

2

Compact Creativity.

Attracting short attention spans with short-form visual content.

Video continues to prove itself as the most effective marketing channel, cutting through written content clutter and grabbing the attention of increasingly on-the-go consumers. As this trend continues to grow – online video content is projected to claim more than 80% of all consumer web traffic by 2021¹ – it is essential that brands find new and inventive ways to tell their story and share their message.

As people's attention spans decrease, time on screen becomes an increasingly important consideration. And, when it comes to creating short and succinct soundbites, the recent proliferation of micro ads clearly demonstrates that short-form videos hold the answer.

Many of the marketing decision-makers we spoke to participate in video advertising on YouTube (43%), but it's clear they should also be looking at the usefulness of more recently emerged platforms in an era when people want short, sharp visual messages.

Launched in 2012, much of Snapchat's success rests on the popularity of the 10-15 second video, and the platform enjoys high adoption rates across the UK and the US. A survey conducted in 2017 revealed that 39% of US teens say Snapchat is their favourite social media platform² (up from 11% in 2015) and 81% of US teens use it at least once per month, while in the UK, 21% of smartphone users have the Snapchat app installed and access it at least once a month³.

In addition, micro ads perform well on small screens, making them ideal content pieces for a growing audience of mobile device and wearable users who want to consume content while on the move.



¹ <https://www.cisco.com/c/en/us/solutions/service-provider/visual-networking-index-vni/index.html>

² <http://uk.businessinsider.com/snapchat-instagram-facebook-twitter-popularity-teens-chart-2017-4?r=US&IR=T>

³ <http://uk.businessinsider.com/facebook-losing-teen-users-faster-to-instagram-and-snapchat-2017-8>



Brand Encounters.

A picture is worth a thousand words but, according to Forrester, one minute of video is worth 1.8 million words⁴. What's so good about video that it can convey the equivalent of 3,600 pages of text in just 60 seconds?

Posting a video promotes brand awareness, increases consumer understanding and enhances conversion rates:

92%

of people who consume mobile videos share them with other people

74%

Video can raise the understanding of a product by as much as 74%

80%

of people remember a video they've watched in the last month

39%

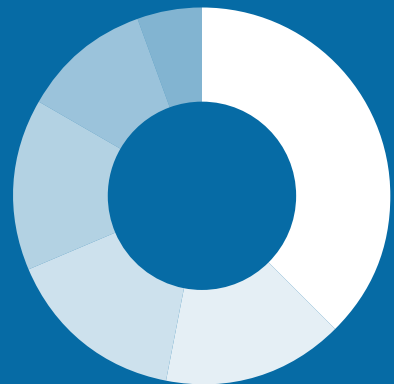
of business decision-makers contact a vendor after viewing a branded video

Source: Forbes

As part of our 2018 Global Marketing survey, we asked:

How does your company currently produce your videos?

- In-house production team 64.4%
- Specialist video production company 27%
- Contractors 26.6%
- User generated content 25.1%
- Advertising agency 19.3%
- Publisher partner (e.g. Unruly) 9.1%



⁴ <http://www.marketwired.com/press-release/a-minute-of-video-is-worth-18-million-words-according-to-forrester-research-1900666.htm>

Grabbing an Audience's Attention.

There's just one problem. Today, a one-minute video is about 52 seconds too long. Microsoft has found that, since 2000, the average person's attention span has dropped from 12 seconds to eight seconds⁵. Research supports the so-called 'goldfish effect' of social media – 33% of viewers stop watching a video after 30 seconds, 45% by one minute and 60% by two minutes⁶. And it seems sound is just another distraction – 85% of Facebook videos are watched without sound, suggesting consumers prefer muted ads⁷.

We only need to look to the success of Snapchat's short-form, disposable content when it comes to attracting the attention of a mobile-first generation. With over 10 billion daily video views, the platform doesn't host videos that are longer than 10 seconds each. And despite this limit, the average viewing time for a video ad comes in at three seconds⁸. Marketers are responding to this preference for short, soundless content with bite-sized videos or micro

ads that are intended for mobile consumption. Less than a minute in length, although increasingly the time span comes in at under 10 seconds, these videos get to the point quickly and have a strong first frame that compels the viewer to keep watching rather than scrolling past. They might not exhibit the same slick production values of a standalone TV advert, but their strength lies in offering up strong imagery and memorable messages.

Short video agency StoryMe, founded in 2013, specialises in video production and strategy. Video marketer Eleanor Sims told us: "At 60 seconds we see quite a big drop-off point in attention span for viewers so that was for us the most impactful length, but then the rise of platforms like Instagram made us realise we had to put out shorter content."

"A lot of finance and pharma/healthcare companies have quite complex products that they need to explain in a simple way and they

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...the average person's attention span has dropped from 12 seconds to eight seconds.”

also have quite a big trust element to their sales cycle. That's where video really helps, by putting a face on the screen or us doing something a little bit more fun and personal. It's about adding that human element to the branding."

Video length is linked to a particular objective. As a guide, Eleanor suggests: "For top of the funnel activities – brand awareness or lead generation – then 15-20 seconds is ideal. If it's for a webpage then between 45-60 seconds. For a landing page or more tailored campaign, it should be more like 30 seconds. We often suggest having a longer video on a brand's website and then cutting it into social teasers of maybe 15 seconds each. It's really important that the first video leaves the consumer wanting more – a lot of people try and explain their entire product in 15 seconds and that's not what people are looking for."

⁵ <http://time.com/3858309/attention-spans-goldfish/>

⁶ <https://biteable.com/blog/tips/video-marketing-statistics/>

⁷ <https://digiday.com/media/silent-world-facebook-video/>

⁸ <https://www.marketingdive.com/news/snapchat-users-cut-short-video-ad-views/431233/>





Brands Embracing Brevity.

To counter ad-skipping and fulfil people's desire for short-form content, consumer products giant **Procter & Gamble** – one of the world's largest advertisers – increasingly uses five- and six-second formats to quickly convey the brand and the benefit, while **Heineken** has recognised the need for videos to have 'thumb-stopping power' by telling their stories in under six seconds⁸ on Facebook.

As a relatively new trend, short videos are fertile ground for experimentation, and early adopters are finding increasingly inventive uses for micro ads. Instead of focusing on financial services, **Citibank** posts highly shareable snippets of the events they sponsor on social media, and **KFC** recently teased viewers with a six-second ad⁹ on Facebook before launching a new menu item. This sparked anticipation, giving people a reason to watch the longer 30-second video that was released a few weeks later.


Fairmont Hotels & Resorts embraced the serial appeal of video¹⁰ by using standalone snapshots – ranging from 15 seconds to two minutes in length – to build a larger story, while **British Airways'** interactive YouTube ads provoked nostalgia by asking viewers to 'choose their own adventure', which resulted in a series of personalised short videos based on the user's selections.

Short videos are clearly resonating with audiences around the world. They are much easier for viewers to consume (especially on mobile devices) and are more likely to be shared on social media, therefore promoting brand awareness. However, there will always be a place for longer videos as part of the marketing toolkit – especially for portfolio brands and when the objective is to build brand equity.

⁸ <http://mobileadvertisingwatch.com/advertisers-invest-short-form-pre-roll-many-leery-video-formats-25973/>

⁹ <https://www.youtube.com/watch?v=iZJNdV6kWZg>

¹⁰ <http://shortyawards.com/9th/untamed-adventures-with-fairmont-in-kenya-2>



FREEDMAN GIVES
BRANDS THE ABILITY
TO PRODUCE MULTIPLE
VERSIONS, AT SCALE AND
AT SPEED.

With sound or with subtitles, it's important to cater to all audiences wherever they might be. Freedman can handle the scale of asset creation required to fulfil these increasingly short and targeted videos, as well as any personalisation and localisation requirements. We work with innovative tech to deliver videos to new platforms and distribute them to multiple partners.

