



6 Plays to Build Your Brand

VIDEO AND SOCIAL SOLUTIONS FOR MARKETERS



6 Plays to Build your Brand

Introduction 4 - 10

6 PLAYS TO BUILD YOUR BRAND

AWARENESS

- 1 Launch a product or refresh your brand 11 - 13
- 2 Maximize reach and impact with video 15 - 17

CONSIDERATION

- 3 Drive engagement with your brand 19 - 21
- 4 Boost your campaign or tentpole event 23 - 25

PURCHASE

- 5 Increase sales and market share 27 - 29

LOYALTY

- 6 Develop loyal brand ambassadors 31 - 33

Glossary 35 - 40

BRAND BUILDING IN AN ALWAYS-ON WORLD

Mobile has changed everything. Today people effortlessly switch from screen to screen and expect content to appear instantly, in the right format. More than ever, that format is video, and that trend is only accelerating. In fact, video views on Twitter have increased 220 times in the last 12 months.¹ By 2018, video traffic will be 80% of all Internet traffic.²

This shift is both an opportunity and a challenge for marketers. The interactive nature of mobile video means those little screens play a big role in influencing purchase decisions. It's why ad spending for this format is growing faster than any other digital advertising format. To make the most of this opportunity, marketers must navigate a dynamic and complex landscape.

With Twitter, brands can unleash the power of video on the most influential platform in the world. Every day, millions of people around the world come to Twitter to find out what's happening, live and direct from the source. Brands can be at the center of this real-time environment, create deep connections with their audiences and drive greater business results.

We've developed this guide to help you navigate the growing array of video and branding solutions on Twitter. Whether it's launching a product, refreshing a brand or driving sales, Twitter can maximize your campaign's impact.



Dave Roter, @roter
Director of Agency Development
Twitter

CONNECT WITH AN INFLUENTIAL, ENGAGED AUDIENCE

The most influential people come to Twitter to create and consume content. And not just well-known publishers, brands and celebrities — over 800 million visitors³ from around the world come to Twitter each month to discover and share what's new.



53%

are early adopters—twice as many as non-Twitter users⁴



64%

influence the purchases of friends and family⁵

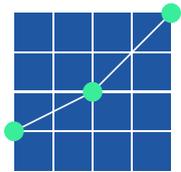


82%

actively engage with brands on Twitter⁶

REACH PEOPLE WHEN AND WHERE IT MATTERS MOST

As time and attention rapidly shift to mobile, this connection is crucial. Engaging with content on Twitter has the same personal relevance as receiving a handwritten letter.⁷



Twitter Video: big and growing

220X video view growth in the last 12 months¹

93% of all video views are now on mobile⁸



A home for live events

440K Tweets per min during Leo's 2016 Oscars win⁹

3.9B Tweets viewed⁹



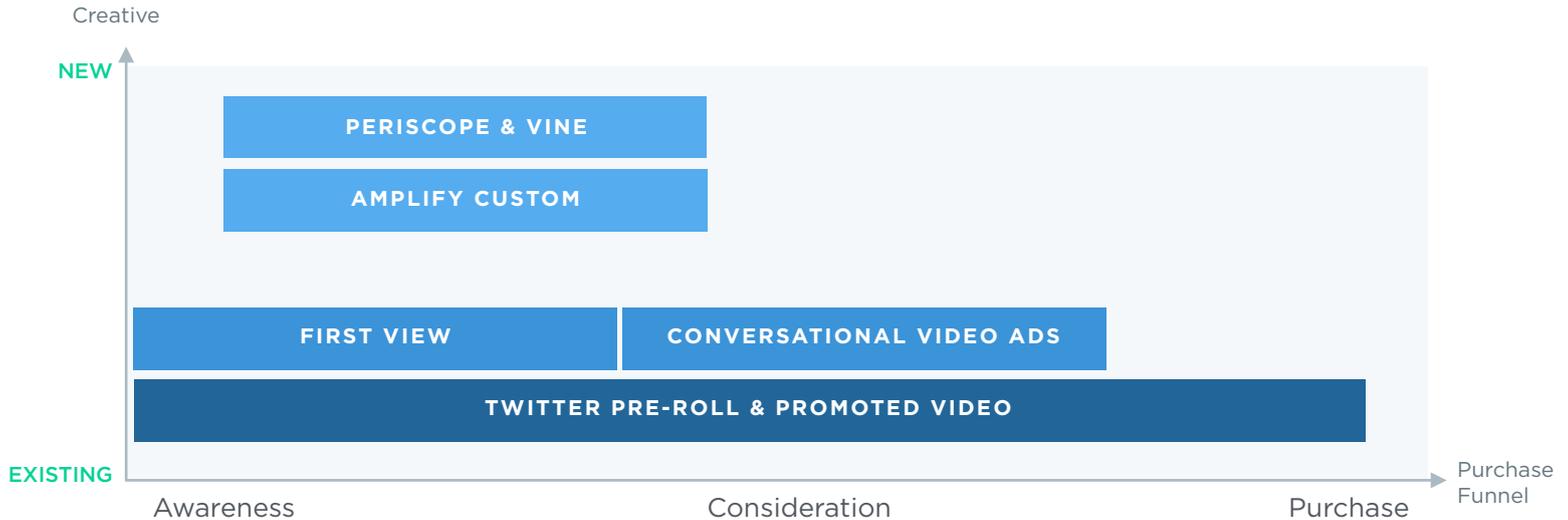
A parallel first screen

49% of users are on Twitter while watching TV¹⁰

76% searched for a brand or product they saw on TV¹⁰

ENLIVEN YOUR BRAND WITH UNIQUE & FLEXIBLE CREATIVE OPTIONS

Nothing engages your audience like great creative. Twitter's live canvas enables you to connect with users in unique and meaningful ways. From repurposing existing creative to creating a new, never-been-done-before campaign, Twitter has a suite of solutions for you.



SOLUTIONS FOR EVERY STEP OF YOUR CAMPAIGN

From developing compelling creative to defining your target audience or optimizing your campaign, you need the right tools at the right time.



PLAN

Audience Insights

Understand demographics, interests and purchase behavior to reach new or existing customers

Reach and Frequency Buying (coming soon)

Buy targeted demographic impression reservations and cap your frequency upfront



MEASURE AND REPORT

Tweet & Video Dashboards

See what's driving campaign success and how to increase your impact

Brand Hub

Track SOV with this real-time analytics tool

Brand Lift

Gain insights on brand metrics with Nielsen or Millward Brown

ROI

Track offline sales lift with Marketing Mix Modeling, Datalogix or Acxiom

Audience Verification

Verify audience composition and reach with Nielsen DAR

TWITTER DRIVES RESULTS AT EACH STAGE OF THE PURCHASE FUNNEL

AWARENESS

13%_{pt} lift in brand awareness¹¹

CONSIDERATION

11%_{pt} increase in message association¹¹

5%_{pt} increase in intent¹¹

PURCHASE

2-2.4X the average sales and penetration lift¹²

LOYALTY

34% of users turn to Twitter for reviews⁶



SIX PLAYS TO BUILD YOUR BRAND

AWARENESS

- 1 Launch a product or refresh your brand
- 2 Maximize reach and impact with video

CONSIDERATION

- 3 Drive engagement with your brand
- 4 Boost your campaign or tentpole event

PURCHASE

- 5 Increase sales and market share

LOYALTY

- 6 Develop loyal brand ambassadors



6 Plays to Build Your Brand

1

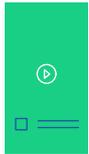
AWARENESS

**LAUNCH A PRODUCT OR
REFRESH YOUR BRAND**

LAUNCH A PRODUCT OR REFRESH YOUR BRAND

High impact opportunities drive the best visibility around timely brand moments. For example, Promoted Video drives favorability that's 18% higher than normal.¹³

RECOMMENDED SOLUTIONS



FIRST VIEW AND PROMOTED TRENDS

Drive massive reach and visibility on the day of your launch



VINES, SCRATCHREELS, GIFS

Garner momentum post-launch with bite-sized content to engage users



AN ALWAYS-ON APPROACH

Ensure your product launch or brand refresh is top of mind for a sustained period of time

Best Practices

Feature people in the first few frames of your video to drive viewer retention by 2X¹⁴

Prominent branding in the first 3 seconds improves brand recall¹⁵

Add captions and visuals to connect with mobile viewers watching with the sound off

Inspiration

Use Periscope to live-stream your product unboxing

Or, tap into Niche creators and their organic audiences to drive excitement for your launch

CASE STUDY: REEBOK

OBJECTIVE

Reintroduce Reebok as an innovative brand with the integrated #BeMoreHuman campaign

SOLUTION

Reebok created a cross-platform video series urging consumers to celebrate ordinary people who use fitness in their quests for personal fulfillment. The videos ran on TV, digital and social

- Promoted Video drove the majority of #BeMoreHuman messaging
- Promoted Tweets complemented the campaign to further engagement

RESULTS¹⁶

21% lift in recall and a **7%** lift in message association

A shift in perceptions that “Reebok is outdated”: **18%** of exposed users disagreed or strongly disagreed that Reebok is outdated **(+3%)**



A group of five diverse young adults are gathered together, smiling and looking at a smartphone held by a woman on the right. They are in front of a wall covered in colorful graffiti. The scene is brightly lit, suggesting an outdoor setting.

6 Plays to Build Your Brand

AWARENESS

**2 MAXIMIZE REACH AND
IMPACT WITH VIDEO**

MAXIMIZE REACH AND IMPACT WITH VIDEO

Nothing connects like video, and more than 800 million visitors to Twitter³ are viewing more of it than ever. Video views on Twitter have increased 220 times in the last 12 months.¹

RECOMMENDED SOLUTIONS



FIRST VIEW

A high-impact promoted video solution ensures maximum visibility on important days



TWITTER PRE-ROLL

Pre-roll ads on premium videos from Amplify partners with no publisher-advertiser deal requirements



REACH AND FREQUENCY BUYING

(coming soon)

Buy demo-targeted impression reservations with frequency caps upfront

Best Practices¹⁷

3-5 Promoted Tweets per week can improve campaign reach

2-3 organic Tweets per day can increase unique reach by 30% per week

Inspiration

Use SnappyTV to adapt your video creative into bite-sized content, such as live video highlights that can be shared on Twitter and drive viewership back to your owned or sponsored live event

CASE STUDY: 20TH CENTURY FOX

OBJECTIVE

Drive massive awareness for the new film “Mike and Dave Need Wedding Dates” and garner video views and social conversation

SOLUTION

As the exclusive launch partner for Twitter’s First View, 20th Century Fox distributed the film’s trailer across Twitter’s audience and owned the Promoted Trend hashtag #MikeAndDave on launch day. The creative included five video Tweets, and Promoted Tweets from the stars of the film, such as Zac Efron, generated additional excitement

RESULTS¹⁶

7.5M video views at a **\$0.06** cost-per-view

30.8% media view rate

Conversations skyrocketed for both the movie and the star-studded cast:



@MikeandDave
16X normal follows



@ZacEfron
43X normal mentions



@ADAMDEVINE
237X normal mentions



Mike And Dave ✓
@mikeanddave

Watch the new trailer for [#MikeAndDave](#)
Need Wedding Dates now! In theaters July 8.



9.3K



20.4K



Promoted

6 Plays to Build Your Brand

3 CONSIDERATION
DRIVE ENGAGEMENT
WITH YOUR BRAND

DRIVE ENGAGEMENT WITH YOUR BRAND

Sustained engagement on Twitter keeps your brand top of mind: people who engage with promoted media on Twitter are much more likely to show an increase in brand metrics.¹¹

RECOMMENDED SOLUTIONS



CONVERSATIONAL VIDEO ADS

Drive significant earned media by creating a live dialogue with your consumers



TWITTER PRE-ROLL

A quick and easy way to run pre-roll against premium videos to drive engagement



BRAND HUB

Understand the impact of your earned media such as your share of conversation relative to competitors

Best Practices

Tweets with video are Retweeted up to 6X more than those without³

Use Brand Hub's Watchlist feature to measure mentions of particular keywords or hashtags

Inspiration

Use ScratchReels to engage with your audience. ScratchReels look and feel like traditional animated GIFs but become interactive on Twitter with user-controlled playback

Or, engage users by tapping into Niche, a network of creators with whom brands partner to develop micro-advertisements to be shared and promoted across the social web

CASE STUDY: EA SPORTS

OBJECTIVE

EA SPORTS wanted to engage Twitter users around the Super Bowl. For Super Bowl 50, EA SPORTS gave users a chance to predict the winner and drive conversation around the big game. EA SPORTS also wanted to share its annual Super Bowl prediction video on Twitter

SOLUTION

EA SPORTS used Conversational Video Ads to share its #Madden16 prediction video and encourage users to Tweet their winner predictions using hashtags #PanthersWin or #BroncosWin

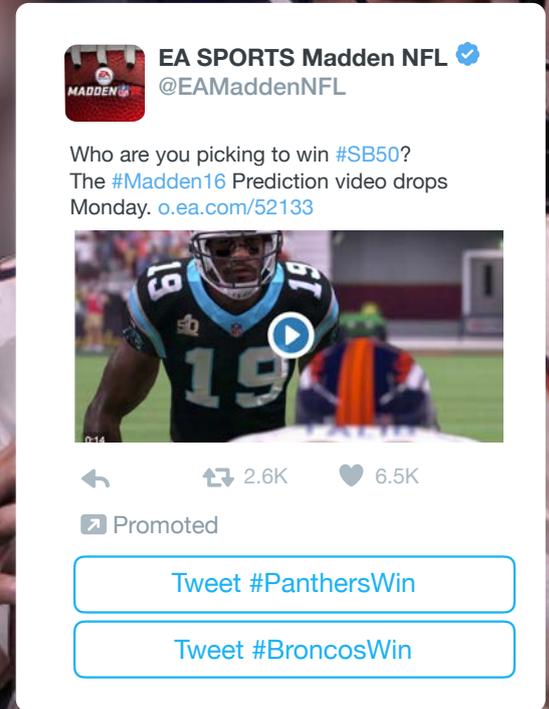
RESULTS¹⁶

This engaging program drove extraordinary earned reach and organic brand engagement — so strong that users' organic Tweets nearly doubled the program's impression volume

\$0.09 CPE

15M earned impressions (**78%** earned media rate)

2.6M video views



EA SPORTS Madden NFL ✓
@EAMaddenNFL

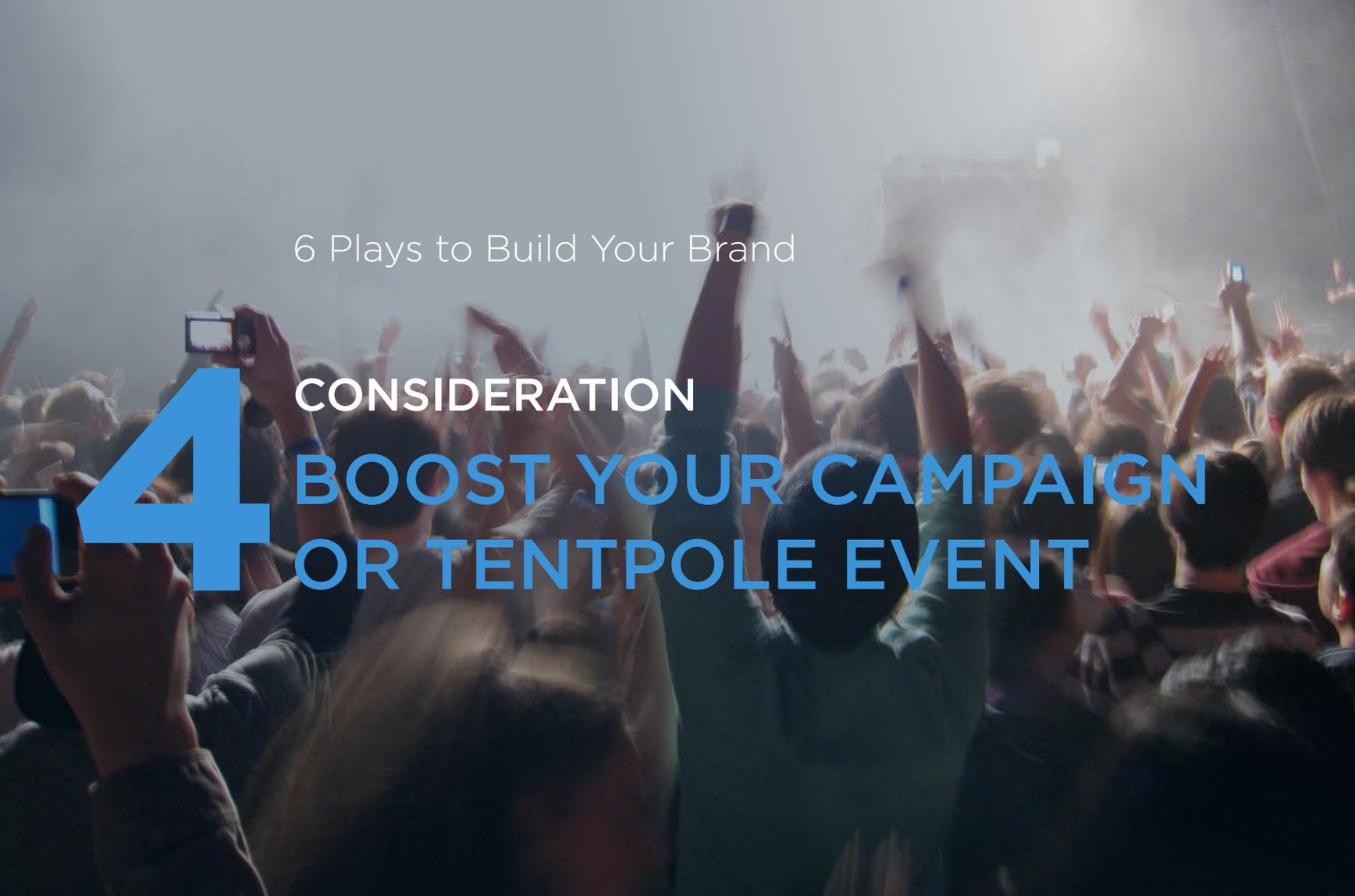
Who are you picking to win #SB50?
The #Madden16 Prediction video drops
Monday. o.ea.com/52133

2.6K Retweets 6.5K Likes

Promoted

[Tweet #PanthersWin](#)

[Tweet #BroncosWin](#)



6 Plays to Build Your Brand

CONSIDERATION

**4 BOOST YOUR CAMPAIGN
OR TENTPOLE EVENT**

BOOST YOUR CAMPAIGN OR TENTPOLE EVENT

Tap into solutions that help you complement your campaigns or sponsorships. Running video around a live event increases brand favorability by 63%.¹³

RECOMMENDED SOLUTIONS



PROMOTED VIDEOS AND TWEETS WITH PHOTO

Pair these formats with Twitter's premium targeting to reach the most engaged audience



EVENT TARGETING

Discover events that align with your desired audience to create a live connection around your tentpole



TV TARGETING

Work directly with a publisher with whom you already have a relationship and own premium in-stream pre-roll on content relevant to your sponsorship or live event

Best Practices

Engage with your audience before your event targeting campaign, and use Tweet engager targeting to reach them post-event

Vary your campaign creative to see increased impressions and engagements

Include #hashtags and @usernames which viewers are already rallying around

Inspiration

Own the conversation around your brand's big moments with a custom branded emoji that appears whenever your campaign's hashtag is used

CASE STUDY: VERIZON

OBJECTIVE

Generate awareness for #WhyNotWednesday and align with one of the most talked-about events on Twitter: the MTV Video Music Awards

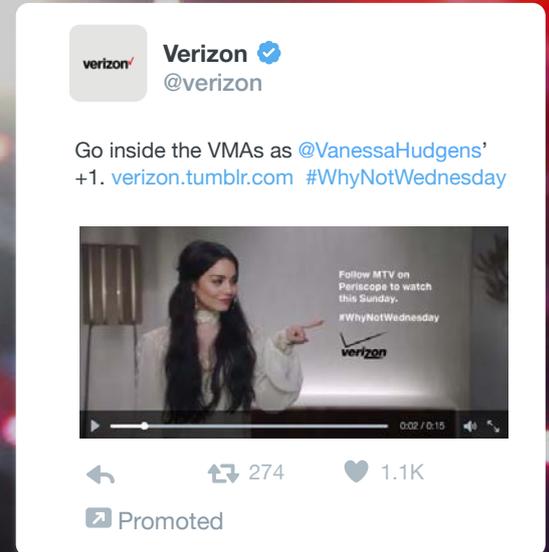
SOLUTION

On the Wednesday before the VMAs, Verizon owned the Promoted Trend hashtag #WhyNotWednesday to generate excitement. Verizon then teamed up with MTV and singer Vanessa Hudgens to sponsor a Periscope live stream during the VMAs. Verizon garnered viewership from MTV's followers, an audience already engaged with content from the partnership. Each week, Verizon continued to feature the best in music, sports, fashion, entertainment, and technology on Twitter as part of their #WhyNotWednesday content series

RESULTS¹⁶

60M+ Promoted Trend impressions

97% neutral to positive sentiment toward the campaign





6 Plays to Build Your Brand

**5 PURCHASE
INCREASE SALES AND
MARKET SHARE**

INCREASE SALES AND MARKET SHARE

Pairing powerful targeting with compelling formats is key to driving sales. In fact, Twitter Ads generate 2 to 2.4X the average sales and penetration lifts.¹²

RECOMMENDED SOLUTIONS



TWITTER TARGETING

Drive more efficient sales by ensuring your Tweet content reaches the right consumers at the right time



LOOKALIKE TARGETING

Increase your customer base by reaching users who most resemble your best existing customers



PROMOTED VIDEOS AND TWEETS WITH PHOTO

Pair these formats with the above targeting solutions to reach new customers based on their passions to generate incremental sales

Best Practices

Maximize sales lift with content that's clear and concise. For example, more username mentions and higher character counts are negatively associated with purchase intent³

Include a brand logo to increase purchase intent by 9%¹⁴

Use a recurring brand message linked by hashtag or creative treatment

Inspiration

Drive sales by offering deals exclusive to Twitter users. A mix of brand and direct-response campaigns can lead to an extra boost in sales

CASE STUDY: US CPG SKINCARE BRAND

OBJECTIVE

Drive awareness and sales of a new skincare product

SOLUTION

The brand launched a series of videos and called on a famous influencer to drive further reach. The Promoted Videos featured the campaign message and product benefits, while Promoted Tweets with photos drove additional scale. Additionally, the brand created relevant audience segments to target using Datalogix, including likely buyers and non-loyal purchasers

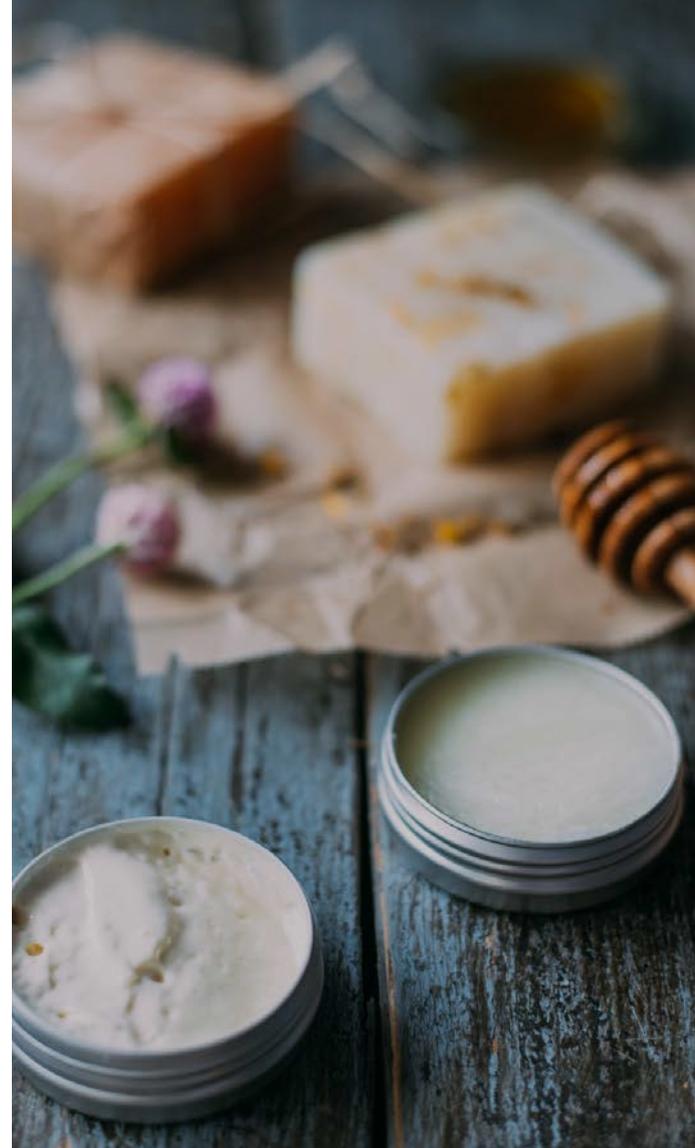
RESULTS¹⁶

\$4 return on ad spend

+5% increase in household penetration and repeat usage

2X higher sales lift among engagers; non-engagers contributed to **65%** of incremental sales

Significant sales lift among non-followers of the brand's Twitter account



6 Plays to Build Your Brand

6

LOYALTY

DEVELOP LOYAL BRAND
AMBASSADORS

DEVELOP LOYAL BRAND AMBASSADORS

Tweets to brands' customer service handles have increased 2.5X in the last two years¹⁸, a prime opportunity to build brand advocacy.

RECOMMENDED SOLUTIONS



DIRECT MESSAGES

Our customer service tools automatically deep link to your Tweet, embed a call to action and allow customers to send you a private message



TAILORED AUDIENCES

Reconnect with existing customers and create new opportunities for them to share positive experiences



PROMOTED TWEET CAROUSEL

(coming soon)

In addition to our targeting and messaging tools, leverage this powerful collection of your Tweets and users' organic Tweets about your brand to drive endorsement

Best Practices

Connect with consumers on a personal level: those who have had personalized interactions are more likely to recommend the brand, and positive customer service interactions can drive a 76% higher likelihood of recommendation.¹⁹

- Use conversational language rather than stock responses
- Like and Retweet your customers' Tweets

Inspiration

Create a live dialogue with your audience with Conversational Video Ads by responding to users who engage with your Tweet

CASE STUDY: HILTON HOTELS

OBJECTIVE

Hilton wanted to bring its unique brand of hospitable customer experiences online and reach existing loyal customers and travelers

SOLUTION

Hilton created a 'locals-inspired' hospitality strategy, inviting team members to proactively reach out to travelers via @HiltonSuggests

They shared their love for the cities where they live and work with customized restaurant, activity and travel advice for 100+ cities worldwide to assist the unfamiliar traveler — or even fellow locals — seeking the next hidden gem

RESULTS¹⁶

50-60% of the @HiltonSuggests Tweets elicit a response, and the majority include some form of appreciation. Through Hilton's own local travel advocates and employees, that passion for travel is passed along to thousands through @HiltonSuggests



6 PLAYS TO BUILD YOUR BRAND AND THE TOOLS TO GET YOU THERE

AWARENESS

1 Launch a product or refresh your brand

First View | Promoted Trends | Vines | ScratchReels | GIFs | Periscope

2 Maximize reach and impact with video

First View | Twitter Pre-Roll | Reach & Frequency Buying (coming soon)

CONSIDERATION

3 Drive engagement with your brand

Promoted Video | Event Targeting | TV Targeting

4 Boost your campaign or tentpole event

Conversational Video Ads | Twitter Pre-Roll | Brand Hub | Branded emoji

PURCHASE

5 Increase sales and market share

Promoted Video | Promoted Tweets | Lookalike Targeting

LOYALTY

6 Develop loyal brand ambassadors

Direct Messages | Tailored Audiences | Promoted Tweet Carousel (coming soon)



TWITTER ADS SOLUTIONS GLOSSARY

TWITTER ADS SOLUTIONS GLOSSARY

Amplify Custom

a part of Twitter Amplify, a way for advertisers to sponsor and promote content from select publishers to their target audiences (*see: Twitter Amplify*)

Brand Hub

understand your brand's share of conversation, what people are saying about your brand and who your most engaged audiences are so you can successfully promote your brand on Twitter

Branded emoji

express your brand's personality and immediately make it a part of the conversation by adding a fun, visually appealing creative element whenever your hashtag is used on Twitter

Conversational Video Ad

an ad format with a viral call to action that prompts users to Tweet about your brand to all of their followers. This ad harnesses the power of video and photos and drives deep engagement and sharing

Direct Messages

private messages sent from one Twitter user to another that allow you to foster relationships with your consumers one-on-one

TWITTER ADS SOLUTIONS GLOSSARY

Event Targeting

quickly and easily discover, plan for and activate events on Twitter. Get started by looking at the events calendar at ads.twitter.com/events and then visit your ads dashboard

First View

a mass reach opportunity that gives you exclusive ownership of Twitter's most valuable advertising real estate for 24 hours. The top ad slot in timeline will be your brand's Promoted Video

Lookalike Targeting

a targeting type that allows you to reach users who are similar to your tailored audiences

Niche

a technology platform with end-to-end support connecting brands with an international network of cross-platform creators to develop unique, engaging branded content

Periscope

a simple way to share your brand stories with live and recorded video. Create a moment or be a part of one, and broadcast it to the world

TWITTER ADS SOLUTIONS GLOSSARY

Promoted Trends

a high impact, 24 hour takeover of the home of real-time discovery: the top of the Trends list (desktop) and the second spot in search results (mobile) which drives sustained awareness and conversation for your brand

Promoted Tweet

a Tweet paid for by advertisers that appears in users' Home timelines, at the top of search results on Twitter and elsewhere on the platform on desktop and mobile

Promoted Tweet Carousel (coming soon)

tell your brand story in a truly authentic way with this in-timeline ad format that shows a highly engaging carousel of your brand's Tweets as well as Tweets from users who have endorsed your brand

Promoted Video

a video within a Promoted Tweet paid for by advertisers that appears in users' Home timelines, at the top of search results on Twitter and elsewhere on the platform

Reach & Frequency Buying (coming soon)

a solution that allows you to buy targeted demographic impression reservations and cap your frequency upfront

TWITTER ADS SOLUTIONS GLOSSARY

ScratchReels

a Twitter-only interactive GIF format that looks and feels like traditional animated GIFs but become interactive on Twitter with user-controlled playback: moving the mouse (on desktop) or swiping with the thumb (on mobile)

SnappyTV

a real-time editing tool that enables you to own a conversation on Twitter by adapting your existing video creative into bite-sized, snackable content you can share across web, mobile and social channels

Tailored Audiences

target audiences created from your website visitor and/or CRM data. You may also import targeting groups from select web audience partners

TV Targeting

build upon your overall TV strategy by reaching users engaged with specific TV shows before, during and after a telecast by network or by genre

Twitter Amplify

a way to align with premium content from top broadcasters, sports leagues and content creators. Whether it's a Super Bowl sponsorship or an evergreen pre-roll campaign, Twitter Amplify enables you to connect with key audiences through the best content in the world

TWITTER ADS SOLUTIONS GLOSSARY

Twitter Pre-Roll

automatically run pre-roll ads against premium, organic videos from Amplify partners with no publisher-advertiser deal requirements (see: *Twitter Amplify*)

Vine

the entertainment network where the world's stories are captured, created and remixed. It's where ideas, stories and personalities can get really big, really fast—creating trends and influencing culture. Use it to tell a rich brand story, either tied to a brand moment or in parallel with other brand efforts. On Vine, great stories thrive

SOURCES

¹Twitter internal 2016, reflects Dec 2014-15 data

²Cisco Visual Networking Index: Forecast and Methodology, 2014-2019 White Paper

³Twitter internal, 2016

⁴Twitter Vertical Profile, Millward Brown 2014

⁵GWJ Q1 2015 USA (index vs. average Internet user)

⁶Millward Brown Wireless Path to Purchase Research, October 2015

⁷NeuroResearch at Twitter, Neuro-Insight, 2014 (as reported by Twitter users)

⁸Twitter internal, Dec 2015

⁹Twitter internal, Feb 2016 (3.9B Tweets viewed on and off Twitter)

¹⁰Nielsen Twitter Consumer Deep Dive Survey, July 2015, USA

¹¹Nielsen Brand Effect for Twitter Mar 2016: average brand metric increases from Promoted Tweets for engagers, US (+13%pt awareness, +14%pt campaign awareness, +11%pt message association, +4%pt recommendation)

¹²Oracle Datalogix CPG ROI Norms, Twitter vs. the Open Web, Feb 2016 (2X average sales lift, 2.4X average penetration lift)

¹³Twitter & Live Video Research, Neuro Insight, 2015

¹⁴Nielsen, DAN + Twitter Video Content Best Practices Research, May 2015

¹⁵Twitter Autoplay Experiment, Nielsen 2015 (aided recall by view duration; case study for blinded CPG brand)

¹⁶Twitter internal reporting

¹⁷Twitter internal Content Best Practices 2016

¹⁸Twitter Customer Service Playbook

¹⁹Twitter Customer Service Insight Survey, 2015 (total N = 2937, personalized CSI N = 2043, impersonal CSI N = 388)



Learn more about Twitter's brand and video advertising solutions

Visit ads.twitter.com or contact your Twitter Ads account team

