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 at 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 products 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**

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**Brand**
Help consumers see and hear your brand.

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

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- 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 colours 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**.

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**Connect**
Make them think or feel something about your brand.

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

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- 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**.

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**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.

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- 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**.

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**Creatives are good for business.**

Percent of sales contribution:
Creatives vs. media

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Creatives</th>
<th>Media</th>
<th>Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>49%</td>
<td>36%</td>
<td>15%</td>
<td></td>
</tr>
</tbody>
</table>


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

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

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Learn more at g.co/Skillshop

**The ABCD research classified and analysed 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 and purchase intent (to drive action). This research has been reviewed by two third-party research partners: Nielsen Neuro and Kantar. Independent research that reinforces the ABCDs was also conducted.**