

CONSUMERS COME ACROSS THOUSANDS OF ADVERTISEMENTS EVERY DAY...

To generate impact, ads must break through the clutter



Budgets for social media are on the rise

today **15.4%**
in 5 years **23.5%**

WE SPEND AN AVERAGE OF



15 – 19 YEARS OLDS



RESULTS STUDY



UK, THE NETHERLANDS, AND GERMANY
5,000 respondents

“ Consumers spend an average of 1.8 seconds watching a video ad on social media. ”



Social media is used the most (**47%**) to influence the moment of purchase of consumers
Source: DVJ Insights' Brand Growth Study 2022\



Attention span never exceeds **5 seconds**



Willingness to watch an ad is **3x lower** for social media compared to TV



7% watches a social media ad in its entirety, versus **65%** for TV



Unaided brand recall after exposure to an ad is **13%** for social, versus **48%** for TV



Aided brand recall after exposure to an ad is **40%** for social, versus **71%** for TV

LEARNINGS FOR MARKETERS

01

Make your social video ad **stand out** immediately

02

Include your brand cue within the first **2 seconds**

03

This will lead to **1.4 times** as high unaided brand recall levels

04

Right creative execution and branding are vital in shifting consumer's knowledge and attitude towards a brand

Source: DVJ Insights

DO'S FOR PRETESTING YOUR VIDEO ADVERTISEMENT

01

Use a **realistic mobile environment** including skipping/swiping

02

Base your first impression of a new social video on the first **1.5 seconds**

03

Check message recall, brand recall and engagement in order to **optimise the video ad**