

TOOLKIT FOR VIDEO



Africa's social media ad tech company and the only African Facebook partner



meedee8 is Popimedia's as-tech platform that allows brands to save time, scale media and optimise online spend

WHY VIDEO

According to research, our attention span has dramatically decreased in just 15 years.



12 seconds in 2000



8 seconds in 2015

40

The no of years
Periscope users were
watching every day
In July 2015

75%

The % of internet
traffic that video will
account for
by 2020.

The average person, not that we think you're average,

spends **6 hours a day** online.

it's no wonder attention span has decreased

59%

of senior executives would
rather watch a video than
read text when both are
available

51%

of marketing professionals
name video as the
content with
best ROI

8bn

The number of daily video
views on Facebook.
This doubled from
4bn in 2014 to 2015

MOBILE 1st

85%

of internet users in SA
have a smartphone and
access the internet via
mobile.

74%

of SA feature phone users
are planning to upgrade
to a smartphone.

Video consumption on
smartphones has
increased year-on-year in
South Africa by

42%



Great Service

R2599

Like

Comment

Share

VIDEO & DIGITAL METRICS

TARGET

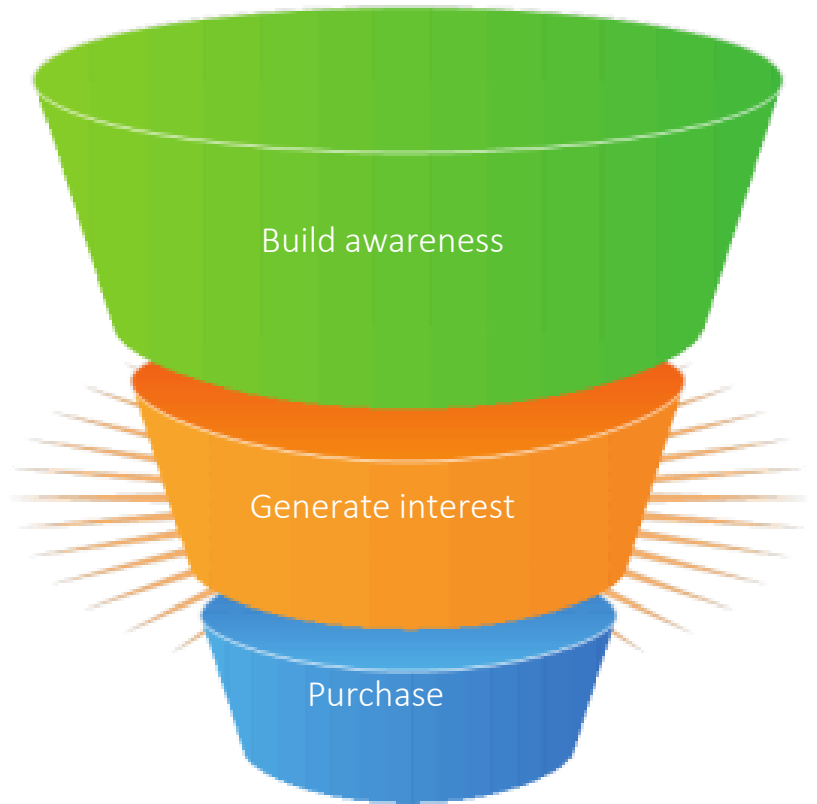
Generate Leads

ENGAGE

Nurture Leads

CONVERT

Incent/Motivate/Remind Leads



Funnel	Objective	Video type
Target	Build awareness	About us / brand video
Engage	Generate interest	How to video
Convert	Purchase	Testimonials video
Retain	Client loyalty	Support / onboarding video

77%

of people have been convinced to buy after watching a video

VIDEO KPI's

How to optimise for video?

Creative has a huge effect on video response and varies too greatly among video ads for a fair apples-to-apples comparison, as do KPIs (was your competitor aiming for clicks or views?), targeting (larger audience? smaller?), and budget (did they have twice the budget to promote?).

Measuring Brand Marketing Goals With KPIs

BRAND MARKETING GOALS



Awareness



Consideration



Action

KPIs TO MEASURE THAT GOAL

Views

View-through rate

Clicks

Impressions

Watch time

Calls

Unique users

Favorability lift

Signups

Awareness lift

Consideration lift

Sales

Ad recall lift

Brand interest lift

Purchase intent lift

Source: Google

Instead of looking exclusively at competitive or industry benchmarks, set your own. Consider comparing your current campaign to past campaigns, for which your team will know creative variables, KPIs, targeting, and budget.

If pictures are worth a thousand words, video is worth a million ~ Candidio

WHAT'S COMING?

Welcome to fully **immersive content viewing!** 360 Videos start playing from News Feed with a special icon that indicates interactivity. This captures viewers' attention and allows them to discover and experience content.

360 Video



With users able to rotate and view a video, VR and Oculus are the future of computing and video. Immersive branded content means more impression value with all the added benefits of Facebook video; wide view custom audience creation and **hyper-targeted reach** to name a few.

Facebook's new 360 degree camera unveiled at F8 2016



WHAT'S COMING?

Since Periscope launched in 2015, people have created over 100 million live broadcasts. Twitter recently launched an app in 2015 to help users create, edit and share videos. [Check it out](#)

Stream Live on Twitter



Live Video



Facebook is launching a Live video API, which will let developers broadcast directly to Facebook from any device, not just smartphones. [Click to watch more.](#)

CREATIVE BEST PRACTICE

Tell a story	Create engagement by telling a story
Use the 3 Second Rule	Make sure your brand is known in the first 3 seconds by using subtitles
Optimise for silence	Using subtitles and branding your opening frame will promote engagement
Use humans	Yes really! You appeal to humans by using a human element
Create a series	A series of creative ad sets will promote engagement and help you to achieve your objectives
Use slideshow	If your audience are majority feature phone users then use slideshow
Call to action	Use a Call to Action giving viewers a clear indication of what you'd like them to do next



[Click to watch this example from KFC](#)

PROOF IT WORKS

#SoGoodSummer

95% of target market reach

67% lower cost per view than the industry average

300% more views than expected

KFC engaging the youth

KFC used [Meedee8's](#) video to promote their #KFCSoundbite campaign. Meedee8's native video along with key targeting and optimization helped to achieve maximum results for the campaign.



OBJECTIVE

Social Media was a perfect fit for the target market (77% of the Youth use Social Media in SA - Source: Global Web Index: Nov 2015). Our aim was to reach as many consumers as quickly as possible with the limited budget

We were thrilled with the Facebook Video performance of this campaign where we tried to reach the target market quickly to drive awareness around our exciting in-store activation. Facebook has been an increasingly important media channel for us and justified this again with the results of the Soundbite campaign.

~ Benjamin Schoderer,
Digital Manager KFC Africa

WHY meedee8 FOR VIDEO?

Running video on meedee8 gives you the ability to;

- ✓ Split test between demographics
- ✓ A/B testing of creative applications
- ✓ Specific targeting of audiences
- ✓ Budget management tool allows for maximum optimisation

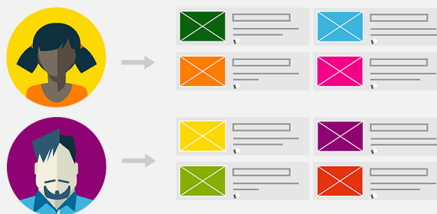
PERFORMANCE AND ROI BENEFITS

Live optimisation



Save time and reach the right customers, by creating multi segmented campaigns and ad variations in one simple process.

Multivariate cross channel campaigns



Scale your operation and reduce overheads by simplifying workflow and standardising reporting.

Insights driven reporting



Achieve higher ROI with assisted decision making on campaign optimisation through powerful insights.

YOUR VIDEO CHECKLIST

80%
The drop off in viewers for videos over 1 minute

Video is branded within first 3 seconds

The video story and content is aligned with its objective

There is a relevant call to action

The video is engaging and doesn't try to sell

The video appeals to the target audience

The video answers the question(s) the viewer has

Its on brand

Less than 1 minute



Thank you for downloading our
Toolkit for Video

[Click here to chat about how we can help you optimise your digital spend](#)

Popimedia is a global performance ad-tech company.

Popimedia's ad-technology platform meedee8 helps brands save time,
optimise spend and scale media.

