

The ABCDs offer global, data-backed creative guidance to help you build effective video ads based on your marketing objective. This guidance is backed by correlational data, but does not guarantee future performance. This ABCD reference guide is not intended as a one-size-fits-all model. What works for each brand, vertical, and region will vary. Learn more on [g.co/Skillshop](https://g.co/Skillshop).

## Attract

Hook your audience and get them to tune in.

Framing, pacing, people, and audio are particularly important in an ad's opening moments for hooking your audience.

**Use surprising, unexpected, or delightful images and visuals** to break through the clutter early on.

Full funnel

**Have tightly-framed shots of people or product** at the beginning of your ad.

Full funnel

**Have more than two frames in the first five seconds** to hook your audience early on.

Awareness, Consideration

**If your video features people, open with them on-screen.**

Having them speak to the audience directly can also have a positive effect.

Awareness, Consideration

### Creative is good for business.

Percent sales contribution: Creative vs. media

49% Creative

36% Media

15% Brand

Percent sales contribution source: Nielsen Catalina Solutions. Nearly 500 campaigns across all media platforms, Period 2016-Q1 2017.

## Brand

Help consumers see and hear your brand.

Integrate products, logos, or audio cues into the story is particularly effective for landing your brand's message.

**Introduce your product or brand in the first five seconds.**

Use visuals or audio cues for Awareness. Use visuals and audio cues for

Consideration, Action.

**Integrating the logo into the storyline or featuring it on a product** can be effective for

increasing ad recall.

Awareness

**Use the logo as a super, text overlay, or persistent watermark,** integrating the unique colors associated with your brand.

Consideration

**Brand personifications or mascots are an original way to tell a brand story** and have been shown to drive Awareness and Consideration.

**Audio mentions of brands are more impactful when they come from people on-screen** compared to plain voice overs.

Awareness, Consideration

## Connect

Make them think or feel something about your brand.

Storytelling styles, messages, people, and audio levers are key to keeping people watching.

**Use action and intrigue to draw excitement and attention** to specific product features and offers to drive consideration.

Full funnel

**Communicating a simple, focused, tangible message** alone, without an emotional element, can work well across the entire funnel.

Full funnel

**People help hook viewers in an ad's opening moments** and facilitate connection.

Full funnel

**Experiment with point of view.** Consider other devices besides "breaking the fourth wall," like using a first-person perspective to show the audience a different POV.

Full funnel

**Deliver a functional message through an appealing story,** combining the best of both worlds.

Awareness, Consideration

## Direct

Get them to take action and reinforce your message.

Direct viewers to take action and reinforce the main message. Leverage audio and visuals together.

**A strong call-to-action is specific about what the audience should do,** such as "visit site," "sign up," "buy now."

Full funnel

**Making the call-to-action audible and visible makes it more effective.** A call-to-action can be presented through text cards or simple animation.

Full funnel

**Create urgency. Offers focused on the word "limited" work well;** for example, "limited time" or "limited products."

Full funnel

**Making the offer audible and visible through text cards or simple animation** works well, too.

Full funnel

### Learn more on [g.co/Skillshop](https://g.co/Skillshop)

\*\*The ABCD research classified and analyzed data from more than 5,000 TrueView in-stream ads from every region of the world using three Brand Lift metrics: ad recall (to drive awareness), consideration (to drive consideration), and purchase intent (to drive action). This research has been reviewed by two third party research partners: Nielsen Neuro and Kantar, and conducted independent research that reinforces the ABCDs.