



Ad effectiveness

The ABCDs offer global, data-backed creative guidance to help you build effective video ads based on your marketing objective. This guidance is backed by correlational data, but does not guarantee future performance. This ABCD reference guide is not intended as a one-size-fits-all model. What works for each brand, vertical and region will vary. Learn more at g.co/Skillshop.

Attract

Hook your audience and get them to tune in.

Framing, pacing, people and audio are particularly important in an ad's opening moments for hooking your audience.

Use surprising, unexpected or delightful images and visuals to break through the clutter early on.

Full funnel

Have tightly framed shots of people or products at the beginning of your ad. Full funnel

Have more than two frames in the first five seconds to hook your audience early on. Awareness, Consideration

If your video features people, open with them on-screen. Having them speak to the audience directly can also have a positive effect.

Awareness, Consideration

Creatives are good for business.

Percent of sales contribution: Creatives vs. media

49% creatives 36% media 15% brand

Percent of sales contribution source: Nielsen Catalina Solutions. Nearly 500 campaigns across all media platforms. Period 2016 – Q1 2017.

Brand

Help consumers see and hear your brand.

Integrating products, logos or audio cues into the story is particularly effective for landing your brand's message.

Introduce your product or brand in the first five seconds. Use visuals or audio cues for Awareness. Use visuals and audio cues for Consideration, Action.

Integrating the logo into the storyline or featuring it on a product can be effective for increasing ad recall. Awareness

Use the logo as a super, text overlay or persistent watermark, integrating the unique colours associated with your brand. Consideration

Brand personifications or mascots are an original way to tell a brand story and have been shown to drive Awareness and Consideration

Audio mentions of brands are more impactful when they come from people on-screen compared to plain voice-overs. Awareness, Consideration

Connect

Make them think or feel something about your brand.

Storytelling styles, messages, people and audio content are key to keeping people watching.

Use action and intrigue to draw excitement and attention to specific product features and offers to drive consideration. Full funnel

Communicating a simple, focused, tangible message alone, without an emotional element, can work well across the entire funnel. Full funnel

People help hook viewers in an ad's opening moments and facilitate connection. Full funnel

Experiment with point of view. Consider other devices besides 'breaking the fourth wall', like using a first-person perspective to show the audience a different POV. Full funnel

Deliver a functional message through an appealing story, combining the best of both worlds. Awareness, Consideration

Direct

Get them to take action and reinforce your message.

Direct viewers to take action and reinforce the main message. Leverage audio and visuals together.

A strong call to action is specific about what the audience should do, such as 'visit site', 'sign up', 'buy now'. Full funnel

Making the call to action audible and visible makes it more effective. A call to action can be presented through text cards or simple animation. Full funnel

Create urgency. Offers focused on the word 'limited' work well; for example, 'limited time' or 'limited products'. Full funnel

Making the offer audible and visible through text cards or simple animation works well, too. Full funnel

Learn more at g.co/Skillshop

**The ABCD research classified and analysed data from more than 5,000 TrueView in-stream ads from every region of the world using three Brand Lift metrics: ad recall (to drive awareness), consideration and purchase intent (to drive action). This research has been reviewed by two third-party research partners: Nielsen Neuro and Kantar. Independent research that reinforces the ABCDs was also conducted.