

# WINNING THE BATTLE:

## TOP 5 TIPS TO DEVELOP ENGAGING & EFFECTIVE DIGITAL VIDEO CREATIVE



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The media landscape has seen a major transformation over the last decade. Gone are the days when the entire family used to sit in one room and watch the favourite TV program aired at a definite time. Rapid improvement in technology, increasing internet penetration (especially mobile internet), emergence of social media platforms and proliferation of multiscreen device usage have all played a role in making the media landscape more complicated than ever before.

The rapidly changing pattern of media consumption has posed a lot of challenges for the brands as they try to decode what works in digital and how is that different from the traditional channels. While this does pose a challenge for brands, it also offers greater opportunity for brands to reach out to their customers in ways that were not available before. Among all creative formats that digital has to offer, video is by far the most popular and effective format that brands can leverage.

However, with the proliferation of content and the rise of simultaneous multiscreen usage, it's harder than ever for ads to break through to viewers and get viewers' attention as the digital environment is increasingly getting cluttered.

The creative best practices that define success for TV advertising can be different for the digital world. This is because while the creative format is the same, the way the two media channels are consumed is very different. While TV being the traditional media channel remains a more "sit back" media, digital/online is more "lean forward" thus putting greater emphasis on customer engagement in advertising. This means brands will need to have more direct, real-time and interactive exchanges with customers that provide immediate feedback and builds personal connections.

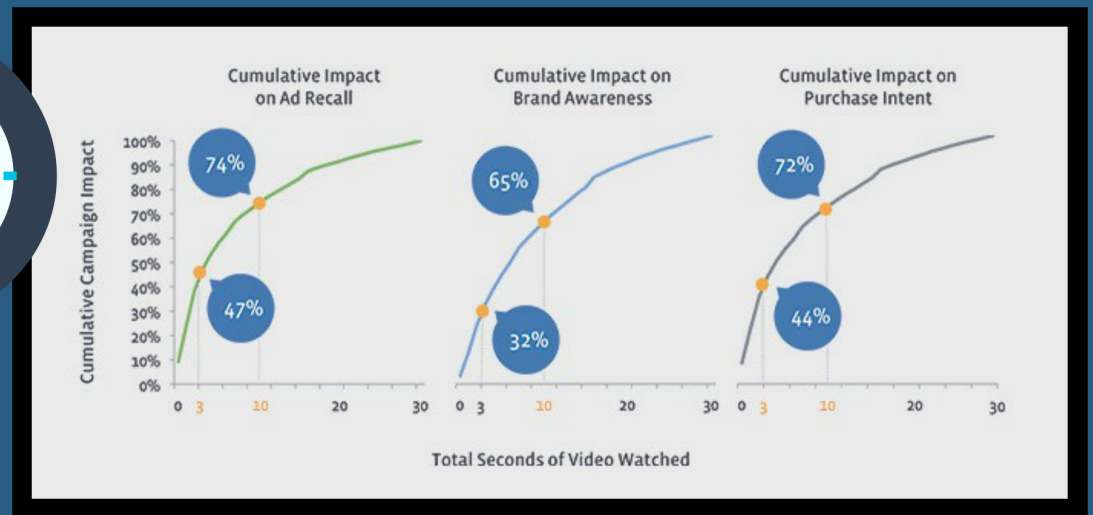
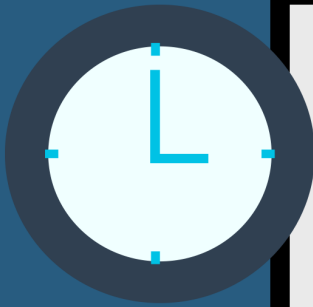
Even though the broad principles that ensure success of a creative do not change drastically from TV to digital world, we need to take note of some of the finer nuances that make digital different from TV both from the way message is delivered to the way it is received by the consumers.

Based on our experience of helping brands build great communication across different creative formats, we have come up of top 5 tips to keep in mind while developing digital video communication that can help brands win the digital battle and make their digital media investments work harder.

# 1

## ENGAGE QUICKLY CUT TO THE CHASE

One thing that brands don't have in online in the digital world is the luxury of time. With attention span of customers getting shorter, brands have very little time to engage with the customers and deliver the message clearly while building a strong brand association. Depending upon the platform, ideally brands have three seconds of attention for Facebook and five seconds for YouTube. Based on our study, long form advertisements are not necessary on Facebook as most attention is captured within the first ten seconds. The idea is not just to put the brand name/logo for namesake, but ensure that the brand has a role to play in the early part of the creative execution while ensuring that is done in an engaging way.



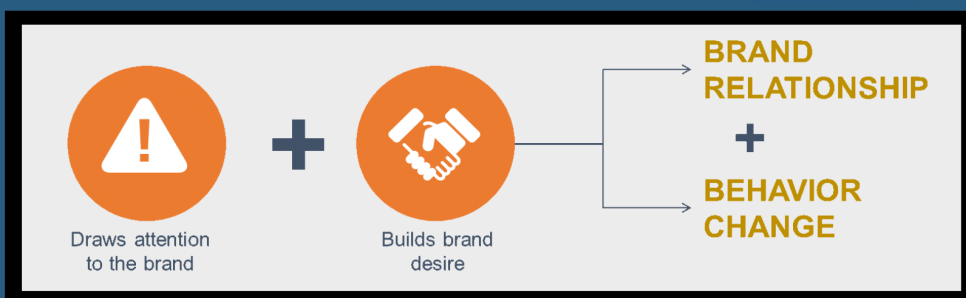
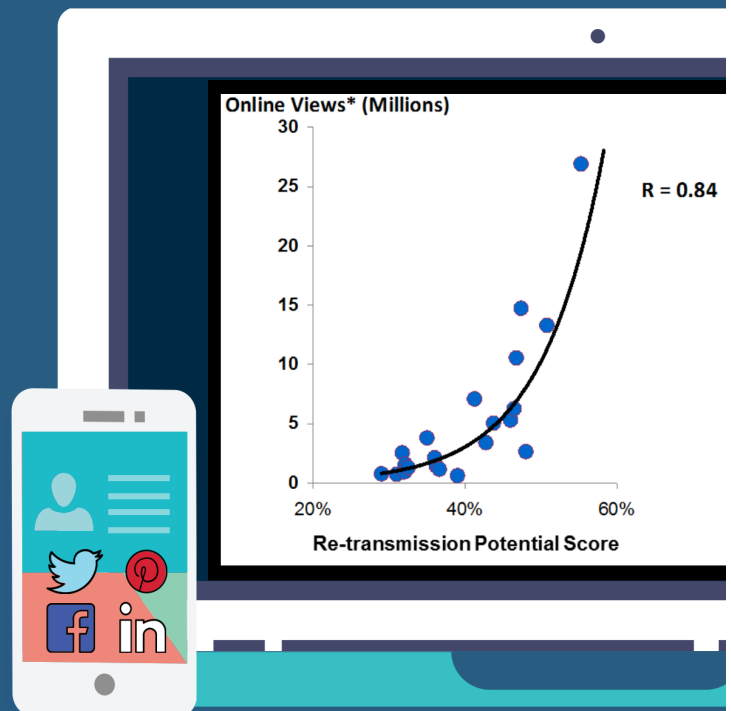
# 2

BE SHAREABLE



## LET YOUR VIEWERS BE YOUR BRAND AMBASSADORS

Digital has opened up the huge opportunity of getting millions of dollars of earned media/PR that has never been possible in the TV environment irrespective of the quality of the creative. Copies that have gone viral have had significant impact on the brand building measures. While there is no magic recipe to make a copy go viral, Ipsos can measure Re-transmission potential of the creative. It is a measure of a combination of features like ability of the ad to strike a personal relevance, build an emotional connection, smart use of surprise/humour and being distinctive. The re-transmission potential score correlates strongly with online views and hence a good predictor of viral potential of the ad.



### 3 THINK PLATFORMS ONE SIZE DOES NOT FIT ALL

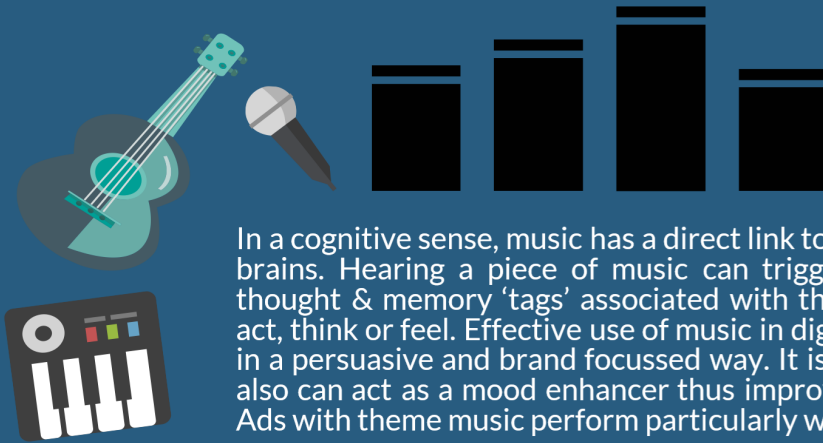
Another vital factor to keep in mind while designing a campaign is the platform it will be featured on. There are different factors that have to be taken into consideration while developing campaigns on different social media platforms. Unlike TV, customers are not conditioned to view advertisement on digital & social media platforms. This makes it difficult to get customer attention. For example, since a YouTube pre-roll ad is added prior to viewing other videos, it is highly likely to be skipped when allowed to do so. Hence, it is vital to capture attention in the first five seconds to prevent skipping. Burger King very innovatively worked one of their ad campaigns around this and embraced the fact that people in general are not very receptive to pre-roll ads by creating content around this very characteristic.

On the other hand, 85% of Facebook ads are watched without sound. Hence, it is vital that an advertisement on Facebook is capable of delivering the message effectively even in absence of sound by using visual aids and perhaps making use of subtitles.

### 4 EMOTION BUILDING ENGAGEMENT

Emotion plays an influential role when it comes to building engagement with advertisements. Our meta-analysis of number of ads that are tested by Ipsos has shown that stronger emotional responses lead to a greater impact on purchase consideration due to a more personal connection. A social conscience (appealing to people's desire to do the right thing) and creative ad formats like rich media are drivers for enhancing emotion. In addition, a differentiated identity and including familiar experience that have stronger emotional associations, also drive engagement. Emotional responses to advertising help drive an interest in the brand in the long run.





## 5 ROLE OF MUSIC LET THE MUSIC PLAY FOR YOU

In a cognitive sense, music has a direct link to both the rational and emotional parts of our brains. Hearing a piece of music can trigger the brain to bring together experience, thought & memory 'tags' associated with the music upon which the individual can then act, think or feel. Effective use of music in digital advertising can help deliver the message in a persuasive and brand focussed way. It is capable of acting as a strong brand cue and also can act as a mood enhancer thus improving the attention grabbing ability of the ad. Ads with theme music perform particularly well in enhancing brand identity.

However, caution should be taken that the music should not interfere with voiceovers. Considering the choice of music we can use, Ipsos believes that light hearted humorous music has been found to work over relaxing/action oriented music. Auditory tags/identifiers can travel across markets, cultural and social boundaries, such as McDonalds' 'I'm lovin' it' and the four note Intel's musical signature. Our studies have shown that music has a stronger positive impact when it is part of setting rather than being used in the background music.

Keeping the above points in mind and incorporating them individually or in combination during the creative development process will enable you to build stronger performing ads delivering higher return on your media investment.

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