5 Snapchat Ad Creative Findings

For CPG Marketers

NESSBAR
Plant Based Protein Bars

Ads that opened on the product saw a **14% higher swipe rate**

REAL FOOD · REAL PROTEIN

12g

NESSBAR

CHOCOLATE + BANANA + ALMONDS

12g

· PLANT BASED · · NON GMO · · GLUTEN FREE · · NO SOY ·

More

Ad

"You only get one chance to make a first impression," and on Snapchat that's especially true. Perhaps it's due to the ephemeral nature of the app. Or maybe it's an indicator of our ever-shortening attention spans (or maybe a little bit of both).

💡 The best performing CPG brands advertising on Snap **get their messages across early and emphatically.**

💡 They don't try to pique a user's curiosity with enigmatic creative and slip their brand messaging in later. Instead, they **state their brand name immediately, at the very beginning of the ad**.

💡 **When they display their brand name, they make it stand out**, using high amounts of contrast to capture the consumer's attention.

💡 They **don't hide the call-to-action until the end of the ad**. They splash it upfront, at the beginning, and try to generate click-throughs right away.

Our proprietary video-recognition technology allows us to analyze the visual elements of each ad — from the colors used, to the facial expressions on the models — using AI and machine learning technology. We then compare these results with the performance metrics for each campaign to determine which techniques had the greatest effect on consumers.

Through our integration with Snapchat's ads API, we can uncover insight into how different creative decisions affect campaign performance, at all points on the marketing funnel. We learned that ads with a higher amount of text saw decreased user engagement and that ads shot outdoors perform better than ones with indoor settings.

Our research quantifies how Snapchat consumers respond to different visual cues.

But our analysis does more than identify industry-wide best practices — it also identifies the creative choices that work best for brands on Snapchat.

Each brand has a distinct name, a signature logo, and a unique color palette. Its own voice and personality. Whether it's a cereal brand advertising to multi-tasking moms or over-the-counter drugs for seasonal allergies, we identify how brands can use their visual assets most effectively.

That insight is especially important on Snapchat, a platform where brands need to make every moment count.

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Methodology

3,846	ad campaigns
86	ad accounts
28 billion	impressions

We analyzed 3,846 Snap ads on Snapchat from 86 different CPG ad accounts — for a total of more than 28 billion impressions (yes, with a "B").

The ads appeared on Snapchat over a period of two and a half years, from January 1, 2019 to June 30, 2021.

VidMob Creative Analytics — our proprietary, AI-powered, visual image processing software — evaluated every visual component of these ads, frame by frame, to determine what creative strategies were deployed. The software tracks everything from the color scheme of the ad, to the eye gaze of the models used in the ad to the text prompts used in call-to-action buttons.

Our visual analysis was then compared to average screen time and swipe rates for each campaign to determine which creative decisions have the most impact.

Here's what works:

1 Hit 'em early, hit 'em hard

One insight we see time and again in our research is that it pays to be direct with consumers.

On Snapchat, that means featuring your brand at the very beginning of the video. Ads that did had a 64% higher view time compared with brands that introduce their brands more than 2 seconds into the video.

> BRANDING ▲
>
> **+64%**
> View Time
> when branding was featured
> in the first 2 sec

The benefits of starting strong weren't limited to just brand imagery, either. Whatever the primary visual asset is, it's important to showcase it at the start of the ad versus waiting until later:

⟶ Opening an ad with a celebrity endorser saw a higher swipe rate by 17% relative to the industry average, and saw a 25% higher user view time. (Average screen time is the average number of seconds spent watching an ad per impression.)

⟶ Similarly, ads that opened on the product saw a 14% higher swipe rate.

⟶ Placing the call-to-action at the beginning of the video saw 8% higher Average Screen Time.

2 Make it pop

One of the best, most reliable pieces of advice we give to brands, regardless of platform, is to make their primary visuals pop or have a high contrast.

And by that we mean, the primary image should have a high degree of visual contrast with the background image, either by using contrasting colors, differences in brightness, or both. Simply put, the lead image should stand out.

For brand campaigns on Snapchat, **ads with high contrast had more than double the Average Screen Time** than ads with low amounts of contrast. Again, the data shows that it doesn't pay to be subtle. Make your brand presence bright and bold.

CONTRAST ▲

+2x
Avg Screen Time
when ads used high
contrast colors
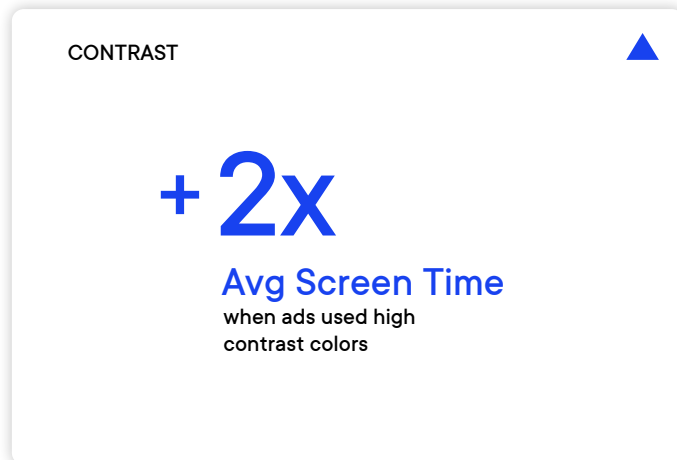
3 Don't inundate them with text

The emphasis on being direct would seem to suggest using big, bold type in your on-screen text. But our research found the opposite to be true — text is best used sparingly.

When text takes up less than 5% of the screen area, view time was 85% higher and swipe rate jumped 13% relative to ads where text took up more than 5% of the visual field.

When consuming content quickly, viewers are likely more drawn to visual based content vs text-centric. This insight is also in line with consumption trends on comparable video platforms, such as TikTok and Instagram's Reels, where creators are increasingly overlaying their videos with transcripts of their speech.

TEXT DENSITY ▲

+85%
View Time

+13%
Swipe Rate
when text took up less
than 5% of the screen
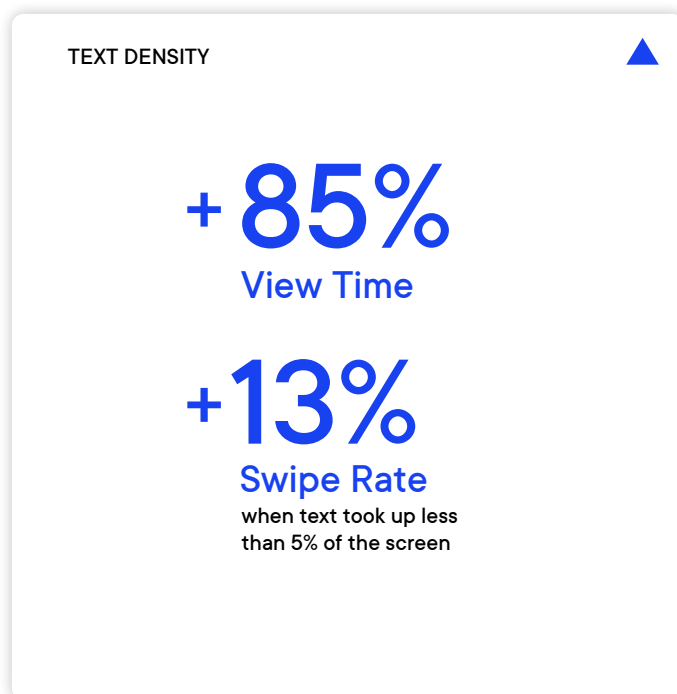
4　The great outdoors

Our research finds that CPG ads with outdoor settings perform better than ads set indoors.

Specifically, outdoor ads had a **25% higher view time** and a **12% higher swipe rate**.

This was a surprising development considering most CPG items are intended for indoor use, but it underscores the importance of compelling visuals, even if the context might seem a little off.

ENVIRONMENT ▲

+25%
View Time

+12%
Swipe Rate
When ads show outdoor setting
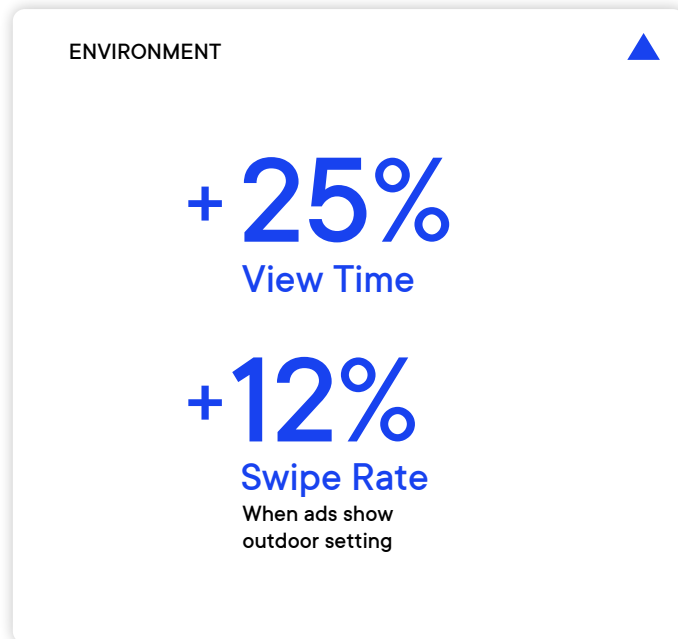
5　Say it loud

Video isn't a strictly visual medium, though; it also uses sound. And when deployed astutely, sound can have an enormous influence on ad performance.

Our study found that **videos that have the sound on have a view time that is 250% (or 3.5 times) higher** than videos with the sound off.

AUDIO ▲

+3.5x
View Time
for ads with sound on
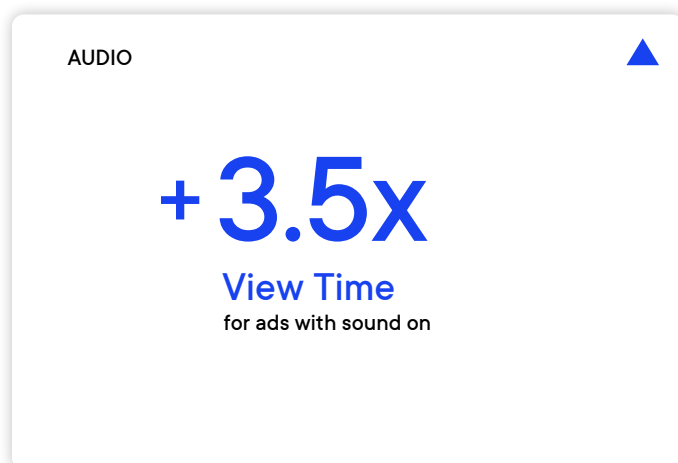
Find Your Creative Goods

While the results from this study are compelling, it's important to note there is no one-size-fits-all strategy for advertising on Snapchat.

Each brand has its own distinct voice and unique public perception. So while there may be some common characteristics across successful ad campaigns, it's better to understand the strategies that work best for your specific brand. Discovering the most effective creative elements for your brand will make your campaigns more engaging and your ad spend more efficient.

The difference between success and failure in advertising is slim, and in an era of ever-shortening attention spans, the margin of error is even narrower. The difference could be as subtle as having the model avert their gaze two degrees to the left.

It pays to sweat the small stuff in video advertising — and with VidMob, you can analyze your video advertising more precisely than ever before.

→ See how your ad performance stacks up: **request a demo**

Why VidMob?

The world's leading platform for **Intelligent Creative**, VidMob offers an end-to-end solution to help brands improve their marketing results by unifying creative and data. As the only company in the world to receive a Certified Creative Marketing Partner badge from every major social and digital platform, our access to creative data is unparalleled.

A portion of every dollar VidMob receives is used to fund pro bono creative services for nonprofits through its 501(c)(3) VidMob Gives. Learn more about VidMob at **vidmob.com** and VidMob Gives at **vidmob.gives**.

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