Mobilising video advertising:
trends, challenges and opportunities

April 2016

Contents

"Mobile is everything"

was the motto of this year's Mobile World Congress.

Mobile is also everywhere with more than half of the global population owning a smartphone or tablet and developing a deeply personable relationship with their devices.

As a consequence, mobile is expected to be the main driver of global adspend growth and will contribute a full **83% of the extra adspend between 2014 and 2017** according to ZenithOptimedia forecasts.

At Teads, we believe that mobile is not just another screen to be added to the video stack. As users are more averse to advertising on mobile and more sensitive to intrusiveness, the industry needs to adapt video ad formats and creatives to mobile devices. This means reducing the length of the videos. The US leads the way, with 50% of campaigns planned with a mobile version of the ad in mind. If this shift in thinking doesn't happen, we risk speeding up the adoption of ad-blockers, missing the opportunity to make brands' messages resonate with their audience.

On mobile, users are in a particular state of mind that differs to that of watching TV or working on a desktop. **Mobile is flexible; it's adaptable, it satisfies a curious appetite** – be it immediate access to entertainment, shopping or friends.

The day is fragmented in hundreds of micro-moments that each bring with them a new need and a new opportunity for brands to deliver relevant and engaging messages.

As content and context play an important part in the race for user attention, it comes as no surprise that **native advertising formats are experiencing such stellar growth**. Integrated in the feed of the content, they are very well adapted to mobile consumption, being viewable by default but not forced upon the user.

Based on Teads' video distribution expertise, this white-paper looks into the trends, challenges and opportunities offered by native mobile video advertising.
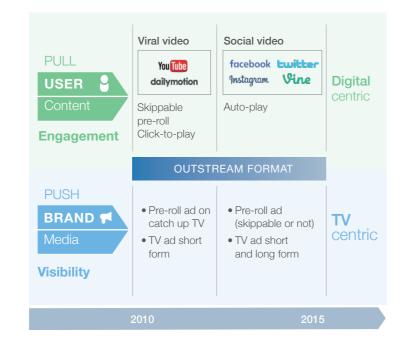
1

Video advertising going mobile

Video advertising is rapidly growing on a global scale, with adspend forecast to double from 2015 to 2017. However, it represents less than 10% of TV ad spend, with an approach that pushes TV spots into the video stream still dominating digital video advertising. With users and budgets shifting to mobile, brands are slowly starting to adapt.

a. Different approaches to online video

Since video is distributed online, two advertising approaches co-exist.

The traditional TV approach is a clear "push" marketing technique, with content **forced-exposed to users in a bid to pass a TV ad in a video stream**. On the other hand, the rise of digital video and mobile devices saw the development of a "pull" approach: **users are given the option to watch** a promotional video and can control whether to skip, scroll past or simply close it. Compared to TV, video advertising can also be distributed in all content streams, not only in video, for instance within an article or in social feeds.

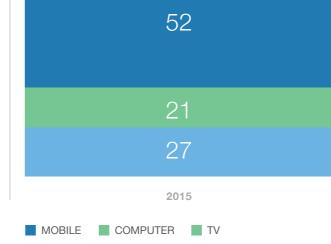|		Viral video	Social video	
PULL		YouTube dailymotion	facebook twitter Instagram Vine	**Digital** centric
USER Content Engagement		Skippable pre-roll Click-to-play	Auto-play	
		OUTSTREAM FORMAT		
PUSH		• Pre-roll ad on catch up TV	• Pre-roll ad (skippable or not)	**TV** centric
BRAND Media Visibility		• TV ad short form	• TV ad short and long form	
		2010	2015	

b. Digital is more and more mobile

On average, people view a total of **3.5 hours of video a day**, with half of videos watched on digital screens. Two thirds of online video consumption is occuring on mobile.

As a consequence, **mobile media spend should double from 2014 to 2017** according to ZenithOptimedia.

Daily Screen Share (%) Mins
(Video &other web browsing)

	2015
52	
21	
27	

Global Media Spend

2014	2017
8	17
30	29
62	55

■ MOBILE ■ COMPUTER ■ TV

Source: Millward Brown Ad Reaction Study, November 2015

The digital approach, relying on brands producing video content for digital platforms to create user engagement, has evolved since 2010 and is **shifting towards mobile-centric platforms** like Facebook and other mobile, native video applications like Instagram, Twitter or Snapchat.

At the 2015 Super Bowl, there were more shares of Big Game ads occuring on Facebook than YouTube. Today there are 8 billion videos viewed daily on the social platform.

Twitter has also witnessed a 150-fold year-on-year increase in video views as of September 2015, with **tweets containing video seeing 6 times more retweets than those only containing images**.

These platforms create new opportunities for brands to reach out to their audience using **video formats that are specific to each distribution channel in terms of duration, size, and placement**.

This fragmentation and the flexibility of the digital video landscape makes it more challenging to plan content creation and distribution accordingly.

c. Cost: the barrier to adapting TV spots

As eyeballs and budgets shift to mobile devices, the "pull" model should progressively gain ground; however the share of TV budgets in video media spent will still be greater than digital for the next few years.
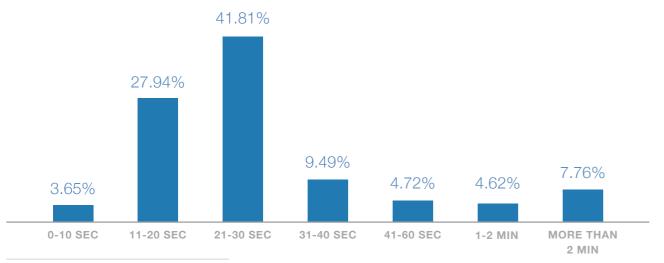
Worldwide advertising expenditure
(US$ million)

	Digital Video	Linear TV	Mobile Video
2015	16,146	199,950	5,396
2016	19,776	205,843	7,932
2017	23,664	210,399	9,661

Source : Zenith Optimedia

TV dictates the format and duration of the ad, as it represents the bigger media spend.

Moreover, the cost of adapting a TV ad to desktop or mobile is in most cases high compared to the media spend on digital. For this reason, **even if creative and media agencies recommend to resize messages, TV ads are distributed across all screens**.

Share of views per ad duration

- 0-10 SEC: 3.65%
- 11-20 SEC: 27.94%
- 21-30 SEC: 41.81%
- 31-40 SEC: 9.49%
- 41-60 SEC: 4.72%
- 1-2 MIN: 4.62%
- MORE THAN 2 MIN: 7.76%

Source : State of the Outstream, Teads Q2 2015

Some advertisers have started to systematically produce a **shorter version of TV ads for mobile**, but they are still in the minority.
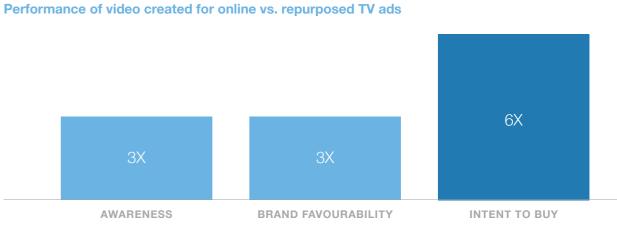
Brands that are also very mobile focused, such as mobile carriers, are **changing the creative process by planning the production of different edits for TV, desktop and mobile**.

" Seeing some TV ads that simply do not work on digital helps thinking about our own creative process. In that case, it's useful to think of different "edits": two or three versions for digital – shorter, more responsive, fast-paced, conceived for digital from the very start of the campaign and shot in parallel with the TV spot. **It's about telling a story in a different way but achieving the same communication strength as on TV**. In short, it's essential to **integrate the media and device of distribution into the creative and production process**."

Julien Claustre | Digital Manager, Axa

According to Millward Brown, adapting video content to different contexts makes people more receptive and increases the branding uplift on awareness, brand favourability and purchase intent.
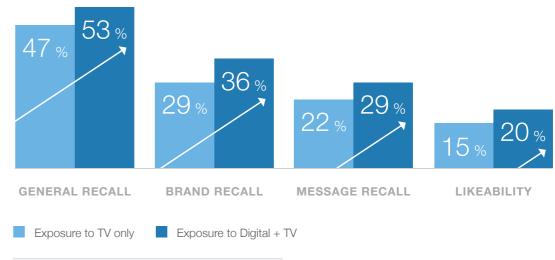
Performance of video created for online vs. repurposed TV ads

- AWARENESS: 3X
- BRAND FAVOURABILITY: 3X
- INTENT TO BUY: 6X

Source : MarketNormsTM – Basis: 218 campaigns Europe (TV ads) 90 campaigns (digital video ad)

Planning for cross-screen

> "The main challenge for video and for digital in general is the **adoption of standard KPIs**. While TV ads are measured through on-target reach and frequency, digital campaigns ultimately only allow comparison by number of impressions. Each player has different KPIs, which makes it impossible to aggregate results. We need to establish common standards **in order to better measure digital campaign effectiveness**."
>
> **Catherine Masson** | Head of Brand Media Strategy & Media Buying, Air France

As users switch from one screen to another, they expect content to be seamlessly integrated across devices. The same goes for advertising content: in fact, **combining TV and online video advertising** is a great opportunity for brands as the two channels complement one another, even if it comes with some challenges.

Combining TV and digital exposure amplifies the branding impact of a campaign. As shown in the image below, brand and message recall profits the most from combining TV and digital exposure (+7 percentage points), followed by general recall (+6%) and likeability (+5%).

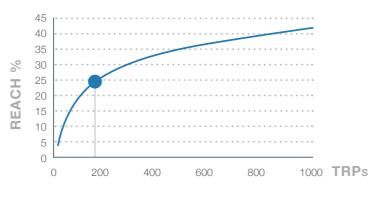## a. Pushing back the point of diminishing returns

By combining TV and digital, TV advertisers are able to push back the point of diminishing return, after which the cost for additional reach dramatically increases.

Digital advertising brings with it a fresh audience that can be difficult to reach on TV, as online and mobile users are younger and also light TV viewers.

As a matter of fact, digital video opens to publishers and advertisers across a multitude of different KPIs, but the reach and frequency metrics that brands are expecting are not often provided. In order to **bridge the gap between TV and digital video, the industry needs to establish a viable single currency to plan cross-screen**.

Average Schedule Reach 1 + by TRPs

- After this point additional reach for each TRP has declined beyond the point of being useful

Source: IBOPE TV date (Nielsen / IBOPE Mexico)
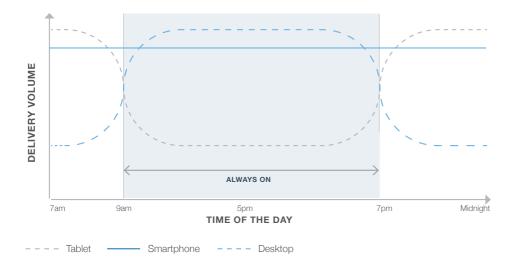Jan-June 2015, Women 18-49 Reach

| GENERAL RECALL | BRAND RECALL | MESSAGE RECALL | LIKEABILITY |

47 % → 53 %
29 % → 36 %
22 % → 29 %
15 % → 20 %

- Exposure to TV only
- Exposure to Digital + TV

Source: Nielsen TV Brand Effect, Digital IAG P18+, US

b. Following the consumer throughout the day

Planning cross-screen also extends the length of a campaign, allowing for targeted creatives thanks to storytelling on different platforms. Cross-screen distribution opens the opportunity to optimise a campaign in real-time, based on variables such as time of day, geography, carrier and device. For instance a two-minute cooking tutorial is better shown at 7pm on a tablet, to a user who is at home and using wifi – rather than at 3pm on smartphone to a user who is at work and using data to quickly check the news.

As users expect a seamlessly integrated cross-screen advertising experience, the use of data is crucial in order to efficiently plan campaign distribution – even more so when looking into programmatic distribution, where decisions are taken at a single impression level.

Reliable and effective **cross-screen device attribution** is a major industry challenge that needs to be addressed: while feasible, this faces technical difficulties such as cookie deletion and comes with the challenge of privacy and data protection.

c. Adapting the distribution, creative and the format to mobile devices

While facing the challenges of cross-screen campaign distribution, advertisers and media agencies also need to take into account the creative and distribution aspects of their campaign: if video used to be created for TV only, the classic 30-second TV commercial distributed in a pre-roll is not the best option for digital distribution.

It is also essential to keep in mind the **impact of video on the user experience**: sometimes an entertaining and welcome break, video can also cause annoyance if it eats into users' monthly data plans and slows down the device.

This is why advertisers need to be mindful of the audience's location or data plan when distributing their video. This is especially important when operating internationally: whereas in some countries the data-plans amply cover all needs, some other countries (such as Italy or Spain, for instance) offer data plans insufficient for video streaming. In order to offer the best-possible user experience, it is crucial to account for these differences and optimise campaign delivery towards wi-fi enabled devices.

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③ Adapting video formats to mobile

AD BLOCKING AND THE SHIFT TO MOBILE ARE PAVING THE WAY FOR OUTSTREAM, NATIVE VIDEO AND OPT-IN FORMATS.

As catching users' attention gets increasingly difficult on mobile, brands must develop a connection with their target audience in order to hook them with specific messaging and try not to enrage them with forced advertising.

a. Intrusive video formats driving ad blocking on mobile

A rapid growth of ad-clutter over the past years, together with intrusive and interruptive advertising formats, have led to users increasingly adopting ad blocking software in order to keep control of their online experience. According to PageFair, there were **198 million active ad blocker users in June 2015, with an increase of 41% year on year**.

As far as video is concerned, up to 62%[1] of the time spent watching video gets blocked from monetisation in Germany. According to research conducted by Teads, **forced video formats such as pre-roll are highlighted by users as the main reason they installed an ad blocker**.
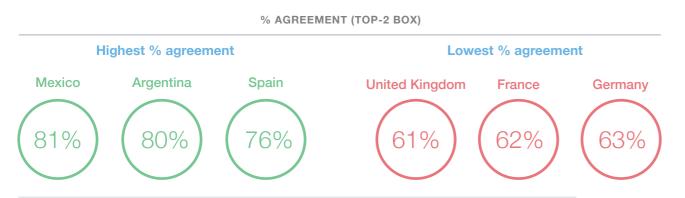
> "We are very attentive to the quality of the format, we want it to be as non intrusive as possible: the user must be free to choose. The quality of a communication campaign also depends on the way the user accepts the ad and reacts to it."
>
> **Catherine Masson** | Head of Brand Media Strategy & Media Buying, Air France

1 Source: Secret Media

These numbers are even more dramatic when looking at mobile devices, as the intrusiveness of classic advertising formats is magnified by mobile. This poses a challenge for advertisers and publishers when looking at which formats to adopt in order to respect user experience.

People around the world were asked if they perceived mobile ads to be more intrusive, and there were different levels of agreement across markets.

% AGREEMENT (TOP-2 BOX)

Highest % agreement			Lowest % agreement		
Mexico	Argentina	Spain	United Kingdom	France	Germany
81%	80%	76%	61%	62%	63%

Source: Teads Research, "Profile of an Ad Blocker", fielding by Research Now, analysis by Teads. Base: Total respondents

b. Native video ads are better tolerated

If pre-roll ads are the most intrusive ads for more than 50% of users, conversely native video ads are much better perceived, as they are not blocking access to content and users can scroll away if they don't want to watch the ad.

	% of people who rank pre-roll as highly intrusive	**% of people who rank in-article native video as highly intrusive**
Argentina	57 %	13 %
Mexico	55 %	14 %
Spain	54 %	21 %
United States	52 %	25 %
Germany	52 %	27 %
United Kingdom	51 %	23 %
Italy	51 %	25 %
France	49 %	22 %
Brazil	43 %	21 %

Source: Teads Research, "Profile of an Ad Blocker", fielding by Research Now, analysis by Teads, December 2015. Pre-roll ads include both skippable and unskippable formats.

Native video is an alternative to pre-roll, which is placed before video content.

It is seamlessly integrated within editorial content, the video being ideally contextually relevant and adding value to the user experience.

Context is key when it comes to distribution, as not only does it allow for an ad to be natively positioned, thus enabling better targeting based on interests and mind-set. Research conducted by Adblock Plus shows that **41% of users don't mind being shown branded content as long as the quality and the user experience match the editorial environment** that the ad is placed in.

Context also speaks for the quality of the ad as users tend to associate the editorial quality of the environment the ad is shown in with the advertising brand. This is particularly important when it comes to finding premium, **brand-safe environments** on mobile.

This type of **outstream video format** solves a problem that many publishers face, which is having enough video supply that they can monetise.

Using outstream video advertising allows publishers to monetise their editorial content, preventing them from having to invest in creating additional video footage. It also allows for a user-friendly experience as the consumer can skip it at any point: it doesn't interrupt content consumption.

c. Getting up to speed

Ad blocking led to a subsequent revenue loss of £22 billion for publishers in 2015 and represents a further barrier for advertisers in communicating with their target audiences. It could become worse still if mobile operators such as Three went through with their plans to block ads at a network level due to their partnership with Israeli ad-blocker company Shine. They are justifying this controversial move by arguing that ads, and especially video ads, consume bandwidth and damage the quality of service.

To support this position, the second motivation listed by users for installing an ad blocker is that ads slow down the browsing experience, especially on mobile.

Upload time is critical as the average mobile user starts scrolling on a website much faster than on desktop. According to marketing analytics company Moat, **a mobile user clicks down the page 13 seconds after content begins loading, compared to 24 seconds on desktop**, which gives ads more time to load.

In order to address this problem, Google has launched an industry-wide initiative called the **Accelerated Mobile Pages (AMP)**, which aims to reduce page upload time by 85% compared to standard mobile pages. This open source solution can be **integrated by publishers and tech platforms such as Teads**. It implies that publishers give up intrusive formats such as interstitials or site take-overs.

"If the ad hasn't loaded by the time that you start to scroll, you scroll past the place where the ad eventually loads. As a result, the ad is not viewable [because] you scrolled past the slot before it had a chance to load."

Jonah Goodhart | CEO & Co-Founder, Moat in AdWeek[2]

2 Source: http://www.adweek.com/news/technology/how-can-marketers-be-certain-their-mobile-ads-are-actually-getting-seen-167748
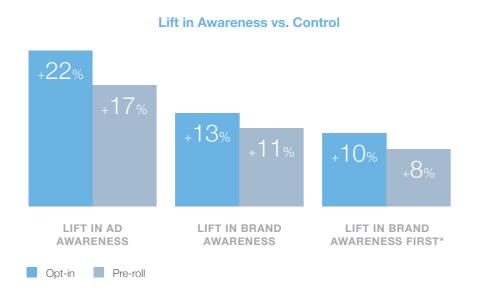
d. Control is crucial

Results from the Teads/Research Now study "Why people block ads" also show that more than 8 out of 10 users would consider un-installing ad-blocking software if they were given the choice of whether to see an ad or not. This reflects one of the major trends in the industry at the moment, which is the power of the user to choose how and when to consume content.

The adoption of mobile devices epitomises this trend as users tend to have a more personable, exclusive relationship with their mobile phones, smartphones and tablets as opposed to traditional media such as radio, TV and print which are normally shared.

As a consequence, **users expect to be able to control and skip the ad** or close it from the very beginning if they want to.

e. Opt-in video sees greater ROI

A research conducted by Teads and Millward Brown shows that **opt-in ads generated greater lift in standard ad metrics vs. pre-roll**.

Across all awareness metrics, opt-in was more successful in generating lifts vs. the control group, with a +22 lift vs. the control group for Ad Awareness (99% confidence).

Opt-in ads were also better at building brand-awareness over time than pre-roll, with a 53% vs. a 27% build respectively. This can be explained by the fact that **users are more engaged with the ad when they chose to watch it**, rather than when exposure is forced upon them.

Lift in Awareness vs. Control

+22% +17%
LIFT IN AD AWARENESS

+13% +11%
LIFT IN BRAND AWARENESS

+10% +8%
LIFT IN BRAND AWARENESS FIRST*

◼ Opt-in   ◼ Pre-roll

Source: Millward Brown custom study commissioned by Teads. Lifts for both formats were significant at 99% confidence level. June 2015

4

Creative challenges:
Mobile as a compass to reset the creative standards

As mobile content consumption is so different from traditional TV, big screen or desktop, advertisers face the difficulty of creating content that is adapted to each and every moment of consumption.

Teads identified the main challenges of mobile video content creation at present:

- **Challenge 1**: Sound on/off

- **Challenge 2:** Going vertical

- **Challenge 3:** From big to small screen

- **Challenge 4:** Time matters

🔇 Sound on/off

Content consumption is changing; users often watch video playing silently as they might be in an environment which does not allow them to play the video with sound – either they are in public or sound is off by default on their device. **Brands should be aware that a high proportion of their ads will be played silently**, therefore the creative should be as impactful with or without sound.

Creating silent content is another, maybe more extreme but potentially successful option. Moreover, videos that don't rely on language to pass their message have higher chances of being used across different markets as they don't need any translation. Be it through image only, call-outs or subtitles, videos need to be understood even when muted.
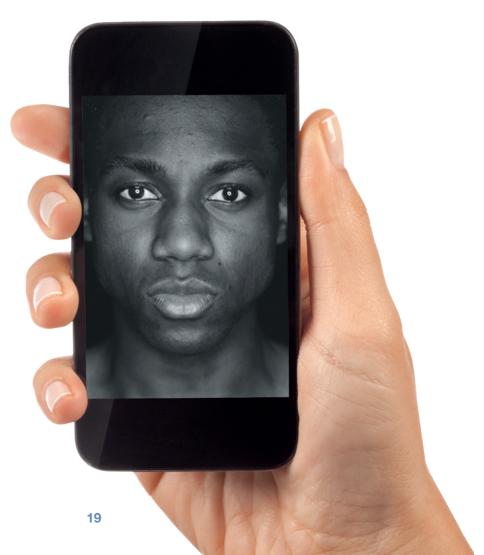
⬆ Going vertical

The 2015 innovation of vertical video facilitates user experience when it comes to smartphone video viewing, as it **mimics the vertical handheld position**. This also has implications for video shooting as it changes the typical video landscape-setting to a more immediate format that fits the display of any phone.

"Going vertical" was even named by Mary Meeker as a trend for 2015 in her Internet Trends report, with viewing vertically accounting for 29% of viewed video time.

Advertisers can either produce different creatives for each device – with different video lengths, panorama settings, levels of detail and so on – or simply optimise videos to take into account the challenges posed by multi-screening, vertical video and smartphone usage.

A great example of a brand leveraging on the vertical video trend is offered by Jeep. For its "Portraits" ad, which aired at halftime of Super Bowl 50 and ended up being amongst user's favourite spots of the game, Jeep chose to produce a vertical video that played beautifully on mobile screens.

From big to small screen

Video created for multi-screen needs to take into account the size of each device: small details are more likely to get lost when content originally created for TV is shown on a smartphone screen. This means that shooting needs to be adapted to the device – making sure that the content works both on small as well as on large screens.

Unboxing videos offer a great example of how to put the product at the centre of the video, **zooming in on details that would otherwise be overlooked**. This is a technique used by many beauty and consumer technology brands to showcase their products just after or even shortly before the official product launch.
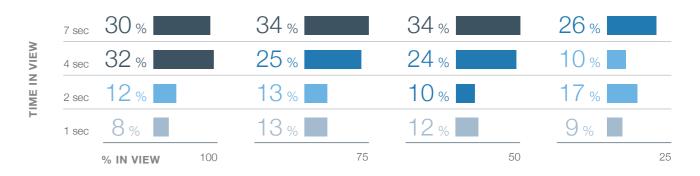
Time matters

When coming from a TV-first background, advertisers should look at adapting the length of an ad when switching to digital – reducing the creative to 15s on mobile in order to guarantee high completion rates.

Hooking the users in the first few seconds is imperative as, if given the choice, even with highly engaging ads, many users skip away as soon as they can.

The first 2 seconds are critical: they represent 31% of all impressions delivered on Teads' inRead format on mobile.

A strong start also encourages the user to watch the video until completion. The traditional motto that the brand should be revealed at the end and that the storyline should unfold throughout the video is simply not true anymore: as users are given the choice of whether to skip or to stay, the creative needs to persuade them to stick with it. For each additional second in full view, ad recall increases significantly.

While only 10% of consumers will recall the ad at the MRC standard (50% of the surface in view for at least two seconds), research by IPG Media Labs shows how the percentage chance of ad-recall triples at 50% of time viewing and 100% surface viewable. (Study carried out on a 15 seconds mobile autoplay video ad).

Predicted chance consumers will recall video ad

TIME IN VIEW	100	75	50	25
7 sec	30%	34%	34%	26%
4 sec	32%	25%	24%	10%
2 sec	12%	13%	10%	17%
1 sec	8%	13%	12%	9%

% IN VIEW

Source: IPG Media Lab, 2015, 'Putting science behind the standards'

5

New opportunities to reach, engage and drive to store

As mobile video advertising is closer to the user than advertising shown on larger screens, **people expect more from the ad**. Given the natural tendency of using mobile devices when "on the go" or during micro moments in the day, users will be more impatient when faced with poor or wrongly targeted content than when using a desktop or laptop.

This means that completion rates tend to be naturally lower on mobile.

Teads identifies the new opportunities to reach, engage and drive adiences to store:

- **Opportunity 1**: More engaging messages

- **Opportunity 2:** New channels for live streaming

- **Opportunity 3:** Second-screening and mobile first

- **Opportunity 4:** Drive to store

On the other hand, advertisers are rewarded with higher user engagement on mobile vs. desktop, especially when ads are targeted to the user.

This behaviour opens a series of opportunities, for instance targeting users while in-store or driving them to a store (be it brick-and-mortar or e-commerce), capturing those micro-moments in which users search for specific information while on the go.

More engaging messages

Mobile is the most personal media and as such it offers a great opportunity to create a more engaging communication with consumers.

For its Christmas campaign, British retailer John Lewis created an emotive film in which a young girl, on discovering that an elderly person was living alone on the moon, finds a way to send him a gift.

The tweet releasing the video was re-tweeted 52,000 times by consumers; each of them received a tweet back from John Lewis, including a thank-you video personalised with the user's name.

This is a great example of how to **combine a mainstream, TV-centric approach, with further engagement via digital platforms**.

New channels for live streaming

With the window between time of publication and time of consumption narrowing, live-streaming is becoming an effective way to engage with audiences on mobile.

Platforms such as Snapchat, Periscope and Meerkat allow real-time transmission of content for users who are on the look-out for raw, (seemingly) unedited content. This shift also brings with it the appearance of unfiltered images and content, although the filtering and editing simply passes straight to the hands (and eyes) of the person recording. Nevertheless, **these channels allow users to feel close to the centre of the events**; fashion brands such as Burberry use Meerkat and Periscope to live-stream their fashion shows, creating a unique connection between the people physically present in the room and those watching the show from the comfort of their home.

This is perhaps ironic when considering that live-streaming is rising along with on-demand and catch-up TV – a parallel development that is similar to the 'eventisation' originally occurring around TV gatherings, back in the days when people would wait the whole day for a programme to air.

Source: The Drum, Burberry fashion show

Second-screening and mobile first

Getting the user in the right moment, on the right screen, is no easy task.

Large events such as the Super Bowl, the Oscars or the Olympic Games provide a great platform for cross-screen targeting the user.

Research shows that users switch to mobile during a TV ad-break and the number gets even higher when it comes to Millennials and Gen Z. **Second-screening in general has now become common practice for most, with 87% of consumers admitting to it**. Mobile wins big especially when it comes to Millennials: 71% of consumers aged 18-34 use a smartphone and 26% use a tablet either as an interactive extension of the TV show they are watching or as a parallel source of content and entertainment.

This is why it is crucial to not only plan campaigns cross-screen, but also to coordinate the targeting so to ensure maximum on-target reach. Companies such as TVTY can **target users on their mobile during TV show-time**, maximising the potential of user exposure to the brand.
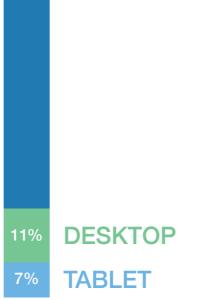
During the Super Bowl, nearly 1 in 3 (32%) of Americans who watched the Big Game also used social media on websites or apps. In addition, 21% used sports sites or apps, 19% would use news sites or apps; 17% would use food delivery sites or apps and 14% would use game sites or apps.

This poses a great opportunity for **extending campaign reach and storytelling across devices**.

During the big game, the majority of TV-ad-driven searches happened on mobile

82% **MOBILE**

11% **DESKTOP**

7% **TABLET**

Source: 2015 Accenture Digital Consumer Survey, and Soasta, Second Screening Data.

Source: Adometry TV Attribution

Drive to store

Mobile purchases are on the rise, with **46% of users buying products via mobile** at least a few times a year, compared to 40% last year according to PWC Total Retail survey. Moreover, 68% of Indian shoppers, 59% of Chinese and 26% of US shoppers say their mobile phone will become their main purchasing tool in the future.

With the trend growing, it comes as no surprise that mobile native video offers a great opportunity for product purchase alongside more classic "branding" options.

Fashion brand John Varvatos recently promoted "**touchable**" **and** "**shoppable**" **interactive video**: in fact, adding elements of interactivity through VPAID or custom-built hotspots allow users to explore the product within the video, making for a more personable experience. As the experience happens within the video frame, this kind of video ad also has the advantage of not driving users away from the page, instead allowing all transactions – from exploring to buying the product – to happen within the same video frame.
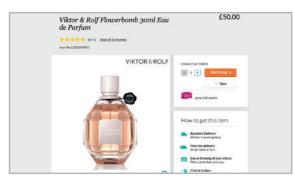
From 360-video and direct buying options to store-locator functionalities for a physical drive-to-store through a map, mobile video has never been more shoppable.
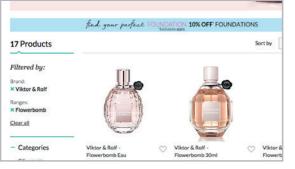
Title:	Victor & Rolf Flowerbomb	CTR:	1.4%
Release date:	06.11.15	Completion rate:	13%
Video length:	00:20	Countries:	EU, US, Asia

1. Discover more

Video length: 15-20 seconds. Extremely interactive. Redirects the user to bottom of the funnel either on the creative or on the brand site.

2. Explore the collection

The creative provides an overview of the product range upon user interaction (either by click or hovering over the creative).

3. Chose an item

The user explores one or more products from the entire brand collection.

4. Zoom in

The chosen product can be zoomed in, zoomed out or replaced with another product.

5. Lead to purchase

Upon click, the user is redirected to an end-screen where to buy the product.

Source: Teads Campaigns

Mobile leads the growth in digital native video advertising

6

Creating for mobile video:
Why it matters

As mobile truly revolutionised video advertising, it is time for brands to mobilise their creative genius, too. With TV losing ground, mobile leads the growth in digital video advertising.

So why does mobile video matter?

In a recap of our findings, Teads presents:

TEN GOLDEN RULES OF MOBILE VIDEO

1. **Plan cross-screen but think mobile first**

   An integrated approach of digital + TV helps push back the point of diminishing returns as campaigns follow the user journey across devices. As users are more receptive to ad intrusion on mobile, use it as a standard to define the advertising experience.

2. **Choose native video formats**

   With ad blocking behaviour on the rise, especially on mobile, advertisers need to refrain from intrusive ad formats and use native video ads, that are seamlessly integrated in the feed of the content rather than forced to the user.

3. **Make it work with no sound**

   Videos are often played silently. Making the video work both with or without sound is imperative to yield good results.

4. **Adapt to viewing behaviour**

   Not all video is consumed horizontally – square and vertical formats are equally important and need to be taken into account by creating content that works across all formats.

5. **Show brand and product**

   The shift from large to smaller screens implies the need to adapt creatives to a portable device, where little details might be missed. Make sure brand, product and messaging are clearly visible even on a tiny screen.

6. **Create shorter content**

   Creating for mobile means snackable content but also hooking the users in the first seconds: given the choice, even with highly engaging ads, many users skip away as soon as they can.

7. **Personalise your messaging**

   Make sure the classic video distribution approach is complemented by engaging fans and communities. Personalisation and customisation are rising trends that make for great engagement between the user and the brand.

8. **Explore live streaming**

   Immediacy and 360-degree formats allow users to feel more involved, generating more transversal content that goes beyond advertising for a specific product.

9. **Use second screening, go mobile first**

   As over 80% of users turn to their mobile devices while watching TV, mobile should be the focal point of any video campaign, not just TV's ancillary.

10. **Drive to store**

    Mobile video goes beyond branding: with m-commerce surging, video can be shoppable, too. Interactive VPAID formats allow users to engage directly with the content.

To find out more about how Teads can help you plan your cross-screen campaign effectively, get in touch for a demo.

Would you like to challenge us
or tell us anything we missed?

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