



# Advertising Trends in The 20's

**CENTURION CHANDRATAMA PRIYATNA, PH.D**

# VIDEO ADS GET SHORTER AND SHORTER

**25% OF ADULTS SAY THEY CLOSE THE VIDEO AFTER 10 SECONDS, MORE THAN 50% AFTER 20 SECONDS**

**INSTAGRAM VIDEOS SHOULD BE NO LONGER THAN 30 SECONDS, TWITTER 45 SECONDS, FACEBOOK 1 MINUTE, TIKTOK FROM 15 SECONDS TO 10 MINUTES**

People who said their business uses video for marketing:  
Will you continue to use video in 2021?  
How much do you plan to spend on video marketing in 2021 in relation to previous years?

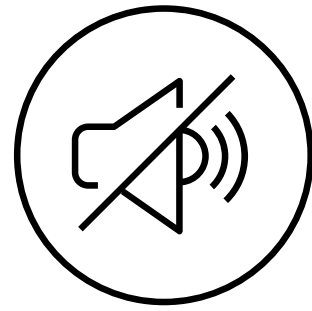


**99%** of current video marketers will continue using video in 2021.

**96%** plan to increase or maintain their spend.



# **ADS LOSE THE SOUND**



**66% PEOPLE SAY THEY HATE IT WHEN VIDEO AUTOMATICALLY PLAY WITH SOUND**

**OUTSTREAM VIDEO ADS COULD BE A POPULAR ALTERNATIVE IN THE COMING YEAR (HIGHER CLICK THROUGH RATE)**

**85% FACEBOOK USERS WATCH VIDEO WITH THE SOUND OFF**

**79% OF VIDEOS IN LINKEDIN ARE VIEWED WITHOUT SOUND**

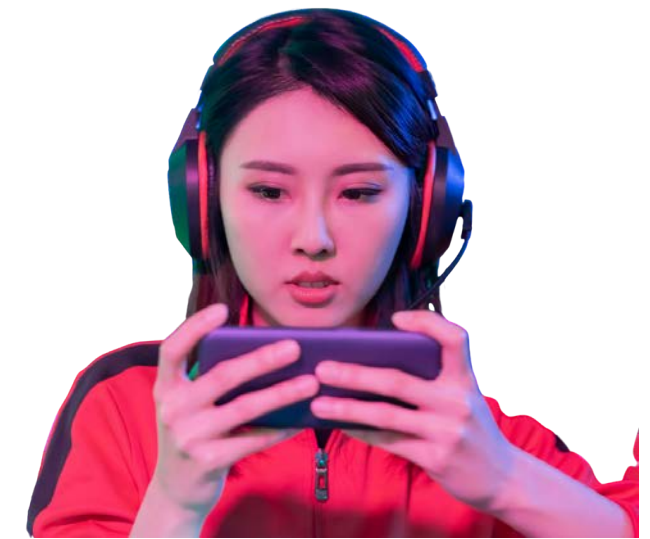
**USING CAPTIONS INCREASE VIEWING BY 12%**





**PLAY**

# **USING MOBILE GAMING**



**ALMOST 70% PEOPLE SAY THEY WOULD GIVE UP SOCIAL MEDIA OR TV RATHER THAN GIVE UP THEIR MOBILE GAMING**

**USERS PAY MORE ATTENTION TO IN-GAME ADS COMPARED TO THE INTERNET**

**IN GAME REWARDS GIVEN AFTER SEEING THE ENTIRE VIDEO ADS ARE EXPONENTIALLY HAVE HIGHER ENGAGEMENT RATES**

**46% OF GAMERS ARE WOMEN, 40% OF GAMERS ARE BETWEEN THE AGES OF 25 AND 44**

# AI ROLE IN ADVERTISING

**LARGEST IMPACT ON BUSINESS IS CONTENT MARKETING  
(20%) BUT 13% ANSWER IS ARTIFICIAL INTELLIGENCE**

**THE REAL IMPACT AI MAKING IS DATA ANALYSIS AND  
EFFICIENCY**

**AI TOOLS IMPLEMENTED TO TEST AND OPTIMIZE  
IMPRESSION, CLICK THROUGH RATES, BID LEVELS, AND  
TARGETING, WHICH ENABLES TO SEE PATTERNS IN DATA  
AND PREDICT WHAT KIND OF CONTENTS WILL PERFORM  
THE BEST WITHIN SECONDS**





**GOOGLE ASSISTANT, RELEASED IN 2016, CAN PULL DATA FROM ALL OF THE GOOGLE APPS A USER USES WITH A SINGLE LOGIN, INCLUDING GMAIL, SEARCH, MAPS, SHOPPING, PHOTOS, CALENDAR, CONTACTS, AND MORE**

**TIKTOK, A SHORT VIDEO PLATFORM THAT WAS RELEASED IN 2017, WHICH USES AI TECHNOLOGIES TO ASSESS USERS' PREFERENCES THROUGH THEIR INTERACTIONS WITH THE CONTENT AND PROVIDE A PERSONALIZED CONTENT FEED TO EACH USER**



**Consumers are comfortable sharing information**  
in order to receive ads that are more relevant  
based on:



What can brands do to  
**make consumers more comfortable**  
sharing data?



# **SOCIAL MEDIA ADS AUTHENTICITY**

**GEN Z AND MILLENNIALS ARE THE TARGETS, WHICH DEMANDS MORE AUTHENTIC MESSAGE DELIVERED IN HUMAN CENTERED KIND OF WAY**

**75% CONSUMERS TRUST MORE FROM AVERAGE PEOPLE THAN CONTENT FROM BRANDS**

**SOCIAL MEDIA SHOULD BALANCE BETWEEN BRAND CONTENT AND USER-GENERATED CONTENT**

**INFLUENCER MARKETING ARE STILL ON**

**EMPLOYEES BECOME COMPANY'S REPRESENTATION THROUGH SOCIAL MEDIA (69% COMPANIES USING THIS)**



***“Endemically matched ads, or those that align with and match the surrounding content based on vertical (e.g. auto ad near auto content), drove a 23% lift in activation within the part of the brain responsible for memory of practical details, which includes key messages, calls to action, and branding elements.”***

# E-COMMERCE ADS

**PLATFORM USE MORE EMPHASIS ON THE SPONSORED PRODUCTS**

**PRODUCTS ARE FEATURED AT THE VERY FIRST SEARCH RESULTS**

**ADS PLACEMENT IS IMPORTANT PARTS OF THIS**





# CONCLUSION

**Digital ads strategy are shifting quickly as consumers spend more and more time on mobile devices and social media**

**AI tools become more important in the future**

Sources:

Josh Howarth (6 Advertising Trends to Watch)

Hairong Li (Artificial Intelligence and Advertising)

Magdalena Kukulka (The Future of Advertising)

**THANK  
YOU**

any questions?

