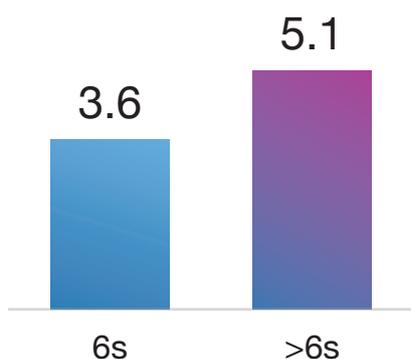


## Done in 6 seconds

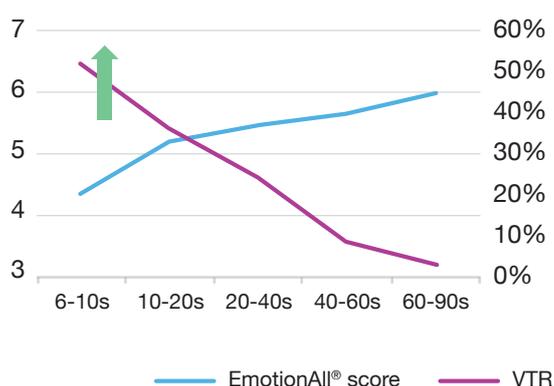
### How to make 6 second ads work harder

Brands are being pushed to create shorter ads. While Teads believes in the power of video to tell a story, Teads has partnered with RealEyes (a leading facial coding company) and tested the emotional impact of 166 creatives for 75 brands to determine best practices in making your 6 seconds count.

6s ads **are less engaging** than longer form



A shorter duration **enables better completion rate** but has a lower EmotionAll® score



**+23%**

With packshot vs. without packshot

Adding packshot enhances impact and desire to know more



**+35%**

With humor vs. without humor

Funny ads drive better engagement

**+39%**

Sound off with captions vs. sound off with subtitles

Captions drive higher emotional response with sound off

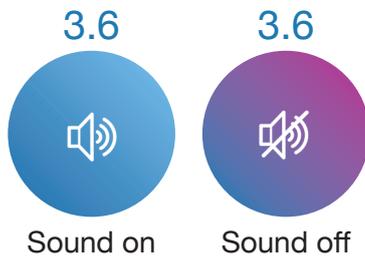
**+20%**

Without music vs. with music

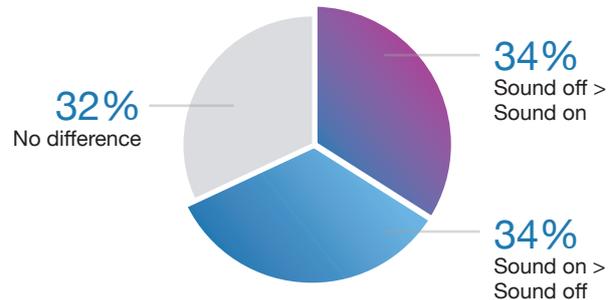
Music isn't necessarily winning strategy

# The impact of sound on/sound off varies depending on the creative

Overall parity between sound on/off



But there is no one rule to fit all creatives



Test both to best understand the performance

## 10 takeaways for 6 second ads

- 1 6s ads are weaker** than longer form at building a narrative and eliciting emotions, but some creatives manage to deliver their message in 6 seconds.
- 2 Tell a story**, even if it's short.
- For repurposed TV ads, **use pre testing** to select most engaging scene.
- Consider creating more than one version driven by the objective, the target audience or the sound environment.
- 6s ad formats require concision and discipline: **keep it simple**.
- 6 Think twice about music.** But if you do use music, make sure it fits well with the pace and tone of the ad and that it's not confusing, distracting or polarizing.
- On average ads perform as well with or without sound, but ads with VO dialog must be **optimized for sound off**.
- Use captions to optimize VO ads, but avoid subtitles.
- 9 Don't shy away from brand** components, especially packshots that increase emotional response and showing the brand in the ad.
- 10 Use call to action:** 6s ads generate a teasing effect and generate interest that a consumer should be able to act on.

## More about this research

### Measurement methodology

Facial coding test followed by self-reported questionnaire delivered to an online panel.

### Date in field

June 2018

### Ads tested

- 166 creatives
- 75 brands
- Mobile, including sound on and sound off

### Sample

N=12,000 respondents

300 views from each creative

### Markets

US, UK, FR, IT, SP, CHL,  
CO, MX, BR, AR

### Primary

Adults 16+

### Conducted by

**realeyes**<sup>™</sup>

Source: Making 6s count. Study from Realeyes commissioned by Teads, June 2018 166 creatives in 10 countries