Short form editorial
video one pager

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

contributed by

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advertising in short form editorial environments typically appear as either:

01 in-article (outstream) | **02** pre/mid-roll (instream)

01 mobile | **02** Tablet | **03** Desktop

importance of environment

how is it used?

Brands use short form editorial video to drive audience engagement. Brands are able to utilise either 1st or 3rd party data segments to personalise and tailor their message to the specific audience.

where does it sit within the marketing funnel?

Short form editorial video sits within mid-to-lower funnel strategies for brands where both engagement and performance-based ROI metrics are used to assess performance.

what about optimising to the user experience?

01 The ad length should be considered in relation to the length of content.

02 Understanding the contextual targeting options available is very effective in connecting with the relevant consumer.

03 Create value for the consumer through the use of branded frames, QR codes and interactive shopping elements in the creative.

how does the format work
with other buys?

how does it compliment existing media investment?

Short-form editorial video should complement an existing media investment, as it has been shown to have the greatest impact when used in conjunction with other channels and formats.

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

how is it bought?

Direct IO or Programmatic.

key watch outs to consider

01

Brands need to be clear on objective and measurement as well as action you want the audience to take when viewing the creative.

02

Viewability & completion rates need to be considered relevant to the publisher environment.

03

Brand safety considerations are paramount when selecting publisher environments.

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