

vidmob X



LinkedIn
Creative Labs



Vidmob's 2024 Creative Trends Report with LinkedIn

INTRODUCTION

Vidmob is proud to present the 2024 Creative Trends Report with LinkedIn, designed to provide marketers with essential creative considerations that maximize resonance and engagement with LinkedIn's professional audience. As a LinkedIn Marketing Partner since 2018, Vidmob has supported hundreds of advertisers in crafting impactful video and static content that stands out in the competitive B2B landscape.

This report merges Vidmob's unique creative data with LinkedIn's platform

insights, offering a comprehensive view of what truly drives performance for B2B marketers. The findings in this year's report are both compelling and unexpected, underscoring the critical role that data-driven creative plays in understanding audience preferences and optimizing campaigns. By leveraging these insights, brands can refine their strategies to better connect with LinkedIn's professional community and achieve stronger results.

METHODOLOGY

Timeline	May 2023 – May 2024
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Platform	LinkedIn
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Format	Paid Video and Static
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Ads	13.6K
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Impressions	2.9B
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Region	GLOBAL
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Vidmob conducted a normative analysis across a global and diverse range of B2B clients to uncover the creative trends emerging on LinkedIn over the past year. The study spanned data from 10 parent brands, 111 sub-brands, and covered 13.6K creative assets that generated 2.9B impressions between May 2023 and May 2024. The comprehensive analysis focused on both paid video and static formats, offering deep insights into what drives performance at each stage of the marketing funnel.

Key Trends from the 2024 Creative Trends Report with LinkedIn

There were three key trends B2B advertisers should focus on to unlock higher performance on LinkedIn:



AI in Advertising: Transforming Talk into Tangible Impact

Move beyond buzzwords and showcase the real-world benefits of AI to build trust and drive action.



Color Evolution: Balancing Tradition with Boldness

Bold, vibrant colors break through LinkedIn's blue-dominated feed, grabbing attention and increasing engagement.



Unlocking Engagement Through Emotional Authenticity

Emotional storytelling, featuring relatable, real-world emotions consistently outperforms traditional corporate messaging.

Creative Considerations

At Vidmob, our focus is on turning insights into practical strategies that drive results. So to help you take these insights to action, we've distilled the trends down into four key takeaways and provided clear recommendations to consider when building creative for your next LinkedIn campaign.



Turn AI Talk From Hype to Trust

AI has long been a buzzword, but Vidmob's study found that generic mentions of AI often underperform—particularly in upper-funnel campaigns.

Messaging that **simply mentions AI saw a 46% decline in VTR25%** (the percentage of viewers who watched at least 25% of a video ad), which is a critical measure of how to grab early attention and drive awareness and education. B2B brands that focus on the tangible benefits of AI, specifically creative that included **messaging around efficiency (+197%), future-proofing (+748%), and digital (+34%)** helped drive a significant increase in Conversion Rate.

CREATIVE CONSIDERATIONS

1

Humanize AI

Portray AI as a helpful companion in authentic, everyday moments.

2

Use Customer Stories

Show how AI has tangibly benefited businesses in your industry, adding credibility to the message.

3

Focus on Benefits

Showcase AI's practical, real-world applications rather than relying on technical jargon.

4

Warm up AI

Stoke nostalgia by reimagining beloved classics to bridge past innovations with future potential.

Color Evolution: Bold is Better

Seems that technology companies have a case of the blues. A 2024 LinkedIn study, “Creative Labs - The Science of Color,” found 43% of the top 30 tech brands are blue, and consequently, 40% of their ads on LinkedIn are predominantly blue.

In a platform where conservative, blue-dominated feeds are the norm, bold, vibrant colors can help a brand stand out. Vidmob’s study found that creative assets utilizing **high-contrast colors saw a 68% increase in video completion rates and a 41% lift in engagement for static content.** Colors like pink and other unexpected hues garnered the most attention, helping brands break through the clutter.

CREATIVE CONSIDERATIONS

1

Leverage Bold Colors

Use vibrant, unexpected colors like pink or orange to stand out in LinkedIn’s predominantly blue feed.

2

High Contrast

Use high color contrast in designs to draw attention to key elements like headlines or CTAs.

3

Maintain Brand Consistency:

While experimenting with color, maintain a cohesive brand identity to align your creative and messaging across platforms.

Be Real – It’s Not All Smiles At Work

LinkedIn sits at the intersection of its members’ professional and personal lives, making it a platform where authenticity is crucial for engagement. Audiences today crave more than smiley, polished, corporate imagery; they want to see the full range of emotions in the workplace. Vidmob’s analysis revealed that B2B campaigns embracing **emotions like as ‘smile/happy’ (+14%), ‘angry’ (+59%) and ‘confused’ (+21%) drove VTR25% uplift.**

CREATIVE CONSIDERATIONS

1

Portray Relatable Moments

Use employee or customer spotlights to showcase genuine moments of frustration, joy, or determination in everyday business scenarios.

2

Leverage UGC

Include user-generated content to capture real-time, authentic experiences with your product or service.

3

Embrace Emotional Complexity

Show a wide range of feelings to reflect the realities of business challenges and successes.

Show a Relatable Workplace

Highlighting community and collaboration promotes deeper connections with B2B audiences. Whether showcasing professionalism or personal style, integrating human presence enhances relatability and brand connection.

Vidmob's analysis shows that static creative assets featuring multiple people or **emphasizing community experiences led to**

a 14% lift in engagement rates.

Additionally, casual, relatable visuals—such as employees in everyday scenarios—performed particularly well. **Clothing like sneakers saw a +37% lift in VTR25% and jewelry, a +53% in VTR25% for Awareness campaigns.**

CREATIVE CONSIDERATIONS

1

Emphasize Community Incorporate elements of community and togetherness, such as team achievements or collaborative success stories, to drive connection.

2

Keep It Casual

If your office is informal don't be afraid to show it! As long as it's authentic - showing employees in relaxed attire can make your brand more relatable.



Unlock Creative Potential on LinkedIn

The insights from this study highlight the critical need to align your creative strategy with LinkedIn's distinct audience expectations. Whether it's reshaping your approach to AI, building trust, leveraging emotional storytelling, or experimenting with bold colors, these creative considerations provide a clearer roadmap for creating more impactful B2B content in 2025.

Ready to take your LinkedIn creative to the next level? Go to [Vidmob.com](https://vidmob.com) to schedule a chat and learn what creative data can do for you.