WHY VIDEO

According to research, our attention span has dramatically decreased in just 15 years.

12 seconds in 2000

8 seconds in 2015

40
The no of years Periscope users were watching every day
In July 2015

75%
The % of internet traffic that video will account for by 2020.

The average person, not that we think you’re average,

spends 6 hours a day online.
it’s no wonder attention span has decreased

59%
of senior executives would rather watch a video than read text when both are available

51%
of marketing professionals name video as the content with best ROI

8bn
The number of daily video views on Facebook. This doubled from 4bn in 2014 to 2015
MOBILE 1st

Video consumption on smartphones has increased year-on-year in South Africa by 42%.

85% of internet users in SA have a smartphone and access the internet via mobile.

74% of SA feature phone users are planning to upgrade to a smartphone.
## VIDEO & DIGITAL METRICS

<table>
<thead>
<tr>
<th>Funnel</th>
<th>Objective</th>
<th>Video type</th>
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</thead>
<tbody>
<tr>
<td>Target</td>
<td>Build awareness</td>
<td>About us / brand video</td>
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<tr>
<td>Engage</td>
<td>Generate interest</td>
<td>How to video</td>
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<tr>
<td>Convert</td>
<td>Purchase</td>
<td>Testimonials video</td>
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<tr>
<td>Retain</td>
<td>Client loyalty</td>
<td>Support / onboarding video</td>
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77% of people have been convinced to buy after watching a video
Creative has a huge effect on video response and varies too greatly among video ads for a fair apples-to-apples comparison, as do KPIs (was your competitor aiming for clicks or views?), targeting (larger audience? smaller?), and budget (did they have twice the budget to promote?).

Instead of looking exclusively at competitive or industry benchmarks, set your own. Consider comparing your current campaign to past campaigns, for which your team will know creative variables, KPIs, targeting, and budget.

*If pictures are worth a thousand words, video is worth a million* ~ Candidio
WHAT’S COMING?

Welcome to fully immersive content viewing! 360 Videos start playing from News Feed with a special icon that indicates interactivity. This captures viewers' attention and allows them to discover and experience content.

With users able to rotate and view a video, VR and Oculus are the future of computing and video. Immersive branded content means more impression value with all the added benefits of Facebook video; view custom audience creation and hyper-targeted reach to name a few.

Facebook’s new 360 degree camera unveiled at F8 2016
What’s Coming?

Since Periscope launched in 2015, people have created over 100 million live broadcasts. Twitter recently launched an app in 2015 to help users create, edit and share videos. Check it out

Facebook is launching a Live video API, which will let developers broadcast directly to Facebook from any device, not just smartphones. Click to watch more.
**CREATIVE BEST PRACTICE**

<table>
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<tr>
<th>Tell a story</th>
<th>Create engagement by telling a story</th>
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<tbody>
<tr>
<td>Use the 3 Second Rule</td>
<td>Make sure your brand is known in the first 3 seconds by using subtitles</td>
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<tr>
<td>Optimise for silence</td>
<td>Using subtitles and branding your opening frame will promote engagement</td>
</tr>
<tr>
<td>Use humans</td>
<td>Yes really! You appeal to humans by using a human element</td>
</tr>
<tr>
<td>Create a series</td>
<td>A series of creative ad sets will promote engagement and help you to achieve your objectives</td>
</tr>
<tr>
<td>Use slideshow</td>
<td>If your audience are majority feature phone users then use slideshow</td>
</tr>
<tr>
<td>Call to action</td>
<td>Use a Call to Action giving viewers a clear indication of what you’d like them to do next</td>
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</table>
OBJECTIVE
Social Media was a perfect fit for the target market (77% of the Youth use Social Media in SA - Source: Global Web Index: Nov 2015). Our aim was to reach as many consumers as quickly as possible with the limited budget.

We were thrilled with the Facebook Video performance of this campaign where we tried to reach the target market quickly to drive awareness around our exciting in-store activation. Facebook has been an increasingly important media channel for us and justified this again with the results of the Soundbite campaign.

~ Benjamin Schoderer, Digital Manager KFC Africa
WHY meedee8 FOR VIDEO?

Running video on meedee8 gives you the ability to;

- Split test between demographics
- A/B testing of creative applications
- Specific targeting of audiences
- Budget management tool allows for maximum optimisation

PERFORMANCE AND ROI BENEFITS

Live optimisation

Save time and reach the right customers, by creating multi segmented campaigns and ad variations in one simple process.

Multivariate cross channel campaigns

Scale your operation and reduce overheads by simplifying workflow and standardising reporting.

Insights driven reporting

Achieve higher ROI with assisted decision making on campaign optimisation through powerful insights.
YOUR VIDEO CHECKLIST

Video is branded within first 3 seconds ✓

The video story and content is aligned with its objective ✓

There is a relevant call to action ✓

The video is engaging and doesn’t try to sell ✓

The video appeals to the target audience ✓

The video answers the question(s) the viewer has ✓

It’s on brand ✓

Less than 1 minute ✓

80% The drop off in viewers for videos over 1 minute
Thank you for downloading our Toolkit for Video

Click here to chat about how we can help you optimise your digital spend

Popimedia is a global performance ad-tech company.

Popimedia’s ad-technology platform meedee8 helps brands save time, optimise spend and scale media.