FROM SIX SECONDS TO SIX MINUTES

Developing creative that pays in a long form and micro video world
NAVIGATING THE CHANGING ENVIRONMENT OF CREATIVE DEVELOPMENT

WHAT ROLE CAN LONG FORM VIDEO PLAY?

HOW CAN MICRO VIDEO HELP IN BRAND BUILDING?

THE BIG PICTURE
THE CHANGING ENVIRONMENT & THE BIG QUESTION

What happens when content is shorter than 15” and a lot longer than 60”?

The decline of the 30"

TV rules in a digital and multiscreen world

Owned and earned, not just bought media

Ubiquitous mobile devices but short attention spans
LONG FORM VIDEO

Just because you can doesn’t mean you should
THE HEADLINES ON LONG FORM VIDEO

Superb potential for engagement – but not guaranteed

Well suited to building and reinforcing rational messages...

...and developing and enhancing emotional associations that frame brand positively in next decision window

Powerful equity building potential – and with the right news, the ability to persuade.
OPTIMIZING LONG FORM – RECOMMENDATION 1: INSPIRE, SURPRISE OR EXCITE

IT’S HARD TO RETAIN ATTENTION FOR LONGER THAN 60 SECONDS

Average Attention (all long-form content over first 200 seconds)
OPTIMIZING LONG FORM – RECOMMENDATION 2:
EMBRACE POLARIZATION

Sitting on the fence isn’t going to get you far!
OPTIMIZING LONG FORM – RECOMMENDATION 3: BRAND WITH CONFIDENCE

STRONG BRANDING
Ford Mustang: 2015 Official Commercial

Watch the video at https://www.youtube.com/watch?v=7jouH_yOpno
OPTIMIZING LONG FORM – RECOMMENDATION 4:
KEEP YOUR CANVAS CLEAN

Just because you have a bigger canvas doesn’t mean you have to ram it full:
OPTIMIZING LONG FORM – RECOMMENDATION 5: FIND THE REWARD

Smile and the whole world smiles with you

Watch the video at https://www.youtube.com/watch?v=EGDMXvdwN5e
OPTIMIZING LONG FORM – RECOMMENDATION 6:
DON’T DEMAND IMMEDIATE RESPONSE
MICRO VIDEO

The potential of Vine
THE HEADLINES ON VINES

Good potential to engage in a social media context – but not guaranteed

Brand integration linked to appearance of brand in Vine...

...can build single-minded rational associations or reinforce existing rational and emotional ones

Limited ability to persuade but a very cost effective way to support equity.
OPTIMIZING VINE – RECOMMENDATION 1: CELEBRATE THE FORMAT

Watch the Vine at https://vine.co/v/hJ199xz7DWq

**Nissan USA** The GT-R goes from 0-60 in 2.7s. #whoneeds6seconds

276d ago • Share

6 second length, ability to do stop motion video AND for the consumer to stop and start the Vine, ease of creation of user generated content
OPTIMIZING VINE – RECOMMENDATION 2:
KEEP IT SIMPLE, BUT NOT SIMPLISTIC

Watch the Vine at https://vine.co/v/h16ZHqjxjVB
OPTIMIZING VINE – RECOMMENDATION 3: MAKE IT AUTHENTIC, BUT NOT POLISHED

Watch the Vine at https://vine.co/v/M5uZi5hhu7V

Watch the Vine at https://vine.co/v/MMqZv2jalLK
OPTIMIZING VINE – RECOMMENDATION 4: BRAND, OR CUE BRAND

Degrees of brand prominence:

Watch the Vine at https://vine.co/v/M5uZi5hhu7V
Watch the Vine at https://vine.co/v/MJl29m9FynK
Watch the Vine at https://vine.co/v/Mv6agaVuir
Watch the Vine at https://vine.co/v/MreEAE6zE6m
OPTIMIZING VINE – RECOMMENDATION 5:
ONE EXPLICIT MESSAGE MAX

Watch the Vine at https://vine.co/v/MJl29m9FYnK

Watch the Vine at https://vine.co/v/MnmUBth27uK
OPTIMIZING VINE – RECOMMENDATION 6:
PLAY NOW, LEARN NOW
### ROLES FOR VIDEO IN A 6 TO 360 SECOND WORLD

<table>
<thead>
<tr>
<th>When to use</th>
<th>Vines</th>
<th>15s</th>
<th>30s</th>
<th>60s</th>
<th>long form</th>
</tr>
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<tbody>
<tr>
<td><strong>Assume low reach/ high social potential (for now)</strong></td>
<td><strong>Assume low reach/ social potential or niche/ transient relevance</strong></td>
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<td><strong>Communicating basic ideas and reminding</strong></td>
<td><strong>Communicating complex or multiple messages</strong></td>
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<td><strong>Developing stories for high involvement buzz</strong></td>
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- When to use Vines: Assume low reach/ high social potential (for now)
- When to use 15s: To stretch budget, cut downs, simple communication needs
- When to use 30s: New product, new campaign or after long hiatus, complex or multiple messages
- When to use 60s: New variant
- When to use long form: Assume low reach/ social potential or niche/ transient relevance
- Inspiring stories for fans who can’t get enough immersion
- Communicating basic ideas and reminding
- Developing stories for high involvement buzz
- As an event
- As a reward
IS YOUR CREATIVITY PAYING?

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APPENDIX

Speaker notes
SLIDE 1

A short set of learnings from Millward Brown on developing creative that pays in a long form and micro video world.

- With the growth of multiple screens, 30 and 60 second video ads are increasingly only part of a brand’s video arsenal. Vine has popularised the micro video format. At the other end of the scale, the most popular ads on YouTube average two minutes and one in eight are over five minutes. While there is general acceptance that you don’t just modify your TV for digital use, there’s less consensus on what you do.

- In this short deck, Millward Brown unlocks the elements of success in film longer than 60 seconds. It shows that while more time can allow for stronger engagement, it can also be a liability, particularly if the brand’s role disappoints the viewer. At the other end of the scale, Millward Brown shares research on micro video that demonstrates how the format can best be used not just to ensure sharing but also to benefit the brand.
SLIDE 2

This presentation starts by exploring long form video – which is taken to mean video that's longer than regular TV ads – typically over two minutes. It also looks at micro video, and Vine specifically. It ends with a point of view from Millward Brown on what we can expect video from six seconds to six minutes to achieve as part of the marketing mix.
These findings are based on a piece of research that Millward Brown conducted for a presentation in Cannes, and was kick started by a number of observations:

- TV rules don't hold in a digital and particularly in a multiscreen world
- Fewer 30sec ads being aired nowadays
- Ubiquitous mobile devices but short attention spans (National Center for Biotechnology Information says that we can concentrate for 8 seconds nowadays, down from 12 seconds in 2001) suggest the need for micro video – and the likes of Twitter through Vine and Instagram are there to capitalize
- What's more, owned and earned media have opened up potential for long form branded content

So, Millward Brown asked themselves the question, what happens when content is a lot shorter than 15 seconds and lot longer than 60 seconds? They also set out to determine what the creative considerations should be, and what role in the mix six second video and video up to 360 seconds can play.
SLIDE 4

First, let’s look at Long Form

• Long form video offers fantastic new creative opportunities.

• In the main we’re talking here about videos hosted on the brand’s website or YouTube or another platform.

• Freed from TV’s ‘pay by the second ‘world, advertisers and creatives no longer need to think of time as a ticking taxi meter..

• If the content is sufficiently interesting, branded content can now be 2, 4, 6 minutes or even longer..

• So brands no longer need to be thinking “how much can we afford?”.

• The key question now is “how much time do we need?”

• But of course, greater possibilities come with greater responsibilities, so restraint is key..

• Just because you can doesn’t mean you necessarily should.
Based on Millward Brown research and experience, these are some headlines when considering long form video.

- They have a great opportunity for creative engagement with the viewer
- Their length allows for the delivery of a number of messages about what the brand can deliver
- But also to build the brands emotional credentials that will help the next time the consumer is buying in the category
- None of these outcomes is guaranteed though, so there are six recommendations for making the most of long form video:
Recommendation 1: Inspire, Surprise or Excite

We firstly need to recognise that there’s no such thing as a captive 6 minute audience unless you captivate them. So it’s up to us to create something inspiring or exciting which is worth people’s time.

Millward Brown used their industry-leading facial coding approach to test all the long-form videos in this study. The main thing they learned, perhaps unsurprisingly, is that it’s tough to retain high attention for a long period of time.

On the whole, attention seems to start dropping off after the first minute. That doesn’t mean you need to stop your video at 60 seconds, but it does mean you need to be judicious about how long you make it.

Even if there are no additional media costs associated with a longer ad, you still risk losing consumer attention. So of course this means that your videos just need to be long enough.
Recommendation 1: Inspire, Surprise or Excite

There are also some cautionary tales to when it comes to pacing:

- Some long-form ads attempt a high octane approach, shooting out of the gates at high speed but a high octane approach can quickly become too much for consumers and you run the risk of losing people’s attention because it can quickly become irritating.

- Others start well but very quickly it becomes clear how the rest of the ad is going to proceed. These ads are too one-paced, too obvious and lacking in intrigue. Although they may not be irritating, there isn’t an incentive to stick with it.

So in one sense you want to pace yourself and consider long-form video a marathon not a sprint. But you also don’t want to make it feel like a marathon!
Recommendation 2: Embrace Polarization

- Many of the ads Millward Brown has tested that do well feature quite strong polarization. They perform above average on interesting, but also above average on boring and dull!

- Further research is underway but it could well be that long form ads tend to polarize more.

- The general advice is that brands should embrace this.

- If people find the content boring they can always skip or close it down. It’s far more important that some people really love the content.
SLIDE 8

Recommendation 3: Brand With Confidence

- Millward Brown has a clear point of view that branding is not the enemy of success
- Even sponsored content does not need to be overly subtle if the partnerships work
- Of the ads Millward Brown tested for Google which make the YouTube Leaderboard, subjective branding ratings are generally strong (top 3rd of all ads tested). As always, the key creative challenge is integrating the brand into the interesting and memorable elements of the ad.
Recommendation 4: Keep Your Canvas Clean

- While longer video means more space for creative freedom, there is still a need to retain focus; people are still unlikely to take away more than two messages.

- Looking at these two famous paintings in actual size, what’s clear is that just because you have a larger canvas, you still need to create a cohesive piece, and a coherent message.

- The whole piece still needs balance, poise, composure. It still has to dance.
SLIDE 10

Recommendation 5: Find the Reward

• To build brand pre-disposition and a point of meaningful difference, deliver some kind of reward (whether that’s unusual access, useful information or an emotional payoff)

• For example: Patches is one of the latest in a line of successful long form videos from Dove. It has already generated over 20 million views.

• The video tells the tale of women being treated with a beauty patch and keeping video diaries. When told afterwards that the patch is actually a placebo, they are forced to realise that all the positive changes they had seen in themselves had come from within.

• Millward Brown testing showed that Patches generates its strong Impact thanks largely to distinctiveness and emotional power.

• The narrative arc is a steady start, a fairly long drawn out middle section and then a big reveal at the end with a huge emotional payoff. People are likely sticking to the ad through the early stages partly out of a sense of intrigue, and partly because friends/ family/ referrers will have told them it is worth the investment.

• There is little in the way of rational product messaging in the video, yet it is very clearly focussed on the themes of confidence and inner beauty.

• The video also has a strong impact on long-term brand-predisposition by helping Dove retain ownership of their point of meaningful difference which is that no other brand cares so much about helping women find their own inner beauty.
SLIDE 11

Recommendation 6: Don’t Demand an Immediate Response

• Don’t worry about a call to action – just make the most of the engagement you are generating.

• Long-form video is never going to be the most cost-effective way to generate clicks to another destination, so treat it as the destination itself and deliver what you can within the video.

• It is certain that long-form video can be a very powerful way to build your brand

SLIDE 12

Now, exploring the world of Vines or Micro Videos.
SLIDE 13

Millward Brown focused its research on Vine micro video and found that it does have potential to engage – but at the moment there are plenty of examples of brands not making the most of the opportunity

Some of the rules from digital display apply to Vine too – and one rule of integration is key

And while the canvas is small, there is the opportunity to deliver a functional message or enhance more emotional associations.
SLIDE 14

Recommendation 1: Celebrate the Format

Make the most of what's currently unique about the format – 6 second length, ability to do stop motion video AND for the consumer to stop and start the Vine, ease of creation of user generated content – but don't expect too much of the viewer in terms of engagement – yet. In other words, celebrate the format.

SLIDE 15

Recommendation 2: Keep it Simple, But Not Simplistic

- Keep the content simple but not simplistic. Have enough to engage people but not so much that they can't take it in.
- This Vine for Oreo is simple… people get it on the first loop and stay around for another view or two. They love seeing a great tip for a well loved brand.
- This contrasts with a lot of the Vines that we look at which reached peak comprehension and therefore peak emotional resonance on the third view after which boredom or irritation sets in.
Recommendation 3: Make it Authentic, But Not Polished

Make it authentic but not polished – there is a likelihood that slick video will be seen as 'advertising' – so if Vines are agency produced, it may be worth dialling back the production values.

Dove has been experimenting with the Vine format and in this example 'Beauty is' (on the left) vs 'Postcards' (on the right) – respondents like pace of 'Beauty is' but find 'Postcards' too complex to engage (they see the huge amounts of text and not 'you are beautiful'. The content is not compelling enough to make them want to start/stop the video.
Recommendation 4: Brand, or Cue Brand

- Brand – or cue the brand – throughout the Vine and as part of the video, not just the real estate. You can't guarantee that people will look at who has posted the Vine, the caption or the hashtags.

At Millward Brown, we see a whole range of branding results – some of the strongest of all video in our study but also some of the weakest

- From weaker in Dove – where beauty and typeface could act as brand cues but not all pick them up – and where Dove brand name is in view as having posted the Vine – but viewers attention is on the video and not so much on that. Less of an issue if a consumer gets to the Vine via the brand – but clear implications for views from 'Popular now' for Vines appearing in social media feeds, and for when Twitter starts to monetise with 'Promoted Vines'

- To where the product is there throughout (and brand is the poster and mentioned in the description) but branding is weak (Samsung) – so if product's featured, it needs to be distinctive and recognisable

- To very strong – where the product is featured throughout – Oreo Illusion or where the brand is cued throughout (Coke Ice)

Regardless of how engaging the Vine is, it does need to be seen to work for the brand… given potential blindness around poster/username and description/caption/tags.
Recommendation 5: One Explicit Message Max

Millward Brown saw a range of approaches to messaging in Vines. There was successful delivery of rational or functional messages – particularly where they were the single-minded focus of the Vine.

Others set out to communicate nothing explicitly but helped reinforce a range of more emotional associations. Qualitative work showed that this approach was highly appreciated: it was seen as much less of a hard sell which seems fitting in a social context.
Recommendation 6: Play Now, Learn Now

• The overarching recommendation for Vine is to play with the format now while it is still young and with relatively low reach so we can work out what does and doesn't work, and can maximize return when Twitter starts to monetise. Play now, learn now.
SLIDE 20

The big picture, based on Millward Brown’s learning as it relates to video in a 6 to 360 second world can be summarized as follows:

Vines may have the lowest level of impact FOR NOW on average, but some have as much potential as a 30 second piece of digital video – but there is of course the upside that they can be a very low cost format for the time being. They seem a good way to reinforce brand associations and keep them salient.

The longest video ads potentially have the highest appeal but among a smaller group – unless the content can be made very, very enjoyable and/or generate a very strong emotional response. They can of course deliver multiple and complex messages – but just because you can doesn't mean you should – and this can drive predisposition in a number of ways.

Thank you! Please contact Millward Brown to learn more about our Creative Development Programs.
THANK YOU

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