

Production of a short-form video advertisement for social media

Abstract

Author(s)	Publication type	Completion year
Nico Raita	Thesis, UAS	2024
	Number of pages	
	19	
Title of the thesis		
Production of a short-form video advertisement for social media		
Degree, Field of Study		
Engineer (UAS), ICT- Engineering		
Name, title and organisation of the client		
EJR- Products Oy		
Abstract		
<p>The thesis contains an analysis of online video advertising, briefly discussing its history in digital marketing and its current role in the modern, social media dominated landscape of the digital space. A detailed breakdown of short-form video content, especially through the lens of marketing on social media, is also contained within the thesis. The document also explores the process of video production with a focus on short-form video, for use on social media. The goal of these analysis was to serve as the theoretical component, on which the practical component of the thesis is based upon. The practical component is a short-form video advertisement, produced for EJR- Products Oy. Its production stages are detailed in the thesis, documenting the process of creating a real video advertisement, its publication and distribution on social media.</p>		
Keywords		
Video production, social media, marketing		

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1 Introduction

In the evolving landscape of digital marketing, short-form video advertisements have become a dominant tool for capturing consumer attention and delivering brand messages effectively. The rapid consumption and sharing of content on platforms such as Instagram, TikTok, and Facebook necessitate a modern approach to video production that prioritizes creativity, clarity, and conciseness. The introduction of advanced analytics and targeting capabilities has further transformed how advertisers craft and distribute their content, making it possible to reach demographics with unprecedented precision.

This document aims to provide a comprehensive exploration of the production process of short-form video production with advertising purposes, from initial concept development to the final stages of editing and distribution. It will go over key elements that contribute to the success of short-form video advertisements, including concept development, shooting techniques, sound design, and post-production strategies. This thesis delves into the complex theory of producing and distributing short-form video advertisements, covering essential points such as history, the growing role of social media, and the specific objectives and scope of advertising in the digital space. Additionally, the practical component of this thesis involves creating a custom-made shortform video advertisement, which was edited and published on behalf of a client, providing hands-on insights into the real-world application of the theoretical concepts discussed.

2 History and evolution of online video advertising

2.1 Early forms of online video advertising

With the advent of video on demand streaming on the internet in the early- and mid 2000s, marketers were presented with a medium to exercise a more traditional form of advertising, as opposed to early digital marketing, such as banner ads. Streaming platforms like YouTube were early outlets for digital video advertising, first taking the form of ads uploaded to be viewed by those willing to click on them. Later, when YouTube integrated advertising into their platform, ads began to be placed before, after, and in the middle of unrelated videos. This allowed for advertisers to choose which types of videos their ads would appear on; a decision influenced by target demographics data. The introduction of these pre-roll and mid-roll ads significantly increased the visibility of video advertisements, making them a common feature on all subsequent streaming platforms. These formats ensured that viewers encountered ads more frequently, boosting marketing visibility. Later, skippable ads offered users the flexibility to bypass ads while still delivering the marketing message to those who chose to watch. Additionally, advancements in demographic targeting technology enabled advertisers to reach specific audiences more effectively, increasing the relevance of ads to any specific viewer. (Darstaru 2020.)

The evolution of video advertising also saw the emergence of interactive ads, which engaged viewers by allowing them to interact with the content. As video advertising continued to grow, platforms like YouTube began to offer more sophisticated tools for measuring the effectiveness of ads, such as click-through rates and view durations. This data-driven approach allowed marketers to refine their strategies and improve campaign performance. The success of early online video advertising laid the groundwork for the diverse and dynamic landscape of digital marketing we see today. (Darstaru 2020.)

2.2 Modern online video advertising

This. When social media began to make its way into mainstream consciousness, a new form of video advertising began to emerge in the form of viral advertising. By first creating video content designed to promote sharing between users, marketers were able to spread their messages through virality, reaching massive audiences. Social media has become the primary frontier for video advertising. Advertisers can manufacture video ads, that despite being designed to spread virally, do not outright appear to be advertisements. Social media platforms also see larger traffic than any single traditional outlet in the past, such as TV channels. Data collected from the traffic on social media sites include information designed

to be sold to advertisers, such as: age, sex, nationality, political values, employment, recreational interests, what content any particular person is likely to enjoy or dislike and much more. Marketers have never before had access to as many precisely categorized demographics to target with their advertisements, allowing advertisers to manufacture their content to fit the demographic of their target product. (Darstaru 2020.)

Modern platforms such as TikTok made it possible for popular content creators to receive paid partnership deals with brands who were willing to promote their products on their content. The introduction of modern social media platforms revolutionized the landscape of online video advertising. The ability to target specific demographics with precision advertising has made these platforms incredibly alluring for marketers. Social media's massive userbase provides a fertile ground for video advertisements to thrive. The use of advanced analytics tools on these platforms allows advertisers to measure the impact of their campaigns in real-time. The integration of user-generated content and influencer partnerships has added a layer of perceived authenticity to advertisements. This evolution has made video advertising more interactive and engaging than ever. The rapid growth and adaptation of social media platforms continue to shape the landscape of digital marketing, making it an essential tool for reaching diverse audiences. (Darstaru 2020.)

3 Key characteristics of short-form video advertisements

3.1 Defining features and formats

Content on modern platforms, such as TikTok, Instagram and YouTube Shorts is short-form video content, normally under one minute in length, but varying from a few seconds to a few minutes. Short-form video content is designed to grab the viewers' attention quickly, making it easy for users to view multiple videos in one sitting. Maximizing the number of videos a viewer sees per session encourages interaction and increases time spent on the platform, which encourages advertisers to have a significant presence on the platform. (Fournier 2023.)

Short-form videos are designed to be quick, impactful, and formatted for viewing on mobile devices. Unlike longer videos, they cater to today's shorter attention spans, making them highly engaging and easy to consume. What makes short-form videos stand out is their brevity, visual appeal, and ability to convey information in a succinct and compelling way. These videos often focus on a single idea, using creative storytelling, visuals, and music to leave an impression on viewers. (Fournier 2023.)

Short-form content spheres often go through rapidly evolving trends, such as using certain pieces of music to create stories or scenarios, piggybacking on these trends is a staple of modern video advertising. Short-form videos offer brands a unique way to connect with audiences by leveraging these trends. As users scroll through their feeds, the ability to instantly capture attention and engage viewers becomes crucial. The success of short-form videos lies in their adaptability to various content types, from educational snippets to entertaining clips. The format's versatility allows brands to experiment with different styles of messaging, ensuring they stay relevant. The simplicity of creating and sharing short-form videos also reduces production costs and time investment, making it accessible for businesses of all sizes. By utilizing analytics, brands can fine-tune their content to better match audience preferences and behaviors. The rapid consumption cycle of short-form videos means that new trends and content can quickly go viral, potentially providing a significant boost in visibility. Ultimately, the dynamic nature of short-form video content keeps audiences coming back for more, fostering deeper connections between brands and consumers. (Fournier 2023.)

There are a few short-form video formats relevant to modern digital advertising, including:

- Story ads, ads that appear as vertical posts or, "stories", either on social media feeds or on the advertiser's page.

- In-feed ads, ads that organically appear on the user's feed either as regular posts or as embedded feed ads. This format also often exhibits shoppable videos, which could be considered its own format, but on most platforms, they slot more accurately into the in-feed category. Shoppable videos are usually in-feed ads which have interactable elements, most commonly links to a products shop page.
- User-generated content, content made in collaboration with, or including content created by, users of a given platform. (Collins & Conley 2018.)

Short-form advertising is the most ubiquitous mode of advertising in the digital marketing industry, largely due to the popularity of social media use on mobile devices. Advertising through influencer collaborations and authentic lower production value videos to millennial and gen-z demographics is especially effective, because they're more likely to both, spread word of mouth, and to be influenced by what their peers recommend. (Collins & Conley 2018.)

3.2 Importance of brevity on social media

With attention spans shrinking in the digital age, a viewer is more likely to watch and engage with content that gets to the point quickly. Research suggests, that the average human attention span has decreased from 12 seconds to 8 seconds in the past two decades. Concise content also encourages sharing and engagement. Platforms allow sharing content on, and across platforms with ease, with short-form content being the most likely to be shared, making it especially effective for marketing. According to Hannah Kyo for iPrima Media, the popularity of short-form videos comes from their ability to create a sense of urgency and excitement. These videos often leave an impression because they deliver messages quickly and effectively, matching the fast-paced nature of modern digital consumption. They tap into the psychological need for instant gratification, which makes them more engaging. Moreover, the brevity of such content allows viewers to consume more information in a shorter period, increasing overall content consumption rates. The ability to quickly scroll through multiple short videos also keeps users hooked, driving higher levels of engagement on social media platforms. (Kyo 2024.)

Brevity in advertising on social media is paramount for capturing user attention and driving engagement. Research indicates that concise messages are not only more likely to be remembered and shared but also significantly enhance the effectiveness of marketing campaigns. By distilling the core message to its essence, advertisers can create impactful content that resonates with their target audience, leading to higher conversion rates and a stronger brand presence. Use of brevity allows for the conveyance of complex ideas in a

simple and direct manner, making it an essential tool in the arsenal of modern marketers. (Yount 2019.)

3.3 Brand image and variety

Brand image and variety in social media advertising play crucial roles in how businesses connect with their audiences and differentiate themselves in a crowded marketplace. Establishing a consistent and recognizable brand image helps to build trust and loyalty among consumers. This involves crafting a unique visual identity, tone of voice, and overall message that resonates with the target demographic. However, in the fast-paced world of social media, variety is equally important. It prevents content from becoming monotonous and keeps audiences engaged. By experimenting with different formats, such as videos, infographics, user-generated content, and interactive posts, brands can cater to diverse audience preferences and maintain a dynamic presence. Additionally, leveraging the unique features and trends of each social media platform can enhance brand image and visibility. For instance, behind-the-scenes content on Instagram Stories or in-depth discussions on LinkedIn can add depth to a brand's personality and foster a stronger connection with followers. Ultimately, a balanced approach that combines a strong brand image with a variety of engaging content ensures that social media advertising remains effective and impactful. (Onsight 2021.)

When it comes to branded marketing on social media, knowing the exact image the brand wishes to display is vital. If the objective of the marketing is to appear relatable and as an alternative to large corporations, toning down the production quality and formal framework will convey a more grassroots, non-commercial image. Research suggests that users today, especially those of the younger generations, dislike typical branded marketing, because it comes across as artificial. Preferences are leaning towards lower effort content, for its authenticity. Consumers tend to connect more with brands that are genuine and relatable. This shift in preference is attributed to the fact that high-quality, overly produced content often lacks the personal touch that resonates with audiences. The rise of user-generated content on platforms like Instagram and TikTok exemplifies this trend. Brands that embrace a more authentic, low-production approach often see higher engagement rates. Short-form videos offer a format that feels spontaneous and real, which can significantly enhance brand relatability and connection with the audience. (Collins & Conley 2018.)

4 Production of a short-form video advertisement

4.1 Concept development

Concept development for a video advertisement is a critical phase that lays the foundation for a successful campaign. It involves brainstorming, refining, and articulating the central theme and message of the video. This process ensures that the video aligns with the brand's values and resonates with the target audience. Effective concept development often begins with understanding the audience's interests and preferences. By crafting a compelling narrative and visualizing it through storyboards, advertisers can create a cohesive and engaging story that captures the audience's attention. Once the target audience is well understood, the next step is to generate multiple ideas that reflect the brand's image and message. This ideation phase allows for creative freedom and encourages innovative thinking. After generating a list of potential ideas, the team can evaluate and narrow them down to the most promising ones based on feasibility, impact, and alignment with marketing objectives. (Film Division 2020.)

Then, a script or outline for the video should be created to inform the structure of the content that is being produced. Ensuring that the messaging and product are clearly and concisely presented is key during the planning process. Understanding the specifics of the target platform helps in tailoring the content to fit the unique requirements and audience expectations of that platform. Short-form videos, for instance, need to be concise yet impactful, capturing the essence of the message within seconds. Brainstorming sessions with the creative team can yield diverse perspectives and innovative ideas, enriching the concept development phase. Once a solid idea is selected, it's important to storyboard the sequence of shots to visualize the flow and ensure coherence. This step also involves determining the tone and style of the video, which should be consistent with the brand's identity. Additionally, considering the potential for interactive elements or calls to action can enhance viewer engagement. Finally, pre-production planning, such as securing locations and resources, ensures a smooth production process. (Fournier 2023.)

The development of a strong visual style is also essential. This includes deciding on the color, lighting, camera angles, and overall aesthetic that will best convey the intended message. Using storyboards or pictures can help visualize the sequence of events and transitions, making it easier to plan and execute the actual shoot. (Film Division 2020.)

Considering the potential for interactive elements or calls to action can enhance viewer engagement. In today's digital landscape, including interactive elements can create a more immersive experience, encouraging viewers to engage with the advertisement. These might

include clickable links, QR codes, or prompts to visit the brand's website or social media. (Film Division 2020.)

Pre-production planning, such as scouting locations, casting actors, and arranging logistical elements, ensures a smoother production. Attention to detail in these preliminary stages can save valuable time and resources during filming and post-production. Finally, continuous evaluation and iteration based on initial feedback help refine the concept, ensuring that the final video is both impactful and consistent with the core vision. (Film Division 2020.)

4.2 Video and audio components

The video and audio components of a video production are essential for creating a compelling and professional final product. The video aspect covers everything from camera work to visual effects, while the audio component encompasses sound recording, mixing, and editing. These elements must work together in harmony to convey the intended message and evoke the desired emotional response from the audience. High-quality video footage ensures visual clarity and appeal, while well-crafted audio enhances the immersive experience, making the content more engaging and memorable. (Advance Media NY 2021.)

Visual and audio elements are a critical component of the short-form video advertisement. It's essential that the visuals and audio are engaging and appealing, guaranteeing the retention of the viewer's attention for long enough to reach them with the desired messaging. The choice of camera and shooting equipment is dependent upon the desired effect, and the chosen format for the advertisement. Advertisements intended to be used as in-feed content benefit from an organic, authentic style, which can be achieved using a modern smartphone camera to capture the video and audio. For content made to be used as bumper ads, or for an otherwise more traditional style, using a dedicated high-quality video camera and microphone, along with additional lighting equipment is recommended. (Chaves 2024.)

4.2.1 Video

Effective video production begins with selecting the right camera and lenses to capture the necessary shots. The variety of video equipment available can be overwhelming. Using a smartphone is an excellent way to begin your videomaking without getting bogged down by complicated equipment. Focus on the story you want to tell. A consistent vision and style are the essential building blocks of a good video. To elevate your production value, consider consumer or prosumer cameras, which come in a wide range of prices. Entry-level DSLRs can offer high-quality HD video without the need for an expensive, dedicated video camera.

Regardless of whether one chooses a dedicated camera or a smartphone, various accessories can enhance a production. A tripod, which is among the more basic equipment on any video production set, will stabilize shots and allow for consistent motion. Without a tripod, holding the camera steady becomes challenging. Alternatively, especially when filming with a phone, single or double-handed grips, can improve handling and may include options for attaching lighting and sound equipment. (Advance Media NY 2021.)

Composition is an essential element of engaging and visually appealing video. By thoughtfully arranging elements within the frame, the viewer's eye can be guided to accommodate the storytelling and visuals. Symmetry and patterns can create visually striking compositions. Adding depth to shots makes them more immersive. This can be achieved by including foreground, middle ground, and background elements. (Cox 2022.)

Changing the perspective can alter the composition. High angles can make subjects appear smaller and more vulnerable, while low angles can make them seem larger and more imposing. Color and contrast play a large role in composition. Using contrasting colors can make subjects stand out, while complementing colors can create a cohesive and pleasing look. Being mindful of the color palette in each shot and how it influences the feel and perception of the scene is critical for a successful video production. (Cox 2022.)

Shots can be static or dynamic, depending on the movement of the subject and the needs of the scene. Movement in frame can be thought of as lines within the composition, where moving objects trace these lines in the frame. It can be useful to plan shots by visualizing lines of movement. (Polak 2023.)

Vertical video has become increasingly popular in advertising, driven by the widespread use of smartphones and social media platforms like Instagram and Snapchat. Unlike traditional horizontal videos, vertical videos are designed to be viewed in portrait mode, which aligns with how most people hold their phones. This format allows advertisers to utilize the entire screen, creating a more immersive and engaging experience for viewers. Brands have embraced vertical video to capture attention quickly and effectively, especially in environments where users are likely to consume content on their mobile devices. As a result, vertical video is not just a trend but a strategic approach to connect with audiences in a more natural and intuitive way. (Movsisyan 2019.)

It is important to know ahead of production whether to use a vertical orientation exclusively or incorporate both horizontal and vertical layouts. The rule of thirds can still be applied by adjusting the grid to fit the new aspect ratio. Utilizing split-screen techniques can result in innovative storytelling methods. Customizing vertical videos and effectively using text is essential. It is possible to reuse horizontal video, cropping it to fit the vertical format. However,

this can result in important visual information being omitted. The majority of mobile viewers on social media watch vertical ads without sound, so incorporating subtitles and on-screen text is crucial. (Movsisyan 2019.)

4.2.2 Audio

Sound is a crucial component in video production, complementing the video component to enhance the overall production quality. However, it is not always critical to have professional sound quality. Considering which platform the video will be published on, can guide this decision. Platforms like Facebook can even autoplay videos without sound. For videos that require sound, there are several options for improved audio quality. Although smartphones are excellent for video recording, they are less ideal for capturing sound due to potential issues like unwanted breathing noises or distance from the subject. A practical solution is to use a second device placed closer to the subject to record sound. There are also affordable microphone options designed to enhance smartphone filming. More professional options, such as shotgun or lapel wireless microphones, can be costly and are typically used in higher value productions. High-quality sound can significantly elevate a video and make it more engaging and effective in delivering its message. Utilizing the appropriate sound techniques is vital when trying to achieve the desired production goals. (Advance Media NY 2021.)

Music plays an important role in video advertising. Modern advertising, especially on social media relies strongly on musical trends. Platforms like TikTok and Instagram are home to viral video content and trends that often originate from the use of popular songs or sounds. Utilizing these trends is massively advantageous for marketers and brands as it allows for an audio component in their advertising, which will potentially result in a larger viewership. (Freemusicprojects 2023.)

4.3 Post-production

Post-production includes everything from any potential video editing to recording voice-over and visual elements such as graphics or animation. It involves the process of assembling the raw footage, visual and audio elements, and ensuring the final product is ready for distribution. This chapter will explore the various stages and techniques involved in post-production, highlighting each step in creating an engaging and impactful short-form advertisement. (Collins & Conley 2018.)

The first step in post-production is importing all the footage into the chosen video editing tool. The choice of editing software will be influenced by device accessibility and production

budget. The footage is then arranged into the desired order, or according to the storyboarding done previously. Any unneeded footage should be removed from the project to prepare the remaining arrangement for a finer cut, where the timing of the edit, transitions and adjustments to the pacing, are performed. (Collins & Conley 2018.)

At this stage, audio- and graphical elements are incorporated into the edit, such as text and voice-over. Incorporating visual effects and animations can enhance the overall impact of the video, making it more engaging for viewers. Color grading and correction ensure a consistent look throughout the video, which can help in setting the desired mood and tone. Sound design, including background music and sound effects, plays a crucial role in maintaining viewer interest and reinforcing the message. Reviewing and refining these elements through multiple iterations can lead to a polished final product. Additionally, exporting the video in the correct format for the intended platform is essential for maintaining quality and compatibility. The final review should ensure that all elements work seamlessly together to deliver a cohesive and compelling advertisement. (Collins & Conley 2018.)

4.4 Feedback and revision

Once the final edit is finished, it's important to review and evaluate it, to ensure that any errors or omissions can be caught before the publishing of the advertisement. It can be useful to view the final video with other people, in order to gather feedback and assess the quality of the advertisement. (MotionArray 2020.)

Revisions based on feedback will help ensure that the content reflects the objectives of the marketing and that it resonates with viewers. Focusing on feedback that directly addresses the gap between the product and the objectives of the content makes for an easier revision process. If changes need to be made, they will be informed by accurate feedback. Creating a feedback loop with a diverse group of reviewers can provide various perspectives, enhancing the final product. Constructive feedback can highlight areas that need improvement, ensuring the video aligns with the marketing strategy. It's crucial to manage feedback efficiently by categorizing it based on its importance and feasibility. Implementing changes suggested during the review process can lead to a more polished and effective advertisement. The iterative process of feedback and revision ultimately results in higher-quality content that better meets the audience's expectations. (MotionArray 2020.)

5 Publishing and distribution

5.1 Platforms and channels

Selecting the appropriate platform to publish the finished advertisement is a crucial aspect of short-form video advertising. Short-form video advertisements perform better when published on platforms that serve their viewers mostly short-form video content. Platforms like Facebook and Instagram offer in-platform vehicles for promoting both strict ads and posts on a profile. For short-form content, Instagram allows for repurposing a video for multiple different avenues, ex. Stories and in-feed content (Dodds 2024.) Stories allow for the posting of direct links to anything a brand wants to promote, making it ideal for content with immediate calls to action. Content created in collaboration with creators and influencers is also an excellent avenue for marketing and can simplify platform choice by spreading your brand reach into a specific influencer's audience on a single platform. (Collins & Conley, 2018.) Marketers who create content online regularly may find it extremely advantageous to repurpose their long-form content into short-form content. Cutting longer videos into digestible clips and audiovisual soundbites is a cost effective and impactful way to increase a brand's overall content output. Effective video marketing will utilize multiple platforms, even optimizing video content to be posted on social media as vertical video, while also posting on websites and on platforms like YouTube and Facebook, as horizontal video. (Dodds 2024.)

5.2 Demographic targeting strategies

Marketers can more effectively reach their target audiences by creating content that resonates with their target demographics. This can be achieved by collecting data through surveys or social media analytics to better understand the desired audience. (Dodds 2024.)

Demographic targeting in social media advertising involves focusing on specific characteristics of a population, such as age, gender, income, education level, and ethnicity, to effectively reach and engage potential customers. By identifying and understanding the target audience, advertisers can create tailored messages that resonate with them. Utilizing data-driven insights and tools to inform targeting strategies ensures that the ads are relevant and impactful. This approach not only enhances the efficiency of ad campaigns but also improves the overall user experience by delivering content that is more likely to be of interest to the audience. (Mathur 2021.)

Relying on engagement and analytics is essential to brands, because it allows them to absorb immediate feedback and to evaluate the success of their marketing. Metrics can be

followed closely to deepen the connection to audience preferences and behaviors. By tailoring content to specific demographics, brands can create more relevant and engaging experiences for viewers. The use of analytics helps identify which types of content resonate most with different audience segments. Furthermore, understanding audience behaviors and preferences can help formulate more impactful marketing strategies. This approach not only improves engagement rates but also enhances the overall effectiveness of marketing campaigns. (Dodds 2024.)

5.3 Timing and frequency

A critical factor to consider when publishing an advertisement is timing. Reviewing any available data on when your audience is most likely to engage with content will reveal the optimal times to publish content. For promoted content it's also vital to know for how long and how often your content will be pushed to users, in order to make an informed decision about timing. Publishing content regularly is the most effective way to ensure maximum viewership and engagement. (Collins & Conley 2018.)

According to Collins & Conley for HubSpot, posting during peak engagement times can significantly boost visibility and engagement. The frequency of posts can also influence how well the audience retains the brand's message. Consistent posting keeps the audience engaged but also builds anticipation for new content. Understanding the platform-specific optimal times for posting can lead to better performance of the advertisement. Effective timing and frequency strategies are essential for maximizing the impact and reach of marketing efforts. (Collins & Conley 2018.)

6 Analysis of metrics

The most obvious and basic metric to consider is the view count, some platforms will use the word 'reach' instead of views. While it is useful to know how wide an audience an advertisement receives, it's important to have comparative data to measure the reach of the content. (Collins & Conley 2018.)

Some valuable data to track when it comes to views and reach, is the play rate of the video. Play rate indicates the portion of users who play the video for the minimum amount of time to be considered a view. Content could be seen by a large number of people, but marketers should be interested in what percentage of those people chose to view the content, and for how long. Knowing the play rate and average time a viewer spends on the video will help advertisers optimize any future content. Getting a good grasp on the play rate and average time a viewer spends on the video is crucial for optimizing future content. These metrics provide an insight into viewer engagement and help identify areas for improvement. Monitoring these factors allows marketers to adjust their strategies to better meet audience preferences. Tracking these metrics can reveal trends and patterns that inform content creation and distribution. Effective use of these insights enhance the overall impact and success of video marketing campaigns. (Collins & Conley 2018.)

Additional metrics to focus on when it comes to marketing analytics on social media are:

- Interaction: How many users interacted with the content, by liking, disliking or commenting.
- Sharing: How many times the published content was shared either in- or across platforms. Content that is shared between users is spread not only directly, but also by being boosted by platform algorithms as engaging content.
- Click-through rate: The percentage of users who clicked on the link associated with the advertisement, or followed the steps indicated by the call-to-action in the video.
- Conversion rate: The percentage of views that resulted in a direct sale or completed a desired action or end-goal of the advertisement.

(Collins & Conley 2018.)

7 Practical component: Production of a short-form video advertisement for social media

7.1 Project introduction

During an internship as the administrator for the website Masokisti.com, a task was given to produce a video advertisement for EJR-Products under their 'Masokisti' brand name. The advertisement would later be published on Facebook and Instagram. Although the internship ended before the project was fully initialized, an agreement was reached to stay on the project for the purposes of using it as a basis for this thesis.

For the advertisement, some footage had been previously filmed, and the company had a clear idea of the final product. Licensed music had already been acquired for the advertisement. The task was to realize the project as described. Additional coverage was shot, personal equipment and software were provided, the video was designed and edited, and it was published on the company's social media accounts.

7.2 Concept development and finalization

The project commenced with a review of the previously captured footage, featuring a female model being measured for a bespoke leather harness. Footage of the manufacturing process was also reviewed, but it lacked material usable for the final video. A framework for the video was formulated in collaboration with the project heads at the company by assembling a rough cut of the existing footage. This rough assembly showcased the sequential production of a leather harness, interspersed with footage of the female model. Sections needing additional coverage were identified and agreed upon by the company contacts. Subsequently, three additional takes of the leatherwork manufacturing process were decided upon, along with some B-roll, which was eventually discarded for brevity.

As much of this part of the process was done orally on-site at the company facilities, no documentation of the concept development leg of the project survives. When the client was satisfied with the outline that was laid out, the production took possession of the footage and the acquired music and left to work on the video at the production office.

7.3 Footage and Audio

From the start of the project, it was made clear that a music track acquired by the client would be the main audio component of the advertisement. With no need for additional audio in the final video, footage was captured using the company's Canon DSLR camera, which is capable of shooting video. No extra audio equipment was used during this process.

Production began by reviewing the existing video material, recorded previously by the client. After some consideration, it was decided that some additional video should be recorded, in order to form a complete visual story of the manufacturing and fitting process. The client agreed to perform a few of the required manufacturing processes for camera at the company's facilities.

7.3.1 Footage

Using the company's Canon DSLR with the stock lens, footage of the leather cutting process was and the linking of metal clasps to form small chains, was captured. The previously shot footage of the live model and the manufacturing process had been recorded with the same equipment. Observing the earlier material revealed that no concrete measures had been taken to stylize the process. All shots were from close or medium distance with neutral framing, which was replicated in the additional coverage for consistency. At this stage, no planning had gone into formatting for vertical video, otherwise some measures would've been taken considering the framing of the subjects for the video. Below are images illustrating the importance of planning ahead, whether footage will be displayed in horizontal or vertical formats, or both. In the horizontal form, the framing is functional, it shows the action of cutting leather legibly. The green framing in Image 1. is used to illustrate what the vertically cropped version of this shot would contain. Graphics and text could easily be manipulated in order to fit this framing, however, the subject would take up the entire screen and even leave part of the action out of frame. Image 2. shows a cropped version of the original video frame. This is to demonstrate how a viewer watching the video on a mobile device would see the framing. In a short-form advertisement, where often the action and editing is relatively quick, framing like this makes it difficult for a viewer to clearly see what is happening. With both vertical and horizontal video in mind, this shot could be taken from a farther distance from the subject, increasing the amount of room for cropping and other manipulation for each format.



Image 1. Framing demonstration



Image 2. Vertical cropping

Once the client and the production team were confident in proceeding with the newly captured footage, the post-production portion of the process began. Post-production occurred at a secondary location, so the raw footage was quickly reviewed and transported to the post-production office.

7.3.2 Audio

A single musical track was provided to be used with the video advertisement. The track was acquired from an unknown source on the internet, with the assurance that it was released for use under the creative commons license, free to use without express consent or credit. The name of the track reads: "action-sport-rock-trailer" with no artist or performer credited.

No other audio was to be used in the final video, so any sound captured by the camera's on-board microphone would be discarded outright.

7.4 Editing process

The project began with a rough cut featuring the original footage, which was then scrapped to better accommodate the additional footage shot for the project. This means the original footage would be repurposed to fit an entirely new cut, produced from scratch. The same basic structure previously showcased to the client was followed. Given that the video was intended as a short-form advertisement for social media, it was essential to ensure the video's pacing was quick but comprehensible. Additionally, it was crucial to start the video with a hook to capture the viewer's attention in the first few seconds of the advertisement.

The editing process starts by importing footage from the SD card into the editing suite. The SD card reader provided by the client is connected to the computer, and the footage is selected for import using the built-in file explorer in Premiere Pro. Footage is then moved onto the editing timeline, one piece at a time. The video begins with two clips of the finished leather harness, worn by the model, to instantly capture the viewer's attention. Next, the manufacturing process is cut into short clips and placed in chronological order on the timeline. Footage of the person making the harness, measuring and modeling the unfinished product on the live model, is used in between to showcase the bespoke craftsmanship of the product.

The company's branding appears on the video at the top middle of the frame, featuring their logo, which is a subtly stylized font with their 'Masokisti.com' website as the text. Due to the logo's all-black color, it sometimes blends in with elements in the video. An inquiry was made to the client about adding an outline or background for the logo, but they were satisfied with its appearance. Text appears at the bottom of the screen, describing the products

and services offered by the company. The text is timed, with each instance appearing for approximately 5 seconds. Initially, the bottom text mentions the main focus of the advertisement: handcrafted leatherworks made to the customer's specifications. It then entices viewers to see more of their previous designs in the online store. Finally, the caption calls for the viewer to visit the website directly, displaying the 'Masokisti.com' web address.

7.5 Publishing on social media

The client requested that the video be posted on their Instagram and Facebook accounts as promoted content. Once the production of the completed advertisement was finished, it was delivered to the client, who then published the video through Facebook and Instagram's shared promotional function. This function allows business accounts to purchase a period of integrated advertising space on their platforms. The promoted content was targeted to select demographics, specifically users—both men and women—likely to be interested in the following tags:

- Motorcycles
- Rock/alternative music
- Alternative fashion
- Tattoos/piercings

For the age group, the maximum range was selected, starting at 18 years and up.

The client aimed to promote the content for 30 days as a trial to understand how advertising on these platforms works. Traffic was set as the primary parameter of the ad campaign, adding a small banner at the footer of the promoted content, directing users to the client's Facebook page. The collaboration with the client ended after publishing the advertisement, so detailed performance metrics of the ad campaign are unknown. The client reported that they extended the advertisement for another 30 days after the initial period before discontinuing the promotion, expressing satisfaction with the trial's outcome.

8 Summary

This thesis explored, comprehensively, the process of producing a short-form video advertisement for social media. Particularly emphasizing the importance of creative storytelling, technical execution, and intelligent, well informed distribution. Beginning with the conceptualization phase, this thesis covered the significance of understanding the target audience and setting clear objectives for the production of an advertisement.

The role of storyboarding and scripting in crafting a compelling narrative within the constraints of short-form content was highlighted, along with the technical aspects of shooting a video, focusing on key elements such as camerawork, lighting, and sound design. Various techniques to enhance visual composition and ensure high-quality audio, vital to maintaining viewer engagement on social media, were explored. Insights into the post-production process, including editing, color grading, and graphical elements, which collectively bring the initial vision to life, were provided.

Finally, strategic considerations for distributing short-form video ads on social media platforms were addressed. This includes leveraging analytics to optimize reach and engagement, tailoring content to platform-specific formats and audiences, and employing effective demographic targeting strategies.

This thesis aimed to provide, in theory, a comprehensive breakdown of the process of producing a video advertisement for social media, along with all the components relating to modern advertising in the social media dominated digital space. The practical component covered the production of a real video advertisement for use on social media, with consideration for the theoretical aspects in a realistic production setting, proving their relevance. To the author, the practical portion provided valuable experience with professional production for a client. The theoretical component of the thesis required the attainment of expert understanding of the subject matter in the theory.

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Image 1, Still frame from the Advertisement for Masokisti.com, produced for EJR-Products

Image 2, Still frame from the Advertisement for Masokisti.com, produced for EJR-Products