

The LinkedIn Cheat Sheet

Top Creative Video Ad Findings for Marketers

Vidmob conducted a normative analysis across a global and diverse range of B2B clients to uncover creative trends emerging on LinkedIn over the past year.

From leading advertisers, to smaller companies this data set spans 10 parent brands, 111 sub-brands, 13.6K creative assets and 2.9B impressions.

Timeline	May 2023 – May 2024
Platform	LinkedIn
Format	Paid Video and Static
Ads	13.6K
Impressions	2.9B
Region	GLOBAL

Takeaways

✓ Humanity

Humanize AI through human stories, emotions and inspiration.

✓ Messaging

Showcase AI's benefits for businesses with real world metrics and customer centric use cases.

✓ Tone

Be authentic – make your customers feel seen and heard.

✓ Emotion

Don't shy away from real emotions – use customer stories, employee spotlights and UGC to authentically represent your brand.

✓ Color

Lean into bold, vibrant colors to grab attention in-feed and differentiate your brand.

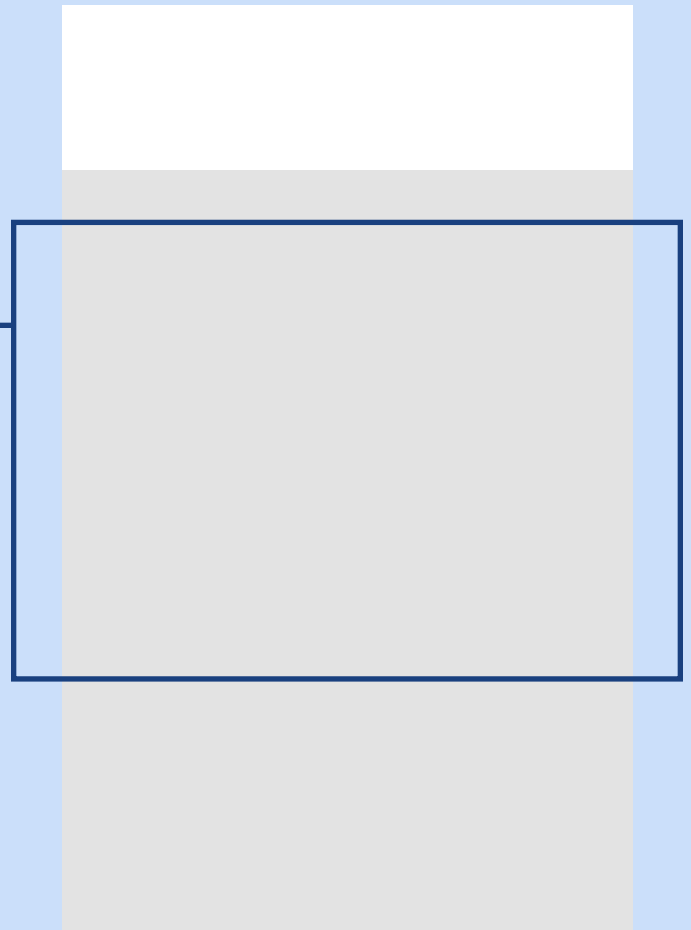
Creative Trend: AI in Advertising

Generic AI Messaging Doesn't Entice Viewers

-46% lift
in VTR when
messaging included
mentions of AI

Takeaway for numbers

Go beyond the buzzword and humanize AI. We know authenticity and transparency are key to building trust. You can humanize AI by featuring human stories, showcasing inspiration, and using emotion like humor.



Creative Trend: AI in Advertising

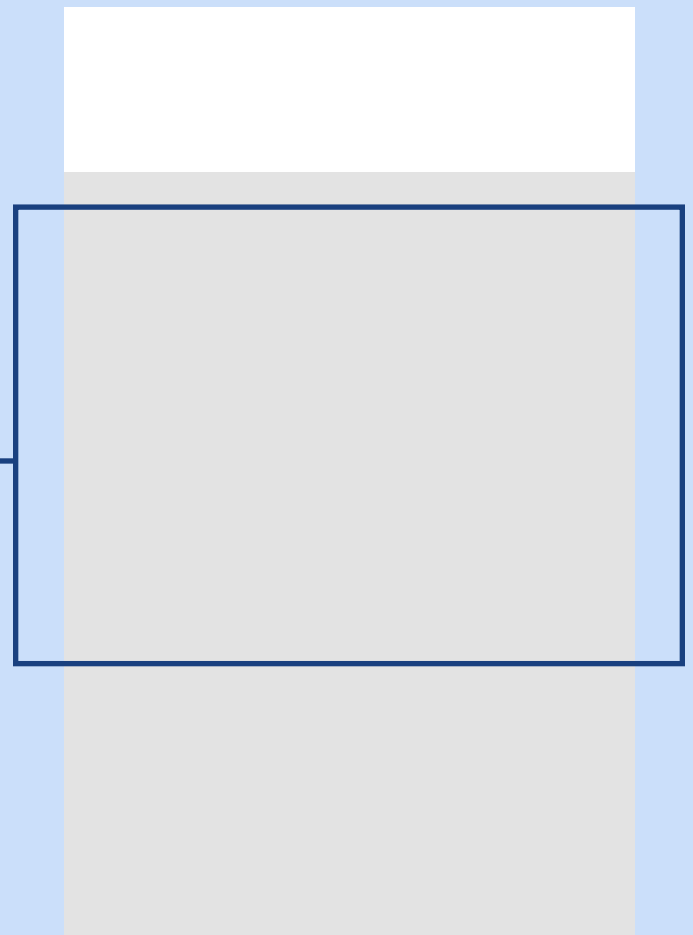
AI messaging is effective when value and impact is highlighted

+31% lift
in CTR 25% and
+229% lift
in Conversion Rate
when AI is mentioned

Additionally, creative that included messaging around efficiency (+197%), future-proofing (+748%), and digital (+34%) also helped drive significant increase in Conversion Rate.

Takeaway for numbers

Appeal to business leaders by showcasing AI's benefits, such as illustrating real world metrics, telling stories that solve challenges, and back it up with statistics.



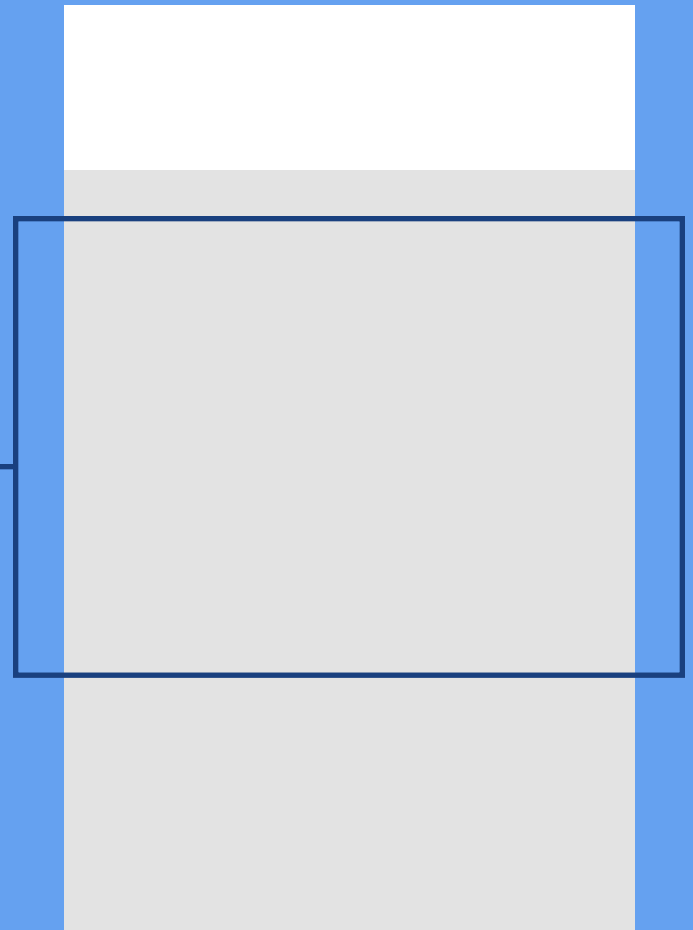
Creative Trend: Unlocking Engagement with Emotions

Community and personal connection foster engagement

+14% lift
in Engagement
Rate when featuring
multiple people in
static assets

Takeaway for numbers

Connect authentically with your audience. Make customers feel seen and heard by reflecting their reality, be genuine, be human and approachable.



Creative Trend: Unlocking Engagement with Emotions

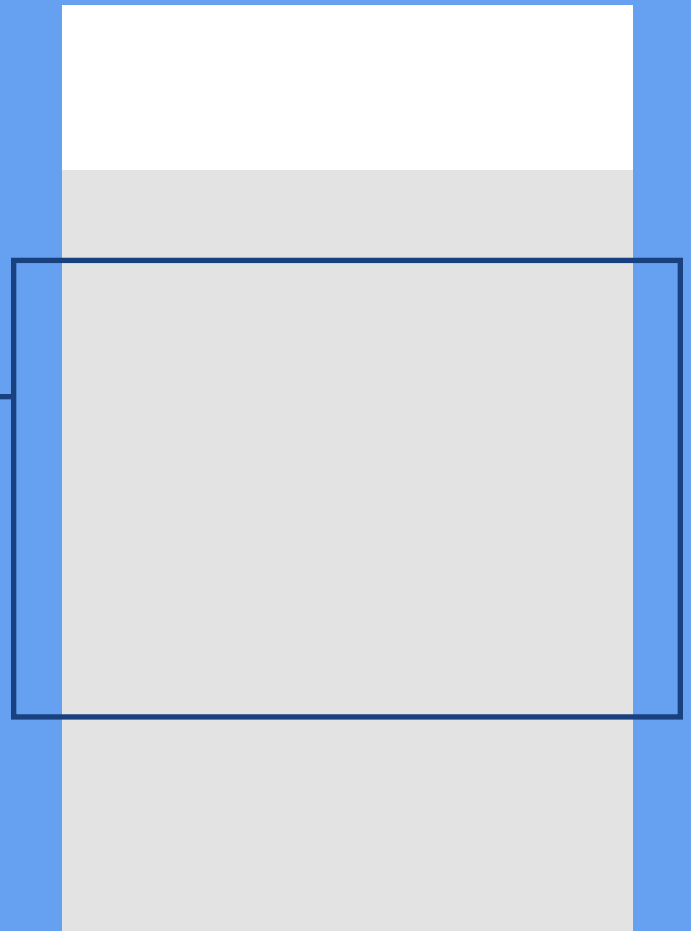
Community and personal connection foster engagement

+105% lift
in Engagement Rate
when showing people
wearing suits

However, a more casual and vibrant personal expression also works well, seen by the positive performance of sneakers (+37% lift in VTR25%) and jewelry (+53% in VTR25%) for awareness campaigns.

Takeaway for numbers

Whether showcasing professionalism or personal style, integrating human presence enhances relatability and brand connection.



Creative Trend: Unlocking Engagement with Emotions

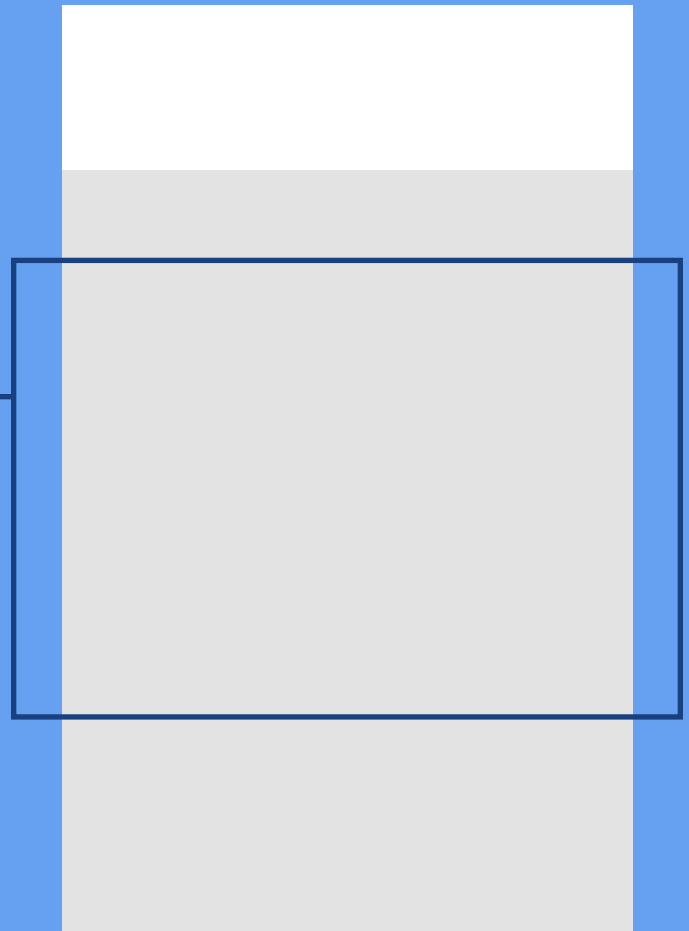
Emotional honesty enhances performance

+25% lift
in VTR when creative
emphasized emotions
through talent

Specifically smile/happy (+14%), angry (+59%) and confused (+21%) were the most prominently featured emotions, indicating stronger performance for audience-talent relatability.

Takeaway for numbers

Don't shy away from real emotions. Encourage the use of authentic talent interactions, employee spotlights, and user-generated content (UGC) to inject credibility and customer perspectives into your campaigns.



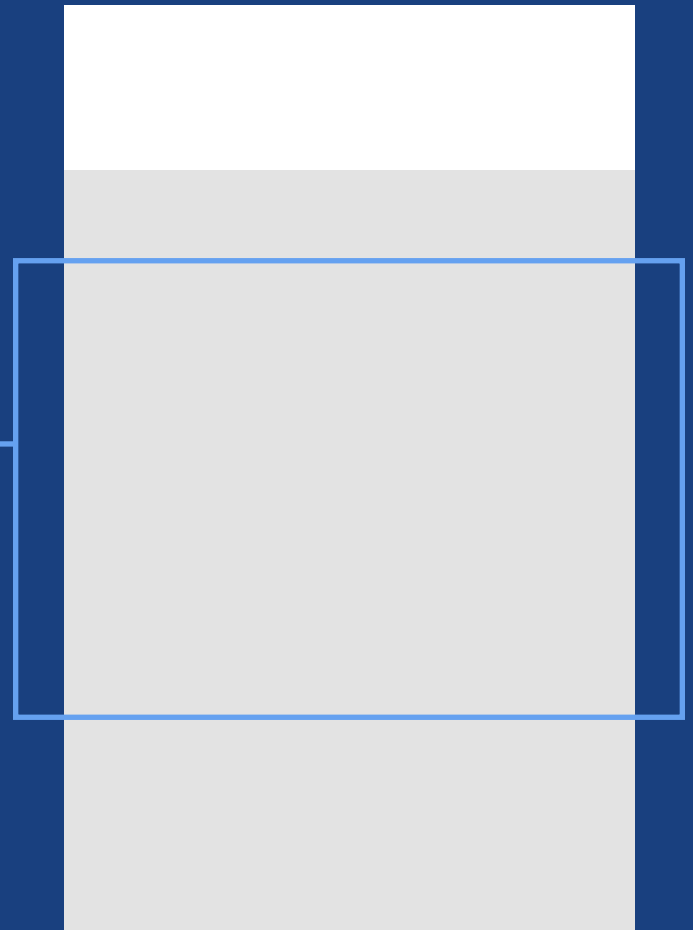
Creative Trend: Balancing Traditional Color with Boldness

Vibrant hues boost engagement on LinkedIn

+26% lift
in VTR when using bold, unexpected colors like pink

Takeaway for numbers

Lean into bold, vibrant colors to grab attention in-feed and differentiate your brand.



Creative Trend: Balancing Traditional Color with Boldness

Vibrant hues boost engagement on LinkedIn

+68% lift
in VTR and
+41% lift
in Engagement Rate
for static assets using
high color contrast

Takeaway for numbers

Embolden your creative with color that jumps off the screen. Identify which brand colors can accomplish this goal and amplify them.

