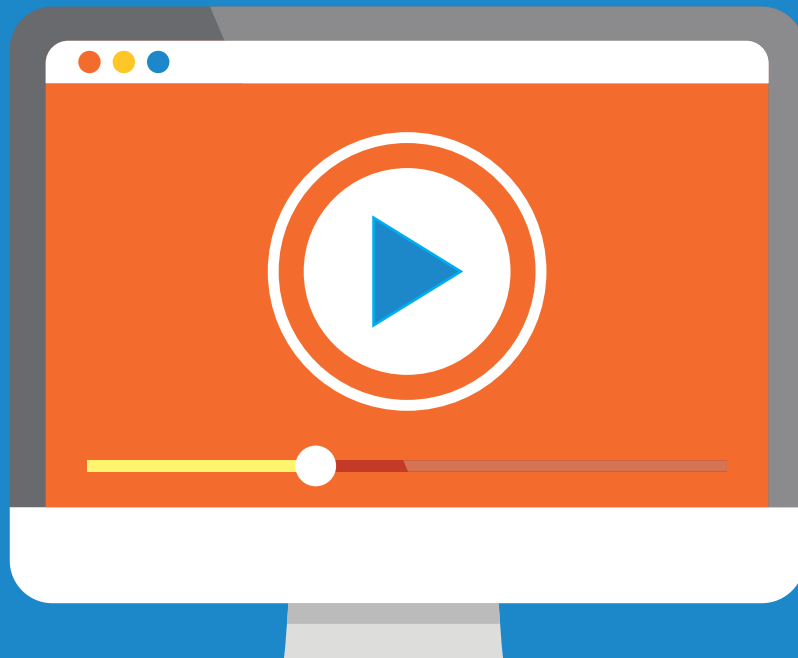


Video Innovation:

The IAB Video Steering Group's Viewpoint



Internet
Advertising
Bureau
UK

The IAB Video Steering Group highlight the exciting developments driving innovation...

Video is the ideal medium for presenting original ideas that engage users. In terms of available technology, 2017 may be the year that virtual reality (VR) and 360-degree video truly make their mark. Last year was a coming of age for video: Pokémon GO showed everyone the power of augmented reality (AR), introducing a new generation to the brand and generating almost a billion dollars in the process. We saw plenty of experimentation with different ways to distribute, discover and engage.

As ever, user engagement is a priority and the number of methods available increases. Live video streaming has opened new doors whilst “crowd-sourcing” through social media allows brands to utilise their fans for authentic content. Vertical video still demonstrates its effectiveness in grabbing attention and holding onto it. Once the user is engaged, brands should be aiming to provide them with video that compliments the content and leaves the user feeling that they’ve gained something for their time.

Strong innovation is built on good data (which doesn’t necessarily mean more data), improving ad relevancy. This brings exciting opportunities, such as cross-platform targeting. Combined with new technology, brands and publishers alike are able to enjoy new modes of monetisation. With all this taken into account together, there is plenty for video marketers to take inspiration from!

Innovation is never problem-free. What about some of the challenges facing the video space?

We can divide the challenges into four broad categories. Let's take a look:

- **Content:** With so many different options in the video space, it can be easy to lose the wood for the trees during the creative stage. Producing content that drives home the brand message in a narrow window, whilst hitting the right emotions, can be a trial. The myriad of channels available means that a one-size-fits-all approach is no longer an option for advertisers.
- **Engagement:** Perhaps the largest obstacle to overcome is user fatigue, ensuring that 'skip' isn't clicked on! Making the right emotional connection is tricky as well, given how subjective people are. Video's growing prominence asks the industry to deliver the best for brands and for users.
- **Measurement:** Discrepancies are still a standout challenge, but so is cross-device measurement and determining the true value of video, something not measured by interactions or viewing figures alone.
- **Technology:** For brands, establishing what platforms work best and how to get the most from them is a challenge. The convergence of TV and digital has further fuelled this.

We can't give you problems without offering some solutions!

- **Content:** Brand perception and authenticity is key. Brands should ask if their creative links to their overarching mission and hits the right emotions. The nature of mobile has to be recognised - you have a short amount of time to play with and that users tend to have the sound off. Keep it authentic, branded and use subtitles! Sometimes it's best to take a step back, put yourself in the user's shoes, and ask: what would catch my eye?
- **Engagement:** Always think of the user first. Plan ahead; make the best use of the formats available and get your content on-message; encourage your audience to interact and share and know what you need measured. Remember, one of online video's strengths is that the audience is already engaged, and you have the ideal tools to keep them that way!
- **Measurement:** Whilst a standardised approach to measurement is needed, it's also worthwhile to think about metrics beyond the usual suspects – for example, the impact on audience behaviours. Better tech will allow advertisers to get a more accurate view of campaigns across devices, and at different stages of the path to purchase. It's always a good idea to work out your KPIs before launching a campaign.
- **Technology:** One of the great things about the industry is adtech's pioneering attitude. With many of the big platforms unveiling new video products and ad spaces, brands will get more chances to engage with users. But be polite! Non-intrusive formats, such as outstream video, and fast page loading are two examples of making the experience better for the user. More efficient ways to conduct creative testing and optimisation would help smaller advertisers especially. Finally, brands operating across TV and online should approach both holistically, not confine them to silos.

Finally, what do the next five years have in store for us?

- Video already commands 30% of display advertising in the UK, representing a 69% year-on-year increase (IAB H1 2016 Digital Adspend Results: iabuk.net/research/digital-adspend). It's likely to continue to enjoy strong growth with brands placing video atop the marketing pedestal.
- There'll be plenty of opportunities to use video inventively as we see new smart devices with screens and more content is delivered to the TV via the internet. Expect data to become better and increasingly comprehensive, improving cross-device targeting and measurement! Programmatic buying of ad space across both the online and TV worlds will open doors to campaigns that run seamlessly across both.
- In terms of tech, as more brands experiment with AR, VR and 360-degree video, we're bound to see some amazing campaigns championing these technologies. Think of the interactivity; consumers will be able to 'converse' with brands in the same way they engage in-store. It will take some time for advertisers to learn how to push AR, and VR, in particular to their fullest but in time they will become the new reality.
- Combined with all the unique attributes that mobile brings to the table, the next five years look very promising for online video.

Many thanks to our Video Steering Group members that contributed to this viewpoint. Here are some of their favourite campaigns and top tips...

Mark Blair, Vice President EMEA, Brightcove

FAVOURITE CAMPAIGN: The Coca-Cola Super Bowl advert, while not innovative as such, was a perfect example of how powerful a well-timed video campaign (on this occasion around the presidential elections) can be at generating engagement.

TOP TIP: Don't just use social platforms for your content – there are a lot of benefits to using premium platforms including making sure your content integrates with the rest of your marketing stack. The key is to ensure your quality of delivery matches the quality of content in order to get the best viewing experience.



Ian Edwards, Head of Planning UK, Facebook

FAVOURITE CAMPAIGN: Cancer Research UK ran a campaign that broadcast live on Facebook and Channel 4, from inside the human body as a patient was undergoing a procedure. It was a brilliant way to bring to bring the charity's message to life through media and demonstrate the impact of people's donations.

TOP TIP: Look at the latest innovations in video and make sure you're ready to test, learn and have fun!

Tom Langshaw, Senior Industry Manager, Google

FAVOURITE CAMPAIGN: In Dubai, Snickers ran a campaign that turned pre-roll ads into 'Pre-Video Videogames'. This complements the playfulness of YouTube and the brand themes of Snickers. Above all, it's simple, scalable and yet effective.

TOP TIP: Be clear of the role of video, how it fits into the wider ecosystem, what it compliments and consider the platform and exchange value.





**Matt Breen, Head of Video and Mobile,
Mail Advertising**

FAVOURITE CAMPAIGN: Dove used a simple and relatable message for this viral campaign, led by their research findings that 75% of dads say they are responsible for their child's emotional well-being, yet only 20% of dads see this role reflected in media.

TOP TIP: Don't overlook that video is still the best medium for emotional storytelling, just ensure that you have multiple versions to suit all the platforms you are delivering across. A cinema spot won't cut it in a social feed!

**David Winstone, Head of Programmatic, Perform
Media**

FAVOURITE CAMPAIGN: The release of the Suicide Squad movie last year. Warner Bros ran different trailers for each character to help build the story and generate excitement.

TOP TIP: Be associated with quality content that's contextually relevant.



Justin Taylor, UK MD, Teads

FAVOURITE CAMPAIGN: Visit Britain worked with Genero to develop 26 pieces of bespoke creative for destinations across the country. These were adapted into multiple cut-downs and versions for use across a range of platforms. Simple, relevant and with consumer understanding at its heart.

TOP TIP: Brands that prioritise the user experience above all else will reap the most benefits. Target the right user with the right video when they're engaged with relevant content. This can not only improve video's ROI for marketers, but also makes the ad more useful and engaging for the user.



Liz Duff, Head of Broadcast, Total Media

FAVOURITE CAMPAIGN: Hotels.com's 'Captain Obvious' campaign: clicking 'Skip' doesn't skip the ad, but gives the characters skipping ropes!

TOP TIP: Take a digital-appropriate approach to your video campaigns. Don't rely on assets created for other media and implement relevant measures of success. Determine what video contributes to your overall media mix and optimise accordingly. Invest in your own data and data partnerships.



Genna Osler, Managing Director, UK, Unruly Group

FAVOURITE CAMPAIGN: Marks and Spencer's Christmas 2016 offering was a real cracker! 'With Love from Mrs Claus' was not only emotionally engaging with its strong female lead, but also drove major business value for the retailer.

TOP TIP: Stay agile as you scale: test your most interested audiences and develop a robust content stack to tie in with real-life events that affect purchase decision-making.

Dave Randall, VP of Commercial Accounts, EMEA, Videology

FAVOURITE CAMPAIGN: The Super Bowl always provides astounding ads that show how good video can be.

TOP TIP: Start leveraging the first party data you have available. It's a goldmine if marketers can organise it in the right way and collaborate with their agencies and tech partners on its activation.



Why not take a look at those campaigns for a final dose of inspiration?

Mark Blair, Brightcove

Coca-Cola's 'It's Beautiful'

<http://po.st/p2Tmy8>

Ian Edwards, Facebook

Cancer Research UK broadcast live from inside the body *Contains graphic medical content*

<http://po.st/bytPRI>

Tom Langshaw, Google

Snickers 'Pre-Video Videogames'

<http://po.st/Hpa2IO>

Matt Breen, Mail Advertising

Dove's Call for Dad #RealDadMoments Campaign

<http://po.st/TRlwpb>

David Winstone, Perform Media

Warner Brothers Suicide Squad character trailers

<http://po.st/Kd6WIV>

Justin Taylor, Teads

Visit Britain and Genero's GREAT Britain campaign

<http://po.st/LjDbB2>

Liz Duff, Total Media

Hotels.com's 'Captain Obvious'

<http://po.st/HXJ7pU>

Genna Osler, Unruly Group

Marks & Spencer's 'With Love from Mrs Claus'

<http://po.st/VCpYD9>

Dave Randall, Videology

Super Bowl ads

<http://po.st/gtZqJV>

Video Steering Group members:

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Celtra
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Google
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Facebook
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