



VIDEO

CONTENT **BEST**
PRACTICES ▶

A close-up, slightly off-center shot of a man with dark hair and a light beard, looking off to the side with a thoughtful expression. He is wearing white earbuds. The background is a blurred city street at night, with warm bokeh lights from buildings and streetlights. The overall tone is moody and contemplative.

In marketing, there is a war
for attention. It's the only
thing that matters. Attention,
not impressions.

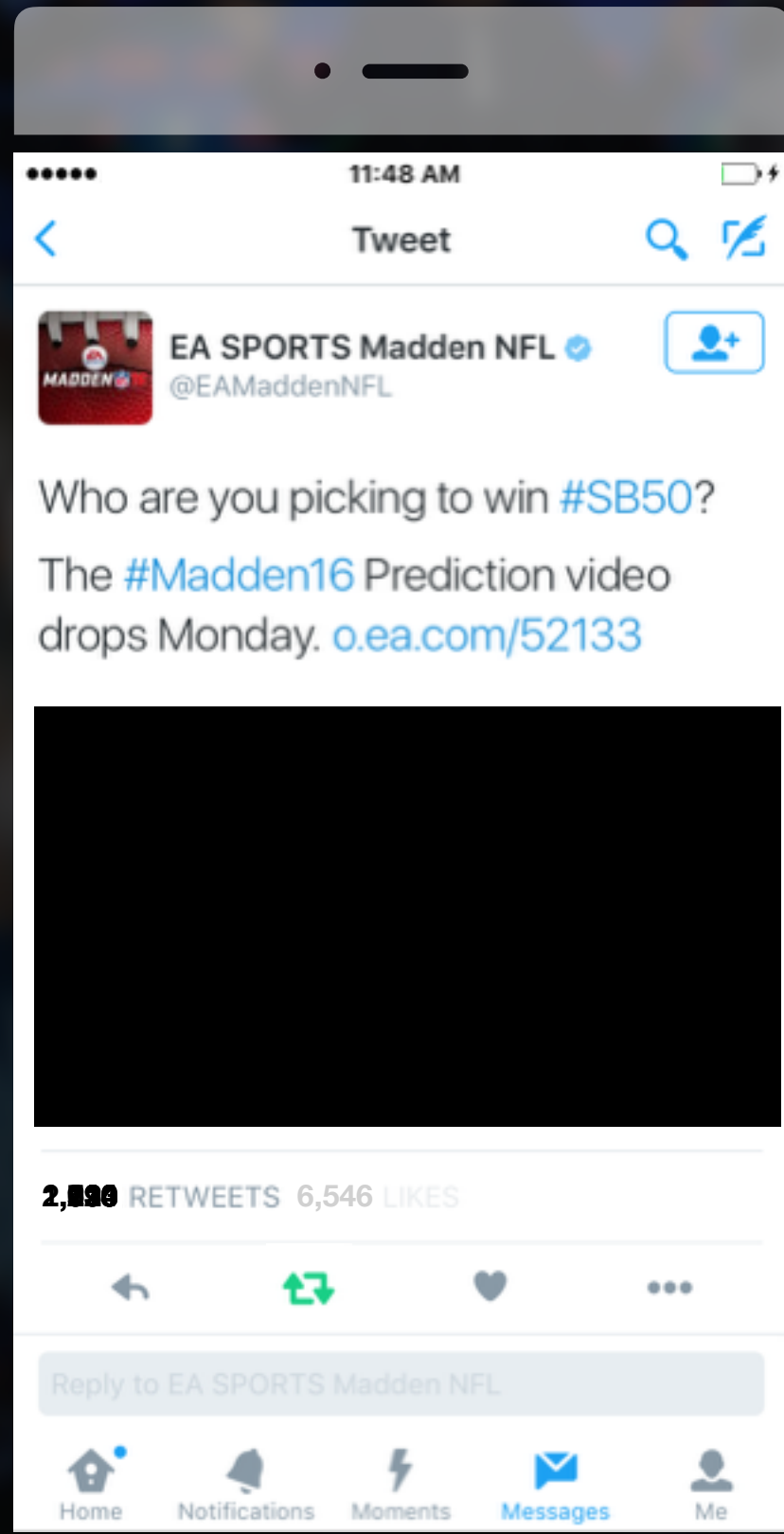
@GaryVee



Twitter is the best platform for
earning attention.



Tap Into the Power of Twitter's Influential Audience



Brands can reach premium
audiences with the most dynamic
canvas in video





CREATE
STOPPING
POWER



CONSUMERS MAKE VIEWING
DECISIONS IN SECONDS

HOW CAN YOU WIN THE
FIRST FEW SECONDS?



3 Keys to Make An Impact Quickly



Use hooks to drive stopping power



81% of top ads include a dynamic hook that captivates viewers and entices them to stay with the story



Showcase people to drive retention



Featuring people in the first few frames video drives viewer retention by **2x**



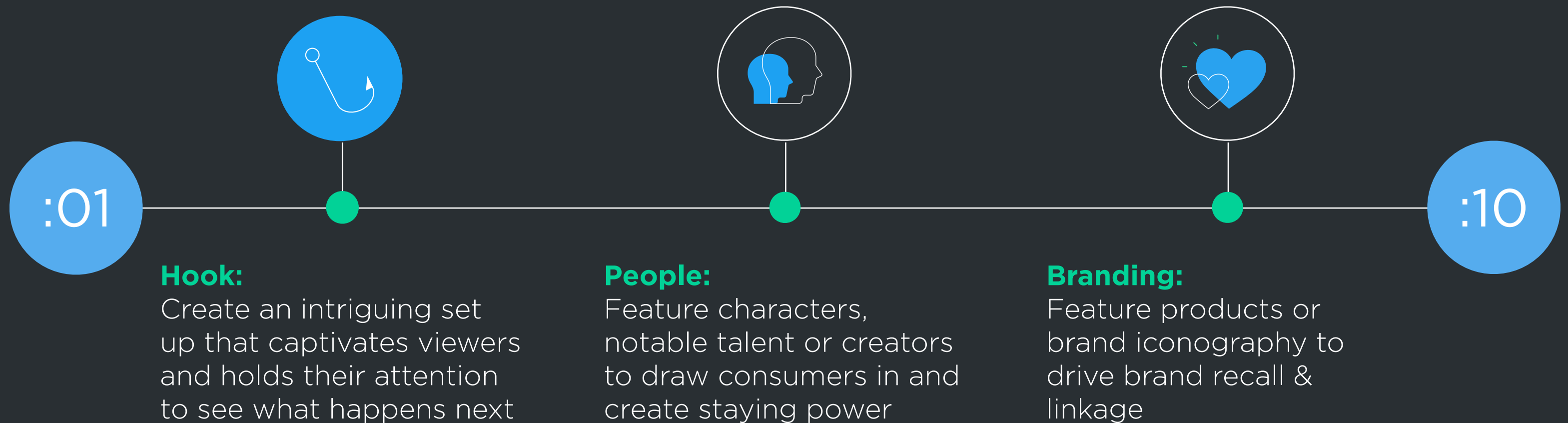
Add branding to drive recall



Ad recall increases **38%** when a viewer reaches the billable threshold. Add branding to drive recall and linkage



Programming for Impact



Have a Sound-Off Strategy

Captions and visual cues pull the viewer through the video



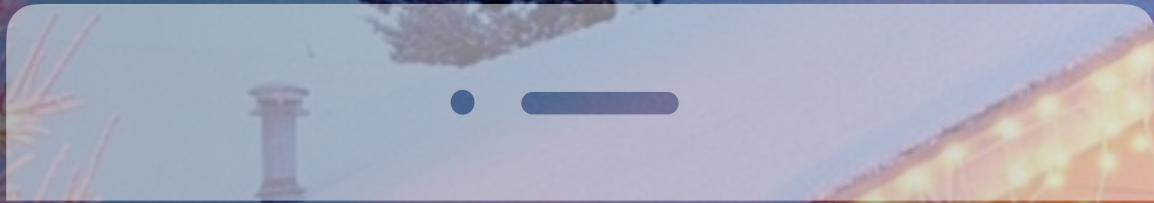
Consider copy prompts to initiate sound





@PIZZAHUT
FRONT LOADING CREATIVE





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Pizza Hut 
[@pizzahut](#)

When these three families ordered a Triple Treat Box, they weren't expecting this to happen. [#TripleTreatBox](#)

 Pizza Hut



Big Pizza Delivery: Holiday Edition



Pizza Hut



Hook

:01-:03

Delivery woman pulls up to a home and intentionally shuts off car lights



People

:04-:07

Delivery woman approaches the house. Text overlay advances the intrigue



Branding

:09-:11

We see Pizza Hut branding on the hat and box



Some of Twitter's Best Performing Video is Long Form

Budweiser
:60



Nike
2:00



JCPenney
3:37



#FriendsAreWaiting
Generated 6:1 Earned to
Paid Ratio

“Snow Day”
RT'd 3x more times than
their average Tweet

#JustGotJingled
Drove more video views
on Twitter than YouTube



SOURCE | Twitter Internal



WHAT DRIVES COMPLETION?



In a study on video completion:

48%

of top performers included a **sequential resolution**. The video set up a problem at the start and then resolved by the end.



Create Stopping Power

- ☐ Create intriguing hook in first few seconds
- ☐ Pull people forward to drive retention
- ☐ Use branding elements to drive recall
- ☐ Consider a sound-off strategy
- ☐ Create a sequential resolution



#ThankYou

