

Mobile vertical video

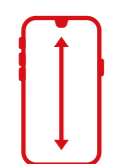


Video format designed with the vertical mobile environment in mind. Advertising that is always seen. Let's take a look how it can be used for the benefits of your campaign.

Why mobile vertical video



Visible placement at the beginning of the article.



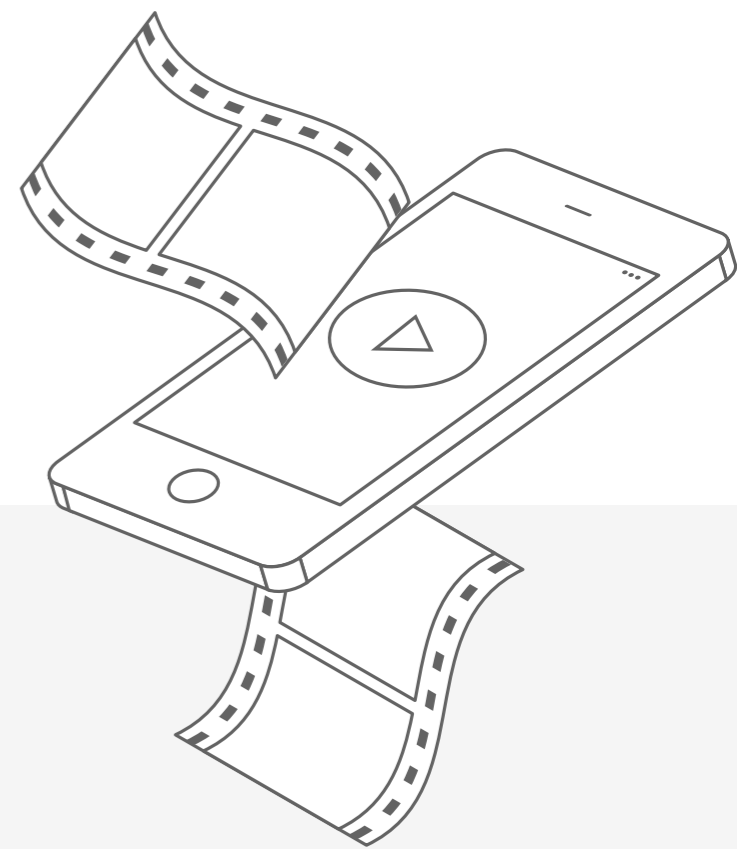
Covers almost 100% of the display viewing area.



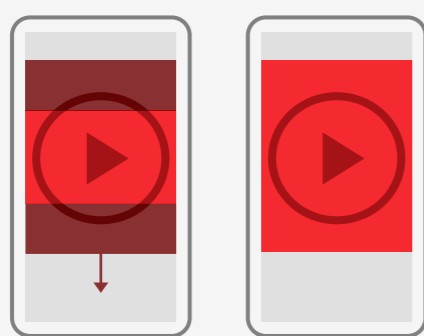
Allows for deployment of Facebook and Instagram creative content.



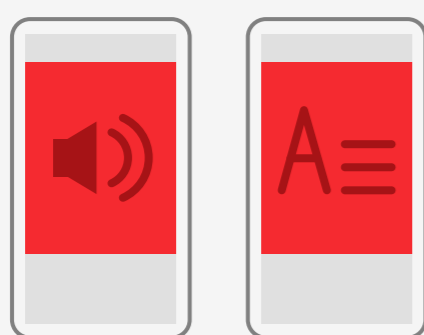
Measuring of video view rate included.



How?



Two options of displaying creative content: **with** or **without overlay**.



Video may contain **audio** and **text**.



Tip: Video will start playback muted as a default - we suggest incorporating subtitles.



Maximum duration of video: **30 seconds**.



Tip: As the video plays on a mobile, we suggest using shorter footage.

Where you can get it

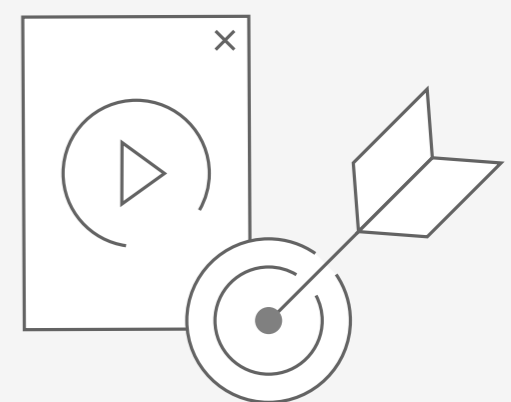
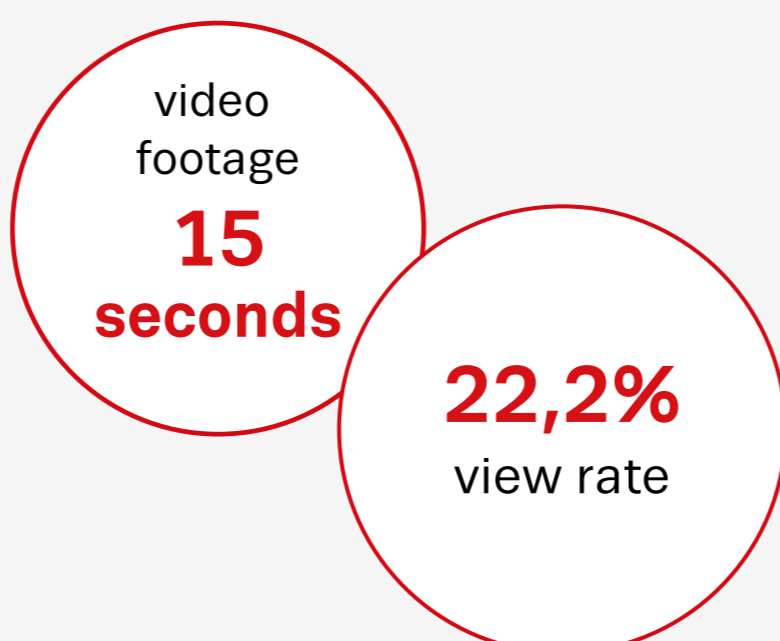


How does it work



Client **Mattoni 1873** in cooperation with agency **Red Media** used a vertical video for their campaign on Novinky.cz.

The agency has decided to focus on a less conservative **target group aged 25-39**, which is why they went with a mobile format. The campaign incorporated also other platforms, such as Facebook, Instagram and YouTube to reach the young consumers. The agency targeted older consumers with a TV campaign.

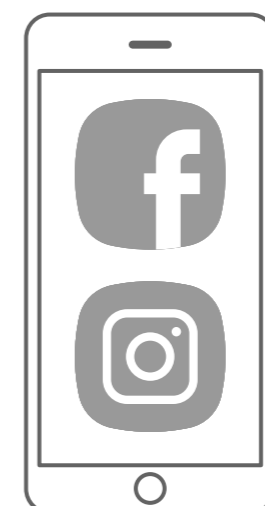


Results



Total view rate on Novinky.cz was more than 4 times higher than on Facebook and close to 7 times higher than on Instagram Stories.

4x
higher >



< 7x
higher

Agency's point of view



„The creative content and format were a showcase of how such awareness campaigns should be designed. The full screen interactive format gives them high visibility. But we must not forget media placement. Social networks have a very high impact, but first we must find out if we have the potential to reach our target group there at all, and then how many such users are actually hanging out there, how often and for how long. We have the local advantage of powerful Czech media - their content is brand safety and they can perform as good as on social networks.“

– Tomáš Urban, Red Media

Seznam's point of view



„What's important is that the creative content was understandable even without sound, and that's why the results were so good. The client could use the creative content on multiple platforms at the same time, which suited their plan very well. We can see that they are fully aware of the importance of cross-representation of individual mobile formats.“

– Petra Keratová and Julie Štrohmajerová



Check out [technical specifications](#) and [examples of the format](#).