

WHITEPAPER

VIDEO ADVERTISING: AN ESSENTIAL FOR 2023 & BEYOND

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VIDEO ADVERTISING: AN ESSENTIAL FOR 2023 & BEYOND



Video advertising has been on the rise for several years and shows no signs of slowing down in 2023. With the ongoing pandemic and the increasing number of people staying at home, the demand for online video content has skyrocketed. As a result, brands and advertisers have recognized the potential of video advertising to reach a wider audience and engage with them on a deeper level. This whitepaper aims to explore the latest trends, challenges, and opportunities in video advertising in 2023, and provide insights and recommendations for businesses looking to make the most of this powerful marketing tool.

VIDEO ADVERTISING: AN ESSENTIAL FOR 2023 & BEYOND



In this whitepaper, we will:

- Explore the various video ad formats – both stalwart and emerging – and the best practices for each
- Share a cheat sheet of ad specs for popular channels
- Provide direction on maximizing video investments with cross-channel publishing
- Address how to better incorporate video into your marketing funnel

Video can drive traffic and create brand and product recognition. Because of this, making quality video assets is essential for marketing in 2023 and beyond.

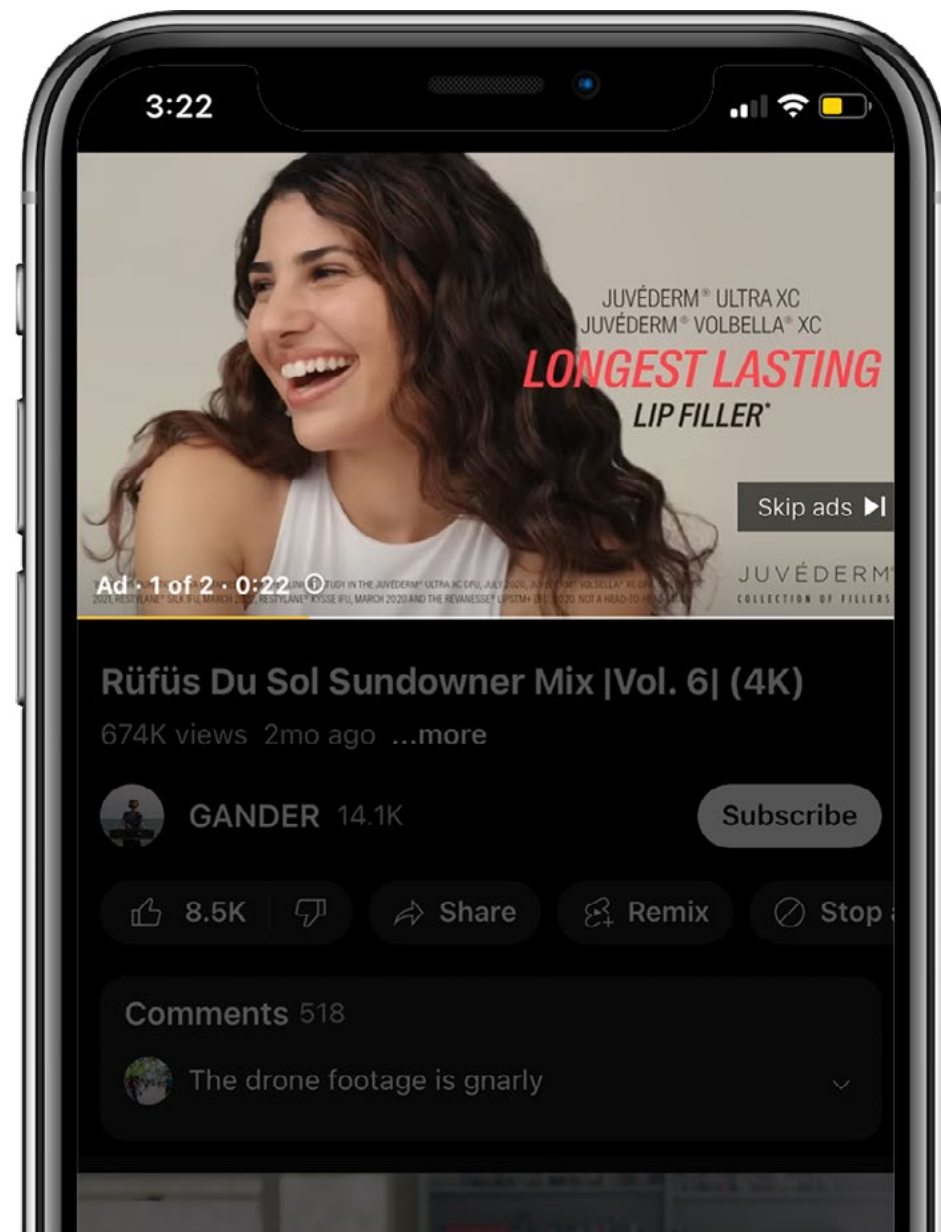
01

GETTING STARTED WITH VIDEO ADVERTISING

Video advertising has become an essential tool for digital marketers in 2023. Digital video ad spending is forecasted to [overtake TV ad spending](#) this year at about \$76.2 billion. And for a good reason, video ads allow brands to tell compelling stories through more engaging experiences than traditional static ads. This helps brands connect better with their target audiences. With [mobile video consumption](#) growing at a rate of 100% every year, we are all consuming more video content on-the-go. Video ads often yield higher click-through rates and longer viewing times, and social media platforms have made it easier than ever for businesses of all sizes to create and distribute video ads.



TRADITIONAL VIDEO AD FORMATS TO KNOW



01

PRE-ROLL-ADS

02

MID-ROLL-ADS

03

OUTSTREAM ADS

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01

PRE-ROLL-ADS

Pre-roll ads are a staple in online video advertising, particularly on YouTube. These ads play before the main video content, allowing the viewer to skip after a few seconds. Pre-roll ads are often used for branding or product awareness, as they offer a captive audience that is already engaged with related video content.



How To Master 5 Basic Cooking Skills - Gordon Ramsay

15,997,019 views

👍 241K 💬 4.4K ➔ SHARE ⋮

To create an effective pre-roll ad on YouTube or other video platforms, consider the following:

- 1. Captivating storytelling:** The ad should tell a story that resonates with your target audience and makes them want to learn more about your product or service.
- 2. Concise messaging:** Pre-roll ads are generally only 6-15 seconds long, so you need to get your message across quickly and concisely.
- 3. Clear Call-to-Action (CTA):** Your ad should have a clear and compelling CTA that tells viewers what action you want them to take. This could be visiting your website, making a purchase, or subscribing to your channel.

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02

MID-ROLL-ADS

Mid-roll ads are similar to pre-roll ads, but they play in the middle of the video content. Overall, creating effective mid-roll ads requires a balance of creativity, relevance, and value to the viewer. By considering the timing and messaging of the ad, you can create an effective and engaging experience for your audience.



To make the most of your mid-roll ad content, make sure to:

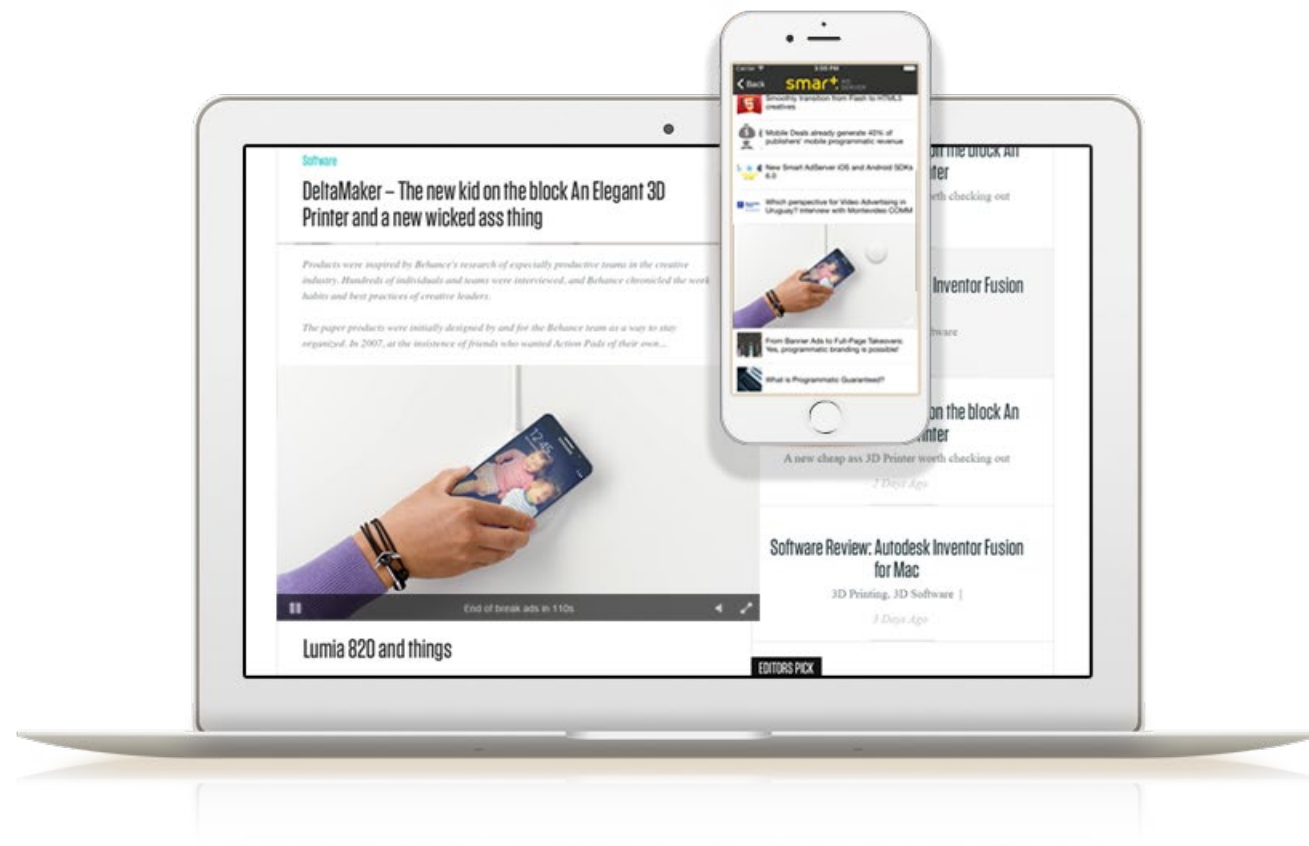
- 1. Make it relevant:** The ad should be relevant to the video content and target audience. Use targeting options to ensure your ad is being shown to the right people.
- 2. Timing:** Be considerate of the timing of the ad. A mid-roll ad that is too long or appears too soon in the video can be frustrating for viewers. Make sure your ad is no longer than 15-20 seconds and place it towards the middle or end of the video.
- 3. Grab attention:** Start the ad with a strong hook to grab viewers' attention and encourage them to keep watching.

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03

OUTSTREAM ADS

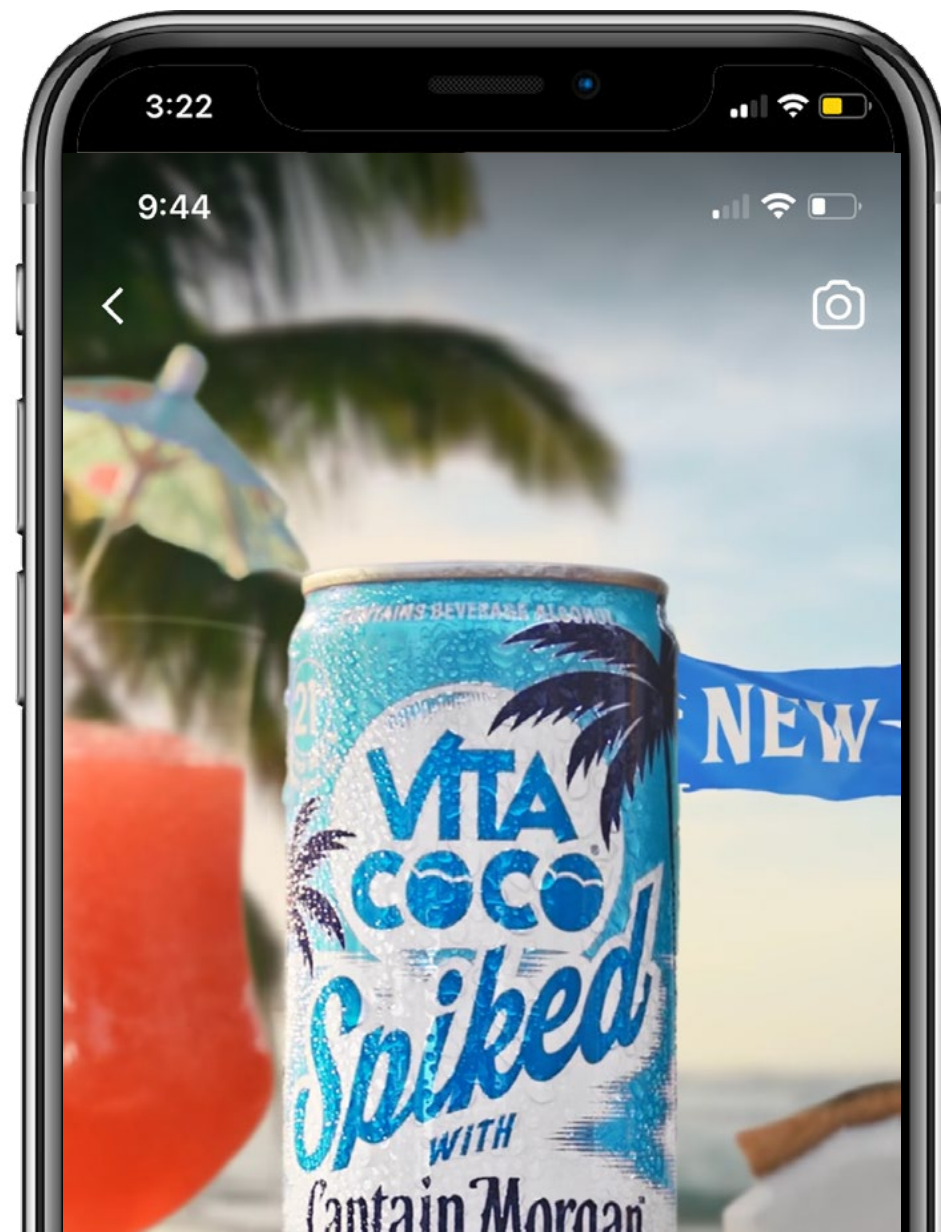
Outstream ads are video ads that play within text-based content, such as news articles or blog posts. These ads are typically auto-played when a user scrolls past them, and they play without sound until the viewer clicks on the video. Outstream ads are effective for capturing the attention of readers who may not be actively seeking out video.



To ensure your outstream ad does its job, make sure to incorporate these tips:

- 1. Start strong:** Since outstream ads are often auto-played without sound, it's important to start with a strong visual to catch viewers' attention and encourage them to turn on the sound.
- 2. Be concise:** Outstream ads are typically short, usually no longer than 30 seconds. Make sure your message is clear and concise, and that your ad can be understood without sound.
- 3. Focus on branding:** Outstream ads can be a great way to increase brand awareness. Use consistent branding throughout the ad, including your logo, colors, and messaging.

EMERGING VIDEO AD FORMATS FOR 2023 AND BEYOND:



01

VERTICAL VIDEO ADS

02

INTERACTIVE VIDEO ADS

03

LIVE VIDEO ADS

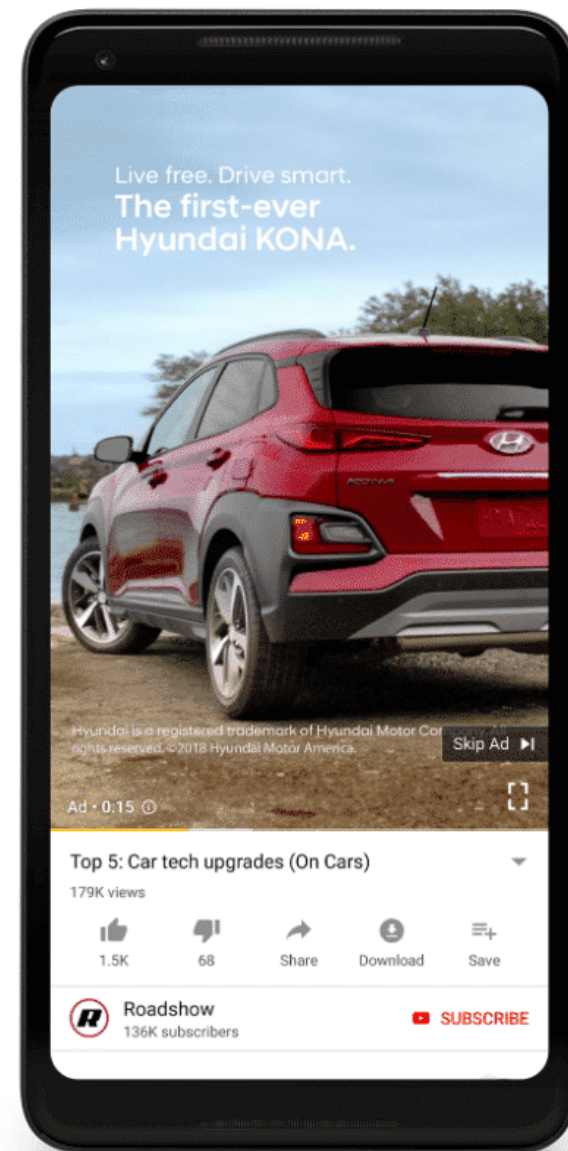
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01

VERTICAL VIDEO ADS

Vertical video ads are becoming increasingly popular with the rise of mobile video consumption. These ads are designed to be viewed on a smartphone or tablet, in a vertical format.

Vertical video ads can be effective for capturing the attention of viewers on-the-go, as they offer a full-screen, immersive experience.



Vertical video developed for organic social, like Instagram Reels for example, can be repurposed for paid efforts. Many of those same best practices apply:

- 1. Keep it short:** Vertical videos should be short and to the point. Attention spans are short, so aim for 15-30 seconds.
- 2. Optimize for mobile:** Vertical videos are often viewed on mobile devices, so optimize your video for mobile by using large text, bold graphics, and clear messaging.
- 3. Capture attention quickly:** Start your video with an attention-grabbing hook to draw in your audience within the first few seconds.

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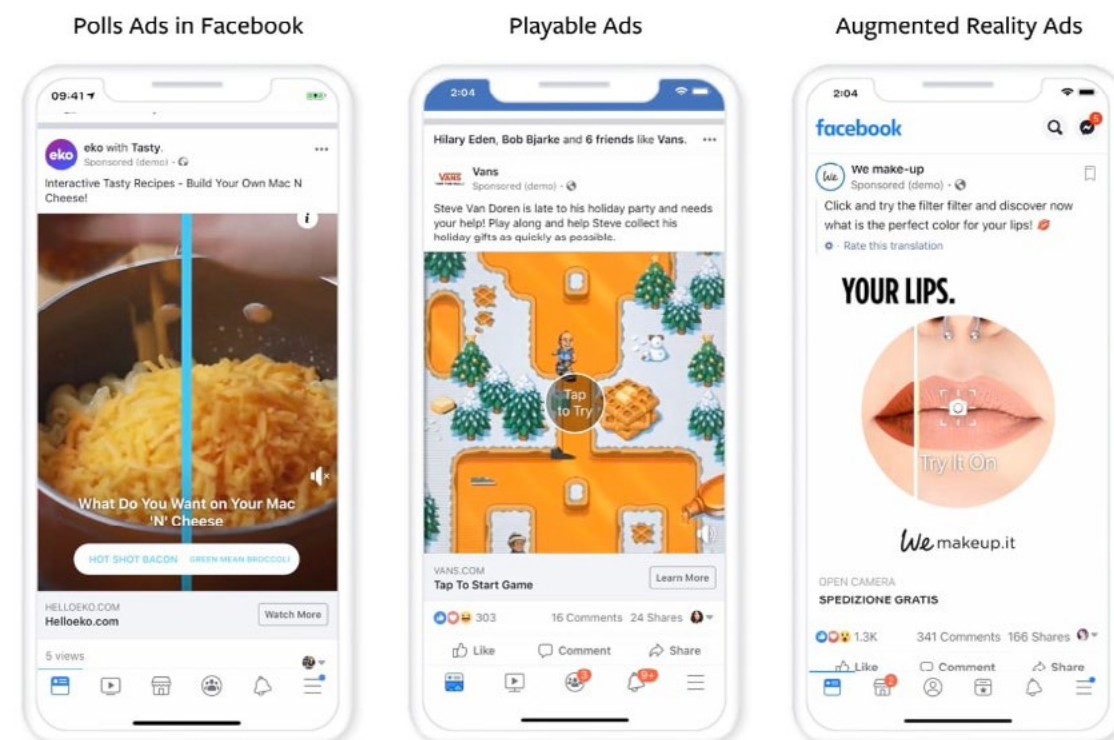
02

INTERACTIVE VIDEO ADS

Interactive video ads allow viewers to interact with the content, making the experience more engaging and personalized. These ads can include quizzes, games, or other interactive elements that encourage the viewer to engage with the brand. Interactive video ads are effective for creating a memorable experience and building brand awareness.

Here are some tips for creating effective interactive video ads:

- 1. Make it fun and engaging:** Interactive video ads should be, as their name says it, interactive, fun, and engaging. Use interactive elements such as quizzes, polls, and clickable hotspots to keep the viewer engaged.
- 2. Keep it short and sweet:** Just like with vertical video ads, keep your interactive video ads short and to the point. Attention spans are short, so aim for 30 seconds to 1 minute in length.
- 3. Include a strong call-to-action:** Include a clear call-to-action at the end of the interactive video ad to encourage viewers to take action.



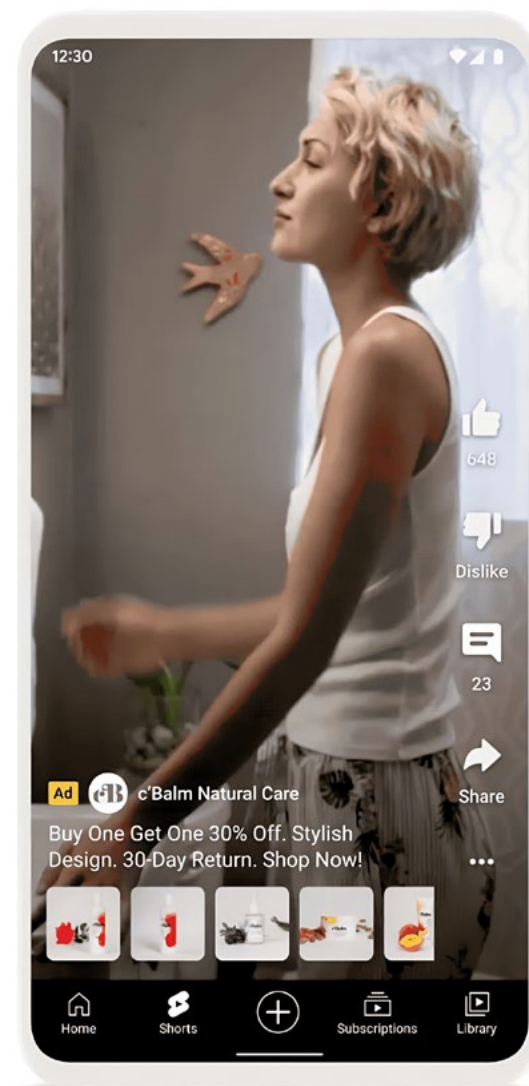
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03

LIVE VIDEO ADS

Live video ads are becoming more prevalent with the rise of live streaming platforms like Twitch and YouTube Live. These ads play during live video content, giving viewers a chance to engage with the brand in real-time.

Live video ads can be effective for creating a sense of urgency and building brand loyalty.



Here are some tips for creating effective live video ads:

- 1. Showcase your product or service:** Use your live video ad to showcase your product or service in an authentic way. This could include demonstrating how it works or sharing customer testimonials.
- 2. Be transparent:** Be transparent with your audience about the purpose of the live video ad and what they can expect to learn or gain from watching it.
- 3. Use high-quality equipment:** Use high-quality equipment such as a camera and microphone to ensure that your live video ad looks and sounds professional.

02

VIDEO ADVERTISING SPECS CHEAT SHEET

Two key formats are frequently used in video ads: landscape, and mobile full-screen. Landscape videos are most often used for YouTube, OTT, and OOH, recently we saw an increment on the [test of horizontal video](#) options for full-screen experience. On the other hand, mobile full-screen takes up an entire smartphone screen.

Regardless of orientation, most consumers prefer short-form video content of anywhere from 6 to 30 seconds long.



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VIDEO FORMATS



LANDSCAPE

- 4:3 or 16:9 ratio
- Recommend 15 to 30 seconds



MOBILE-FULL SCREEN

- 1080x1920 pixels, 9:16 ratio
- Recommend 3 to 10 seconds
- OTT

POPULAR PLATFORMS FOR VIDEO ADVERTISING



TIKTOK

- Mobile-full screen
- 1080x1920px, 9:16 ratio
- Preferred length: 9-15 seconds



YOUTUBE

- Landscape
- 1920x1080, 16:9 ratio
- Preferred length: 6-second, 9-15 seconds, 15-30 seconds



ROKU

- Landscape
- 1920x1080 (min 720x480 pixels), 4:3 ratio
- Preferred length: 15-30 seconds



META & IG

- Rectangle, square, and mobile-full screen
- 1080x1080 pixels, 4:5, 1:1, and 9:16 ratio
- Preferred length: 15 seconds or less



HULU

- Landscape
- 1920x1080, 16:9 ratio
- Preferred length: 15-30 seconds



03

HOW TO MAKE THE MOST OF VIDEO ASSETS

Using videos across different platforms can be an effective way to reach a wider audience and maximize the impact of video content. By repurposing videos and adapting them to different platforms, companies can increase their reach while maintaining a consistent brand message. The trick is to plan for these various platform orientations, specs and nuances during the video concepting phase, rather than as an afterthought. Maximizing video production shoot time, for example, can include gathering behind-the-scenes footage for organic social, capturing b-roll for future content development, and ensuring the video is being shot in both horizontal and vertical formats.



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The cost efficiency of using videos across different platforms is another key advantage. By creating one high-quality video and repurposing it across multiple platforms, marketers can save time and resources compared to creating multiple unique videos. Additionally, this approach can lead to higher engagement and ROI for each platform as the same message is consistently conveyed across all channels.

Moreover, using videos across different platforms increases the visibility and engagement of a brand. The wider the audience reach, the more potential there is for brand recognition and user engagement. By using videos on multiple platforms, marketers can leverage the unique characteristics of each platform to optimize engagement and reach a diverse range of consumers.

For example, a vertical video may be used for YouTube Shorts, as an Instagram Reel, and Instagram Stories ad. This can be done by trimming the video to fit the platform's video length requirements, adding captions for viewers who watch without sound, and creating teasers or snippets of the video for social media previews.

While content repurposing and maximizing video capture is important, it is equally important to understand the subtle differences and user expectations across different platforms. A horizontal ad developed for YouTube cannot simply be uploaded to TikTok as-is and expected to perform. Instead, marketers need to reconsider everything from sound to text, as well as the pacing, in addition to vertical orientation, in order to create a valuable piece of content for that platform.



04

HOW TO IMPLEMENT VIDEO ASSETS INTO THE MARKETING FUNNEL

Video is effective throughout the entire funnel, and marketers should ensure that campaign planning considers video at every stage.

With a target audience defined, video assets can be developed to educate, inform, and entertain utilizing content aligned with marketing objectives. Be sure to optimize the video for the funnel stage it will be used, as different types of video content work better at different stages of the marketing funnel. For instance, awareness-stage videos should be more general and introduce the brand, while decision-stage videos should be more specific and highlight the benefits of the product or service.





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Once the videos are created, they should be incorporated into the marketing funnel. Those awareness-stage videos can be shared on social media and incorporated in website content, while decision-stage videos can be included in email campaigns or remarketing efforts.

Below are several ideas to kickstart creative thinking around what type of video works best for each funnel stage:

01

VIDEO TYPES FOR AWARENESS STAGE

- Explainer videos
- Brand About/Storytelling videos
- Educational videos (tips, insights, how-to, tutorials)

02

VIDEO TYPES FOR CONSIDERATION STAGE

- Streaming TV remarketing
- Product demo
- User-Generated Content (UCG)

03

VIDEO TYPES FOR CONVERSION STAGE

- Product Walkthrough Videos
- Limited time Offer Videos
- Customer Success Story videos:
Don't forget repeat purchasers. Leverage engagement data from videos to continue reaching customers. For example, you can reach them to inform them about new product drops. This can be done across a breadth of channels.

05

5 VIDEO ADVERTISING BEST PRACTICES

As video advertising continues to grow in popularity, it's becoming increasingly important for marketers to create effective video ad campaigns that grab viewers' attention, engage them, and ultimately drive conversions. However, with the sheer amount of video content available today, it can be challenging to stand out from the crowd and create campaigns that resonate with the target audience.



Successful advertising incorporates eye-catching visuals, clear messaging, and concise storytelling. To ensure video assets are developed with a critical eye toward what works, consider these additional best practices:

01

HELP CONSUMERS SEE THEMSELVES IN YOUR BRAND

By understanding their needs, preferences, and pain points, you can create video ads that resonate with your target audience and make them feel seen and understood. This is especially important when it comes to using your brand to help consumers recognize themselves. Whether it's using relatable characters, situations, or language, it's essential to ensure that your video ads accurately represent your target audience.

This can be achieved through extensive market research, analyzing customer data, and conducting surveys and focus groups. By truly knowing your audience, you can create video ads that not only grab their attention but also make them feel connected to your brand on a deeper level.

Pairing powerful creative with the right targeting is key to success.

02

INCLUDE BRANDING ELEMENTS WITHIN THE FIRST 3-4 SECONDS

Attention spans are short and many of us click-out of video content after a few seconds of playing. By including the brand name or logo in the first 3-4 seconds marketers can strengthen ad-recall.

03

DON'T FORGET TO CONSIDER THE POST-VIDEO DESTINATION USER EXPERIENCE

A Call-To-Action is essential in video advertising to urge the viewer to take the next step in the customer journey (click to read more, download a PDF, signup, purchase now, etc.). Importantly, don't neglect to ensure that the landing page experience mimics the ad experience and reinforces important messaging. And make sure you are sending them somewhere that is appropriate to their stage in the funnel. If you are running brand awareness ads for example, don't send the viewer straight to a lead form.

04

MONITOR PERFORMANCE

Regularly monitoring the performance of your video ads is critical to the success of your video advertising campaign. It's not enough to just create a great ad and hope for the best - you need to be constantly analyzing the data and making adjustments as needed. This can include analyzing metrics such as view-through rates, click-through rates, conversion rates, engagement rates, as well as noticing where viewership drops off (and perhaps releasing a new version that is shorter, or speeds up that section), how different audio performs, delivery, choice of talent, etc.

Use this data to create remarketing audiences and inform future shooting.



05

LET EXPERIMENTATION BE YOUR GUIDE

Short-form video platforms move quickly, so it's important to experiment with different formats, styles, and messages to find what works best for your brand. Don't be afraid to iterate and refine your content based on feedback and performance data. Resist the urge to seek perfection over testing. Short-form video platforms are all about real-time engagement, so it's important to create content that is timely, relevant, and responsive to current events and trends. This means staying agile, adapting quickly to market changes, and having the resources and processes to create and publish content quickly.

Video advertising has become an essential component of modern marketing, offering a highly effective way to engage audiences and drive results. By following the best practices outlined in this whitepaper, leveraging the cheat sheet of ad specs for popular channels, maximizing video investments with cross-channel publishing, and better incorporating video into your marketing funnel, marketers can create highly effective video ad campaigns that grab attention, engage viewers, and ultimately drive conversions.

While there is no one-size-fits-all approach to video advertising, by following these best practices, marketers can create compelling video content that resonates with their target audience and delivers real results for their business. So, take the time to understand your audience, regularly monitor your ad performance, and experiment with new approaches and technologies to create video ads that stand out and make a lasting impact.

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