



# APPLYING A PUBLISHER MINDSET TO VIDEO ON SOCIAL MEDIA

By Theresa Solta, Ogilvy Social.Lab

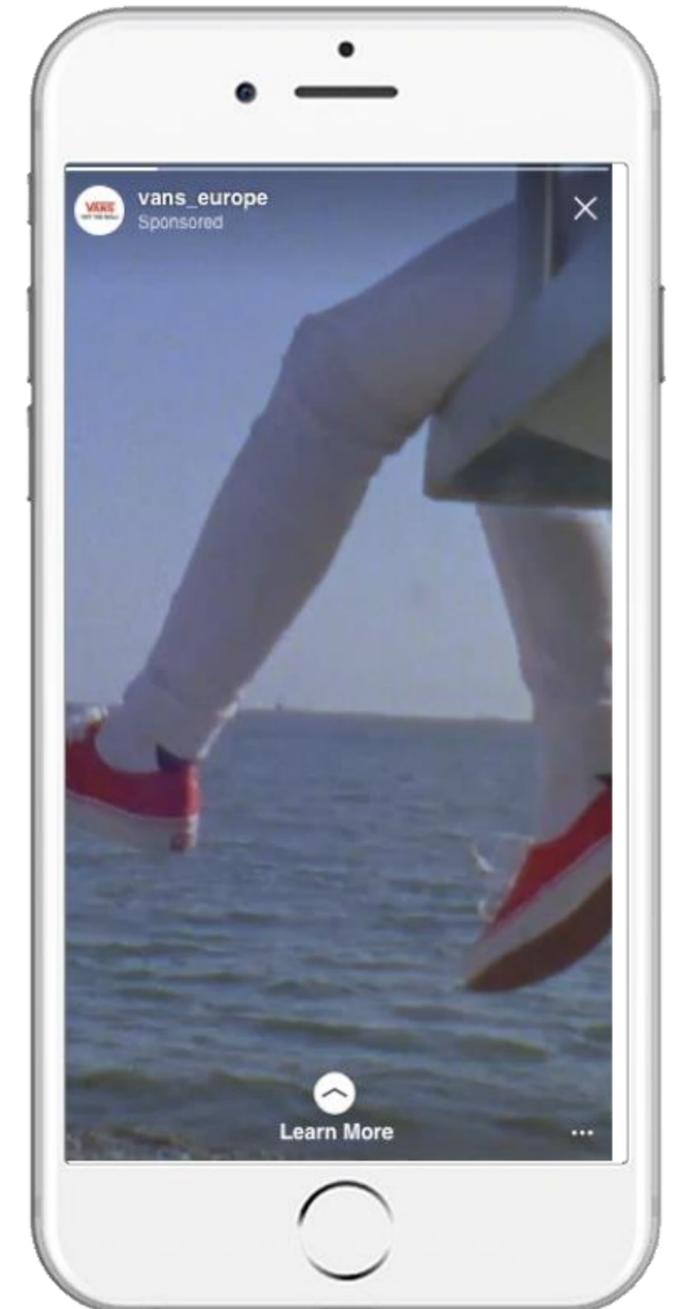
WPP

# The video revolution

It is fair to say that video is here to stay and that social content will be increasingly dynamic, as opposed to static content.

The social networks give extra exposure to uploaded videos because they keep users on the platform longer and provide unique advertising opportunities.

With Stories emerging, we expect that social video-based communication will continue its growth and will bring new ways of communication to marketers.



# The new news paradigm

Because of the expansion of mobile devices and video content, the news/media industry has been **on the forefront of the content change.**

New media publishers have emerged with new distribution principles on social media: short videos, text overlay, inverted storytelling, topics selection. Amongst them, NowThis and AJ+ are seen as precursors and have huge affinity with millennials.

Despite low organic reach, these news publishers expect vitality to win over small organic distribution. In France, Brut accounted for 80M video views in May 2018 after only 4 months of existence.



VS



# Video gets a prominent role in the newsfeed

8B

5x

75%

85%

6x

Facebook now gets  
8 billion video  
views a day

people spend 5x  
more time with  
video content than  
static content

By 2020, over 75%  
of the world's mobile  
data traffic will be  
video.

percent of  
Facebook video  
watched without  
sound

Tweets with video  
are 6x more likely  
to be Retweeted



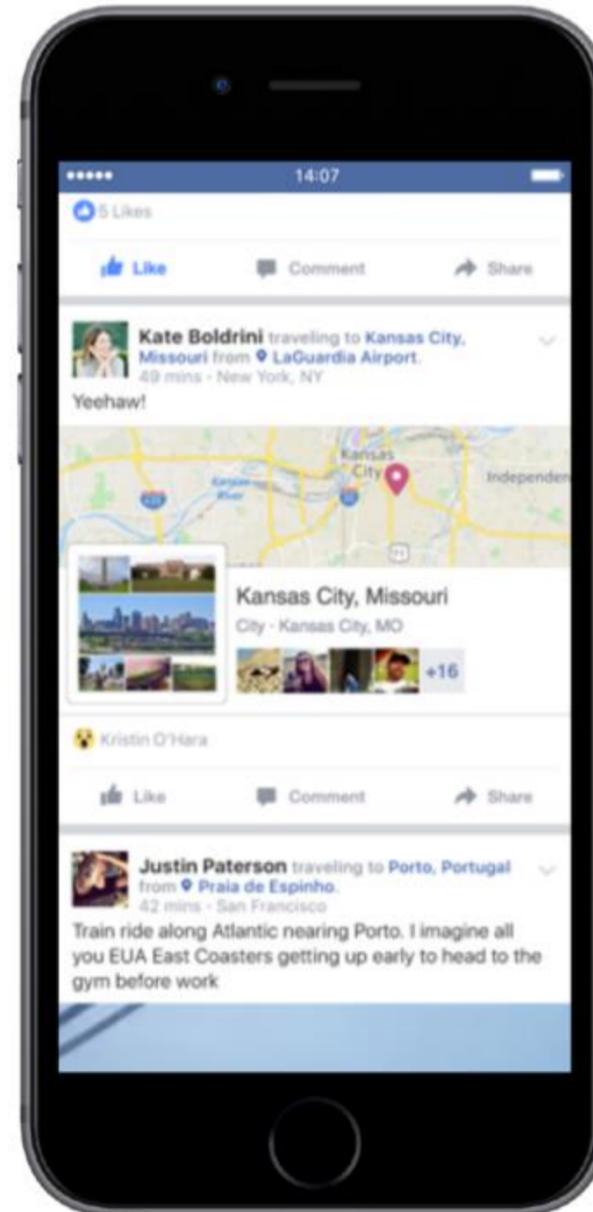
87%

of paid impressions on Facebook and  
Instagram are delivered on mobile

(Ogilvy & Social Lab study, 2017)

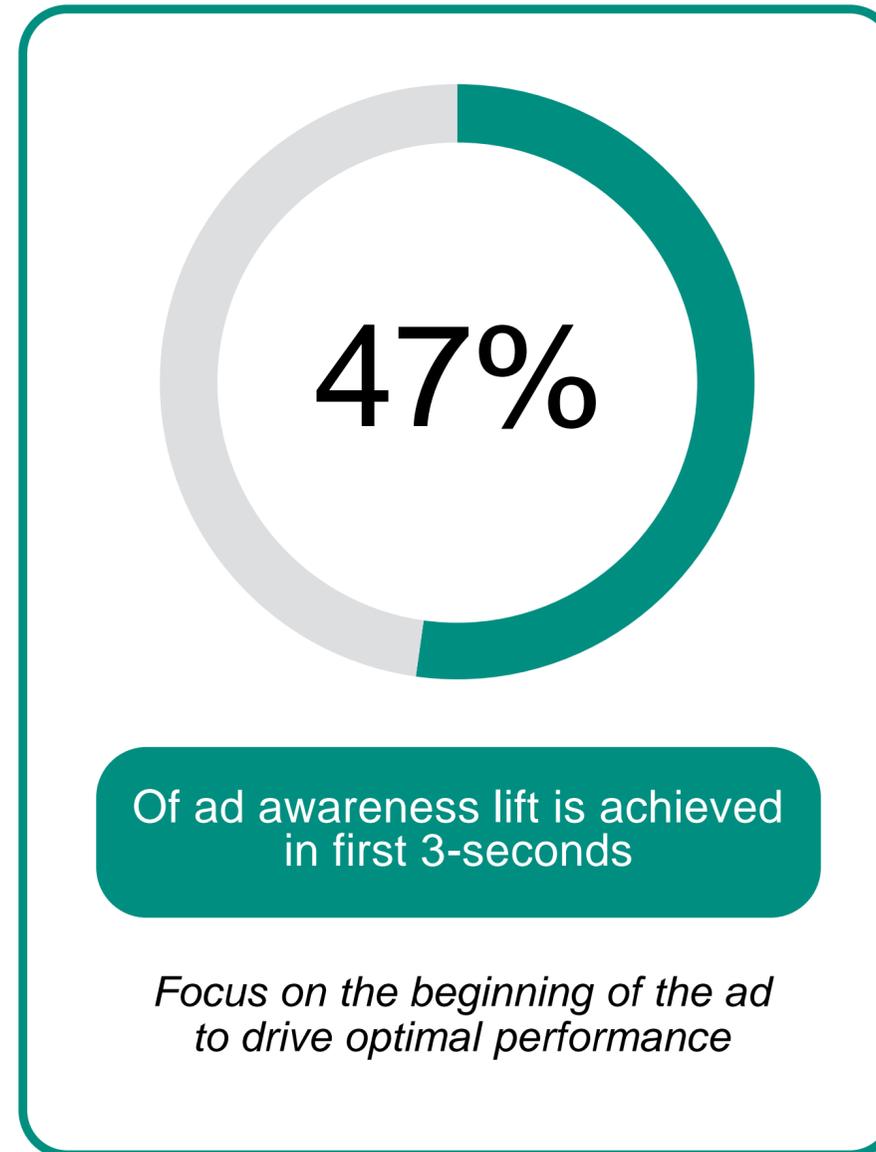
# Content consumption on mobile is fast, frequent and active

32%  
quicker  
on mobile



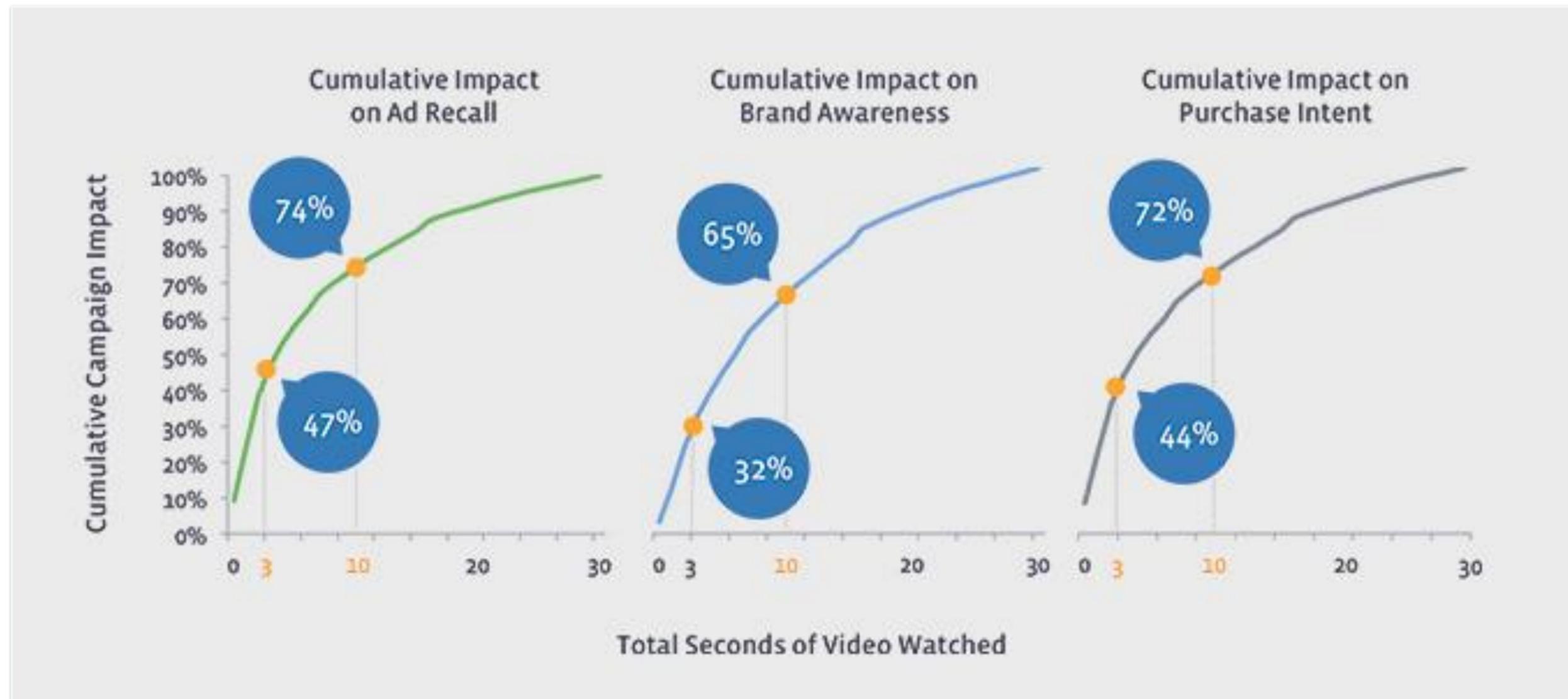
1,7s  
Time spent  
with content  
on mobile

# The first seconds matter most



# Even video views under 10 seconds effectively build awareness

47% of the value of Facebook video ads happens in the first three seconds.



## The 70-20-10 rule

70%

70% of content needs to be immediate aka. 'On-the-go'

20%

20% of content needs to be interactive aka. 'Lean forward'

10%

10% of content needs to be immersive aka. 'Lean back'

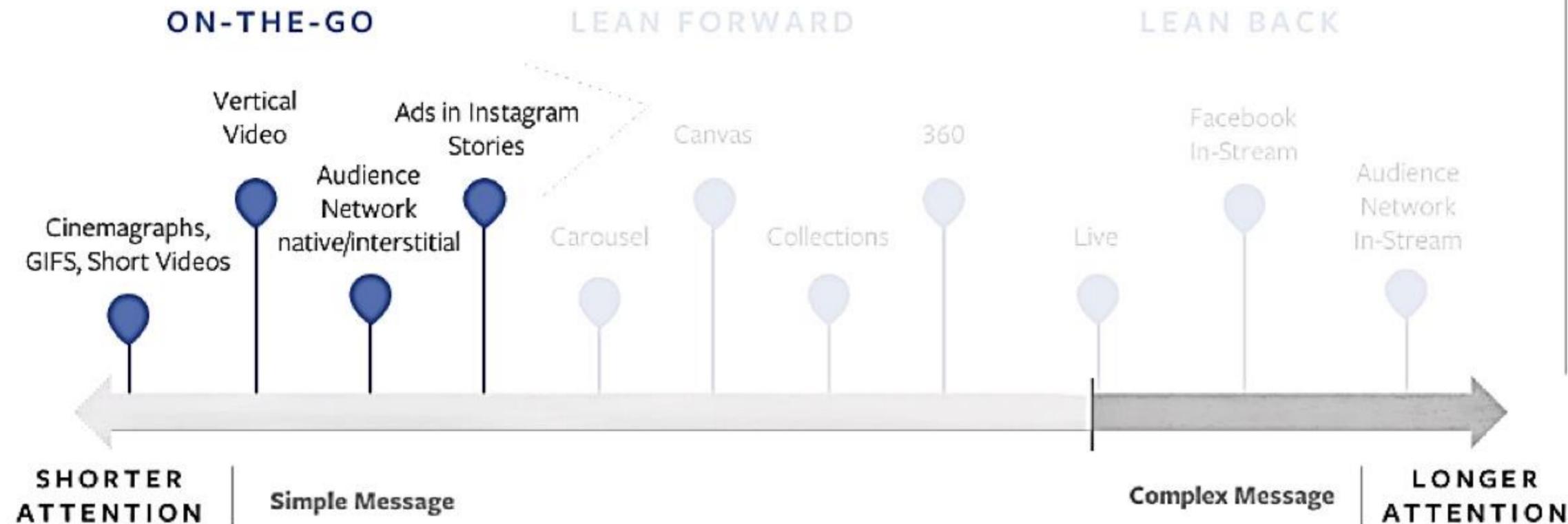
# Show your Facebook Audience the right Content at the right time

## On -the-Go

Quick check on the news or a post as we scroll through the News Feed while on the move.

Best ads are snackable, creative video formats such as GIFS, cinemagraphs and Instagram stories that quickly capture attention and typically do not exceed a couple of seconds in length.

Use On-the-Go video formats when your ad's objective prioritizes audience reach.

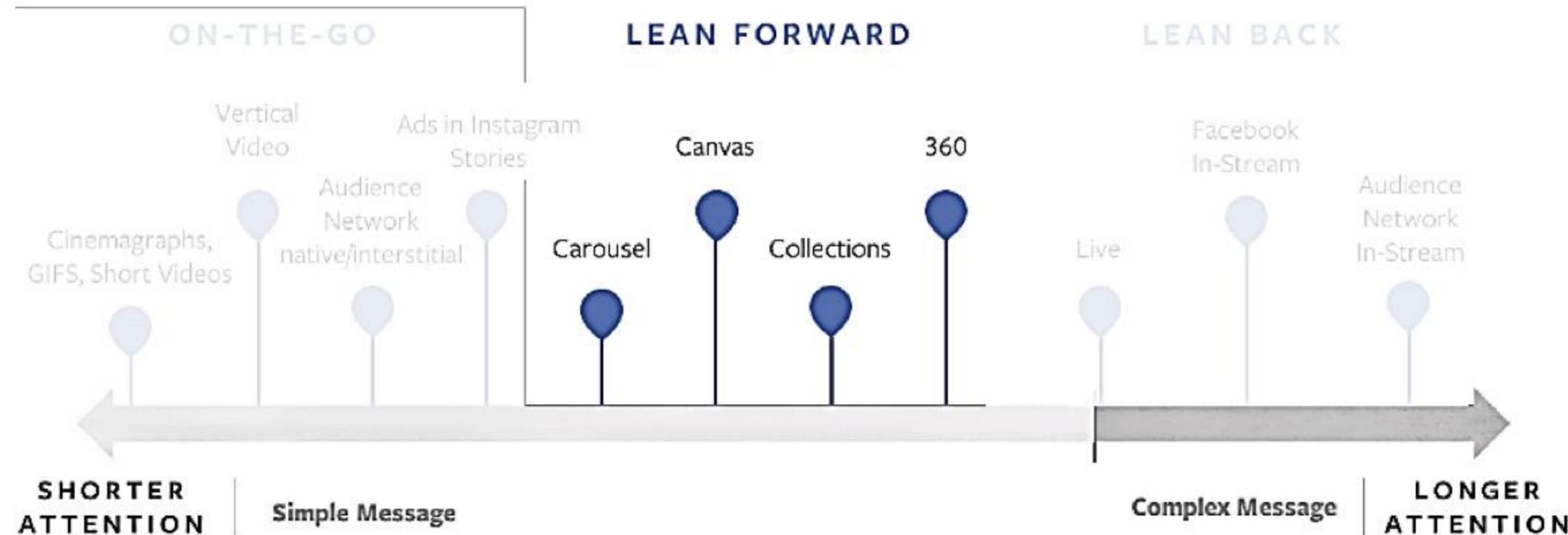


# Show your Facebook Audience the right Content at the right time

## Lean Forward

Enough time to focus our attention for more than a couple of seconds, but not enough to consume long form video.

Best ads types are Carousel, Canvas, and 360 ads which help drive consideration thanks to their interactive creative formats. Use Lean Forward video formats when your ad's objective prioritizes brand awareness.



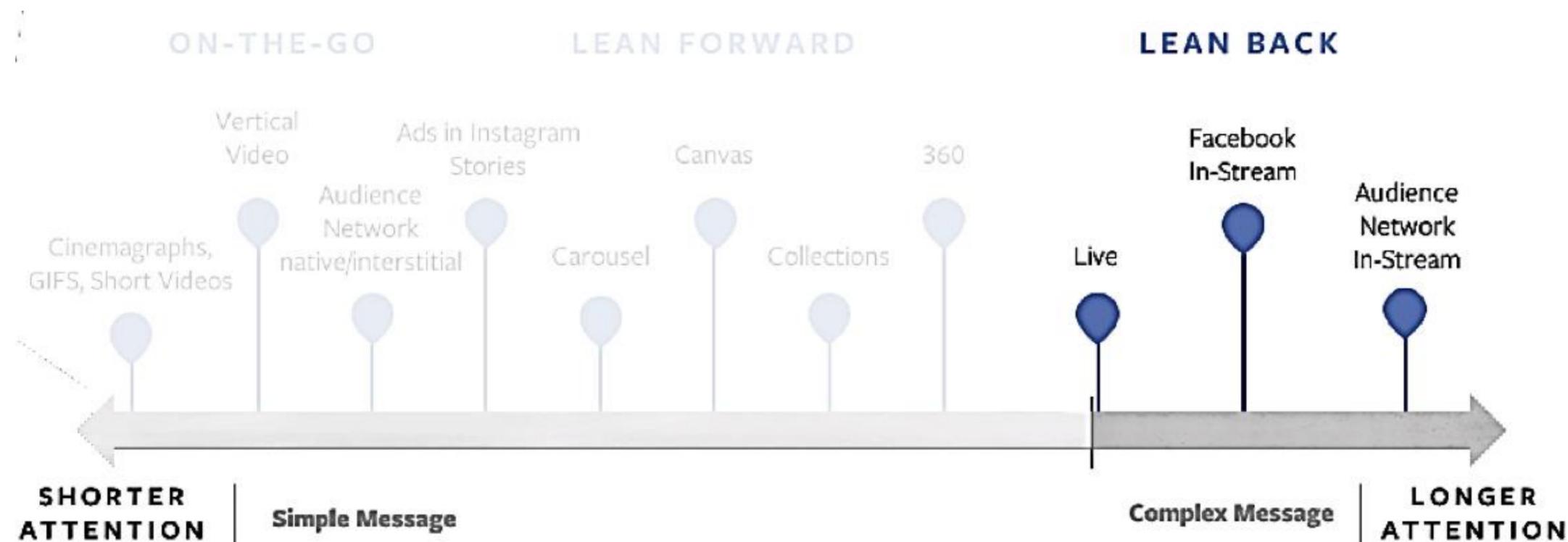
# Show your Facebook Audience the right Content at the right time

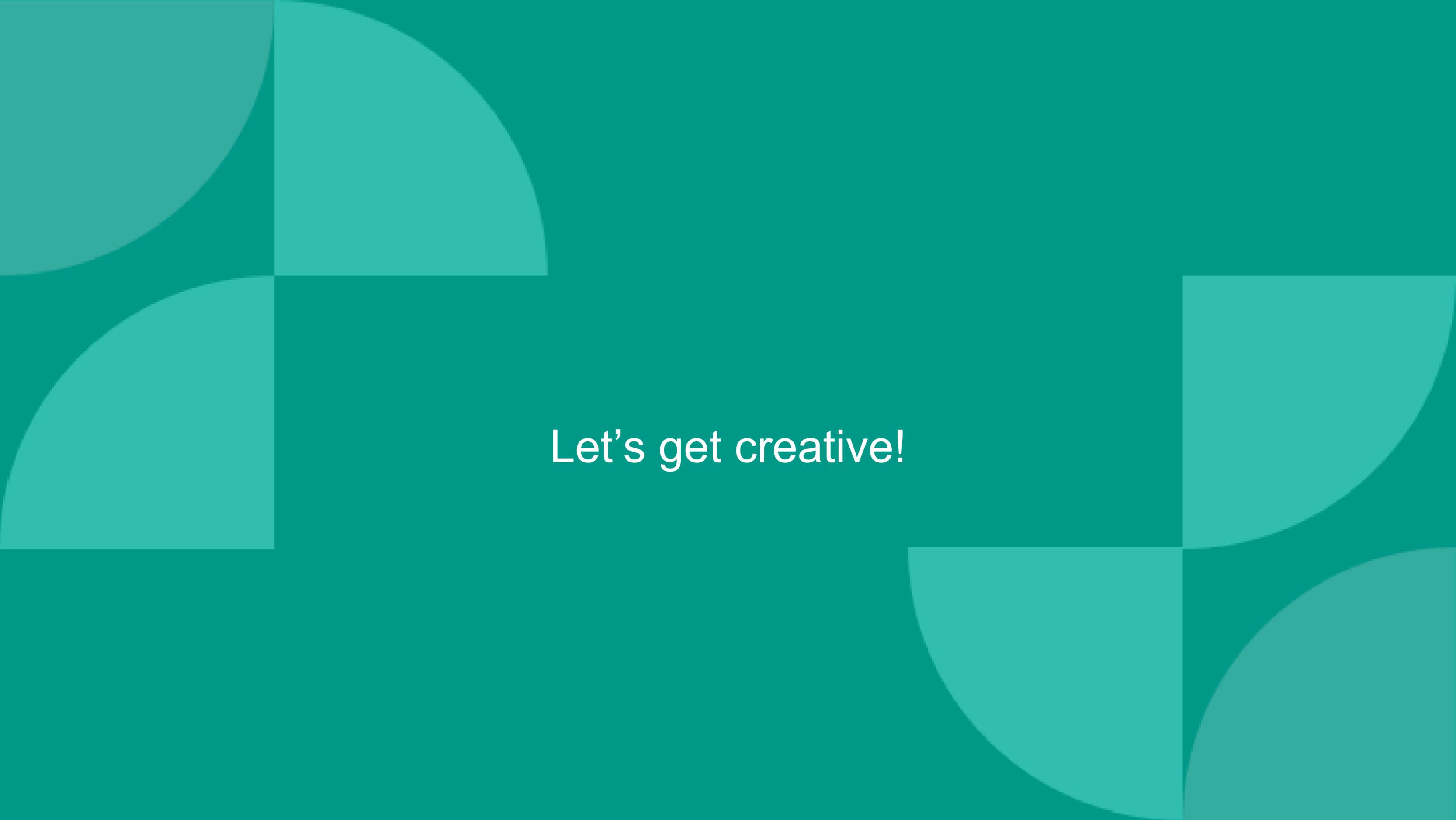
## Lean Back

When you have an extended break or period of downtime allowing you to consume longer, more complex content.

Lean Back moments are best matched with Facebook Live broadcasts or long form video, both of which offer the length and depth needed to communicate a longer story.

Use Lean Back video formats when your ad's objective prioritizes video views.



The background is a solid teal color with several overlapping semi-circles of varying shades of teal. The semi-circles are positioned in the corners and along the edges, creating a layered, geometric effect. The central text is white and stands out against the teal background.

Let's get creative!

# The 4 commandments of social video

1



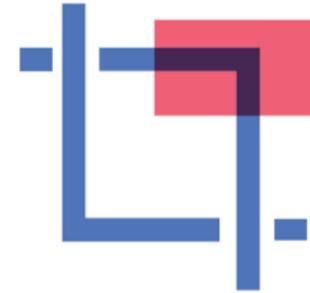
Catch people's attention within the first 3 seconds

2



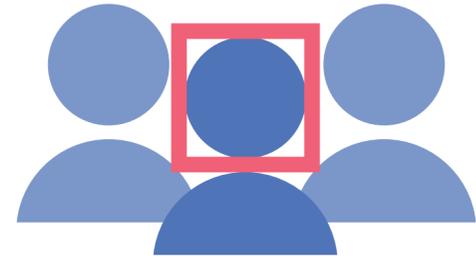
Tell your story with and without sound.

3



Play with frames

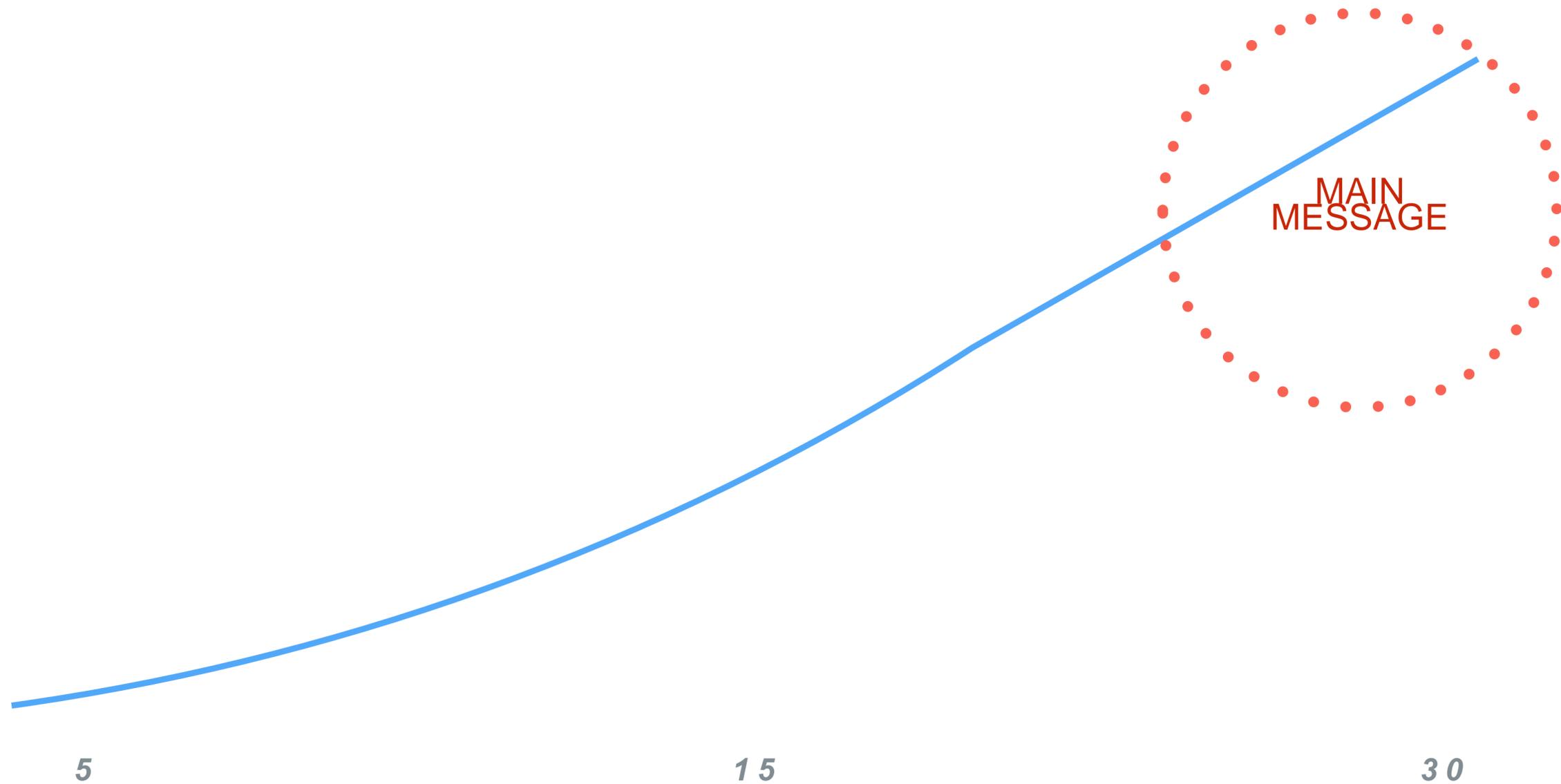
4



Humanize your first impression

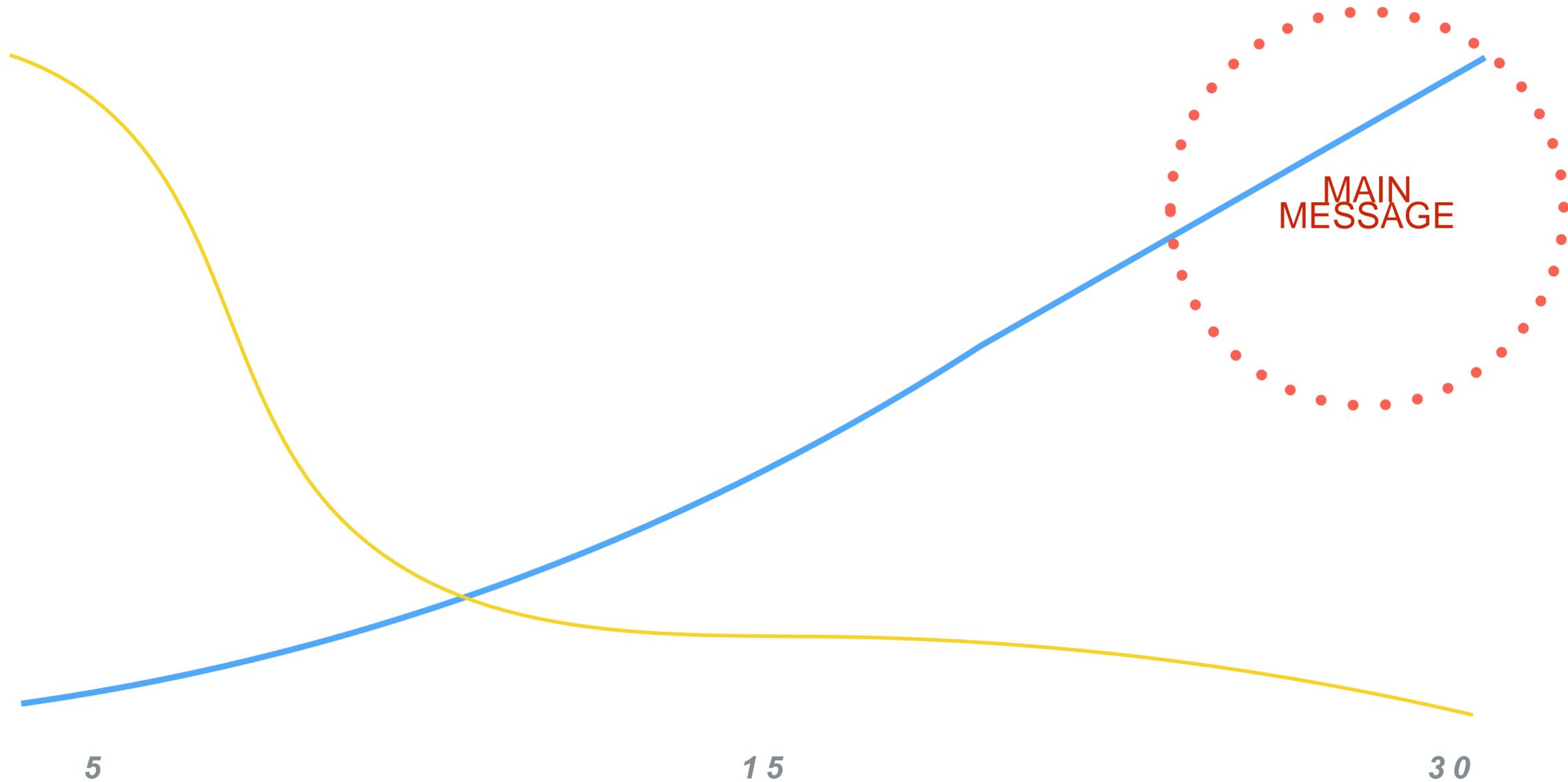
# 1: Catch people's attention within the first 3 seconds

Traditional TVC ascendent storytelling



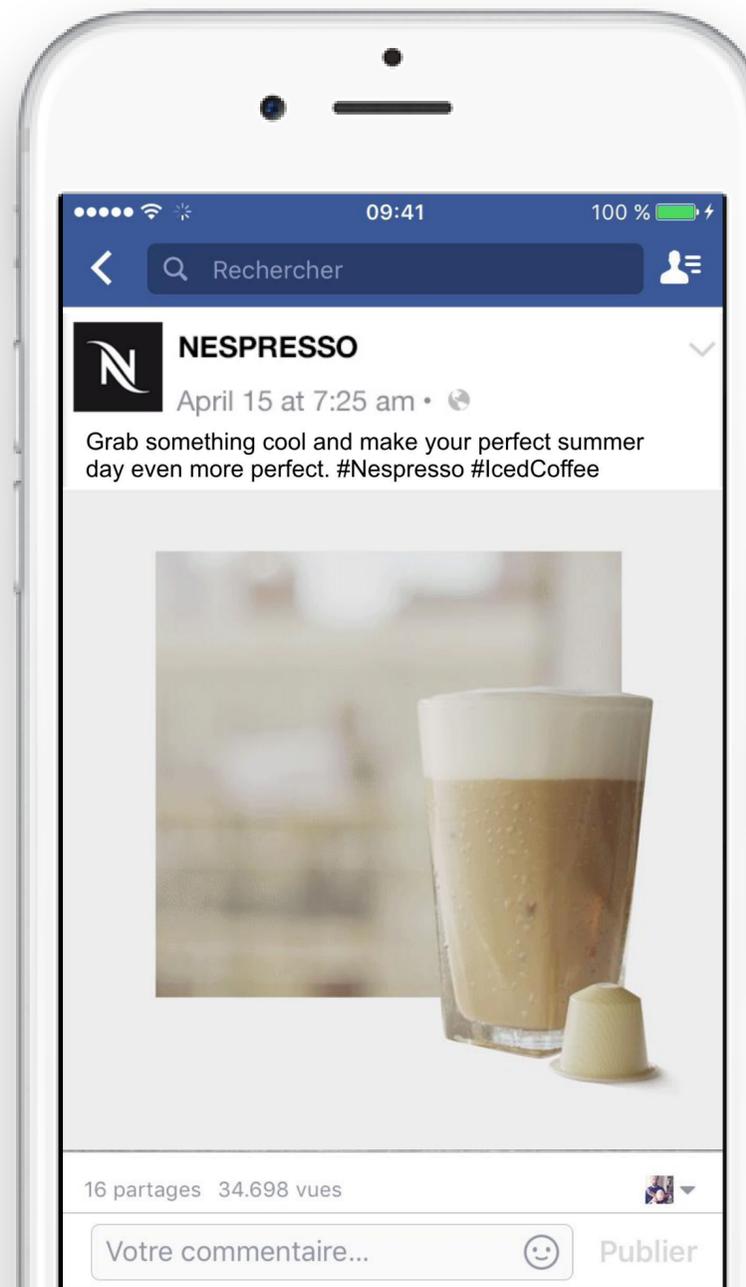
# 1: Catch people's attention within the first 3 seconds

Traditional TVC ascendent storytelling vs. video consumption behaviour in feeds



# 1: Catch people's attention within the first 3 seconds

Examples from the private sector



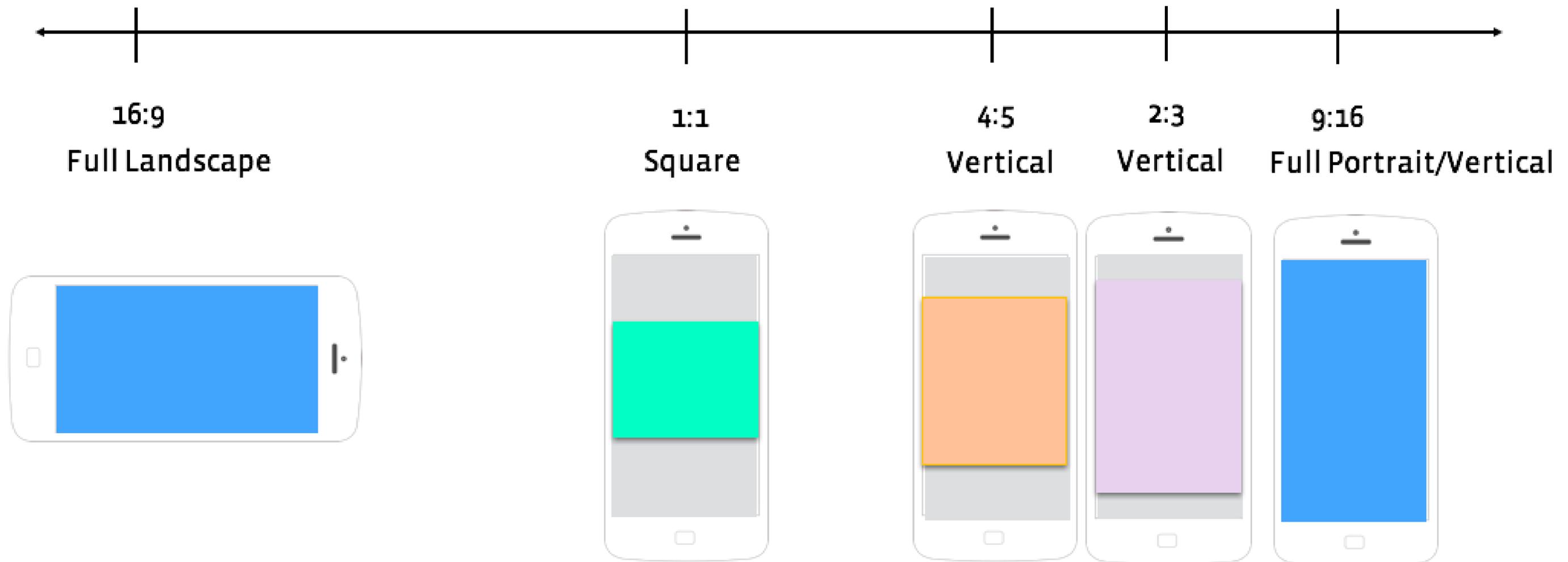
## 2: Tell your story with and without sound.

Since videos on Facebook autoplay with sound off, it's important to make sure your message is understood when muted. On-screen text will help tell your story.



### 3: Play with frames

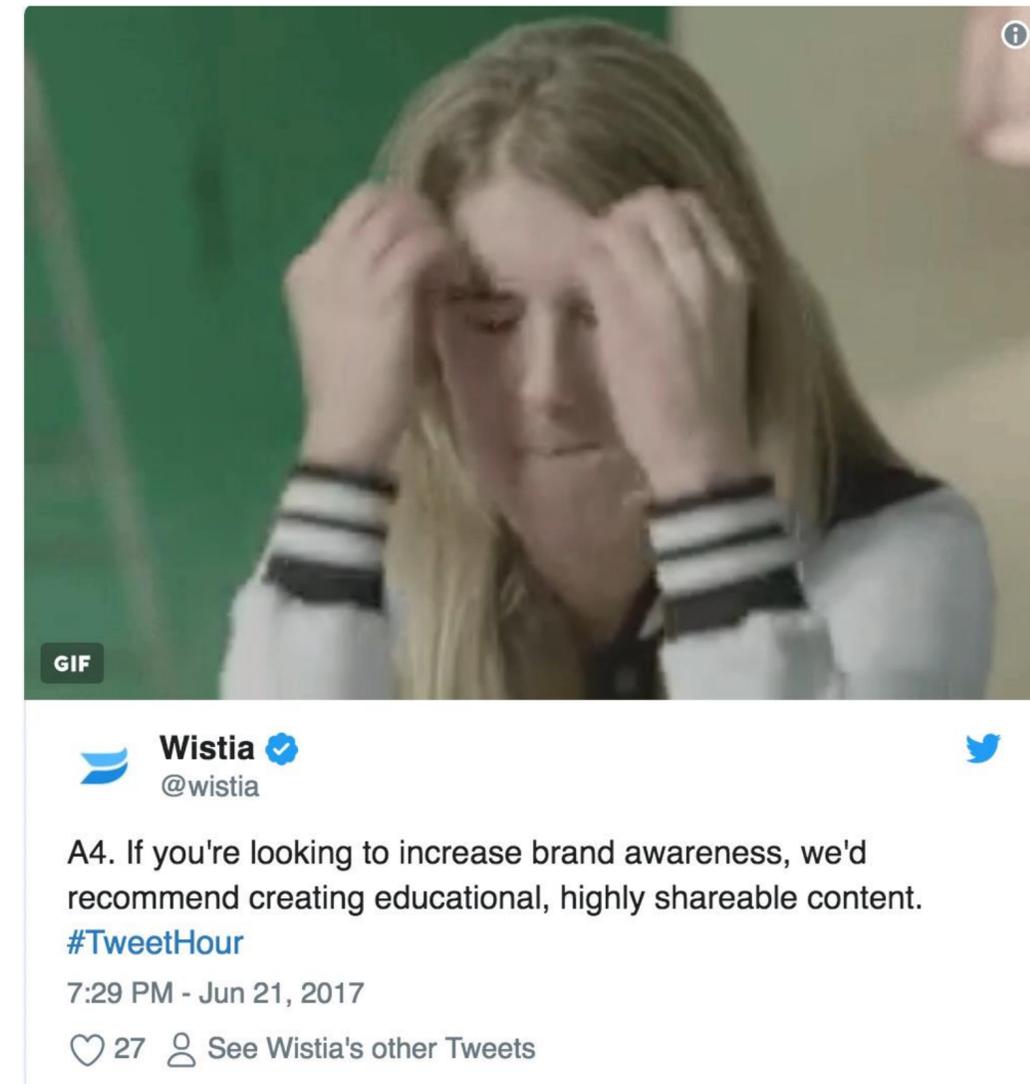
Square (1:1) videos have become the standard for social media videos, as they easily fit into timelines and work across multiple platforms like Facebook, Instagram, and Twitter; but vertical videos are quickly gaining ground thanks to advertisers' growing access to Snapchat and Instagram Stories



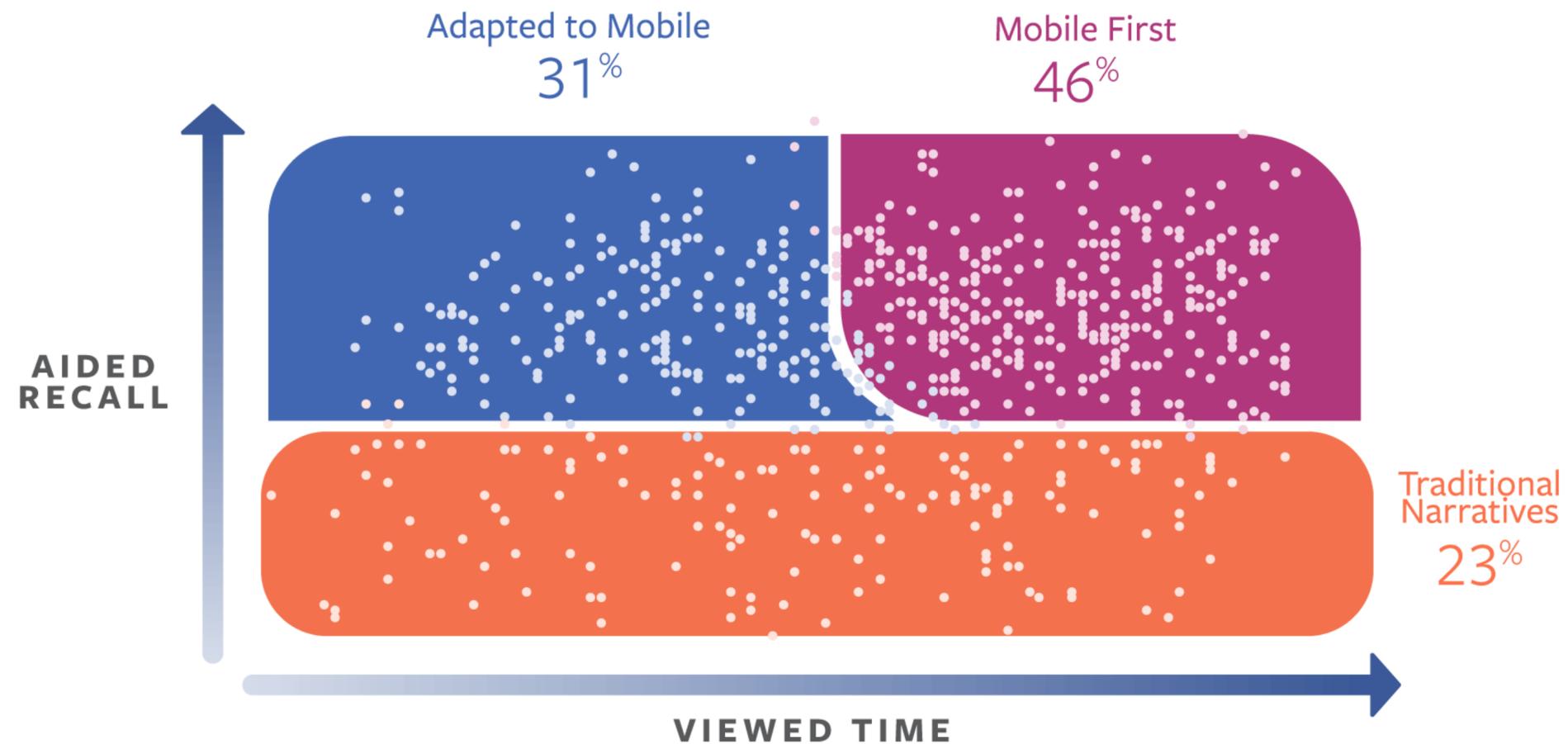
## 4: Humanize your first impression

2x

Videos that feature people in opening moments are up to 2x more likely to be viewed.



# Stand Out in Feed: Optimizing Video Creative on Mobile



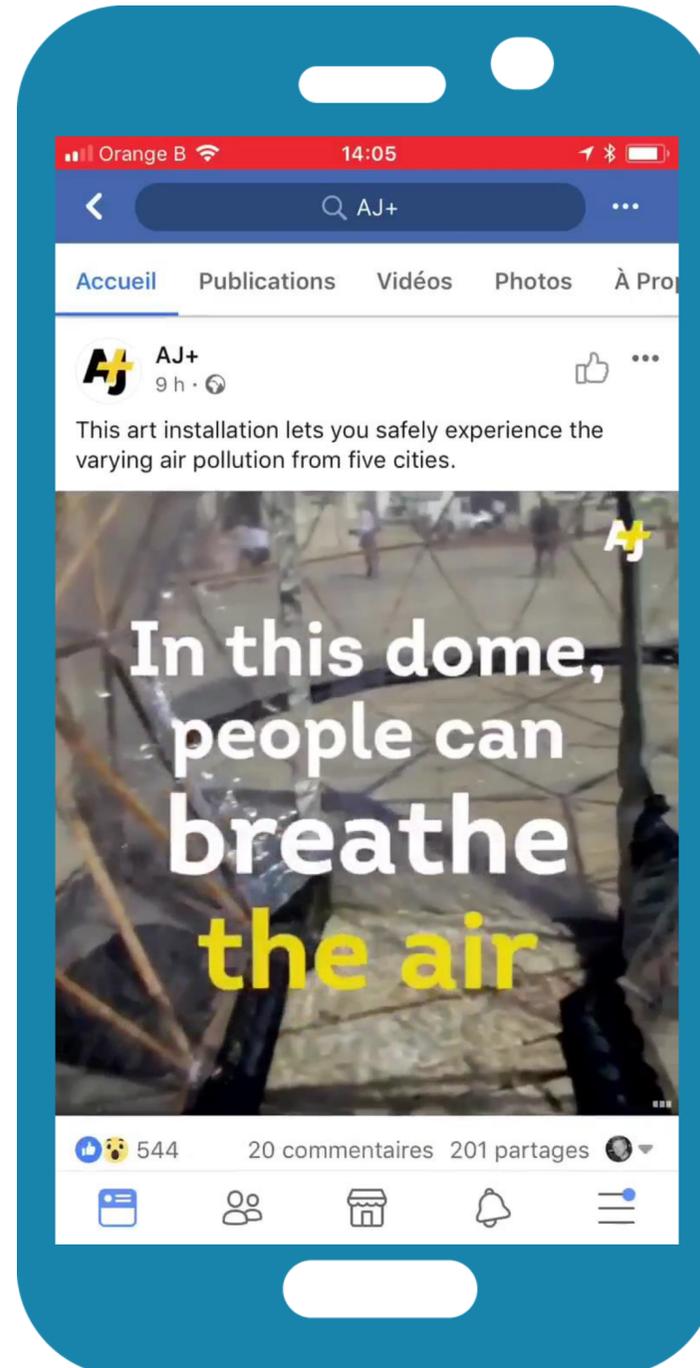
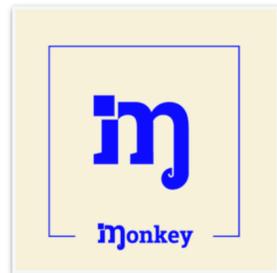
- Adapted to Mobile** = Tend to be a longer length and show the brand in the first few seconds
- Mobile First** = Tend to be shorter in length and show the brand in the first few seconds
- Traditional Narratives** = Tend not to show the brand in the first few seconds

Analysis, studying 759 video ads, from 300+ brands, across nine verticals, in 25 different countries

The background is a solid teal color with several overlapping, semi-transparent circular shapes in various shades of teal, creating a layered, abstract effect. The text is centered horizontally and vertically.

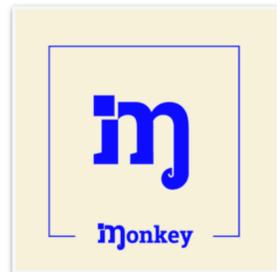
How media and publishers do it?

# The prototype of news video on social

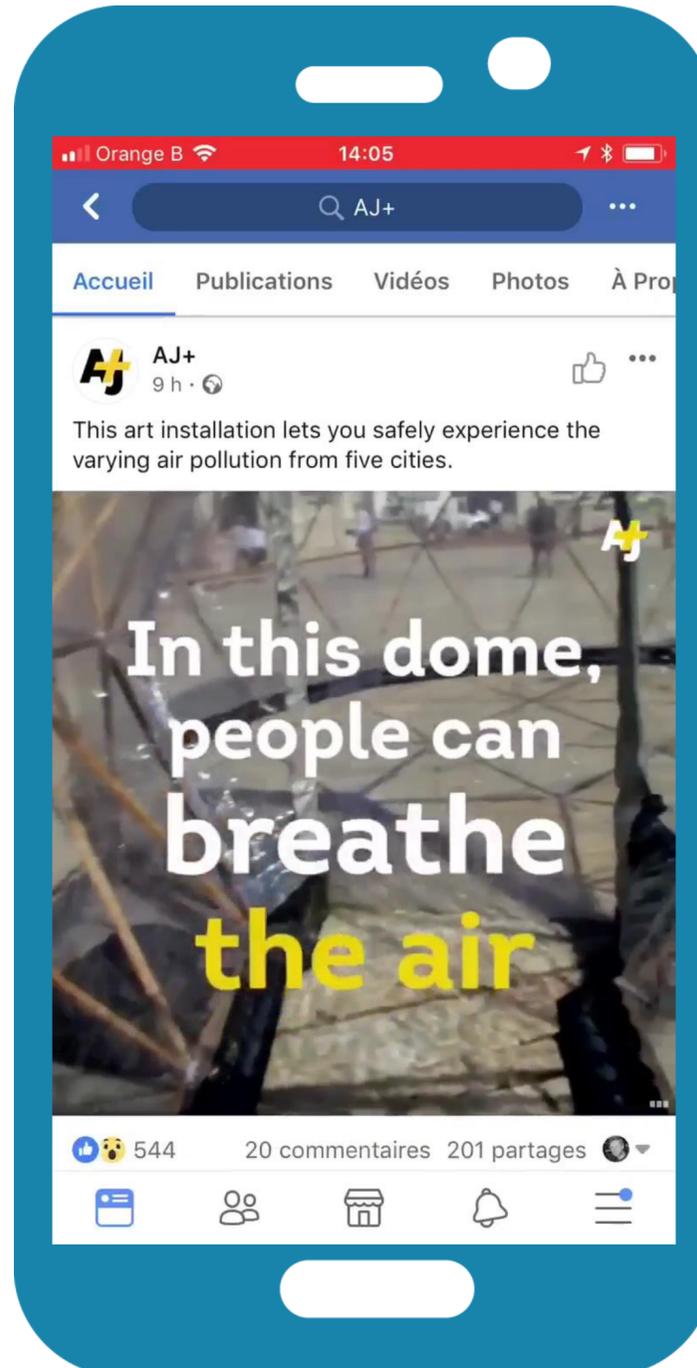


- ▶ Short, dynamic and colourful videos with clear texts inserts and simple visual effects.
- ▶ Optimised for mobile screens and produced natively for social channels.

# The prototype of news video on social



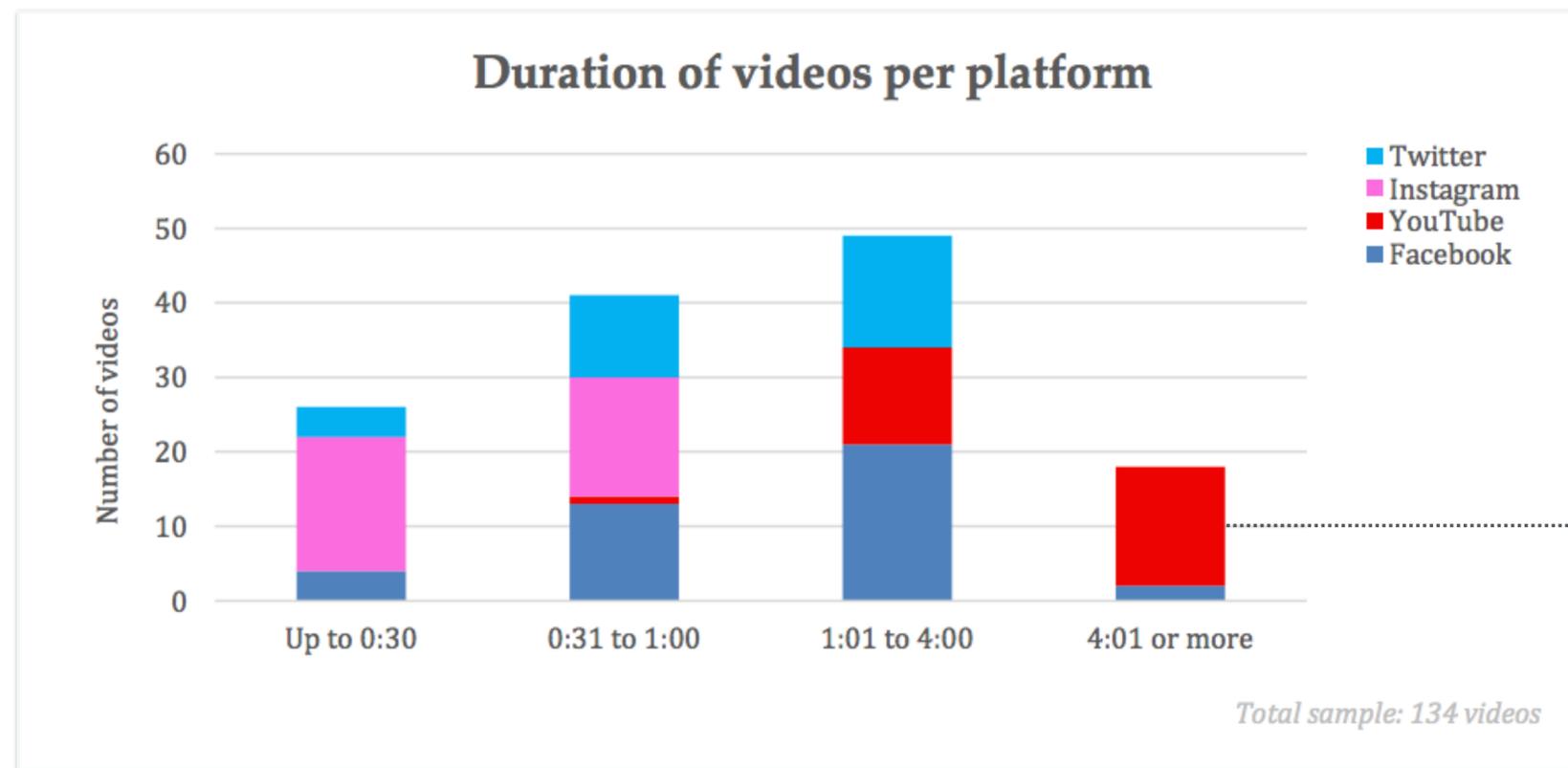
- ▶ Team of 110 journalists, video editors, copywriters... based in NY
- ▶ 100 videos produced per day
- ▶ Average age in the newsroom is 26
- ▶ 90% of the content they produce is viewed on mobile.



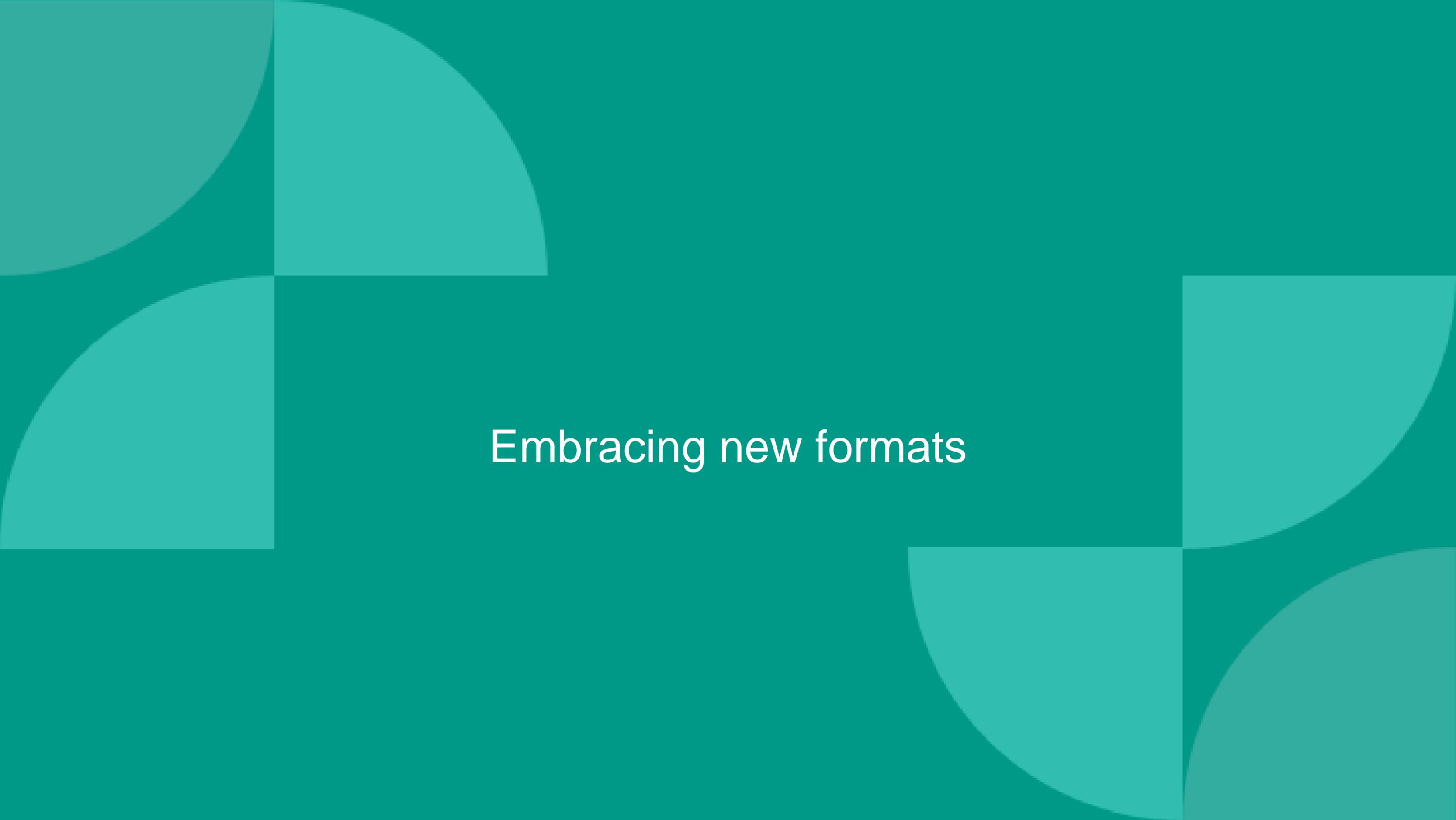
- ▶ Short, dynamic and colourful videos with clear texts inserts and simple visual effects.
- ▶ Optimised for mobile screens and produced natively for social channels.

# Duration of videos per platform (analysis of 8 leading publishers)

In general terms, the majority of videos (87%) are less than 4 minutes in duration.



YouTube: the long-form experience

The background is a solid teal color. It features several large, overlapping circular shapes in various shades of teal, creating a modern, abstract design. The circles are positioned in the corners and along the sides of the frame.

Embracing new formats

# The rise of stories



Full screen



Ephemeral



Short form



Playful



Authentic



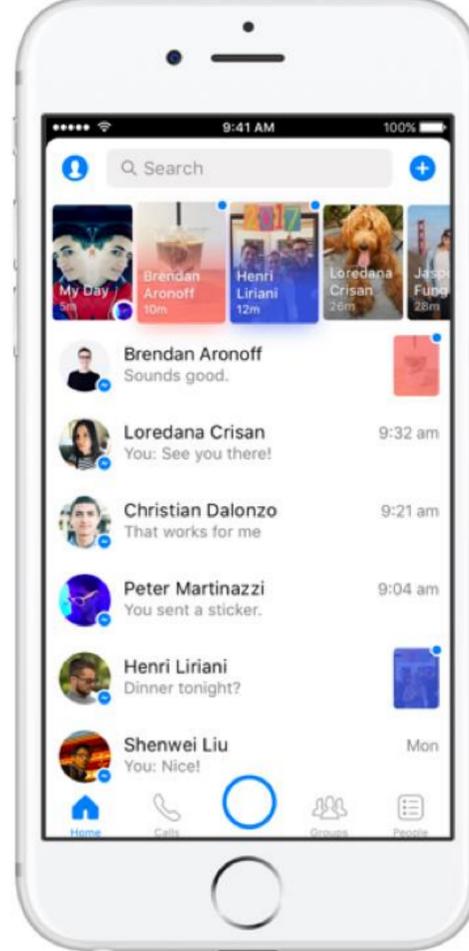
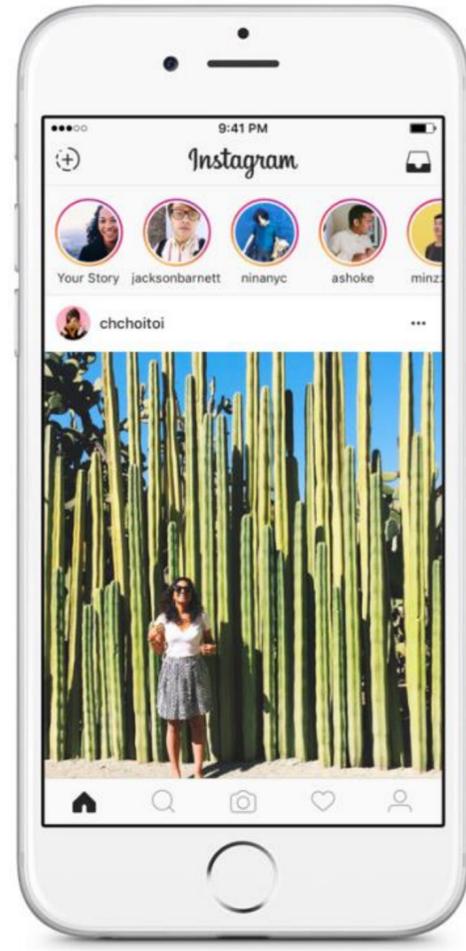
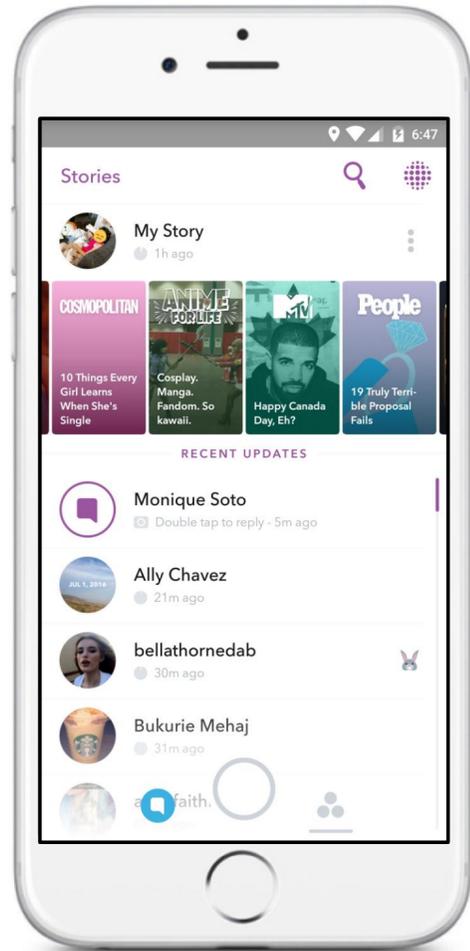
Interactive



# Newsfeed vs Stories



# Stories...stories everywhere



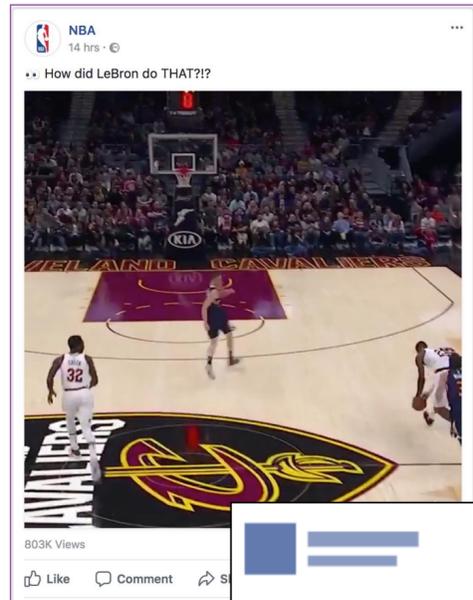
And it is not just us...



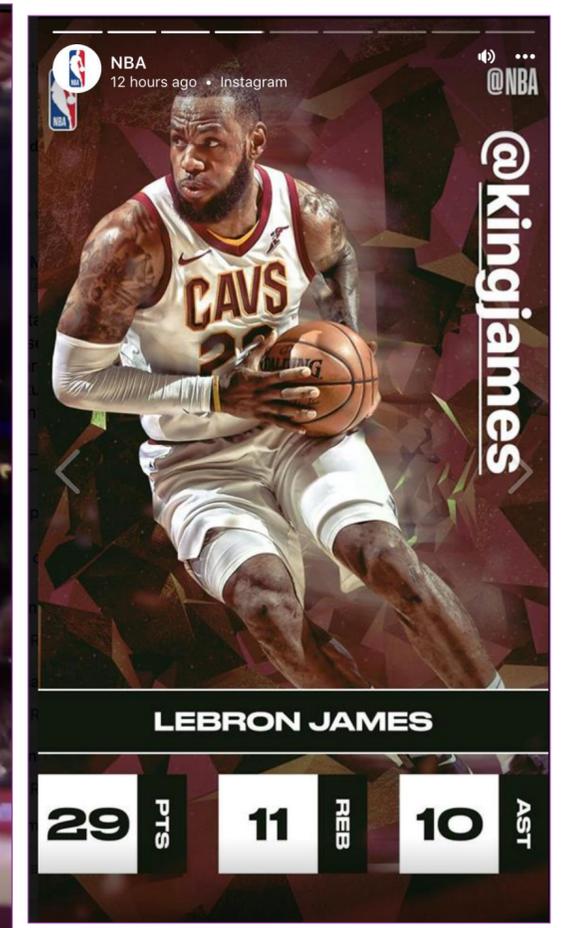
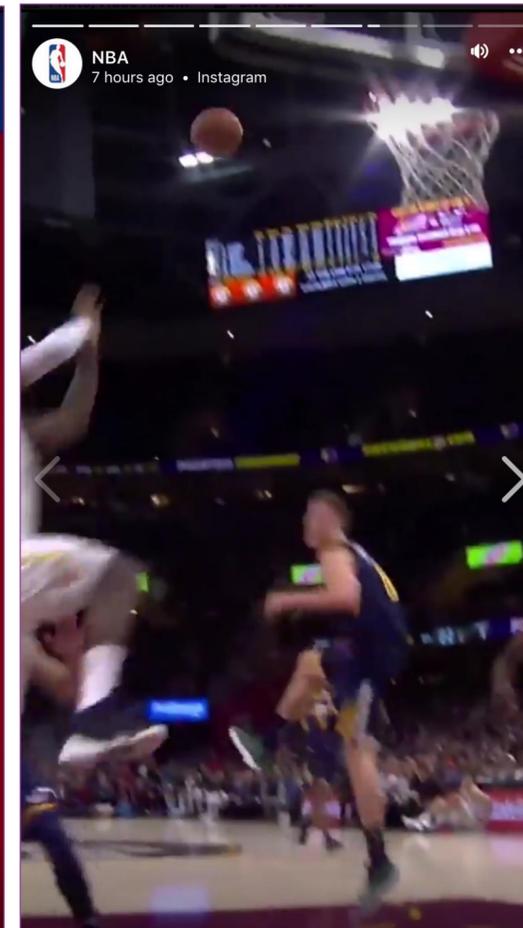
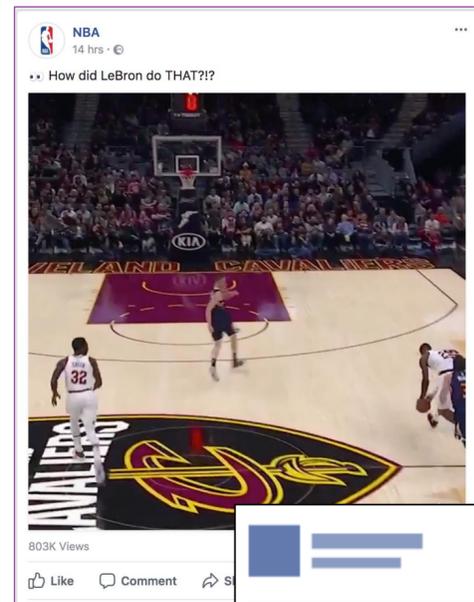
“We expect Stories are on track to overtake posts and feeds as the most common way that people share across all social apps,”

“That’s because Stories is a better format for sharing multiple video clips throughout your day. The growth of Stories will have an impact on how we build product and think about our business, including WhatsApp and Instagram, which are the No. 1 and No. 2 most-used Stories products in the world.”

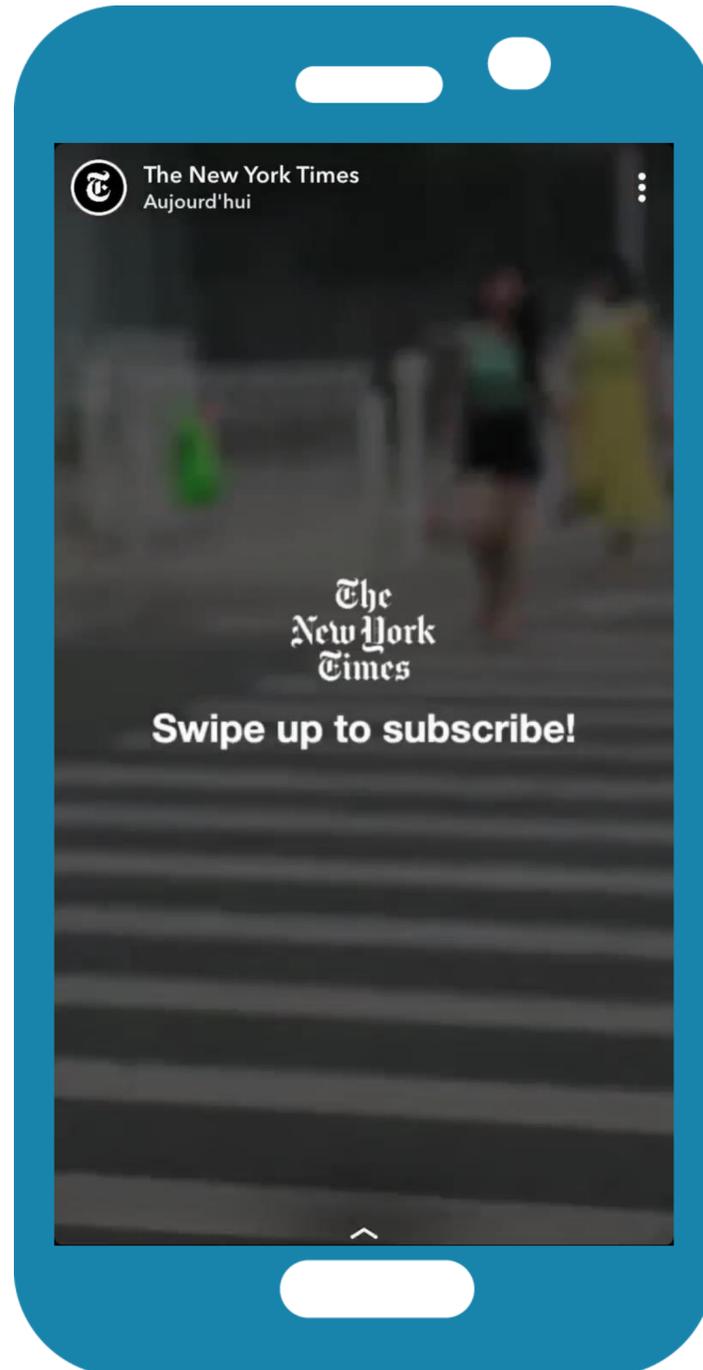
# Storytelling: Newsfeed vs Stories



# Storytelling: Newsfeed vs Stories



# Cohesive storytelling with Stories



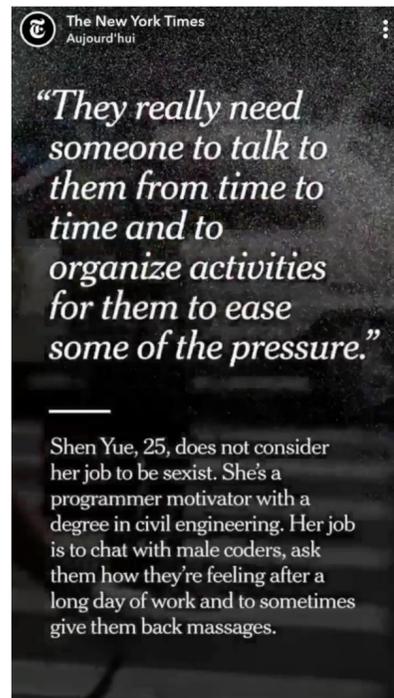
# Cohesive storytelling with Stories



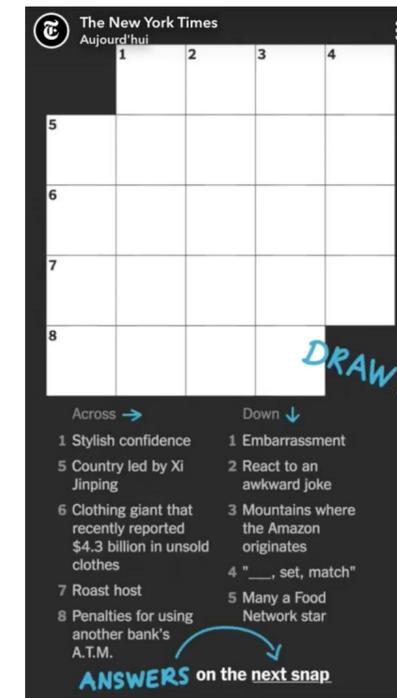
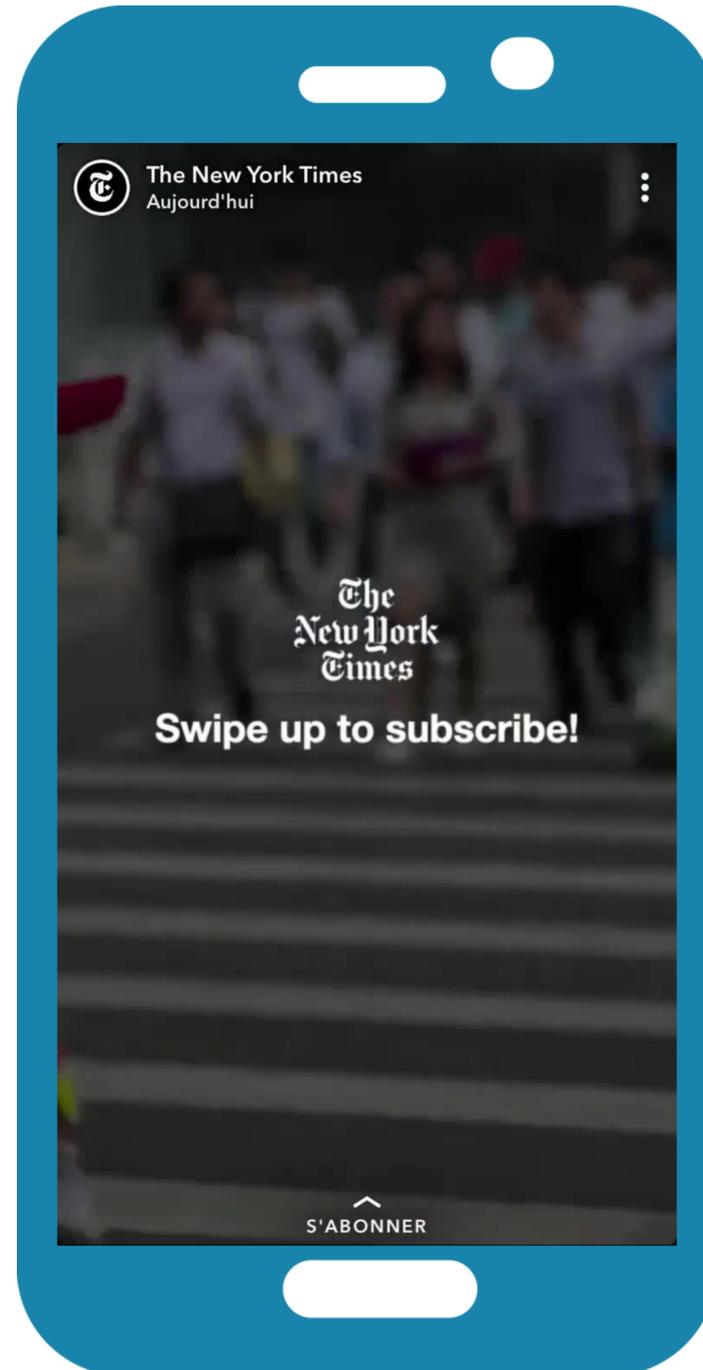
Native news



Content teasing



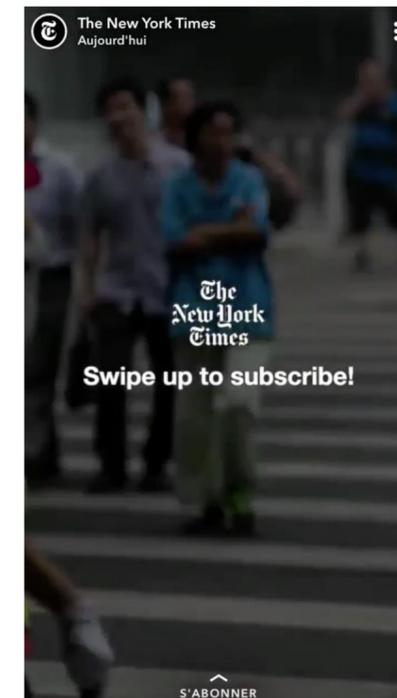
Native news



Fun

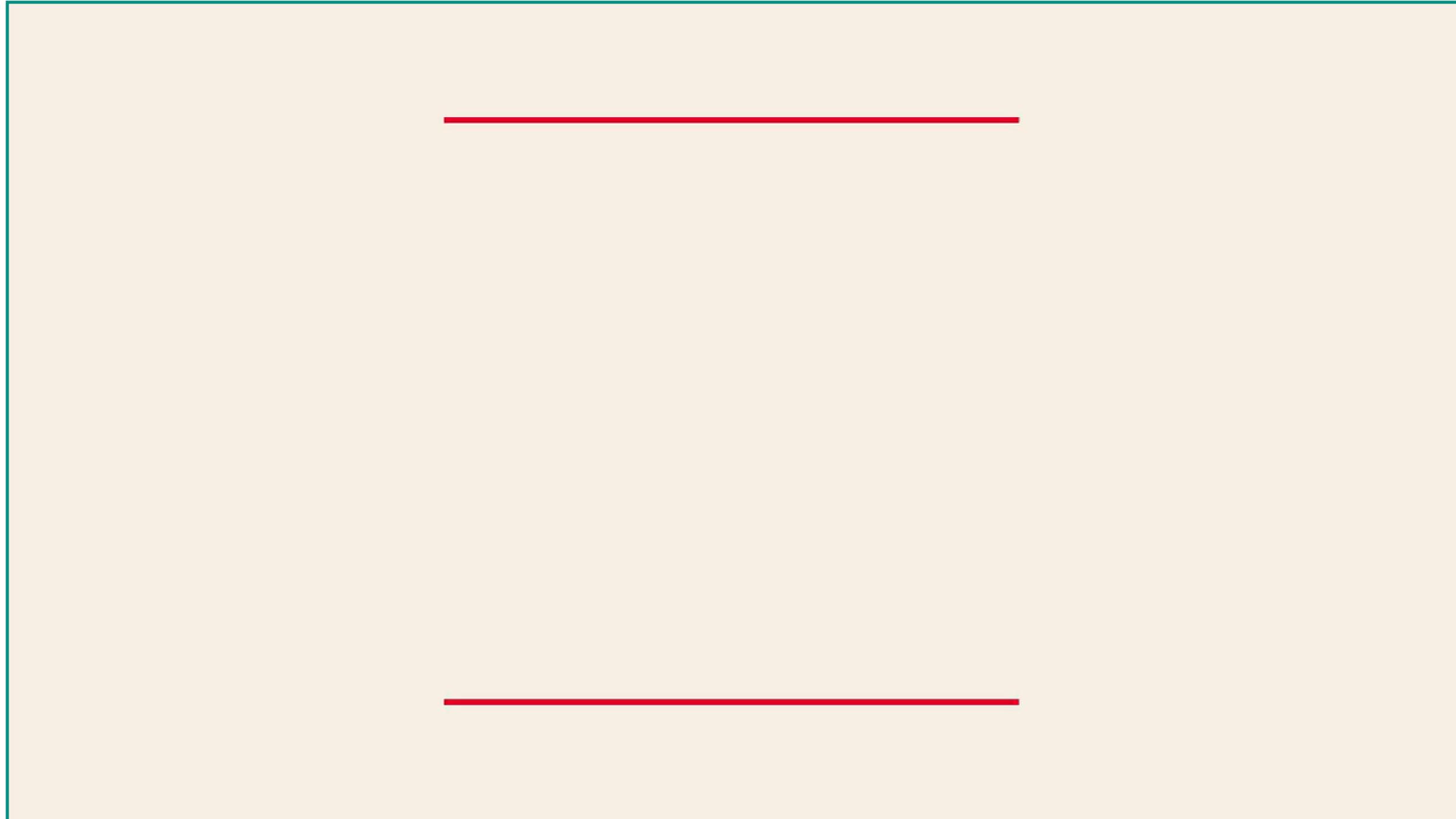


Fun



Closing frame with Call to action

# Concept-driven storytelling on Stories

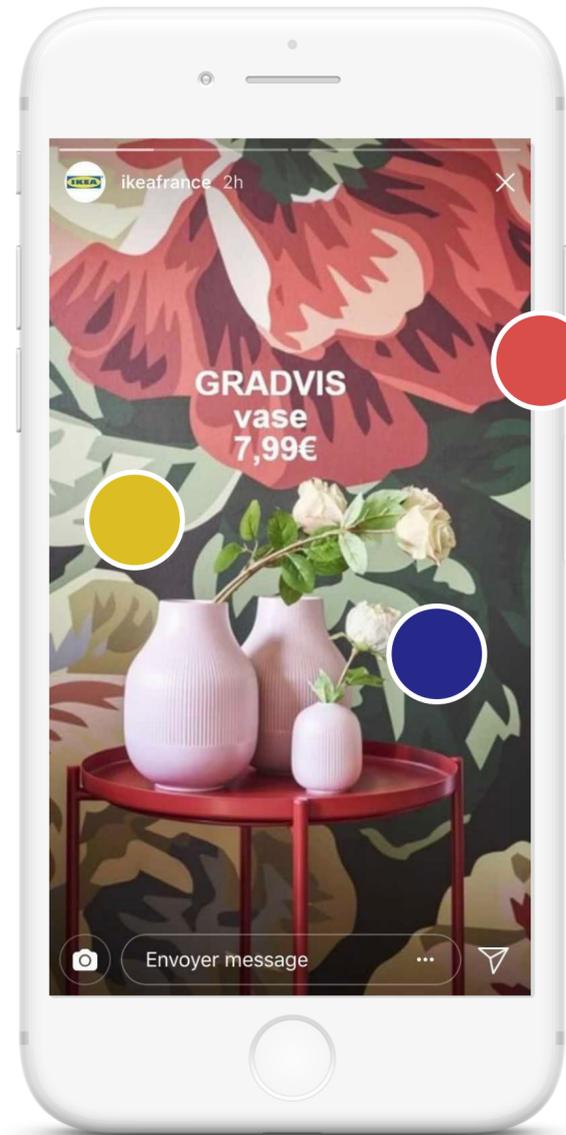


# 2 main challenges for companies embracing the format

GRAB  
ATTENTION

12%

View-through-Rate  
12% of impressions lead to at least 3 seconds views vs 23% with Newsfeed placements



RETAIN  
ATTENTION

4,68%

exit rate  
High rate of people switching to another account's Stories

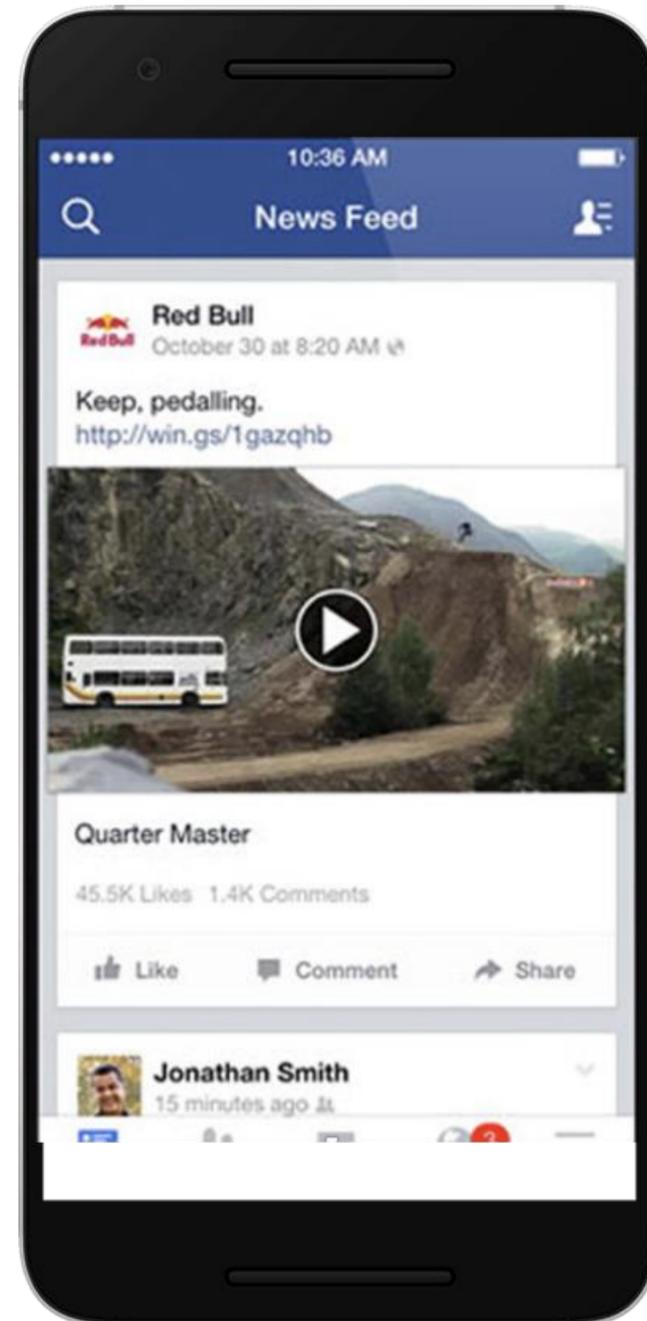
76%

tap forward rate  
Most of the Stories are not consumed until their end

Content distribution on social

# Algorithms rule the world

The Newsfeed is composed of **subjective**, **personal** and **unique** stories.



Top priority is keeping you connected to the people, places and things you want to be connected to — starting with the people you are friends with on Facebook

## Your feed should inform



Facebook understands what is interesting and informative to you personally, so those stories appear higher up in your feed.

## Your feed should entertain



Facebook works hard to try to understand and predict what posts on Facebook you find entertaining to make sure you don't miss out on those.

# Which factors influence the visibility of organic content in the Newsfeed?



=



x



x



x



x



News Feed  
Visibility

Interest in  
the Page

Post Performance

Past Page  
Performance

Type of content

Recency

*How interested you are in the creator of the story (engagement frequency and typology)*

*How well the story is performing with other users and your friends.*

*Size of the community, average engagement rate...*

*Facebook weights some types of post more highly than others*

*The longer a story has been live the less likely it is to be seen.*

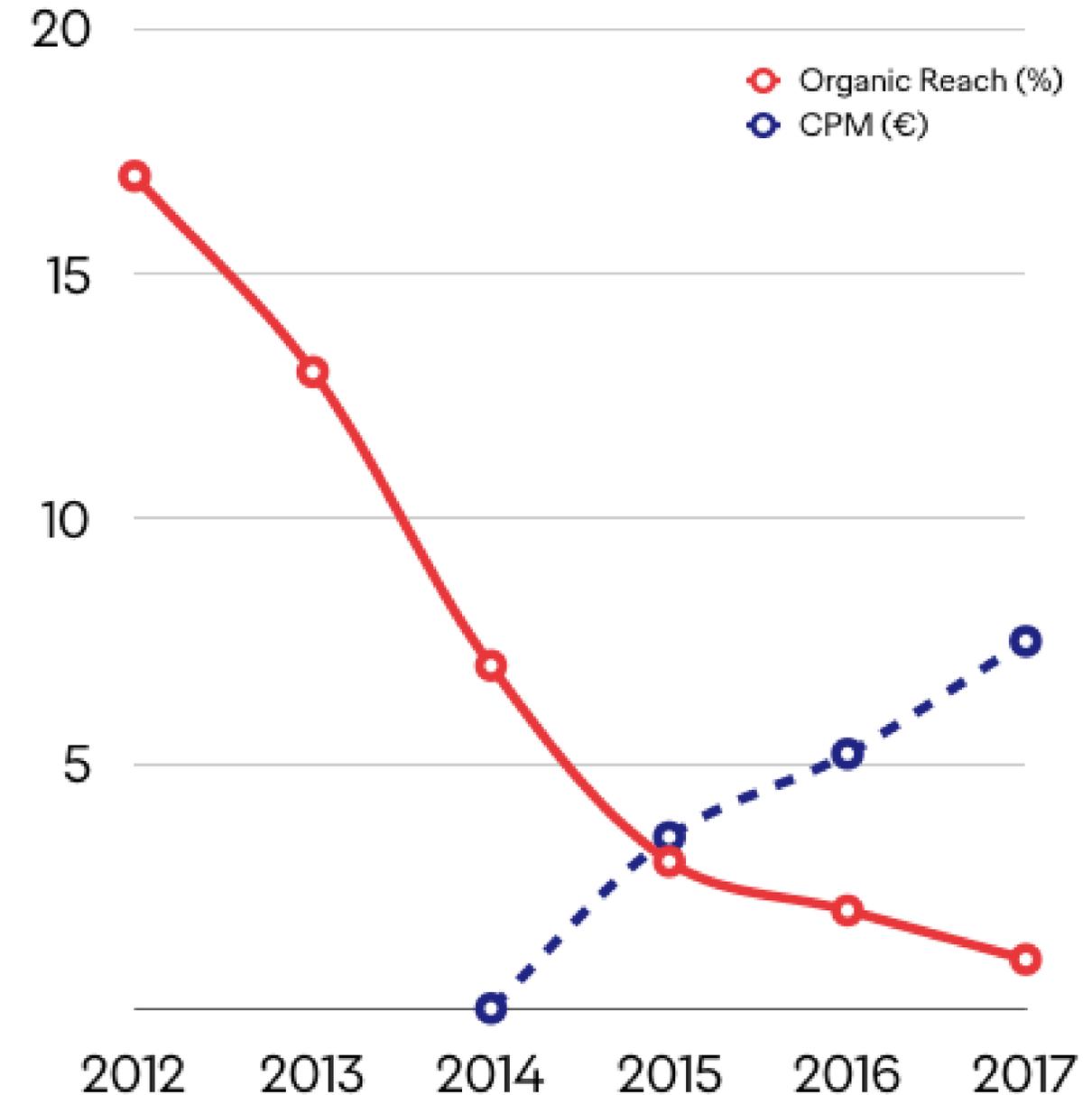
*Immediate interest  posts that relate to current trending topics will be temporarily upgraded*

# The decline of organic reach and the rise of paid media

Over the past few years, social platforms have deliberately **reduced the available organic reach** for businesses.

This is mainly due to the so-called 'content clutter' in newsfeeds. Because more and more content is delivered in the feeds, brands need to 'pay to play'. As a result, social investment are growing rapidly year after year, leading to a more competitive marketplace, and ultimately **resulting in an increase of CPMs**.

However, social CPMs remain highly attractive compared to other advertising tactics.



# Targeting the right audience with paid media

All social platforms allow to create audiences based on diverse first and third party data.

You can then specifically reach a target audience by amplifying your content with paid media.



**Locations**



**Behaviours**



**Interests**



**Demographics**



**Connections**

# Case Study: European Commission

# InvestEU: Making the EU matter



The objectives of the InvestEU campaign is to raise awareness about the EU investments at a local scale to convince citizens of the EU's capacity to create jobs and growth and to strengthen the trust in the European Union.

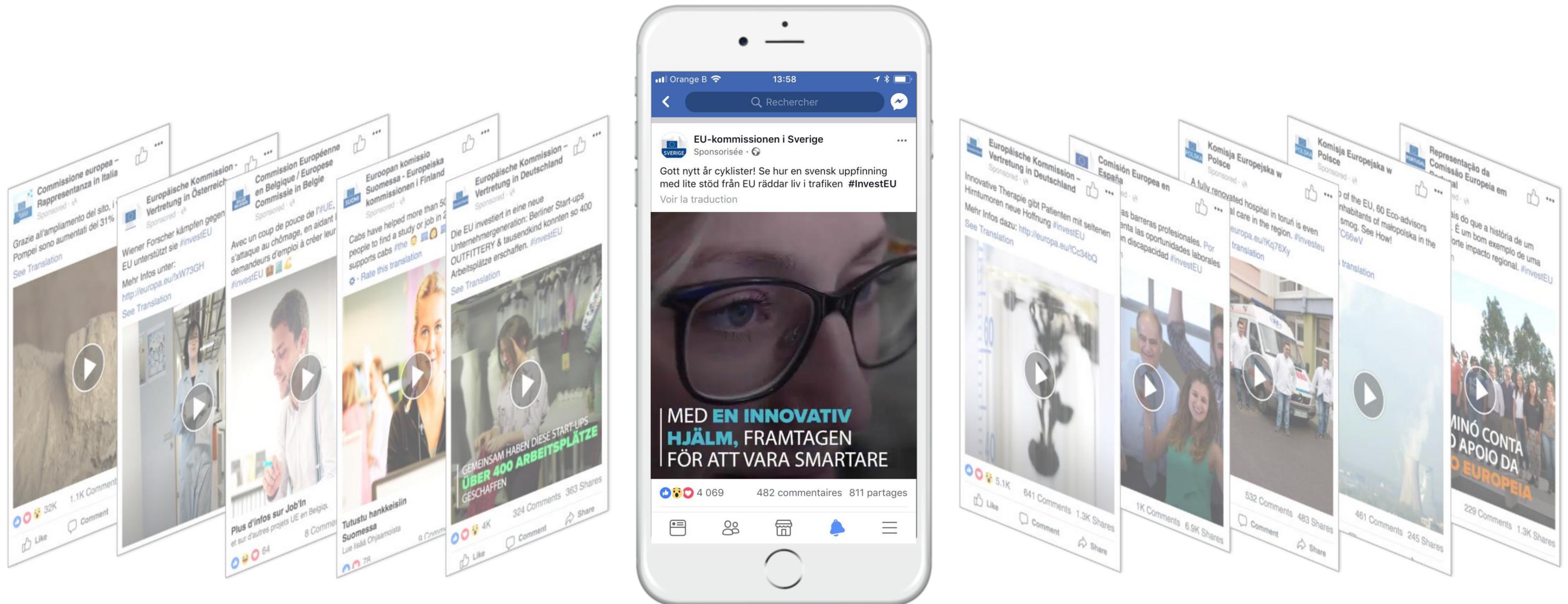


EU investments trigger improvements that matter in our everyday lives: better education, modernized healthcare, greener energy, new transport infrastructure, advanced technology, are just a few examples. The results are visible in every town, every region and in the most remote corners of the continent.



In order to achieve our objectives, we showed concrete examples of local projects that benefited from EU financial support. Stories of entrepreneurs, teachers, research scientists... are being told and amplified through offline, digital and social media in 16 EU countries.

# Publisher-style video content applied to a campaign



About 50 uniquely engaging video capsules were produced by Social Lab in 14 different languages

# Re-engaging audiences to deepen relationship



Video viewers



A collection of various Facebook posts and ads related to the bicycle helmet project. The posts include:

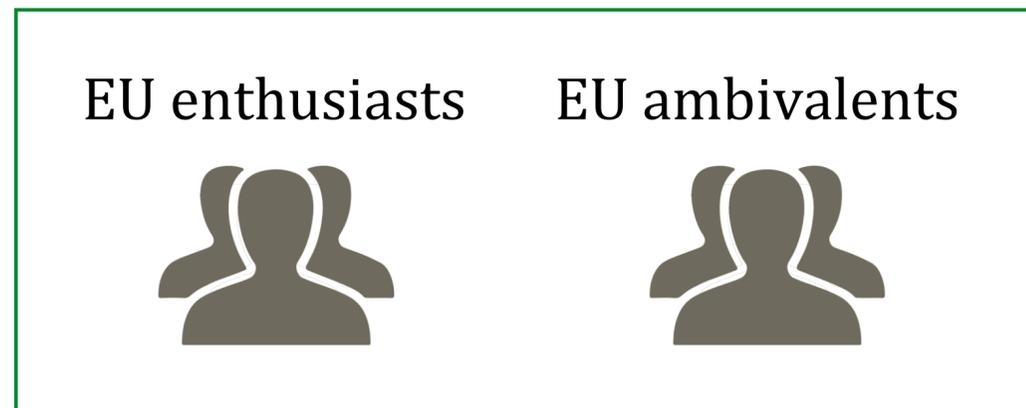
- A sponsored post from 'Komisja Europejska w Polsce' with the text: 'Visste du att med lite hjälp från EU har ett gäng i Malmö utvecklat en airbaghjälm för cyklister, som är 8 gånger säkrare än en vanlig hjälm? #investEU'. It features a video thumbnail of a cyclist and a 'Läs mer här' button.
- A post from 'EUROPEISKA UNIONEN' with the text: 'Uppmuntrar till trafiksäkerhet för cyklister'. It features a video thumbnail of a cyclist and a 'Läs mer här' button.
- A post from 'EUROPEISKA UNIONEN' with the text: 'Minskar allvarliga skador och dödsfall'. It features a video thumbnail of a person working on a helmet and a 'Läs mer här' button.
- A post from 'EUROPEISKA UNIONEN' with the text: 'Erbjuder en diskret design'. It features a video thumbnail of a person wearing a helmet and a 'Läs mer här' button.
- A post from 'EUROPEISKA UNIONEN' with the text: 'Har resulterat i flera globala patent'. It features a video thumbnail of a person looking at a computer screen and a 'Läs mer här' button.
- A post from 'EUROPEISKA UNIONEN' with the text: 'Upptäck nya projekt i Sverige'. It features a video thumbnail of the European Union flag and a 'Läs mer här' button.
- A post from 'Komisja Europejska w Polsce' with the text: 'Med lite hjälp från EU, skyddas cyklister i Sverige av en innovativ airbaghjälm, som utlöser sig om en olycka inträffar #investEU'. It features a video thumbnail of a man holding a helmet and a 'Läs mer här' button.
- A post from 'Komisja Europejska w Polsce' with the text: 'MALMÖUPPFINNING HAR TAGIT EN NY VÄNDNING INOM SÄKERHET FÖR CYKLISTER'. It features a video thumbnail of a man holding a helmet and a 'Läs mer här' button.



Systematic A/B testing:

- Placements (Instagram, Facebook)
- Formats
- Buying methods

# Dynamic control of audiences being exposed to campaign



Minimum  
media  
pressure

Maximum  
media  
pressure



Audiences related to political figures & parties that are known to be eurosceptic were systematically removed from our campaigns

**Komisja Europejska w Polsce**  
Sponsored

Visste du att med lite hjälp från EU har ett gäng i Malmö utvecklat en airbaghjälm för cyklister, som är 8 gånger säkrare än en vanlig hjälm? #investEU

EUROPEISKA UNIONEN

Uppmuntrar till trafiksäkerhet för cyklister      Läs mer här

Minskar allvarliga skador och dödsfall      Läs mer här

Erbjuder en diskret design      Läs mer här

Har resulterat i flera globala patent      Läs mer här

Upptäck nya projekt i Sverige      Läs mer här

1,447 Likes 67 Comments

**Audience**  
Define who you want to see your adverts.

Location – Living in Poland

Age 18-65+

Interests: DEON.pl, Right Wing of the Republic, Paweł Kukiz, Gazeta Polska Codziennie, Wojciech Cejrowski, Telewizja Trwam, Lech Kaczyński, Janusz Korwin-Mikke, Roman Dmowski, Rafał A. Ziemkiewicz, Real Politics Union, Radio Maryja, Jarosław Gowin, Zbigniew Ziobro, Antoni Macierewicz, Gazeta Polska, Gábor Vona, Brothers of Italy, Jimmie Åkesson, HC Strache, Party for Freedom, Pia Kjaersgaard, Umberto Bossi, Siv Jensen, Timo Soini, Vlaams Belang, Geert Wilders - PVV, Finns Party, Geert Wilders, Alternative für Deutschland AfD, Slovak National Party, Lega Nord, Sweden Democrats, Sinn Féin, Jobbik, New Flemish Alliance, Freedom Party of Austria, Danish People's Party, Britain First, Jarosław Kaczyński, Right-wing politics, Nationalism, English Defence League, Euroscepticism, Gilbert Collard, Nigel Farage, Far-right politics, Traditionalist Catholic, Fascism, Jean-Marie Le Pen, Marion Maréchal-Le Pen, front national, Marine Le Pen, Przemysław Wipler or Max Kolonko

Exclude

Edit Audience

Match

- start up
- startup
- startups
- start-up
- ventures
- entrepreneur #startup
- venture capital
- entrepreneurial
- entrepreneurs
- entrepreneurship
- incubator
- Entrepreneur

Don't match

- FI
- UPR
- FN
- Palestine
- FI
- FrontNational
- Le Pen
- LFI
- CETA
- Marine2017
- NDA
- patriotisme
- Mélénchon
- MLP2017
- AuNomDuPeuple
- Mélénchon
- DupontAignan
- France Insoumise
- Philipot
- propagande
- TAETA
- FN
- propagande
- UPR
- Front National
- nationalisme
- LePen
- slionisme
- LFI
- Patriotes
- MLP2017
- Frexit
- nationalisme
- Marine2017
- fucktheEU
- Frexit
- Asselineau
- Francelnsoumise
- Philipot
- slionisme
- LaFrancelnsoumise
- UPRiste

## Measurable impact

**80M**

EU citizens reached by the campaign on social media

**32%**

View-Through-Rate on Facebook

**45%**

View-Through-Rate on Twitter

**1,5%**

Average Click-Through-Rate

**+12 pts** lift

in individual awareness of positive EU impact

Those who have seen the campaign are **15%** more likely to agree that the EU boost investment in projects that benefit their region



WPP

Theresa Solta  
[Theresa.Solta@ogilvy.com](mailto:Theresa.Solta@ogilvy.com)  
Ogilvy Social.Lab

Thank you