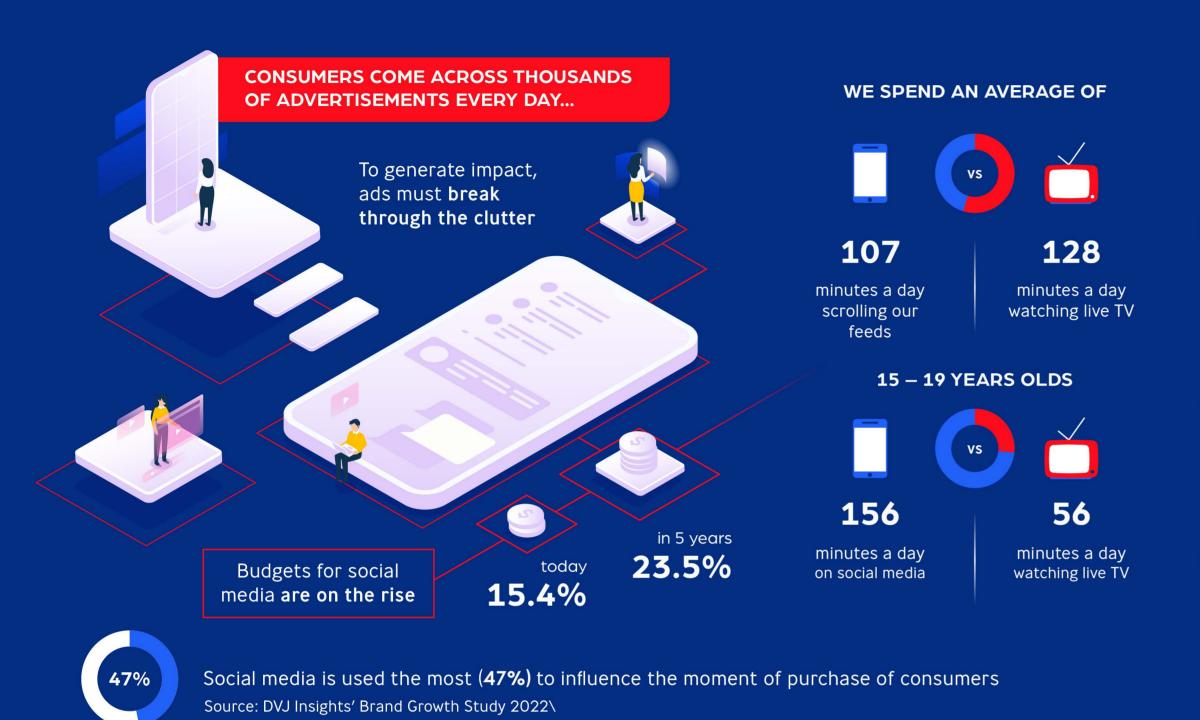
## WHAT IS THE IMPACT OF SOCIAL MEDIA ADVERTISEMENTS?







## **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

I.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 I.5 seconds

03

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