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 marketeers.
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.
Video gets a prominent role in the newsfeed

8B
Facebook now gets 8 billion video views a day

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

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

85%
percent of Facebook video watched without sound

6x
Tweets with video are 6x more likely to be Retweeted

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

47% of ad awareness lift is achieved in first 3-seconds

Focus on the beginning of the ad to drive optimal performance
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

<table>
<thead>
<tr>
<th>70%</th>
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<tbody>
<tr>
<td>70% of content needs to be immediate aka. 'On-the-go'</td>
<td>20% of content needs to be interactive aka. 'Lean forward'</td>
<td>10% of content needs to be immersive aka. 'Lean back'</td>
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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.
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

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

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- 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.
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.

Source: Reuters Institute Fellowship Paper University of Oxford
http://reutersinstitute.politics.ox.ac.uk/sites/default/files/2017-09/Argila%2C%20How%20to%20create%20video%20news%20that%20works%20in%20social%20media.pdf
Embracing new formats
The rise of stories

- Full screen
- Playful
- Ephemeral
- Authentic
- Short form
- 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

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

- Exit rate: 4.68% High rate of people switching to another account’s Stories

- Tap forward rate: 76% Most of the Stories are not consumed until their end

*Source: Social Lab internal data, October 2018 / 3000 organic stories analysed
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?

- **News Feed Visibility**: How interested you are in the creator of the story (engagement frequency and typology).
- **Interest in the Page**: How well the story is performing with other users and your friends.
- **Post Performance**: Size of the community, average engagement rate...
- **Past Page Performance**: Facebook weights some types of posts more highly than others.
- **Type of content**: The longer a story has been live the less likely it is to be seen.
- **Recency**: 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
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.
About 50 uniquely engaging video capsules were produced by Social Lab in 14 different languages.
Re-engaging audiences to deepen relationship

Systematic A/B testing:
- Placements (Instagram, Facebook)
- Formats
- Buying methods
Dynamic control of audiences being exposed to campaign

**EU enthusiasts**

Minimum media pressure

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

**EU ambivalents**

Maximum media pressure

**EU skeptics**
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
Thank you

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