

# a season for video

facebook



# christmas is a time for celebration

And there's no better way to get people excited for the season than through video. Video grabs attention and tells great stories. And, on Facebook and Instagram, it can help drive your direct response goals too.

As people in the UK increasingly turn to their smartphones, many of the season's most effective videos will live on mobile.



UK consumers are  
projected to spend  
an average of

**2hrs 40minutes**

on mobile devices  
every day in 2018<sup>1</sup>



between 2016 and 2017, video  
views on mobile of the top 100  
properties in the UK increased by

**+24%**

while video views on  
desktop decreased by<sup>2</sup>

**-12%**

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<sup>1</sup> eMarketer, "UK Key Digital Trends for 2018," Feb 2018

<sup>2</sup> comScore, "Global Digital Future in Focus: 2018 International Edition," Dec 2017

# the rise of mobile video

Mobile video is growing at an astonishing pace. In the UK in 2018, people are projected to spend 2 hours and 40 minutes on average with mobile media, up 42% from 2014, according to research by eMarketer. Time spent watching TV is projected to decrease over the same period by 8%, to 2 hours and 57 minutes.<sup>3</sup>

People can't get enough of entertaining video that they can watch anytime, anywhere on their mobile phones. Over two-thirds (69%) of surveyed Britons with smartphones report watching short clips on their mobile, according to a 2017 survey by On Device Research cited in eMarketer's report "UK Key Digital Trends for 2018".<sup>4</sup>

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<sup>3</sup> eMarketer, "UK Key Digital Trends for 2018," Feb 2018

<sup>4</sup> On Device Research, "Mobile disruption on the path to purchase... and its impact on Mental & Physical availability," [N±500 ages 18+], Sep 2017

<sup>5</sup> Cisco Visual Networking Index, "Global Mobile Data Traffic Forecast Update 2016-2021," Mar 2017

# 9x

increase in mobile  
video between  
2016 & 2021<sup>5</sup>

# 78%

of total mobile  
data traffic will  
be video by 2021<sup>5</sup>

# why video is great for marketers

Video isn't just popular with consumers. It's also great for marketers. It catches people's attention more effectively than static images, and holds it better. A biometric analysis of personal mobile feed consumption in the UK and the United Arab Emirates found that participants gazed 5x longer at videos than at static images on Facebook and Instagram.<sup>6</sup>

Consumers also tend to respond to mobile video in ways that make it perfect for the Christmas season. A Facebook IQ study found that those surveyed were 1.8x more likely to say they feel inspired by mobile video on Facebook and Instagram than TV, and 1.5x more likely to say they feel excited by mobile video on Facebook and Instagram than TV.<sup>7</sup>

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<sup>6</sup> "Video in Mobile Feed" by Kantar Media (from Facebook IQ-commissioned research lab of 114 people ages 18-30 in UAE and UK who watch short-form [ $\times 10$  minutes] online video [ads and non-ads] at least monthly), May 2016

<sup>7</sup> "Media Attitudes" by Lieberman Research Worldwide (Facebook-commissioned study of 1,500 people ages 18-64 in the US and Canada), Mar 2017. "Mobile video" was defined as video viewed on a smartphone.







people  
gaze

5x

longer at video than  
static content across  
Facebook and Instagram<sup>6</sup>

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<sup>6</sup> "Video in Mobile Feed" by Kantar Media (from Facebook IQ-commissioned research lab of 114 people ages 18-30 in AE and UK who watch short-form [x10 minutes] online video [ads and non-ads] at least monthly), May 2016



Travel search engine Kayak partnered with Facebook's creative strategy team Creative Shop to test whether motion made a difference for its ads. Kayak ran a customer acquisition campaign featuring short, easy-to-produce video ads with basic motion, and compared their performance to static images. The results proved that even a bit of motion can help the performance of ads.

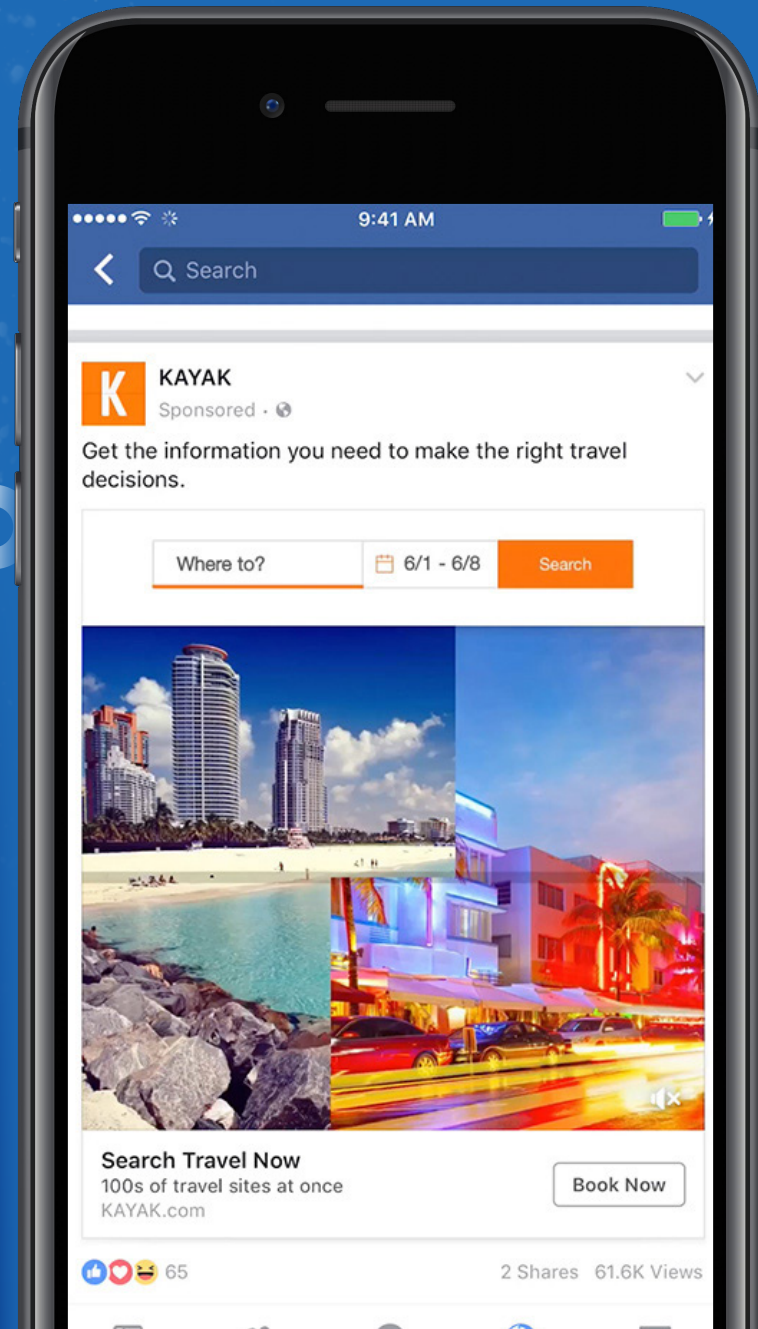
**50%**

**reduction in ad  
production time**

**2.1m**

**people  
reached**

39%  
lower cost per  
incremental  
searcher with  
video than with  
still images









# video is for all objectives

Video is a powerful brand-building tool. But on mobile, it can do much more than that. Today, when paired with the right targeting, optimization and call-to-action, mobile video on Facebook and Instagram doesn't only spread the word about your brand — it can drive action, which makes it a powerful medium for direct response.



Global jewellery brand PANDORA knew that its direct response campaigns on Facebook drive online sales. For the 2017 Christmas season, the company wanted to test whether a brand campaign using videos could have the same impact on its ecommerce business, while also building the PANDORA brand in Germany. The results of the campaign shows a strong lift in brand sentiment as well as purchases.

61%  
lift in purchases



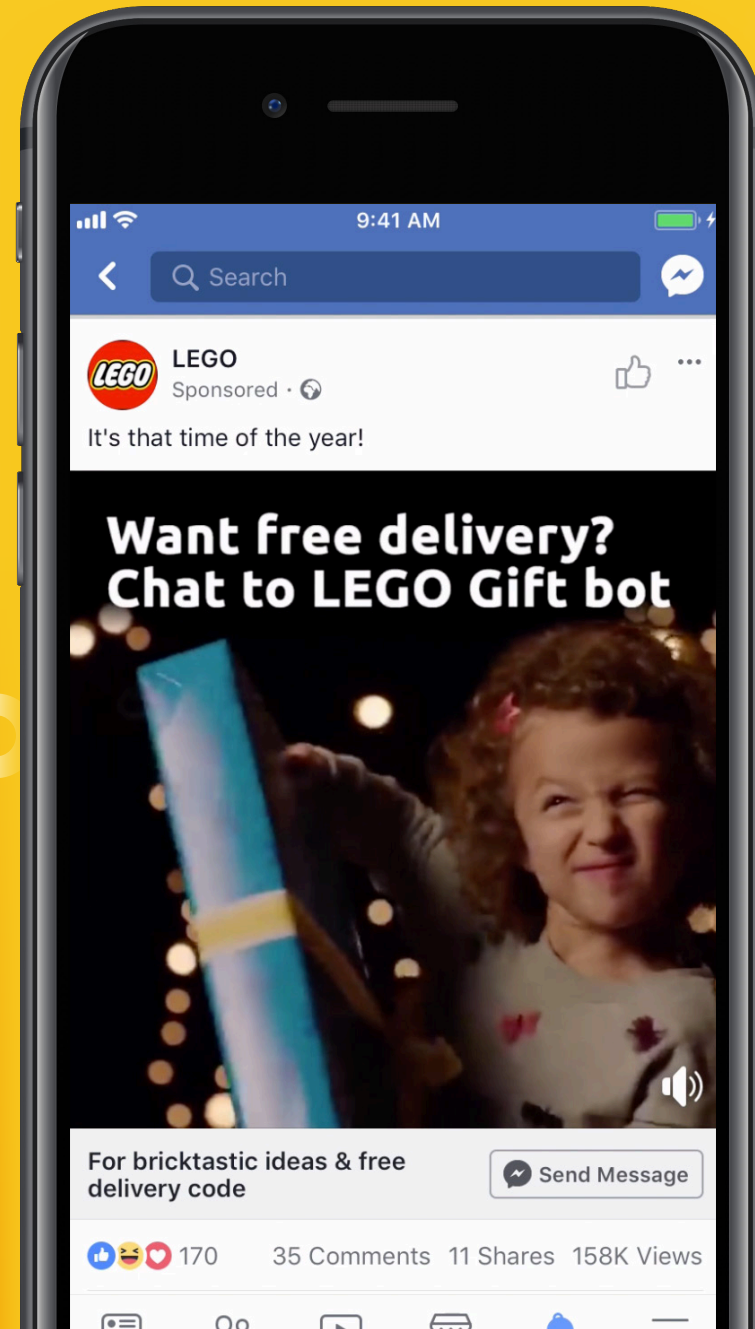
“brand video and  
direct response  
achieved more  
together than  
separately”

**Lioba Licht**  
**Head of Brand Marketing**  
**Northern Europe, Pandora**



Danish toymaker LEGO wanted to tell customers about its new playset, LEGO BOOST, which introduces kids to coding by having them make and programme their own robot, Vernie. Using Canvas ads in Instagram Stories, LEGO was able to use images, video and calls-to-action to introduce people to Vernie.

58%  
lower cost  
per click





“by leveraging  
Instagram’s new  
canvas format within  
stories, we could  
offer our consumers  
an immersive  
experience”

**Eleni Karamalegkou**  
**Director of Marketing EMEA**  
**LEGO**



# instagram stories

Instagram Stories is a powerful way to tap into people's passions and inspire them to take action. In fact, of the 400 million accounts using Instagram Stories<sup>8</sup>, one-third of the most viewed stories come from businesses, and one in five stories gets a direct message from its viewers.<sup>9</sup>

Instagram Stories is a full-screen, vertical format perfect for immersing people in your seasonal story. Appearing between organic stories from users, Instagram Stories ads can be up to 15 seconds long, and give you the ability to target according to an array of business goals from reach to app installs to conversions. Since the global release of Instagram Stories ads in March 2017, brands such as Louis Vuitton, Calvin Klein, Oreo, COVERGIRL have found the format to be a compelling way of connecting with the Instagram audience.

# 400m

people globally use  
Instagram Stories every day<sup>8</sup>

# 80%

of accounts follow a  
business on Instagram<sup>10</sup>

In the UK, 25% of self-reported daily active Instagram users surveyed said they have become more interested in a brand or product after seeing it on Instagram Stories.<sup>11</sup>

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<sup>8</sup> Instagram internal data, Jun 2018

<sup>9</sup> Instagram internal data, Jan 2017

<sup>10</sup> Instagram internal data, Mar 2017

<sup>11</sup> "Instagram Stories Consumer Research" by Sentient Decision Science (Instagram-commissioned survey of self-reported daily Instagram users ages 13–55 in BR, ID, the UK and the US), Oct 2017



Headphone and speaker maker Beats by Dre tested different creative strategies for ads in Instagram Stories. The Beats team found that product-focused Stories, which also included clearer calls-to-action, scaled better than its lifestyle-focused Stories. The most successful Stories significantly increased click-through rates compared to other advertising channels.

**15%**  
higher click-through rate  
compared to  
other channels





**“given the strong  
initial performance,  
Instagram Stories  
will definitely be an  
element of future  
campaigns ”**

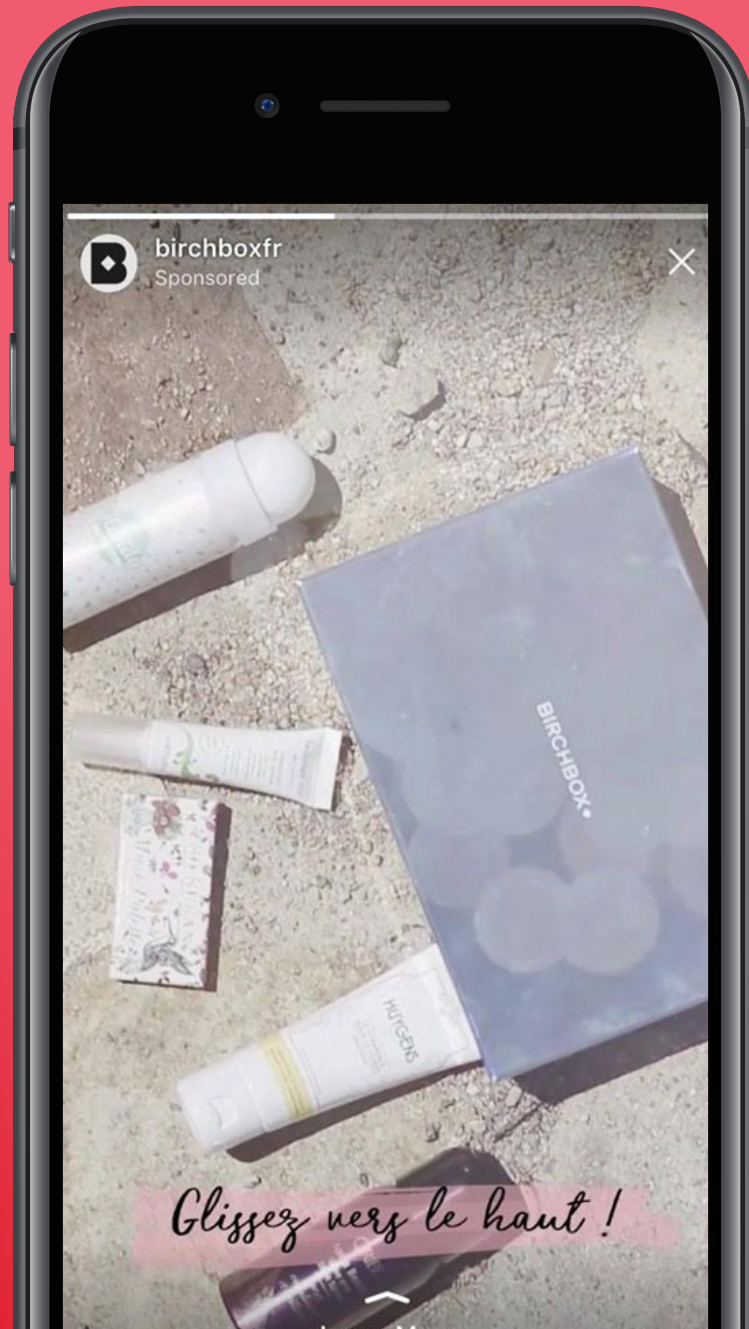
**Nick Drabicky  
Head Of Agency Strategy, PMG**



Beauty subscription service Birchbox used Canvas ads in Instagram Stories to grow its business in France. The brand created an eye-catching video that showcased the brand, along with examples of the products available with a promotional offer. Canvas ads in Stories made it easy for people to click through to the Birchbox website to find out more.

**4x**

**increase in click-through  
rate compared to other  
ad formats**



# 50%

lower CPM (cost per  
thousand impressions)  
compared to other  
platforms

# getting into the christmas spirit

People enjoy celebrating the festive season on Facebook. The platform received 28% more engagement on Facebook during Christmas 2016 than any other time of year.<sup>12</sup>

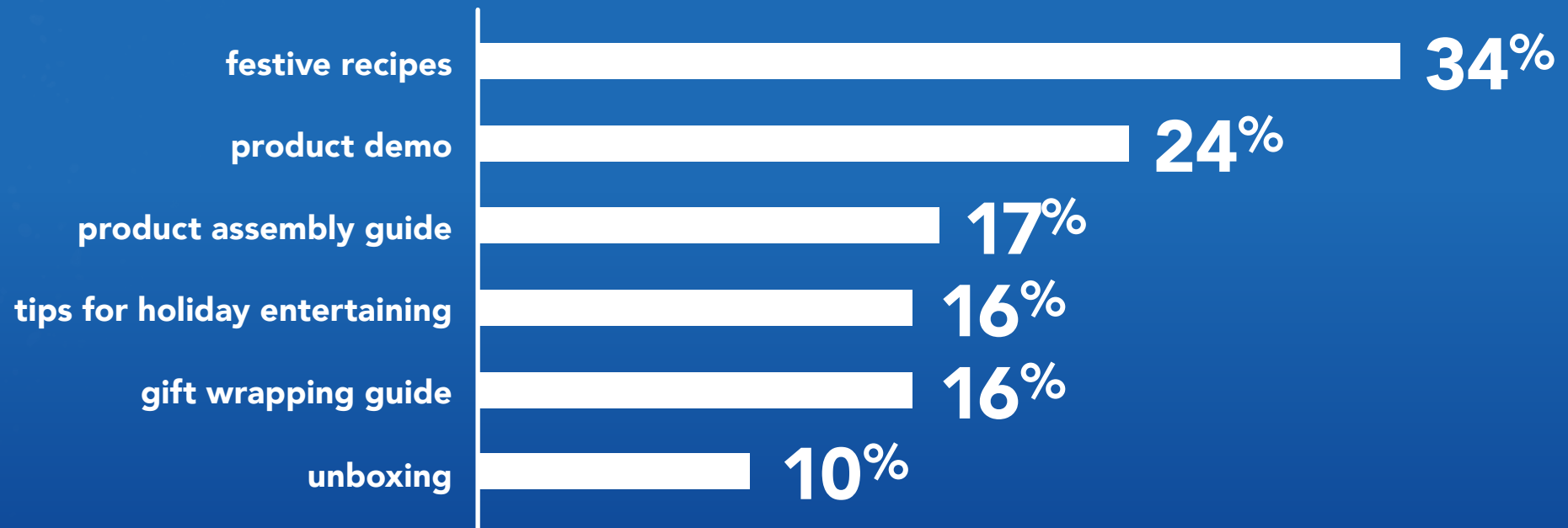
Many of those people will be coming to share and enjoy video. What kind? We did a survey to find out. Around the world, people like Christmas videos that get them excited for the season, make them laugh and celebrate family.

Recipe and product demonstrations are the types of video people around the world found most helpful during the festive season.<sup>13</sup>

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<sup>12</sup> Facebook internal data, Oct 2015 - Jan 2016

# what types of seasonal video do people find helpful?<sup>13</sup>



<sup>13</sup> Facebook IQ study of 1,500 Christmas season shoppers across 27 markets, aged 18+ November 29, 2017-January 2, 2018



# creative recommendations

Many brands have mastered the art of the perfect Christmas TV spot. But what about mobile video? It's a much newer format, so the rules aren't written yet. We've been experimenting with mobile video for a few years now, and we have some suggestions to help you started.

These tips can help, whether you're building ads specifically for mobile, or adapting a Christmas TV commercial for the mobile screen.



kp it shrt  
make it faaast  
reverse the yrotz  
make it vertical  
remember sound

Nearly half the value of a video ad is delivered within the first 3 seconds, and 74% of the value is delivered in the first 10 seconds.<sup>14</sup> Get the key message out quickly and show branding earlier.

If you ad has multiple scenes, keep them brief — fast-paced ads are generally better at holding attention. People can recall content on mobile News Feed after seeing it for just 0.25 seconds.<sup>15</sup>

TV ads generally build to a big reveal at the end. Mobile ads perform better when that arc is flipped. Get your best stuff — celebrities, branding, excitement — in at the beginning.

On mobile, you have a full portrait-sized screen at your disposal. Ads that use that space tend to perform better. If you're adapting a landscape-format TV ad, stack one scene on top of another to fill the whole screen at once.

Many people keep their phones on silent while browsing, so make sure your message comes across without sound. For Instagram Stories, however, most people have sound on, so give viewers something delightful to listen to.

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<sup>14</sup> Global analysis by Nielsen of 173 BrandEffect studies (commissioned by Facebook IQ), Dec 2014 - Feb 2015

<sup>15</sup> "Final Report: Advertising Exposure Time and Memorability" by Fors Marsh Group (commissioned by Facebook IQ), Oct 2015 (US)

people can recall content  
on mobile News Feed  
after seeing it for just<sup>16</sup>

0.25s

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<sup>16</sup> “Final Report: Advertising Exposure Time and Memorability”  
by Fors Marsh Group (commissioned by Facebook IQ), Oct 2015 (US)

“design for how  
people consume  
and don't be afraid  
to experiment”

**Kay Hsu**  
**Global Instagram Lead,**  
**Creative Shop**

**STUDIO CANAL**

# paddington 2

After the huge success of the 2014 film Paddington, film studio STUDIOCANAL was keen to ensure the iconic bear's next cinematic outing was just as much of a hit. To achieve this, STUDIOCANAL's in-house design team worked closely with Facebook's creative strategy team Creative Shop on a campaign to reach audiences on Facebook and Instagram with a variety of engaging video formats, including Canvas ads, Instagram Stories ads and Facebook Live.

# 3pt

increase in awareness  
of Paddington 2





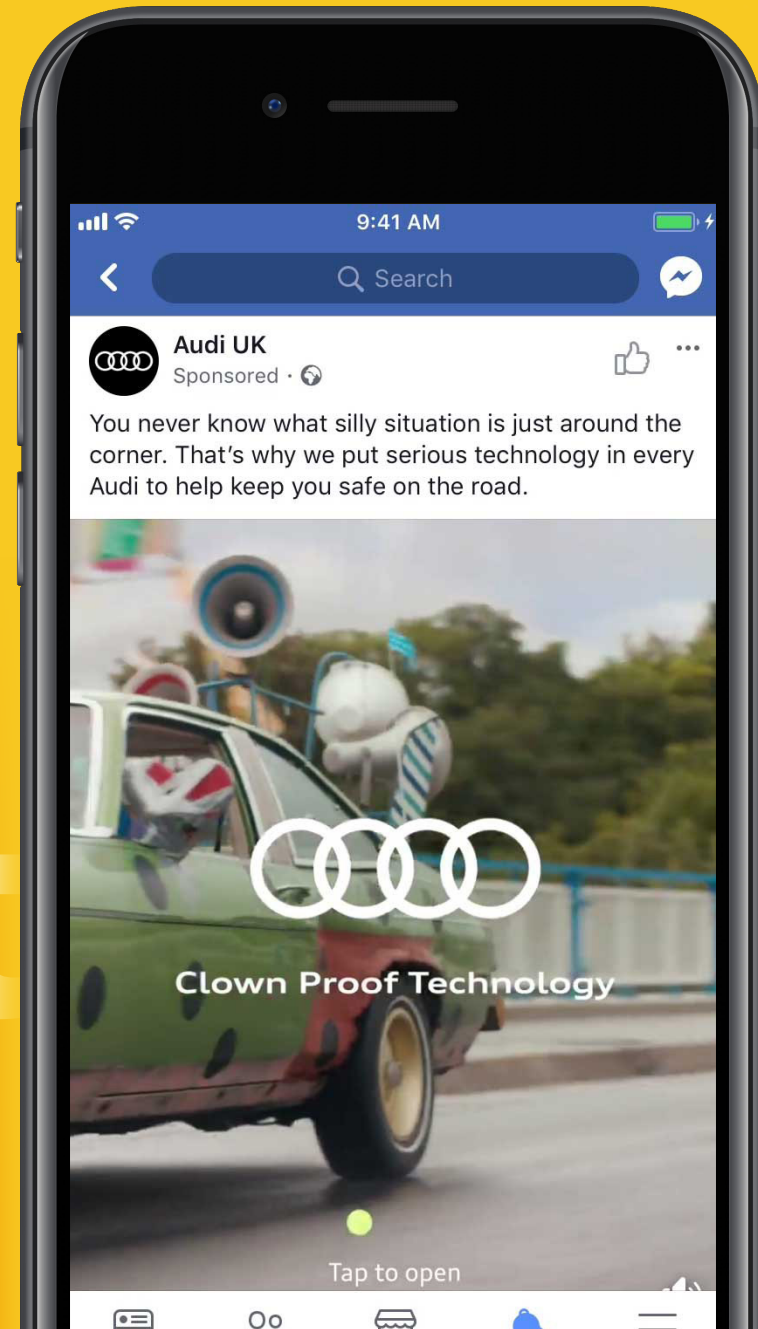
3pt

increase in intent to  
watch Paddington 2  
in the cinema



Premium automotive company Audi UK reshaped its large-scale 2017 “Clowns” campaign for Facebook and Instagram by sequencing the campaign film’s story arc to bring messaging and benefits up front and within 8 seconds. The results dramatically exceeded the expectations of Audi UK, delivering 4.7X the industry norm for message association and proving that premium brands can deliver emotional storytelling in short-form video in News Feed.

14pt  
lift in message  
association



“the campaign results were impressive, achieving almost 5 times more than the industry average for message association”

**Benjamin Braun**  
**Marketing Director, Audi UK**

# product showcase



# vertical video carousel Instagram Stories Canvas 360

Discover a whole new creative playground by taking over the mobile screen

Tell bigger visual stories with multiple videos in a single ad unit

The fastest-growing visual experience ever on Instagram is the perfect visual playground

Use video, Carousel, images and more in this native mobile microsite

Put people in the middle of the action with immersive video experiences



**facebook**

