

ACE
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BuzzFeed

Creating Branded Content Viewers Actually Want to Watch

Best Practices for Long Form Video Ads

Presented by

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Today's Presenters



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Director of Ad Effectiveness
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Agenda

- Who We Are
- The Value of Long Form
- Key Insights
- 5 Key Characteristics of Top Ads
- What We Learned



ACE
metrix®

We Measure the Impact of Video
Advertising Across Television and
Digital

ACE
metrix®

Ace Metrix. Proprietary and Confidential.

Syndicated & Comprehensive Video Measurement

50k

Ads tracked since 2010

Boasting the world's largest database of TV & digital video assessments

1.4k

Brands across 96 categories

Providing the broadest variety of benchmarks & normative data available

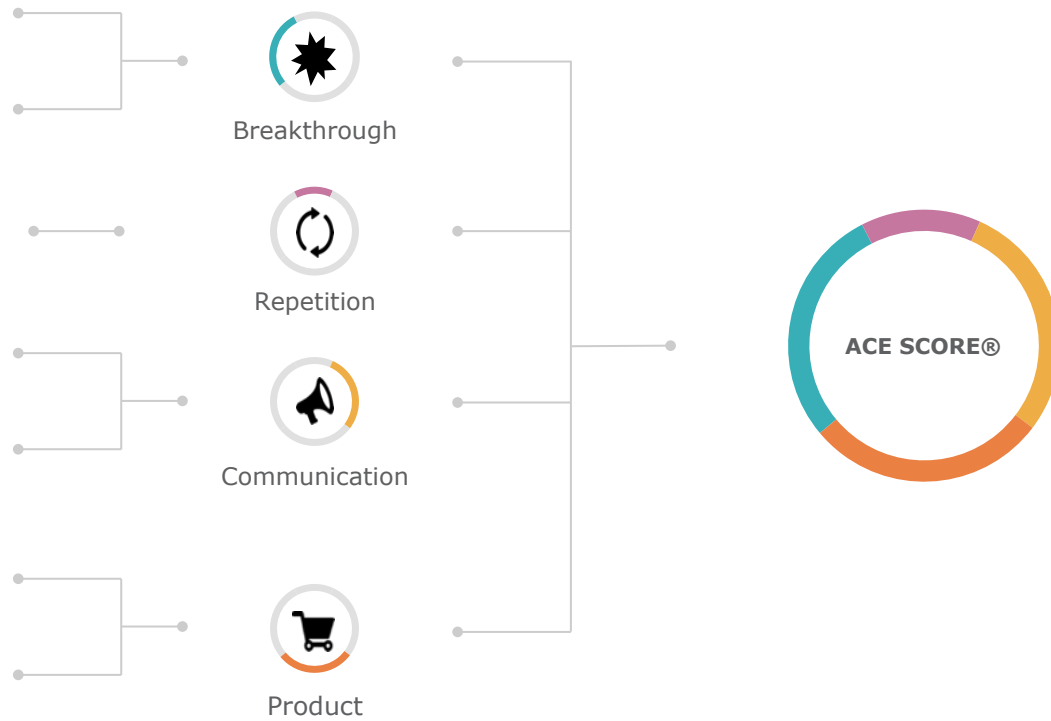
16m

Consumer Verbatim Responses

Offering qualitative insight into the "why" behind an ad's performance

Actionable Quantitative Metrics

- Attention
- Likeability
- Watchability
- Information
- Change
- Desire
- Relevance





A Global, Cross-Platform Network

BUZZ NEWS MOTION PICTURES



Create

Distribute



Talent
Technology
Data

Impact

BuzzFeed Growth

2012

100 Million
monthly content views

Mostly U.S.

Mostly Site and App



2016 to date

6 Billion
monthly content views

Global:
11 Countries Worldwide

Cross-Platform:
>30 platforms

What is Long Form Native Video (LFNV)?

- ✓ Digital video between 1:30 and 5 minutes in length
- ✓ Sponsored or co-branded by an advertiser
- ✓ Created in the voice and style of a publisher





The Value of Long Form Native Video


At the highest level, Long Form Native Video...

Offers an opportunity for marketers to make content viewers actually want to watch

Is great for engaging users, capturing attention, creating an emotional connection

Allows a brand to entertain and tell a deeper story





Today's Consumers Increasingly Avoid Advertising

Brands Recognize the Need to Entertain

"This time around, it is all about entertainment over an advertisement—we really want to create engaging content that people just want to watch like a TV series."

-Mary Beech, EVP and CMO of Kate Spade & Co., recently told Adweek

"One of the sins in automotive is we've spent too much time on TV trying to sell and not enough time storytelling."

-Dean Evans, CMO of Hyundai, Advertising Age, December 2015

Background on the Study

- LFNV is an emerging format
- “Do I have the best ad possible?”
- Creative resonance measures for 79 videos
- Analysis took place in 2H 2015



A photograph of two men, one with a beard and a turban, looking at a laptop screen. The image is overlaid with a blue gradient and the text 'KEY INSIGHTS FROM THE STUDY'.

KEY INSIGHTS FROM THE STUDY

Television & LFNV: A Solid 1-2 Punch

Among viewers 16-35:

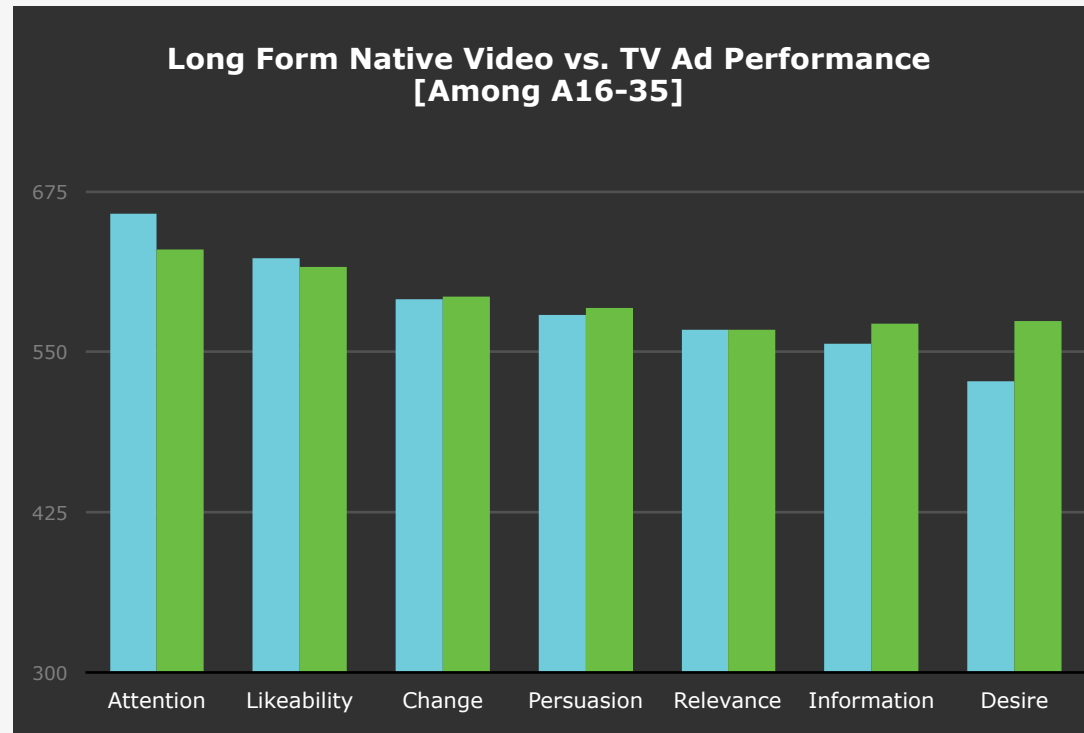
- Key performance advantage for LFNV is its ability to grab a viewer's attention
- LFNV performs on par with TV for "Persuasion"
- TV typically has the advantage for relaying Information and driving Desire



LFNV Norm

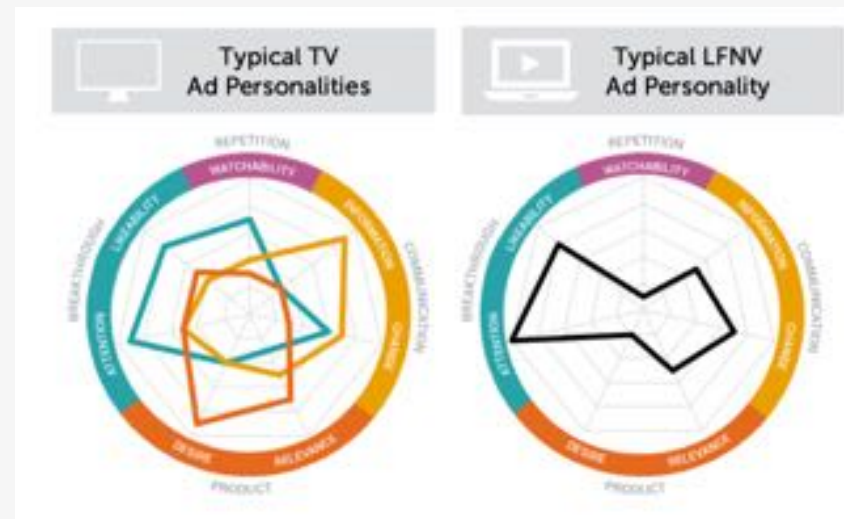


TV Norm



LFNV is Great at Capturing Breakthrough

- Long Form Native Videos typically are entertaining
- They usually grab attention and are highly likeable
- Breakthrough measures an ad's ability to break through the clutter and get noticed

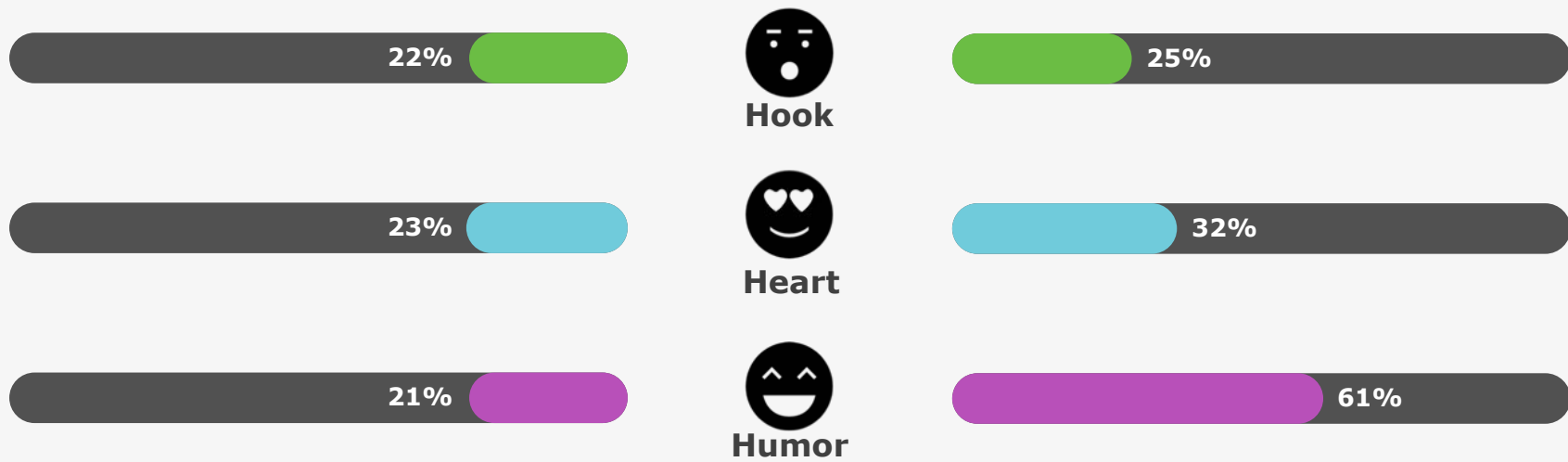


LFNV Elicits a Strong Emotional Connection

The % of ads which elicited a strong emotional response, scoring in the Top 20% of all database ads for Humor, Heart, and/or Hook

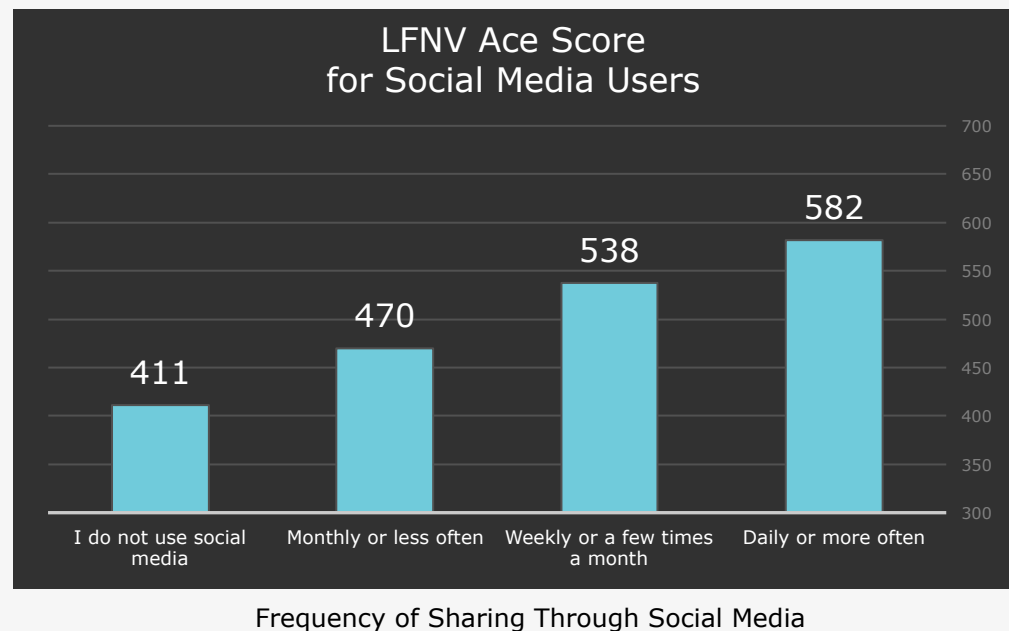
Television Norm

Long Form Native Video Norm



LFNV Performs Better with Social “Super Sharers”

- Long Form Native Video performs particularly well amongst “Super Sharers”
- Opportunity for brands to leverage these influencers to amplify distribution of their content.



LFNV Helps Brands Align Goals with Social KPIs

KPI and correlated creative effectiveness measure

1. **Views** – high Attention scores
2. **Likes** – high Attention, Likeability and Watchability scores
3. **Shares** – high Change scores



LFNV Helps to Connect with New Customers

Among brand considerers, LFNV is more likely to drive Attention, Likeability, and Change perception than TV ads.

Long Form Native Video vs. TV

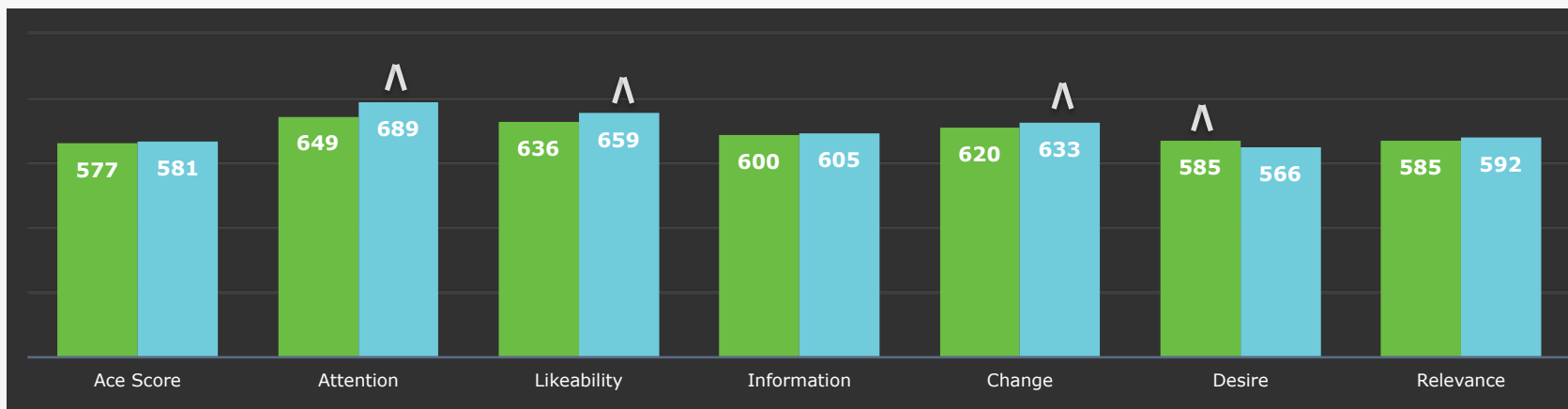
Ace Scores Among Brand Considerers



TV Norm



LFNV Norm



^ Indicated Significant @ 90% Confidence.

Best Practices:

5 Key Characteristics of Top Performing Videos

5 Key Characteristics of Top Performing Videos

1

Entertain with emotion

2

Hook and engage with a story

3

Give viewer practical and useful tips

4

Leverage text overlays

5

Ensure a natural fit with content

Entertain With Emotion

- Top performing LFNV ads made a strong emotional connection with viewers.
- Nearly the same proportion of poorly performing ads also featured humor.
- Funny isn't easy. There is a risk of humor falling flat, and not resonating with viewers.



Entertain With Emotion

Norton Successfully Entertains With Emotion

Norton used its partnership with BuzzFeed to create a heartfelt, emotional and relatable story about the bond between siblings.

The ad was successful at grabbing Attention, Likeability, and Relevancy.



“Man tear jerker... going to go hug my kids. Certainly frames up a different view of anti-virus/malware protection as a watchful parent or sibling.”

“Life is Better When Someone Has Your Back”

Length: 1:28



BuzzFeed



Ad Personality

[Among Gen Pop]



Hook and Engage With a Story

- Featuring a cohesive story entertains viewers and makes your video easier to follow
- Having an arc to the story and clear resolution hooks viewers
- Entices them to want to keep watching



Hook and Engage With a Story

Fiat Engages With Entertaining Story

This Funny or Die video featuring Fiat, portrays a humorous story that entertained and shifted perception of the Fiat brand among a gen pop audience.



"Loved the ad, very funny and engaging. The car advertised is appealing and sporty."

"Back Seat Italians"

Length: 3:02



Ad Personality

[Among Gen Pop]



Connect By Giving Practical Tips

- Don't simply use tips and tricks.
- Communicate practical information.
- Deliver content highly relevant to a person's daily life.



Connect By Giving Practical Tips

Holiday Inn Gives Useful Travel Advice

Holiday Inn partnered with BuzzFeed to create a helpful travel video which tackled the packing challenge that we all face.

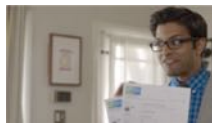
The useful and practical advice given is what drove strong in-market performance.



"I enjoyed the helpful packing tips. I feel like many people share these questions and don't think to look for the answers on their own. So Holiday Inn and BuzzFeed freely providing these is a great service."

"8 Ways to Travel Smarter"

Length: 2:07



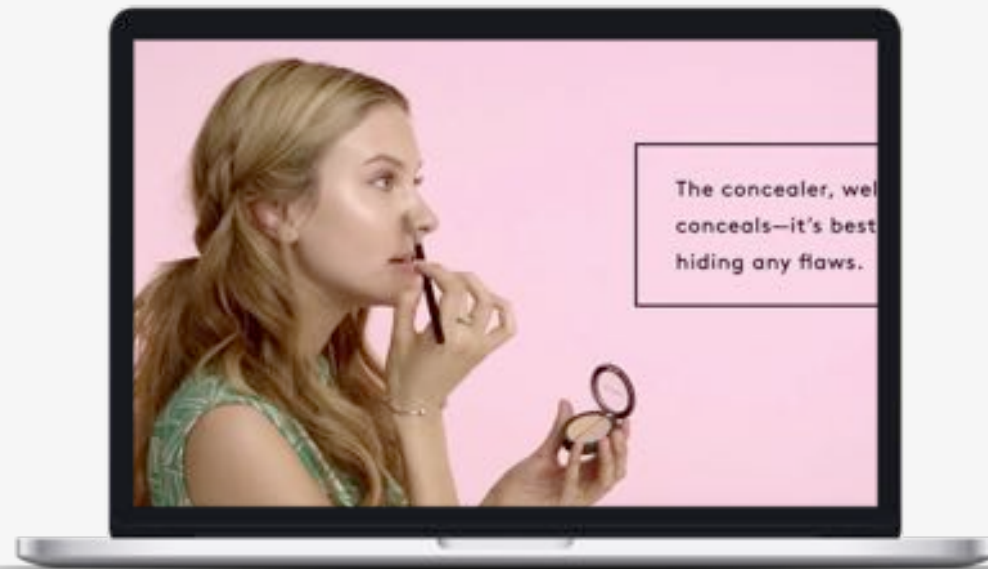
Ad Personality

[Among Gen Pop]



Deliver Message With Text Overlays

- All of the top Native Videos include on-screen text overlay of the featured 'tips/tricks'.
- This approach makes it easier for viewers to get the core messages.
- Works even in environments where sounds are disabled.



Deliver Message With Text Overlays

Almay Delivers Tips And Tricks In Memorable Way

Almay and Refinery29 created a video that provides useful skin and makeup tips.

The steady pace and upbeat music, combined with on-screen text overlays, made the ad informative, easy to follow, and memorable.



"I thought it was cool that it gave a few tips and defined some of the terms for those who are not knowledgeable on makeup and beauty terms like myself."

"How to Get Glowing Skin from Almay & Refinery29"

Length: 1:10

ALMAY
THE AMERICAN LOOK™



REFINERY29



Ad Personality

[Among Gen Pop]



Category and Content That Fit Naturally

- 81% of top ads featured content that had an authentic and natural tie-in to the advertiser category.
- Viewers aren't fooled easily. They know Native Videos are still ads, and they can easily detect when content feels forced or inauthentic.
- Top ads focused on the role that their respective categories play in daily life.



Category and Content That Fit Naturally

Comcast XFINITY Ad Uses Story That Is Natural For The Brand

- Viewers related to the humorous approach to portraying the different types of people you watch TV.
- The characters were mentioned frequently in viewer responses.



"I thought the ad was very funny and easy to relate to because we all know someone like the people featured in the ad."

"5 People You Watch TV With"

Length: 1:50

xfinity

BuzzFeed



Ad Personality

[Among Gen Pop]



WHAT WE LEARNED

Long Form Native Video is a powerful component of a holistic marketing strategy.

It complements your TV ads while offering significant advantages in driving attention and forging emotional connections.

LFNV offers a way to engage and connect with consumers through content they actually want to watch, seek and share.

THANK YOU!

Can I get the white paper?

Yes, the white paper will automatically be sent to all webinar attendees.

For information on leveraging LFNV online, contact BuzzFeed

For information on measuring the impact of your TV and digital ads, contact Ace Metrix



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