

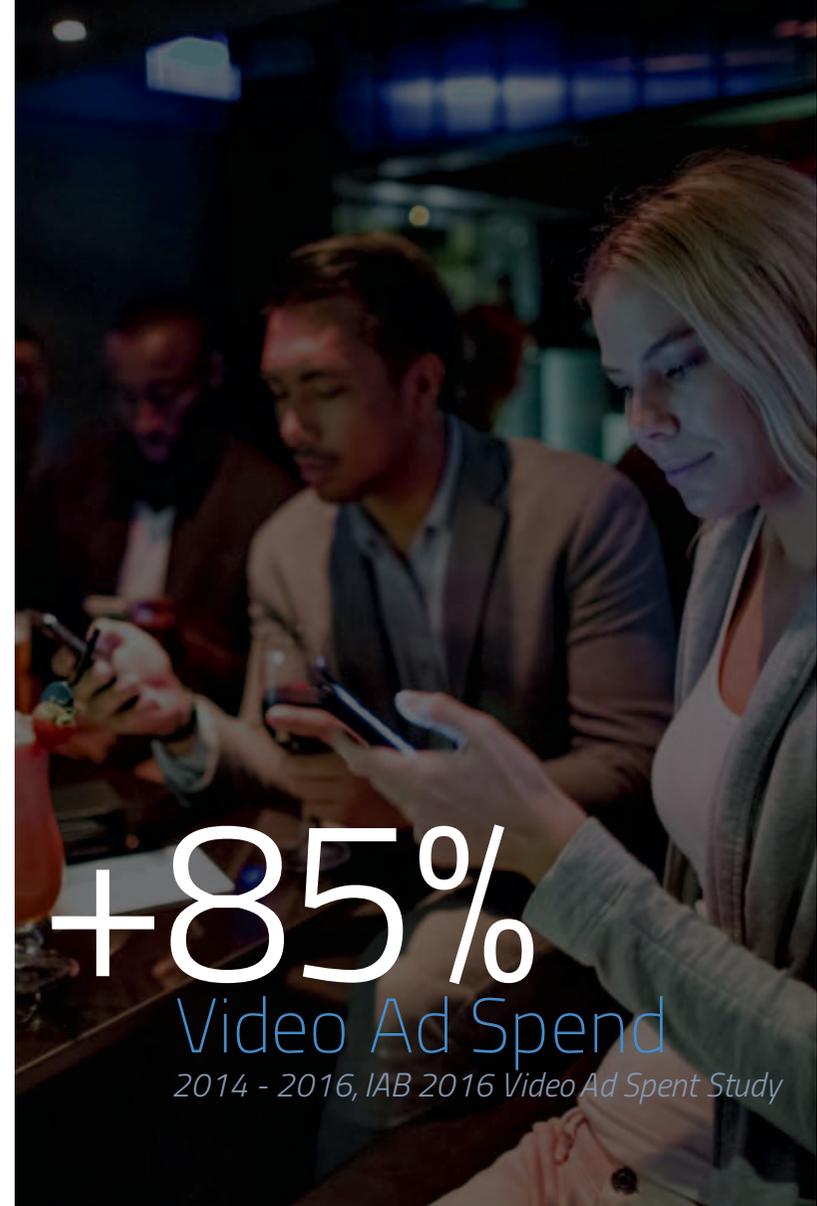
The Age of Video Advertising

How interactivity is adding another layer to online video

VIDEO ADVERTISING ON THE RISE

Video advertising offers the ideal platform for delivering compelling and memorable brand messaging. Advertisers and agencies know it too – the IAB reports that 68% of them plan to increase video spending. MediaPost recently reported that “video and native ads are considered to be less interruptive to mobile user experience and better at lifting brand awareness and engagement. Some 45% of respondents [to a Trusted Media Brands study] expect to use video in 2016, with 46% planning to use pre- or mid-roll.”

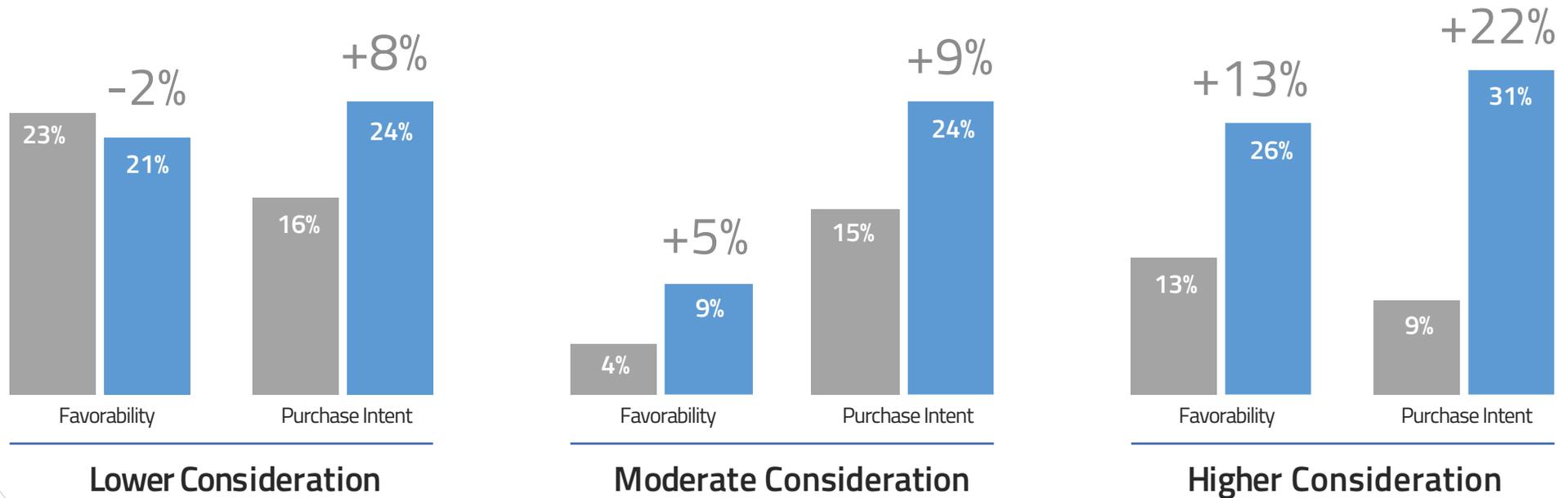
While looking at the digital landscape, MediaPost’s Online Video Insider shared these insights, “The mobile screen will continue to gain share in 2016. Already, consumers rely on their handhelds for, well, nearly everything. And video is part of that everything.... As a whole, mobile ad revenue is slated to rise by an annual compound growth rate of 26.5% through 2020, with U.S. digital video ad revenue growing at 21.9% through that same time frame.”



The IAB lists
30 measures to
 attributing value to
 engagement units
 in order to
 determine success.

Surveys	Reporting and Eye Tracking	Surveys and Social Analytics
Awareness	Gaze time	Offline word of mouth
Recall	Gaze rate	Searched for more information
Change in Message Attribution	Total interactions	Display view through
Change in Brand Awareness	Interaction rate	Social: read a brand post/viewed a video
Purchase Intent	Purchase Intent	Liked a brand post/video
Brand Consideration	Brand Consideration	Followed a brand
Change in baseline brand perception	Change in baseline brand perception	Shared a brand post/video
Change in baseline brand favourability	Interaction time	Recommended a brand
Change is baseline brand loyalty	Clicks, CTR, Taps, Swipes, video starts and completions	

Brand Metrics by Attention



**ADDITIONAL LIFT
FROM MEDIUM
TO HIGH ATTENTION**

Source: YUME Pursuit of Attention study 2014

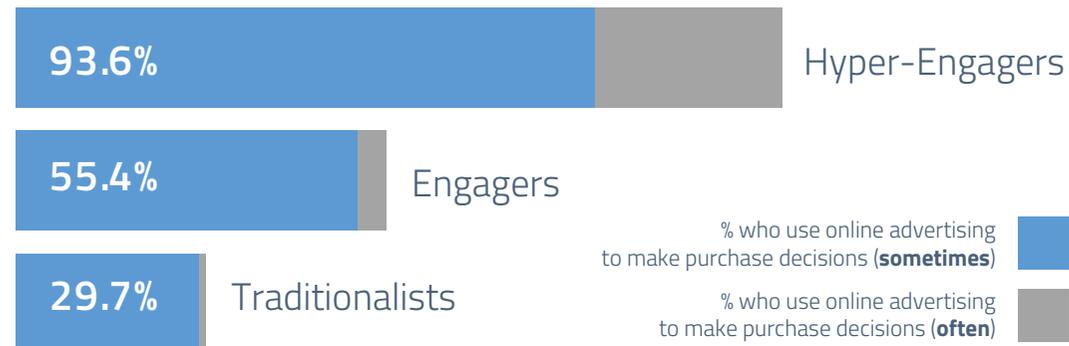
High Intention (vs Low) Moderate Intention (vs Low)

HYPER-ENGAGERS MAKE PURCHASE MORE OFTEN

Source: SAdAge Think with Google study, Feb 2014

93.6% Hyper-Engagers

Use online advertising to make purchase decisions



INTERACTIVE VIDEO ADS DRIVE BETTER BRAND AWARENESS & ENGAGEMENT

Interactive Video Ads are:

4X higher Interaction Rate compare to Non-Interactive Video Ads CTR

4% higher in Brand Awareness

5% lift in Purchase Intent

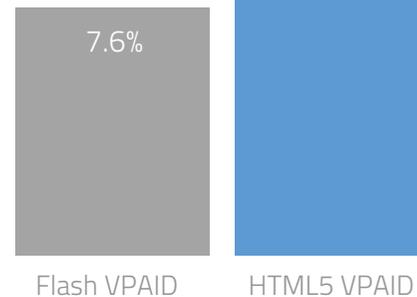
2% more on Message Association

Source: IAB 2014 Digital Video Rising Stars Interactive Video Ads Work

Interaction Rate on HTML5 VPAID

2X

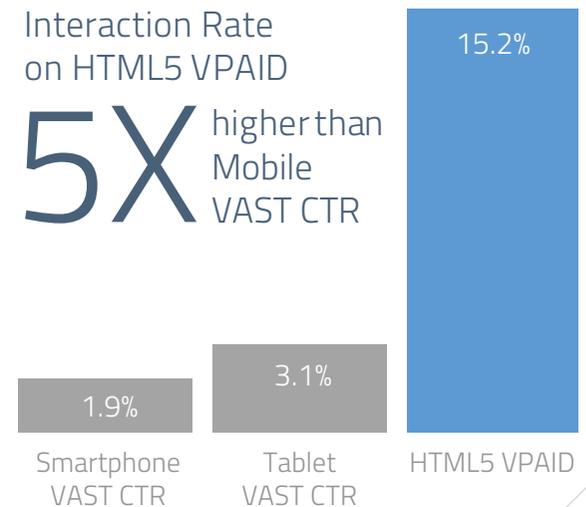
higher than Flash VPAID



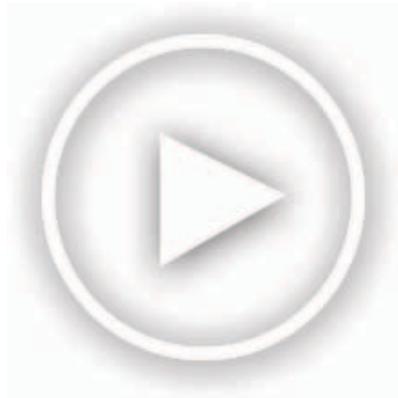
Source: Sizmek Benchmarks Q1, 2016

Interaction Rate on HTML5 VPAID

5X higher than Mobile VAST CTR



GENERAL VIDEO AD BUILDING TIPS



Choose the right ad type

Each video format has certain functionality and strengths.

Generally, :15 or :30 video creative are the recommended lengths. Use :60+ only when publisher availability is known.

Use :15 for campaigns with “completion rate” as a primary key performance indicator (KPI).

Use interactive video for campaigns with engagement or interaction-based success metrics – looking solely at completion rates instead of engagement rates for interactive video ads pretty much misses the point.

Generally speaking, video is considered a more branding-focused, upper-funnel channel. However, to get the most out of the basic interactive nature of digital ads, Sizmek recommends that all videos, even branding-centric ones, should include some direct response component, such as an invitation to click, scan a QR code, and so on. Since it’s not intuitive for a user to click on a video, include overt calls-to-action (CTAs) in your video.

Stick with industry standards

To increase the efficiency of campaign setup and ensure a smooth launch, stick to industry standard video guidelines:

Usually in-stream video runs through video players and thus close buttons are provided automatically. However, if you do end up providing the close button, use the generally accepted industry practice of top-right corner.

For overlays, use labels to identify a unit as “Advertisement” within the frame or next to an overlay ad unit.

Use color wisely

Provide contrast between the video and overlay elements and avoid monochromatic colors. Use bright colors to achieve greater impact.

Keep time in mind

Make it easy for the viewer to understand your ad in the 15 or 30 seconds in which it will appear. Similarly, particularly for interactive video, give viewers enough time to click on your invitations to engage (i.e., hotspots) and make those spots static long enough so they are easy to click on or rollover.

Balance is key

Make sure image elements such as logos, consumers, and products are balanced, not crowded in the video. Clutter decreases brand awareness and recall. Make sure you validate visibility of these elements throughout the course of the video.

Carefully consider logo placement

Logos should be large enough to catch the viewer's attention and placed strategically within the video without getting in the way of the messaging/creative execution.

Remember that videos are still mostly an upper-funnel form of engaging consumers

Even when interactive elements and direct response techniques are applied to video, you can't always expect immediate conversions. Focus on monitoring long-term conversion with wider cookie windows or using an attribution solution to determine the impact of online and interactive video in driving conversions.

All videos, even branding-centric ones, should include some direct response component, such as an invitation to click, scan a QR code, and so on.



MESSAGING AND CALLS TO ACTION

Motivate your customers to take action

Adding a CTA in the right places can make all the difference in generating leads. Ensure that a strong CTA is clearly visible, consistent, and precise throughout your ad – generic CTAs such as “learn more” are usually too vague to entice users to take action.

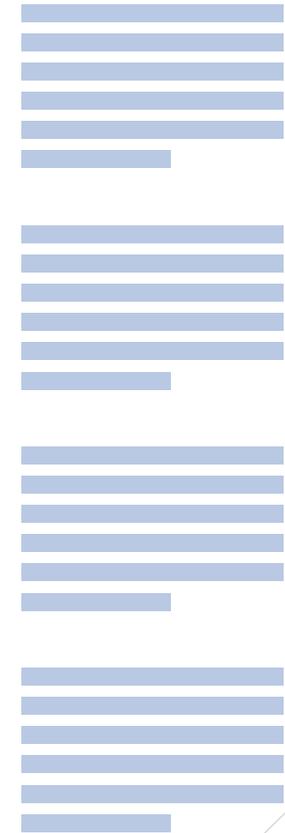
- Go with 1st Person Speech
- Sense of Urgency

Get playful with your call to action. Appeal to your audience's emotion or curiosity.

Companion banners are a good way to ensure that deals are always visible and persistent, while keeping the video clutter-free.

Great tools like 360° product views and other tools of engagement can also be built directly in companion banners.

Full Screen (Unexpanded) with Multiple Companion Banners



In-Stream Dynamic Video



Calls to action can be localized, and links can be adjusted to take users to their nearest dealer's website or page.

Use dynamic video creative to personalize your message and increase overall campaign effectiveness

Tailor a brand's video ads to each of its audiences using different clips for different audiences, such as clips about performance on a tech site or clips about safety on a family site, to help the message connect. Dynamic creative can help ensure relevance, and thus engagement, of pre-roll video. Test different messaging strategies and gain valuable insight from your target audience with dynamic creative.



Featured cars can also match models that are particularly relevant for that specific geolocation.

Think about success metrics when designing the look and feel of the CTA

For example, if the metric is click-through rate (CTR), a button might be a better idea than underlined text in the video.

Highlight the value exchange for your users

Let viewers know what they will get in return for their action (click or touch). For example, your users can receive a coupon, watch the full trailer, download a whitepaper, or get something else.

Be clear about the benefits

Answer the consumer's question: "What's in it for me?" Use short, concise lines of copy to get the message out quickly, and get to the point early.

Link the brand with the benefit as much as possible

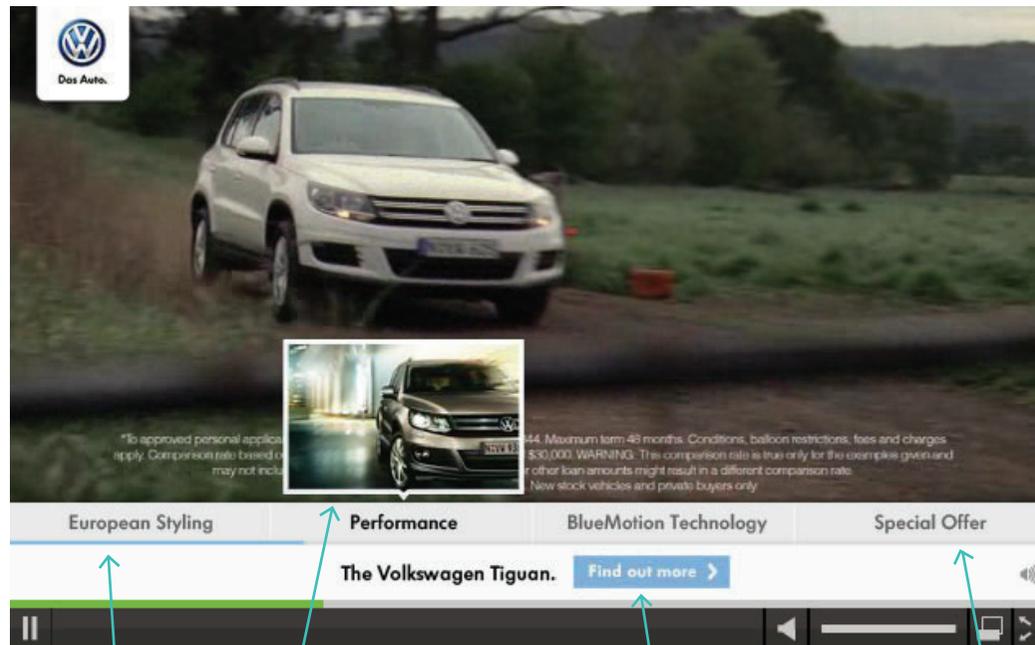
Don't miss out on easy ways to reinforce branding. Keep the product name or product prominently displayed along benefit-driven content.

HIGH-IMPACT AND INTERACTIVE VIDEO

Use high-impact and interactive video formats:

Time Sync, Full Screen, Film Strip, and other specialty formats display additional information and showcase content in an environment outside of the actual video stream.

Time Sync (Unexpanded)



Time Syncs are an eye-catching way of drawing your user's attention to explore different elements of a complex product.

Even if images appear on cue, the consistent bar at the bottom allows users the freedom to navigate to where they want to go.

Users will not naturally assume that they can tap/click on a video. Strong calls to action make it clear to users that they can click directly to the advertiser's site.

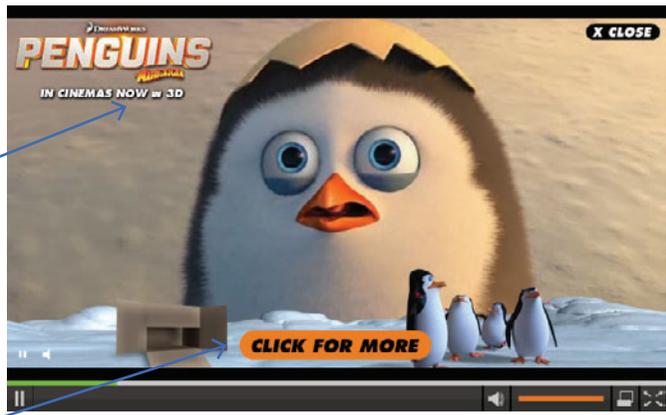
Audiences love deals. Special offers are a great way to get audiences to engage.

Companion banners can declutter your video ad and reinforce your message

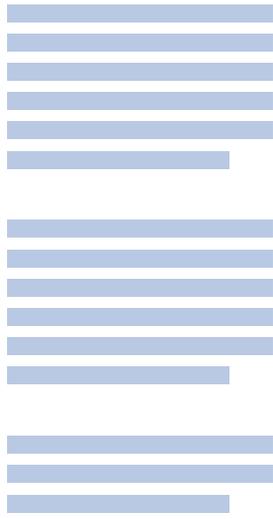
Though harder to execute, companion banners can draw attention to your video's message. Many advertisers settle on simple static images, but rich media is often a great complement to a great video ad and gives users another place to engage with your brand.

Overlay (Unexpanded) with Advanced Companion Banner

Apply dynamic messaging on your ad unit to easily swap out timely messaging – from “Coming soon!” to “In cinemas now!”



Use a strong CTA to encourage users to experience the Overlay feature.



Leverage companion banners with strong calls to action to reinforce awareness and encourage engagement.

Don't limit yourself to static images for companion banners. A rich media experience is a perfect complement to the sights, sounds, and motion of a well-done video ad.



Overlay (Expanded via “Click for More”)



Reward users who engage and potential hyper-fans with additional content – back-stories, video snippets, exclusive footage, etc.

Build anticipation and call attention to downloadable mobile game apps or your microsite.

Include social sharing options to allow users to share quickly and effortlessly

By allowing word of mouth to influence friends and followers, you can extend your paid media dollars to a whole new set of consumers who may have been missed in the original media buy.

For ads longer than 30s, consider the Ad Extender

This format plays the initial :15 or :30 and then prompts the user to view the remaining video content in an expanded unit. Tracking capabilities allow the brand to see how many users opted in to viewing the ad in its entirety.

Consider responsive VPAID templates for interactive video

This is particularly effective for programmatic or multipublisher video campaigns, where the video player size varies or is not always known. This format is designed to adapt to a user's screen size to provide the best interactive video experience on any device.

Simple and clear cues are best for interactive units

When possible, simple interaction cues – such as a small graphic or animation – should be included to ensure users understand when and how to interact with ads.

Ad Control Bar

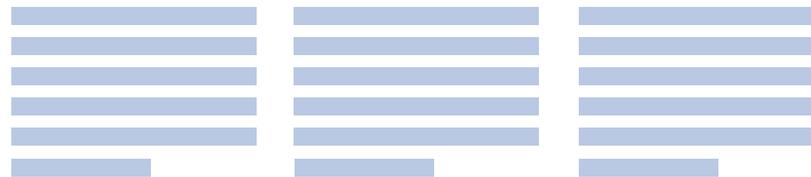


Social overlays are an easy, low-commitment engagement method, and should be applied to nearly every digital ad to help it go viral.

Interactive Tiles

Interactive Tiles are features that appear consistently and allow users to engage with a video ad in a different way. They can be used to unlock different video content or provide a rich interactive experience.

Make the invitation to engage clear and enticing. If possible, appeal to your audiences' emotions.



Give users variation

Ad Selectors and Interactive Tiles make it easy for users to choose the video experience they want. These formats are an easy way to provide new content and new ways to engage without intruding users with the same video.

Rollover-to-expand can lower the barrier to engagement versus click-to-expand ads

Users easily associate "clicking on an ad" with being taken to a different page. However, users are also more likely to engage if it means staying on the page they're already viewing. That's why rollovers work, specifically in desktop environments – engagement can happen without the mental block of clicking. Helpful hint: Ensure that the "hot area" for the rollover activation is large enough to decrease accidental roll-offs. For mobile, include visual signals such as arrows that indicate "tap to expand."

Burst past the boundaries of your video player to capture attention

Though you couldn't "burst" out of your screen on traditional TV, you can use a breakout format with online video.

ENCODING

Make sure your video is encoded as comprehensively as possible so that it plays well on every device across publishers in your media plan.



Always demand the highest quality masters available

You can encode to a master to lower the quality, but you won't be able to encode it to a higher quality. You may not always know on which devices your video ad will play – for example, a smart TV on a high-bandwidth network will require a high-quality file. You don't want to find out at the last minute of setting up your campaign that your masters aren't high enough quality.

Be specific about your masters' specs

Designate "no slates," "de-interlaced," and so on and you will save valuable time. If you can codify your specs, this will reduce miscommunication between your partners in the workflow process.

Consider adaptive streaming for mobile video

Adaptive streaming formats such as HLS divide a video into short segments with varying bitrates and resolutions. This minimizes initial buffering and delivers a more seamless video experience, even when the user's bandwidth is fluctuating.

Go beyond the lowest common denominator

Encoding can be a hassle, especially when juggling dozens of publisher specs. However resist the temptation to encode to a default set of encodings. Make sure your video is encoded as comprehensively as possible so that it plays well on every device across publishers in your media plan. Don't squander the time spent producing that perfect video by taking shortcuts during the encoding process and shortchanging video quality.

Get specifications up front from your media agency and/or publisher before building

Avoid workflow bottlenecks by gathering specific publisher specs (dimension, codec, length, max file size, etc.) before you build.

MOBILE INTERACTIVE VIDEO THROUGH HTML5 VPAID



Take into account users' bandwidth

Mobile video has typically progressively loaded, meaning the video player attempts to load the entire video file. Because bandwidth fluctuates, it can result in choppy delivery as the whole video waits to load. Adaptive streaming technologies like HLS and MPEG-DASH address these problems by chunking up video into small bits, so as bandwidth fluctuates, the user's device automatically adjusts the consumption for smoother delivery.

Think about screen size and interactivity

The size of mobile device screens has increased, which has allowed mobile interactive video to mature, from simple social share buttons to nonintrusive invitations to engage to the emergence of video within MRAID environments. To get the most out of mobile video creative options, use HTML5 VPAID, which lets you run interactive pre-roll/ mid-roll/ post-roll video, regardless of device or screen or whether it's on tablets or in-app environments.

Prepare for your ad to be played on a device's native players

A number of devices and environments force video to playback on the native player, which can be restrictive – many ignore the interactive layer of a video, even with HTML5 VPAID. Be flexible and still serve HTML5 VPAID where you can, but downgrade to VAST when the ad is served on devices that require native players so you save on costs.

Consider landscape versus portrait orientation

Since shooting for a different aspect ratio is often prohibitive and uneconomical, many advertisers have opted for less-than-optimal solutions such as locking the orientation, which forces users to switch orientation to view the video properly. A better way, assuming that nothing can be done with the video itself, is to leverage HTML5 VPAID to ensure that the device's real estate gets maximized using a branded background or branded canvas.

Match mobile video ad duration to its context

Short 15-second spots are more appropriate for short-form content and longer 30-second spots are better for long-form content, regardless of whether the video is viewed on a mobile or desktop environment. However, the emerging world of out-stream mobile video (ads that play outside of video content, such as those that play between paragraphs of text or when a user scrolls down far enough) shakes up this supposition a little bit. For example, a video showing on an interstitial between games is interruptive by nature and should gravitate toward short-form with a skip button. Some advertisers have experimented with short 5-second clips, which have shown a big increase in engagement over longer form video. The shorter messages have meant more variety in content (which may be more in tune with our shorter attention spans) and give users a limited, but tantalizing window in which to interact.

Autoplay options can be limited, depending on context

Native mobile video formats, such as videos playing in-feed or embedded in the middle of the content, are usually autoplayed only when viewable and are often played as silent movies. In these cases, it often helps to provide cues that might capture users' attention to unmute through closed captioning. Device makers and app developers often control autoplay options. Many advertisers get around this restriction by using sprite sheets and animated GIFs. Certain native mobile video formats, such as video interstitials that are common in in-app environments, should autoplay.

When deciding to mute or unmute, be considerate to the user

Unmuting should be done only when appropriate and the availability of skip can be preserved. Consider the following: Video interstitials may show up during a game app, which the user has unmuted. Autoplay unmute is probably appropriate here, but you will also want to give the user the option to skip, especially if they have already seen the ad (your ad server can help determine this). In-content formats (a.k.a. out-stream formats) that show up as a user scrolls down an article page (either on the mobile web or in-app) can be autoplayed when viewed, but should be muted because the user is engaged in reading copy. A sudden burst of unexpected sound would most likely be unwelcome.

Leverage HTML5 VPAID to ensure that the mobile device's real estate gets maximized.



Compiled by:



With a variety of formats to choose from, Sizmek's comprehensive video solutions have been used to drive engagement, recall, and other key brand metrics for more than 11,000 video campaigns. As an industry pioneer with nearly 20 years of ad serving experience and a G2 Crowd leader in video advertising, Sizmek has put together these game-changing best practice recommendations to help you get the most out of your video campaigns. Sizmek is also one of the MDA council members.

Released by:



About MDA

The Malaysian Digital Association (MDA) is a representative body which comprises online publishers, advertising agencies, creative agencies and digital service providers. Founded in 2009, MDA has been instrumental in shaping the Malaysian digital industry and committed to driving it forward with innovative initiatives, like the endorsement of a standardised measurement currency for the industry, Digital Wednesday events, MDA School and Best Practice Report.

For more information about MDA, please visit www.malaysiandigitalassociation.org.my or contact J Matthews at the MDA Secretariat at Telephone: +603-7660-8535 or matthews@macomm.com.my.

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