



# 6 Plays to Build Your Brand

Video and Social Solutions for Marketers



# 6 Plays to Build Your Brand

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## 6 Plays to Build Your Brand

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# 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.<sup>1</sup> By 2018, video traffic will be 80% of all Internet traffic.<sup>2</sup>*

*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.*



**David 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 visitors<sup>3</sup> 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 users<sup>4</sup>



**64%**

influence the purchases of friends and family<sup>5</sup>



**82%**

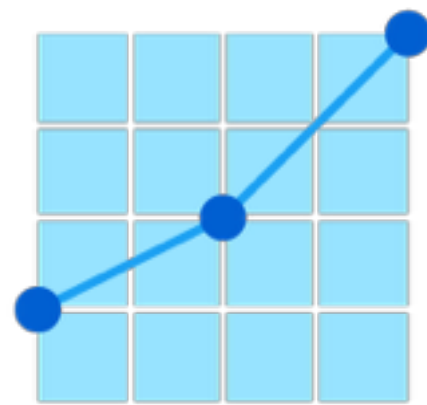
actively engage with brands on Twitter<sup>6</sup>





# 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.<sup>7</sup>



## Twitter Video: big and growing

**220X**  
**93%**

video growth in the last 12 months<sup>1</sup>

of all video views are now on mobile<sup>8</sup>



## A home for live events

**440K**  
**3.9B**

Tweets per min during Leo's 2016 Oscar win<sup>9</sup>

Tweets viewed<sup>9</sup>



## A parallel first screen

**49%**  
**76%**

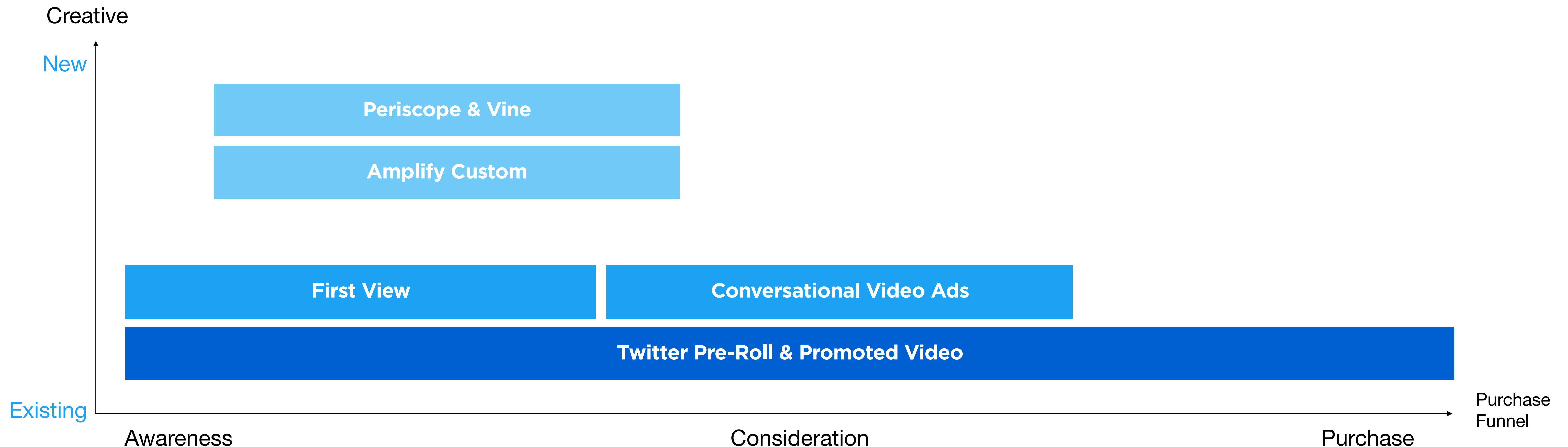
of users are on Twitter while watching TV<sup>10</sup>

searched for a brand or product they saw on TV<sup>10</sup>



# 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.



## Audience Insights

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

## Reach and Frequency Buying

Buy targeted demographic impression reservations and cap your frequency upfront



## Tweet & Video Dashboards

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

## Brand Lift

Gain insights on brand metrics with Nielsen or Millward Brown

## Audience Verification

Verify audience composition and reach with Nielsen DAR

## Brand Hub

Track SOV with this real-time analytics tool

## ROI

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



# Twitter drives results at each stage of the purchase funnel

## AWARENESS

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**13%<sub>pt</sub>** lift in brand awareness<sup>11</sup>

## CONSIDERATION

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**11%<sub>pt</sub>** increase in message association<sup>11</sup>

**5%<sub>pt</sub>** increase in intent<sup>11</sup>

## PURCHASE

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**2-2.4X** the average sales and penetration lift<sup>12</sup>

## LOYALTY

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**34%** of users turn to Twitter for reviews<sup>6</sup>







# 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

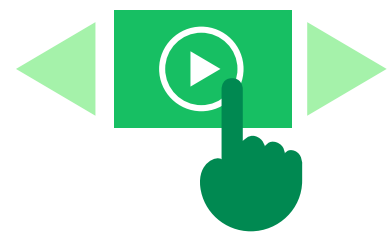
**High impact opportunities drive the best visibility around timely brand moments. For example, Promoted Video drives favorability that's 18% higher than normal.<sup>13</sup>**

### RECOMMENDED SOLUTIONS



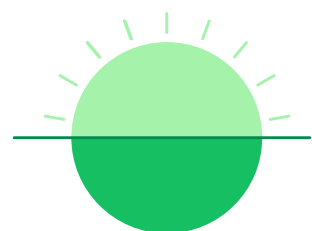
#### **First View and Promoted Trends**

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 2X<sup>14</sup>

Prominent branding in the first 3 seconds improves brand recall<sup>15</sup>

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

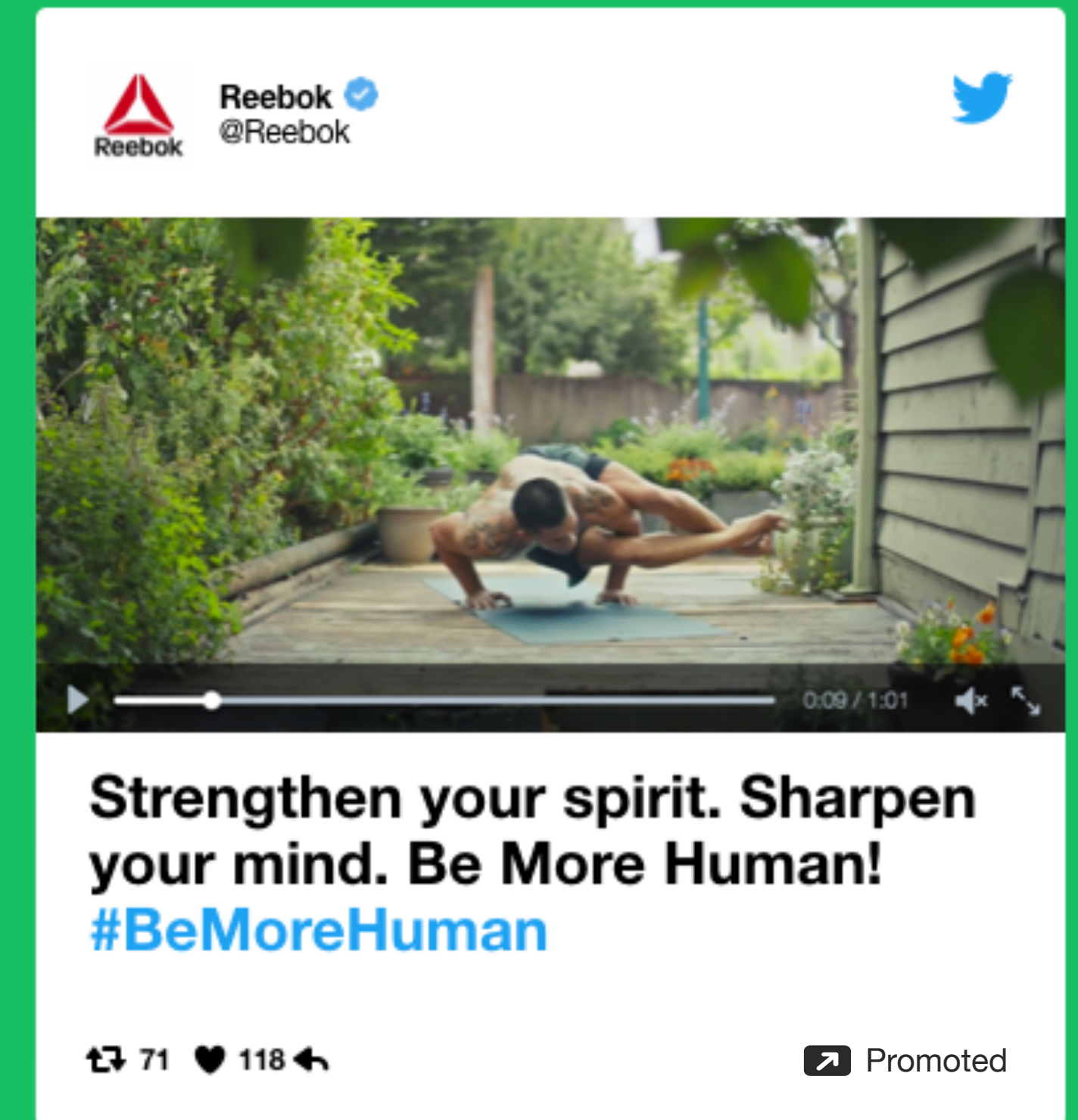
Reebok created a cross-platform video series urging consumers to celebrate ordinary people who use fitness in their quests for personal fulfillment. The videos ran on TV, digital and social

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

## Results<sup>16</sup>

**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%)**





## 6 Plays to Build Your Brand



# 2

## Awareness Maximize Reach and Impact with Video





## Maximize Reach and Impact with Video

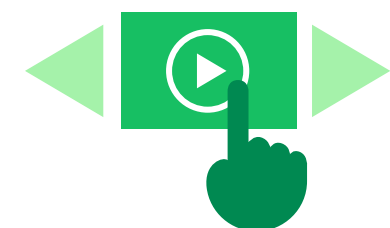
**Nothing connects like video, and more than 800 million visitors to Twitter<sup>3</sup> are viewing more of it than ever. Video views on Twitter have increased 220 times in the last 12 months.<sup>1</sup>**

### 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**

Buy demo-targeted impression reservations with frequency caps upfront

#### **Best Practices<sup>17</sup>**

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

## Results<sup>16</sup>

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

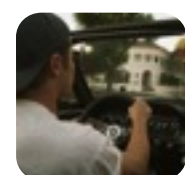
**30.8%** media view rate

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



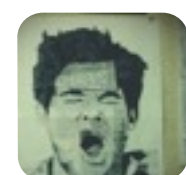
**@MikeandDave**

**16X** normal follows



**@ZacEfron**

**43X** normal mentions



**@ADAMDEVINE**

**237X** normal mentions





## 6 Plays to Build Your Brand



# 3

## Consideration Drive Engagement with Your Brand





## Drive Engagement with Your Brand

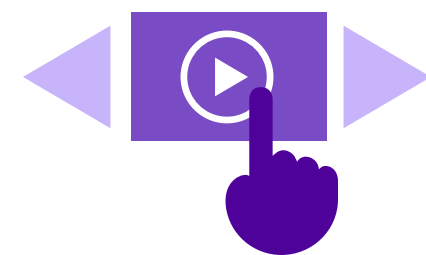
**Sustained engagement on Twitter keeps your brand top of mind: people who engage with promoted media on Twitter are much more likely to show an increase in brand metrics.<sup>11</sup>**

### RECOMMENDED SOLUTIONS



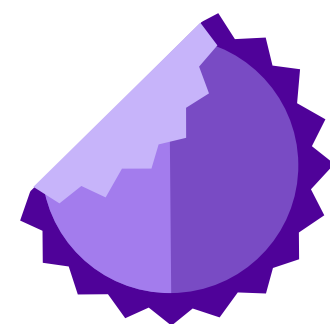
#### **Conversational Video Ads**

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



#### **Promoted Stickers**

Create custom stickers that are featured for anyone on Twitter to use on their photos

#### **Best Practices**

Tweets with video are retweeted up to 6X more than those without<sup>3</sup>

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

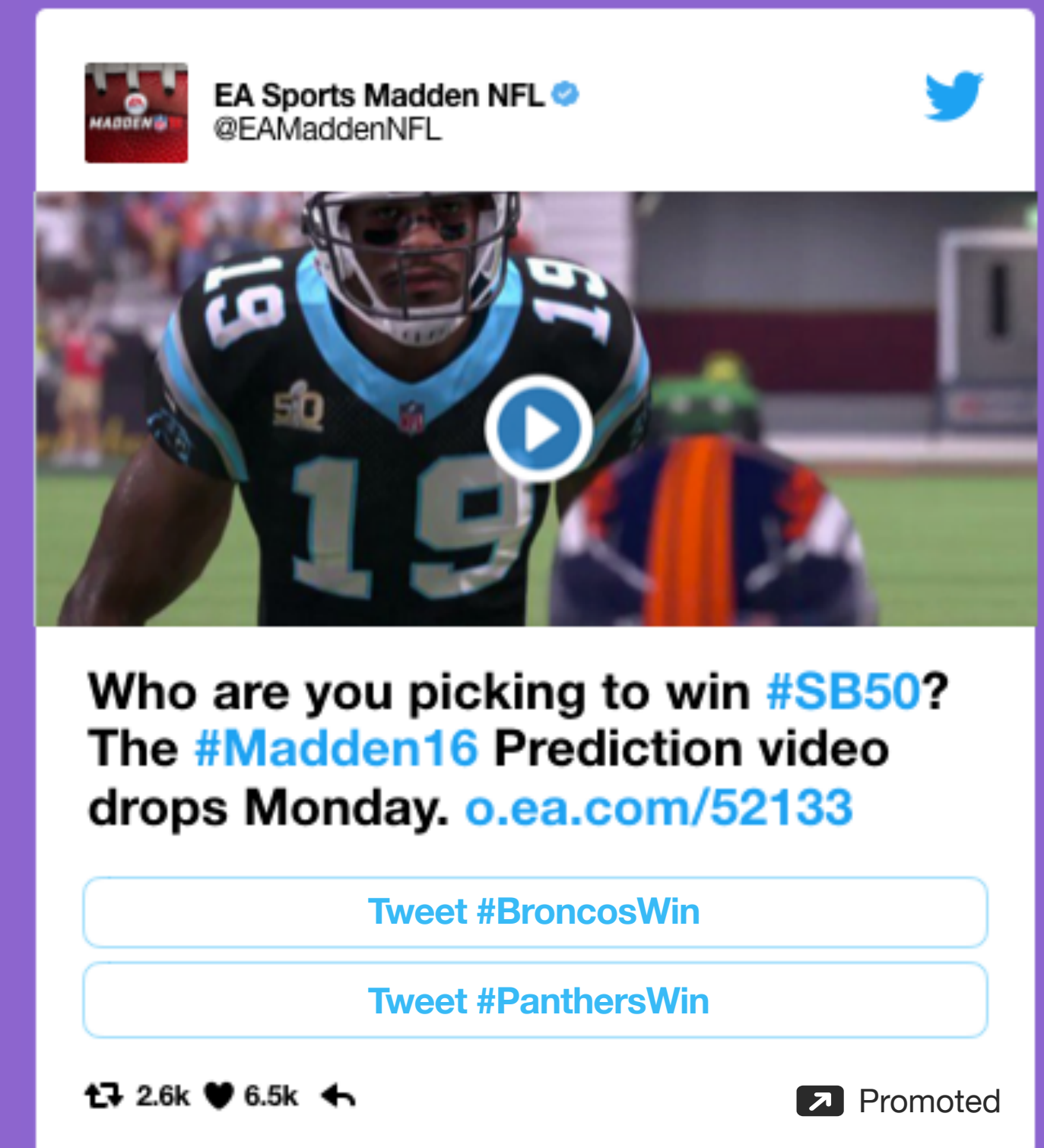
## Results<sup>16</sup>

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





## 6 Plays to Build Your Brand



# 4

## Consideration 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%.<sup>13</sup>**

### 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

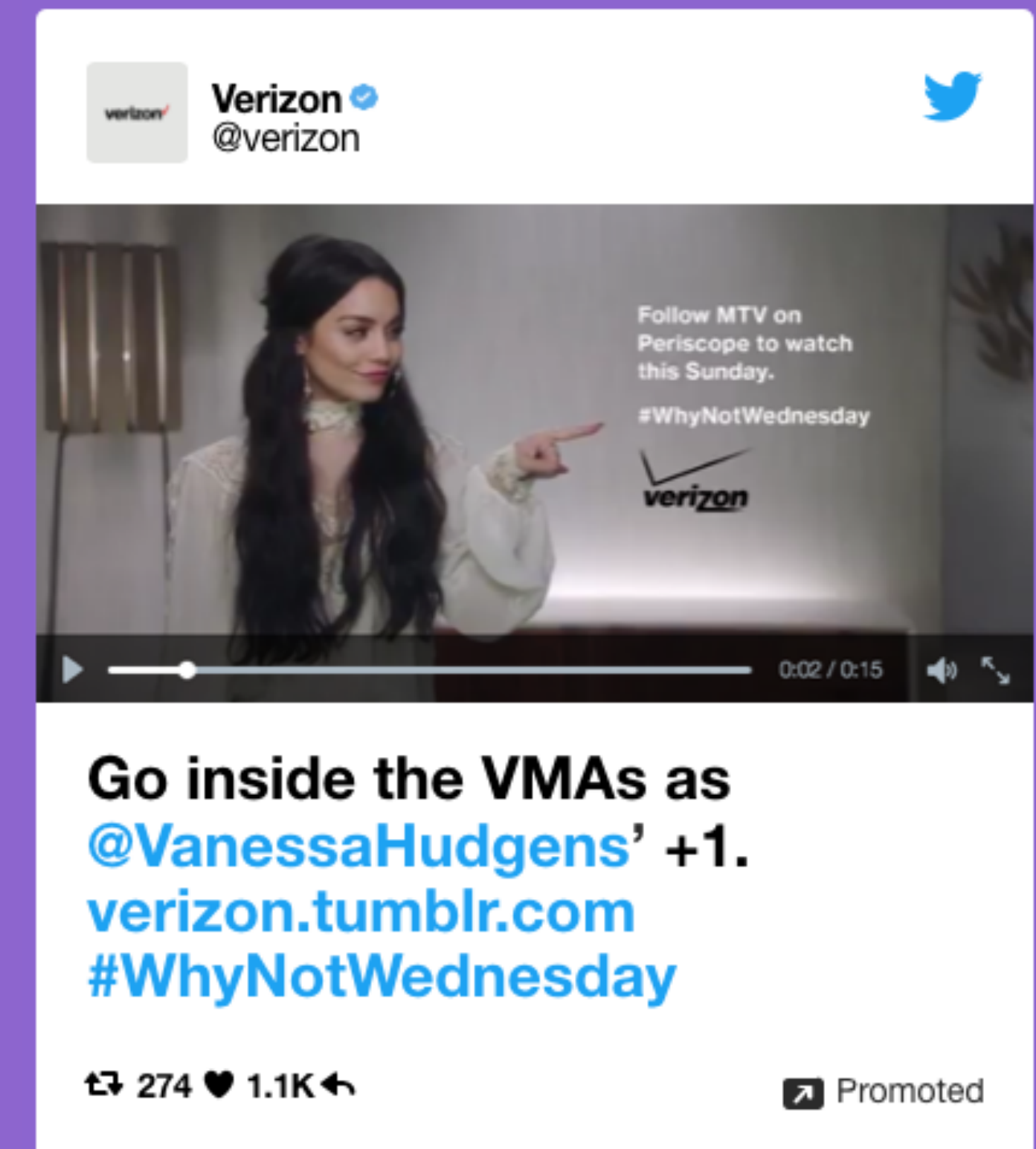
## Solution

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

## Results<sup>16</sup>

**60M+** Promoted Trend impressions

**97%** neutral to positive sentiment toward the campaign





## 6 Plays to Build Your Brand



# 5

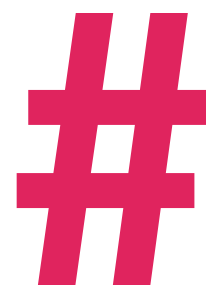
Purchase  
**Increase Sales and  
Market Share**



## 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.<sup>12</sup>**

### RECOMMENDED SOLUTIONS



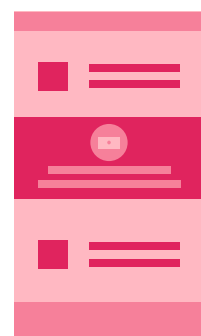
#### **Twitter Targeting**

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 intent<sup>3</sup>

Include a brand logo to increase purchase intent by 9%<sup>14</sup>

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

## Results<sup>16</sup>

**\$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

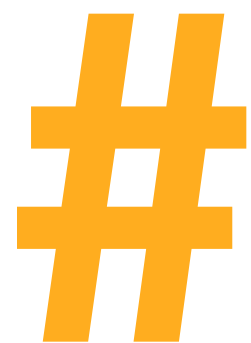
**Tweets to brands' customer service handles have increased 2.5X in the last two years<sup>18</sup>, a prime opportunity to build brand advocacy.**

### RECOMMENDED SOLUTIONS



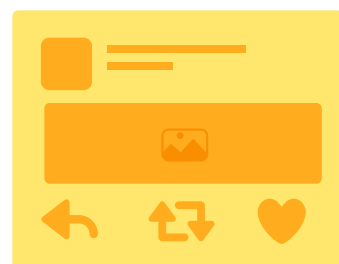
#### **Direct Messages**

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**

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.<sup>19</sup>

- 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

## Results<sup>16</sup>

**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 Take 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

## CONSIDERATION

- 3 Drive engagement with your brand**  
Promoted Video | Event Targeting | TV Targeting | Promoted Stickers
- 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





# Twitter Ads

## Solutions Glossary



# Twitter Ads Solutions Glossary

|                                |  |
|--------------------------------|--|
| <b>Amplify Custom</b>          | a part of Twitter Amplify, a way for advertisers to sponsor and promote content from select publishers to their target audiences<br>(see: <i>Twitter Amplify</i> )   |
| <b>Brand Hub</b>               | 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   |
| <b>Branded emoji</b>           | 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  |
| <b>Conversational Video Ad</b> | 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                      |
| <b>Direct Messages</b>         | private messages sent from one Twitter user to another that allow you to foster relationships with your consumers one-on-one   |
| <b>Event Targeting</b>         | quickly and easily discover, plan for and activate events on Twitter. Get started by looking at the events calendar at <a href="https://ads.twitter.com/events">ads.twitter.com/events</a> and then visit your ads dashboard |
| <b>First View</b>              | 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                                 |





# Twitter Ads Solutions Glossary

|                            |  |
|----------------------------|--|
| <b>Instant Unlock Card</b> | a type of conversational ad unit that incentivizes users to Tweet by offering access to exclusive content (e.g., a film's trailer or an exclusive Q&A) after the Tweet is sent.  |
| <b>Lookalike Targeting</b> | a targeting type that allows you to reach users who are similar to your tailored audiences   |
| <b>Niche</b>               | a technology platform with end-to-end support connecting brands with an international network of cross-platform creators to develop unique, engaging branded content   |
| <b>Periscope</b>           | 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  |
| <b>Promoted Stickers</b>   | a brand's stickers will be featured in the #Stickers library and offer a form of creative expression that makes a person's photos more fun and engaging.   |
| <b>Promoted Trends</b>     | 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 |
| <b>Promoted Tweet</b>      | 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   |



# Twitter Ads Solutions Glossary

|                                     |  |
|-------------------------------------|--|
| <b>Promoted Tweet Carousel</b>      | 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                          |
| <b>Promoted Video</b>               | 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   |
| <b>Reach &amp; Frequency Buying</b> | a solution that allows you to buy targeted demographic impression reservations and cap your frequency upfront  |
| <b>ScratchReels</b>                 | 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) |
| <b>SnappyTV</b>                     | 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                    |
| <b>Tailored Audiences</b>           | target audiences created from your website visitor and/or CRM data. You may also import targeting groups from select web audience partners   |





# Twitter Ads Solutions Glossary

## TV Targeting

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

## 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 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

- <sup>1</sup>Twitter internal 2016, reflects Dec 2014-15 data
- <sup>2</sup>Cisco Visual Networking Index: Forecast and Methodology, 2014-2019 White Paper
- <sup>3</sup>Twitter internal, 2016
- <sup>4</sup>Twitter Vertical Profile, Millward Brown 2014
- <sup>5</sup>GWI Q1 2015 USA (index vs. average Internet user)
- <sup>6</sup>Millward Brown Wireless Path to Purchase Research, October 2015
- <sup>7</sup>NeuroResearch at Twitter, Neuro-Insight, 2014 (as reported by Twitter users)
- <sup>8</sup>Twitter internal, Dec 2015
- <sup>9</sup>Twitter internal, Feb 2016 (3.9B Tweets viewed on and off Twitter)
- <sup>10</sup>Nielsen Twitter Consumer Deep Dive Survey, July 2015, USA
- <sup>11</sup>Nielsen 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)
- <sup>12</sup>Oracle Datalogix CPG ROI Norms, Twitter vs. the Open Web, Feb 2016 (2X average sales lift, 2.4X average penetration lift)
- <sup>13</sup>Twitter & Live Video Research, Neuro Insight, 2015
- <sup>14</sup>Nielsen, DAN + Twitter Video Content Best Practices Research, May 2015
- <sup>15</sup>Twitter Autoplay Experiment, Nielsen 2015 (aided recall by view duration; case study for blinded CPG brand)
- <sup>16</sup>Twitter internal reporting
- <sup>17</sup>Twitter internal Content Best Practices 2016
- <sup>18</sup>Twitter Customer Service Playbook
- <sup>19</sup>Twitter 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](https://ads.twitter.com) or contact your  
Twitter Ads account team