

# Five short-form video ad myths busted

The benefits and drawbacks when investing in short-form video as part of a marketing strategy

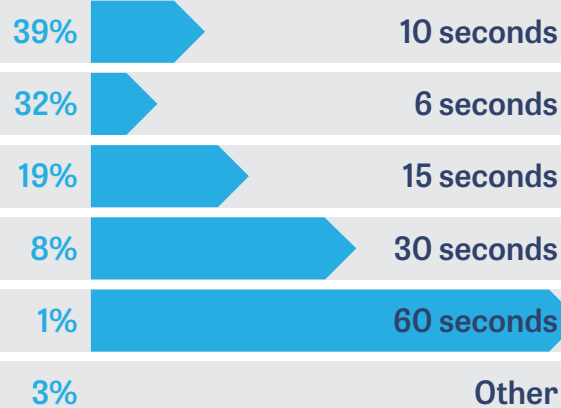




*Consumers have less time to engage with marketing messages, leading to the prevalence of shorter ads*

1

**CAMPAIGN READERS SAID THAT THE MOST EFFECTIVE VIDEO AD LENGTH IS...**



Digital consumption habits have changed in line with shorter attention spans. Whether it's a digital distraction or a real-world interruption, consumers have less time to engage with marketing messages, leading to the prevalence of shorter ads. While long-form ads will always have their place, the results clearly show that marketers value short-form ads as an effective way to engage with target audiences. From six, 10 to 15 seconds, these shorter time frames provide 'snackable' content as part of a wider marketing strategy.

## Introduction

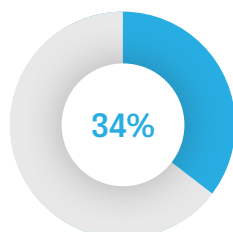
Campaign partnered with Xaxis to conduct a survey with our brand marketer readers, to find out what the industry really thinks about short-form video ads.

While more than two-fifths of marketers believe six-second video ads deliver superior levels of consumer engagement, and almost half agree that six-second video ads deliver against required business outcomes, almost three-fifths aren't sure whether to invest in the format.

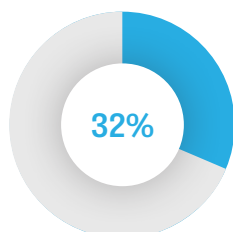
Here, we outline the top five findings from the survey and Chris Hardiman, product director at Xaxis, weighs in with thoughts.

## 2

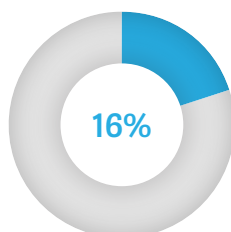
CAMPAIGN READERS SAID THE OUTCOME MOST VALUED FROM DIGITAL VIDEO ACTIVITY IS...



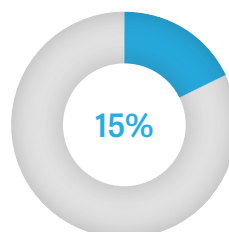
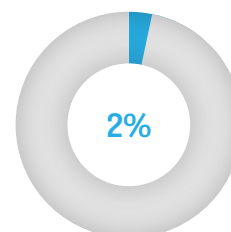
Engagement



Brand awareness



Brand recall

View through/  
watching a video  
ad to completion

Cost effectiveness

Knowing which outcome an ad will drive is the ultimate goal for any marketer. To save blindly investing in advertising for the sake of it, all marketing activity should be strategically linked to drive specific business outcomes. And these will depend on the

objective of the brand.

Digital video can provide an engaging way of communicating with an audience through the addition of sound and motion, whether it's to drive engagement, brand awareness or brand recall.



*Digital video  
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# 3

## CAMPAIGN READERS SAID THE BENEFITS OF A SIX-SECOND AD FORMAT ARE...

Brand awareness	64%
View through / watching a video ad to completion	52%
Engagement	46%
Brand recall	44%
Cost per view	31%

Brand awareness is one of the greatest strengths offered by short-form video ad content, to provide shorter, frequent messaging and to support complementary longer-form ad content. Being focused on a specific action or message is essential for a six-second format, rather than trying to fit too many supporting messages which will be counter-intuitive. Instead, an ad should feature a strong creative, call to action or supporting brand message, along with the brand logo or identifier.

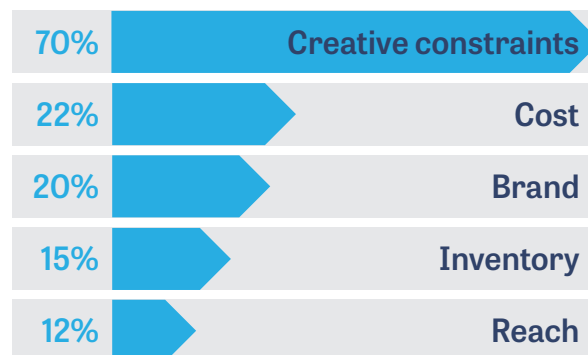
While the ability to measure watching a video ad to completion is an important performance metric, marketers should also consider how a short-form campaign will work to deliver on their greater business outcome. Understanding which metric will measure actual success should be dependent on the KPI attached to the media buy, and is essential for marketers in today's digital landscape.

*The ability to measure watching a video ad to completion is an important performance metric*





## 4 CAMPAIGN READERS CONSIDER THE BARRIERS TO THE ADOPTION OF SIX-SECOND ADS TO BE...



There is a clear opportunity within the industry for creative to keep up with technological advancements. While some may choose to adapt designs from existing, longer ads, others are creating custom short-form ads in partnership with creative agencies. To truly make the most of short-form formats and deliver the brand awareness it is known to be able to generate, we'd encourage advertisers to invest in creative specifically designed for the format.

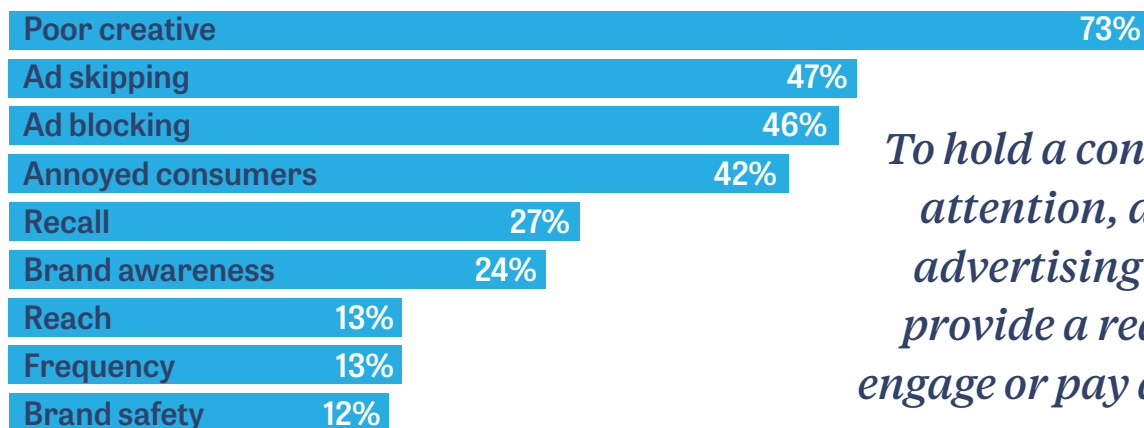
And it works. Hawaiian Tropic recently rolled out custom designed six-second video ads alongside longer-form content as part of its rebrand to appeal to an 18-24 year old female audience, the majority (82%) of people watched half and 70% watched to completion.



*There's a clear opportunity for creative to keep up with technological advancements*

# 5

## CAMPAIGN READERS CONSIDER THE BIGGEST CHALLENGE FOR SHORT-FORM VIDEO ADS TO BE...



*To hold a consumer's attention, digital advertising has to provide a reason to engage or pay attention*

For many of these perceived challenges, context is the answer. To provide a video ad with its greatest chance of success, it must be placed in the right environment that makes sense for the advertiser and key message.

To hold a consumer's attention in this fragmented media landscape, digital advertising has to deliver on a specific purpose, providing the consumer with a reason to engage or pay attention. Short-form

video ads offer this engaging format, while being short enough to prevent ad skipping or annoying consumers. The fast rise of short-form video advertising is largely due to the decreasing consumer attention span in social and entertainment mobile app environments. As more publishers offer the format within premium, trusted environments we will see a rise in adoption from brands looking to drive performance and results.







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