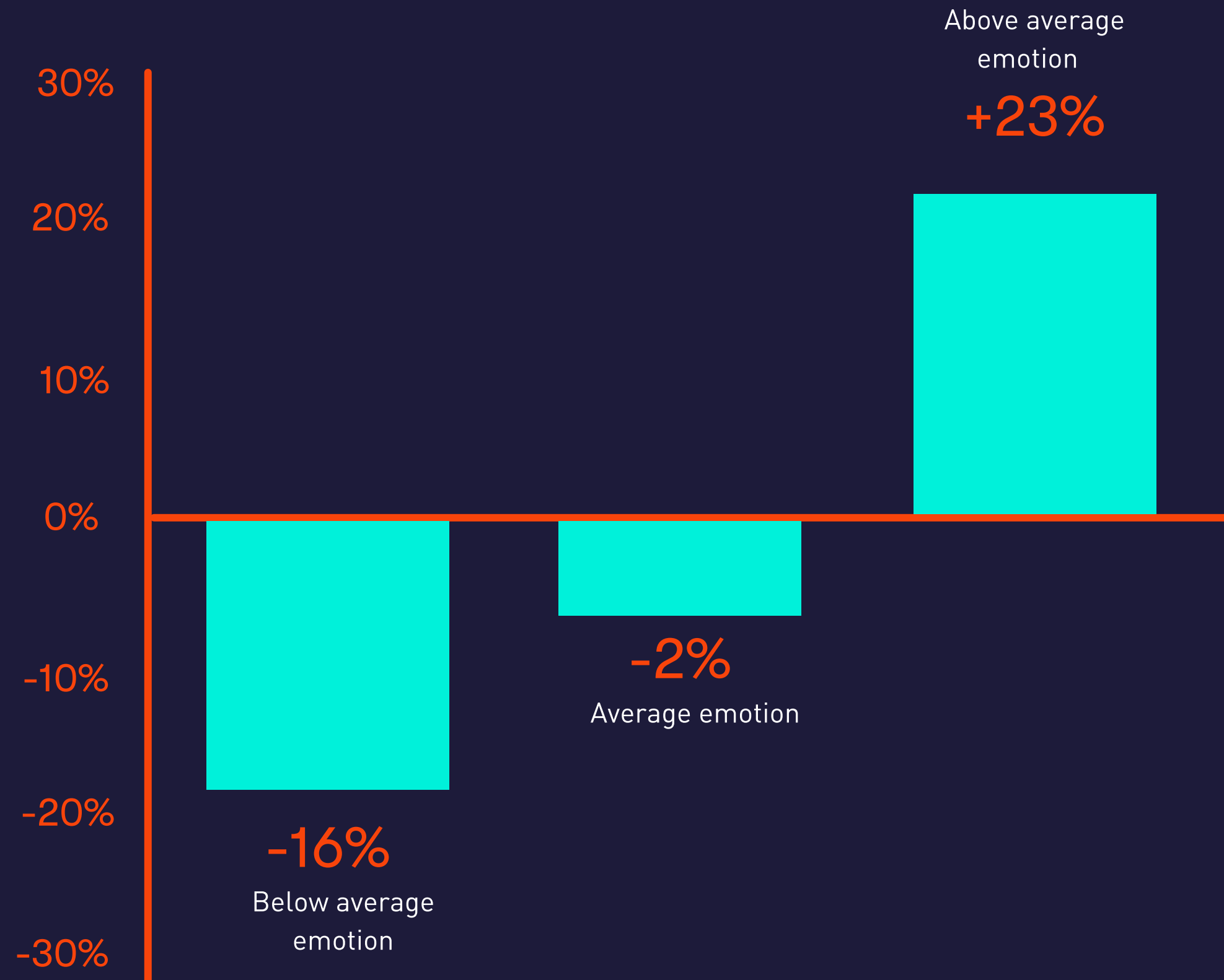
In a recent study we found that it is possible to increase brand recall by a statistically significant degree by ensuring that the brand is both present and responsible for the moments of peak emotion

Brand recall is **220%** higher for ads with multiple emotional peaks



Brand recall is **110%** higher for ads with a single emotional peak at the end

# Emotional ads deliver high sales volume



Most emotional ads deliver

**23%**

Uplift  
in sales volume



7.



TV vs Video: what you need to consider



# TV & Video Considerations

Changes in consumer behaviour, particularly as a result of the global pandemic, have meant consumers are spending more time with online content than ever before.

**69%** of the UK population today are digital video viewers, set to increase to **74%**

The worlds of TV and digital are colliding, as technology blurs the line between linear and digital formats bringing about new opportunities for viewers, broadcast platforms and advertisers.

## Devices



Linear:  
TV



Video:  
Smartphone,  
Desktop/ Laptop,  
Connected TV, Tablet

## Targeting Capabilities

Achieve maximum reach, exposing ads to a broad audience = Upper funnel

Content Level, TV programming targeting

Typically booked weeks in advance (if not months)

Device/individual level targeting = Lower funnel

Real time Ad decisioning

Programmatic enabled

More booking flexibility

## Benefits for Advertisers

Brand awareness

Premium content on an engaging big screen

Non-skippable ads

Full screen and high quality

Precise targeting

Understand your audience through real time data insight

Automated workflows

## Example Broadcasters

BBC

5

4

itv

BBC iPlayer

4 on demand

itv HUB



The future of video: rewarded video



# Rewarded Video

- ▶ **How it works:** users opt in to view a video ad in exchange for in-app items such as exclusive content, boosters, etc.
- ▶ **Similar to a football game halftime ad**, a rewarded video allows a brand to sponsor an intense moment in a game, creating a very unique bond with users.
- ▶ **Predominant in mobile app games** but growing in other app categories such as music, dating, chat, and entertainment.

## Rewarded video completion rates\*



\*\*MoPub internal data.

\*\*\*MoPub internal data: Looking at the first half of 2020, the + 77% of brand spend going to rewarded video between H1 2020 & 2019, [Digiday report sponsored by MoPub & The Trade Desk](#)

©2020 MoPub (a division of Twitter, Inc.)

This data is provided "AS IS" and for information purposes only, and while efforts are made to ensure accuracy, errors may arise

## Six reasons advertisers should consider rewarded video:

1. The fastest growing ad format (+259% YoY on MoPub\*\*)
2. Leverages 100% of screen real estate
3. No specific creative asset needed
4. Other brands are already adopting the format\*\*\*
5. Highly performant creative with high engagement & completion rates
6. Surveys show that this is the preferred ad experience for users — in some cases, users have even requested to see more of these types of ads in their favorite apps





The future of video: live video



# Live Streaming

Live streaming and virtual events have been building momentum over the last three to four years for a few reasons:

- ▶ Mobile network speed improvements and accessibility
- ▶ Improved live streaming innovation and platform reliability
- ▶ Reduced data and device costs

eMarketer recently revised their forecasted growth trajectory of live video consumption and the increases are significant, with the forecasts of Y-O-Y growth in live stream consumption increasing by 20% or more, each year, over the next three years.

So why should brands consider going Live?

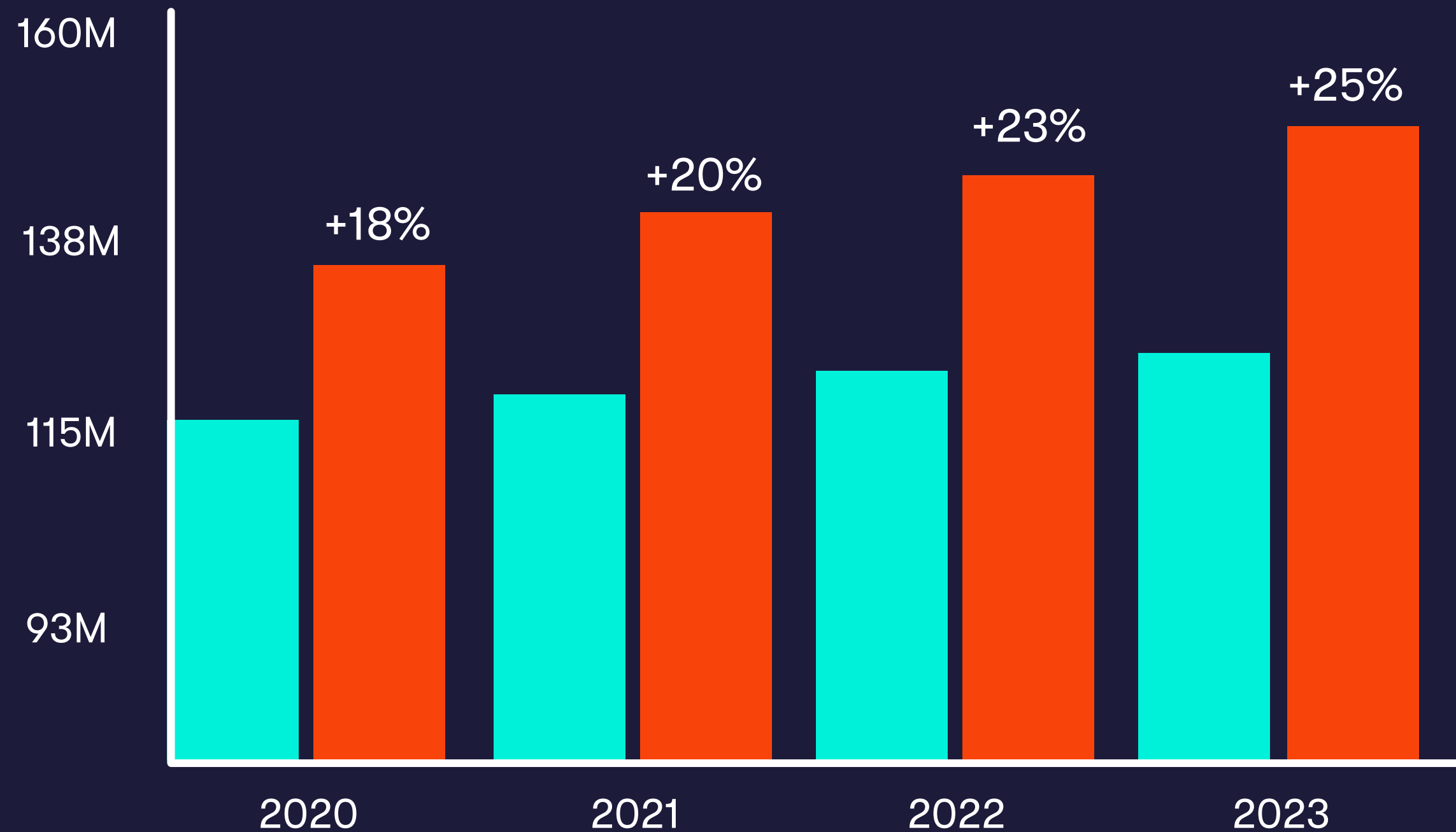
- ▶ Whether it's the excitement of being able to get closer to the stars on the screen, or revelling together in the convenience of being able to watch amazing content from the comfort of one's own home, it's the shared anticipation of what you're going to see next.
- ▶ Conversation relating to live streaming has exploded in the last six months, with daily conversation volume on Twitter almost doubling in that time.
- ▶ The majority of millennials will continue to consume live streaming video when the outbreak has ended (Gen-Z responses were similar).
- ▶ Globally we've seen brands go Live across a wide spectrum of categories and industries. From virtual music festivals to watch parties around movie releases, and large B2B tech conferences, what unites all of the live events is that they are helping brands either launch something new or connect to the conversation happening in the world, in a focused burst of energy.

# How is live video consumption changing?

34%

of millennials say they are watching more live videos as a result of the outbreak

March 2019 Forecast  
Feb 2020 Forecast



Source: eMarketer - How has the US live video forecast changed, Jan 2020 (includes those who watch live streaming content on any device once per month).  
Source: GlobalWebIndex - Coronavirus Findings US & UK; Media Consumption (Release 4), April 2020

# Live Streaming

Following these four steps will help your live activation deliver an outsized impact

1.

**Plan beyond the event itself.** It is absolutely critical that you design a clear plan for how you will build anticipation for the event in the lead-up to the event day, as well as how you will extend the value of the event investment after event day.

2.

**Provide clear value.** Give your audience a clear reason to join your livestream and to stay for its duration. Whether it's concrete business tips for a B2B event, or just entertainment during a launch, be sure that you're providing a clear value to your audience.

3.

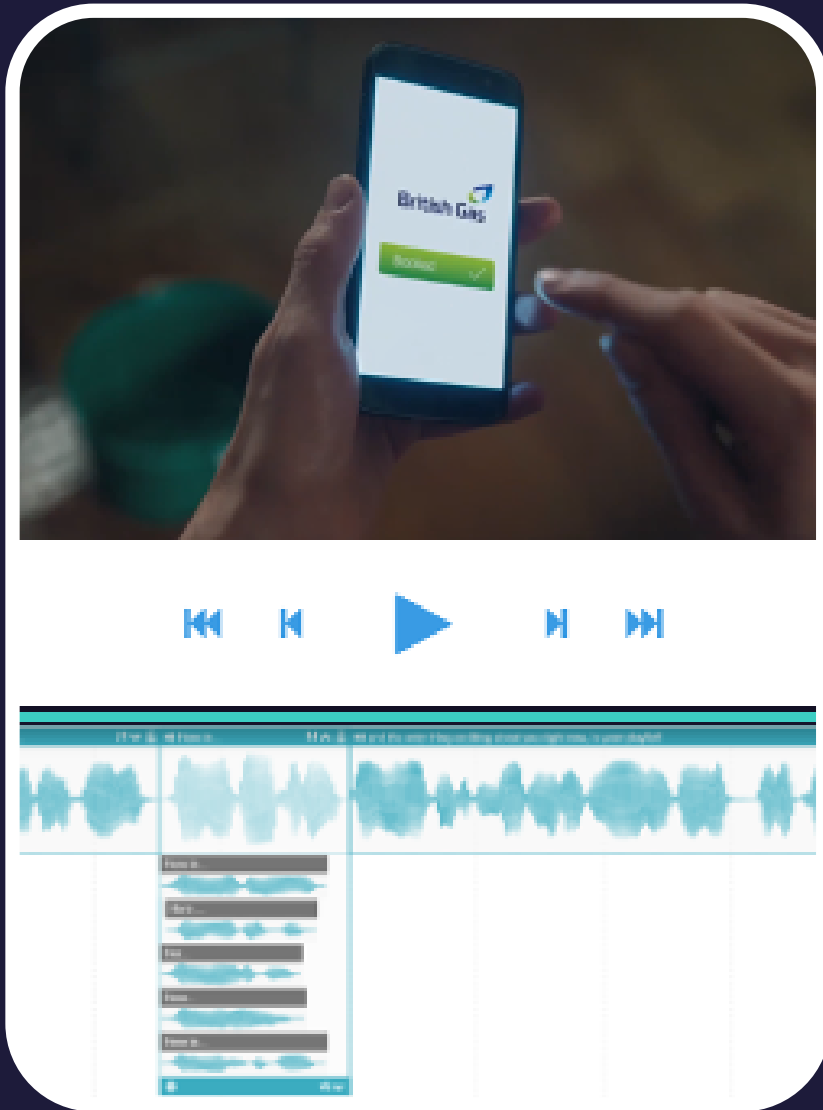
**Design for participation.** Give your audience the opportunity to participate pre, during or post event. We've seen this concept alone drive huge success for brands - but when used correctly it draws audiences in, makes them feel like they are a part of the event and creates brand advocates as a result.

4.

**Allow constraints to unlock creativity.** Firstly, remember that virtual events don't have to be live. They could be partially live content or entirely recorded. If you're looking to launch a long-form piece of brand content (10min+) why not make it a launch event when you share it with the world for the first time? NBA are doing this brilliantly to stay connected with their fans by broadcasting classic matches from their archive every few days on Twitter, and these draw huge audiences.



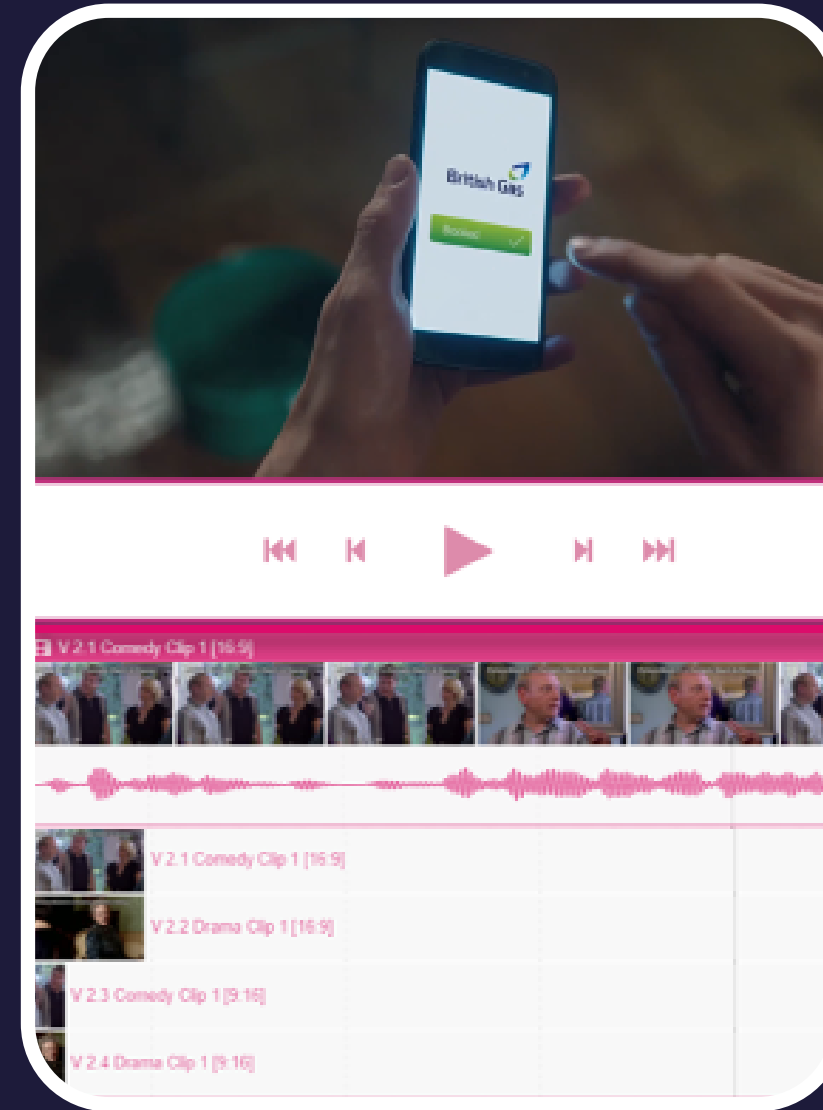
# Dynamic video – making your assets work harder



## 1. Personalised soundtrack

- Create personalised soundtrack for standard video assets
- Use unlimited voice over, music, sound effects, switching based on user data

 Thousands of different possible soundtracks



## 2. Personalised audio + video

- Apply personalisation to video by stitching together dynamic clips in real-time
- Sync with personalised soundtrack for greater impact

 Switch unlimited video clips based on user data



Dynamic Video Ad Demo: **Under Armour**

Thank You

**MEDIACOM**

Linked 

***UNRULY***

 **xandr**

**mopub** 



  
**amillionads**