

Short form content video one pager

Definition: Any video content that is under 10 minutes in length and sits within a content environment.

contributed by



short form content environments typically appear across:

01 mobile | 02 CTV | 03 Tablet | 04 Desktop

importance of environment

how is it used?

Short form content is used by brands as part of their overall video strategy and is used to cost effectively deliver a media objective.

Audiences do not discern between content length (long or short) and therefore this content is flexible and cost effective for building brands as well as driving shorter and lower funnel performance objectives.

where does it sit within the marketing funnel?

Short form video works effectively across the funnel with different ad types and targeting enabling delivery of multiple marketing objectives.

what about the user experience?

Users can consume content anytime anywhere across any screen. Despite the content being shorter in duration, audiences often watch multiple videos back to back in a single session.

how does the format work with other buys?

how does it compliment existing media investment?

Short form video delivers broad reach across all demos including hard to reach and younger audiences. Often, short form video will create a positive synergistic effect when paired with other video based platforms, such as TV.

Planning these channels together can generate large positive outcomes for your campaign.

It offers reach, scale and has a similar user experience on the open web.

Other key considerations

Short form video offers an incredibly flexible buy with a variety of creative formats, targeting and MO outcomes that can be achieved.

how is it bought?

Self serve platforms, Direct IO or Programmatic.

key watch outs to consider

01

With its ability to deliver across the funnel, brands need to be clear on their media objectives upfront and make sure they are buying the right formats to deliver the media objectives and then measuring the corresponding outcomes. eg.

if running a brand campaign avoid defaulting to measuring against lower funnel performance metrics, because it is digital and you can.

02

Short form video is too often thought about as it's own silo; think about how short form video can work as a part of a larger, multi-channel strategy to ensure your client's brand is delivering consistent core messaging across channels.

03

Ensure the creative is sympathetic to the media environment. Native video creative contributes heavily to campaign effectiveness on short form video platforms.