

4 creative best practices

to break through the clutter

during Black Friday



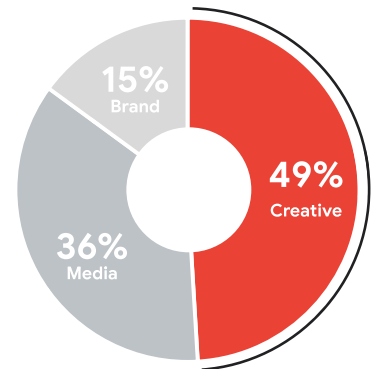
In the first two installments of our Black Friday series, we began by delving into [consumer insights](#) driven by increased interest in online shopping due to the COVID19- pandemic. Then, we used those insights to develop a [media and measurement strategy](#) for a campaign to reach the right audience at the right time.

Our focus on this final piece is to outline creative best practices tailored to Black Friday, MENA’s biggest shopping moment.

Percent sales contribution creative vs. media

WHY?

Creative is the greatest driver of ad campaign outcomes. Building an effective creative strategy can help improve business outcomes.



HOW?

Google experts defined a three-pronged approach to unlock Black Friday, based on consumer insights around this key retail moment.



Analyzed top performing campaigns from 2019 & 2018 in MENA



Combined with the extensive Google research on creative best practices with tens of thousands of assets analyzed to date



Injected the MENA Black Friday audience insights



The framework includes the following four components:

1	2	3	4
Be relevant	Tell them a story to cut through the clutter	Use Real Time Measurement to assess Creative Performance	Be “new normal ready”

1 Be Relevant

Insight

74% of consumers get frustrated when ads appear that have nothing to do with their interests.¹

Recommendations

- **Utilise relevant and customised messaging** to ensure that your creative has risen above the noise and makes each audience member feel like it was tailored just for them.
- **Keep your finger on the pulse with [Google Trends](#) and [Google Analytics](#)** for real time understanding of consumer interests.

2 Tell a story

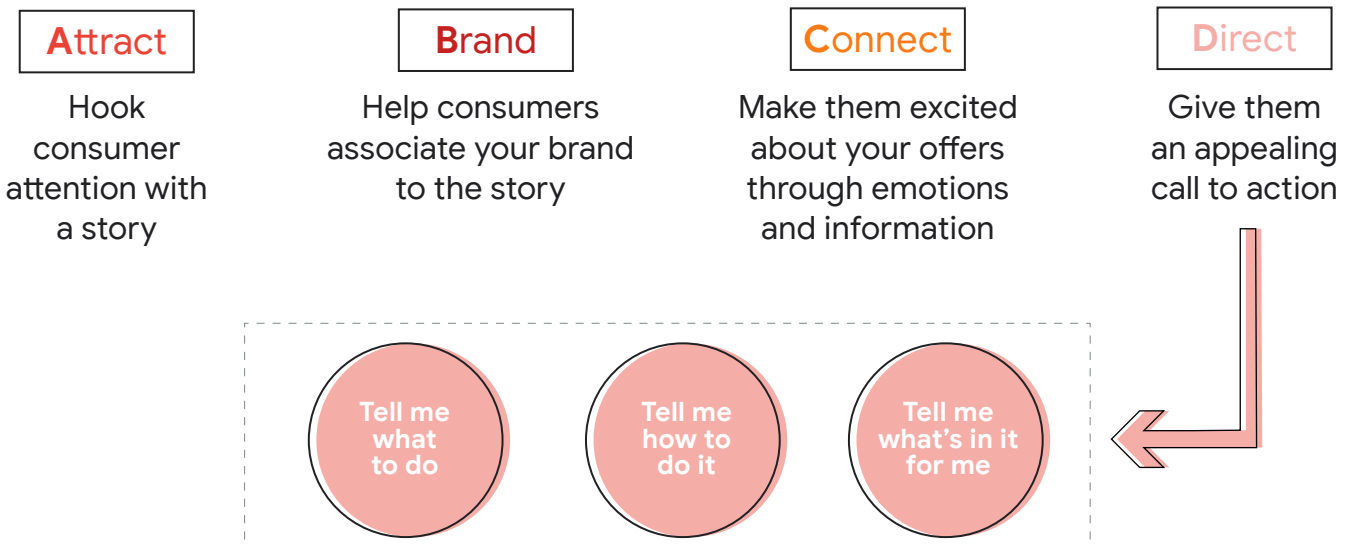
Insight

Research shows that messages delivered as stories can be up to **22 times more** memorable than just facts.²

Recommendations

All the successful campaigns we analysed had one thing in common: **a story**. You can create your own stories or work with creators to create them for you. In fact, you can do both - they are not mutually exclusive - as long as each has the right place in the campaign.

- **Storytelling:** To deliver a strong story, make sure to embed the ABCDs



- **Creators:** The key to success is to **pick a relevant creator for the right audience**, ensure they are native to the platform, integrate them at the right stage, and respect their storytelling style to deliver authenticity.

3

Use Real Time Measurement to assess Creative Performance

Insight

Creative contributes to

49% of advertising sales.³

Recommendations

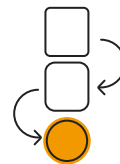
- **Real time measurement** along the way will allow you to assess performance during and after a campaign has run. This will enable you to make changes when necessary or more actively promote what works well.



Make a data-driven observation



Create a data-driven story



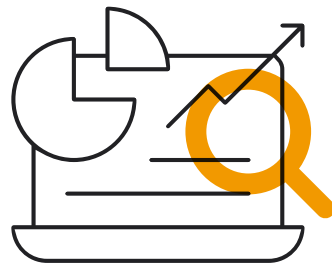
Express your story in more than one way and test the variations



Improve the winning assets



Drop the underperforming ones



- **Utilise Creative Analytics**, a reporting feature that allows you to **monitor precisely when users abandon, view completely, or skip your video ad**. This degree of measurement will allow you to isolate how the creative is specifically contributing to your campaign performance.

¹Source: cmo.com, February 2015.

²Source: www.quantifiedcommunications.com/blog/storytelling-22-times-more-memorable

³Source: Nielsen Catalina Solutions. Nearly 500 campaigns across all media platforms, Period 2016-Q1 2017.

4 Be “new normal” ready

Insight

In 2020,

over 80%

of surveyed consumers in MENA **watched online videos to research products** before making a purchase.⁴

Recommendations

- With this new normal, adapt to new user’s habits by maintaining a presence online throughout their decision purchase journey. By ensuring a streamlined [UX/UI experience for websites](#), and particularly on [mobile](#), you can create meaningful connections with users.

Building on the four-point framework this year, marketers should address the reality of a post-COVID world. Utilise this piece on [developing a creative campaign during COVID](#) offers practical tips to engage with consumers in a dynamic market.

This dynamic approach applies throughout the [-10 week span of the Black Friday moment](#). A single campaign alone, will not do the trick. Instead, consider building a team and adopting a multi asset-campaign to maintain a presence for consumers across the purchase journey of this major retail moment.



⁴ Source: Google Data/KANTAR, Smart Shopper 2020 study; AE/SA/EG; all product buyers of Electronics, Home, Fashion, Food, Beauty; sample size = 4726.

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