

The LinkedIn Cheat Sheet

Top Creative Ad Findings for Marketers

Luxury

VidMob Analyzed 2.3K ads and over 120M impressions from brands that ran paid video advertising on LinkedIn.

This report surveyed ads globally between December 2021 and December 2022 to identify key visual elements and creative strategies.

Timeline Dec 2021 - Dec 2022

Platform LinkedIn

Format Paid Video

Ads 2.3K

Impressions 123.6M

Region GLOBAL

Key Findings

Let the icon take centre stage

Luxury products should be shown first. Human presence and branding are supporting acts

Keep it cool

Experiment with cool colours for comfort, trust and timeless class in a chaotic & fickle world

Sounds perfect

Design for sound both off and on to enhance overall creative performance

Zoom in

Focus in on the maisons' savoir faire, and the design details and signature motifs for which the brand is world renown

Micro storytelling

Well-paced stories captivate the users and instill curiosity, building anticipation for the finale

Tell timeless tales

Give a peek behind the scenes of the unique creative process, spotlighting the artistry and craftsmanship of the brand heritage



Breakdown of Funnel:

Awareness

When talent appeared after the first 3 seconds

+167%

lift above the Awareness VTR 100% average

+460%

lift above the average of ads with the talent shown after the first 3 seconds

Takeaway:

Focusing solely on the luxury item in the first 3 seconds is more effective than pairing the product with talent from the outset.

Creative tip:

Pick hero and iconic design details. Zoom in on interesting materials, textures and patterns.



Breakdown of Funnel:

Awareness

Cooler colour temperatures used in creative can boost VTR results

+27%

lift above the Awareness average for VTR 100%

Takeaway:

High view-through-rate in awareness content used calm, cool colour tones with associations to water, the sky and certain times of the day like evenings.

Creative tip:

Test creatives with high degrees of pleasant, pastel shades of soft blue.



Breakdown of Funnel:

Awareness

When music is used to drive the narrative

+6%

lift above account average across the 25%, 50%, 75% and 100% VTR metrics with no sub-titles

Takeaway:

Integrating sound and music in your ads can provide that feel-good factor and connect with your audience on an emotional level, rather than having the sound comprised solely on talent speaking or narration subtitled.

Creative tip:

Despite most content on LinkedIn being consumed with the sound off, designing for both a sound on and off experience can enhance your ad's overall creative effectiveness.



Breakdown of Funnel:

Consideration

Highlighting close-up product details in the opening scene

+5.5%

Lift in CTR

Takeaway:

The details and finishes of luxury goods are driving performance, so prioritise them to be seen first ahead of a full visual.

Creative tip:

Try showing close-up details of new items in classic, well-known styles as they are being pieced together, using slow-motion or tightly framed snippets.



Breakdown of Funnel:

Consideration

Micro story telling captivates audience

+1.5%

Lift in Engagement Rate (ER) with 1-2 scene changes in the opening few seconds

Takeaway for Pace:

A medium pace of 1-2 scene changes in the opening 3 seconds allows visuals more time to play out allowing for anticipation and greater visual impact.

+2.1%

Lift in Engagement Rate when logos were delayed for at least 10s

Takeaway for Logo presence:

Delay logo placement to after the first 10 seconds. Test subtle ways to include branding in the first 5 seconds.

+45%

Lift in CTR for Videos between 16s - 29s

Takeaway for Length of video:

Working within 16-29s allows narratives to not be boxed into a rigid time frame that may not be best suited to the story being told. Choose the video length that works best for the story and objective.

Creative tip:

Utilise 1 or more storytelling components: plot, character, point-of view narrative arc, conflict and theme in your videos.



Breakdown of Funnel:

Consideration

Videos that showed an artisan at work in their natural setting

+3.2%

Lift in above VTR 100% in Consideration and 9% lift against Awareness for VTR 100% average

Takeaway:

Show the audience how these luxuries goods are made. Include shots of hands of artists at work, concept sketches, ideas as they're being conceived, and shots of the tools used to craft their pieces. Consider this type of narrative for Awareness given VTR performance.

Creative tip:

Creating a sense of authenticity and connection with Behind-The-Scenes and 'real' videos as part of your product and brand always-on content strategy.