MOBILE VIDEO CHECKLIST

What advertisers should know to have big impact on small screens

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FOREWORD

KATJA GRIESSER
Country Director
Mobile Marketing Association Germany

Mobile video ads are becoming more and more popular with 61% of German users already consuming videos on their smartphones.

In the early days we saw spots, produced for TV also running on desktop or mobile phones. Thank goodness this isn't the case anymore for most video ads, and many advertisers and agencies have understood to treat online and mobile channels differently. However, there are still many pitfalls and challenges for creators and brands when producing content for mobile devices. And we still see many videos which do not yet conform to the latest best practices.

The context in which we consume media nowadays is changing - we watch videos while we are on the go. Our attention is limited and the environment on our screen is fast and distracting. Many brands fight to gain our attention.

So, the question is, what is needed to create videos that get noticed and re-called in the mobile stream. What are the do's and don'ts? And what are the right metrics to measure success?

The MMA and experts from the mobile marketing industry in Germany have created a guideline for creators of videos, for brand and marketing managers as well as media planners to answer these questions and to provide them with a guide that can support them in their daily video creation business. Real live video examples of campaigns will we hope further inspire the industry to improve the next generation of video advertising campaigns.

The MMA's Mission is Architecting the Future of Marketing while Relentlessly Delivering Growth Today.

The MMA helps marketers lead the way of marketing change – in ways that shape the future and drive business growth today.
The MMA has 800+ corporate members in over 3 dozen countries and is truly a global organisation with offices in 15 countries including Germany.
MMA is run and controlled by marketers but also includes solution providers, Agencies, Media Companies, Consultancies plus Enabling MarTech & AdTech. Our marketer members spend over $80 billion annually on marketing and advertising around the world.

INTRODUCTION

Smartphones have become an integral part of our everyday lives and we spend more and more time with mobile devices. Especially for younger generations the smartphone is a constant companion. But mobile is not only a technical device, but rather a usage behaviour. Content consumption on mobile phones is fundamentally different from what we know from desktop or classic media, above all it is more individual, faster and more frequent. It should be a matter of course for us as marketers to consistently place this new usage behavior at the center of our considerations when designing mobile advertising in order to combine the best possible user experience with maximum success for our advertising customers.

The reality check results in a different picture. This change in media consumption has so far had only a limited impact on creative processes or campaign design, especially when we look at mobile video advertising. The very different consumption of mobile video e.g. in feeds, stories, in streams or even in mobile games requires a special implementation in order to fully exploit the possibilities of mobile video ads.

This Basic Guide was created by a group of creative experts from the companies organized in the MMA. It is designed to help advertisers answer the most important questions about mobile video design, assist with campaign design and show that mobile video, or mobile marketing in general, is an effective tool for a variety of marketing objectives, from branding to performance.

ANDREAS RAU

BOARD MEMBER MMA GERMANY

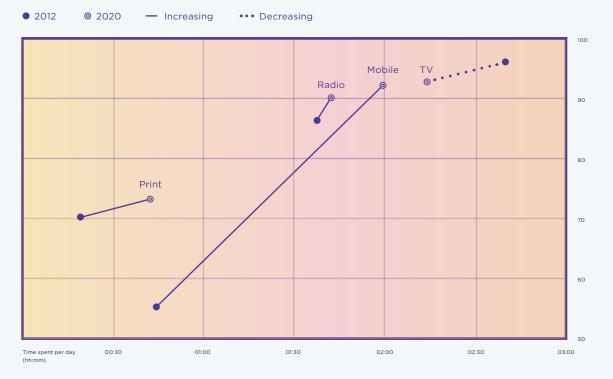LAB LEAD

HEAD OF MEDIA AGENCIES I DACH, FACEBOOK GERMANY GMBH

FACTS & FIGURES

MOBILE IS BIG AND GROWING: There are already 5.3 billion mobile users in the world with an estimated 5.7 billion users in 2023. [1]

MOBILE CONTINUES ITS ACCELERATION
Reaching 92% of all adults with an average of 2 hours time spent per day

Reach vs. time spent with media 2012-2020 (Germany)

● 2012   ◎ 2020   — Increasing   ••• Decreasing

2020 GlobalWebIndex | Source: GlobalWebIndex Q4 2012 - Q1 2020 Base: 79,013 internet users in Germany aged 16-64
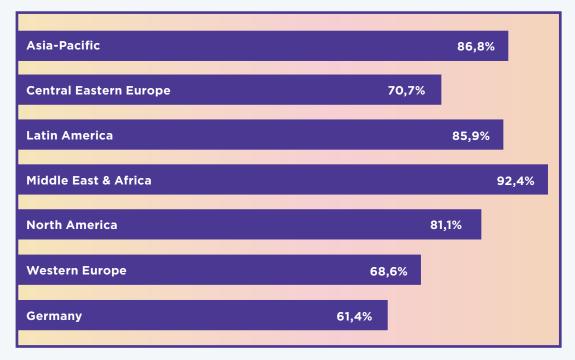
[1] Cisco, 2020, www.cisco.com/c/en/us/solutions/collateral/executive-perspectives/annual-internet-report/white-paper-c11-741490.html

MOBILE VIDEOS HAVE ARRIVED IN EVERYDAY LIFE: The majority of digital video users consume videos on their mobile phones. In Germany, this figure is already over 61% and a comparison with other regions shows in which direction this trend will develop. [2]

MOBILE PHONE VIDEO VIEWER PENETRATION, BY COUNTRY
2020, percentage of digital video viewers

Reach vs. time spent with media 2012-2020 (Germany)

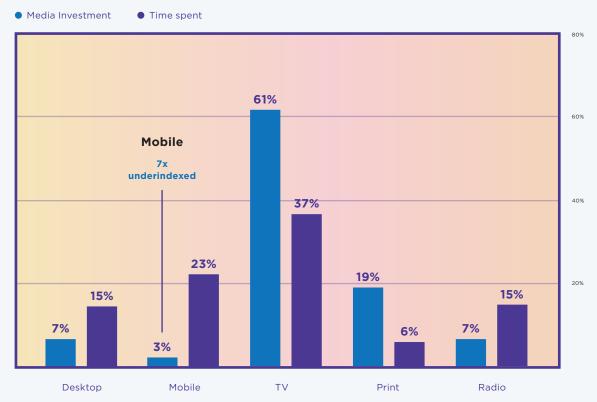| Region	Percentage
Asia-Pacific	86,8%
Central Eastern Europe	70,7%
Latin America	85,9%
Middle East & Africa	92,4%
North America	81,1%
Western Europe	68,6%
Germany	61,4%

www.emarketer.com | Source: eMarketer, February 2020

[2] eMarketer, 2020, www.emarketer.com

THE FIRST SECOND COUNTS FOR SUCCESSFUL MOBILE ADVERTISING: The human brain needs only 400 milliseconds to perceive and emotionally process mobile advertising, desktop ads need 3 seconds. Video ads generate a stronger emotional response earlier than static ads. [3]

MOBILE ADVERTISING AS A GLOBAL GROWTH DRIVER: For 2023, mobile is estimated to account for around 82% of all digitally sold advertising space, or 51% of the total global advertising budget.[4]

MIND THE GAP - DESPITE THESE CHANGES, MARKETING INVESTMENT IS YET TO CATCH UP WITH CONSUMER BEHAVIOUR

Percentage media mix vs. percentage time spent per media

● Media Investment   ● Time spent

GlobalWebIndex Q1 2020 | DE media spend 2019 Nielsen, time spent per media in Germany Statistisches Bundesamt 2019

[3] MMA, 2019, www.mmaglobal.com/cognition
[4] ADZINE, 2019, https://www.adzine.de/2019/06/mobile-werbung-als-globaler-wachstumstreiber-in-unruhi-gen-zeiten/

HOW TO: BEST PRACTICE APPROACH FOR A MOBILE VIDEO CAMPAIGN

1. DEFINE CAMPAIGN OBJECTIVES AND MEASUREMENT METHODS

Mobile video can fulfill both branding and performance goals. For this it is essential that the idea and execution is focused on one communicative goal. Within a campaign the goals can be combined by using the marketing funnel.
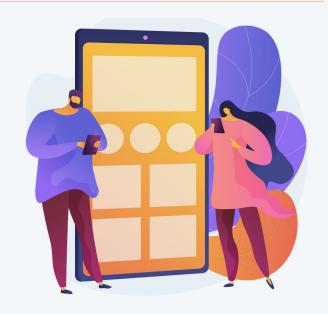
POSSIBLE OBJECTIVES

BRAND GOALS (EXEMPLARY)

- BRAND AWARENESS
- AD RECALL
- BRAND SYMPATHY

SALES GOALS (EXEMPLARY)

- SALES (ON- & OFFLINE)
- LEADS
- PURCHASE PROBABILITIES

In addition to the clear definition of the goal, "What does success look like", it is also elementary to determine the measurment methods, "How can I measure that my campaign pays off on my goal and was therefore successful?" In this context, classic media KPIs (view rates, CPM/CPM, click rates, view count, etc.) are becoming less and less important, because the above-mentioned goals can be measured directly for mobile campaigns with the right setup.

You will be even more successful if you use marketing mix modelling or attribution models to compare all media channels with each other and to optimise the budget attribution accordingly.

2. MOBILE (VIDEO) AS A DEDICATED PART OF THE CHANNEL MIX

Before using mobile video, it must be clarified what role the channel should play in a cross-media campaign or customer journey. In a TV-based campaign, mobile video can, for example, take on a reminder function downstream and thus build a bridge between the offline and online worlds. On the other hand, a campaign with mobile video can be initiated and extended into the physical world with OOH, for example. An overarching content idea is indispensable here, one that runs through all media and enables the various channels to be optimally interlinked.

3. INCREASE RELEVANCE OF THE MESSAGE THROUGH APPROPRIATE TARGETING & TIMING

Mobile devices and applications offer a wealth of targeting possibilities, which enable an even more precise approach than in classic (online) marketing. Beyond classic targeting criteria (demographics, interests etc.), devices, locations and usage situations can be identified and used. These should also be taken into account in corresponding concepts to make communication as relevant as possible. For example, a reference to a visit to a shop while on the move, when looking at the smartphone, is much more helpful than at home on the sofa.

Likewise, brand messages are also useful in the short distraction of commuting in the subway. The combination of messages and the situations in which people find themselves should be given additional consideration in the conception of ideas.

4. CONSIDER MOBILE CREATION RIGHT FROM THE IDEA

A great, creative idea is essentially channel-neutral and can therefore unfold its full power in every channel. In everyday life, however, few ideas are really channel-neutral. This is the reason why mobile should be considered separately in the idea process and not just at the end as a "digital extension" of already existing commercials.

User requirements differ fundamentally from other audiovisual content. For example, people often consume without sound, the smartphone is used primarily (94% of the time) vertically [7], which also applies especially to video on platforms such as Instagram, Snapchat or TikTok. In addition, the use is much faster than in classic linear video consumption. These peculiarities of mobile video consumption must be taken into account in creative ideas because we will only achieve an optimal campaign performance if videos are made for mobile.

[7] Scientiamobile MOVR, 2014 https://data.wurfl.io/MOVR/pdf/2014_q4/MOVR_2014_q4.pdf
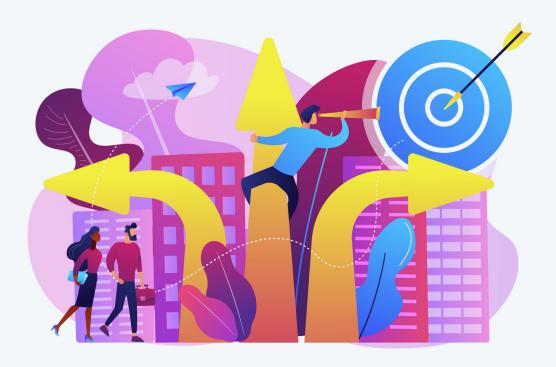
CHECKLIST: DESIGN OF MOBILE VIDEO CREATIVES

Over the past few years, a number of basic best practices for mobile video have proven to be successful and creatives should be tested for the so-called "mobile fit" using the following questions. It is recommended to perform the check not only on the big screen, but from the beginning on the smartphone:

1 "Thumb Stopper": Do I have an aha-moment that makes people turn their attention to advertising?

2 Is my message clear and easy to understand? Do I communicate the most important things in the first three seconds? Product and brand should be integrated right at the beginning.

3 Is my ad as short as possible but as long as necessary to get the message across (as a guide, ads should not be longer than 15 seconds)?

4 Will my video work without sound? Ideally I work with appropriate text elements or alternatively with the use of subtitles.

5 Do I use a format that puts my idea in the best possible light on the mobile screen? (9:16, 4:5, 1:1)

6 Is the narration dynamic enough? Are fast cuts, split screens and scene changes or similar techniques used?

7 Have I integrated a clear call-to-action at an early stage?

8 Are there innovative video formats that support my campaign idea? For example 360° videos, AR, VR, etc.

CONCLUSION

Those who take the our recommendations and the checklist into account will bring a mobile campaign to life that integrates optimally into their strategy instead of merely supplementing it. Only with mobile video that is an integrated part of the campaign concept right form the start, campaigns will unfold their full potential in this increasingly important channel.

If we take a brief look into the near future, it becomes clear that today the possibilities of mobile video are far from exhausted. It remains important for advertisers to establish an experimentation mindset and to continuously identify and test new innovations. Topics such as Augmented Reality (AR), Virtual Reality (VR) or 360 degree videos are already possible today, but have hardly been used so far. Innovative and interactive formats are particularly suitable for experiencing and discovering a lot of content, so that consumers can immerse themselves in the product worlds and stories - for a more intensive examination of your brand and product.

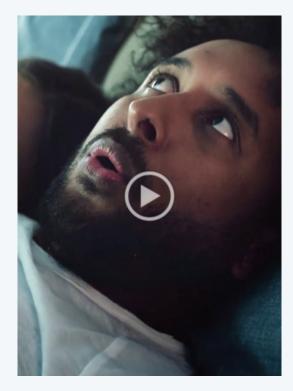# BEST CASE #1 - COCA-COLA

Coca-Cola Energy: "Can", 6 seconds

Coca-Cola Energy: "Psaiko.Dino", 12 seconds

MICHAEL GROSS
SENIOR MEDIA MANAGER
COCA-COLA GMBH

„In the launch year of Coca-Cola Energy, the task was to create target group-relevant content for a broad-based social media campaign and to tailor this content to the media. Through close cooperation between creation and media, we were able to ensure "mobile first" in terms of both content and the structure of the video assets. The cooperation with three creators from the Passion Points of our target group additionally increased the relevance. Short stories created added value for the user without the brand taking a back seat. The product, the core message and the placement of the talent were set at the beginning of the assets to generate immediate attention. Different formats and format lengths helped to serve user situations from "on-the-go" to "lean-back" within the channels. With the targeting capabilities in place, we were able to exceed our targets for brand awareness, reported action and ad visibility."
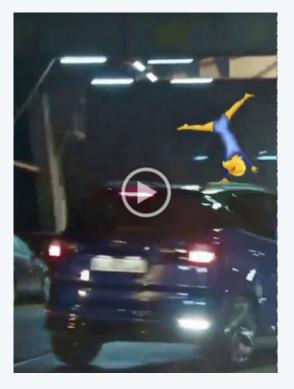
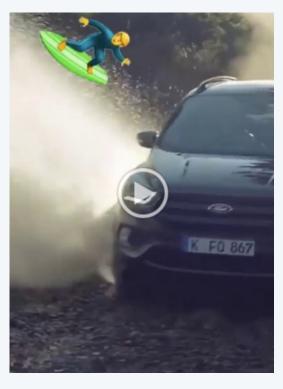## BEST CASE #2 - MASTERCARD

Mastercard: "Hochzeit", 15 seconds

JESSICA CLAAR

VICE PRESIDENT MARKETING
COMMUNICATIONS GERMANY &
SWITZERLAND
MASTERCARD EUROPE

„Mobile video advertising is playing an increasingly important role for us, especially on the high-reach social media channels. But in the fast-moving social networks, the content has to stand out positively, must not be too long and the dramaturgy must be right. That's why in our wedding anniversary video we communicated the core messages quickly and attention-grabbing within the first few seconds and additionally clarified important statements with visual elements in the video, so that they can be understood without sound. We also played the video in different formats and optimized them for the different platforms with the help of A/B tests. This was extremely efficient in terms of advertising impact and we were able to achieve above-average line growth."
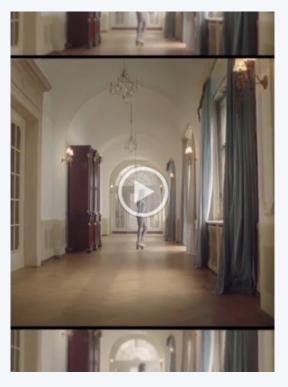
BEST CASE #3 - FORD

Ford 1: 7 seconds

Ford 2: 7 seconds

HOLGER DOHMEN
HEAD OF DIGITAL MARKETING
FORD WERKE GMBH

„By using custom-fit video assets in the area of mobile marketing, for example on platforms such as Facebook, Instagram, we were able to significantly increase the advertising effectiveness in the area of brand and model awareness as well as in performance marketing with regard to lead generation and configurations for our models. Strong mobile optimized video assets and also the use of new elements that reflect specific mobile usage behavior are the most important drivers for effective and efficient mobile marketing that is aligned with real business objectives."

BEST CASE #4 - XOUXOU

XOUXOU 1: 5 seconds

XOUXOU 2: 5 seconds

„Xouxou was born on Instagram, a mobile-first social network where the style of the brand and products could really shine. The products themselves are made of mobile phones and the vast majority of our website traffic is mobile too. It's built into our DNA to be mobile-first, especially in our creative videos."

RICHARD KIRSCHSTEIN

CO-FOUNDER

XOUXOU

MEMBERS MMA GERMANY

MMA GERMANY

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mastercard.   M   MiQ   ogury

PubNative   Qverse   [Snapchat]   [Twitter]

Unilever   upday   WallDecaux Premium Out of Home   yoc

ZEOTAP

Contact

🌐 www.medium.com/mmagermany

✉ katja.griesser@mmaglobal.com

Lab lead

Andreas Rau, Head of Media Agencies, DACH

✉ anra@fb.com

MMA Germany

The Mobile Marketing Association's German Local Council strives to accelerate the transformation and innovation of mobile marketing and advertising, and the technologies that enable their advancement in Germany and globally.