

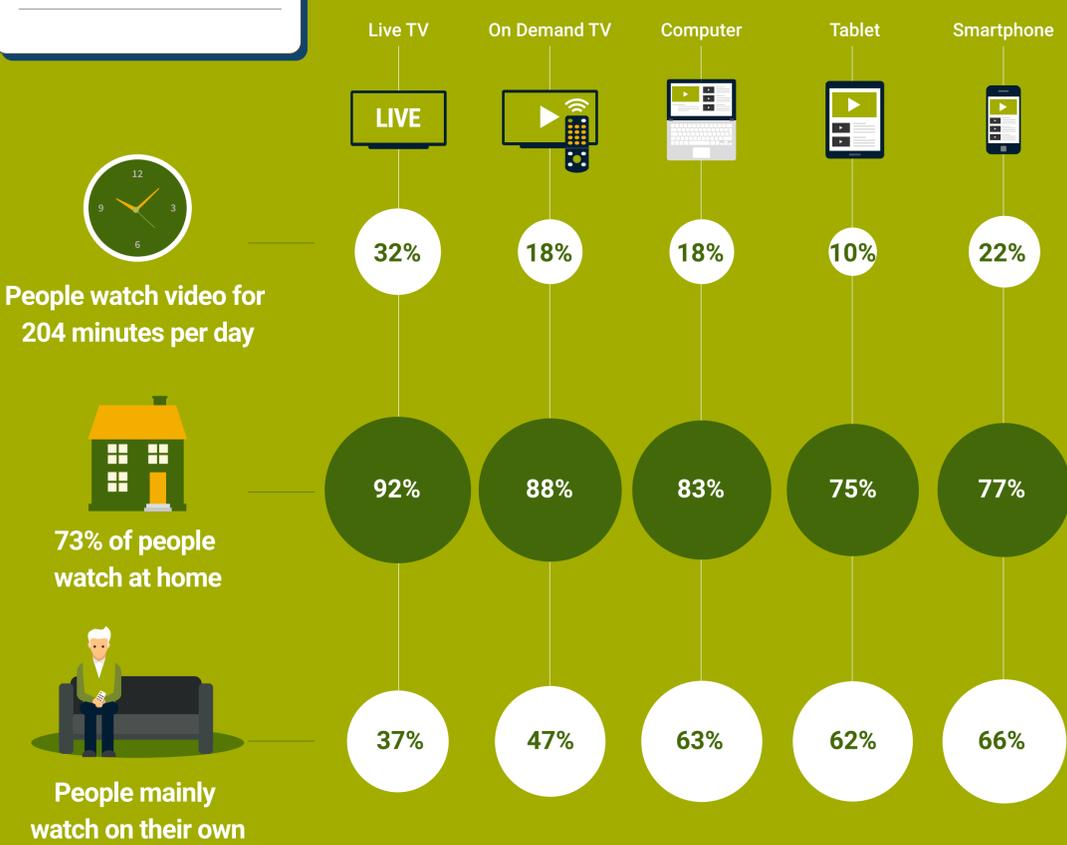
AdReaction

VIDEO CREATIVE IN A DIGITAL WORLD

A global profile

Age: 16-45
Screens: multiscreen
Countries: 42
Media type: video

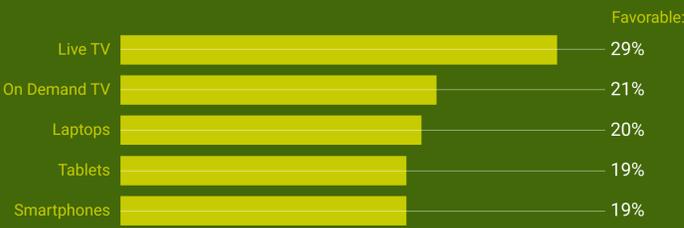
Viewing profile:



Multiscreeners now view one third of their videos on mobile devices

Can digital advertising compete?

Receptivity is lower for digital ads than TV



Familiarity with TV ads means they have been accepted as a part of TV consumption

TV ads are most popular among viewers but a good TV ad doesn't always work across devices and platforms.

Consider where the ad will go and the format you will use:



Facebook:
Click-to-play and autoplay



YouTube:
Mainly skippable pre-roll



Mobile viewing:
Smaller screens

Implications

In order to maximize your chances of video creative success, think:



Right person

Targeting matters:

Interest, category or brand-based targeting make a real difference to whether your video content is received positively

Beyond TV:

Multiscreeners spend as much time watching online video as they do watching TV; start aligning your media spend toward this



Right context

Assume resistance:

Many people don't like ads, particularly online, so your video needs to earn the right for attention

Embrace control:

Online video formats which offer rewards or provide control (skippable, click to play) are strongly preferred, so use these where possible



Right content

Work with the skip:

Skippable formats are a creative challenge worth focusing on; aim for early impact

Assume adaptation:

Consider digital early in the creative process; even great ads can be optimized across channels

Creative considerations



Engagement

Don't rest on your laurels:

Even the best ads can be optimized across screens



Skippable & Autoplay

Make the first few seconds count!

Viewing can drop by half after those first few seconds. Humor is the best way to prevent skipping



Click-to-play

It's all about impact:

Use a striking and intriguing image to draw viewers in



Length

Keep it short but sweet:

Shorter ads are more likely to be fully viewed on digital platforms



Branding

Don't hide it:

If you don't show the brand in the first few seconds you have lost half of your audience



Sizing

Bigger is better:

Small logos will work for those viewing on computers but mobile users need to see it too

Make the most of digital video. Learn more about video viewing behavior in your country, use our AdReaction interactive at:

millwardbrown.com/adreaction

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