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Intelligence

How Top Brands Are Excelling At Video Advertising

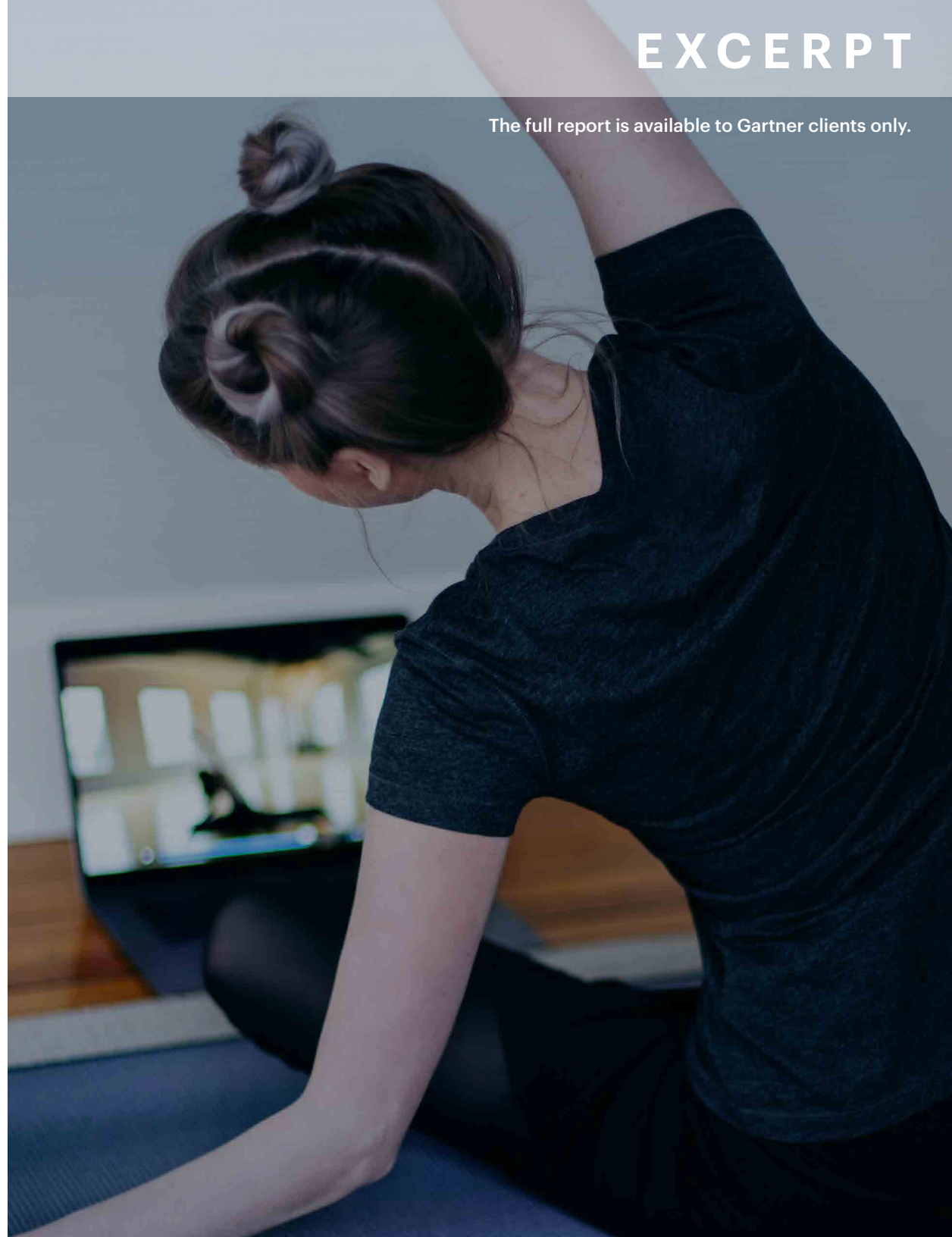
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EXCERPT

The full report is available to Gartner clients only.



Executive Summary

Consumer habits swung rapidly over the past 18 months as the global pandemic accelerated an ongoing shift to all things digital. This was especially true for online forms of video media (see Figure 1). Video content provided consumers a much-needed sense of comfort, escape and social connection throughout the global pandemic. With more time on their hands, many turned to video for everything from binge watching their favorite series on Netflix to watching exercise and DIY videos on YouTube and to live streaming church services on Facebook.¹

Many of these viewing behaviors will likely persist. When asked about their digital habits during the pandemic, nearly half of respondents in another Gartner survey agreed that, “I plan on keeping the current way of doing things online even after the pandemic subsides.”²

Digital marketing leaders across industries have responded to consumers’ growing appetite for video content by substantially increasing investments in video advertising. However, video content is often complex and expensive to produce. Although video ads have many benefits over static ad formats — such as increased engagement,³ clickthrough rates,⁴ and longer recall — half of marketers cited both “complex production processes” and a “tendency toward perfection” as top obstacles to content and production speed in a 2020 Gartner poll.⁵

In this research, you’ll learn how brands across industries are investing in and capturing new audiences through video advertising. We’ll share best practices and brand-specific examples of ways you can make more strategic use of your own video ads to maximize their effectiveness.

Key Findings

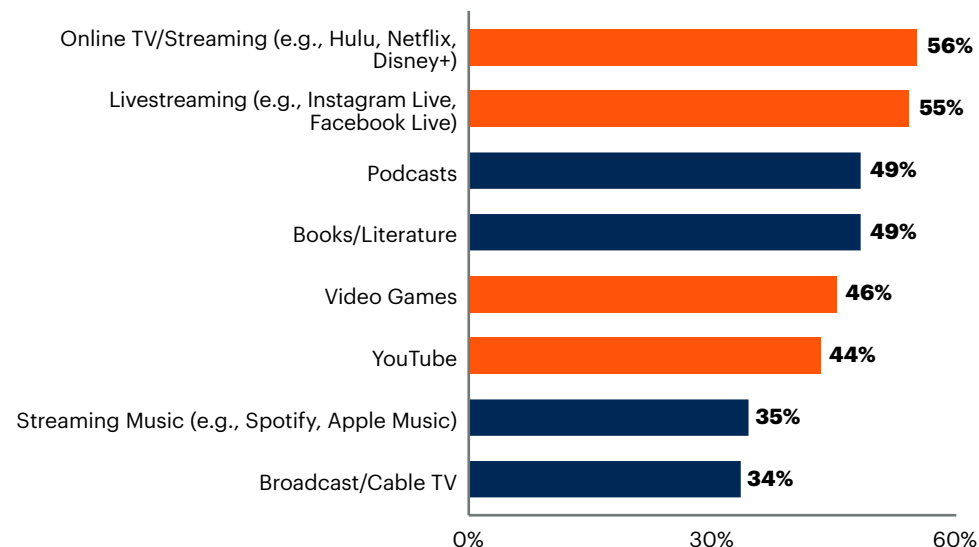
- Brands across all industries are taking advantage of the boom in video consumption by investing more heavily in video advertising.
- Much of consumers’ pandemic-induced video consumption habits will likely persist, with 43% of respondents in a Gartner survey reporting, “I plan on keeping the current way of doing things online even after the pandemic subsides.”
- Video advertising impressions will likely continue to surge as digital advertising dominates CMOs’ channel investment priorities.

Key Recommendations

- Maintain a pulse on the video advertising trends of top-performing brands with our cross-industry benchmarks, and compare these efforts to your own performance to see where you stand.
- Create video ads that serve a defined purpose by focusing ads on one of three messaging strategies: brand story, product/service demonstration or testimonial. Place these ads on publishers your target audience is likely to frequent.
- Take advantage of growing video consumption habits by creating video ads that align with target consumers’ preferences for funny, short, relevant and authentic content.
- Extend video advertising investments by reusing smaller content elements across platforms, devices and viewing habits.

Figure 1: Online Video Consumption is on the Rise

Percentage of Surveyed Consumers Who Increased Their Consumption of the Following Media Types Since the Start of the Pandemic



n = 349 surveyed consumers

Q: How, if at all, has your use of the platform changed since the start of the COVID-19 pandemic (approximately March 2020)?

Source: Gartner Consumer Community (June 2021)

Note: Respondents who use the platform several times a month or more.

Citations

1. [Capitalizing on Consumers' Shifting Media Needs and Consumption Patterns in a "Post-COVID" Culture](#)
2. Gartner Consumer Sentiment and Behavior Survey, 2021.
3. [Videos vs. Images: Which Drives More Engagement in Facebook Ads?](#), Databox.
4. [Applying 2021 Video Content Stats and Trends to Your Brand's Marketing](#), Web Purify.
5. Succeed in the New World of Marketing Webinar, Gartner, June 2020.

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