creativity in video.

2021

iab australia

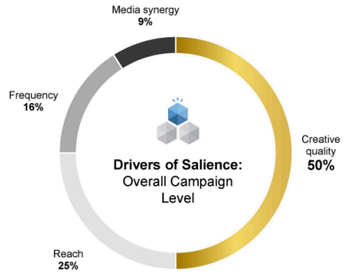
introduction.

IAB Australia, the Video Council and the Ad Effectiveness Council have come together to bring you what you need to know when it comes to understanding your Video campaigns.



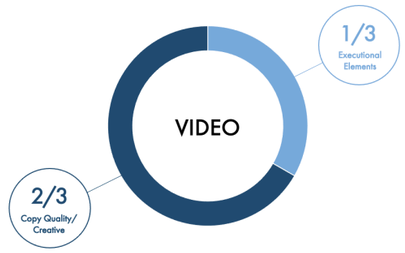
From the briefing process to understanding the environment or device your content will play on, we have you covered! So why is this so important?

We know that Creative is the dominant driver of effectiveness. It has been proven time and again, hence the importance of investing in quality creative, applying best practice, testing it and creating a brands own benchmarks to continually strive for optimal creative design and messaging.



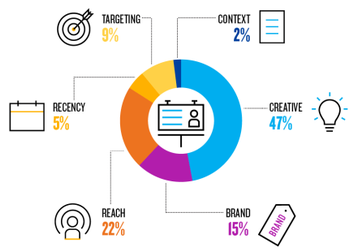
50% of brand salience driven by creative

Kantar's global cross-media effectiveness database highlights that creative quality on average contributes to half of campaign effectiveness.



62% of ROI was driven by creative in online video campaign

Analytic Partners ROI Genome research shows creative is a key driver of advertising performance / campaign effectiveness, second only to investment levels. Given the strong impact from creative – the difference in business impact from even average creative to strong impactful creative can be significant.



Nearly 500 campaigns across all media platforms

Creative is still King

While the equation today involves several factors, good creative is still the most important element. Nielsen also note that while context seems to have the smallest overall impact on sales, it is very tightly connected to the specific creative. Context has the potential to provide strong benefits for advertising, though it requires creating content that is properly matched to the surrounding program environment.

Source: Kantar global CrossMedia studies, 2015-2017, (223 studies), 2019 IAB MeasureUp presentation
Source: Analytic Partners ROI Genome, 2018 MeasureUp presentation
Source; Nielsen Catalina 2017

chapters.



IAB Australia Creativity in Video 2021

chapter one.
length of creative

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consider the environment and the device

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chapter one.
length of creative

by Google



length of creative overview.

Consumers live in a multi-platform world, every day they're exposed to a variety of video ad formats across a range of different platforms.

Brands need to make sure they're adapting to this behaviour shifting reliance from a single hero asset, to telling their story through multiple related assets. The best brands engage with their customers by purposefully matching the right asset length to the right format and platform.

two ways.

There are two ways to look at the length of creative:

Ensuring the length is matched to the environment based on the consumer behaviour and interaction

Understanding that the optimal length of creative is directly related to the objectives of the video assets

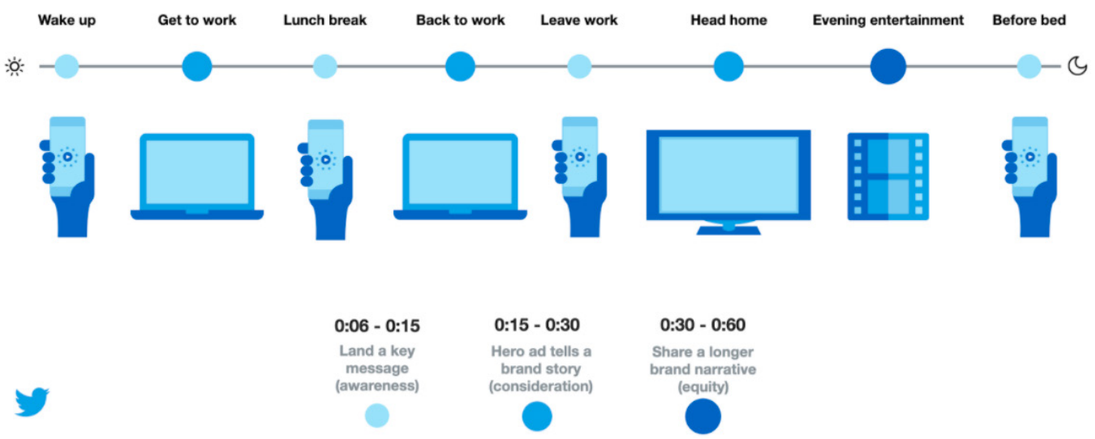
length of creative.

Match the right asset to the right channel. Ensure the length is matched to the environment based on consumer behaviour and interaction.

As Australian's continue to access online content across multiple screens everyday, it is important to consider asset length when thinking about how to best engage your audience across multiple touchpoints. Our 'day in the life' example provides a general guide on asset length considerations.

Whilst asset length is only one of many considerations when it comes to strong video creative, it plays a critical role in driving results especially for the mobile feed.

The interactivity of a mobile screen means consumers can filter through, consume and absorb content at a fast pace, particularly in news-feed environments. On Twitter, we found that assets up to 6s in length delivered the highest lift ad recall (+20pp) when compared to assets 6s-15s in length (+14pp) or longer (+13pp).



*Source Image: Twitter Internal - Creative Best Practices
**Twitter Brand Survey meta analysis (30+ studies), Period: Oct'20 - Jun'21, Location: Australia

With this in mind, optimizing your assets for the mobile feed, focused on landing a key message, should be a key consideration when planning your media and content strategy.

key action points.

Ensure you understand your target audience and their consumption habits, this will help determine how best to adapt your assets across each platform you are trying to reach them on.

Speak to your media owner on what asset lengths work best across their product suite

Speak to your media agency or creative agency on either how you can turn your current asset into a variety of shorter related assets or how you can plan for it early on to ensure a consistent brand story.

Remember that it's okay to have 1-2 different lengths, you won't always be able to create a 3 or 6 second spot just as you won't always be able to create a lengthy 5 minute piece.



length of creative example.

One brand doing it particularly well is Nestle who launched a multi-channel activation for @MiloANZ spanning across TV, digital and social. Their 15s TVC was adapted to a 6s cutdown using Twitter's in-house creative service Arthouse to ensure the asset was optimised for mobile. The campaign was a huge success **(case study)** and is just one example of how brands should be adapting specific video asset lengths across each of the channels they're trying to reach their audiences on.



15 Second TVC



6 second cut-down

length of creative.

Understanding that optimal length of creative is directly related to the objectives of video assets.

Video assets that have more long-term objectives, ie. building brand, tend to perform better in longer time lengths. These assets are more effective when they can build an emotional connection between the viewer and brand, and more time is often helpful to do that.

Hype around shorter attention spans, simply isn't true. If the content is gripping enough and targeted correctly, viewers will watch without skipping, often for several minutes.

Video assets that have short-term objectives, i.e. driving sales or communicating proof points, tend to perform better in shorter time lengths. These assets are about communicating, in simple, single-minded ways, rational messaging. Shorter time-lengths are more efficient to get increased reach and frequency against this messaging.

It has been proven, by numerous effectiveness studies that the most effective marketing plans balance these longer term objectives (and longer video assets) alongside shorter term objectives (with shorter video assets). With the majority of media spend behind longer term objectives.

key action points.

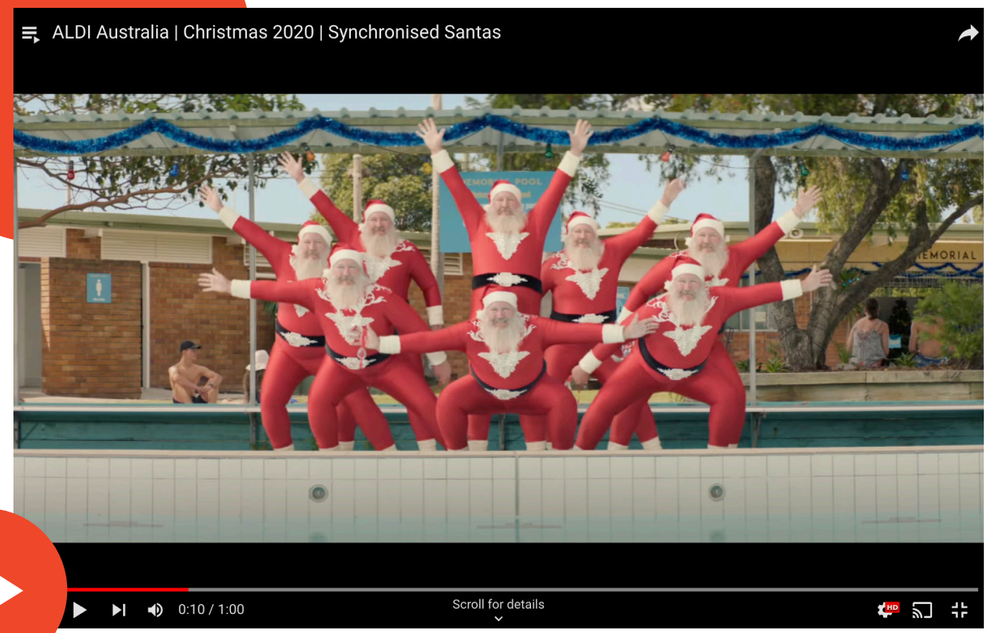
Be clear on your objectives and what kind of channels, formats and time-lengths best suit them

Be focused in executing them - and brave in creating emotional brand work that grabs viewers attention

Ensure you create consistency across time and assets so each element builds on each other

length of creative example.

Example: **Aldi Xmas**



chapter two.

consider the environment and the device

by twitch News Corp Australia KANTAR



consider the environment and the device overview.

In this chapter, we will highlight two key areas of video: Short form and Live Streaming

When it comes to considering the right environment it is important to understand consumer behaviour and how it has evolved. Consumers go where their key interest goes, it isn't about searching for a long piece or a short piece of video, it is being delivered the right content in the environment they are in. This allows brands to have a greater focus on understanding their audience and the objectives of the campaign before briefing it in.

The journey of a consumer through an environment differs per platform and is worth speaking to your representative on further understanding this journey as a starting point.

What we do know is that taking an asset specifically created for one environment such as TV and placing it in another environment such as digital will impact the results of your campaign. Let us dive a little deeper into this area of Environment and Device.

consider the environment and device.

Short form

As we know video is the driving force in the advertising market. Accelerated by lockdowns and WFH culture, online video is projected to grow by 60% over the next 5 years (Source: PwC Australia's Entertainment & Media Outlook report 2021-2025).

There are many factors contributing to ad agencies' decisions to recommend online video, with reaching audiences at scale, employing better targeting and personalisation tactics and appearing in quality content environments are among the key drivers (Source; IAB Australia Attitudes to Digital Video Advertising Report 2021 (agency n=174, brand/advertiser n=29). Q - Which of the following are key drivers for continuing to use or recommend Digital Video advertising (on Connected TV, computer or mobile)? Please select all that apply. *)

The role of short form has evolved over recent years with the rise of social/ UGC environments and connected TV/ BVOD availability, however it stands out as being able to offer a powerful combination of the above three requirements, reaching targeted audiences, at scale, within quality content environments.

We know short form offers distinct advantages when it comes to place, time and mindset as it is consumed by a highly engaged audience who might be hard to reach in traditional ways. For example short form video can be used to reach an audience viewing content throughout the day, when they have a clear window of opportunity to take action on what they see.

As a marketer, an advantage can be achieved by combining digital capability (targeting, performance) with traditional methods (reach, quality context), and creative can be adjusted accordingly depending on time of day, time of week or time of year.

key action points.

Plan first, brief your creative second. What's the target market for your campaigns and what environments and platforms will you invest in?

If you intend to spend a significant part of your budget on digital you cannot plan to have only TVCs made for linear.

Creative that is integrated and/or personalised to the platform will see a significant uplift in performance. Always consider where your ad will be placed and if possible, tailor it accordingly!

consider the environment and device.

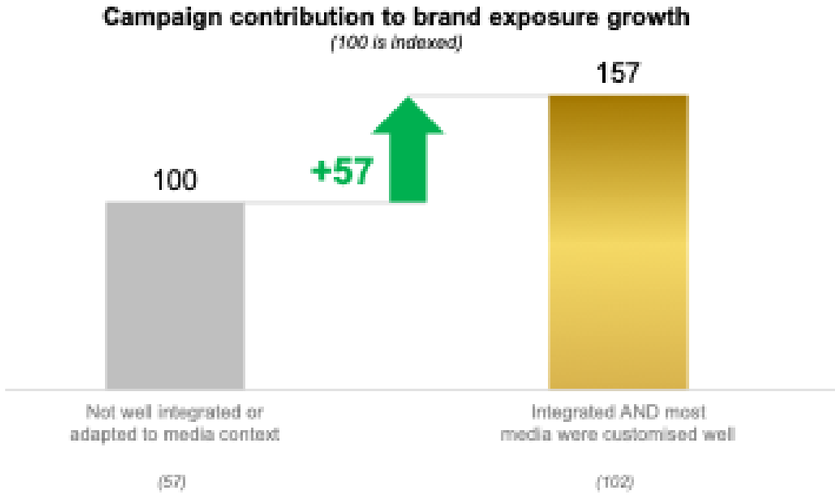
The importance of designing creative with context in mind.

Optimising assets to work their hardest makes your ad dollar work to highest potential. Kantar has found that integrated and customised campaigns enable exposures across media platforms to work together in an additive fashion to provide a true media multiplier effect.

Based on Kantar's global Cross Media research studies campaigns are 31% more effective for brands when the campaign creative is integrated across platforms. Integration does not necessarily mean simply taking your TV ad and re-airing it across digital platforms. It means keeping a consistency of look and feel across all platforms whether Video, Static or Audio, so it obvious to consumers that the ads are all part of the same campaign. This can be achieved through simple tactics such as consistency of colours, talent, product/packaging and brand inclusions.

However, in addition to integration, even better brand effectiveness results can be achieved when campaign assets are customised to take advantage of the unique benefits of each channel/platform where they appear. Campaigns that get this right average 57% better performance than those that are not well integrated.

Customisation means taking into account the context that consumers are in as well as the ad formats available within each channel. For video customisation that can mean ensuring that your video ad in digital platforms shows the brand and key message very early in the ad so consumers are able to see these before they scroll or click. But it can also mean ensuring that the visuals tell the story and you are not reliant on music or voice overs when audio might be turned off.



consider the environment and device.

Live streaming

The Global Pandemic Has Accelerated the Adoption of Live Streaming. Content on Twitch and YouTube generated 18.6 and 6.3 billion additional live viewership hours, respectively, marking a 76% aggregate increase over 2019. The “COVID” boost to viewership was paralleled on both platforms*.

Platforms are seeing a variety of audiences with diverse interests, ensuring you ask the right questions to discover which audience segment is best for your brief is the key to success.

We have put together some key tips to help you navigate this space:

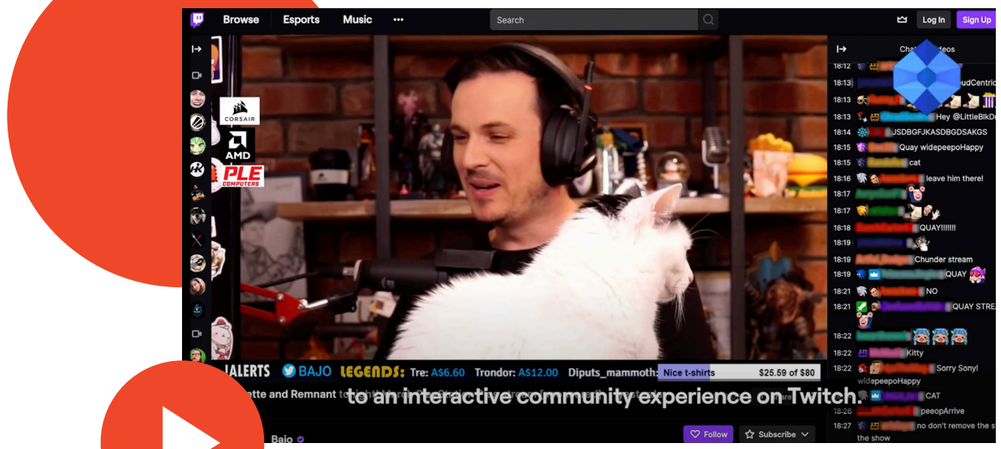
Be authentic to culture

Talk to the audience authentically while staying true to your natural brand voice.

Be versatile

Keep updated with the latest trends, gadgets, gizmos and happenings.

consider the environment and device example.



Be invested in the community

A community does not form overnight, support the community and influencers by adding value to their experience.

Be ready to embrace live

We’ve leant that live streaming has grown organically to include content like gaming, music and even more.

chapter three.

how can video creative fail?

by Meta Snap Inc.



how can video creative fail?

One of the biggest issues when it comes to digital platforms is that it is often not thought of as its own channel or media in it's own right.

This results in either no digital assets being created or having to create assets for digital well after the initial key asset is created making the digital story a secondary thought. As such it is common for TVC assets to be used across digital channels with no changes made resulting in potential negative impacts for brands such as low ROI.

As digital video is consumed differently across many devices such as TV screens and Mobile devices, it is critical to both produce creative that reflects this viewing behaviour and more importantly, consider this in the initial briefing stage.

To stop video creative from falling short on campaign metrics, there are some key must haves and should haves that need to be addressed ideally at a pre-production phase so creative can be filmed to accommodate these requirements. An alternative to these is the option to adapt your pre-produced assets to include these recommendations.

how can video creative fail?

Must Haves

Use the full real estate available to you - Horizontal for Desktop and CTV / Vertical for Mobile

Make sure creative is created so it can be consumed with and without sound

The Product / Offer / Service should feature prominently throughout as much of the execution as possible

Eye catching movement for as much of the duration of the ad as possible

One primary message with a clear objective within the ad

Brand Cues / Colours / Logos to feature throughout the creative execution

The key message for the product should feature as early as possible in the execution

Should haves

The execution should be shorter in length and convey the message quickly

Creative should not follow a traditional storytelling arc with the key message landed up front

The execution should have continued sparks of interest and twists to spark interest

The ad should use bright/vibrant colours and/or zoom in close for detailed features

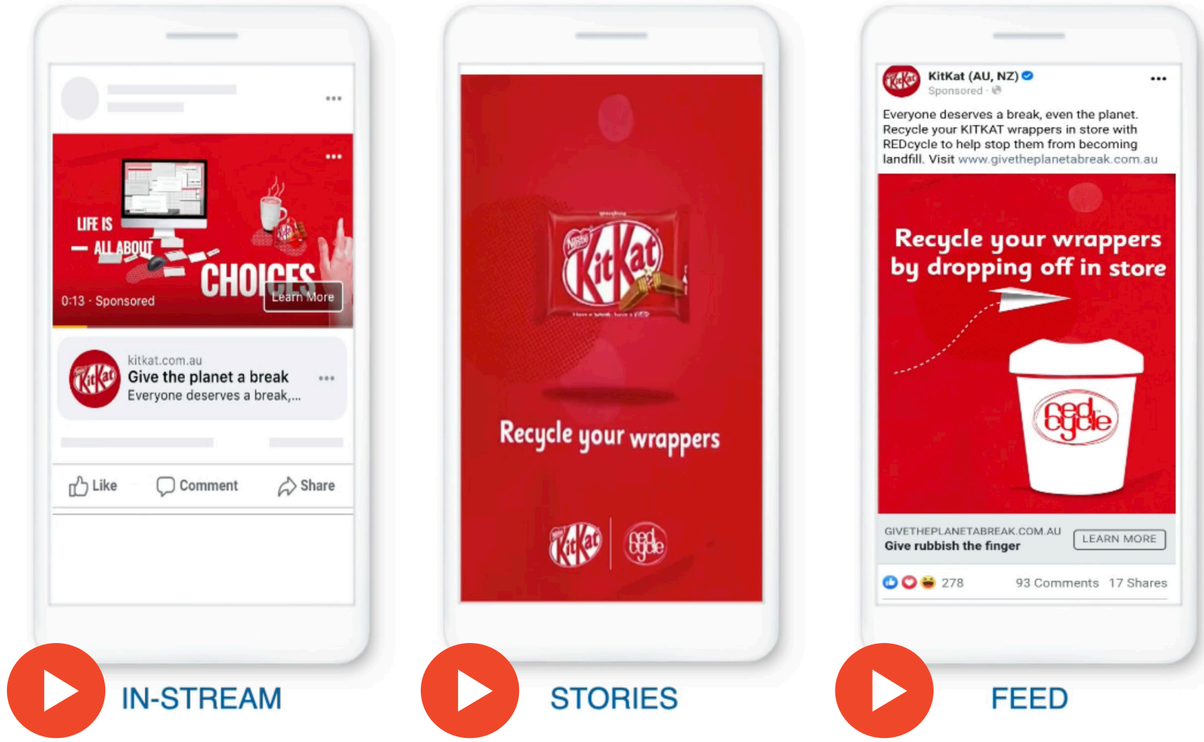
key action points.

Plan ahead: Think about your channel plan at the very beginning, most likely, your assets will sit on digital channels.

Improvise: If need be, use your current asset and tailor it to the digital channel it will appear on, don't just use the asset as is!

Know your environments well: speak to your media/creative/partner on the environment it will sit on and how to get the most out of it.

example of a brand that is getting it right.



chapter four.
don't underestimate the power of emotion

by UNRULY



don't underestimate the power of emotion.

There is a lot to be said on the power of emotion and its ability to enable an ad strategy that creates a relationship with a viewer.

Strong emotional response by an audience to a brand advertisement has the potential to increase factors such as purchase intent, brand favourability and recall and intent to find out more or even watch again in ways that rational ads aren't able to deliver.

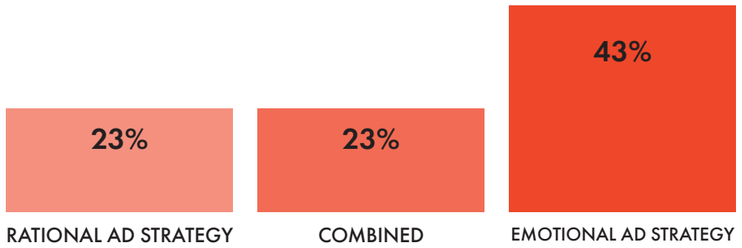
Binet and Field's analysis of the IPA databank proves that emotional ads are about twice as effective as rational advertising at driving long-term impact.

The question is: what emotions to evoke?

Our research shows that negative triggers such as anxiety, fear of missing out, contempt and hilarity (humour is often polarising) can drive short-term sales spikes although overuse can be damaging to a brand. But when to come to long-term brand building driving positive psychological responses strongly correlate with long term effects and the best performers of this are amazement and exhilaration.

These two emotions have strong correlations across both business (pricing, profit) and brand (differentiation, esteem) effects, correlating to exactly the same IPA metrics from Field and Binet's research.

% campaigns driving a large business effect after three years



Source: IPA Databank, 2008-2020 cases

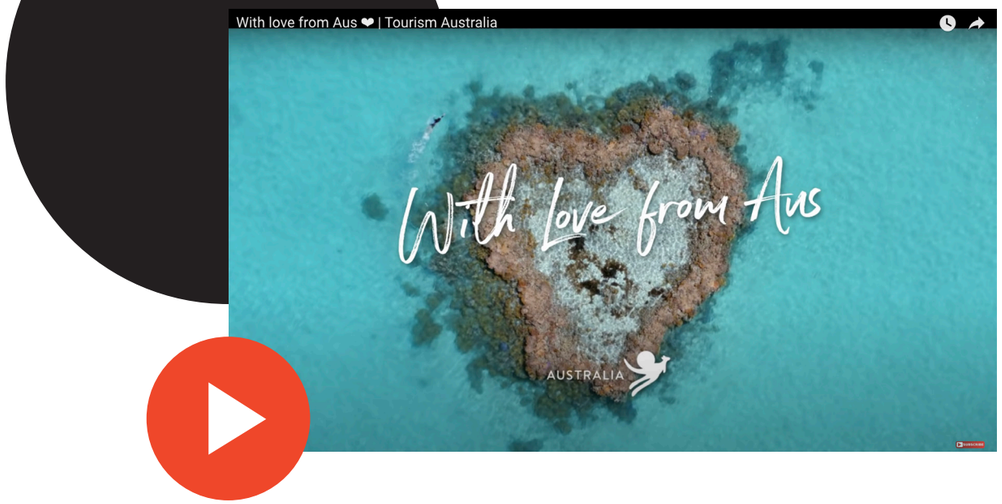
don't underestimate the power of emotion example.

Video Deep Dive - Tourism Australia: With love from Aus

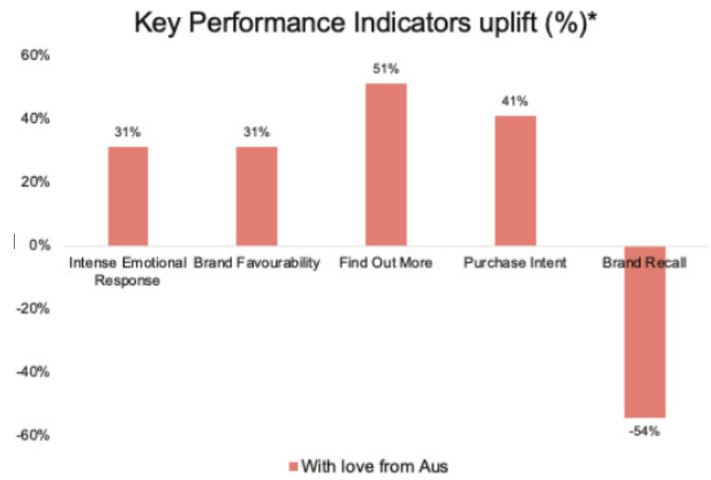
Tourism Australia did great job on creating a rousing piece of content that taps into a sense of national pride through the use of recognisable landmarks and an authentic voice over.

Intense emotional responses such as pride, amazement and exhilaration amplified positive brand perception and intent to find out more – all despite the limitations around travel in Australia and abroad when we tested the video in Apr 2020.

However, we saw low level of brand recall. As you can see from the video, the branding is only revealed at the very end of the advert hence the low recall which could be improved by introducing the brand earlier on.



key performance indicators.



Source: Emotional profile data, unruly EQ Trend, 2020 *NB figures shows uplift / decrease % between AU travel Norm and 'With love from Aus Video

chapter five.
how do you assess effectiveness?

by iab. australia advertising effectiveness



how do you assess effectiveness?

Experiments offer scientific method to test your own creative.

Controlled experiments offer the perfect opportunity to adopt best practice scientific methods to add confidence and precision to marketing investment decisions. Controlled experiments represent the most effective way to validate existing marketing activities and fill gaps in knowledge, for example isolating and testing the impact of particular creative executions.

Controlled experiments randomly assign a group of people to a test or control group to observe and quantify the impact of a change in media, for creative testing this can be differences in creative executions. The test group is exposed to the change in media (your ad creative) whilst the control group sees no change (ideally users are shown a 'ghost' ad which presents a relevant competitive baseline ad).

Brand surveys administered to the test and control groups measure brand metrics that cover awareness, familiarity, favourability, consideration and intent. They can also cover ad message understanding and take out and questions to understand creative impact.

Results for test and control groups are then compared and quantified. This approach is fundamental for accurately measuring incrementality – impact due to your advertising activity that would not otherwise have happened.

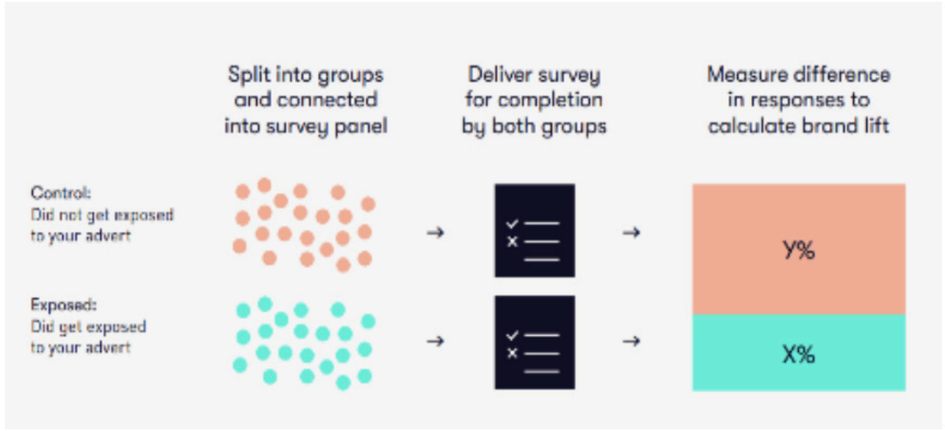
Source: IPA Databank, 2008-2020 cases

how do you assess effectiveness?

To be statistically significant, controlled experiment groups need sufficient volume. This becomes increasingly challenging the more creative executions, channels or media options that are tested (e.g. you will need adequate sample sizes in the test and control groups for every creative execution or combination of media and channel).

Applying experiments should be approached as an ongoing process that can be continuously improved upon and extended across measurement activities, rather than as a one-off tool.

Controlled experiment for brand lift



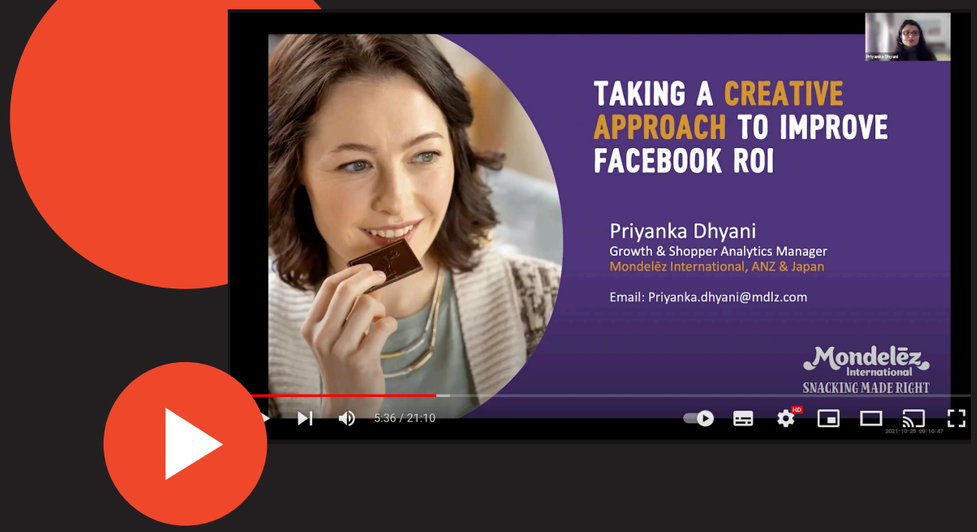
Source; IAB Australia, A Guide to Conducting Digital Ad Impact Studies

how do you assess effectiveness?

There are many other research techniques that can be used in the process of creative development and testing (e.g. surveys, qualitative focus groups, neuroscience techniques, eye tracking) to optimize creative assets to work their hardest.

Taking a creative approach to increasing Mondalez's ROI

Market Mix Models have been a long-established means of helping advertisers determine the ROI of their investment and optimize their channel investments. Advancements in modelling approaches are substantially increasing the granularity of analysis that is possible. See how Mondelez in partnership with Facebook has extended existing models to increase the range of ROI drivers being considered, in particular, the role of creative features.



how do you assess effectiveness?

Research vendors can offer expertise in creative development and testing

Many research vendors offer expertise and support in many areas of the creative development process, along with ways to test creative pre and during campaign and by aggregating test result can also offer benchmark comparisons and best practice learnings.

The following two examples from Kantar and Ipsos are just some examples of methods of creative testing and best practice learnings from IAB member research vendors.

Conducting cost effective creative testing with Kantar:

The battle between advertising and research budget is as old as advertising itself; and the ideal creative development journey would always include a number of stages to steer the campaign towards the perfect and optimum delivery of the well-researched strategy. But in reality, timelines and budget do not allow and a cost-efficient and more streamlined testing program needs to be implemented.

But where should an advertiser prioritise and compromise? Getting the initial campaign idea right is always going to be the crucial factor in determining whether the creatives that follow are going to be a success. This typically should include some qualitative sessions to explain the 'big idea' and initial storyboards of campaign creative, to ensure that consumers are on board and understand the strategy and message the brand is trying to communicate. If not, then however great your creative delivery is of that idea, it's simply not going to resonate.

IAB Australia Creativity in Video 2021

how do you assess effectiveness?

Conducting cost effective creative testing with Kantar:

Once you have positive consumer feedback at the early stage the wheels in motion with developing the creative.

For campaigns with big budgets and high risk/reward of getting it right, the advertiser may decide to develop an animatic version of the ad. Animatic testing provides a cost-efficient means of researching a close-to-finished version of the final ad, and the research itself can be complete in 24 hours. This step can provide an invaluable optimisation steer prior to media going live, small (or big) improvements in key metrics such as branding and persuasion can have a multiplier effect on the impact the ad will have on air for the advertiser brand.

Of course for some it's a different reality, a brand may already have a number of ad live or ready to air, a cost efficient means to ensure the campaign delivers is to test all the ads in a short fast turnaround solution such as Kantar's Link Now. This will tell you overnight the strengths of your ads so you can choose the most effective ones accordingly.

Source; IAB Member Q&A Creative Effectiveness

See also - Kantar's 5 habits of highly effective advertisers from their 2021 creative excellence awards

how do you assess effectiveness?

Research vendors can offer expertise in creative development and testing

Ipsos: aggregated learnings can provide benchmarks and best practice tips.

From the work Ipsos have conducted tracking and assessing digital creative, the following learnings and best practice tips provide a core basis on ways to develop digital creative :-

1. Focus on building an emotional connection. Brand campaigns that use emotional priming to connect with people on a personal level are more likely to drive long term brand growth than those with more rational messaging'*

2. Respect context or fail. In most cases it is not effective to port over our linear TV ad to the digital environment. With a multitude of platforms all delivering different viewing experiences, to be successful you need to respect and master the different contexts;

how do you assess effectiveness?

3. Be a content creator not an advertiser. Across all contexts' attention is in short supply and brands have an increasingly short time to capture attention. Creative needs to stop people in their tracks and be seen as content, rather than advertising delivering messages. Where possible move away from category norms and instead focus on unique, non-conforming creative that engages and entertains, becoming part of the content viewing experience;

4. Use the Power of YOU : Whilst advertising should entertain and tell stories, to be effective it also needs to have strong links to the brand. The best way to drive brand attention is to use strong brand assets. Ipsos research has identified that characters or sonic brand cues are much more effective than assets that are leveraged from wider culture such as celebrities and music. Use the brand assets that you have and weave them into your creative in intelligent ways aim to achieve strong branding without blatant or obvious 'branding';

5. Sequence your story: Building emotion takes time and within digital world we do not often have a full 30s to tell our story in one short piece of creative. Using sequencing and iterative communications, with a longform ad followed by a planned sequence of ads that tell a story to customers across their purchase journey has proven effective.**

Source; Ipsos IAB Member Q&A Creative Effectiveness

*The Long and Short of it – Learning from the IPA Databank, Les Binet and Peter Field

**Think with Google YouTube Ad Sequencing and Ad Recall

chapter six.

properly writing a brief/ asking the right questions.

by elastic



properly writing a brief /asking the right questions.

Writing a brief can be likened to curating the perfect music playlist. It has purpose, a dynamic mix of artists and a considered short list of only the best of the best tracks. When you hit play, the curated mix of variables ultimately spark a desired reaction from the listener.

When it comes to writing a creative brief, that's exactly how we see it, a curated selection of information that enables the creative partner to build the ultimate campaign (playlist) to authentically connect with the intended audience (and get them rocking).

There are at least 3 core briefs that need to be written for a campaign, one for the media agency, media sales and creative agency. Each brief has a clear role in the mix and requires different variables of campaign intel. The role of the creative brief, at its absolute core is to communicate with the consumer to prompt a response of either think, feel or do. So it needs to be written with the consumers perspective in mind.

The ultimate creative brief needs to hit the high notes on the below variables:

- Brand
- Consumer
- Media plan
- Production deliverables

properly writing a brief/asking the right questions.

When it comes to writing the specifics of the brief, there are a multitude of considerations, these include but not restricted to:

The brand's strategy

The consumer insights and perspective

The media channels planned

The production essentials and formats

But if you're ever in doubt, we encourage you to use these three go to rules:

If you don't have all the answers, leave room for interrogation, discovery and collaboration between your agency partners

If you're really starting from scratch and feel at a loss with your direction, sit down with your creative agency to work up a reverse brief to share and interpret the campaign variables together

Most importantly, enjoy the process, this is the first stepping stone to connecting with you audience

So now it's time to get the hands up in the air, volume up, captivate that undivided attention and prompt all the feels with your perfectly curated playlist. Integrate this guide into your next creative brief, to empower your team to land that next creative direction that is purpose-driven and with the consumer always in mind.

IAB Australia Creativity in Video 2021

properly writing a brief/asking the right questions.

An abridged version of a brief when it's all pulled together:

01	CLIENT	• FMCG • Vegan meat alternative product range
02	TIMELINE OF DEADLINES	• Brief date: 30th April Response to brief: 14th May Final storyboards: 28th May In market: 25th June
03	BRAND BACKGROUND	• Our purpose is to produce alternative food options that directly support the sustainability of the planets environmental future • Our products make sustainable food choices convenient for consumers
04	CONSUMER INSIGHTS & PERSPECTIVE	• Our core consumer is conscious of sustainability and their environmental footprint • They are currently making sustainable choices by recycling and removing single plastic items from their home but aren't sure how to make their food choices more sustainable without completing switching to veganism • Audience persona attached
05	OBJECTIVES:	• Educate the consumer on how they can make sustainable food choices • Create a meaningful call to action to prompt consumer to trial product range
06	PRODUCTION DELIVERABLES	• Develop creative direction and production of the following deliverables: • Video: 1 x 30" & 1 x 15" & 1 x 6" • Formats: 1 x 1, 16 x 9 • Brand guidelines & assets attached • Talent associations attached
07	MEDIA CHANNELS	• Consumers are digital centric, we want to create connectivity of creative direction across the channels: ○ Digital ○ CTV ○ Social
08	BUDGET	• $150k excl. GST

thank you.

iab australia