Thanks to mobile, brands have never been closer to their customers’ hearts. And with mobile video, marketers can forge even deeper emotional connections.

We know that mobile moves people. But grabbing someone’s attention and heart in a mobile feed is different than on TV.

Harness the power of Facebook insights to understand what matters to people, and become what matters them.
Mobile video continues to explode

75% of all mobile data traffic will be video by 2020 according to Cisco, compared to over half now.¹

In fact, 100,000,000 hours of video are watched on Facebook daily.²
We consume content faster than ever.

It takes people only 1.7 seconds to consume mobile content on Facebook, versus 2.5 seconds on desktop.³

13–17-year-olds consume content twice as fast as 55–64-year-olds.³

People can recall mobile feed content after just 1/4 second.⁴
How to create mobile video that people love

Capture attention quickly

In a recent study, significant value in a video was delivered in the first few seconds.\textsuperscript{5}

\textbf{UP TO 47\% IN THE FIRST 3 SECONDS}

\textbf{UP TO 74\% IN THE FIRST 10 SECONDS}
The faster you capture attention in a video ad, the better.

1. **Lead with engaging visuals**
   Hook people with attention-grabbing video thumbnails, stunning shots of your products and vivid backgrounds.

2. **Put your star front and center**
   Don’t hold back: Show viewers your celebrity or spokesperson right away.

3. **Include your brand and product early**
   Ads with brand and messaging in the first 10 seconds can effectively reach 3x more people.
Case Study: Sony

Sony’s *Money Monster* trailer saw big lift in feed by going square and delivering action and star power up front.

2X lift in awareness using square and subtitles vs non-optimized version

2X lift in intent using action and stars in first :05 vs non-optimized version"
Design for sound off

In a recent study, 76% of rated video ads required sound to be understood. Make sure your videos speak louder than words.

1. Let people read you loud and clear

Communicate with subtitles or text overlay. Internal tests show that captioned video ads increase video view time by an average of 12%.

2. Auto-caption

Facebook’s automated captioning tool can make this easy for marketers in the US and Canada.

3. Be Visually Creative

Use typographic treatments and clever on-screen graphics to communicate information and branding without the use of sound.
Case Study: Kleenex

A recent campaign used text overlay to tell an emotional story and encourage users to turn sound on.

+6pt lift in ad recall

+3pt lift in purchase intent

Screen size is smaller, so bring your story forward visually to help drive attention and clarity of the message.

**Frame your visual story**

**1. Re-think, re-frame, re-imagine**

Use key short clips or imagery from your original creative. Make a GIF or slideshow from your existing commercial and use it to supplement the campaign.

**2. Be Square**

Reframing your video from 16:9 to square format will use more real estate on a mobile screen and can draw more attention to your creative.
THE MILK IN YOUR COFFEE IS GOOD.

Case Study: Nestlé

Simple modifications to a Coffee-Mate spot drove big results.

+7.5pt lift in ad recall - 2X the non-optimized version

+7pt lift in product awareness

+20% views 10 seconds+
Test. Learn. Iterate. There’s no one-size-fits-all solution for mobile, and it’s important to find what works for your brand and its needs.

1. **Keep it short and simple**
   
   Less is more. Simple, emotional stories tend to resonate better in feed.⁶

2. **Push the boundaries**
   
   New forms of video—like 360, Boomerang and Live—offer creative ways to capture attention. And Facebook’s Canvas helps you serve a fast-loading, full-screen experience in News Feed.
Case Study: Kit and Ace

Using the strong visuals and full-screen experience of Canvas, Vancouver-based retailer Kit and Ace drove engagement and conversions.

36 seconds spent watching the Canvas ad on average

Drove 500+ offline conversions

See the full Kit and Ace case study here
For more insights visit insights.fb.com

For more mobile video solutions on Facebook and Instagram, and for more success stories, visit Facebook.com/business

Sources:
2. Facebook data, Dec 2015.
3. Facebook data, Q3 2015.
5. Facebook commissioned Nielsen to analyze its database of Brand Effect studies, n+173 studies included video worldwide, mid-Dec 2014–mid-Feb 2015.
6. Video ad rating conducted internally by Facebook in Q4 2015: 2,183 video ad ratings corresponding to 965 video ads in market in the US and EMEA, Q4 2014–Q4 2015. Video ad metadata obtained from Facebook internal data. Brand performance data based on Nielsen BrandEffect norms database.
7. Results based on a Facebook brand lift test of a Sony campaign on Facebook, Jan 2016.
8. Facebook data, Jan 2016.
10. Results based on a Facebook brand lift test of a Nestlé campaign on Facebook, Dec 2015.