

How optimal creative drives successful

ملتقى
التسويق
الرقمي
2019



الجامعة الأردنية

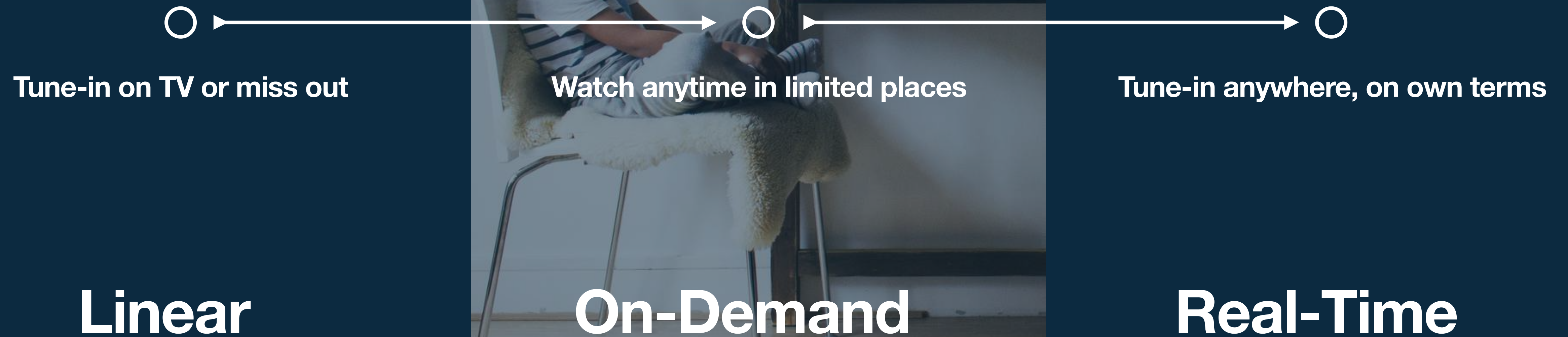


الجامعة الأردنية



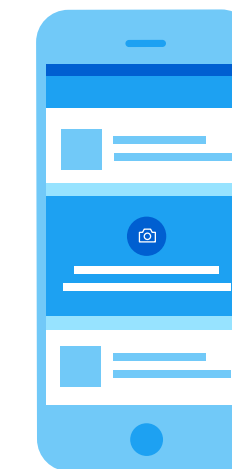
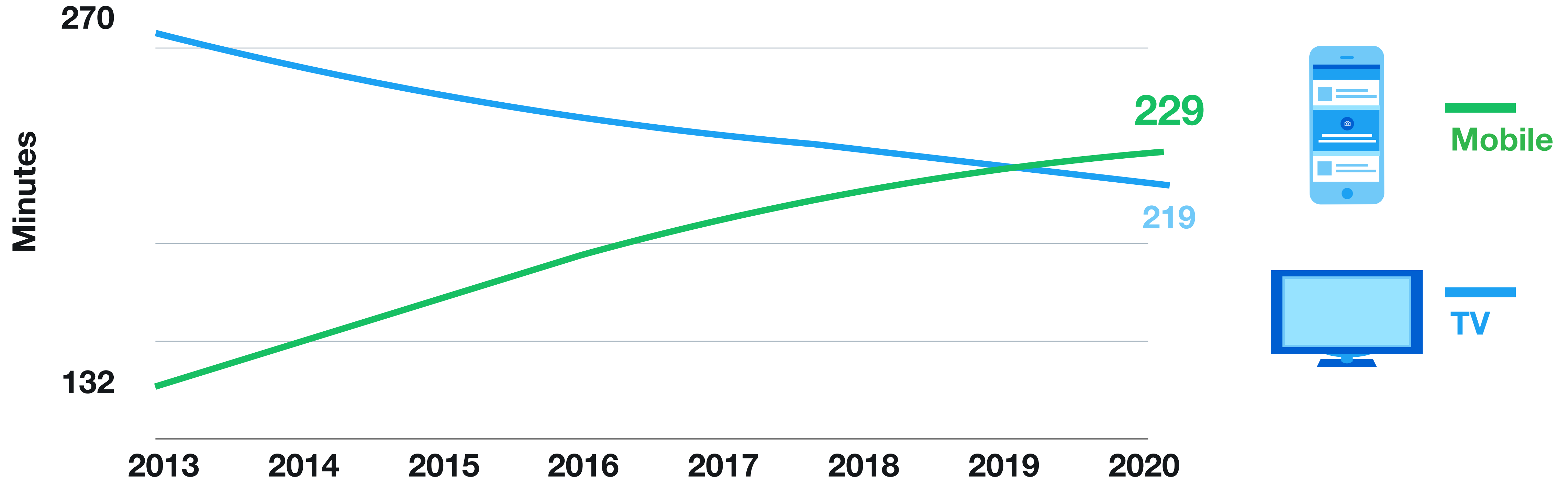


Mobile has changed the game



Mobile Video Matters more than ever

Average time spent per day with TV & mobile devices



Mobile



TV



Today's Challenges

- ① **Need more creative assets across multiple platforms**
- ② **One-size fits all creative approach doesn't work**
- ③ **Consumers expect a more**



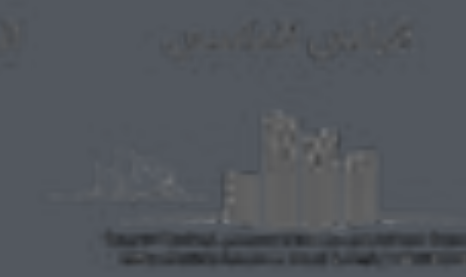
The single biggest driver of
campaign success is
creative




Advertising Creative is the **#1 Factor** in Driving Sales

47%

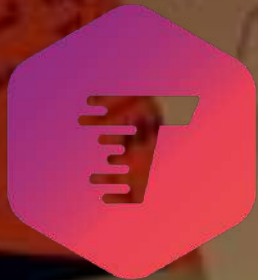
Of sales can be
attributed to creative





60%

of content created by
brands is “just clutter”





89%

isn't noticed or
remembered at all



89%

**isn't noticed or
remembered at all**

Why is it so difficult to grab peoples attention

**Why is it so difficult to
grab peoples attention?**

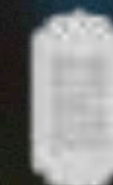
Shorter Advertising Creative is **More Effective**

Millennials prefer to watch ads between **5 to 6 seconds**.

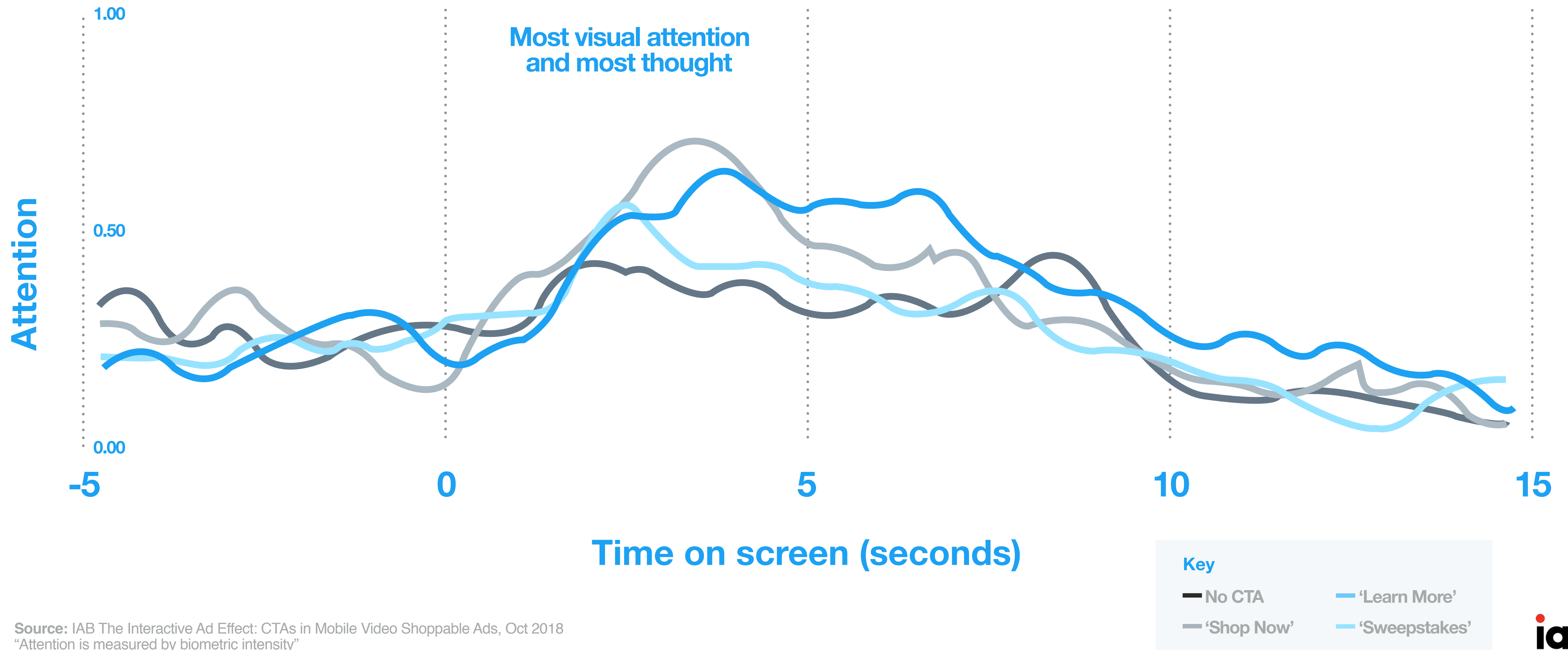


88%

**Of users of Twitter expect
to see ads shorter than 15
seconds**



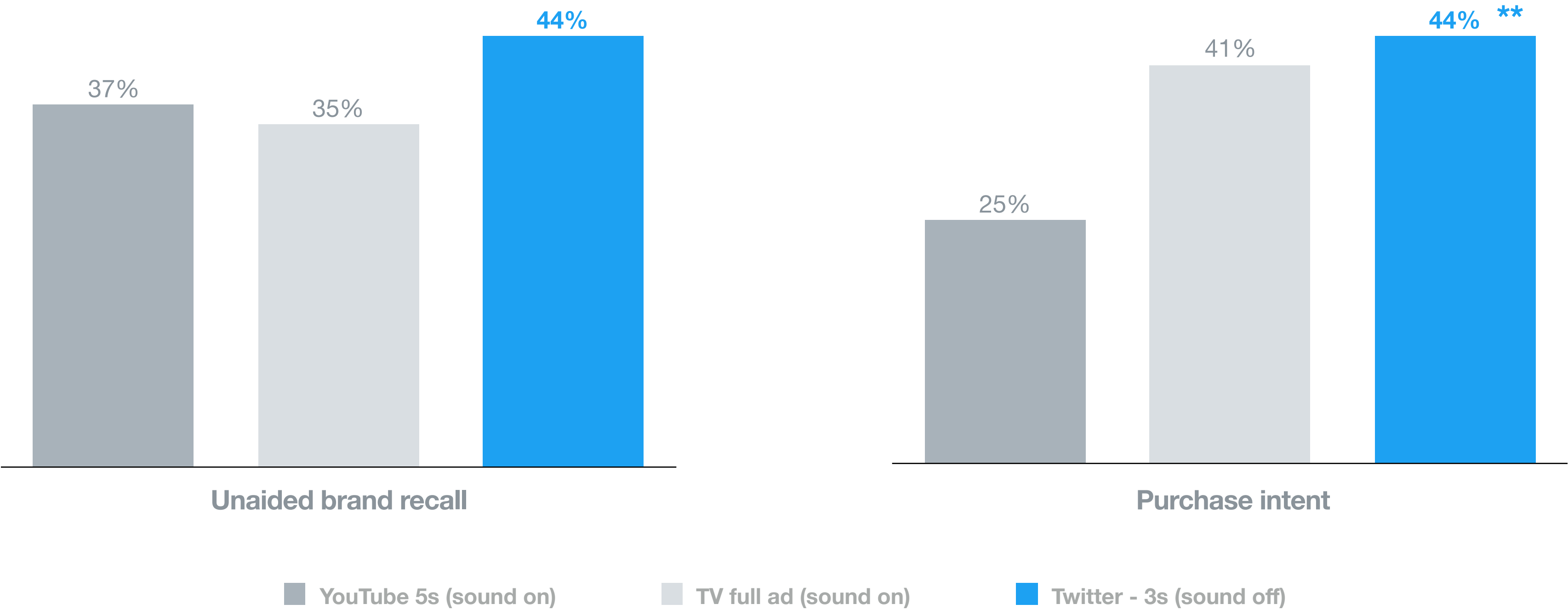
The first :05 of an ad attracts attention on mobile



Source: IAB The Interactive Ad Effect: CTAs in Mobile Video Shoppable Ads, Oct 2018
"Attention is measured by biometric intensity"

Break-through is even faster on **Twitter**

Across the brand metric funnel, 3 seconds of viewing on Twitter performs on par or more positively vs. the full ad viewed on TV and 5 seconds viewed on Youtube



70%

**of total impact for key brand metrics
is made in the
first 3 seconds**



A close-up photograph of a person's hands holding a smartphone. The person is wearing a light-colored suit jacket and a white shirt. The background is blurred. Overlaid on the image is the text "How do we create thumb stopping power?" in a bold, white, sans-serif font.

**How do we create thumb
stopping power?**

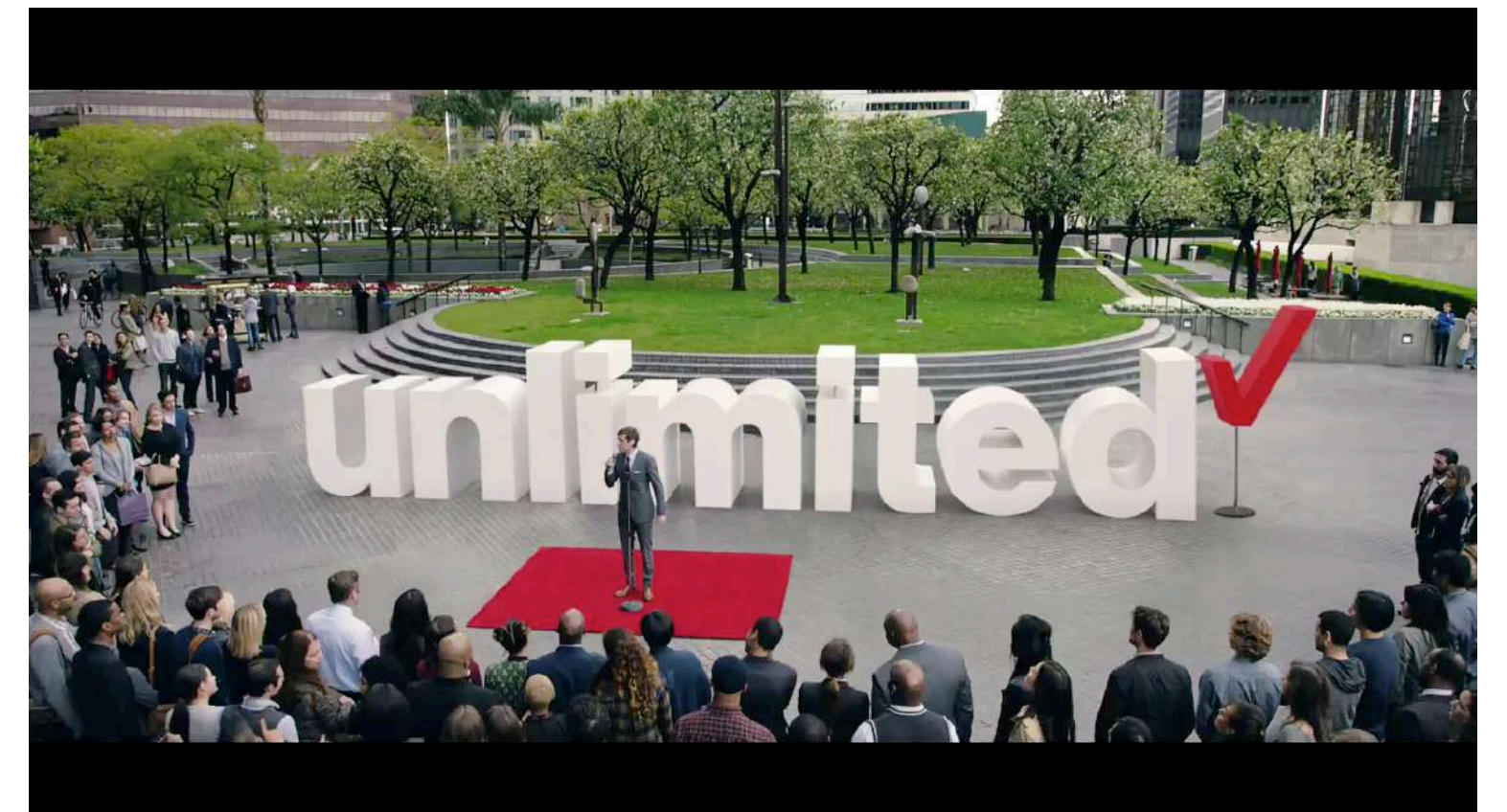
It's critical to tailor assets for a mobile screen & feed



:06



:15



:30

Sweet spot for a mobile feed

Prioritise for pre-roll

Brilliant Basics



Keep videos short & laser focused

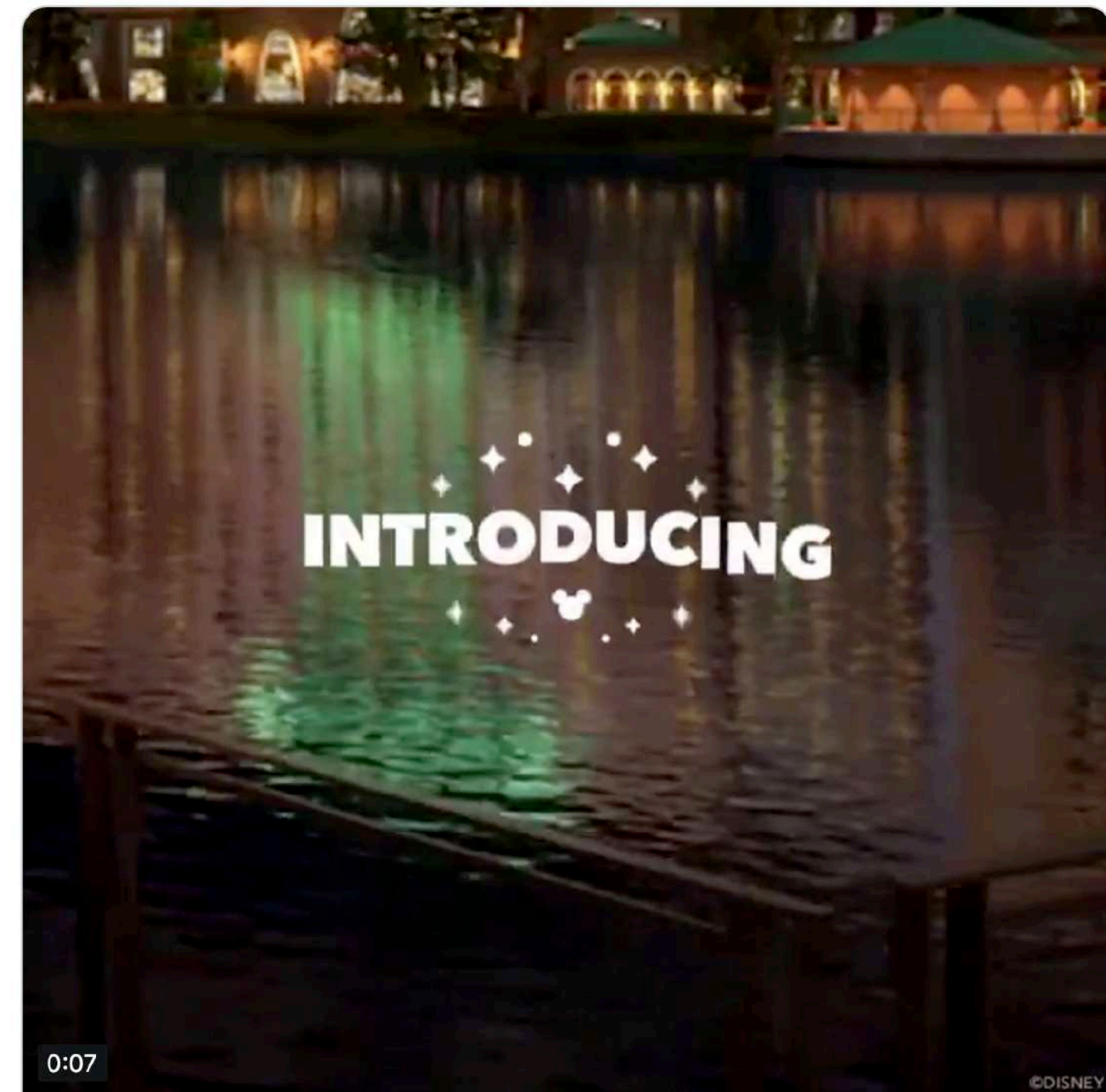
0:15

or less are most
memorable



Walt Disney World 
@WaltDisneyWorld

Be among the first to experience the new Gran Destino Tower at Disney's Coronado Springs Resort, with incredible views, all-new suites and rooftop dining. Opening July 2019. Book your reservation today!



Disney's Coronado Springs Resort at Walt Disney World Resort

 disneyworld.disney.go.com



Use prominent branding

36%

higher unaided [brand recall](#)



Dunkin' 
@dunkindonuts



Protein. Veggies. Yummy. Try the new Power Breakfast Sandwich and Egg White Dunkin' Bowl. Price and participation may vary. Limited time offer.



2.8M views

11:14 AM · 6/13/19 · [Twitter Ads Composer](#)

228 Retweets **2,089** Likes

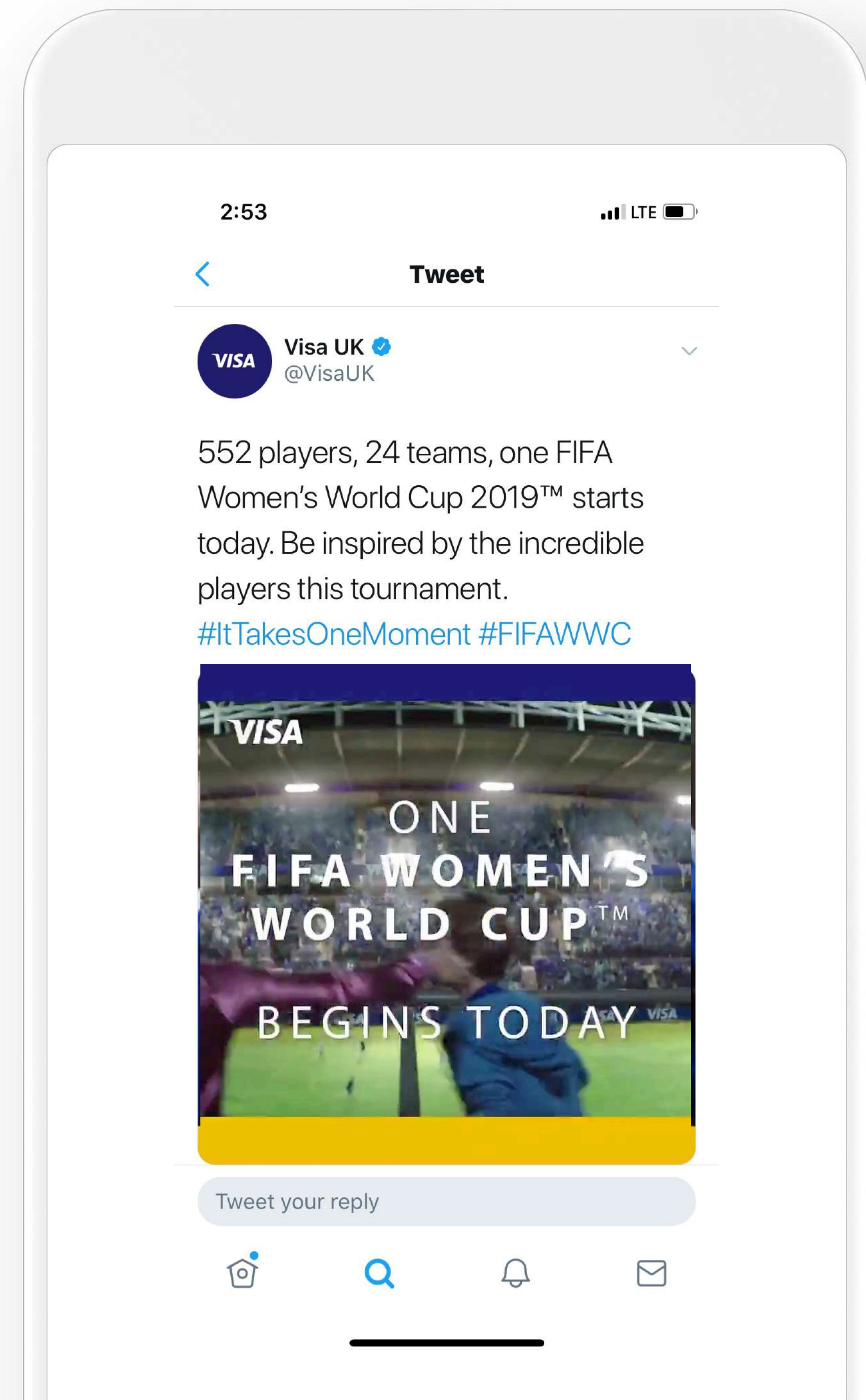
Tweet your reply



Communicate with strong visuals

97%

of people focus on visuals on [Twitter](#)



Write short copy to drive conversation

90%

of people read the
copy on [Twitter](#)



Which sandwich should YOU buy to celebrate [#NationalSandwichDay](#)?



Promoted

Following Twitter's best practices is proven to drive results

+13 pp



Purchase intent

+10 pp



Brand awareness

+12 pp



Message association

+4 pp



Brand favorability

Creative Evaluation

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2019



الهيئة العامة للغذاء والدواء



الهيئة العامة للغذاء والدواء





Visit Dubai ✓
@visitdubai

The @BurjAlArab is beautiful on the outside and inside, check out all that it has to offer! Where will you go first? #VisitDubai bit.ly/307eXaH



12:41 PM · Sep 27, 2019 · Sprinklr

13 Retweets 128 Likes

Creative checklist



Video is :15s or less



Product is featured in the first 3 sec



Logo is in 100% of the video



Strong visuals & captions



Copy @ mentions the brand name



Visit Dubai ✓
@visitdubai

The @BurjAlArab is beautiful on the outside and inside, check out all that it has to offer! Where will you go first? #VisitDubai bit.ly/307eXaH



12:41 PM · Sep 27, 2019 · [Sprinklr](#)

13 Retweets 128 Likes

Recommendations



Logo



Supers & captions



Cris 🌸
@cris

The

[@BurjAlArab](#)

is beautiful on the outside and inside,
check out all that it has to offer! Where
will you go first? [#VisitDubai](#)



Tweet your reply



Recommendations



Logo



Supers & captions



Video website card



KIT KAT Arabia
@kitkatarabia

بتحبوا حلى؟ إيش تفضلوا؟

Translate Tweet



| | |
|--------------------|-----|
| تيراميسو | 38% |
| تشيز كيك بالفراولة | 33% |
| كريم بروليه | 13% |
| براوني بالكرز | 16% |

81.159 votes · Final results

15:22 · 02/05/2018 · [Twitter Ads Composer](#)

Tweet your reply

Explore New Formats



Video Website Card



Polls



Conversational Cards

RETURN IN 2 DAYS TO

The Wallace Bros' Company,
Statesville, N. C.

The
Envelope



Messrs. Fleming & Nordhouse Bros
Boonville
N.C.

Crown Royal



How will this change the way we brief?

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الرقمي
2019



الزمان الذهبي



الزمان الذهبي



Our ad formats can be mapped to each stage of your launch

Tease

- Promoted Video

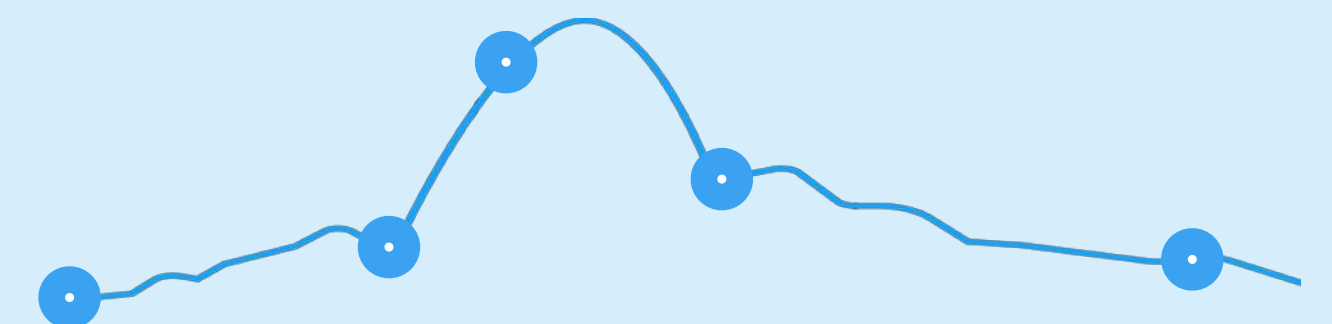
Reveal

- Convo Card
- Website Card

Reinforce

- Website Card
- In-Stream Video

Use • Website Card
Throughout: • Promoted Video



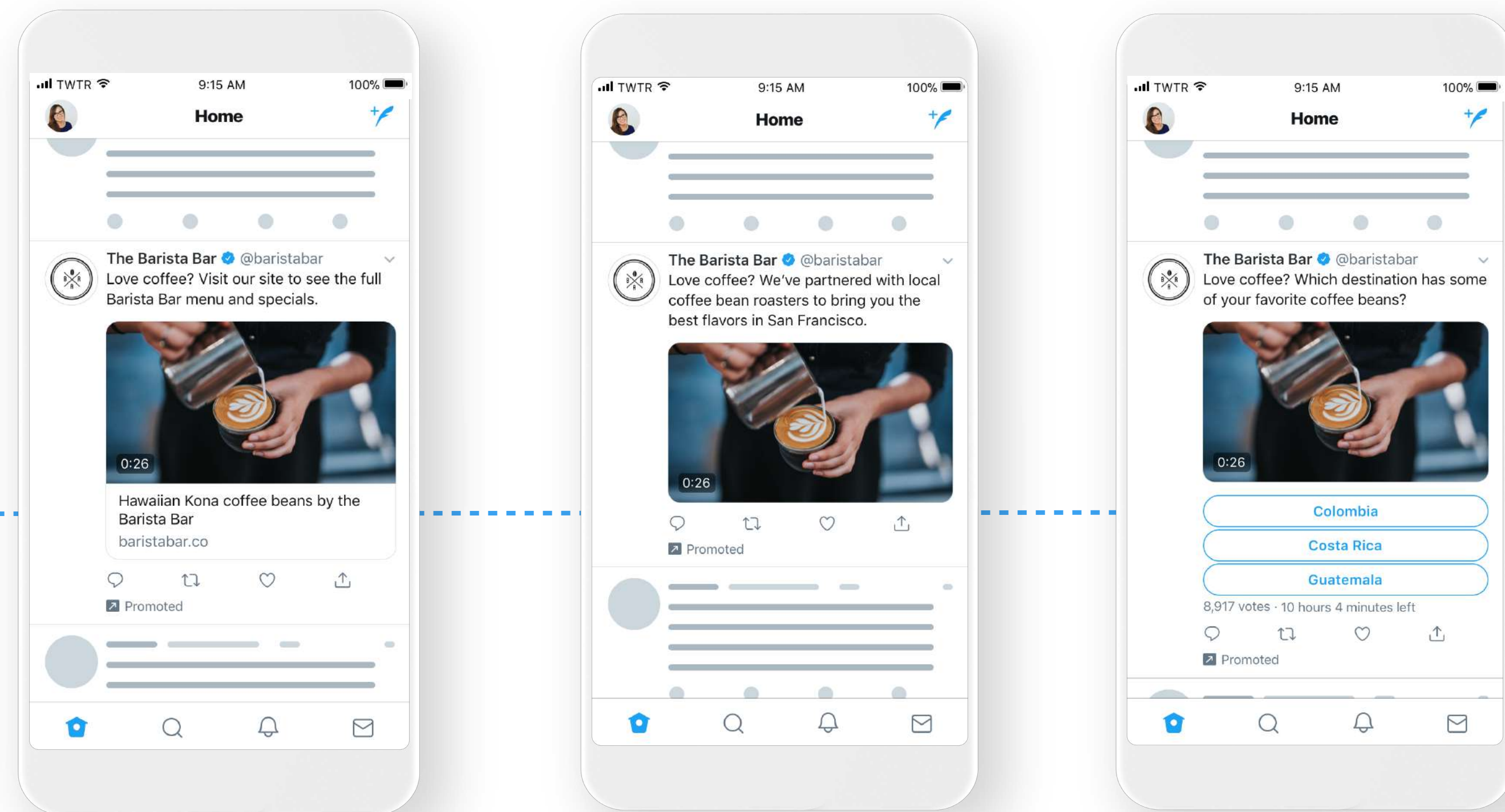
Using multiple formats increases the probability of success

Recommendation

Use at least

3-5

Ad Formats to drives
the best results



Think Feed First



الرئيس التنفيذي



الرئيس التنفيذي

