

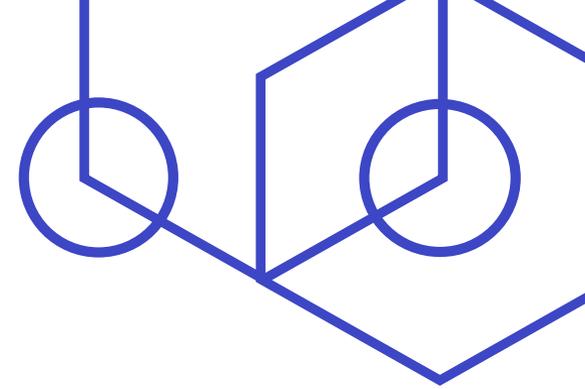
Being effective in short-form video

Part of the Marketer's Toolkit 2019

WARC[^]
BY ASCENTIAL



Key takeaways



1

Short-form video is an effective format for brands.

A growing body of evidence suggests that shorter video offers only a minor shortfall in effectiveness versus 15- and 30-second formats, often at a markedly reduced price.

2

Marketers ought to ensure clarity of purpose of short-form video campaigns.

Attempts to cram multiple product and brand messages into the few available seconds are likely to confuse viewers. Ads reinforcing existing marketing messages perform best.

3

Brands would be advised to think carefully about their creative approach for short-form video.

A crude approach to branding is likely to encourage consumers to skip the ad, while certain softer emotions like warmth and pride are harder to convey in the available timeframe.

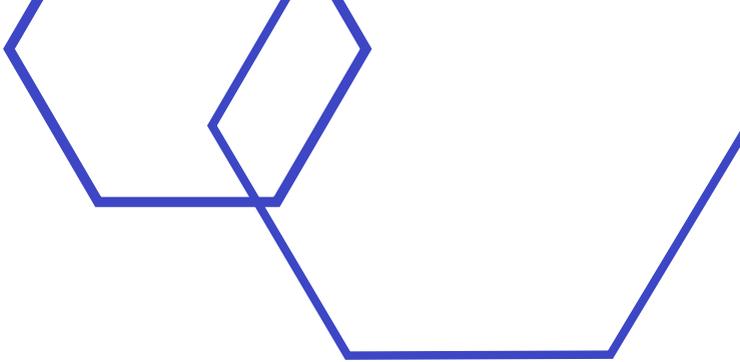
4

Short-form video is influencing the way that campaigns are being planned.

Brands are cutting back on volume TV buying, and redirecting that budget into online video. Conversely, short-form video ads are also becoming increasingly prominent in broadcast TV.



Why short-form video is a priority for brands in 2019



Short-form video – usually defined as content under 10 seconds in length – will be a key growth area for global advertising in 2019, as brands become increasingly confident in the format as a means of delivering strategic marketing outcomes.

While advertisers have dabbled in shortened video for some time, the idea has seen a leap in popularity since the launch of YouTube's six-second bumper format in 2016, coupled with a consensus that shorter, less intrusive formats will find greater favour with impatient consumers.

Among client-side respondents to WARC's 2019 Toolkit survey, more than fourth-fifths either agree (50%) or strongly agree (32%) that the format is an effective tool for consumer engagement, with agency leaders broadly echoing their sentiments.

This viewpoint is supported by a mounting body of evidence. A [joint study by MediaScience and the Ehrenberg-Bass Institute for Marketing Science](#), for example, found that seven-second ads deliver 60% of the impact of 30-second videos, often at a much-reduced cost.

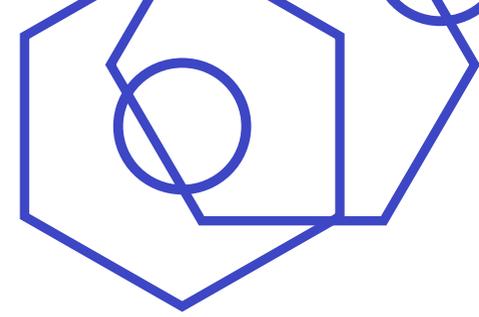
Elsewhere, [research by academics from University of Miami, Florida, and City University of New York](#) – and partially funded by Market Fusion Analytics – found that digital video was seven times more effective at driving additional footfall to a US restaurant chain than television ads, with the caveat that the format showed quicker saturation and had a much narrower reach than broadcast TV.

Marketers are also approaching short-form video with greater confidence in the precision of campaign measurement. When asked by WARC how accurately they are able to measure ROI and the effectiveness of various media channels, brand and agency respondents voted online video into second place, behind only online search.

This sense of assuredness is likely to manifest itself in the form of expanding budgets: 79% of those taking part in the Toolkit survey said they expect to increase investment in online video over the coming 12 months.

The trend is likely to fundamentally change the way that campaigns are planned. In [Zenith's 2018 Online Video Forecasts report](#), the agency network predicted brands will cut back on the number of TV spots they buy and redirect that budget into online video. Conversely, [some experts – including research firm Phoenix MI](#) – predict that brands will increasingly look to run short-form video ads on television media, and that the six-second TV spot will become as familiar as its 15- and 30-second forbearers.

However, while investment is likely to flow faster into the creation and placement of short-form video – and towards its prime beneficiaries, Instagram and YouTube – more work must be done to ensure the opportunities offered by the format are not squandered by inappropriate and ineffective creative assets.



Kieley Taylor, GroupM

Best practice rules for short-form social video assets

Short-form video will inevitably be critical to the industry in 2019. Below are some steps to take to be effective, and how brands should consider evolving their overall online video strategy.

Tailored content for target audiences

With a wide range of video-centric platforms and asset types, each one calls for something different. Keeping your video content tailored to the target audience and designing for the mobile user's attention span is increasingly important.

We're consistently seeing that mobile-friendly video is critical to delivering strong outcomes. When targeting an audience correctly with on-the-go video, success can be driven through relevant ads that support the brand and unlock utilities for the user upon interaction.

Role of social media

Social media increasingly dominates the video space. When developing a short-form video strategy, learning where people are spending their time and defining the roles of video will be crucial in uncovering new opportunities. Building feed-proof assets where content is created for a newsfeed, rather than just cropped from a TV commercial, is more likely to drive both view duration and completed views.

There are a growing number of ad types within social platforms that include a video alongside other features. Some to consider are video carousel, Facebook's canvas or collection ads, and Snap ads with attachment.

A general best practice for any social video asset is to be overtly branded from the beginning, to be as short as possible, and to not be reliant on sound. Following this recommendation will serve you well whether using LinkedIn's new video units, Pinterest's max-width video, and more.

Test and learn

Disruption is happening in every facet of our industry, making it critical to continue testing and learning various video styles and platforms.

For example, GroupM's Mindshare agency has worked with General Mills' brands like Cheerios to evaluate the performance of different asset lengths. The findings from tests like the impact of static images versus short videos on Snapchat has been applied to an ongoing strategy.



Social media increasingly dominates the video space.

**Kieley Taylor, Managing Partner,
Global Head of Social at GroupM**

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The Marketer's Toolkit 2019

The Marketer's Toolkit is based on a survey of 800+ client marketers and agency executives around the world, backed by CMO interviews and WARC's case studies and best practice guidance.

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CMO interviews

WARC interviewed nine marketing leaders to get their views on the challenges and priorities for the 2019 – find out what they had to say.

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[Lis Blair](#)

Chief Marketing Officer, EasyJet

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Chief Marketing Officer, Tourism Australia

[Jalin Wu](#)

Chief Marketing Officer, Uniqlo China

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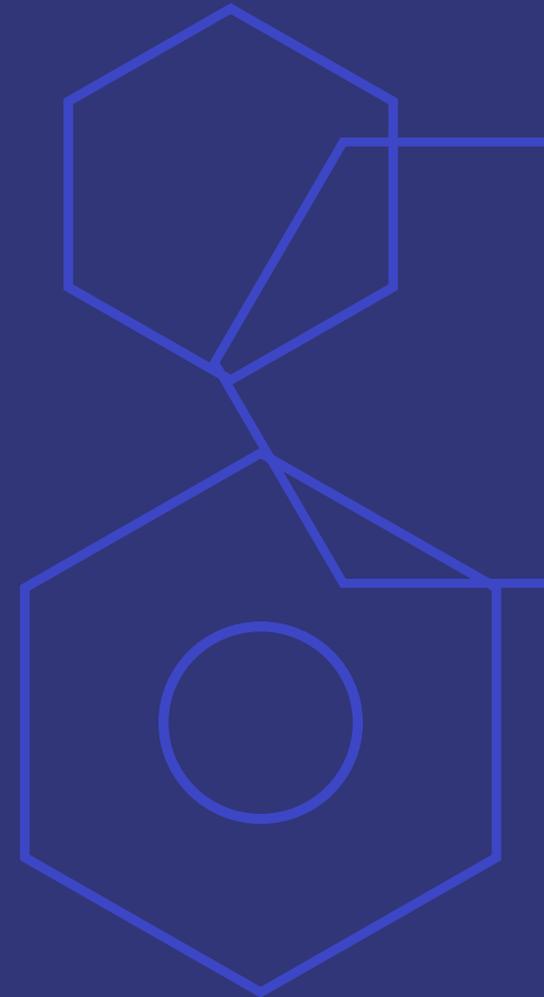
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