

Factors driving higher engagement rates of digital video advertising

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Abstract:

Digital Video Advertising DVA is an advertisement for a product or service presented in a video format. In traditional advertising, one might associate it most closely to a message seen on television, but in today's mobile-centered and digital world, it appears in a short, web-based video order. The continued growth in digital video advertising demonstrates the strong power of sight, sound and motion in a sense of multimedia to capture attention, drive engagement, and build brands. Therefore, advertising designers must keep themselves updated with the latest video advertising trends. Digital video ads are used to entertain, educate, inform, and share messages. However, a rise in consumption and advanced software have supported the growth of video advertising trends. In this paper; Types, formats, as well as performance metrics of digital video advertising (DVA) are investigated. An engaging, well-produced digital video advertising ad can be the start of a long-term customer relationship. Engagement in digital video advertising assumes active participation, but does not necessarily require an action; engagement may describe a cognitive or emotional connection, in addition to or instead of a physical one. Engagement could be any of, ad awareness, message recall, attribute recall, and change in message/attribute recall and association.

This paper examines the questions; what factors drive engagement rates for digital video advertising? What are the main types of digital video advertising? Which platforms affect the evolution of digital video advertising? To reach its aims the research uses qualitative method to describe, explore and explain digital video advertising evolvement. Studied research and cases analysis as well as the surveyed sample in this research concluded the dominance of digital video advertising format over the coming years. To examine the validity of the factors affecting engagement rate of digital video ads, a survey is deployed. Humor topped the reasons for high engagement with 42 % then came short duration with 21% followed by visual content with 12 %.

Keywords:

digital, video advertising, engagement, mobile advertising.