

Ultimate Planning Handbook

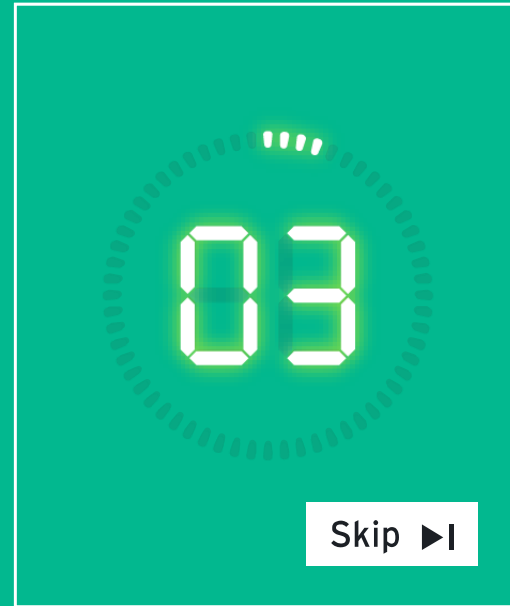
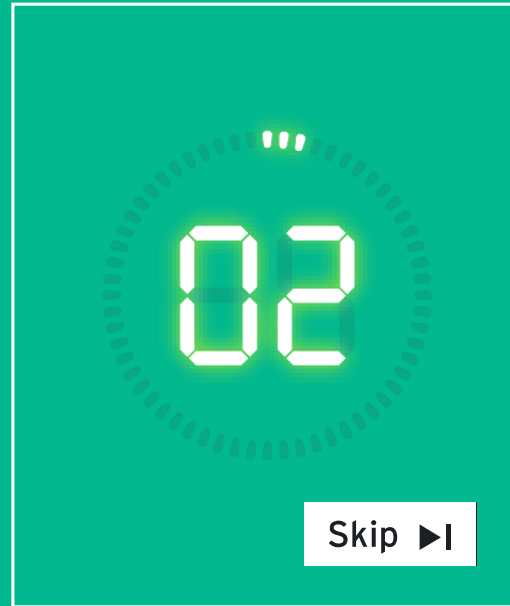
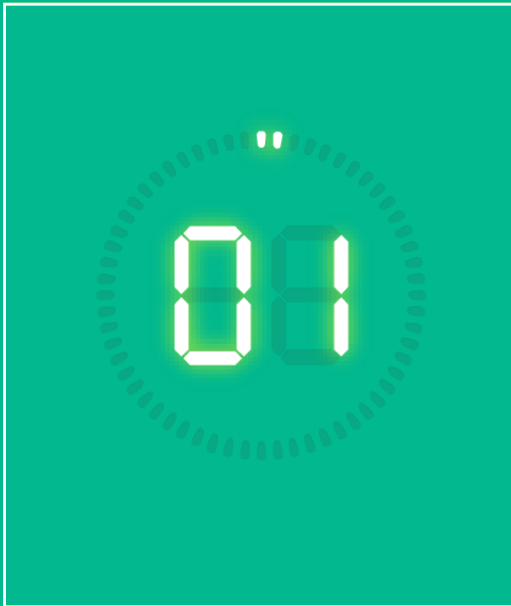
Snapchat Video

M/GNA

IPG MEDIA LAB



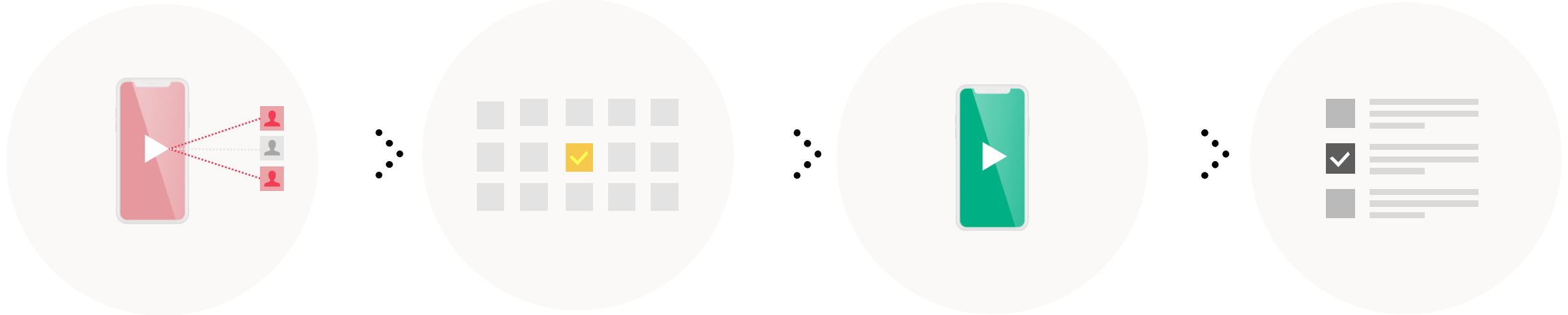
Today, there is a wide range of video strategies to choose from...



So, how should marketers be leveraging video on Snapchat?



Experimental Design



Recruited Participants

Recruited Snapchat users from representative online panel

Total n=2,917

Brand Targets: Ages 16-49;
Females, Ages 25+; Adults Ages 25-54; Parents

Randomization

Participants were randomly assigned to test and control groups

Test: Ad for tested brand

Control = Public Service Announcement

Media Experience

Participants visited Snapchat testing environment, where they watched video content as they typically would on the Discover page. Test or control ads served based on randomization. Online behaviors tracked

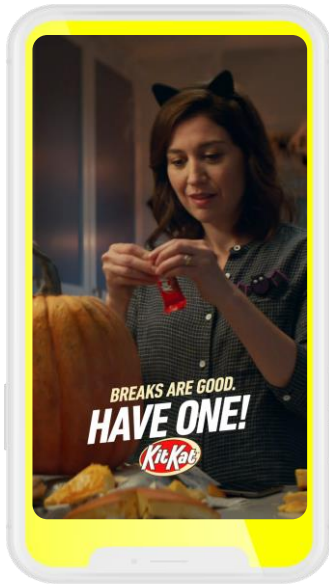
Brand Lift

Final survey to measure traditional branding metrics

User Experience

SNAPCHAT

Mobile Snapchat app



Example Ad Only

THE DETAILS

Ad Format

Mid-roll ad; 10 seconds into the content

Ad Lengths

:06

:06 – Custom Ads
:06 – Cut-down (from 15s) Ads

:15

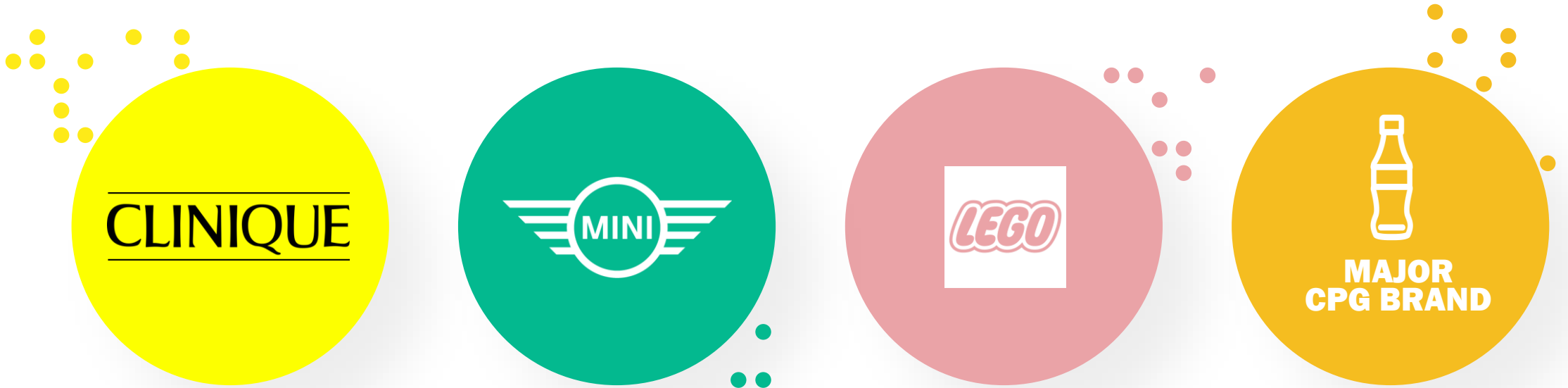
:15 Custom Ads – Skippable (after 6s)

Content Length

5:00

Average of 5 minutes

Brands *Tested*



Ad Length

**What video length
works best?**

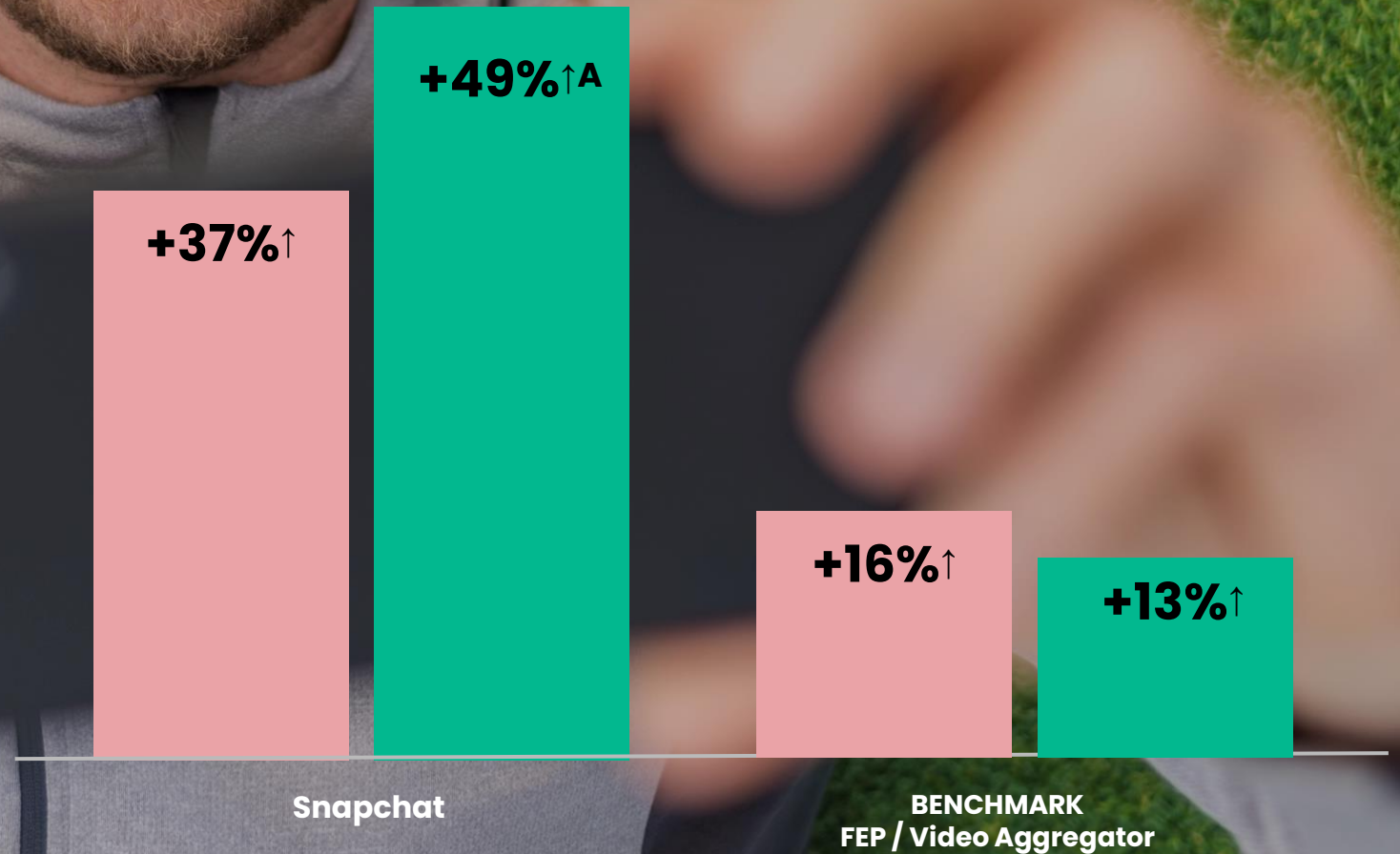
Both ad lengths are memorable, but :15s especially so

IMPACT ON UNAIDED AD RECALL (First Mention)

Delta (Test – Control)

● :06 second ads (A)

● :15 second ads (B)



All Brands (Snapchat): :06 Control n=577, :06 Test (Custom Only) n=580; :15 Control=590, :15 Test n=586 (Benchmark): :06 Control n=1,072, :06 Test (Custom Only) n=1,058; :15 Control n=1,068, :15 Test n=1,077
↑= significant difference between control and test at >=90% confidence
A/B= Statistical significance between ad lengths at >=90% confidence.

:15s ads benefit from far less skipping on Snapchat

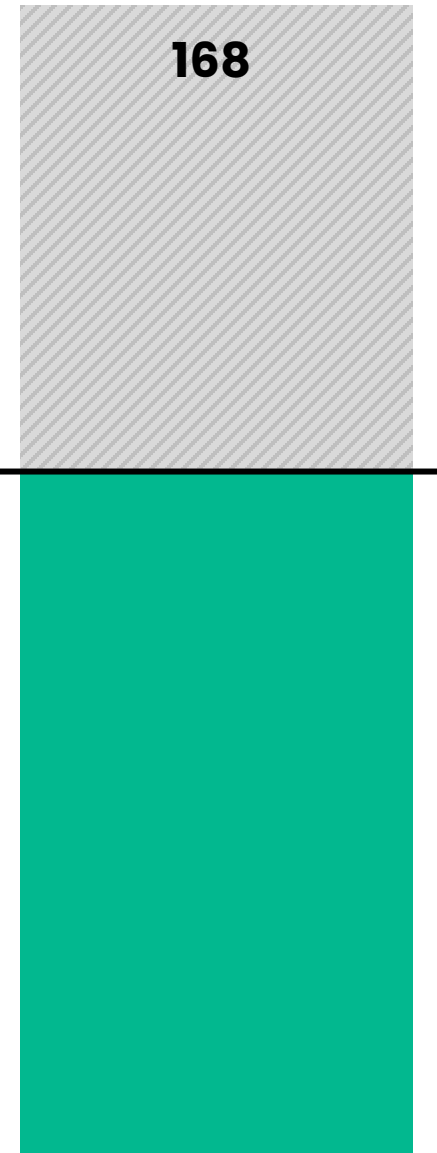
SKIP RATE OF :15 SECOND ADS
Indexed to Average (100)



ABOVE
AVERAGE (100)



Snapchat



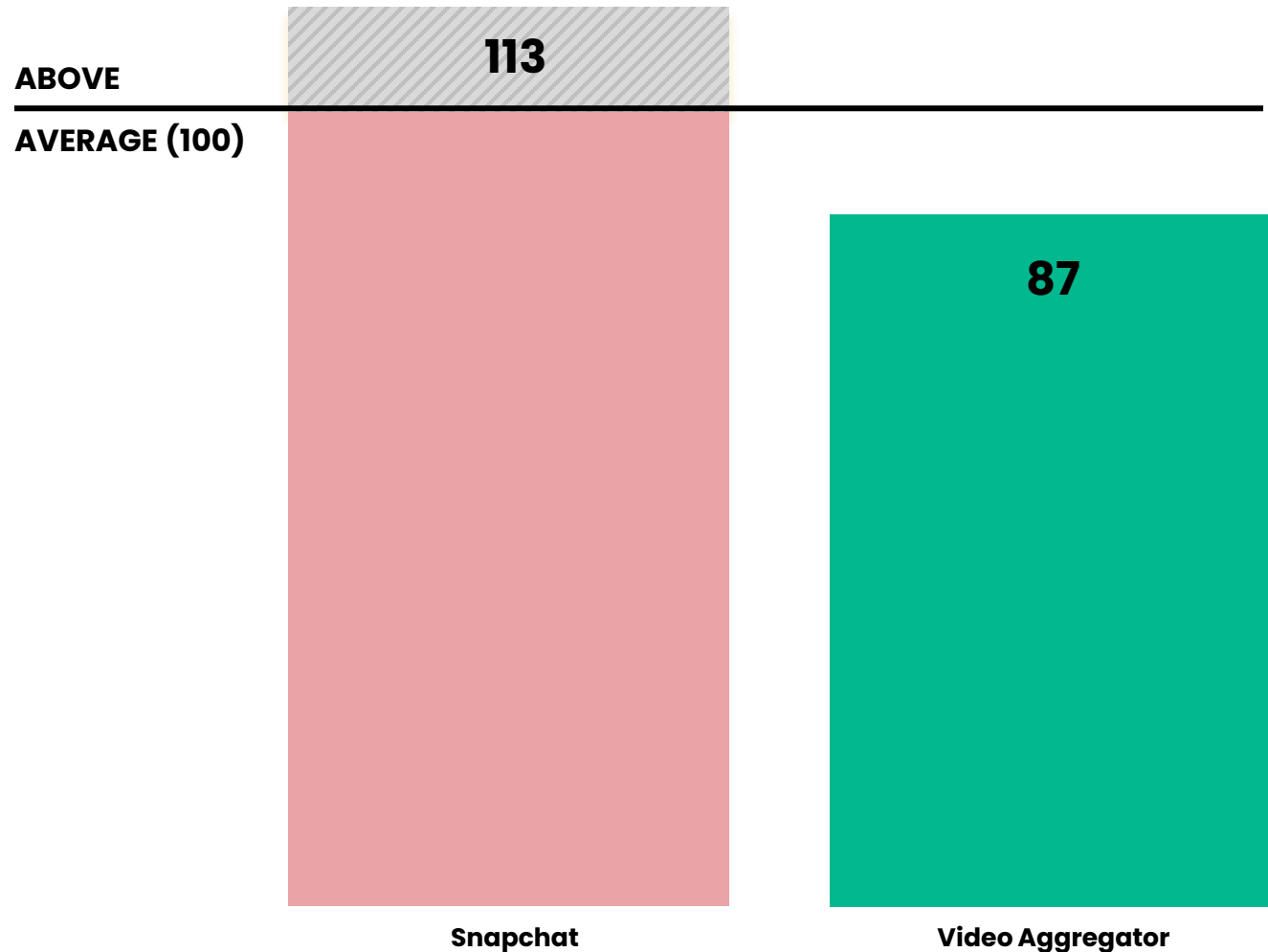
Video Aggregator*

People are choosing to watch :15s ads longer on Snapchat

Viewing on Snapchat extends beyond the length of a :06 second ad

AVERAGE AD PROGRESS OF :15 SECOND ADS

Indexed to Average (100)



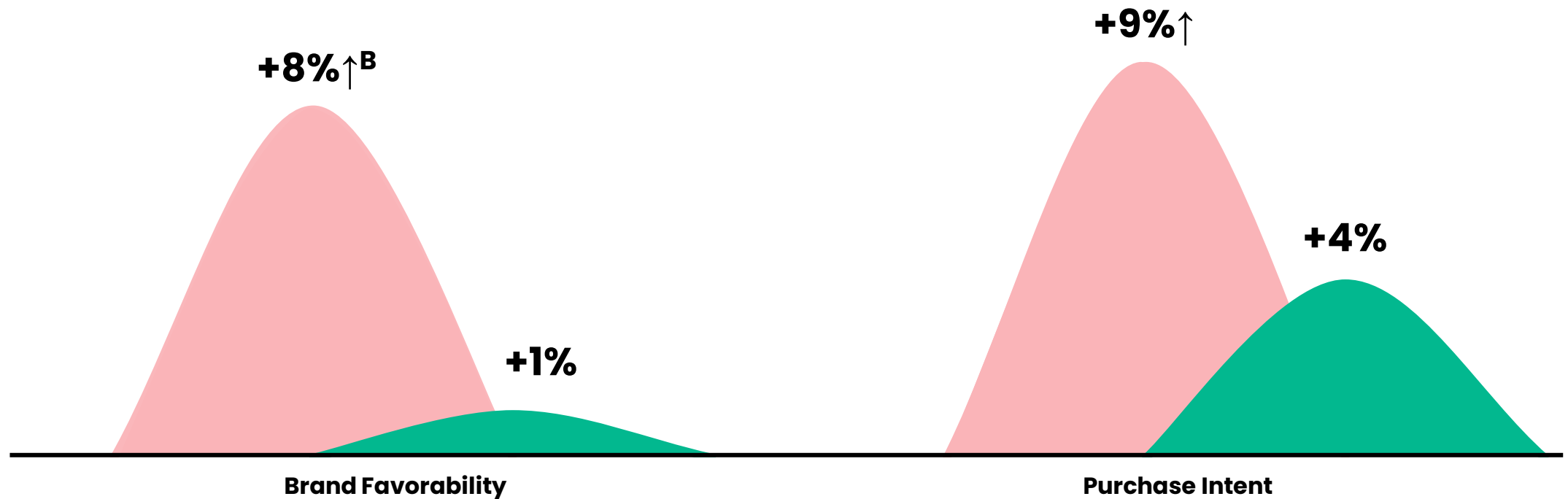
However, shorter ads quickly get their point across to maximize persuasion

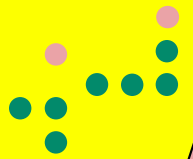
IMPACT ON SNAPCHAT

Delta (Exposed - Control)

● :06 second ads (A)

● :15 second ads (B)





Age

Is It Just A Number?

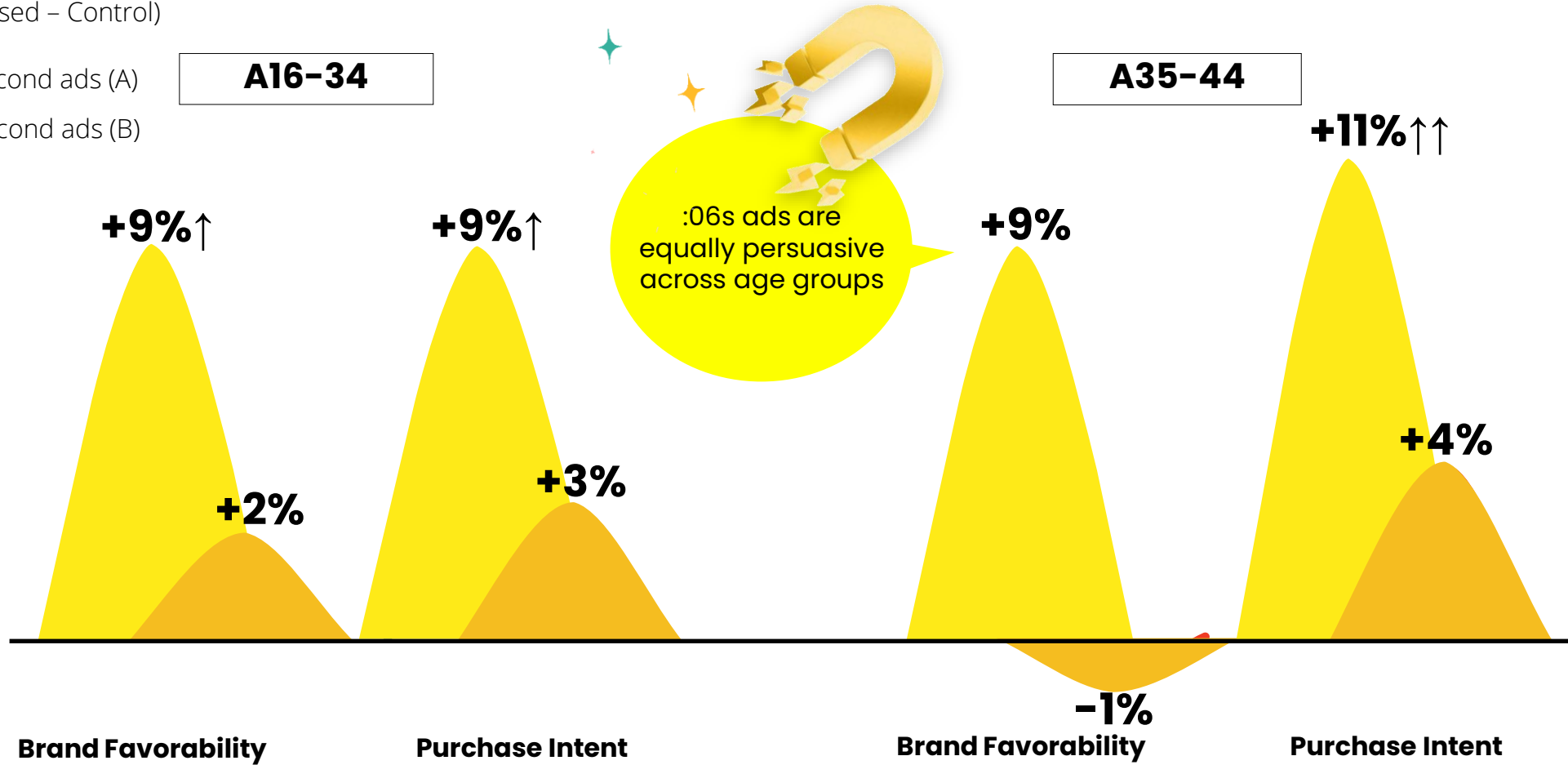


It is a myth that shorter ads are only best for younger consumers

IMPACT ON SNAPCHAT

Delta (Exposed - Control)

- :06 second ads (A)
- :15 second ads (B)



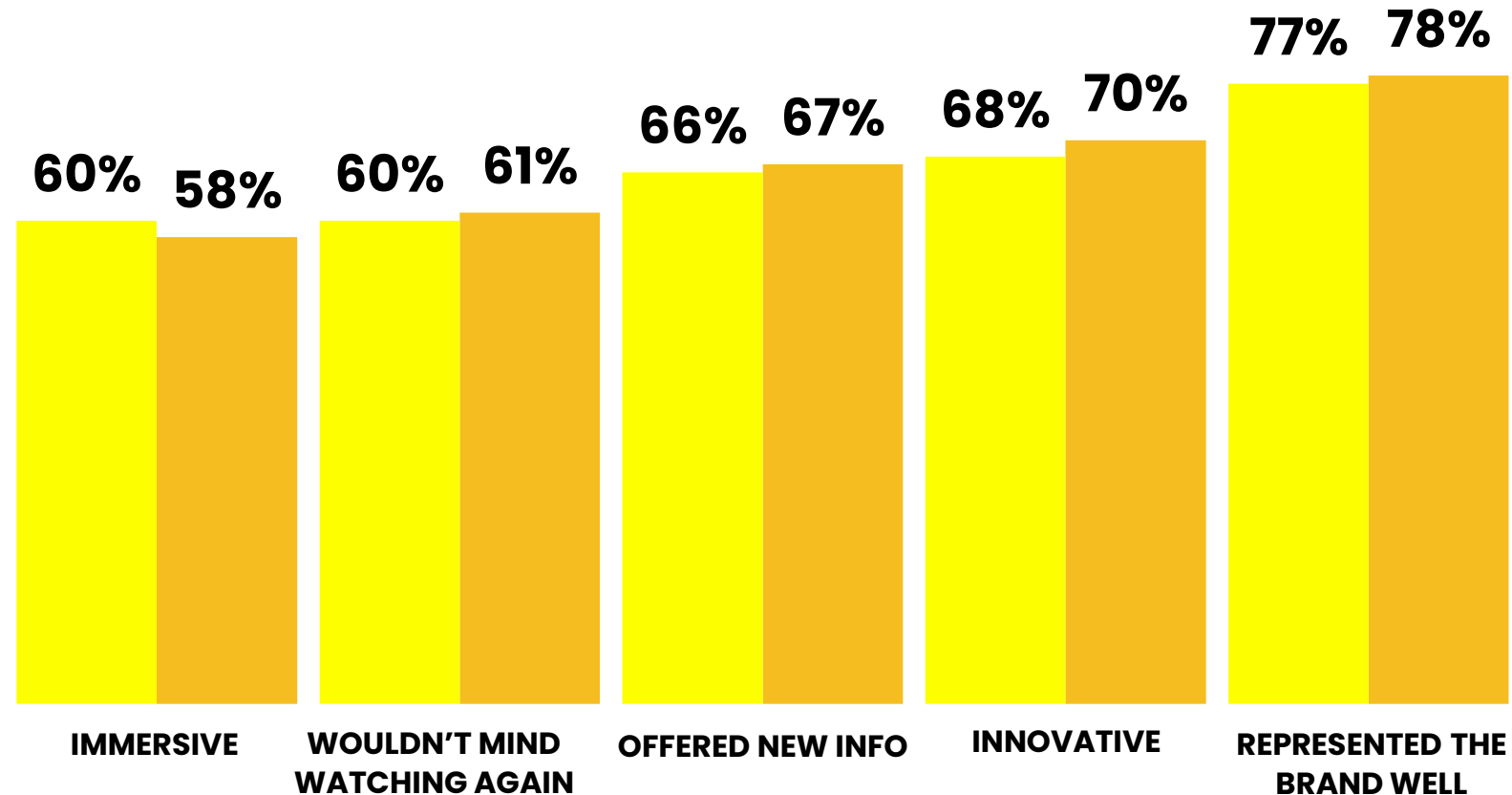
All Brands (A18-34, Snapchat): :06 Control n=351, :06 Test (Custom Only) n=354; :15 Control=360, :15 Test n=366
 All Brands (A35-44, Snapchat): :06 Control n=176, :06 Test (Custom Only) n=183; :15 Control=178, :15 Test n=178
 ↑ = significant difference between control and test at >=90% confidence
 ↑↑ = significant difference between control and test at >=80% confidence

Older audiences feel :06s ads are just as immersive as younger audiences do

OPINIONS OF :06 SECOND ADS

% Agree

● A16-34 ● A35-44



Exceptions
Does the same
rule always
apply?





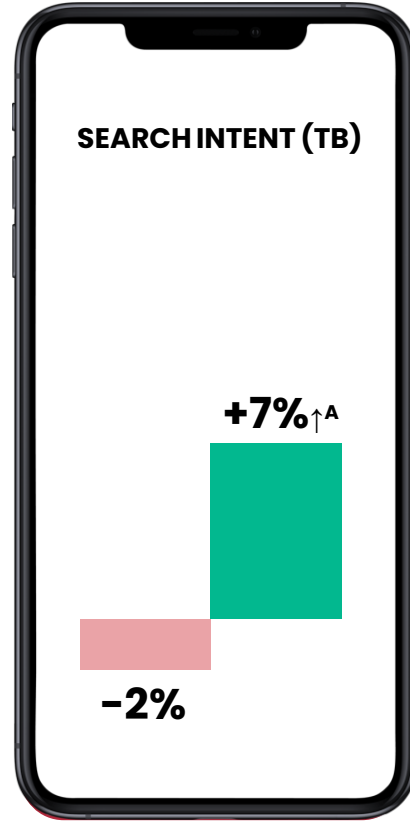
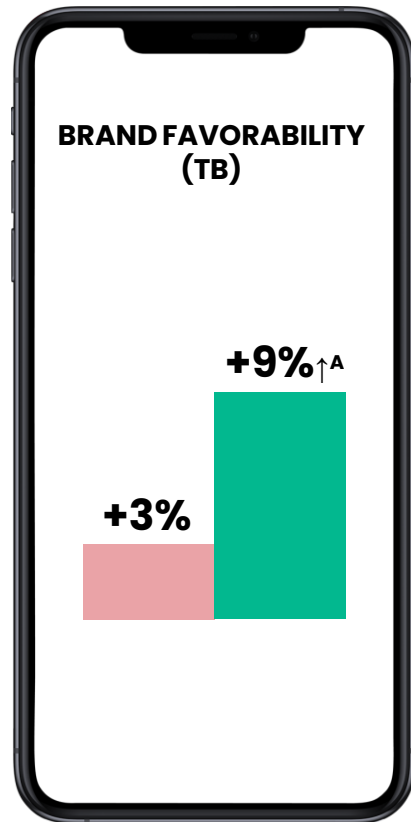
When solely focused on acquisition, consider longer ads on Snapchat

IMPACT ON SNAPCHAT AMONG THOSE NOT IN-MARKET FOR ADVERTISED PRODUCT

Delta (Exposed - Control)

● :06 second ads (A)

● :15 second ads (B)



All Brands (Not in-market, Snapchat): 06 Control n=332, :06 Test (Custom Only) n=341; :15 Control=343, :15 Test n=344
↑= significant difference between control and test at >=90% confidence
A/B= Statistical significance between ad lengths at >=80% confidence.

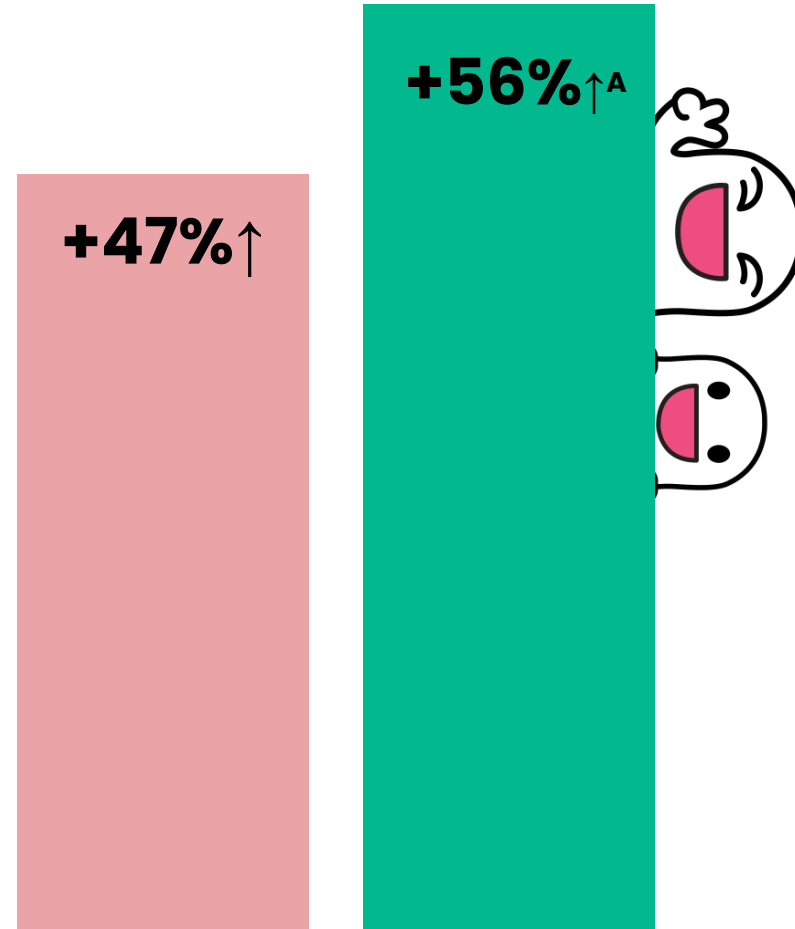
New product launches are also a time to consider longer ads on Snapchat

IMPACT FOR PRODUCT RECALL

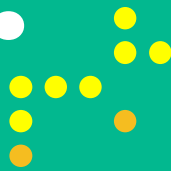
Delta (Exposed - Control)

● :06 second ads (A)

● :15 second ads (B)



Custom-created
**Is it worth
the effort?**



**In general,
cut-down
:06s ads
perform
similarly on
favorability
on Snapchat**

Brand Favorability
Delta (Exposed – Control)

+10% ↑

+8% ↑

● Cut-Down :06s (A) ● Custom Created :06s (B)

Purchase Intent

Delta (Exposed – Control)

+9%↑

+9%

● Cut-Down :06s (A)

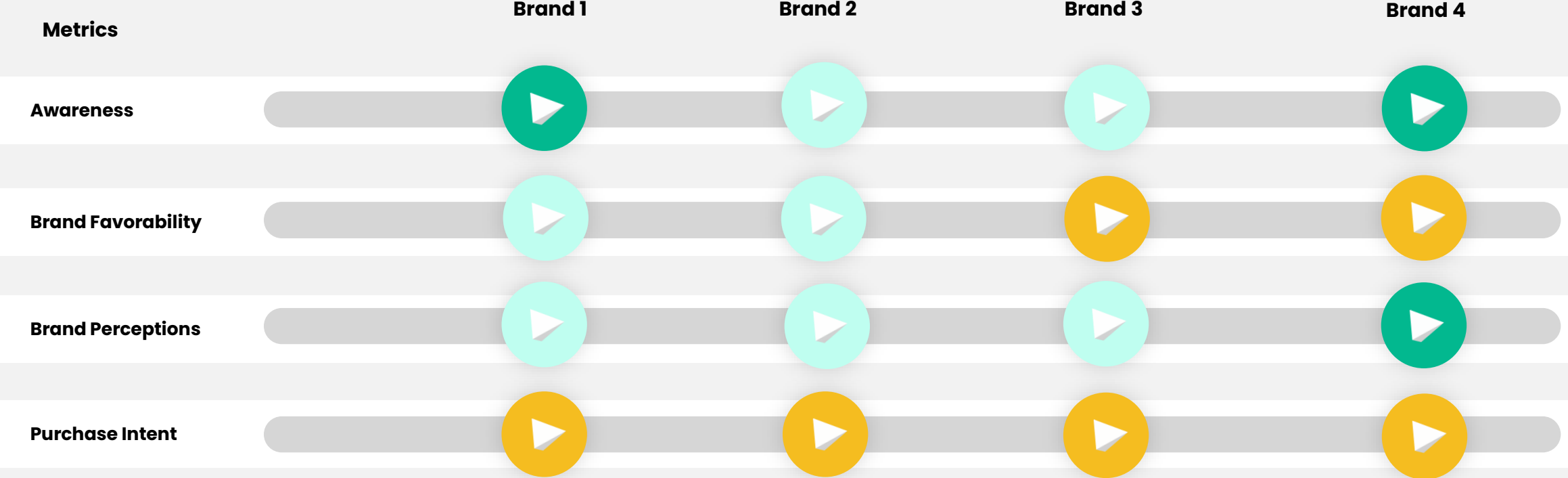
● Custom Created :06s (B)

**Cut-down
:06s ads also
drive the
same impact
on purchase
intent on
Snapchat**

It's simply about good creative. Custom creative not necessarily required

Impact Summary

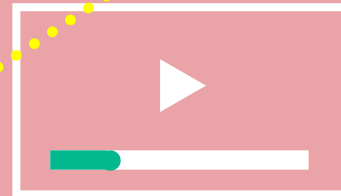
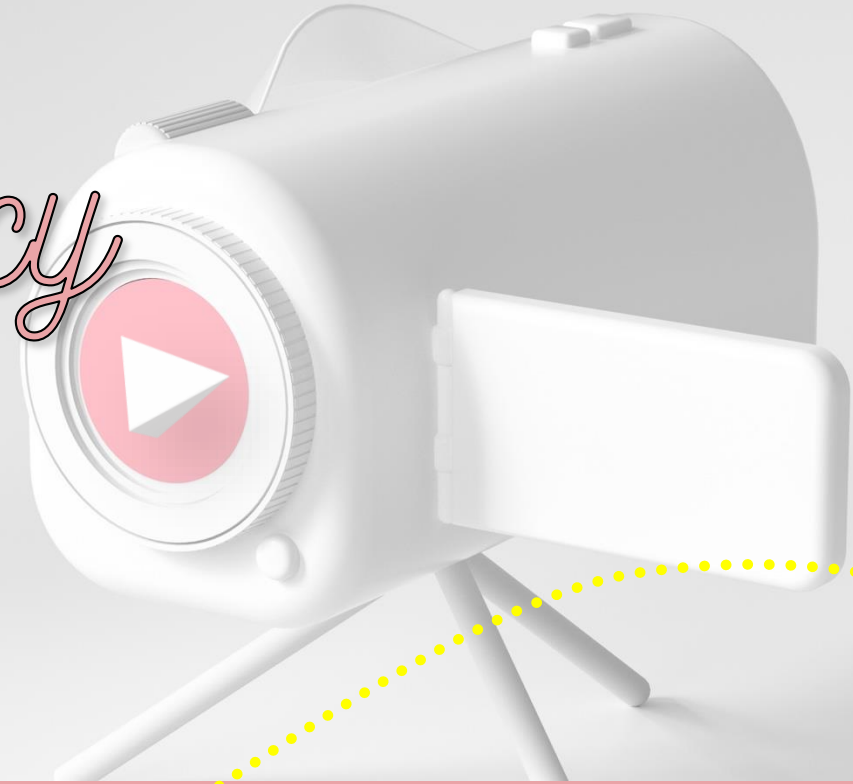
- Cut-down :06s wins
- Custom :06s wins
- Tie





Content Adjacency

Does it play a role?

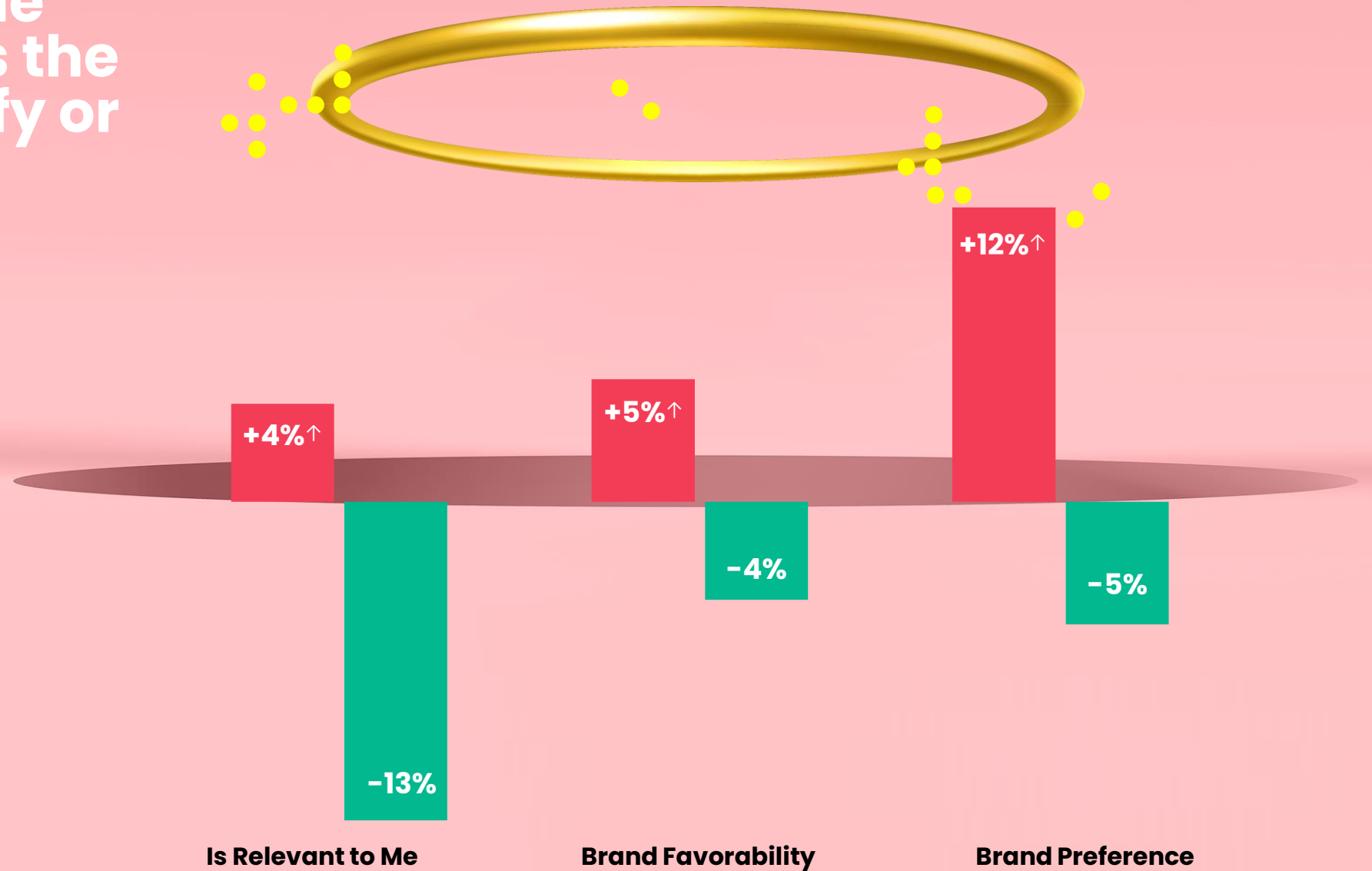


Enjoyment of the content has the power to amplify or stifle ad performance

IMPACT BY CONTENT ENTERTAINMENT

Delta (Exposed - Control)

- Content Perceived as MORE "Entertaining"
- Content Perceived as LESS "Entertaining"





The Takeaways



Short is good but there are exceptions

Overall, :06s ads perform best on Snapchat, but longer ads should be considered for acquisition and product launches



Custom may not be needed on Snapchat

Both cut-down and custom created :06s ads performed similarly on Snapchat – consider creative that will resonate most with your audience



Content alignment is key

While all the content on Snapchat is professional produced and high quality, ensure proper content alignment to best suit your target