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Digital video advertising as a communication tool on Facebook.

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Abstract

Social media has become a strong marketing tool, providing brands with possibilities to target their existing and potential consumers with advertising messages. Facebook plays a significant role in companies' marketing strategy as it is the most used social network all the world. Moreover, this platform affords means to deliver the advertising in various formats, where video is under specific interest due to its growing popularity among Internet users. One of the biggest advantages of advertising in video format is that it can be adopted to different target, content, campaign objectives. Additionally, it presents an opportunity to deliver the message in creative, engaging, attractive and memorable manner, thus, building with audience stronger and deeper relationships. Hence, brands use Facebook video advertising as a communication tool to reach their marketing and overall business goals.

The aim of this thesis is to define the key factors and characteristics of FVA that influence on Facebook users' engagement with it, where engagement is considered to be the measurement of communication effectiveness. Additionally, the paper determines the most advantageous video advertising types for Facebook platform in terms of content, styles, formats, length and appliance of such interactive tool as Call-To-Action button. The research was conducted on the basis of video ads placed on twelve official pages of brands, which in their turn, were chosen from previously selected and most engaging industries on Facebook. Hence, the analysis also provides results of the most effective video ads for four industries.

Keywords: social media, Facebook, video advertising, engagement.

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Chapter I. Introduction

Nowadays people are exposed to great amount of information delivered whether from television, radio, newspaper or social media. Consumers are permanently targeted with advertising messages and different brand communications aiming at attracting their attention. Hence, it became very difficult for companies to get noticed and remembered among all the noise. So, relatively in recent years, there were introduced new platforms, which allowed companies to communicate and interact with the targeted audience, where social media has the leading position.

Social media plays a significant role in integral marketing strategy plan of companies in order to create, enhance, maintain the relationships with their customers through mutual communication. The communication goes in two ways. On one hand, companies are able to provide various information to educate users, entertain them or to acquaint with brand itself and its products; and on the other hand, users give their feedback in terms of what they like, what they do not, their preferences and needs. Consequently, marketers widely use social media platforms to assess the "thickness" of bond that they have managed to establish with their customers through communication, where "thickness" could be measured as engagement (number of likes, shares, comments a post gets). Hence, it is important to decide what message to deliver and no less important is to choose the format in which it will be sent. Video format is under a specific interest as it is considered to be a tool that is able to grasp users' attention, retain it and finally make people engage with it. As a consequence, marketers use extensively the video format in social media advertising, trying to deliver the message that would help to build strong relationships with the users.

Video advertising is widely used on such social media platforms and Facebook as well. Facebook video advertising (FVA) is a strong marketing tool that lets companies to target large audience as, according to statistics, there is 2.27 billion of monthly active users. Moreover, Facebook is considered to be the most popular social network in the whole world [1]. Additionally, video format of advertising is effective due to the fact that 8 billion videos are watched every day on Facebook [2].

Facebook constantly generates different tools that help brands demonstrate their creativeness for video advertising in various ways, thus attracting users' attention and, at the same time, being differentiated from their competitors. What is more, video itself has many advantages in terms of the way the advertising message is sent to consumers. Video is a perfect tool to deliver different types of communication messages in the most advantageous way, as it can contain both explicit information (brand name, logo, text, voice over) and implicit one (music, brand colors, visual techniques), it can be short or long, it can tell a story or promote a particular product, it can educate audience or entertain it, it can be animated or presented just as a slideshow of pictures. So, FVA provides companies with a lot of options and ways to create attractive and effective videos advertising that would engage users and, finally, making them loyal consumers.

1.1. Research problem

There are many researches that investigated the factors influencing the increase of users' engagement with post and brands on social media. Among the factors that have been investigated was informativeness of a post that, according to Taylor, Lewin & Strutton is attractive to users as it provides value to the information and a person finds it useful while reading it [3]. On contrary, Raney argues that the factor as entertainment has greater and more positive impact on users' attitude towards a post and increases his/her desire to revisit the page in comparison with the content that does not contain entertaining elements [4]. This idea is also supported by Hubspot Research that concluded that people prefer more entertaining content, which includes humor and sympathy rather than educational information [5]. Another study of D.Lee, K.Hosanagar and H.S.Nair came to similar conclusions suggesting that brand personality related content such as emotional and philanthropic one, is strongly positively associated with higher engagement [6]. Moreover, factors of interactivity and vividness were investigated in the study of Vries, Gensler and Leeflang who concluded that a post with medium level of interactivity and high degree of vividness receives more likes [7].

There are also studies that focus on the factors, which increase users' engagement with video, in particular. Thus, T. West determined nine factors as "important determinants" for a viral video: title length, run-time, laughter, element of surprise, element of irony, minority presence, music quality, youth presence and talent [8]. The studies of F.Dobrian and Akamai found that video stream quality, namely, the buffering ration impact on

viewer's behavior, so if it takes for a video more than 8 seconds to start up, the publisher might lose a half of its audience because the latter is likely to skip it [9,10]. Furthermore, Southgate focused on the creativity, claiming that creative elements in video advertising could be used in order to predict users' engagement and video's popularity [11].

Undoubtedly, the implications derived from the researches mentioned above are feasible and could be adopted for marketing aims in creating video advertising, in particular. However, it is interesting to find out specific implications that relate to video advertising on Facebook. There is an open question regarding the most engaging content type of FVA, be it informative, entertaining, interactive or remuneration. Additionally, there are no researches that would have investigated the most effective video format (interview, "how-to", culture) or video style (live action, animated, text overlay) specifically on Facebook. Moreover, there are ambiguous results related to the optimal video length for Facebook platform and the feasibility of Call-To-Action (CTA) usage as an interactive tool.

So, apparently, characteristics of FVA imply different types of format, style, content, call-to-action buttons and length. That is why, this study will explore each of those characteristics individually and their combination as well to determine the video types that Facebook users prefer to engage with and why.

1.2. The aim of the study

It is important to investigate what type of content users prefer the most (for example, educational, product review, testimonials), what video style would be most appropriate for a specific content (for example, live action, animated, 360 degree), how long should a video be and should it be accompanied with call-to-action buttons. Moreover, it is necessary to contribute into a problem in choosing between informative or entertaining content of advertising video on social media. In other words, it is worth to analyze if users are more engaged with video content (educational, product reviews, testimonials) that is delivered either informative or in entertaining way. And the last problem to resolve is finding out if videos with interactive characteristics such as 360-degree, choose-your-own-adventure and accompanied with call-to-action buttons do indeed increase users' engagement.

Consequently, the aim of the study is to answer the following research questions:
- What are the most engaging types of video ad content on Facebook?

- What is the most optimal video ad style for the most engaging types of video content on Facebook?
- What is the best length of Facebook video ad that would retain the viewers' attention?
- What advertising content is more preferable on Facebook: informative or entertaining?
- Do call-to-action buttons increase engagement of Facebook users?

1.3. Methodology

The study starts with the theoretical background, which is necessary for the identification of all possible video advertising content, styles and formats. Additionally, all the factors that influence the Facebook users' engagement with the video advertising will be analyzed. Thus, there will be listed all the characteristics of FVA that will serve as a base for the research part of this paper.

The research of the problem indicated above will be implemented on the ground of Facebook platform as it is the most used social media site. In order to collect the necessary data, there will be chosen brands according to specific criteria: active official Facebook page and the number of its fans. Moreover, the brands are related to one of four previously selected industries that have big communities. The total number of investigated brands is 12: three brands for each industry. Each brand will be analyzed in terms of combination of characteristics of video advertising displayed on the page and how those combinations influence on the fans' engagement.

1.4. The SWOT analysis

The SWOT analysis of the current research are described below.

Strengths

- The paper studies narrow aspects of video characteristics so to analyzes in a deeper way the factors that influence on the users' engagement with video.
- The research considers the advertising aim of the video as well.
- The research investigates the video advertising in the social media context that disclose distinguishing features of advertisement different from traditional one.
- Contribution to the opened question regarding the type of content (informative or entertaining) which impact on the users' involvement with it.

Weaks

- The first part of the research in not completely full as it is impossible to analyze all the video advertising formats (such as in stream linear video, banner advertising, messenger advertising, for instance) that brands published on the Facebook page. So, the only format that could be included in the research is in-feed video advertising.

- The calculation of the engagement rate of brand's followers with its video advertising will not be perfectly accurate as it is impossible to get all necessary data. That is to say that such variable as total engagement with the post (which is the sum of post's likes, shares, comments, clicks and new followers), which is needed to calculate the engagement rate, will not include two indicators, namely clicks and new followers, because such information is private and available only for administrators of a brand page.

Opportunities

- There could be disclosed other factors that increase the engagement rate while reviewing pre-established characteristics of videos.

- There is possibility to find out specific implications for a successful video ad creation for a specific industry.

Threats

- There is a threat that the research outcomes will be ambiguous, thus making it impossible to draw the final conclusions. In other words, there might be unclearness with patterns of the most engaging video ads.

Chapter II. Theoretical background of digital video advertising

2.1. Introduction

This chapter refers to the theoretical part of the thesis and describes the concept of video advertising on Facebook. This part of the paper serves as the base for the following researches and provides background implications necessary for the successive determination of the factors that influence on the effective marketing communication through Facebook video advertising. Thus, it contains material related to the definition of FVA and the role it plays in overall marketing activities of the company. Also, the position of FVA in promotional mix is explained along with advantages and disadvantages of using video in general. The strategy development process is illustrated and described in details to provide the clear understanding of FVA design. Another part of this chapter characterizes the types of Facebook video advertising and the ways they could by combined. This theoretical background is needed to have a clear picture of how, when and what type of FVA is used in implementing social media marketing objective that, in their turn, contribute to the overall marketing and business goals.

2.2. Concept of Facebook video advertising and its role in marketing activities

Driven by Internet era and the advent of almost omnipresent broadband access to Internet, digital delivery of video content has raised to an unprecedented level. Nowadays Internet users see a high volume of video content: one-third of online activity is spent watching video [12]. Besides, spending on digital video advertising is dramatically increasing. According to statistics, the spending for online video advertising in the U.S. is $ 12.71 billion in 2018, while the total revenue generated by DVA is $ 9.6 billion in the same year [13]. Taking the benefits of this growing market share and effectively monetizing video content is a key online monetization strategy. Especially, such online strategy is widely adopted to social media, where people spend several hours per day. By executing a sound online video advertising strategy into Facebook, in particular, content providers have the opportunity to deliver attractive content, reach an increasing number of online users, and gain additional revenue from social media.

So, Facebook video advertising means an advertisement of a product or service implemented in a video format and delivered on Facebook. The importance of digital video advertising on Facebook could be explained through detailed explanation of the role it plays in overall marketing activities. To do that, it is necessary to understand what place it takes in company's marketing mix.

According to Facebook and as represented in Fig.1., FVA is a communication tool that facilitates the creation and sustenance of relationships with consumers by communicating to them. Secondly, it is an element of promotion that intends to inform and persuade consumers to purchase product and services. Moreover, it is digital promotional tool that allows to communicate with consumer in an interactive manner, which gives possibility to share information, modify and comment it, respond to the questions and even make online purchases. Such interactivity creates two-way communication between a company and consumers and, consequently, lets to receive the feedback from the latter. The feedback or users' response is necessary to understand why the communication campaign was successful or to determine the reasons of its failure. This analysis is taken into consideration for further campaigns or, otherwise, are used to make allowances in current ones. Finally, it is a social media communication tool that makes it possible to spread the content rapidly and to communicate with audience in an informal way, strengthening the relationships with it [14].
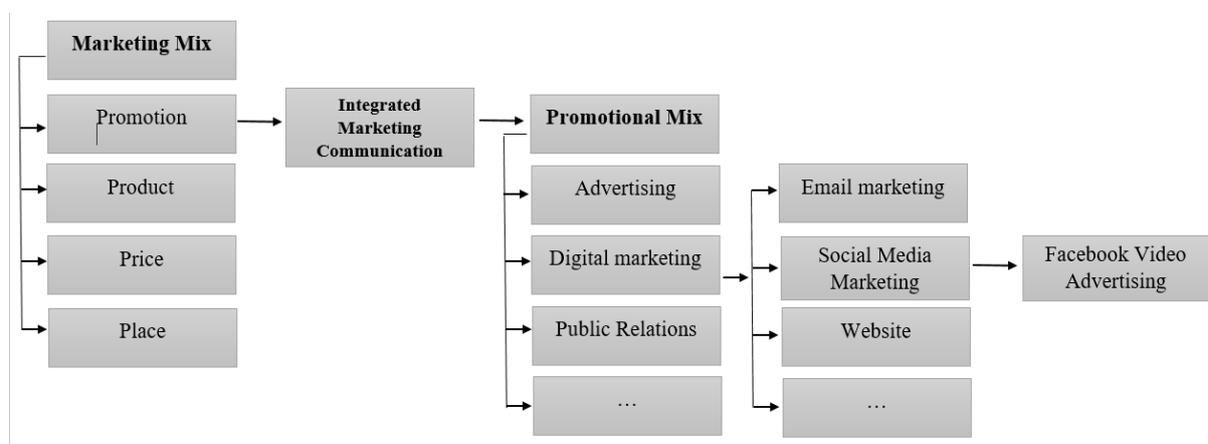
Fig.1. The position of Facebook video advertising in Marketing Mix [15].

So, to sum up, FVA is a tool of Integrated Marketing Communication that is used on social media platform to communicate with consumers in interactive manner and persuade them to buy products and services.

Consequently, it can be concluded that Facebook video advertising is an effective and advantageous element of IMC that can bring significant outcomes. There are several reasons that support the power of FVA.

First of all, it is a part of social media marketing. There are 3.484 billion active social media users in 2019, which is 79.4% of total internet users. Moreover, the number of mobile social

media users has increased to 93.5% this year (in comparison with desktop/tablet users), which led to the increase of the time spent on the media. So according to January 2019 statistics, the average amount of time spent on social media per day is 2 hours 16 minutes [16]. Consequently, social media serves as a powerful digital marketing tool that contributes to the achievement of overall business objectives. The contribution is predicated on the increase of brand awareness and its humanization, increase of web traffic, leads and conversion generation, content promotion, reputation and crisis management, customer service and support, analysis of competitors, advertising targeting.

The second reason that confirms that FVA is a powerful marketing tool is that Facebook is the leader in worldwide networks in terms of the number of total users. According to statistics, the number of people who are monthly active on Facebook is 2.27 billion, where 66% of them use it every day (Fig. 2.). Moreover, the average time users spend on Facebook is 35 minutes per day, which takes the second place after YouTube [17].
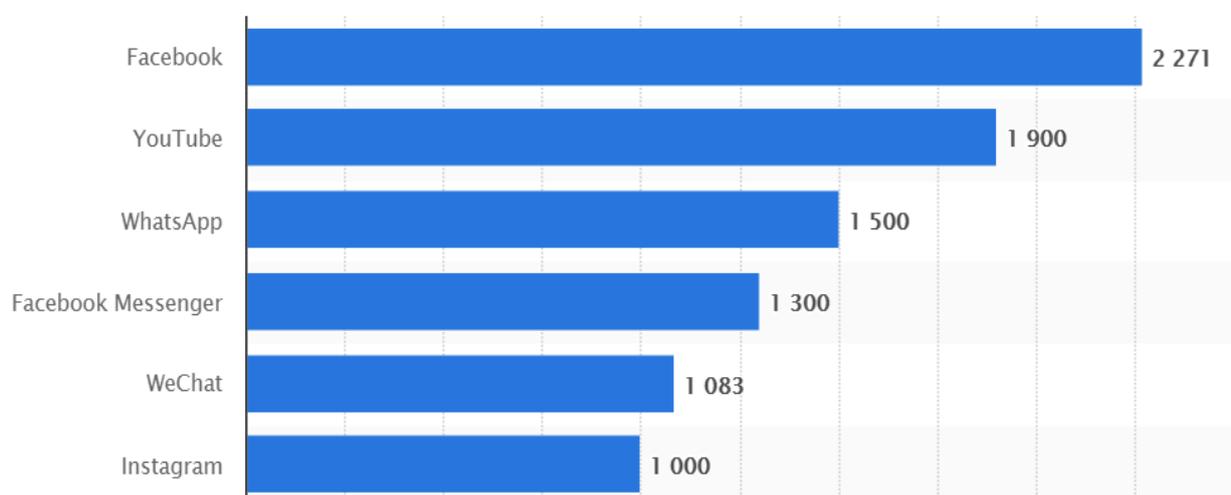
Fig. 2. Most popular social networks worldwide as of January 2019, ranked by number of active users (in millions) [1].

The final argument that supports the effectiveness of FVA is that video itself is a powerful marketing tool that allows to reach large audience as 78% of people watch online videos every week and 55 % view online videos every day [1]. Talking about Facebook in particular, there are 8 billion video views per day in average [2].

2.3. Advantages and disadvantages of digital video advertising

Besides the reasons mentioned above, there are plenty of another supporting points described below that explain why video is useful and feasible instrument in achieving marketing objectives.

Advantages of video advertising

Video is popular. According to statistics global consumer Internet video traffic accounts for 80% of all consumer Internet traffic [19]. Moreover, 92% of people who consider the advertising video valuable and attractive share it with other users [20]. The popularity of the video increases the probability that a user will be reached by advertising. It is worth to mention that search engines place videos at the top of result list; this greatens the likelihood that consumers will be exposed to advertising.

Video is comprehensive. Video provides the possibility to convey large amount of information in a short period of time and the same video can perform different objectives. For example, using brand colors, music, brand name and even fonts intend to increase or strengthen the brand awareness. At the same time, images that users see and text that they hear, are already another type of information, for instance, new product presentation. So, in other words, the relation between the volume of information and the time of its delivery makes the video format of advertising very effective.

Video is multifarious. There is plenty of video advertising types (in-stream, banner, animated, live) that gives the possibility to create corresponding and effective advertising adopted accordingly to target, content, campaign objectives.

Video is memorable. There is too much flow of commercial messages consumers are exposed to. Applying the appropriate content, music and images, video plays a role of storyteller, evoking emotions. Emotions that a consumer feels while watching a video generate specific associations with a brand and make the conveyed information be differentiated from other. In a such way, the advertising message is more easily recalled in the consumers' minds.

Video is immediately analyzed. It is possible to get the necessary data as soon as the video is placed. The number of people reached, their attitude to the advertising, their engagement, conversions, providing important feedback that is taken into consideration when the next marketing campaign is developed.

Video is profitable. Conversion rate could come up by 80% due to video advertising [21], because it helps people to understand the product/service better, decreases doubts and perceived riskiness by providing proofs and developing trust.

Video is efficient. Placing video advertising on the online platform is much cheaper than on traditional medium. Moreover, digital video advertising with a good content could become viral, thus reaching much more people than a TV commercial. Also, the frequency of exposure could be done more often as the cost is not high.

However, there are weak sides of online video that have to be taken into account when it is chosen as a communication tool.

Disadvantages of digital video advertising

Ignorance of advertising. As it was mentioned earlier, consumers are exposed to big flow of commercial messages and as a consequence, many of them use advertising blockers or simply ignore them. Taking about Facebook platform, in particular, users have possibility to choose the "skip" option or bypass any type of advertising. Besides the fact that in this case the probability that consumers will be reached decreases, there is one more risk. The problem is that the advertising could annoy consumes who are already exhausted of it; and this fact might create negative attitude to a brand.

Time consuming. The development of an effective video advertising takes much time in terms learning of specific software, creation of appropriate and creative content, the look of the video in general (quality of pictures, music, visual effects). All this is necessary to create a professional video of a high quality that would be attractive for consumers to watch and remember it. Furthermore, overall social media marketing requires revision of communication strategy with a target as consumers' needs, preferences and behavior on social media platforms could differ from those on traditional markets. Consequently, plenty of factors such as types of personas, their motivations, their stage at buying decision process and others have to be taken into consideration when a digital video advertising is created for social media platforms.

Technical Viewing Problems. There are technical problems (bad Internet connection, server errors, video format is not supported by devices, long time loading) that impede video watching and, of course, lead to the decrease of potentially reached consumers.

2.4. Types of video advertising on Facebook

One of the advantages of the video is that it allows to create various advertising content which can be delivered in multiple styles and displayed in different formats. Therefore, video advertising is classified according to the following characteristics: format, style and content.

2.4.1. Format of Facebook video advertising

Video format could be broadly divided into in-stream and out-stream.

In-stream videos are those that appear in the video player itself and are interbedded into the stream that was displayed to a user video player.

There are two types of in-stream video advertising: linear and non-linear.

Linear video ads are videos that appear before, after or during a break in video content [22]. The main characteristic of this type of video ad is that a consumer sees it instead of previous content as the ad takes over the full screen of the video [23].

There are three types of linear video ads: pre-roll, mid-roll and post-roll.

Pre-roll video ad runs at the beginning of the video content. The strong side of it is the maximum consumers' attention that it gets, because they are forced to watch the video. However, on the other hand, the likelihood that they could click on the "skip" button is high.

Mid-roll video ad appears during the video content is playing. This type of video as the above mentioned one is likely to get the greatest amount of views. It is considered that people who have already watched the half of the video content are engaged, and in this case the probability that they will watch the ad is high.

Post-roll video ads play when the video content finishes. This type of video receives smaller number of views, because people have no more interest to keep watching the video content [24].

Facebook platform allows to place the linear in-stream videos in two ways. The first one is when the video is delivered within the Facebook platform which appear on users' mobile devices for 5-15 seconds and only in mid-roll type. The primary objectives of using Facebook in-stream video are brand awareness, video views, engagement and reach. The second way is supported by a specific tool developed by Facebook, which is called Audience Network. This

tool allows to place advertising before and during the video content that can be viewed on both mobile and desktop devices for 10-120 seconds [25]. The objectives of Audience Network in-stream video are the same as of the first type, however, there is one more in addition-conversions, which plays an essential role when a consumer is at decision stage of his/her journey process. Another feature of this tool is characterized by the opportunity to deliver the marketing campaigns beyond the Facebook platform and display the video advertising, in particular, across the Internet, on other websites or applications. Obviously, much more reach and the frequency would be gained and as a consequence the increased or strengthened brand awareness could lead to conversions [26].

Second type of in-stream videos is non-linear (overlay) that displays video ads that appear during video content playback, without disrupting playback [22]. However, Facebook does not provide with such type of video advertising.

The next category of online video advertising is out-stream videos that are displayed outside of the other content and are divided into the following types:

In-banner video ads are videos which are leveraged within a standard display banner ad on a webpage [27]. This format is supported by both Facebook platform itself and Audience Network as well. However, it should be mentioned that Facebook in-banner video advertising is displayed only on desktop devices on the right side. Another disadvantage of Facebook in-banner video ad is that audience could use Ad Blocker tool that will not show the video.

In-page video ads are embedded video players that are specifically there to show a video ad with no video content attached to them [28].

In-article video ads appear between paragraphs of the editorial content and where the message of the video supplements the content of the article [29]. Instant articles are a specific tool developed by Facebook that allows to load the content faster than standard mobile web articles do, thus saving the readers' time and keep them engaged with the provided interactivity.

In-feed video ads are videos watched by a person while viewing pane of a content feed (such as a news feed), along with a small size and is commonly used on Facebook platform [30].

Interstitial video ads are videos that appear between the contents of the page or as a separate window when a webpage is loading [31]. This ad format is supported only by Audience Network and usually is shown to a person who uses other mobile application.

Additionally, Facebook has developed three more advertising formats, where video can be used as well.

Marketplace - a specific tool that allows users to sell and buy different items [32]. This online shopping channel is primarily used to increase reach, video views and conversion rates.

Stories are photo or video collections that disappear in 24 hours. Stories are shown at the top of Facebook news feed, so that brand's followers can see them easily. The advantages of this ad format are the increase of awareness, organic reach, engagement and strengthen the relationships with fans [33].

Messenger home ads are displayed on the Home tab in Messenger between conversations. The main objectives to use this video ad format is the increase of traffic, conversions, app installs, reach, brand awareness, direct communication through messages.

2.4.2. Styles of video advertising

Live-action video ads are composed of real-world scenes, usually including real live people. This video style is usually used when a tangible product/service has to be advertised, because consumers prefer to see the actual product, how, where and when it is used before they make a choice. The strong advantage of live-action video ad is that it evokes emotions, which are so necessary in developing relationships with consumers and their attitudes to a brand [34].

Animated video includes animations and attractive pictures that could be accompanied by off-screen voice and/or music. These videos are usually used to explain complex information and let the consumers understand products or services better, especially the abstract ones. That is why, animated video could serve as an extension of traditional marketing materials such as brochures, handouts, leaflets, books. One of the biggest advantages is the inexpensiveness of video production as, for the most part, it requires only a specific software to create a video and gives the possibility to use the imagination and creativity to deliver the message in the most effective way. Moreover, in comparison with live-action video ads, animated ones are not perceived as advertising. On the contrary, they are associated with cartoons from our childhood, attracting the attention and keep the viewers being engaged in.

Text overlay video ad is a video that includes overlaid text. This video style is applicable for social media platforms, when users cannot switch on the sound. Obviously, text overlays can be combined with off-screen voice or music, which will not completely change the concept of the delivered message, but enhance its perception in case if users would like to watch a video with the sound.

Live video is a live streaming video that online audience can watch it in real time. Live video could be of different content from informative or educational to entertaining one [35]. It could be a great tool to promote some events such as new product releases or to create Question & Answer (Q&A) sessions that serve as a custom support. Live streaming videos are supposed to increase users' engagement, because they can communicate with a brand in real time, asking questions and getting the answers, commenting, liking or sharing. All this develops strong connection between a consumer and a brand, creating the desire of the former one to come back to brand.

 Another specific feature of this video style is characterized by the fact that the content is delivered at a particular time chosen by a brand. It means brand is targeting consumers who are indeed interested in it and who find the content useful. Thus, these users could be considered as potential sales conversions [36].

However, there are some disadvantages that could disturb the users experience while watching live video. Among these disadvantages could be problems with Internet connection, with sound quality, unpredicted obstacles appeared while filming, for example. It is essential to think over the details that could impede successful live streaming video, trying to avoid them, so to deliver positive consumers' experience [37].

360-degree video ad includes the footage that can be watched from any direction wanted by consumers, using a mouse to follow the actions on the screen. The main characteristic of this video is delivering the message in interactive and emotional way, providing consumers with the full and complete story. This feature increases the brand awareness as the video emphasizes specific elements in the screen, highlighting the most essential parts to be remembered. Another benefit of 360-degree video is the increase of engagement due to the fact that consumers have some sort of control over the parts of the video they want to watch [38].

Choose-your-own-adventure video lets the users to choose the content they want to see next, after having watched the first part of the video. In other words, people are provided with several

case scenarios and after selecting one of them, consumers will see different endings. The time spent with the video prolongates as viewers, provided with such interactive feature, are more likely to watch all scenarios, thus their brand awareness and engagement are getting higher.

Photo style. It is one of the easiest videos in terms of editing. It includes a set of pictures, which appear one after another, so it looks like a slideshow. The pictures can be related to a specific range of products or describe an event, for example. The advantage of this style is that it does not require a lot of time and budget for video production and editing. However, it could be perceived by users as not very attractive because of lack of useful and/or entertaining information, or they might not understand the full message of the video advertising. That is why, it is recommended to accompany it with additional text or off-screen voice, thus letting viewers fully understand the initial advertising message.

2.4.3. Video content types

Educational video include content that teaches the audience, providing it with useful information. The type of information can refer to a company's brand in terms of how, when or where to use the product. The educational video can also relate to a specific topic, in which a company is an expert and shares its knowledge with consumers. In this case, the company could strengthen the credibility and trust, because it will be perceived as able to provide effective solutions to consumers' needs and problems. As a consequence, educational video usually receives more engagement (commenting, sharing, liking) that helps to expand the awareness of the brand. Moreover, educational video is used to create lead generation in case if a user finds it useful and able to bring a real value. This type of video content is often used at awareness or consideration stage of consumer decision journey.

A subtype of educational videos is "how - to" or tutorial videos. How-to videos are characterized by instructional content and, in the majority of cases, describes a process including the list of steps. The content of tutorials is diverse and can vary from describing more general issue to illustrate how a product should be used. The advantage of these videos is their popularity as they educate the audience in an engaging way and are useful at all stage of their decision journey.

The second subtype of educational videos is news video. The content of news could be different, however, should relate to the objectives of company's activities. This video could

make consumers perceive a company as an expert that is aware of new trends, upcoming risks, issues. So, in the audience's eyes the company will be able to resolve their problems in an effective, innovative and efficient way.

Explainer video explains the company's product and/or services. However, it is not only about what products and services are, this video tells why the brand exists, how it can be helpful for consumers and how it resolves their problems. That is why explainer videos are usually launched when consumers are at consideration stage, at which they evaluate the alternatives that would offer the best solution to their problem. So, in a such way, the main objective of this video content is to create conversions.

Product video provides detailed information about features and benefits of a product or service. This type of videos is targeted to consumers who are more likely to purchase the product, so they are situated at consideration or decision stage of decision journey. Product videos are helpful to convince the prospects, who have doubts, and let them experience the products showing the latter in practice. There is also a subtype which is called product collection videos that describe various range of offered items. Product collection videos are effective in demonstrating how brand can satisfy diverse needs of consumers, how it can be suitable for any problems and how different items could complement each other [39].

Culture (company, about us) videos tell about a company, its story, mission, vision, objectives and values. This video narrates what is happening behind the product, specifically who and how produces it. This creates an empathetic feeling from the consumers side as they see other people creating values for them. Consequently, the engagement is getting higher as they company videos create emotional connections with the consumers. Besides, brand trust grows due to the fact the company lets the consumers inside of its "home", being transparent. Moreover, consumers have better understanding about the company in terms of how it differs from others, what its features and strengths, thus, brand awareness increases. Culture videos work best at decision stage as they build a strong bond with the audience and help them to take the final decision [40].

Question and Answer videos answer the consumers' frequently asked questions. At consideration/decision/post-purchase stage audience still may have questions, so answering them in professional or informal way creates a perception that a company cares about the

clients and that consumers can trust it. Moreover, consumers are usually engaged in the content and get more aware of the brand as the delivered information is useful for them [39].

Product review video includes real people who talk about their experience or attitude regarding a brand or product/service in particular. Among those real people could be influencers, experts or simple persons who would like to express their opinion. This type of video generates trust as they are perceived as credible source of information (especially when people are talking in their own words and the video is not so much edited). When consumers see real people giving feedback, as a consequence, it reduces consumers' doubts. There are also two other advantages of product review videos: they implicitly describe features of the product and causes psychological phenomenon that makes consumers want something when they see other people possessing it. That is why, these videos are generally used at decision stage, when consumers are looking for recommendations [41].

Another type of video content which is similar to the previous one is testimonial video. Testimonials include company's clients who are talking about their own experience in working with the company or using its products or services. Social proof is the main feature of such videos that creates a positive attitude towards the company or a product, in particular. So, testimonials are also used to create brand trust and convert leads into sales. However, consumers do not perceive this content in the same way as of product review videos. This is because consumers might suspect that the testimonial video was completely edited and designed by the company, that is why it is not seen as reliable as the previous video style [42].

Commercial video is the classic advertising that intends to promote product/services and its main objective is to create sales. Obviously, commercials provide lots of benefits, however they require big amount of investments. As soon as investing is stopped, commercials stop working as well.

Interview video shows people answering specific questions. They also can be used in marketing campaigns to promote a brand and the objectives of interviews vary. They could be developed to educate the audience through asking an expert's opinion regarding future trends in car market, for instance. Another objective could be building relationship with customers interviewing the company's employees and showing its culture. Existing customers can be asked about what they love the most about the brand; this is useful to build a brand community. All these objectives could be summarized into single one - interview videos generate credibility,

which is necessary to lead the consumers along the decision journey, especially from consideration stage to post-purchase one [39].

Event videos could be delivered in two way: live streaming or prerecorded. Event videos are relevant in building public relationships and are often used in announcing of new products and explaining company's vision as well. The benefit of event video is that the information is provided in entertaining way and keeps the audience's attention. Another advantage is characterized by the fact that they create prerequisites for consumers to follow other events regarding the announced product, for example.

A lifestyle video is a video that shows an example of the 'lifestyle' behind a product or service, and that attracts the targeted customers. These videos put attention on the product or service, showing them in action using appealing visuals. So, lifestyle videos demonstrate how the prospect's life will be if he/she buys the product or service [43].

To sum up, Table 1 lists all Facebook video advertising types.

Types of Facebook Video Advertising		
Format	**Style**	**Content**
Linear mid-roll	Live-action	Educational
In-banner	Animated	"How - to"
Instant Article	Text overlay	News
Stories	Live video	Explainer
Marketplace	360-degree	Product
Messenger Home	Choose-your-own- adventure	Culture
News feed		Question and Answer
		Product review
		Testimonial
		Commercial
		Interview
		Event
		Lifestyle

Table 1. Types of Facebook video advertising [29].

2.5. Strategy of Video Advertising on Facebook

As it is already known, there is a broad range of video advertising types. Therefore, there is a question regarding best combination of the characteristics for an effective video.

Unfortunately, there is no single answer to this question as too many factors influence on the optimal decision. Among those factors are social media objectives, overall marketing goals, target audience, the stage of consumers in buying journey, their behavior in social media platforms, available budget. Hence, in order to define the appropriate set of those characteristics, it is necessary to analyze all those factors and as a consequence to develop a specific video advertising strategy.

Facebook video advertising is a part of particular social media campaign, consequently, when a strategy for latter is planned, it is necessary to identify the role of video advertising in it. Obviously, FVA should be consistent with the social media campaign as it has to contribute to the delivery of the core communicating message. That is why, firstly, overall strategy for social media campaign is developed, while specific strategy for Facebook video advertising is designed concurrently with the former one or after it.

The strategy for Facebook video marketing campaign includes the following steps:

1.   Situation analysis;
2.   Definition of objectives;
3.   Identification of target;
4.   Creation of experience strategy;
5.   Execution of the campaign and its measurement [13].

Situation analysis

The first step of social media campaign strategy is situation analysis. This research is necessary to understand the organization's problems or opportunities more in details, having a clear picture about competitors' activity on social network, their strengths and weaknesses, that lets to identify the possible competitive advantage. Moreover, this analysis includes gathering insights about targeted social consumers, organization's social media audit to understand its experience on corresponding platforms, SWOT analysis that describe the internal and external environment of the firm and, finally, the current trends that could help in promoting the brand more effectively.

Consequently, in order to make a successful video advertising on Facebook it is necessary to conduct particular situation analysis regarding it. Thus, this specific research has to answer the following questions:

- The presence of e video advertising on competitors' Facebook page;
- Objectives they try to achieve using video format of advertising;
- Kind of videos they use in terms of format, styles, content type, tone;
- The way their video advertising complements the overall content published on profiles;
- Posting frequency of video advertising;
- Profiles of competitors' fans and followers;
- Reaction of followers to competitors' activities;
- What competitors' followers like or dislike in terms of video advertising;
- The engagement level of competitors' followers with videos.

Holding such type of information provides possibility to generate insights that could be used in video advertising and that are appropriate for the organization itself and for social media campaign in particular.

Definition of the objectives

The second step in strategy planning of social media campaign is the definition of objectives. As it was discussed earlier, social media itself allows to achieve plenty of marketing objectives such as increase of brand awareness, improvement of brand's reputation or of a product, improvement of search engine rankings, enhancement of customer service and support, amplification of public relationships, generation of leads and sales [13].

Video advertising on Facebook can accomplish almost all of objectives of social media marketing, being used as a standalone marketing tool or, otherwise, as a supplement in terms of being combined with other advertising formats such as pictures, links, simple text. However, in the majority of cases, FVA is used to:

- Increase brand awareness;
- Increase reach;
- Increase engagement;
- Encourage App Installs;
- Video Views;
- Communication with the audience through messages;
- Leads generation;

- Sales conversions;
- Catalog sales;
- Store visits.

The important aspect in defining specific objectives of FVA is to take into account at what the stage of journey consumer is. This information is needed to understand what type, style, length of video will be more appropriate to achieve that objective.

Moreover, in planning social media campaign it is necessary to make sure the financial resources will be enough to accomplish the set goals and implement the strategy of video advertising on Facebook, in particular. The marketing activity on Facebook medium is indeed free in terms of allocation of advertising. However, there are other costs that have to be considered. For instance, there are costs for content development, its distribution and special software is needed to create a video. The organic search is not sometimes sufficient for gaining adequate results, that is why, paid advertising on social networking service is required. Even more, additional costs on external agencies could appear as the reason of the lack of professional skills and technical knowledge in designing a really attractive video.

Target definition

The next step in creating campaign on Facebook is the definition of target, which is essential to deliver the message in a meaningful way. It requires the development of buyer persona who is a typical Facebook user that represents the needs of larger groups of users, in terms of their goals and personal characteristics [44]. Consequently, the primary type of characteristics is related to demographic ones: location, age, gender, language they speak. Facebook also provides possibility to detailed targeting: income, education, family status, job position, interests, hobbies, behavior. However, it should be noted that consumer behavior on social platforms differs from traditional ones. That is why it is necessary to go deeper and find out how and when buyer persona could use Facebook, what his social activities are, how he interacts with other brands, what motivates him to use Facebook, why he watches videos, what kind of videos he prefers the most, what type of device he uses, at what step of decision journey he is.

Creation of experience strategy

The fourth step in the strategy planning is about creating consumer experience that he gets while interacting with a brand on Facebook. The experience that a company tries to create is based on its overall positioning and on the core message of the campaign. The main idea here is to develop separate messages which in aggregation would communicate the core message, transforming passive audience into active one through interactive approach. The interactive aspect of experience could be perfectly integrated into FVA as it triggers visual sensory dimensions, evokes emotions, includes physical action (comments, shares) and finally, induces cognitive dimension such as curiosity stimulation, for example. In order to create an effective user experience with FVA it is necessary to keep in mind the main objectives that the video has to perform and the characteristics of targeted audience, because this information serves as a foundation for the creation of meaningful and efficacious content. Moreover, the content of the video advertising itself and the way it is delivered have to be creative. The creativity feature is critical as it makes the communicated message more memorable, longer lasting and lets to generate brand community faster [45].

Furthermore, it is important to develop an editorial plan, which is a calendar that allows to schedule corresponding content that will be posted on Facebook. At this step it is necessary define the relevant message that will be delivered to the right audience and at the appropriate time. The biggest advantage of editorial calendar is that it helps to determine the perfect content mix in terms of types of advertising formats in order to enrich the consumer's experience and deliver it in the best way.

Nevertheless, there are several aspects that have to be taken into account when there is a development of brand experience for Facebook users. It is known that Facebook users can differ from users of another social media platforms, that is why it may require to develop particular features of Facebook video advertising. Among those features are tone of voice, title and description of the post to attract the attention, hashtags to generate more conversations about the video and call-to-action buttons that force the interactivity.

Measurement of the results

The final step of Facebook video advertising strategy is the measurement of its results. Obviously, it is necessary to determine Key Performance Indicators. Key performance indicators (KPIs) are metrics that are tied to the company's objectives. Consequently, definition

of KPIs that will be used to assess the results of the social media campaign will depend on the nature of the goals. Those goals are determined from overall marketing strategy, which, in its turn, is derived from global business objectives. Therefore, social media marketing objectives are numerous and they have to be carefully defined in order to identify right KPIs.

The performance of video advertising on Facebook could be measured as well. The KPIs could be grouped according to the main objectives the video can achieve. Thus, the following KPIs are used to assess:

- Brand awareness: impressions, reach (organic, paid, viral), share of voice, web traffic, followers growth;
- Engagement: number of interactions (likes, shares, comments, clicks), engagement rate, number and growth of hashtag that mentions the brand, video views, video watch time, bookmarking;
- Lead generation: click-through-rate (percentage of people who have clicked on call-to-action button, providing the personal data, to get more information)
- Video perception: nature of comments (positive, negative, neutral), growth rate of positive feelings;
- Sales conversions: number of people who bought a product/service on website and who were delivered from Facebook. Obviously, it is almost impossible to measure the offline sales that were motivated by Facebook advertising. However, it is possible to connect the company's website with its Facebook page to track the purchases, adding to charts, Wishlist, payment information. It could be done by a specific analytics tool, which is called Facebook Pixel that allows to assess the effectiveness of advertising by analyzing the actions users take on the website. This type of information is useful also for remarketing, definition of the target audience for the future advertisements [46].
- Financial success: Return on investment (ROI) that measures the financial outcomes and calculates the income that was generated from the investments. As it was mentioned earlier, creation of an effective video implies big expenses that require justification. Consequently, this KPI should be measured and analyzed to understand if such investments are rational and viable.

2.6. Conclusion

This chapter represents the theoretical background and covered the main features of the Facebook video advertising. Hence, it was defined that FVA plays an essential role in social media marketing and is a powerful communication tool that contributes to the achievement of overall marketing objectives. The benefits that it generates to organizations justifies its human, time and financial investments as it brings good results. The broad range of video types and characteristics allows to develop the advertising messages in unique, interactive, innovative and creative way that are attractive for the consumers. Also, Facebook platform facilitates the delivery of video advertising efficiently and effectively, building strong bonds between brands and audience.

Chapter III. Factors influencing consumer engagement with video advertising on Facebook

3.1. Introduction

This chapter refers to the deep investigation of factors influencing the increase of consumer engagement with the video advertising on Facebook platform. This is necessary in order to understand what are the components of video advertising and which of those subcomponents work better for social media network in question. Therefore, the chapter starts with the description of concept of consumer engagement, in general, and on Facebook, in particular. Such theoretical background provides implications regarding the patterns of behavioral responses of engaged user and the way how these responses could be measured. Next section, discusses the influencing factors that relate to advertising content, namely the types of content such as informative, entertaining, interactive, remuneration; and various marketing techniques that are commonly integrated into content in order to stimulate users' engagement responses. Each subcomponent, be it content type or techniques such as storytelling or influencer, are examined profoundly to get a clear picture of their application for Facebook video advertising format. The last section refers to the visual and technical components of video and studies the corresponding factors that generate viewer's attention, satisfaction, interest and finally engagement with the video itself.

3.2. Concept of consumer engagement on Facebook

The function of advertisement on social media differs from traditional medium. In the latter case, the aim of advertising messages is to persuade audience that a particular product is better than the competitors' ones. Traditional advertising aims to convince consumers that the product provides an unique value and is able to satisfy their needs, preferences, resolves problems and so on. The advertising could contain either informative, entertaining or emotional message, but always with the scope to persuade consumers to make a positive assessment of the product and finally buy it.

In contrast, the primary goal of advertising on social media is to establish strong relationships with the consumers. Thus, by launching a social media page, brands try to build, maintain, enhance the bonds with existing or potential fans through making them acquaintance deeper with brands' vision, mission, history, backstage production processes. In other words, a brand does not act as an abstract business entity, but as personality with

its own character, ideas, behavior. When a brand communicates messages to the user, it intends to establish a contact with him/her, so the user engages with the brand through attractive content. That is why, the primary function of social media (SM) advertising is to increase the users' engagement. As with traditional advertising, SM advertising could be informative or entertaining as well, but the content is not so persuasive as on TV, radio, newspaper advertising.

Before analyzing the factors that lead to users' engagement with brands' advertising on social media, it is necessary to understand the concept of engagement itself.

First of all, there is no consensus regarding the concept of engagement as there are many interpretations or definitions depending on the context where it is used. Customer engagement has been greatly studied in the academic field. During the last ten years it was a topic of specific interest and was analyzed by multiple authors in different areas.

One of the broadest definitions of consumer engagement (CE), which could be adopted across vast range of situations, was suggested by Brodie:" Customer engagement is a psychological state that occurs by virtue of interactive, cocreative customer experiences with a focal agent/object (for example, a brand) in focal service relationships. It occurs under a specific set of context dependent conditions generating differing CE levels; and exists as a dynamic, iterative process within service relationships that co-create value. CE plays a central role in a nomological network governing service relationships in which other relational concepts (for example, involvement, loyalty) are antecedents and/or consequences in iterative CE processes. It is a multidimensional concept subject to a context- and/or stakeholder-specific expression of relevant cognitive, emotional and/or behavioral dimensions" [47].

The essential aspect this definition comprises is value of co-creation that differs according to the context. Morgan also has stated that CE can be triggered not only by an organization, but by customer as well and defined this term as "intensity of an individual's participation" with the activities or offerings provided by the company [48]. Likewise, Verhoef argued that the customers' role has changed as they have become more active and participate in activities organized by brands or in those initiated by themselves [49].

Another dimension of CE encapsulated into Brodie's definition is relational concepts. Consumer engagement generates relational concepts such as customer lifetime value, loyalty, satisfaction, involvement, retention and they are considered to be a factor that gives rise to better organizational performance, increases sales and profitability. As noted by V.

Doorn and Sashi, CE goes outside the bounds of simple purchasing act, because nowadays customers are deeply involved with brands [49,50]. For example, consumers who are engaged with a brand and have a relationship with it are more likely to provide positive feedback about their experience, which generates word-of-mouth about the brand. Hence, they could become brand advocates generating value for the brand. Therefore, customer engagement is not static, but instead, is a process of interactions that goes beyond the moment of the purchase [51].

Consumer engagement of Facebook

Concerning social media engagement (SME), there is no common definition as well due to the fact that it differs from platform to platform. However, on the broad sense, SME is a process, where brand's communications and the posted content helps in building connections with the users within online communities and drive reactions and interaction with those posts or brand itself [52]. Schultz and Peltier state that engagement relates to a reciprocal relationship where both parties dispose their time and effort, instead of just a promotional offer to increase sales [53].

Simply put, SME is the interactions between consumer and a brand on a specific social media platform. So, users are engaged with a post/brand on social media when they do something in response to that post.

Similarly, engagement on Facebook means any action an user takes on Facebook page or on a post, in particular.

The Facebook users' engagement is measured in two forms: absolute engagement and engagement rate. The former one includes likes, comments, shares, clicks and new followers, where

- likes are the total amount of times a brand page or post was liked;
- comments are the total amount of comments a post receives;
- shares are the total number of times a post was shared;
- clicks are the total number of a piece of content (image/link/video) was clicked on;
- follows - total amount of new followers obtained through a post.

Consequently, the total engagement with a post is counted as the sum of likes, comments, shares, clicks and new followers. This measurement will be absolute one.

The second form of engagement measurement is engagement rate (ER), which in its turn, has three types.

1. The first type measures engagement on the follower basis:

ER = Total Engagement / Brand's page followers

The results of this formula show the percentage of brand's visiting fans, who got engaged with a post. This type of ER is easy to calculate, however, it does not consider non-followers.

2. The second type takes into account all individuals who have interacted with a post. The formula is the following:

ER = Total Engagement / Reach, where

Reach refers to the number of people who were exposed to the post.

3. The third type of ER is based on the number of times a post was displayed and is calculated as:

ER = Total Engagement / Impressions

It should be takes into consideration that two impressions could refer to the same individual or, in other words, the same user could see the same post twice. That is why, the third type of ER could lead to inconsistent results [54].

Furthermore, it is considered that a good ER is more than 1%; 0,5-0,99% is an average benchmark. If the ER is lower than 0,5%, it means that the majority of the users exposed to the post are not engaged with it. In the latter case, it is necessary to rethink the delivered message and the way it was delivered to make it more attractive to consumers [55].

Moreover, there are indicated two levels of users' engagement on social media. According to Malthouse and Zhang, the lower engagement level is characterized by passive content consumption. Talking particularly about Facebook, such type of engagement is called invisible as user's actions that he/she makes cannot be seen by others. For instance, the user might watch a video, but his Facebook friend will not see that the former one got interested in this content. The second level of engagement is high one, where users participate in different forms of content creation and actively interact with a brand. Again, on Facebook such behavior is called visible engagement - user reacts to the content in an explicit way (liking, sharing, commenting it), so other users can see that [56]. Obviously, brands try to achieve the higher level of users' engagement as it takes more effort to make an additional click to express their "like" or type a comment. In a such way, consumers are more involved with the message they have seen that, in turn, gives possibilities to brands to start making a connection or deepen the relationships with their consumers.

The outcomes of consumer engagement on social media

Brodie states that the consequences of consumer engagement include trust, empowerment, loyalty, satisfaction and commitment towards other brand community's members [57]. He also stated that CE triggers the word-of-mouth behavior, when users intend to provide referrals and recommendations on product, services, brands [58]. As a result, word-of-mouth could increase purchasing actions as users would collect necessary information that is more credible, thus, decrease the doubts regarding the features and benefits of product.

Hoyer noted that the interactions between community members provide value to the companies as they get involved in the product development, which, in turn, enhances product benefits and novelty [59].

What is more, Vivek claimed about positive relationship between CE and share-of-wallet (SOW) [60]. SOW is defined as the percentage of the volume of total transactions between a company and a customer within a year. SOW is used as a measurement of customers' loyalty and it is a significant tool to analyze how and on what consumers prefer spending their money and, hence, marketers, relying on this information, design strategies to motivate consumers to allocate higher share of their expenses on specific products. As a result of such successful strategy, there is a high probability to increase the company's profitability through raised sales.

Additionally, the users' participation in online brand communities favors to long-term reputation and brand recognition.

3.3. Content factors influencing users' engagement with video advertising on Facebook

Video advertising on Facebook is a powerful tool used to increase consumer engagement. However, there are many aspects that has to be taken into consideration and many decisions have to be made in order to create an indeed effective video: choice of content type (interactive, informative, entertaining, remuneration), implementation of various techniques (storytelling, emotional appeal, tone of voice), collaboration with influencer and post's title, description, hashtags and call-to-action options. All these factors influence on the degree at which finally a consumer will be engaged with video advertising on Facebook.

3.3.1. Interactive content

Interactivity is defined as "the degree to which two or more communication parties can act on each other, on the communication medium, on the message and the degree at which such influences are synchronized" [61].

It is considered that high level of interactivity provides essential benefit to engagement increase as it facilitates the communication process, improves consumer experience with the content and reduces effort and time for finding out necessary information [62]. Additionally, high interactivity of website or brand page could be associated with high sociability, which in turn, creates the sense of connectedness. The feeling of being connected to others enhances the users' experience with the brand [63]. And this experience leads further to positive attitude towards a brand, satisfaction and involvement [64].

Goldfarb and Tucker state that interactivity is about two-way communication, so asking users a question, for example, they will be more engaged with the post through answering that question in the comments [65]. In theory, the best way to make somebody to talk to you is to ask him/her a question. Moreover, this tool benefits to gathering information/data about fans that is necessary for establishing deeper relationships with them. Additionally, the information captured from users' answers helps in better understanding of their preferences, needs, problems, which further could be used in product improvements and developments.

Furthermore, it is important to reply the comments of fans. This shows that the brand is engaged with its consumers and cares about each of them, thus giving people the reason to comment posts. It is better to answer all types of comment, be it negative, positive, simple answers to question, so people will know that they are heard and their opinion is valued. When a brand replies a fan's comment, the latter feels that he/she is chatting with someone real, so there is a perception of personal touch. As a consequence, the relationships between a brand and a follower are strengthening and consumers become more loyal to brands.

Another tool that Facebook provides to increase engagement is Call-To-Action buttons (CTA). CTA attracts users to make actions with the post, thus strengthening the experience they get while interacting with brand. In other words, it makes people to take physical actions, so that the probability they remember the delivered message is higher. There are different types of CTA buttons available on Facebook such as: "Sign Up", "Shop Now", "Contact Us", "Apply Now", "Learn more", "Download". Which one has to be added depends on the type of video content and the type of the objectives the advertising tries to accomplish.

For example, Garnier brand that produces beauty products, has published a short video, which advertises new hair care products. This video is accompanied with "Learn more" CTA button that leads to official site, where followers can get detailed information about new product's features and benefits.

Fig.3. Screenshot of Garnier's video advertising on Facebook [66].

3.3.2. Informative content

Social media posts are considered to be informative when they comprise information about a company, its brands, products, prices [67]. So, one of the most significant reasons consumers subscribe to a brand's page is their willingness to get more information about it [68]. Thus, the study of Taylor, Lewin and Strutton showed that informative content on social media is more attractive to consumers. If fans are provided with valuable and useful information, they will keep staying subscribed to the brand's page [69]. This idea was stated by Maddox as well, who claimed that actually one of the most important reasons people use Internet is the need for information [70]; and the motivation of consumers to participate in online brand communities is explained by their desire to know more about a brand [71]. For instance, M&M'S brand posts "How-to" videos that describe in a brief way how their candies could be used in cooking unusual and tasty dishes. In a such way, the brand shows its consumers that the product has other modes of use and that it can provide additional benefits that were not known before by consumers.

Fig.4. Screenshot of M&M'S video advertising on Facebook [72].

Additionally, De Vries concluded that a post which contains a product description or dates of new releases motivates people to interact with such type of information and the probability that a consumer will buy this product is higher [7].

Davis also suggests that social networks are used by consumers to resolve some kind of problems when other communication medium are not able to help with that [65]. Also, it is worth to be mentioned that consumers are more attracted to the information gained directly from a brand or from other users who provide relevant information on the pages of a brand. Hence, sharing opinions, reviews, ideas is considered as a way of knowledge exchange [73].

3.3.3. Entertaining content

The research of Vries, Gensler and Leeflang showed that informative posts get less likes than a post which contains entertaining elements [7]. Raney also suggests that entertaining content is perceived by users more positively, so they are more likely to return to website or brand page [4]. Moreover, Taylor also noted that entertaining content creates positive attitudes towards advertising [3]. It happens because consumers do not see such advertising as persuasive one (which is perceived as boring and sometimes annoying for users). On the contrary, the message that describes product's benefits and advantages in a humorous way, for example, could be delivered and perceived as well, or even better, as the informative message. In other words, entertaining aspects would have positive spillover effect on persuasive implied message as consumers get more tolerate to advertising. A good example is of Fiat brand that created a commercial, which advertised new Fiat 500 S model. At the beginning of the video there are several Fiat experts who are testing the car in a very strange manner, namely, slamming the car door, kicking the wheels and hitting the motor hood with woman bag. The second scene of the video shows an Italian woman, who has just fallen out

with her boyfriend in the car and after getting out of the car, she slams the door, kicks the wheel and hits the motor hood of Fiat 500 S. Then, a claim appears: "The new 500 S- tested for bad boys" [74]. This entertaining commercial contains such strong tool as humor that does not make viewers perceive it as actual advertising, but still describing resisting features of new Fiat car and making consumers to remember the model and the video ad, in particular.

Moreover, Nelson states that a consumer, being entertained, is plunged into sensories, that is why, he/she is more likely to spend more time with brand message [75].

The attractiveness of entertaining content for consumers could be explained by their needs for escapism, hedonistic pleasure, aesthetic enjoyment and emotional release [76]. The same implications are appropriate for social network sites as well. The studies of Urista and Kee show that the entertaining content is one of the strongest motives for social media usage [77,78]. Mafe also added that entertaining is one of the important factors that motivated users for digital activities [79].

What is more, the research of Vries, Gensler's and Leeflang related to the popularity of Facebook branded posts shows that entertaining elements make users to consume the content and/or engage with the brand itself [7]. Sabate also concluded that such type of content increases the number of likes [80].

3.3.4. Remuneration content

Brands commonly refer to monetary incentives such as loyalty points, sweepstakes and price promotions to increase engagement level in their online communities. At the same time, brands provide their consumers with free samples of products and prizes on Facebook pages as rewards for their active engaging behavior [81]. For example, such brand as Pocket Coffee raffles a power bank among followers, who has to write their favorable phrase in comments. Obviously, users get engaged easily and with pleasure, because the "task" is simple and the prize is attractive.

Fig.5. Screenshot of remuneration video advertising of Pocket Coffee brand on Facebook page [82].

Moreover, firms think that rewarded and engaged consumers will be more predisposed towards advertising messages and offers. The positive attitude towards monetary incentives is explained by the users' opportunity to get some benefits, for example, by saving money or obtaining a product at no cost. The important fact to be mentioned is that remuneration content tends to become viral and, hence, visible to other users that, in turn, results in spreading of brand's message.

3.3.5. Storytelling technique

Storytelling is a two-way communication either in written or oral form, between someone who is telling a story and others who are listening to it. In marketing storytelling is an essential tool, which provides an unique way to a brand to communicate with audiences and at the same time to build strong relationships with them. The stories could be about a company, its employees, other stakeholders, products and services. So, storytelling refers to the process of creating and sharing stories about a brand. A good story makes a brand more human and helps in attracting people's attention and retain it. As a result, it leads to consumers' attention and increases their loyalty towards a brand. So, one of the main functions of storytelling is brand humanization. When targeted customers, for example, watch a video that tells a story, they find that they are similar to characters who have the same problems and want the same solutions. Hence, consumers, watching others using a product/service, start to believe that a brand is a good choice.

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These beliefs also appear due to the fact that stories create a particular consumer's experience with a product. It means that instead of particularization of product's advantages and features, storytelling shows the way how consumers could benefit from using this product. That is why, the strength of storytelling is that it does not persuade consumers to buy a product, but demonstrates in a delicate way why he/she needs that product. Red Bull, for example, does not sell an energy drink in their advertising, they show the spirit of extreme sport, competitiveness and live style of rock star. It is to say that such communication technique as storytelling focuses on brand's image and positioning. Obviously, each brand tends to create its own unique selling proposition to be differentiated and distinct, however, in the world of so many products, it is difficult for a consumer to remember a brand in terms of its functional, physical and aesthetic characteristics. They might be felt as similar without so much difference. Storytelling is what makes a brand unique and memorable.

A great example of commercial advertising that encapsulates storytelling technique was developed by diaper brand Huggies. They knew that in order to overcome their main competitor Pampers (who was a market leader and had 100% of contracts with Canadian hospitals) they needed to offer an emotional reason for pregnant women to buy Huggies diaper before they give birth to their child. The decision regarding the emotional trigger was related on their own name: hugs.

Basing on more than 600 scientific studies, Huggies managed to prove that hugs help "stabilize babies vital signs, build immune system, ward off illness and improve brain development" [83]. In a such way, through telling a story, they educated mothers about the role and importance of body contact with their babies. This storytelling helped Huggies to increase sales by 30% and engagement rate by 300% higher than industry average benchmark [84].

Fig.6. The screenshot of the Huggies commercial [83].

3.3.6. Technique of emotional appeal

It is known that carbonized soft drinks are not good for humans' lives, however, advertising of Coca Cola, for example, does not refer to calories, fat and dangerous consequences such as diabetes. Instead, it points out youth, energy and nice lifestyle or, in other words, advertising tends to evoke consumers' emotions that help in building positive attitude towards a particular product or a brand.

In fact, the majority of people's decisions are made without preliminary pure rational cognitive process, but relying on their feelings. As the result, emotional advertising is more effective in comparison with information-based advertising in terms of sales, customers' loyalty and their engagement. Barger also states that emotions are considered to be antecedents of consumers engagement and the results of case study performed by Quilliam prove that positive emotional tone of advertising messages triggers more likes on social media than neutral or negative tone does [85,86].

As the critical role of emotions in brand's marketing activities was recognized, emotional marketing emerged as a distinct field of study. It is defined as a process of determining a person's emotional and behavioral patterns of response and connecting them through marketing activities [87]. It is considered that the primary functions of emotions are to make the audience notice an advertising, remember, share it and finally to create a desire to purchase the product or service. Emotional marketing commonly applies a singular emotion like happiness, sadness, fear or surprise and anger or disgust. According to findings of Institute of Neuroscience and Psychology, all human emotions are based on those 4 types of feelings indicated above [88].

These feeling are applicated in video advertising in the following way:

Happiness. Happiness is the most used emotion in video advertising as it is the easiest way to demonstrate how much pleasure and satisfaction a product can bring to a customer. So, when something makes a person feel happy, he/she wants to continue feeling this emotion [89]. The result of Buzzsumo analysis showed that the videos that contain awe, laughter and amusement were the most shared among social media users [90].

Sadness. Sadness is a feeling which people usually try to avoid. Marketers evoke sad emotions to make consumers act. In majority of cases, it is about showing a problem, describing how sad and bad it is. Then a solution to this problem is provided, so there is a shift from sadness to happiness. Moreover. P. Zak performed a research, where he investigated the influence of storytelling on human's brain. The results showed that the

feeling of sadness causes the brain to release such neurochemicals as cortisol and oxytocin. The first one, also called "stress hormone" make people pay attention to a story, whereas the oxytocin creates connection and compel people to feel empathy. As a result, consumers get more engaged with the advertising [91].

Anger and disgust. The emotion of anger is used by brand to recall consumers about their disappointments and frustrations that have happened in their lives and which make them angry. So, advertising evokes such negative feelings to further temper it, thus, showing how a product can resolve consumer's problem. Disgust as well as anger refers to making consumers to feel bad about themselves in order to sell medical products, for example, or health services.

Fear and surprise. Fear is a feeling from which human being is biologically forced to escape, and instinctive reflexes tell him/her to take necessary actions. In marketing it means drawing a bright picture of threat and then determining the course of actions to eliminate it. For instance, insurance companies often evoke feeling of fear to sell their services. For sure, if a consumer sees that he can lose his house because of fire accident, he will get scared of such unpleasant circumstances that could happen to him as well. Hence, brand shows the consumers that by taking out insurance on their house, they will be in safety. What is also interesting, the feeling of losing something can trigger fear in sales promotions as well. Actually, this is one of the principles that works best to persuade consumers [92]. For example, an advertising message that includes time limitation and urgency undertone makes people to be afraid of missing the opportunity if they do not take corresponding action as quickly as it is possible. Surprise is a gap between person's expectations and reality, hence when people's expectations do not match with the reality, they get surprised. Surprise is a good tool in capturing viewer's attention, so they remain engaged during all advertising play; and if the surprise was strong, they would better remember the delivered message.

As an example of video advertising that used a strong emotional hook is of German supermarket company, Edeka. In the beginning, the video shows a grandfather who unsuccessfully tries to get his children and grandchildren together for Christmas Eve. Every year he is alone at this holiday because his family is too busy to visit him. So, he decides to fake his own death to make his family finally to come together. The video ends with the scene, where all children arrive home and, surprisingly, the grandfather appears, saying: "How else could I have brought you all together? Mhm?". This video triggers such emotion as sadness that further transforms into pleasant surprise and then to happiness. The viewers of this

advertising felt those emotions so much that the video got viral and was shared across Internet 2.3 million times just in a week [93].

Fig.7. Screenshots of Edeka's video advertising [94].

3.3.7. Tone of voice in online video advertising

As it is known one of the main advantages of video tool in marketing is that it evokes emotions which play an essential role in building strong relationships between a brand and a consumer. Tone of brand's voice serves as the base for triggering emotions and creating specific consumers' attitudes towards a brand. Tone of voice means how a company speaks with its audience when delivering a message to it. The kind of the emotions that a consumer will feel while watching a video, depends on the kind of tone that is delivered together with the communication message.

The tone that is going to be used in video content is chosen according to several factors. One of them is the voice of a brand. The style of content writing, used words, the combination of the words-all of them create an implicit sense of the conveyed message, which, in its turn, describes the personality of the brand. Obviously, the brand's voice is considered a constant parameter that does not change over the time, so the consumers could easily recognize a company or a product and differentiate it from the competitors. However, the tone of voice could change depending on what a brand wants to communicate, what kind of emotions consumers has to feel, how the message will be perceived in the most effective way and so on.

Another variable that influences on the choice of tone is the type of the product. Sometimes consumers already have some expectations regarding the product characteristics, which include emotional aspects as well. For example, a bank explaining in video the differences between types of deposits and their unique benefits, should speak in

serious tone that raises perceptions that the bank is professional and could be trusted. In contrast, if the information is delivered in childish manner, the likelihood that the audience will rely on the bank services is low.

Another factor that should be taken into account is the target. The target characteristics such as age, interests, problems they have, are important to be analyzed to deliver the message in the most effective way. For example, the age of the target influences on the language to be used. If it is a young consumer, there is possibility to use even slang to build a bond with them, demonstrating that the brand is in trend and on the same wavelength with its audience.

The last variable is the channel. The message to be comprehended in the right way, has to be consistent with the overall context in which the message is displayed. For example, Facebook is social media platform where users communicate in light, friendly and informal manner. Consequently, the messages that are communicated to Facebook users have to be friendly, conversational, interactive and respectful. Facebook suggests that the tone should be simple, straightforward and human, so the same as when a person speaks to another one [69].

Finally, it is important to match the tone of the message with content type discussed above, so all the components of the video are coherent. Also, while developing a content for the video, the brand's voice and tone should be taken into consideration. In other words, content type and tone of voice are interdependent and should be carefully analyzed and matched before developing marketing campaign and online video advertising, in particular.

A perfect example of using relevant tone of voice is provided by Old Spice brand, which produces skin care products for men. The brand appeared on the markets almost 90 years ago and at the beginning of 2000's it was not a very popular brand among young generations and more associated with older people. So, in 2010 there was rebranding that changed brand's positioning and tone of voice, in particular. Now they were targeting young generation of consumers, positioning themselves not from aggressive and sporty angle (as most of their competitors do), but from sextractive and humor prospective. So, the tone of voice of Old Spice can be associated with young, confident, strong and funny man. Obviously, such tone is attractive for male consumers and let Old Spice to become one of the top brands when it comes to male grooming products. What is more, the brand successfully uses this

tone of voice strategy on Facebook, because it perceived as friendly, funny and non-intrusive, which is appropriate look for this social media platform.

Fig.8. Screenshot of Old Spice's video advertising on Facebook page [95].

3.3.8. Title, description, hashtags and emojis in Facebook posts

It is worth to note that there is one more part of content that is included in a post and that is - title and description. When a video is posted on Facebook, it is necessary to add a title and description.

Title is an instrument that helps to persuade user to view the content. Obviously, it does not add any value to the content itself, however, it impacts on people's decision whether to click on the video or not. To make a title eye catching different types of hooks are used such as humor, research, contrary, resource or giveaway. As it was mentioned earlier, the tone of voice used in Facebook advertising has to be friendly, that is why, the title should be written in the same manner, i.e. in conversational one. Moreover, the title should be short, up to 10 words, as users do not want spend much time on reading it.

An example of good and bad titles can be provided of noncommercial company, which name is Philippines Travel Site. As presented in Fig.9., the video describes several most famous tourist places in Samal Island. The title of the video is: "Top 10 Tourist Destinations in Samal Island". This title can be considered as a good one, because it is attractive for users in terms of the usefulness of information it implies. So, first of all, the title is short, it is easy and fast to read and, at the same time, it sends the full sense of the message. Secondly, the word "top" is attractive by itself as it makes people think that they are going to get fresh information that describes the best experience they might have. Thirdly, the number "10" implicitly tells that the amount of information is not too big and not too short, so users will

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not spend much time on watching the video, while also receive enough amount of advices to think about. Then, the title implies the audience to whom the video can be interesting and useful - "tourist destination", thus catching the attention of targeted users. Finally, the destination by itself "Samal Island" is attractive as it is not so famous among tourists, thus, the title implicates that there is new information in the video. Moreover, the title itself is easy to remember and in case of necessity it will be easy to find on Facebook.

The bad example if title is presented of the same company. As presented in Fig.10., the video tells about rules that tourists have to follow when passing the immigration e-gates. The problem with the title is that it is too long, namely it includes more than 20 words, while it is suggested maximum 10. Moreover, they also translated the title in their native language, which is long as well. As the result, it seems that the post includes too much text that makes users to skip the advertising despite it provides useful information. The title can be rewritten in the following way: "Be aware of rules to pass new immigration e-gates in Philippines". Thus, it will be short, comprising the main message and catching the attention with the first words "be aware".

Fig.9. Example of good title on Facebook of FVA [96].　　Fig.10. Example of bad title of FVA [97].
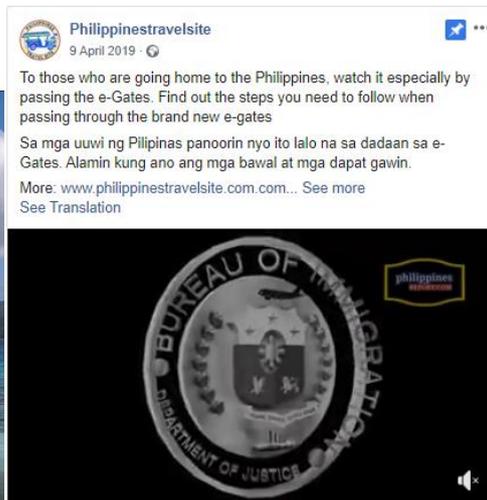
Description as the title also could force users to watch the video. Of course, the description depends on the message of the advertising, but the always rule is to keep it short (up to 40 characters) and friendly written. Also, it has to highlight the main sense of the video, however, at the same time, it has to create curiosity and desire to watch it. Nevertheless, description could be used in SEM, where the URL of the Facebook video will be shown in the search engine lists. In this case, it is important to use SEO techniques, for example, include in

the post description the keywords that people would write in search query when they are looking for the corresponding information.

The post description could be accompanied with hashtags, which are specific words or phrase that identify messages on a particular topic. When users click on it or search for it, they see results that include that hashtag, so they can find out more about topics of their interest. The hashtags aim at the increase of reach and engagement, using tags in a trending topic, for example. Also, a hashtag could amplify the brand and promote a new product, for instance, by including a specific product name. It is recommended to use maximum 1-2 hashtags in order to avoid overuse, keep them simple and short.

As one of the most attractive posts is one that evokes emotions, it is suggested to use emojis in description section. They help to express in a better way the tone of the message and of brand itself. In most cases the brand would be perceived as a friendly one that, in turn, creates the willingness of users to connect with it.

Additionally, emojis contribute to the vividness of the post as they pad a plain text with colors, animation which catch users' attention and make a message more memorable.

3.3.9. Influencer

Influencers are very strong tool in boosting engagement of the existing fans and attracting new ones. They play a role of "mutual connectors" who build relationships between a brand and its consumers. Hence, influencer marketing is defined as a process of finding and activation of an individual who could influence targeted audience on a specific social media network, thus, being a part of a campaign to reach that audience, engage it and increase sales of promoted product/service [98].

According to statistics, influencers are indeed an effective tool in sales increase. The research results state that for every $1 spent on influencer marketing, businesses are making $7.65 in earned media value [99].

$7.65
The Average Earned Media Value
per $1 spent on Influencer Marketing
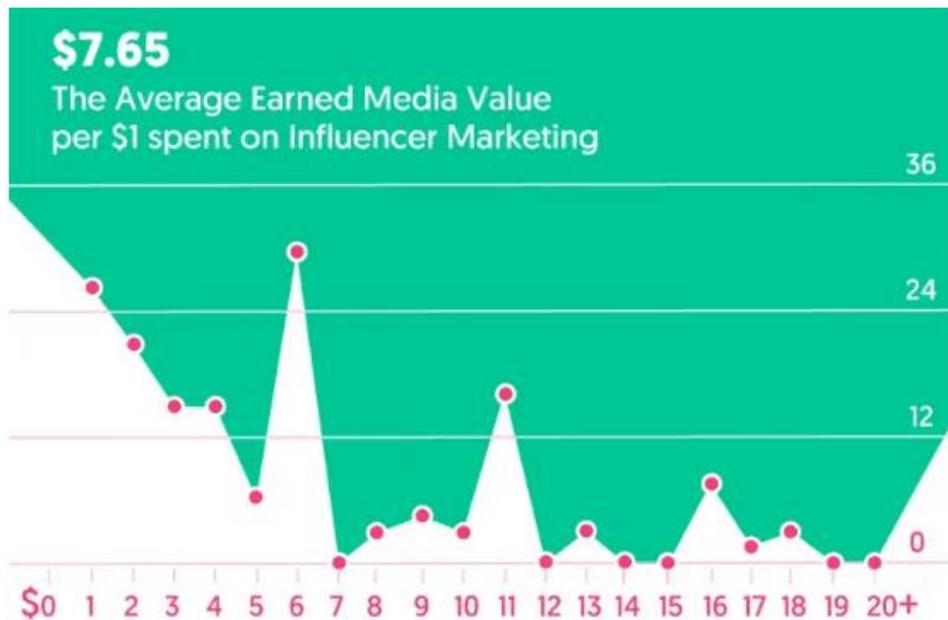
Fig.11. Budget and ROI for influencer marketing, 2019 [99].

The reason why influencers are good communication tool is that consumers trust them and perceive the information provided by them as credible. It also should be noted that there is a shift from celebrity influencers to opinion leaders who are also called influencers. Celebrities still play a significant role in marketing campaigns, however, nowadays, especially with the increase of social media usage, consumers tend to react more positively to honest opinions [100].

Moreover, celebrities are more likely to reach greater audience, however, if the latter is not interested in a product, the results would not be effective enough. On the contrary, opinion leaders reach smaller group of people, but the effect would be greater, because this group is more targeted and it means that people are more interested in products, thus, more engaged with the content.

Consumers believe opinion leader at greater extent as they are perceived as experts in the discussing topic, who is able to assess the product in an objective way, specifying real benefits, disadvantages and recommendations.

As presented in Fig. 12. 62% of young consumers, for example, think that influencers are honest about their beliefs and opinions, while 57 % feel that they are knowledgeable about the topics under discussion [101].
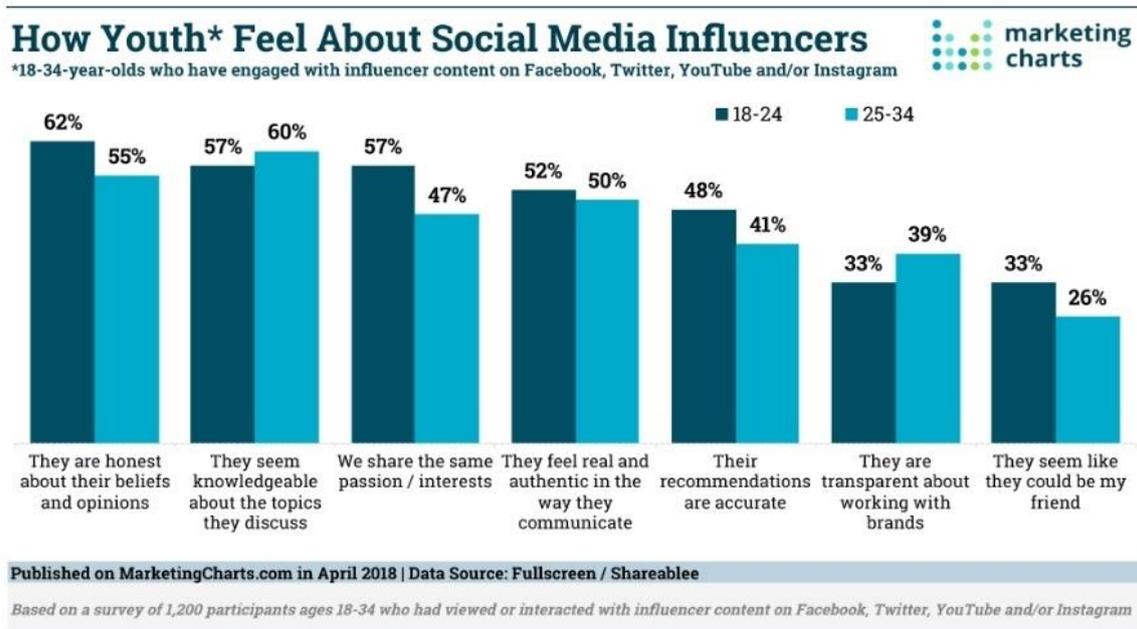
Fig. 12. How Youth Feel About Social Media Influencers [101].

3.4. Visual and technical factors influencing users' engagement with video advertising on Facebook

The vividness of the video advertising plays a great role in increasing consumer engagement. According to the research of Vries, Gensler and Leeflang, vividness of the post positively impacts on the number of likes [7]. Additionally, Sabate and Canabate suppose that the higher degree of vividness could be achieved by multiple bright colors and dynamic animation, which attract and retain users' attention, thus, increasing their engagement with the content [80]. Vividness related to the extent at which a post brings out users' emotions by triggering their different senses [102].

Vividness includes two dimensions: breadth and depth of the content. Breadth regards the quantity of various senses the content contains, such as graphics and colors, whereas depth is about the quality of content presentation. Consequently, video advertising would be effective in case, where both content and visual and technical characteristics are created properly.

For instance, Fig.13. shows an example of warning labels from five different levels created by tobacco company, demonstrating how the look package is changing from no vividness up to high vividness. The first package has very low vividness, where the warning message is written on the left side with small print. The next level is characterized by the presence of testimonial image of a sick person, who is under treatment. The third package additionally includes the identifying statement such as "Terrie: died from cancer at age 53". The forth

example of package shows also testimonial statement: "Smoking kills half of all lifetime smokers. Terrie died from cancer caused by smoking. Terrie had some advice for other smokers: Please quit… I don't want anyone to have to go through what I went through". This is to make the warn more concrete, thus, manipulating the smokers emotionally. Finally, last packageincludes the tobacco companies' claim, advising consumers quit smoking. Thus, the last example of package is high vivid as it contains effective visual and content characteristics [103].

Fig. 13. Manipulating the vividness level of warning labels from low vividness to high vividness [103].

So, among visual and technical factors that increase consumer engagement with video advertising on Facebook are: the visual composition of video, presence of music, the quality of sound, sound off technique, used colors, video length, requirements of video placement.

3.4.1. Music

Music plays an essential role in video advertising. Its primary function is to evoke specific emotions that a viewer is supposed to feel. In other words, the music enhances the advertising effect on consumers, thus, creating a relationship with the brand.

An important aspect is the choice of the appropriate music for an advertising message. It has to be consistent with the latter and has contribute to consumer's perception of the message in the way as it was planned by a brand [104]. For example, Audi brand has created a commercial to promote RS7 car model. The first part of the video was accompanied with

sad quiet music to show the feeling the main character was experiencing: loneliness, depression, desperation. In the second part of the commercial, the character "came back to life" when he saw Audi RS7, it "completed him" [105]. In this part the music plays louder, it is emotionally inspirational and lighter, it makes smile. Hence, this music stresses the point that the character is happy now, he finally found the thing that makes him enjoy the life. This example infers that the music creates a story, offering indirect indication to a viewer that a particular moment in the storyline is important.

It should be noted that music also helps to create consumers' perception of a brand. For instance, famous Italian brand San Marco Colorificio, which manufactures and distributes paints and varnishes for the professional building industry, uses classical music in its advertising videos. Such music is associated with art, enduring value, quality, nobility, delicate taste. These associations further are projected on the brand itself. Thus, music contributes to brand's positioning in consumers' minds and in creating a preferable image.

What is more, music helps to grasp viewers' attention and retain them for more time. As the consequence, the viewer receives more information and remember it. Besides, there is a major factor that impacts on the level of attention and memory, which is personal significance. It seems obvious that a commercial, containing the music, which a consumer likes, would takes his attention much easier. Also, popular music contributes to the commercial to be views and remembered [106].

3.4.2. Quality of sound

Usually a video contains two components: picture and sound. Obviously, the quality of both are essential for overall quality of video. However, it should be noted that quality of audio is much more important than the visual component of the video. A good quality of the sound is able to support the viewer's attention and interest, even if the picture of the video is not absolutely perfect. This issue could be explained by the fact that there is no connection between viewer and what he/she is watching/listening if the sound is bad. Also, bad sound can create a negative spillover on picture component. In other words, people not being satisfied with the audio are less likely to be pleased with visuals, so the attitude towards the whole video generally could become negative.

Furthermore, a very interesting point is that the quality of audio impacts whether a listener believes what he/she hears. The experiment of USC and Australian National University led to the conclusion that when it is difficult for people to process information, it is seemed as less credible. [107]

One of the most important criteria that impacts on sound quality is its balance. The volume of sound during the video play must not "jump" up or down, thus making viewers regulate the volume all the time. Otherwise, they get scared if the volume is suddenly too loud or will get annoyed if they cannot hear the information well enough. Hence, the sound volume should be balanced and play steadily throughout all video duration.

Moreover, the sound has to be clear. It means that there should not be any background noise that would distract viewers' attention. It is necessary to make sure that they will hear only the "wanted" sounds.

What is more, great percentage of video are watched with headphones, consequently, it is better to keep the master volume below 6 dp to make it appropriate for listening the video with this device [108].

3.4.3. Sound off

According to statistics 85% of Facebook videos are watched without sound [109]. Being in the public transport, on the street, at work, people sometimes cannot turn on the sound and they are not likely to save the video in their bookmark, for example, to play it later. That is why, in case if the video's main storytelling tool is voice-over, it is necessary to replace it with captions. In a such way, the consumer will not be "lost", but exposed to the message. It should be noted that the text size has to be visible enough so as the viewers do not strain eyes while reading it. At the same time, the text does not have to be too large so not to distract attention from the main part of the screen. Another point is the pace at which the subtitles are displayed. The people's average reading speed is about 200-250 words per minute [110]. This fact should be taken into consideration to make it possible for a viewer to read all information carefully and without any hurry.

3.4.4. Visual composition

When a video is produced the creator tries to instill it with attractive ideas, creativity and message that would be comprehended by viewers as the creator expected it to be. The composition of the video is essential and the video layout plays a significant role in visual communication result. Framing refers to the video composition and relates to how a layout is framed. The choice of framing impacts on the way how viewers interpret the video by including specific aspects and elements and excluding others. Due to the fact that man's eye is able to look only one way at a time, he can focus his attention only on one main area at a moment, whereas the background of video layout becomes less important. Jamieson states

that when a video is free from "visual noise", the man's eye focuses on the main object of a layout rather than his concentration being attracted by various things. What is more, the watcher gets increasingly mindful of what he sees and why. On the contrary when a layout contains too much irrelevant objects and background noise, the person perceives such "image" to be more natural and imitating the real life and surrounding context. [111]

Besides Jamieson's implications there are many techniques that are used in video and image framing such as negative space, rule of odds, lines and shapes of subjects. These techniques are described below.

Lines

Lines perform many functions in visual composition. They can dispart the composition, direct the viewers' eye, delineate shapes, make a message to be felt and interpreted by the viewer. There are 5 types of lines and each of them has a visual impact on a person.

- Vertical lines used in video create the perception of boldness, power and solidity.
- Horizontal lines also indicate stability, but much calmer. They also arouse the feeling of balance, harmony and in some cases ending of something.

Fig.14. Example of vertical and horizontal lines technique [112].

- Diagonal lines create a strong feel and, at the same time, emphasizes energy and motion. Mixing diagonal lines with horizontal and/or vertical ones can generate a nice combination of dynamics and power.

Fig.15. Example of diagonal lines technique [113].

- Organic lines are often associated on subconscious level with nature. They create feelings of chaos, complexity and beauty. For instance, lines that are similar to lightning have an angular feature and are perceived as intense ones. On the contrary, lines which suggest grass or wheat fields produce a sense of calming beauty.

Fig.16. Example of organic lines technique [114].

- Implied lines don't exist as a line itself at all and cannot be presented visually. They are formed with directional elements such as shape or hand gesture. It is very difficult to create such type of line, but it is done correctly, the visual composition of the video will be very high.

Fig.17. Example of implied lines technique [115].

Shapes

- Scale technique

  It helps to attract attention or give a sense of size to something which is not noticeable or obvious.

Fig.18. Example of scale technique [116].

- Fragmentation technique

  This approach is about dividing a subject into part. This could be done by putting another subject in front of the main one or by literally dividing a subject physically. This technique is used in order to create relationship between two subjects or particular parts of a subject.

Fig.19. Example of fragmentation technique [117].

- Focus and blurring technique

  It focusses attention on particular subject and applies importance to them. If this technique is used carefully, it can generate a great interest in what is communicated visually.

  Blurring subjects or in other words, showing subjects out of focus gives them abstraction features. If a subject is blurred a little bit, it can produce a feeling of nostalgia; if there is an extreme blurring, the shapes of subjects will turn into a plain texture.

Fig.20. Example of focus and blurring technique [118].

- Lighting technique

  It works in the similar way as focus and blur. Thus, lightning can emphasize a subject that is bright lit and, vice versa, bring less attention to it if it is under and over lit.

Fig.21. Example of Lighting technique [119].

- Metaphor technique

  This technique is difficult to apply, but if used right it would be one of the effective way of visual communication. It is about making a subject look like something else either implied or substituted.

Fig.22. Example of metaphor technique [120].

- Implied shape technique

  It states that a shape could be presented without actually being presented. This could be done by applying negative space technique and /or using another subject to create a shape of intended one.
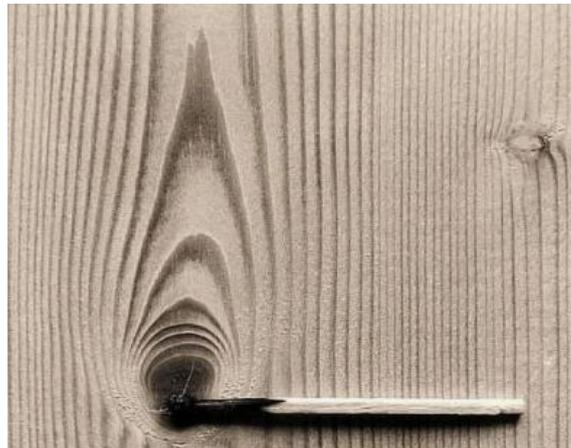
Fig.23. Example of implied shape technique [121].

- Cropping technique

  It could be performed with the whole composition or "blocking a subject up" by other elements. Thus, a part of a subject of composition cannot be seen by a viewer. However, he/she still can assume the information which is not shown. It creates more interest in analyzing a composition rather than showing viewer too much. Missing information arise mystery and uncertainty.

Fig.24. Example of cropping technique [120].

Other techniques

- Negative space technique

  This technique is characterized by the usage of elements that have small effect or impact on the total composition in order to contrast the necessary subject. This could be done through applying flat color or an area of low contrast, low texture, subtle gradient. This technique helps to make a balance between high and low impact of elements in the composition, so to highlight the subject and provide to a viewer with calming feeling of well.
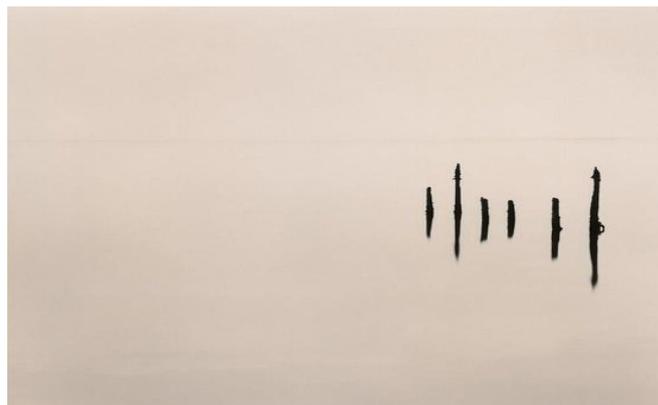
Fig. 25. Example of Negative space technique [122].

- Simplification technique

  Simplification prunes down a composition to only significant elements that are the most important for visual statement. The main idea here is to reduce impact of irrelevant and extraneous subjects.
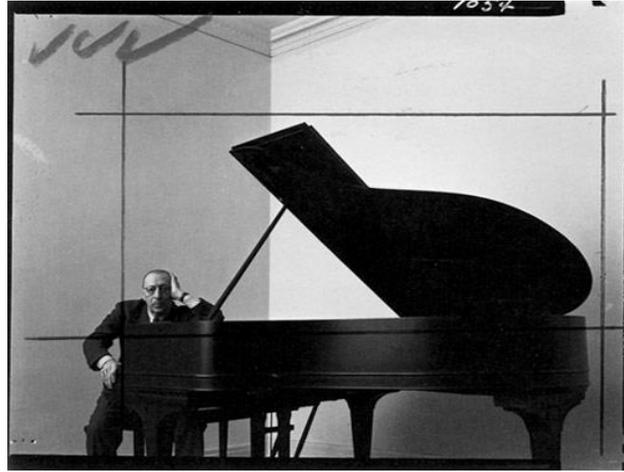
Fig. 26. Example of Simplification technique [123].

- Rule of Odds

    The rule of odds is about surrounding the main subject with two other objects. It is supposed that the odd quantity of subjects creates a visual balance and harmony, whereas even quantity of subjects is subconsciously associated with competition. It should be mentioned that the number of odds higher than three create much more density that a viewer is able to perceive, that is why the effect of balance might disappear. In a such way, the subjects could be divided into groups of three, thus, forming coherence in the composition.

Fig. 27. Example of Rule of Odds [124].

- Rule of Thirds

    The rule of thirds states how the subjects should be positioned on the screen to gain consumers' attention on them. So, the screen has to be divided into thirds both horizontally and vertically. The parts where the lines get crossed are called points

of interest. So, in total, there are four points at which subjects could be placed in the most effective way.
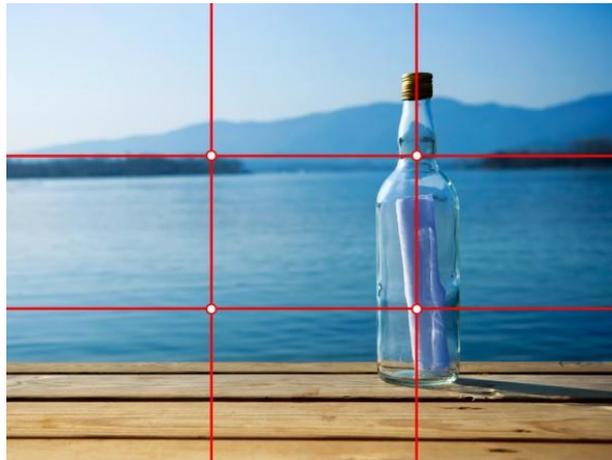
Fig. 28. Example of Rule of Thirds [125].

- Rule of Space

  This rule suggests creating a sense of motion, activity or finality of a composition. The rule implies negative space technique, where such space is related to the main subject. For example, placing a negative space in front of a motorcycle, which is driving across the desert, creates a sense of direction towards that negative space [126].

Fig. 29. Example of Rule of Space [127].

3.4.5. Colors

Colors are the way of nonverbal communication and are used in marketing to affect consumers' moods and evoke specific feelings. Moreover, colors are commonly used to focus people's attention on particular item, that is why, call-to-action buttons on websites, for

example, are "pointed" in bright colors such as red to make users to act. An interesting fact is that colors also affects the way how a person perceive objects and at the same time, it increases his ability to recall certain objects. Consequently, brand typically apply particular colors to build direct associations so consumers immediately recall a brand. This does not only refer to brand's elements such as name and logo, but to the content it publishes on social media platforms, in particular. Brands' colors should be used in images and video that are posted to keep consistency and create instantaneous connection with the brand. For example, almost each post of Pepsi brand on Instagram has red and blue colors to create the connection of users even if the logo is not seen at once.

It should be noted that brands apply particular colors not only for generating direct link in consumers' minds: color-brand name, but also to communicate implicitly to consumers about its personality, thus, creating brand's image.

So, generally, every color performs certain functions in marketing. For example,

- Red color forms an association with motion, passion, incitement. It is the most intense color and works best in evoking consumer's response [128]. It also stimulates appetite, hence is often used by fast food companies. At the same time this color creates sense of urgency, so it could be a good marketing tool in clearance sales [129].

- Blue color is related with harmony, water, peace, stability, reliability and strength. Moreover, it provides a feeling of security, reduces appetite and increases productivity. Blue color is commonly used by long-term brands who aim at supporting trust in their products and services [129].

- Green is associated with health, nature, peace and force. Usually this color is used to make people relax and leads them to decisiveness as well [129].

- Purple color generates associations with wisdom, respect, greatness and luxury. Moreover, it adds creativity to advertising messages [128]. An interesting point is that purple color works nice for beauty and anti-aging products.

- Yellow color makes people feel optimistic and happy. That is why, this color could be used in inspirational advertising content, supporting the consumers to reach their goals. However, if yellow is too bright it could create a sense of warning [128].

A good example of yellow color appliance if of Amazon's video advertising, where it presented the new service Prime Now, which lets consumers to receive online bought products as soon as possible. They used yellow as a highlight color to make viewers feel cheerful of the fact that Amazon can make the deliver only in 2 hours for their Prime customers. Due to the fact that this is something a buyer can benefit from, an optimistic feature is induced because of the yellow in captions and transitions in the video [130].

Fig.30. The screenshot of Amazon's video advertising [130].

- Orange as well as yellow is considered to be a warm color, which is associated with cheerfulness, confidence and creates enthusiastic atmosphere. It is no so intensive as red color, but anyway it is useful for attracting people's attention. Too much of orange can evoke caution and anxiety.

- Black color is about authority, power and stability. It also symbolizes intelligence and as well as purple color is associated with luxury products. This color is often used in industries of clothing, cars and technology [128].

- Grey color signifies pragmatism, solidarity and maturity. However, if it used too much, it could generate feeling of depression and nonentity.

- White color forms associations with purity, innocence and safety. It is also commonly used on websites as a background color, because it is easy to read and to focus user's attention on brighter colors on CTA buttons.

3.4.6. Facebook requirements of video placement

When an advertising video is placed on Facebook platform it should cover as much space on the screen as it possible in order to grab the users' attention. This could be implemented by choosing the appropriate aspect ratio of a video, which is the proportional relationship

between its width and its height. There are 6 aspect ratios provided by Facebook: 1.91:1; 16:9 (full landscape); 1:1 (square); 4:5 (vertical); 2:3 (vertical); 9:16 (full portrait/vertical) [131].
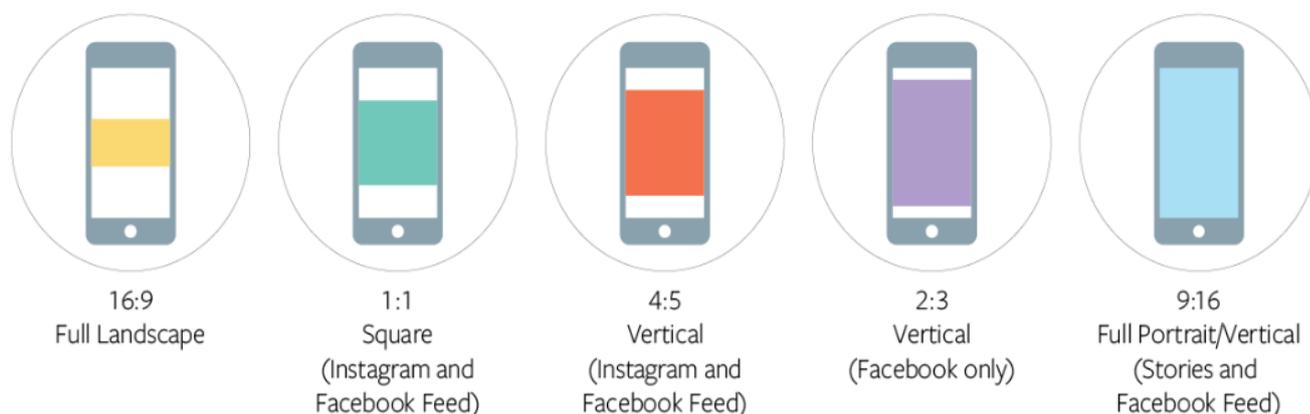
Fig. 31. Aspect ratio of video on Facebook [131].

In practice all types of aspect ratios could be applied for all video advertising formats, however, Facebook recommends the following:

- For news feed placements: vertical 4:5 aspect ratio;
- For stories placements: the majority of users hold their phones vertically, hence, the full-screen vertical 9:16 aspect ratio would be the most appropriate to capture the whole screen;
- For in-stream video: full-screen horizontal (16:9) to fit the videos that the ads are in [131].

3.4.7. Length of Facebook video advertising

When the decision regarding the format of video advertising is going to be used, it is important to define the optimal length of it. The video does not have to be too short as it needs time to convey the message in clear and whole way.

On the other hand, it does not have to be too long, because viewers might get bored and have no desire to watch the video till the end; in a such way the message will not be delivered in full manner. The length of the video depends on the objective of video advertising, type of content, target and format.

Facebook has specific requirements for video length according to its format.

Format	Length
News Feed	max. 240 min.
Marketplace	max. 240 min.
In-stream	5-15 sec.
Stories	1-15 sec.
Messenger home	max. 240 min.
Instant Articles	max. 240 min.
Banner	1-120 sec.

Table 2. Facebook video advertising format and the length of video [132].

As it could be seen from the Table 2. the maximum length allowed for video is 240 minutes (4 hours). Obviously, the video should not be so long just because the viewer is not likely to be engaged with it. According to general statistics regarding the appropriate length, the video should be 120 seconds (2 minutes) long as the engagement rate takes the highest position under this condition [133]. However, according to specific Facebook statistics, the optimal video length varies from 30 to 60 seconds as it triggers the biggest number of interactions. Nevertheless, the second place, in terms of the number of interactions, takes video of 2 minutes long [134]. Consequently, it could be concluded that the most favorable length for the video advertising on Facebook is from 30 seconds to 2 minutes.
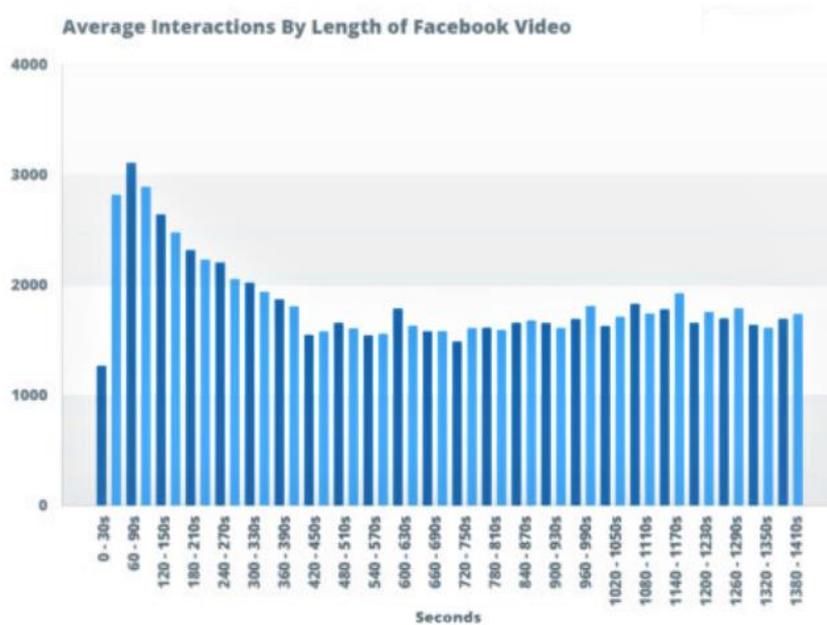
Fig.32. Average interactions by length of Facebook video [134].

3.5. Conclusion

This chapter investigated two types of factors that influence on consumer engagement on Facebook. The first type refers to content factors and the second one- to visual and technical factors. The gathered theoretical background provided possibility to make following conclusions. First of all, the majority of scientific studies concluded that entertaining content is more effective for social media networks in comparison with informative one, however, there is no certain consensus regarding this issue as some of the researchers claim that information is also valued by users. Moreover, interactivity factor has its impact on user's positive responses to advertising message, but it should be used carefully as the high level of interactivity reduces fan's desire to react on it. At the same time, remuneration content is attractive for consumers as well, but still this question has to be investigated further as there some inconsistencies in previous studies that provide heterogeneous results.

Additionally, such techniques as storytelling, tools of emotional marketing, usage of influencer can be applied for every type of content to make it more compelling and that, finally, would favorably contribute to consumer engagement. Visual and technical factors play a significant role in user's engagement as they are responsive of how the message is delivered. This video component enables the experience of particular atmosphere in which viewer dives, influencing on the way how consumer perceive the advertising message. All visual and technical factors perform a crucial role in engagement increase. For instance, colors and music create mood and evoke specific emotions, the quality of the sound supports the watcher's pleasure and satisfaction, sound off technique provides possibility to expose information, whereas optimal length of the video keeps viewer's attention.

Chapter IV. Research

4.1. Introduction

This chapter refers to research part of this thesis. Basing on the theory regarding the factors influencing users' engagement with video advertising on Facebook, there were defined three most important of them. So, the first factor relates to video characteristics in terms of advertising content, video content and video style. Other two concern video length and the appliance of CTA button. Thus, the research provides findings regarding the most effective combination of those factors that would favourably impact on followers' willingness to interact with video advertising. Moreover, all the studies were implemented on the ground of four preliminary determined industries, which are considered to be the most engaging on Facebook. Consequently, the research also presents the results related to most advantageous conjunctions of those factors for each industry.

4.2. Methodology

The research of this thesis comprises three parts. The first one aims to determine the most effective video characteristics used on Facebook, which are divided into three categories (specified in Table 4.). The second part investigates the most optimal length of video advertising and, finally, the last part answers the question regarding the feasibility of using Call-To-Action buttons in terms of users' engagement.

Thereafter, the collection of data needed to provide the findings for the objectives stated above, starts with the definition of four industries, on the basis of which 12 brands have been chosen for the following analysis of video advertising. The determination of the industries that would be appropriate for the actual research was made in accordance with the following criteria: the industries have to be engaging by themselves as the actions performed by brands in order to maintain the consumers' engagement and increase it as well, are more obvious and easier to detect. So, according to the results of researching company Rival IQ, the most engaging industries on Facebook in 2019 are: alcohol, fashion, food and beverages, health and beauty, higher education, home decor, hotels and resorts, influencers, media, nonprofit organizations, e-commerce and, finally, sports teams [135]. Among those 12 industries, only 4 were chosen for the further analysis: alcohol, food and beverages, health and beauty, e-commerce, where the average engagement rate per post

on Facebook for each industry was 0.14%, 0.12%, 0.05% and 0.08% respectively. As it could be noted from above, two industries with higher engagement rate and two industries with lower engagement were chosen. It is to find out the possible differences in video advertising types and styles that could influence on the engagement rate of Facebook users.
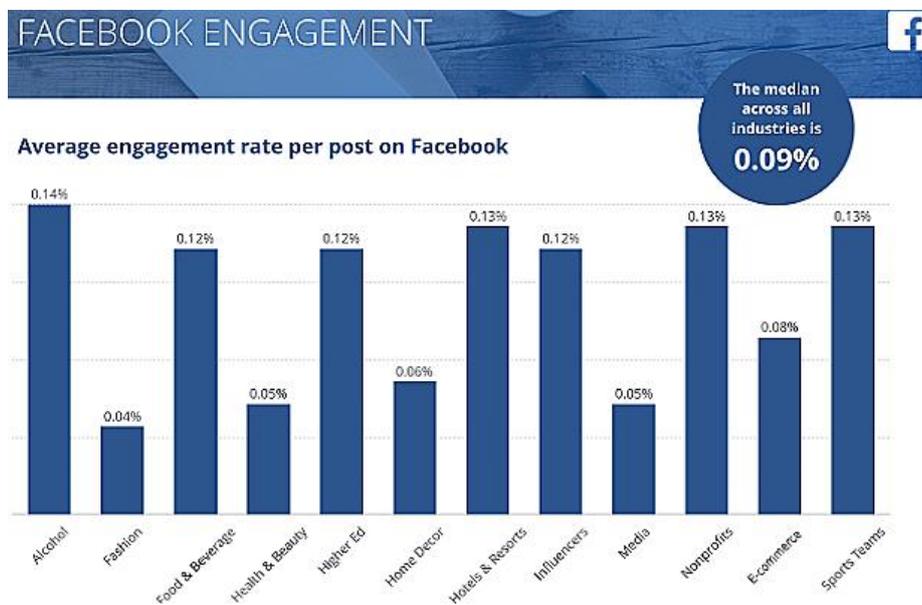
Fig.33. Average Facebook engagement rate per post, all industries, 2019 [135]

The second step in the investigation part is to define the brands for each industry selected before. It was decided to choose 3 brands for each industry in order to make deeper analysis and to get more accurate results in the end. Consequently, there are 12 brands that serve as the basis for the research. Thus, alcohol industry includes such brands as Aperol Spritz, Bud Light and Jack Daniel's; food and beverages industry - Nutella, Cheesecake Factory and Nespresso; health and beauty industry- Nivea, Colgate and Kiko brands and, finally, e-commerce industry includes Amazon, Wish and Shopify brands.

The most important criteria in accordance with which these brands were chosen are: presence of official and active Facebook page and the number of followers. The number of followers for every brand exceeds 1 million. Such big number of fans signifies not a formal brand's Facebook page, but a community on a specific platform, where there is a two-way communication between people and the brand, where followers are not perceived just as Facebook users, but as loyal consumers or even brand's advocates. Thereafter, such advocates are more likely to engage with brand's posts and advertising,

in particular, so, their reactions (likes, shares, comments) provide essential and more reliable data for the analysis. Moreover, there is one more criterion that determines the choice of the brands for each industry - preliminary estimation of total engagement per post in rough order. This is a necessary step as it makes possible to analyze the engagement rates and compare them. Taking into consideration that the number of followers for each brand is more than 1 million, it would be very difficult to assess the outcomes, in case if the total number of reactions per post is too small, due to the fact that the final value of the engagement rate could be tiny and, thus, irrelevant for the evaluation.

So, there is detailed description of 12 brands provided below, which data was used as the basis for the research.

Food and beverages industry

The Cheesecake factory, Inc.

The Cheesecake factory is an American company, founded in 1972, that is a distributor of cheesecakes in the United States and works as a restaurant as well. The official American brand's Facebook page was investigated for this paper's objectives. So, it was found out that its activity on Facebook platform is high as it publishes 1-2 posts a day or, which is more usual, 1 post in 2 days. What is more, at the moment of the page analysis (13/08/2019), the number of followers reached to 5 054 151, thus, this number was used to calculate the engagement of the Cheesecake factory's fans with its video advertising. Besides, there were investigated 41 videos created by the brand [136].

Nutella

Nutella is a brand of hazelnut cocoa spread, which is produced by the Italian company Ferrero and was first introduced to the market in 1965. Nutella brand performs intensive social media marketing on various platforms and on Facebook, in particular. In terms of this thesis, official Italian Nutella's Facebook page was investigated. Nutella's activity on Facebook is characterized by good posting frequency: 1 post in 1-3 days. At the time of research (13/08/2019), there were 31 606 855 of brand's followers, on whose basis the engagement rate per post was counted in further analysis. Moreover, there were studied 45 videos published by Nutella [137].

Nestlé Nespresso S.A.

The third company chosen for the analysis of food and beverages industry is Nestlé Nespresso S.A., trading as Nespresso. This brand was founded in 1986 in Switzerland and produces coffee capsules, pods and coffee machines. The official Italian Facebook page

served as the base for the video advertising analysis of Nespresso brand. Its activity is characterized by 1 post in 2-4 days and the number of followers amounted to 7 065 312 at the date of data- gathering (16/08/2019). There were taken 40 videos for further analysis [138].

Beauty industry

Nivea

Nivea is a world-wide famous German brand that specialises on the products of personal skin care such as facial cleansers, creams, oil, toners, shaving creams, shampoos, etcetera. The brand is owned by Beiersdorf Global AG and was introduced in 1911. Its official Italian page on Facebook counted 22 961 988 followers on the date of 15/08/2019, and 40 videos starting from this date were derived for the research. Moreover, Nivea's posting frequency is of the high level as they post almost every day [139].

Kiko Milano

Kiko is Italian decorative cosmetic brand that was launched in 1997. The official Italian Facebook page is named Kiko Milano, which reached 4 590 997 followers at the moment of research date (16/08/2019). The brand does not publish so often, several posts per month, however, its fans find them engaging according to the great number of reactions such as likes, comments and shares. Furthermore, 40 videos of the brand were studied [140].

Colgate

Colgate is a brand that produces products for the oral hygiene such as toothpastes, toothbrushes, mouthwashes and dental floss. The brand was firstly introduced by Colgate-Palmolive company in USA in 1873. The official American Facebook page of Colgate brand was used for the paper research. It was found out that the brand's activity on it is very low as it makes only 1-5 posts per month and its followers amounted to 3 621 651 on the date of 15/08/2019. There were taken only 33 videos of this brand due to the fact that Colgate publishes more photo than videos [141].

Alcohol industry

Aperol Spritz

Aperol is Italian brand that produces alcoholic beverages and which is to be a classic Italian aperitif. This brand belongs to Campari Group company and was introduced to market in 1919. This brand in presented on several social media platforms and on

Facebook, in particular. Official Italian Facebook page of Aperol brand, used for the research objectives, is called Aperol Spritz and at the moment of the research (18/08/2019) the number of followers reached to 1 032 720. Among other things 40 videos were analyzed. It should be noted that the marketing activity of Aperol specifically on Facebook could be characterized as low one as they post rarely: several posts per month in summer season and 1-2 posts in cold seasons [142].

Bud Light

Bud Light is the American brand of beer owned by Anheuser-Busch brewing company and was launched in market in 1982. This paper includes the results based on the official American Facebook page of Bud Light brand. Its social media activity is intensive one in terms of posting frequency- 1 post almost every day. The number of followers amounts to 7 921 688 at the date of the data gathering (17/08/2019) and 40 videos of the brand served as the ground for the investigation [143].

Jack Daniels

Jack Daniels is one of the most popular whisky brands that was founded by Brown-Forman company in America in 1866. Its name on official Italian Facebook page is Jack Daniel's Tennessee Whiskey and there were 17 218 709 followers at the date of 14/08/2019. It should be noted that the average posting frequency is 1 post in 1-3 days, so the Daniel's activity on Facebook could be defined as good enough, so it possible to derive 40 videos to be further studied [144].

E-commerce industry

Shopify Inc.

Shopify is multinational e-commerce company that allows people to sell online. It was founded in Canada in 2004. The official Canadian Shopify's Facebook page has a good posting frequency: 1 post in 1-3 days. At the time of data gathering (20/08/2019), the number of followers was 3 477 778 and 40 videos were studied [145].

Amazon

American multinational technology company that specialises on e-commerce, cloud computing, digital streaming, and artificial intelligence. This company was established in USA in in 1994. This paper includes the analysis of official American Facebook page of Amazon.com. It publishes posts once in 1-3 days and the number of followers on the date of 20/08/2019 was 29 274 465. Besides, 40 videos were analyzed [146].

Wish

Wish is also a multinational e-commerce platform that provides possibility to sell and buy online. It was founded in 2010 in USA. The marketing activity on official American Facebook page of Wish brand is very high as it makes several posts every day. The total number of followers reached 37 547 547 on the date of 22/08/2019, and 39 videos of the brand were used for the research [147].

Industry	Brand	№ of followers	№ of videos
Food and beverages	The Cheesecake factory, Inc.	5 054 151	41
	Nutella	31 606 855	45
	Nestlé Nespresso S.A.	7 065 312	40
Beauty	Nivea	22 961 988	40
	Kiko	4 590 997	40
	Colgate	3 621 651	33
Alcohol	Aperol Spritz	1 032 720	40
	Bud Light	7 921 688	40
	Jack Daniels	17 218 709	40
E-commerce	Shopify Inc.	3 477 778	40
	Amazon	29 274 465	40
	Wish	37 547 547	39

Table. 3. List of brands used as a reference base for the research.

So, as it was described in the first chapter of this thesis, the research aim is to determine the most favourable content of video advertising (informative/ entertaining/ remuneration/ interactive), the most optimal style (live action/animated/ text overlay), the most attractive content presentation (product/"how to"/ interview), the most effective video length and the feasibility of using Call-To-Action buttons. As there is the need of big data to perform deep, full and accurate analysis to provide the answers for these questions, it was decided to investigate about 30 videos of each brand, so the total number of studied videos is 480. The data of the videos was gathered in the period of 13th August, 2019 - 22nd August 2019.

Moreover, all the videos were analyzed in terms of engagement rate, so all the research outcomes are described in percentage of users who have seen the video advertising and at the same time have reacted to it explicitly. It is worth to be mentioned that the engagement rate was calculated only on the basis of followers, consequently the following formula is used: ER= Total Engagement of a post/ Brand's Facebook page followers * 100%. Then, the outcome of this formula is divided by the number of videos in order to get the average engagement rate per post.

However, as it was described in the third chapter of this paper, such formula does not take into account users, who are not brand's followers, but still were exposed to the post. What is more, theoretically, the total engagement of a post is calculated as a sum of likes, shares, comments, clicks and new followers. Nevertheless, it is not possible to include the last two variables (clicks and new followers) for the current analysis as this type of information is not available. That is why, the final results are not absolutely accurate. Also, it is worth noting that the videos used for the analysis were already published on the brands' pages. That is to say that only outstream in-feed video advertising was studied as it was impossible to consider in-stream videos. However, usually brands post the in-stream videos on their pages as well, so, in theory, no video was missed.

4.3. Findings of the most effective characteristics of video advertising on Facebook

This is the first part of the research that investigates the most advantageous characteristics of Facebook video advertising. As it was mentioned above, those characteristics were divided into three following groups: type of advertising content, type of video content and video style (Table 4). First of all, each characteristic was studied in terms of its average engagement rate per post, thus, letting determine the most favourable one. Moreover, such analysis was made for every industry and then, the overall index was provided as well. Thus, each characteristic has four estimators.

Additionally, the combinations of these characteristics were analyzed. For example, a combination could be: informative advertising that describes a product and presented in live-action style. So, every brand's video was investigated in such manner to determine the most optimal conjunctions for industries and, then, to find the aggregate outcome.

Type of advertising content	Type of video content	Video style
Informative	Educational	Live-action
Entertaining	"How - to"	Animated
Interactive	News	Text overlay
Remuniration	Explainer	Live video
	Product	360-degree
	Culture	Choose-your-own-adventure
	Question and Answer	Photo
	Product review	
	Testimonials	
	Commercial	
	Interview	
	Event	
	Lifestyle	

Table 4. List of video advertising characteristics (Chapter II).

4.3.1. Analysis of video characteristics in food industry

The analysis of food industry, which in its turn, includes such brands as Nutella, Cheesecake Factory and Nespresso, showed that the most engaging type of advertising content is remuneration one, where the average followers' engagement rate per post reaches 0,027%. It could be said that the effectiveness of informative content is more or less the same as of remuneration one, as the difference of engagement rate between them is only 0,007%, so informative advertising gets 0,02% of users' engagement. The attractiveness of entertaining videos is estimated by 0,011% of users' corresponding reactions, which is almost half as much of previous type. The outcome of interactive content demonstrates that it is not so favourable for food industry as the fans' engagement rate amounts only to 0,006%.
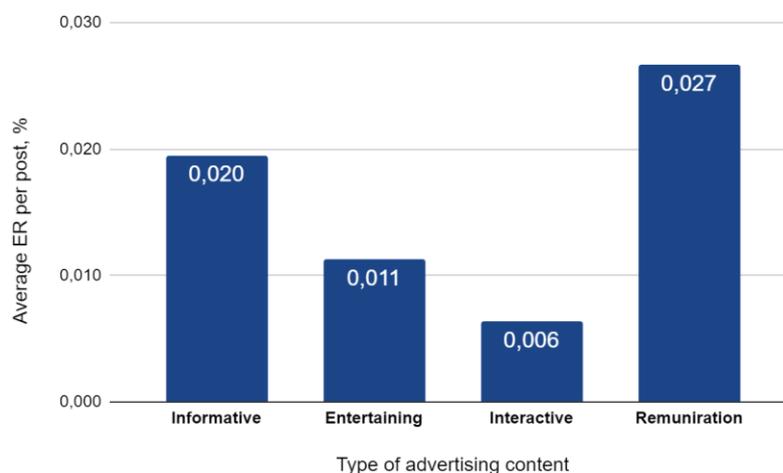
Fig. 34. Average ER per type of advertising content, Food industry (Annex 2).

Talking about video content, the "how-to" videos are the most favourable as they got the highest average engagement rate, 0,022%. Event and product review videos received the equal number of responses, so the percentage of users' reactions reached to 0,016%. The advertising about brands' products gets the "third place" in this rating as its average engagement rate per post amounts to 0,014%. At the same time, the level of performance of culture videos is close to precedent one and its indicator is 0,012%. The Q&A videos as well as interviews got only 0,007% and 0,006% of engagement rate respectively. The same situation is with commercials, which could be considered as not likable by auditory because they have the lowest degree of involvement, 0,003%. Another five types of video content (such as educational, explainer, news, testimonials and lifestyle) were not used by any of the brands of food industry, hence no results regarding their effectiveness could be presented.
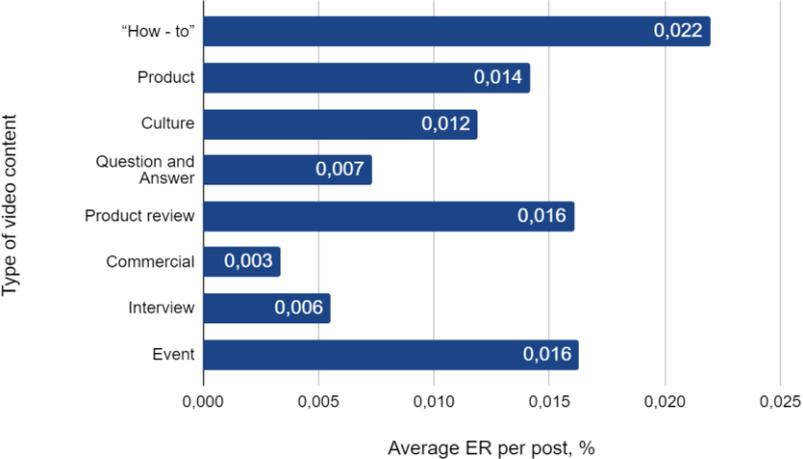
Fig. 35. Average ER per type of video content, Food industry (Annex 2).

There were only four styles of video advertising in food industry that were published by brands on their Facebook pages. The most favourable among those four is text overlay video style, where the average engagement rate per post amounts to 0,023%. The videos that were presented in live action style gained 0,018% of consumers' reactions. Worse outcomes are shown by videos in photo and animation style, where the engagement rate reached only to 0,013% and 0,006% respectively.
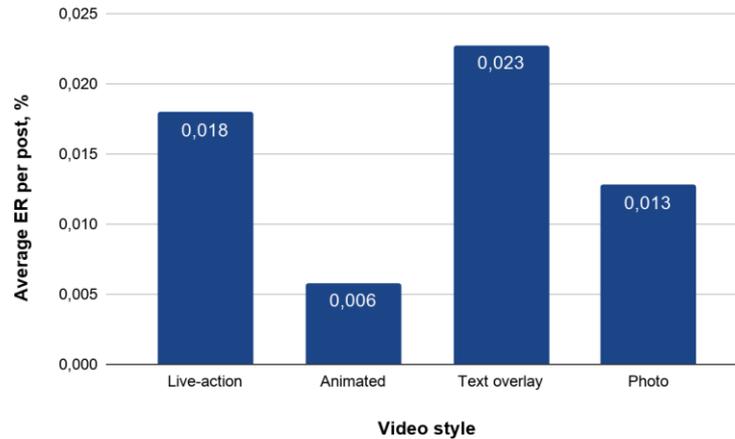
Fig. 36. Average ER per type of video style; Food industry (Annex 2).

The analysis of combination of video advertising characteristics such as advertising content, video type and video style show three most effective options. First of all, in accordance with the results stated above, the most favourable combination for food industry is remuneration "how-to" video represented in text overlay style. However, taking into account the separate analysis of characteristics combination, there could be defined two more options. Thus, the highest engagement rate of 0,039% is attributed to such advertising as remuneration videos that promote a product and are delivered in text overlay style. Additionally, there is determined one more option as its engagement rate is also high and not so far from the previous; it amounts to 0,031% and the combination is the following one: informative video that advertises a particular product or a brand in text overlay style. Consequently, it could be concluded that the most engaging videos for food industry include such characteristics as informative or remuneration advertising content that describes/promotes a product/brand or provides educational useful information on the quality of "how-to" video and is presented in text overlay style (Anexx 3).

4.3.2. Analysis of video characteristics in beauty industry

The research of beauty industry includes such brands as Nivea, Colgate and Kiko. First of all, the most most engaging type of advertising content is remuneration one, where the average engagement rate is 0,041%. The second place is attributed to the entertaining content, which gained 0,031% of followers' reactions. The average engagement rate for informative advertising is 0,027%, which outcome is close to the previous variable. Finally, interactive video were the least attractive, 0,007%.
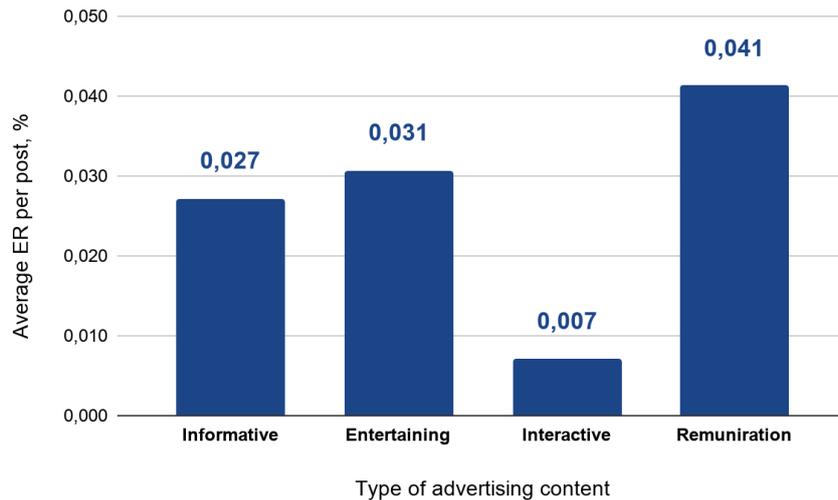
Fig. 37. Average ER per type of advertising content; Beauty industry
(Annex 4).

The results of video content investigation demonstrate that the lifestyle videos are the most attractive for Facebook users in beauty industry, where the average engagement rate reaches 0,173%. However, this outcome is not so reliable due to the fact that only Colgate brand has produced and published such video type, other two brands did not. Hence, it could not be concluded that lifestyle videos are the most favourable for the whole industry. Nevertheless, it still might be considered as an engaging type of content as it got the highest number of reactions from Colgate' s followers in comparison with other types used by the brand. Thus, skipping this type of content and, at the same time, taking into account such kind of video advertising as "how-to" (which was used by all three brands), it could be stated that for beauty industry this kind of video content is the most winning as the average engagement rate amounts to 0,029%. What is interesting, the commercials and videos about brand's culture are equally compelling for users because they have the same average percentage of engagement, which is 0,019%. Moreover, product advertising shows almost the same results as previous two, where the indicator amounts to 0,018%. Interviews and event videos performed a little bit worse, what is confirmed by average level of corresponding fans' responses, which are 0,016% and 0,017% respectively. Another types of content videos turned to be not so advantageous as their average engagement rates are much smaller. Q&A and product reviews, for example, got only 0,01% and 0,001% respectively.
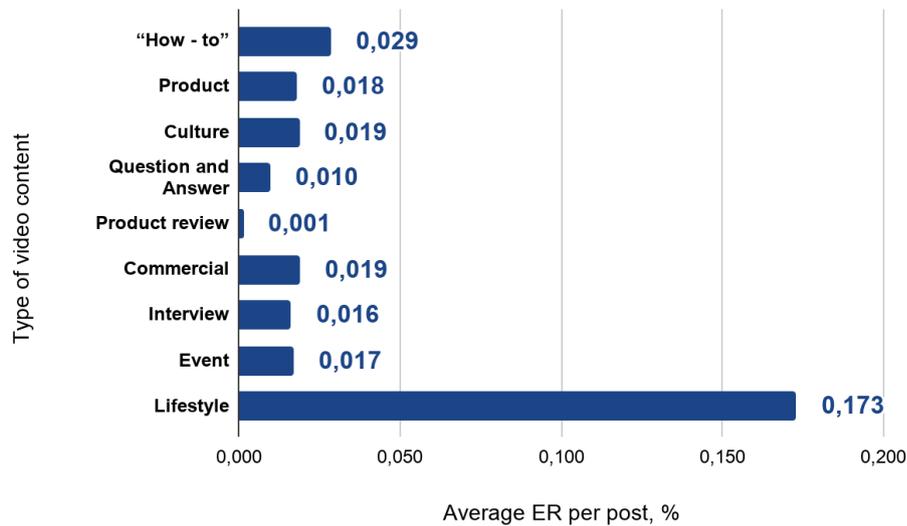
Fig. 38. Average ER per type of video content; Beauty industry (Annex 4).

Moreover, there were investigated five kinds of video style in beauty industry, other two (360 degree and choose-your-own-adventure) were not used by any brand. According to the Fig.39. the most engaging style is live action and its average engagement rate per post is 0,032%. The second place is shared by live and text overlay styles, which both received 0,025% of users' reactions. The animation style is quite close to previous style and reaches 0,022% of users' participation rate. The least attractive video, according to the results, are those presented in photo style as their indicators is only 0,001%.
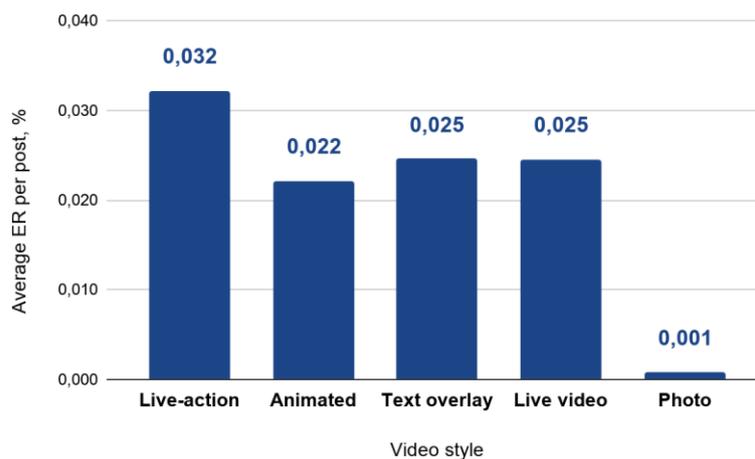
Fig. 39. Average ER per type of video style; Beauty industry (Annex 4).

The determination of the most effective combination of video characteristics for beauty industry is a complex issue as the outcomes are ambiguous. First of all, basing on the results described above, the best combination of characteristics would be: remuneration "how-to" videos delivered in live action style. However, there are five more alternatives

educed on the ground of separate analysis of best combination of video characteristics. Thus, according to the results, the winning combination reaches 0,435% of average engagement rate per post and includes the following features: entertaining videos about lifestyle delivered in live action style. However, this is not absolutely fiducial indicator due to the fact that this output is calculated only on the basis of Colgate brand as other two have not published such kind of videos. The same situation is with other two combinations: remuneration content that promotes a product/brand in animation style (got 0,183% of followers' reactions and was published only by Kiko brand) and informative type of advertising that tells about brand's culture in live action style (got 0,125% of engagement rate and was used only by Colgate brand). In spite of that, these combinations should be taken into account because they have the highest degree of corresponding users' response and could work well in beauty industry. Skipping combinations described above and taking into consideration those which were published by all three brands, it could be stated that such conjoining as entertaining video representing a product in live action style is advantageous for the beauty industry as the average engagement rate of three brands amounts to 0,02%. What is more, such mix of characteristics as entertaining commercial advertising in live action style also performs well as its average engagement rate is the same 0,02% (Annex 5).

Thus, it can be concluded that the engaging videos in beauty industry are characterized by the following features: entertaining/remuneration content, which advertises product/ brand's culture or provides useful information in the quality of how-to videos and presented in live action style.

4.3.3. Analysis of video characteristics in alcohol industry

The research results of alcohol industry show that the most engaging advertising is the interactive one. However, it is not possible to consider this outcome as reliable due to the fact that only Aperol brand used such type of video. Nevertheless, it should be taken into account as it is the most advantageous advertising among others of Aperol' brand and it gets 0,033% of average engagement rate per post. So, the first place is attributed to entertaining videos, which result is close to the previous one (0,031%) and, hence, is perceived by users as attractive. Informative and remuneration advertising showed more or less similar level of followers' reactions, so their indicators amount to 0,024% and 0,022% respectively. Thus, it could be seen that the last two types do also perform well, however, the entertaining one is the most effective.
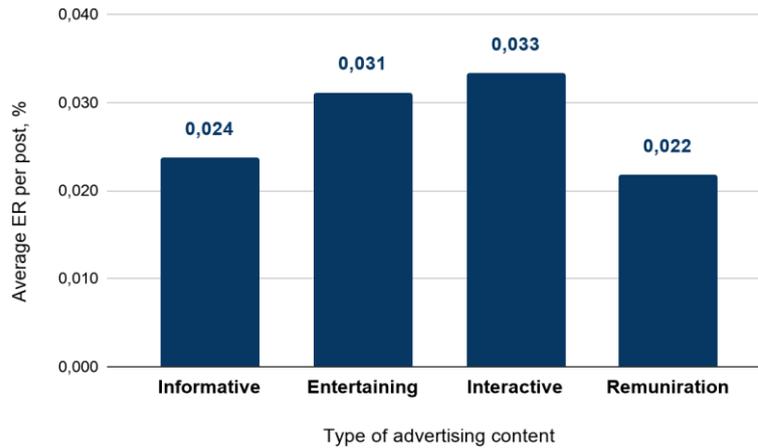
Fig. 40. Average ER per type of advertising content; Alcohol industry (Annex 6).

Furthermore, the analysis of video content types demonstrates that there are four most advantageous alternatives for alcohol industry. The first one is commercials with average engagement rate per post of 0,048%. The second is event video which was widely used by all three brands as they bring good results, namely 0,03% of corresponding users' response. The degree of effectiveness of product advertising is 0,027%. Finally, culture videos show quite good result, which are close to the previous type and is half as much of commercials, so its outcome reaches to 0,024%. Additionally, there are two more types of video content- explainer and "how-to", that were published by alcohol brands, however, they did not get much of fans' reactions, hence, their average engagement rates are only 0,007% and 0,001% respectively.
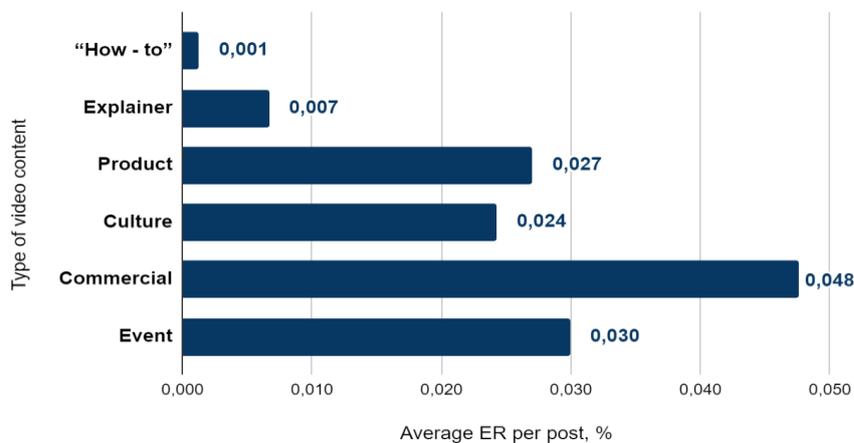
Fig. 41. Average ER per type of video content; Alcohol industry (Annex 6).

What is more, the brands of alcohol industry have created videos in 5 kinds of style, where the winning one in terms of engagement is live and it got 0,049% of consumers'

reactions. The interesting point is that text overlay videos are quite attractive for users and it is proved by research outcome, which is 0,039%. Live action and animation styles of videos performed a little bit worse as the users' level of involvement are 0,029% and 0,019% respectively, but still these results indicate a not bad degree of followers' engagement. On the contrary, photo style is the least advantageous for alcohol industry, because the indicator is only 0,005%.
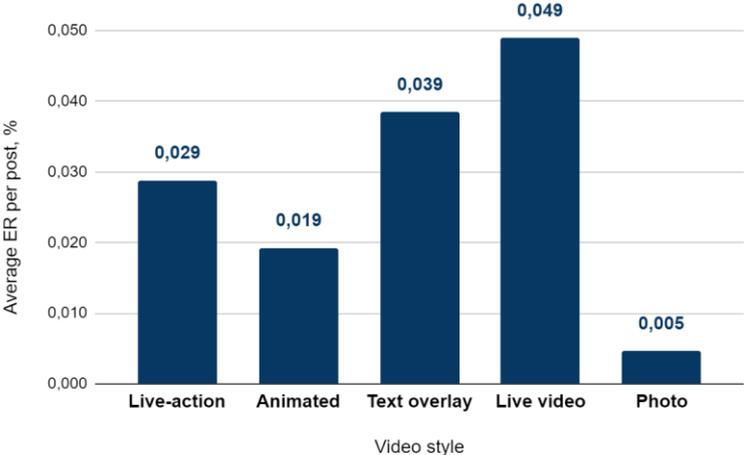
Fig. 42. Average ER per type of video style; Alcohol industry (Annex 6).

The investigation of the most appropriate combination of video characteristics for alcohol industry comprised 30 possible alternatives, however the results are ambiguous, so there is more complex inference. First of all, according to the analysis stated above, the most engaging video is: entertaining commercial delivered in live style. Yet, this combination of characteristics is questionable just because it is quite difficult to create such type of advertising due to the fact that commercials are usually considered to be prerecordered videos, but not in a live video. That is why, this combination cannot be concluded as one of the most effective for alcohol industry. Moreover, basing on the separate study of the video characteristics mix, it is needed to skip three conjunctions that, on the first hand, show the best results, but, on the other hand, are determined on the ground of single particular brand. For example, such combination as entertaining advertising that describes an event in animation style has the highest outcome, which is 0,106%, however, this type of video is produced only by Bud Light brands. The same situation is with such conjunctions as entertaining video that tells about the event in text overlay format (gets 0,102% and is published only by Bud Light) and entertaining product advertising in live style (is produced only by Aperol and gets 0,089%). However, as it was stated in the analysis of food industry, which got the same situation, these "skipped"

combinations should be taken into account as they might work well for other brands in the industry. So, the most advantageous conjunction of video characteristics, which outcome is based on all three brands, is entertaining event video delivered live. The average engagement rate per post of such video advertising amounts to 0,047% (Annex 7).

4.3.4. Analysis of video characteristics in e-commerce industry

The e-commerce industry investigated in this paper includes such brands as Amazon, Wish and Shopify. According to Fig.43. the most engaging video advertising is the entertaining one and it gets 0,044% of corresponding average users' response to a post. Informative content is less likable and its indicator amounts to 0,015%. However, remuneration and interactive videos turned to be the least attractive for followers as their engagement rates are only 0,005% and 0,001% respectively.
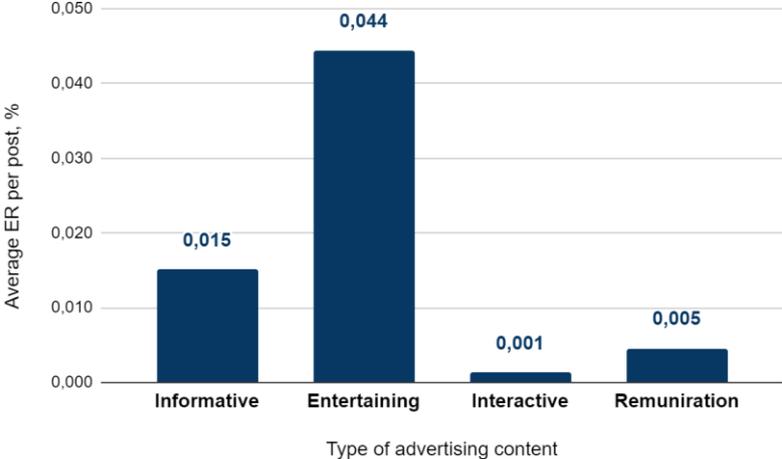
Fig. 43. Average ER per type of advertising content; E-commerce industry
(Annex 8).

Three brands of e-commerce industry have published only five types of video content, where the most advantageous is about brand's culture, whose indicator is 0,047%. The second place is attributed to explainer videos, where the level of fans' reactions reached only 0,021%. The interesting point is that interviews in the industry under the question performed well as, according to the Fig.44., the average engagement rate per post is 0,012%. Other two types - product and event videos are equally compelling for users and their outcome is 0,003%.
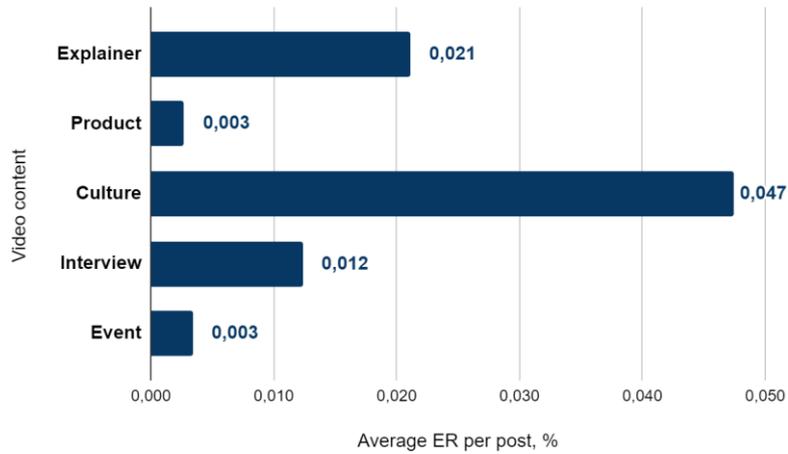
Fig. 44. Average ER per type of video content; E-commerce industry
(Annex 8).

Furthermore, in compliance with the research results, the winning style for the industry is live action videos with the engagement rate of 0,036%. Animated, live and photo styles got equal percentage of engagement, which amounts to 0,003%. Finally, text overlay style reached only 0,002% of followers' reactions.
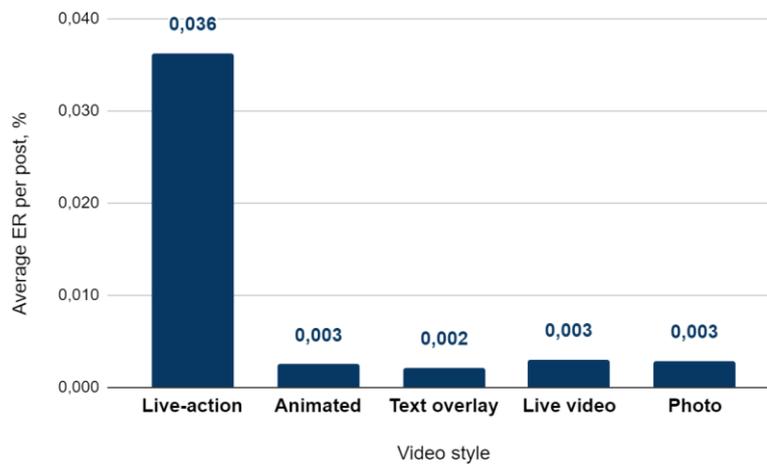
Fig. 45. Average ER per type of video style; E-commerce industry (Annex 8).

The separate analysis of the most engaging combination of video characteristics comprised 23 alternatives. So, according to the results, the highest engagement rate (0,052%) is attributed to such conjunction as entertaining advertising videos about brand's culture on the basis of entertaining content and in live action style. Moreover, this combination matches absolutely with the most engaging video characteristics determined in the above analysis. However, it should be noted that, in fact, there is a conjunction with

higher engagement rate according to Annex 9, but it was skipped, because the indicator was based only on Shopify brand as other two brands did not publish such types of videos.

Thus, it can be inferred that the most engaging combination of video characteristics for e-commerce industry is the entertaining advertising about brand's culture, which, in its turn, is presented in live action style.

4.3.5. Overall analysis of video advertising on Facebook

This analysis combines the studies of all four industries, which are food and beverages, beauty, alcohol and e-commerce. Hence, the results of this research were calculated on the basis of outcomes previously determined for each industry.

So, according to Fig.46. the most engaging advertising content is entertaining one as it gets 0,029% of average engagement rate per post. Remuneration content, however, also could be considered as the advantageous, because its outcome is slightly lower in comparison with the entertaining one and it amounts to 0,024%. Additionally, informative content is attractive for Facebook users as it got 0,021% of average percentage of reactions per post. At the same time, interactive videos performed worse as the degree of corresponding users' responses reached only to 0,012%, which is much less than other types. Consequently, it could be stated that first three types of content engage consumers with the advertising videos, yet the winning one is entertaining.
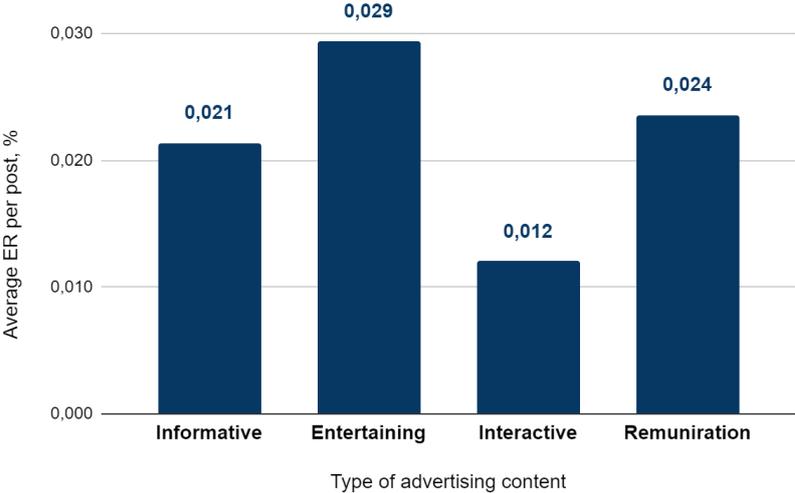
Fig. 46. Average ER per type of advertising content; All industries (Annex 10).

Secondly, on the ground of the average results of all industries, the most effective video content is about lifestyle, where the engagement rate is 0,173%. However, this type of video was published only in beauty industry, namely by Colgate brand. Consequently, this outcome can not be considered as absolutely reliable one as the result of one brand can

not be representative for all industries. Notwithstanding, it does not mean that this content type is not effective just due to the fact that other 11 brands simply did not use it in their advertising. Thus, lifestyle videos should be taken into account as a possible attractive content type. So, skipping the content type described above, the first place of the most engaging advertising is attributed videos about brand's culture. Its average engagement rate per post is 0,026% and it was used in all the industries. The reason of attractiveness of culture videos could be explained by Facebook users' willingness to find out the information about brand's vision, mission, strategic goals besides the offered products. For instance, Cheesecake factory brand published videos about the working process, introducing the brand's workers to viewers, showing the way dishes are cooked, thus, building closer relationships with clients and, at the same time, letting them inside of their business. Another example is of Amazon brand that posts culture videos that describe its charitable affairs, videlicet the sponsorship, donations and financial support for students. Thus, the brand lets the followers know more about the brand, familiarizing them with its additional activity. In fact, social media networks give greater possibilities to businesses to tell more about themselves, narrate their own story, thus, becoming a friend to SM users, but not only an ordinary business entity. So, video advertising about culture provides for brands an opportunity to personalize and, through this process, getting closer to their consumers. As it could be seen from the research results, consumers also do not mind to find out what a brand is as a person.

The further interesting fact is that commercials are also advantageous video advertising on Facebook; their average engagement rate per post is 0,023%, which lower only by 0,003% than of culture content type. It is an interesting result because in theory it is thought that advertising on social media preferably has to be different from the traditional one such as, for example, commercials, which consumers usually see on TV. However, on practice, commercials also perform well on Facebook.

Event and "how-to" videos gained the same number of users' corresponding responses, so the outcome is 0,017%. Product advertising turned to be less compelling for followers as the degree of their involvement is 0,015%. The same assessment can be ascribed to explainer video, because the percentage of reaction it got is very close to the previous content type and it amounts to 0,014%. Interviews are not so likable by users which is confirmed by the given indicator, 0,011%. The possible reason for that interviews are usually too long and it needs too much time to watch them till the end, that is why it is

harder to involve viewers in a better and desirable way. Finally, question and answer videos and those which contain product reviews performed worse in comparison with other eight types. They got equal level of engagement rate, which is 0,009%. Another three types of video content were not used in any industry, by any brand, that is why it is impossible to provide any inferences regarding their effectiveness. Thus, it can be concluded that the most engaging types of video content are culture and commercial, where the former one is the winner.
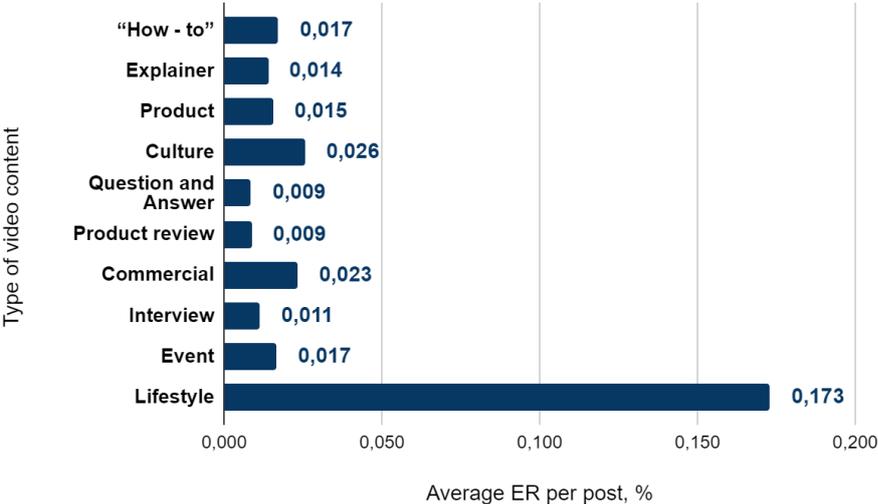
Fig. 47. Average ER per type of video content; All industries (Annex 10).

Talking about the effectiveness of video styles, the results show three most engaging styles, where the absolute leader is live action, which in its turn, gained 0,029% of consumers reactions. At the same time, live style also can be considered as advantageous one as its outcome is very close to the previous one and amounts to 0,025%. The third place is attributed to videos presented in text overlay style, where the engagement rate is 0,022%. The less attractive style turned to be animated as it gained only 0,012% of corresponding users' responses. Photo style performed the worst, 0,005%. Consequently, it can be concluded that video styles as live action, live and text overlay are considered to be the most effective due to the fact that their indicators are very similar. However, it should be kept in mind that live action got the highest level of engagement.
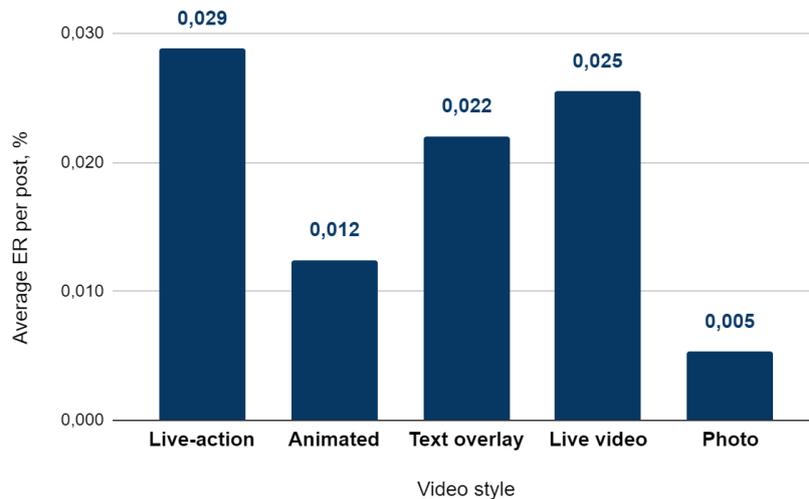
Fig. 48. Average ER per type of video style; All industries (Annex 10).

The overall analysis of characteristics combination comprises 56 units, in total. The final results, as in many industries, are also ambiguous. So, according to the Annex 11, the most effective conjunction would be an entertaining advertising about lifestyle, delivered in live action style. Its average engagement rate per post reaches 0,436%. However, such video was published only in beauty industry and, what is more, only by Colgate brand. That is why, such combination can not be representative for all industries as the most engaging one. The same situation occurs with the following three mixes of characteristics: entertaining video that describes an event in animation style (0,106%), entertaining video that describes an event in text overlay style (0,102%) and entertaining advertising that promotes a product in live style (0,089%). All these combinations were produced only by alcohol industries, so they can not be considered as absolutely reliable results. However, all these four conjunctions stated above should be taken in account as effective ones due to the fact that their indexes were the highest, so they might perform well for other industries as well. Another interesting point is that the engagement rates per posts in alcohol industry are the highest ones, so it can be inferred that this industry is the most engaging and this conclusion matches with the results of Rival IQ research company, which stated that Facebook posts of alcohol brands get the greatest number of users' reactions [135].

Finally, according to overall analysis, the winning combination, which is based on all industries, is the following: remuneration advertising that promotes a product in animation style. The average engagement rate per post of this conjunction amounts to 0,067%. Also, it should be noted, that separate analysis of video characteristics shows

other advantageous combination, which is entertaining advertising that describes brand's culture and presented in live action style.

4.4. Analysis of optimal length of video advertising on Facebook.

The purpose of this investigation part is to figure out how the length of video advertising on Facebook influences on the consumer engagement. Furthermore, other aim is to contribute to various studies regarding the optimal video length as the the results of previous researches are heterogeneous. What is more, the study gives opportunities to find out the best video duration for four industries which were chosen for the main investigation part of this thesis.

The analysis of data was conducted on the basis of the video analyzed in the previous investigation part of this paper. Thus, 480 videos were clustered up in 11 groups (indicated in Table 5) according to the most used length.

№ of a group	Video duration, seconds
1	0-5
2	6-10
3	11-15
4	16-20
5	21-30
6	31-60
7	61-120
8	121-180
9	181-240
10	241-300
11	301-2400

Table 5. List of groups based on the video duration, in seconds.

4.4.1. Overall analysis of optimal length of video advertising

So, according to Fig.49., the optimal length for Facebook video advertising is 181-240 seconds (or 3-4 minutes), where average engagement rate per post reaches 0,068%. The second place can be attributed to both videos with duration of 241-300 seconds and 310-2400 seconds, as their outcomes are close to each other, 0,055% and 0,05% respectively. The level of corresponding users' reactions at videos of 16-20 and 121-180 seconds is almost half much smaller than of previous ones, so the indicator is 0,034%. Additionally, the third place can be also attributed to videos with duration of 21-30 seconds, because their average engagement rate per post is almost the same, 0,033%. Shorter videos do not

perform as well and longer ones. For instance, 0,024% of users' reactions is attributed to videos with duration of 6-10 seconds and 0,022% to 31-60 seconds. Also, videos of 11-15 seconds got only 0,018%, and, finally, both videos of 0-5 and 61-120 seconds got 0,011%. Consequently, it can be concluded that videos longer than 2 minutes have bigger positive effect on users' engagement.

It could be seen a possibile tendency of users'engagement towards longer video ads, however, it is interrupted by the point of videos that last 61-120 seconds. The reason for this is that those videos (of 61-120 seconds) were mostly about brands' products and this content by itself, according to Fig. 47. got less reactions of users. On the contrary, videos with 181-240 seconds long, in the majority of cases, contained information about brands' culture, which in turn, is the most preferable content on Facebook.
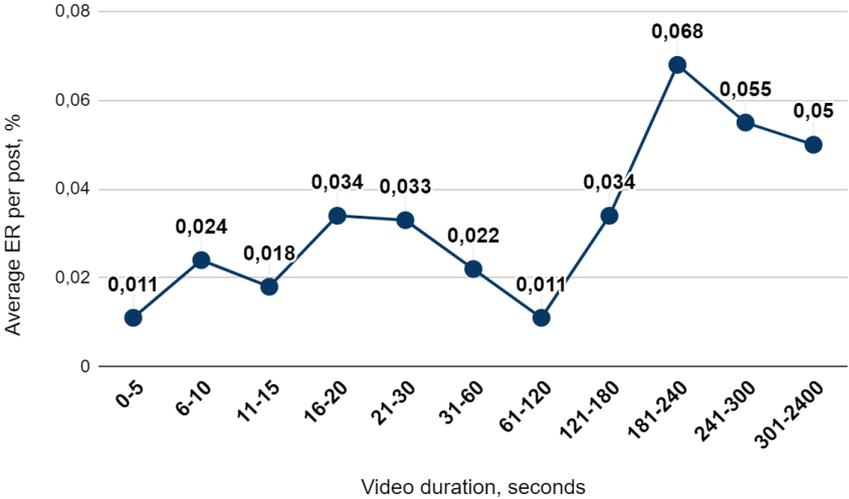
Fig.49. Average ER per video duration, seconds; All industries (Annex 12).

As it was noticed earlier this investigation part also includes specific analysis of optimal video length for particular industries such as beauty, alcohol, e-commerce and food and beverages. Thereafter, it was inferred that favourable video length in terms of users' engagement differs for each of the industry.

4.4.2. Optimal length of video advertising in beauty industry

First of all, three studied brands of beauty industry have not created videos which length would exceed 4 minutes, consequently 112 videos produced by Nivea, Colgate and Kiko were clustered up in 9 groups only. According to the results, consumers reacted mostly at videos which lasted 21- 30 seconds. Thus, the average engagement rate is 0,081%, which is 0,034% more than the engagement rate of video with duration from 16 to 20 seconds. The third "place" of effective video length for beauty industry is dedicated

to videos which last no more than 5 seconds, so that engagement rate is 0,031%. Consequently, it could be inferred that the most beneficial video length for beauty industry is till 30 seconds.
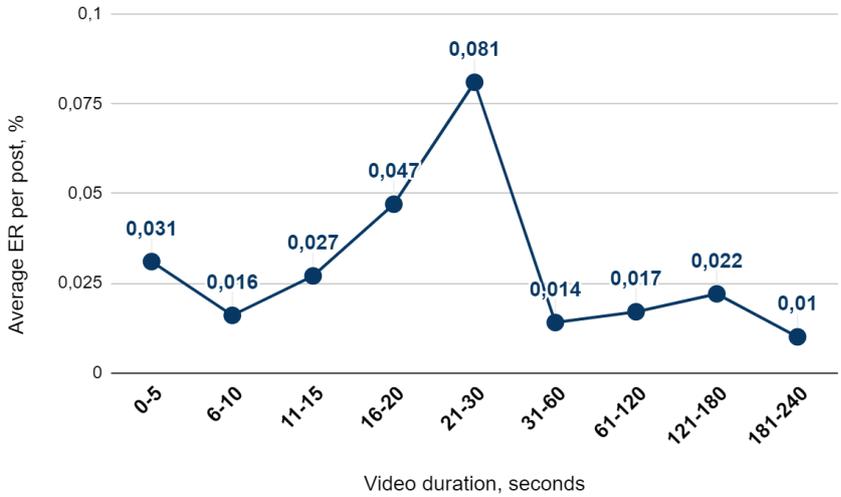
Fig.50. Average ER per video duration, seconds; Beauty industry (Annex 14).

4.4.3. Optimal length of video advertising in food and beverages industry

The results show that video of this industry perform better, in terms of engagement rate, if they are longer than 2 minutes. Thereby, the greater number of reactions pertain to videos of 241-300 seconds long, where the engagement rate is 0,059%. However, longer videos, of 6-40 minutes, are not much less attractive for Facebook users as their engagement amounts to 0,052%. The interesting point is that videos of 121-180 seconds and videos of 181-240 seconds are equally attractive for consumers because their engagement rate is the same 0,03%. So, it could be concluded that videos longer than 2 minutes are more preferable for users, however, the results are not so reliable. The problem is that only 2 brands among three, Nutella and Cheesecake factory, have created such long videos. Moreover, average results of engagement rate are mostly influenced by Nutella videos that provided informative content, namely "How-to" cooking videos. In case if those long videos would be skipped, and, thus, Nespresso videos also would be taken into consideration, then, the most favourable videos for food and beverages industry would be of 31-60 seconds long, where the engagement rate is 0.018%.
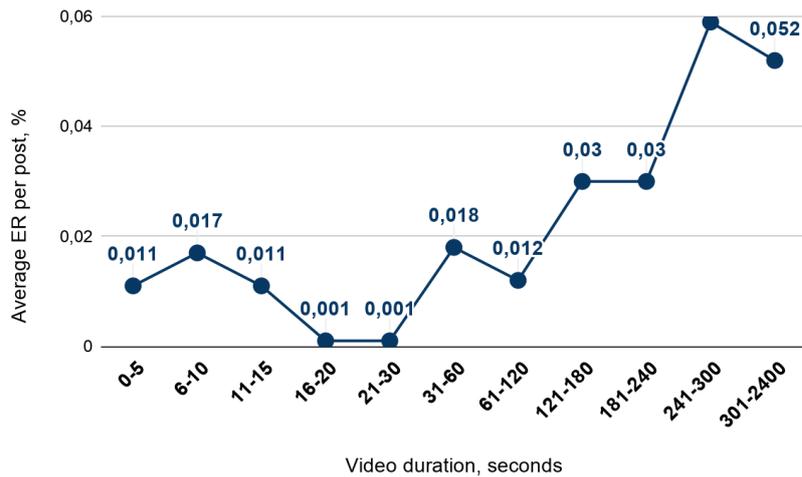
Fig.51. Average ER per video duration, seconds; Food and beverages industry (Annex 13).

4.4.4. Optimal length of video advertising in alcohol industry

The investigated videos of alcohol industry are till 180 seconds long, so there are only 7 groups in accordance with video length. The analysis outcomes show that videos which last from 16 to 20 seconds are the most engaging and amount to 0,056%. Longer videos of 31-60 seconds are performing a little bit worse and got 0,045% of engagement rate. Finally, 0,032% is attained by videos of 11-15 seconds long. It should be noted that videos which last 6-10 seconds also could be included into the list of the most effective video length for alcohol industry as the difference with the videos of 11-15 seconds long is tiny and is equal to 0,031%. Consequently, the third "place" could be assigned for both videos- of 6-10 and 11-15 seconds long. Thereafter, the conclusion is the following: the most effective videos for alcohol industry varies from 6 to 60 seconds, keeping in mind that the greatest number of reactions is attained to videos which last 16-20 seconds.
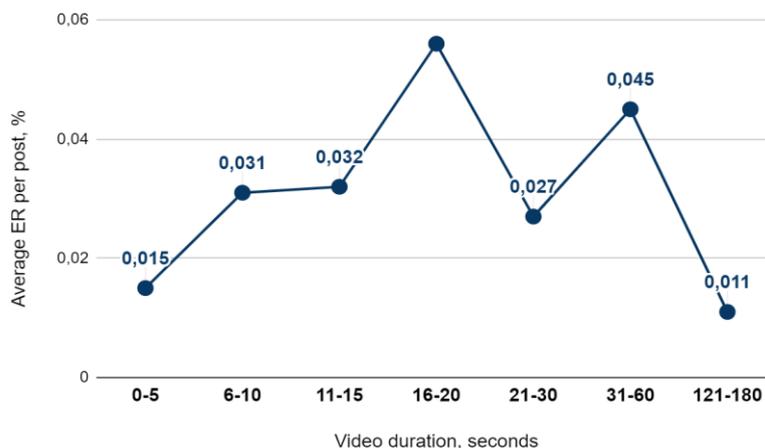
Fig.52. Average ER per video duration, seconds; Alcohol industry (Annex 15).

4.4.5. Optimal length of video advertising in e-commerce industry

The most effective advertising videos for e-commerce industry are those, which length is more than 2 minutes. Better results are presented by videos of 181-240 seconds, where the engagement rate is 0,135%. Videos of 121-180 seconds are a little bit less attractive for users as their engagement amounts to 0,087%. Finally, 0,052% of engagement rate is attributed to videos which length is from 241-300 seconds. However, there is the same problem as with food and beverages industry. The problem is that the videos of 121-180 and 241-300 seconds were produced only by Shopify brand, so the results are based only on one single company, which is not able to represent the whole industry. Consequently, it is feasible to take into consideration those groups of seconds that include all three analyzed brands. Thus, skipping «the second and the third places» attributed earlier to videos created only by Shopify brand, the next most favourable video length is of 301-2400 seconds or 6-40 minutes, where the engagement rate amounts to 0,049%. Anyway, the first inference regarding the optimal video length for online shopping industry is confirmed: videos longer than 2 minutes are perceived by Facebook users as more engaging.
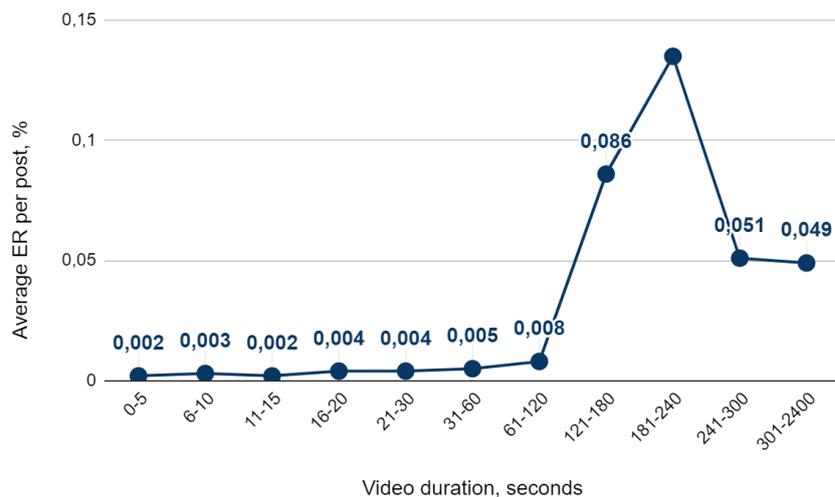
Fig.53. Average ER per video duration, seconds; E-commerce industry (Annex 16).

4.5. Analysis of Call-To-Action buttons used for Facebook video advertising

The third section of this research part is dedicated to analysis of Call-To-Action button as an interactive tool that increases engagement of Facebook users with video advertising. The research comprised the posts of six brands such as Nutella, Nespresso, Nivea, Kiko and Aperol; other six brands did not used CTA button for any of their videos. Thus, there

were studied 240 video advertising, namely 40 units of every brand. All the videos were divided into two groups: those which were accompanied by CTA buttons and those which were not.

So, according to the Fig.54. the videos with CTA buttons are more engaging as their average engagement rate amounts to 0,7%. On the contrary, video advertising without CTA buttons performed worse, where the corresponding outcome is 0,3%. It is worth to mention that in case of all brands the videos which were accompanied by the interactive tool were more advantageous in comparison with those without it. That is why, it could be concluded that the given result is absolutely reliable and the appliance of CTA button increases the engagement of followers with the video advertising.
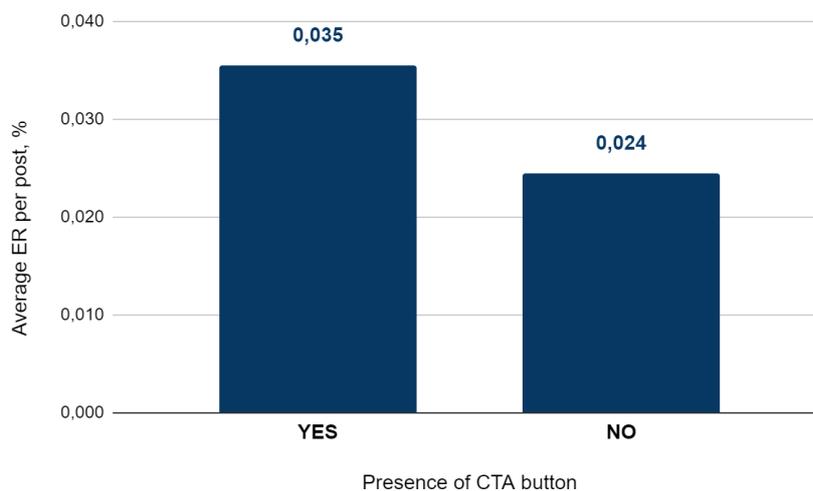
Fig.54. Analysis of influence of CTA button on average engagement rate per post; All industries (Annex 17).

4.6. Findings regarding visual and other content factors

During the implementation of the main tasks of the research there were noticed other additional factors that influence on the increased followers' engagement with Facebook video advertising. Those factors mostly relate to visual elements of video and content aspects, that were described in sections 3.3 and 3.4. The sections specify certain factors such as visual composition of video, presence of music, tone of voice, etcetera. So, while the videos were analyzed, it was noticed that, indeed, there is a direct relationship between the presence of those aspects and the number of users' reactions. Thus, for example, the usage of emojis in the description makes the post look more vivid, thus, catching the attention of fans and involving them with the content. Moreover, music in the

videos also creates a positive effect on the number of likes, shares and comments. However, it should be noted that there were videos not accompanied by music, but still had a good engagement rate. An example of such video can be a short remuneration advertising in text overlay style. It is supposed that this type of video should not add in the music, because it includes content, which in its turn, demands some concentration from viewers' side. So, in this case the music will mostly disturb than compliment the advertising message.

What is more, humor (in post's description ornin video itself) is an effective tool as it indeed contributes to followers' involvement with the advertising, especially when there is an element of surprise in the end. Additionally, the brand's posts that represent a new product or are based on a special theme (Halloween, Mother day, Christmas) get many reactions. Influencers also have positive effect on average engagement rate per post, especially when it is a world-known celebrity. However, it is worth to be mentioned that if fans see the same influencer in many posts, their corresponding responses are coming down. This is the case of Nivea brand, which has advertised particular product line with the participation of the same influencer. As the result, the first videos got many likes, shares and comments, but further videos got much less of reactions despite of the fact that the products were different. And the last, but not the least, video advertising that comprises a storyline is one of the most likable by users. For instance, Amazon brand publishes a lot of posts about its sponsorship activity. However, it is not just a simple presentation of what they have done and to whom they have helped. They narrate about a person, his/her problem, dream or planned project, so they describe his/her story. When advertising tells a story, it evokes emotions, so consumers embrace with the message and, in the end, remember it in a better way.

4.7. Conclusions

The research of this thesis includes three parts. The first part aimed at the determination of the most effective video characteristics in terms of users' engagement. The second part investigated the most optimal length of video advertising. Finally, the third part answered the question of how the appliance of CTA buttons influences on the total engagement of a a post.

The analysis was performed on the ground of four industries, which in their turn, served as the base for the overall conclusions for Facebook social media platform. Thus, the findings of this research part are the following:

- The most engaging videos for food industry include such characteristics as informative or remunirational advertising content that describes/promotes a product/brand or provides educational useful information on the quality of "how-to" video and is presented in text overlay style. Additionally, according to results, these videos preferably have to last from 241 to 300 seconds;

- The most advantageous videos in beauty industry are characterized by the following features: entertaining/ remuneration content, which advertise product/ brand's culture or provide useful information in the quality of how-to videos and presented in live
action style. Moreover, the duration of video advertising should vary between 21 and 30 seconds;

- The most effective conjunction of video characteristics for alcohol industry is entertaining event video delivered in live style. The appropriate length for alcohol advertising is quite short: 21-30 seconds;

- The most engaging combination of video characteristics for e-commerce industry is the entertaining advertising about brand's culture, which, in its turn, is presented in live action style. Furthermore, the best video duration is 181-240 seconds;

- Finally, according to overall analysis, the winning combination of video characteristics for Facebook platform is the following: remuneration advertising that promotes a product in animation style. Also, it should be noted, that separate analysis of video characteristics shows other advantageous combination, which is entertaining advertising that describes brand's culture and presented in live action style. The length of video should be 181-240 seconds long as, basing on results, it gets the greatest number of users' reactions.

Additionally, it is worth to mention that almost in all industries there are other combinations, which performed also well as their average engagement rate per post was close to those of winning one. That is why, when the video advertising is developed, those characteristics and their combinations have to be taken into consideration.

So, as it can be seen from above, interactive content of advertising did not perform well in any industry. However, such interactive tool as CTA button, which accompanied videos, influenced on followers' willingness to react to posts explicitly. This finding corresponds to some extent with study of Vries, Gensler and Leeflang who concluded that a post with medium level of interactivity receives more likes and, on the contrary, highly interactive posts get less reactions.

Conclusions

Theoretical part served as the base for the research through determination of characteristics and factors that influence on Facebook users' willingness to engage with video advertising. Thus, the second chapter includes the studies related to characteristics of FVA, namely video format, style and content, listed in Table 1. The third chapter refers to factors, which in their turn, are devided into content and technical and visual. It was found that influencing content factors are the following one: informative/entertaining/ remuneration/interactive advertising content, emotional appeal, tone of voice, title, description, presence of emojis and hashtags, and, finally, influencer as a marketing tool. Technical and visual factors include presence of music, good quality of sound, sound off technique, appliance of appropriate colors, Facebook requirements for video placement and visual composition techniques.

The research part of this thesis made contributions related to disputes of most engaging advertising content for Facebook, namely entertaining or informative one. So, it was found out that users mostly reacted explicitly at entertaining advertising, where informative videos got the "the third place" according to results of analytical calculations. Additionally, the "second place" of this rating is attributed to remuneration FVA. It is worth noting that the difference in outcomes of these two types of content - entertaining and remuneration, is not big due to the fact that the former one got 0,029% of engagement rate and the latter 0,024%. The reason for such results can be explained by the essence of social media itself and Facebook, in particular. People mostly use social media in order to get away from their problems and daily routines, so they perceive SM as a place where they can relax, distract and have fun. That is why, entertaining advertising complies better with users' motives for their activities on Facebook than informative video ads. Moreover, users' predisposition to remuneration content is accounted for their initial positive attitude towards monetary or material benefits. Hence, even if users are asked to act towards a post, that is putting a like, comment or share the video (as it is required by brands in order to get a product for free, for example), they will do it with pleasure as such offer is perceived as attractive. The prove for the fact that both entertaining and remuneration contents are advantageous for FVA are also seen in the separate analysis of industries. Thus, for example, remuneration content is the most engaging in food and beverages industry and for beauty brands, while entertaining advertising gets the highest

engagement rate in alcohol and e-commerce industries. Therefore, the findings of the research managed to answer the question regarding the most engaging content of Facebook video advertising choosing between entertaining and informative, however, at the same time, there is a new open question related to the choicebetween entertaining and remuneration ads.

The are also findings that refer to the most effective type of video content and video style. As presented in Fig.46. and in Fig.47, specified in section 4.3.5., Facebook users prefer video ads that describe brand's culture and delivered in live action style. The reason for such results can be accounted for people primary motives of using Facebook, which are communication with their friends, the willingness to know them better, watch how other people live, what they do, what their hobbies are, for example. The same idea refers to a brand as followers want to figure out its personality, namely what is hidding behind the scenes stuff: who those people are creating the product, what the working process is, what other ideas, thoughts, plans a brand has, what other activities a brand performs besides the main ones. Thus, a brand lets the followers to know it better, from new perspective, building closer relationships and stronger bonds with them. So, culture videos are a good tool to increase Facebook users' engagement, because they allow brands to tell their own story, which, in turn, is appreciated by followers. The effectiveness of live action videos also can be explained by the humanisation function it implicitly performs. The presence of other person' face, his mimic, gestures, appearance, individual story, problem, needs makes the message more convincing, especially in the context of Facebook platform, where users are coming for communication with real people. Summarizing the above results of analysis related to the most engaging individual characteristics of FVA, it is now possible to name the most engaging type of video ad: entertaining advertising that describes a brand's culture and presented in live action style.

What is more, there was another research conducted alongside the separate analysis of individual video characteristics. This research relates to the determination of the most effective combination of video characteristics, which means that each video itself with all its characteristics was analised in terms of the engagement it has got. So, according to Annex Xxxx, the FVA that received the biggest number of followers' reactions is: remuneration advertising that promotes a product in animation style. So, this result is similar to the results of separate analysis, however, there is a very interesting point. First

of all, as it was stated above, the research of individual video characteristics shows that the most engaging advertising content is entertaining one. Yet, the remuneration content also can be considered as effective because the difference in the outcomes is small. So, this point of result is clear and it corresponds to previous analysis. Obviously, remuneration advertising typically promotes a product or service, so there is a direct relationship between advertising content type and video content. The interesting point regards the video style, namely animation. It means that Facebook users prefer to watch remuneration video ads in animated format. Such preference could be explained by the fact that remuneration content is intrusive by itself and consumers are already tired of being constantly exposed to obtrusive advertising messages, so animation style makes the advertising look less persuasive, hence, consumers perceive it more positively, especially in Facebook context.

The second part of the thesis research is related to the optimal video length, where the highest engagement rate is referred to videos with 181-240 seconds long. This result is influenced primarily by the fact that those videos included content related to brand culture and, as it was described above, culture videos are the most engaging according to the findings. This is a logical interrelation between content type and video length as more time is needed for a brand to tell its own story and make viewers get involved with the message. Additionally, talking about remunirational content, which also is effective for Facebook platform, it is not feasible to use it in the video of 3-4 minutes long. Promotional video should be short in order to make consumers get interested in the provided information. That is why, one of the best short videos, specified in Fig.49. might be applied for such advertising. So, refering to the analysis of optimal video length, the most engaging short video is 16-20 seconds long. Hence, such length would be appropriate to promote a product or service.

Finally, the last part of the research investigated the influence of CTA appliance to video advertising on the Facebook users' engagement with it. The findings showed that FVA accompanied with CTA button received more reactions of users in comparison with videos which did not include such interactive tool. Thus, the research managed to determine the most effective type of video advertising that would increase Facebook users'engagement with it:

- entertaining advertising that describes a brand's culture, presented in live action style, accompanied by CTA button and has to last 181-240 seconds;

-remuneration advertising that promotes a product/service in animation style accompanied by CTA button and has to last 16-20 seconds.

Moreover, the research managed to identify the most effective video ads for each of four industries, that were earlier chosen for the investigation part. As it was described in section 4.4., the most engaging type of FVA for:

- Food industry is informative or remunerational advertising content that describes or promotes a product/brand or provides educational useful information on the quality of "how-to" video and is presented in text overlay style. Optimal video lenght is 241-300 seconds;

- Beauty industry are entertaining and remuneration contents, which advertise product/ brand's culture or provide useful information in the quality of how-to videos and presented in live action style. Optimal video length is 21-30 seconds;

- Alcohol industry is entertaining event video delivered in live style with the duration of 16-20 seconds;

- E-commerce industry is the entertaining advertising about brand's culture, which, in its turn, is presented in live action style. Optimal video length is 181-240 seconds;

Besides all the above, during the implementation of main research tasks, it was noticed that the usage of some visual and technical video tools indeed positively influences on users'engagement with the ads. For example, it is suggested to use emojis in title or description of video ad as it increases the vividness of an advertising post, thus attracting people's attention. Additionally, Facebook users react to posts that include a particular actual thematic related to upcoming holiday, for example.

Moreover, influencers also have a good desirable impact on the the number of likes and comments as they manage to make viewers get involved with the advertising and the communicated message. Humor and storytelling techniques are also attractive for users due to the fact that such tools evoke emotions and these emotions are one of the motives why people are going to Facebook.

So, the commonality of effective and engaging video ads is their correspondence with the medium features, namely what it was created for. The main objectives of Facebook platform are to provide people with possibilities to chat with friends, make new aquintances, have fun, relax, exchange information and express themselves. So, this is a community of people who communicate with each other in informal way. Obviously, brands have to communicate with their followers in the same informal manner in the

context of Facebook, tending to be perceived as a member of this community, which is not trying to sell something, but to share some interesting, useful, educational information, creative ideas, helpful advices and fascinating stories. Hence, Facebook video advertising have to disclose brand's personality through informal friendly communication.

Acronyms

DVA- digital video advertising

OVA - online video advertising

FVA - Facebook video advertising

IMC – integrated marketing communication

Q&A – question and answer

SEM – search engine marketing

SEO - search engine optimization

CTA – call – to - action

KPI – key performance indicator

CE- consumer engagement

SME- social media engagement

ER - engagement rate

SOW- share-of-wallet

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Overall analysis of video characteristics. Food industry.

Type of advertising content	Cheescake factory	Nutella	Nespresso	Average ER per post
Informative	0,016329464	0,038470689	0,003770534	0,019523563
Entertaining	0,024235175	0,005181576	0,004584841	0,011333864
Interactive	0,009071751	0,007113963	0,002954576	0,006380097
Remuniration	0,060894783	0,010093934	0,009171569	0,026720095

Type of video content	Cheescake factory	Nutella	Nespresso	Average ER per post
Educational	-	-	-	-
"How - to"	0,018262217	0,044703788	0,002913294	0,021959766
News	-	-	-	-
Explainer	-	-	-	-
Product	0,030422518	0,00759619	0,004493786	0,014170831
Culture	0,022189681	-	0,001613517	0,011901599
Question and Answe	0,007320715	-	-	0,007320715
Product review	0,016066002	-	-	0,016066002
Testimonials	-	-	-	-
Commercial	0,004713947	0,002713019	0,002646734	0,0033579
Interview	0,005540001	-	-	0,005540001
Event	0,016639788	0,01594749	-	0,016293639
Lifestyle	-	-	-	-

Video style	Cheescake factory	Nutella	Nespresso	Average ER per post
Live-action	0,018421968	0,030690901	0,00479809	0,017970319
Animated	0,006469929	0,006273745	0,004708172	0,005817282
Text overlay	0,05363688	0,011919566	0,002759963	0,022772136
Live video	-	-	-	-
360-degree	-	-	-	-
Choose-your-own-adventure	-	-	-	-
Photo	0,023256697	-	0,002363661	0,012810179

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Overall analysis of video characteristics combination. Food industry

№ of combination	Combination	Cheescake factory	Nutella	Nespresso	Average ER per post
1	Remuniration Product Text Overlay	0,075442938	0,003021496	-	0,039232217
2	Remuniration Product Photo	0,006608429	-	-	0,006608429
3	Remuniration Product Live Action	0,043152648	0,009803253	-	0,026477951
4	Remuniration Product Animation	-	0,011400059	0,009171569	0,010285814
5	Interactive Q&A Text overlay	0,007320715	-	-	0,007320715
6	Interactive Product Live Action	0,010822787	-	-	0,010822787
7	Interactive Product Text overlay		0,007113963	0,005435004	0,006274484
8	Interactive Product Animation	-	-	0,002127766	0,002127766
9	Informative Event Photo	0,016639788	-	-	0,016639788
10	Informative Product Text overlay	0,04977097	0,040402628	0,002248072	0,030807224
11	Informative Product Photo	0,009892858	-	-	0,009892858
12	Informative Culture Live Action	0,028135289	-	0,001613517	0,014874403
13	Informative Culture Animated	0,004352858	-	-	0,004352858

14	Informative Product Live Action	0,007713132	-	0,005703924	0,006708528
15	Informative Commercial Live Action	0,002967858	-	-	0,002967858
16	Informative "How-to " Live Action	0,017549931	0,044703788	0,004090407	0,022114709
17	Informative Culture Live Action	0,003976929	-	-	0,003976929
18	Informative Interview Live Action	0,005540001	-	-	0,005540001
19	Informative Event Animation	-	0,00249313	-	0,00249313
20	Informative Product Animation		0,004027607	0,00667109	0,005349349
21	Informative "How-to " Animation	-	-	0,002677872	0,002677872
22	Entertaining Commercial Live Action	0,005295977	0,002713019	0,002646734	0,00355191
23	Entertaining Product Photo	0,032794825	-	0,002363661	0,017579243
24	Entertaining Product Text overlay	0,008646358	0,00194578	0,002859039	0,004483726
25	Entertaining Product Animation	0,008587001	0,003823142	0,006216286	0,00620881
26	Entertaining Product Live Action	0,033090198	0,003454947	0,005403158	0,013982768
27	Entertaining Product review Live Action	0,016066002	-	-	0,016066002
28	Entertaining Event Live Action	-	0,02940185	-	0,02940185

Overall analysis of video characteristics. Beauty industry.

Type of advertising content	Nivea	Colgate	Kiko	Average ER per post
Informative	0,00458281	0,040433907	0,036545711	0,027187476
Entertaining	0,00227129	0,073325214	0,01657229	0,030722931
Interactive	6,09703E-05	0,009857383	0,011522552	0,007146968
Remuniration	7,40354E-05	-	0,08261822	0,041346128

Type of video content	Nivea	Colgate	Kiko	Average ER per post
Educational	-	-	-	-
"How - to"	-	0,017947616	0,039120043	0,028533829
News	-	-	-	-
Explainer	-	-	-	-
Product	0,003712113	0,026332373	0,024018959	0,018021149
Culture	-	0,034453286	0,00296232	0,018707803
Question and Answe	-	0,009857383	-	0,009857383
Product review	0,001395618	-	-	0,001395618
Testimonials	-	-	-	-
Commercial	0,006335253	0,019217755	0,031487714	0,019013574
Interview	-	0,016180466		0,016180466
Event	0,000178556	-	0,033848857	0,017013706
Lifestyle	-	0,173015014	-	0,173015014

Video style	Nivea	Colgate	Kiko	Average ER per post
Live-action	0,002884307	0,062710152	0,030987758	0,032194072
Animated	0,008163927	0,02031394	0,037930071	0,022135979
Text overlay	-	0,042660102	0,006490965	0,024575533
Live video	-	0,009857383	0,039250734	0,024554058
360-degree	-	-	-	-
Choose-your-own-adventure	-	-	-	-
Photo	0,000827454	-	-	0,000827454

Overall analysis of video characteristics combination. Beauty industry

№ of combination	Combination	Nivea	Colgate	Kiko	Average ER per post
1	Remuniration Product Live Action	7,40354E-05	-	-	7,40354E-05
2	Remunirational Product Text over	-	-	0,007950343	0,007950343
3	Remunirational Product Animation	-	-	0,182879666	0,182879666
4	Remunirational "How-to" Live-Action	-	-	0,039120043	0,039120043
5	Interactive Product Text over	-	-	0,011522552	0,011522552
6	Interactive Product Animation	0,001284732	-	-	0,001284732
7	Interactive Q&A Live	-	0,009857383	-	0,009857383
8	Informative Product Live Action	0,001795903	-	0,053330464	0,027563183
9	Informative Product Animation	0,013240723	0,013584964	0,030309321	0,019045003
10	Informative Product Photo	0,000827454	-	-	0,000827454
11	Informative Product review Live Action	0,001093111	-	-	0,001093111
12	Informative Commercial Live Action	0,010709003	-	0,014942288	0,012825646
13	Informative Lifestyle Animation	-	0,009111866	-	0,009111866

14	Informative Lifestyle Live-action	-	0,015821513	-	0,015821513
15	Informative Culture Live-action	-	0,125426221	-	0,125426221
16	Informative Culture Animation	-	0,00916709	-	0,00916709
17	Entertaining Event Live Action	0,000178556	-	0,02844698	0,014312768
18	Entertaining Event Live	-	-	0,039250734	0,039250734
19	Entertaining Product Animation	0,002212352	0,026429935	0,007583165	0,01207515
20	Entertaining Product Live Action	0,003357723	0,048458562	0,008042915	0,019953067
21	Entertaining Product review Live Action	0,001748542	-	-	0,001748542
22	Entertaining Commercial Live Action	0,003688705	0,019217755	0,03562407	0,019510177
23	Entertaining Culture Live-action	-	0,008297321	0,00296232	0,00562982
24	Entertaining Lifestyle Live-action	-	0,435620844	-	0,435620844
25	Entertaining Lifestyle Animated	-	0,027390823	-	0,027390823
26	Entertaining Interiew Live-action	-	0,016180466	-	0,016180466
27	Entertaining Product Text over	-	0,042660102	-	0,042660102
28	Entertaining "How-to" Live-action	-	0,017947616	-	0,017947616

Overall analysis of video characteristics. Alcohol industry.

Type of advertising content	Aperol	Daniels	BudLight	Average ER per post
Informative	0,042170191	0,002783442	0,026379058	0,023777564
Entertaining	0,056008154	0,005205924	0,032237357	0,031150478
Interactive	0,033310094	-	-	0,033310094
Remuniration	0,049384151	0,006864626	0,00915209	0,021800289

Type of video content	Aperol	Daniels	BudLight	Average ER per post
Educational	-	-	-	-
"How - to"	-	0,001264129	-	0,001264129
News	-	-	-	-
Explainer	-	0,006678782	-	0,006678782
Product	0,038755013	0,003516992	0,038778712	0,027016906
Culture	0,044639399	0,004919068	0,023239996	0,024266154
Question and Answe	-	-	-	-
Product review	-	-	-	-
Testimonials	-	-	-	-
Commercial	0,075431869	0,039102815	0,028320082	0,047618256
Interview	-	-	-	-
Event	0,06779097	0,000621417	0,02139415	0,029935512
Lifestyle	-	-	-	-

Video style	Aperol	Daniels	BudLight	Average ER per post
Live-action	0,045518953	0,00625125	0,034733759	0,028834654
Animated	0,038660043	0,004082042	0,014968401	0,019236829
Text overlay	0,023497818	-	0,053505011	0,038501414
Live video	0,07635715	-	0,021464281	0,048910715
360-degree	-	-	-	-
Choose-your-own-adventure	-	-	-	-
Photo	-	0,003144377	0,006135056	0,004639716

Overall analysis of video characteristics combination. Alcohol industry

№ of combination	Combination	Aperol	Daniels	BudLight	Average ER per post
1	Remunirational Product Photo	-	0,006864626	-	0,006864626
2	Remuniration Event Live Action	-	-	0,006071938	0,006071938
3	Remunirational Product Animation	-	-	0,008760759	0,008760759
4	Remunirational Event Animation	0,049384151		-	0,049384151
5	Interactive Product Live Action	0,036975864	-	-	0,036975864
6	Interactive Product Animation	0,007649702	-	-	0,007649702
7	Informative Event Animation	0,048512666	-	-	0,048512666
8	Informative Event Live	0,026435045	-	-	0,026435045
9	Informative Culture Live-action	0,044639399	-	0,045040905	0,044840152
10	Informative "How--to" Photo	-	0,000513976	-	0,000513976
11	Informative "How--to" Live Action	-	0,002770243	-	0,002770243
12	Informative Product Photo	-	0,002309503	-	0,002309503
13	Informative Product Live Action	-	0,011150662	-	0,011150662

14	Informative Product Animation	-	0,002050096	0,017048134	0,009549115
15	Informative Event Photo	-	0,000621417	-	0,000621417
16	Informative Culture Animation	-	0,005093297	-	0,005093297
17	Entertaining Event Live	0,073071597	-	0,020469122	0,04677036
18	Entertaining Product Live Action	0,039067854	0,003076757	0,062369463	0,034838025
19	Entertaining Product Text over	0,023497818	-	0,004923193	0,014210506
20	Entertaining Commercial Live Action	0,10448137	0,004431227	0,028229914	0,04571417
21	Entertaining Product Live	0,088794639	-	-	0,088794639
22	Entertaining Product Photo	-	0,003529107	-	0,003529107
23	Entertaining Product Animation		0,002951731	0,01781186	0,010381796
24	Entertaining Explainer Animation		0,006853011	-	0,006853011
25	Entertaining Event Live Action	-	-	0,008836501	0,008836501
26	Entertaining Event Text over	-	-	0,102086828	0,102086828
27	Entertaining Event Animation	-	-	0,105987512	0,105987512
28	Entertaining Event Photo	-	-	0,006135056	0,006135056

29	Entertaining Culture Live	-	-	0,001224486	0,001224486
30	Entertaining Culture Live Action	-	-	0,001224486	0,001224486

Overall analysis of video characteristics. E-commerce industry.

Type of advertising content	Amazon	Wish	Shopify	Average ER per post
Informative	0,004315707	0,00182209	0,039128129	0,015088642
Entertaining	0,003916667	0,002000336	0,127411676	0,044442893
Interactive	-	0,001327916	-	0,001327916
Remuniration	0,005192808	0,003970965	-	0,004581886

Type of video content	Amazon	Wish	Shopify	Average ER per post
Educational	-	-	-	-
"How - to"	-	-	-	-
News	-	-	-	-
Explainer	-	-	0,021109538	0,021109538
Product	0,003930046	0,001819654	0,00237508	0,00270826
Culture	0,006473706	0,002433182	0,133570678	0,047492522
Question and Answe	-	-	-	-
Product review	-	-	-	-
Testimonials	-	-	-	-
Commercial	-	-	-	-
Interview	0,002732757	-	0,02196805	0,012350403
Event	0,003834058	-	0,002976038	0,003405048
Lifestyle	-	-	-	-

Video style	Amazon	Wish	Shopify	Average ER per post
Live-action	0,005283818	0,001904096	0,10171455	0,036300821
Animated	0,003230119	0,001928222	0,00237015	0,002509497
Text overlay	0,002830681	-	0,001552716	0,002191698
Live video	0,003013244	-	-	0,003013244
360-degree	-	-	-	-
Choose-your-own-adventure	-	-	-	-
Photo	0,002895014	-	-	0,002895014

Overall analysis of video characteristics combination. E-commerce industry

№ of combination	Combination	Amazon	Wish	Shopify	Average ER per post
1	Interactive Product Live Action	-	0,001046673	-	0,001046673
2	Interactive Product Animation	0,003070936	0,002183898	-	0,002627417
3	Remuniration Product Live Action	0,008051385	0,003970965	-	0,006011175
4	Remunirational Product Live	0,003115343	-	-	0,003115343
5	Informative Product Live Action	0,004722546	0,001661512	-	0,003192029
6	Informative Product Animation	0,002990661	0,002499498	0,001595847	0,002362002
7	Informative Product Photo	0,004232357	-	-	0,004232357
8	Informative Culture Live-action	0,000450905	-	-	0,000450905
9	Informative Product Text overlay	0,003897595	-	-	0,003897595
10	Informative Event Text overlay	0,002702014	-	0,001552716	0,002127365
11	Informative Event Live action	0,007935243	-	0,004399361	0,006167302
12	Informative Product review Live Action	-	0,002378318	-	0,002378318
13	Informative Explainer Live Action	-	-	0,009632587	0,009632587

14	Informative Explainer Animation	-	-	0,002357827	0,002357827
15	Entertaining Product Live Action	0,003143012	0,002088552	-	0,002615782
16	Entertaining Culture Live-action	0,010085012	0,012309305	0,13289641	0,051763576
17	Entertaining Product Animation	0,004027401	0,001233103	0,004571885	0,003277463
18	Entertaining Culture Live	0,003048732	-	-	0,003048732
19	Entertaining Product Text over	0,001892434	-	-	0,001892434
20	Entertaining Interiew Live	0,002732757	-	-	0,002732757
21	Entertaining Event Live	0,003487681	-	-	0,003487681
22	Entertaining Event Photo	0,001557672	-	-	0,001557672
23	Entertaining Product review Live Action	-	0,02652903	-	0,02652903
24	Entertaining Interiew Live action	-	-	0,02196805	0,02196805
25	Entertaining Explainer Live Action	-	-	0,057076674	0,057076674

Overall analysis of video characteristics. All industries.

Type of advertising content	Food industry	Beauty industry	Alcohol industry	E-commerce industry	Average ER per post
Informative	0,019523563	0,027187476	0,023777564	0,015088642	0,021394311
Entertaining	0,011333864	0,030722931	0,031150478	0,044442893	0,029412542
Interactive	0,006380097	0,007146968	0,033310094	0,001327916	0,012041269
Remuniration	0,026720095	0,041310035	0,021800289	0,004581886	0,023603077

Type of video content	Food industry	Beauty industry	Alcohol industry	E-commerce industry	Average ER per post
Educational	-	-	-	-	-
"How - to"	0,021959766	0,028533829	0,001264129	-	0,017252575
News	-	-	-	-	-
Explainer	-	-	0,006678782	0,021109538	0,01389416
Product	0,014170831	0,018021149	0,027016906	0,00270826	0,015479286
Culture	0,011901599	0,018707803	0,024266154	0,047492522	0,02559202
Question and Answe	0,007320715	0,009857383	-	-	0,008589049
Product review	0,016066002	0,001395618	-	-	0,00873081
Testimonials	-	-	-	-	-
Commercial	0,0033579	0,019013574	0,047618256	-	0,02332991
Interview	0,005540001	0,016180466	-	0,012350403	0,011356957
Event	0,016293639	0,017013706	0,029935512	0,003405048	0,016661976
Lifestyle	-	0,173015014	-	-	0,173015014

Video style	Food industry	Beauty industry	Alcohol industry	E-commerce industry	Average ER per post
Live-action	0,017970319	0,032194072	0,028834654	0,036300821	0,028824967
Animated	0,005817282	0,022135979	0,019236829	0,002509497	0,012424897
Text overlay	0,022772136	0,024575533	0,038501414	0,002191698	0,022010196
Live video	-	0,024554058	0,048910715	0,003013244	0,025492672
360-degree	-	-		-	-
Choose-your-own-adventure	-	-		-	-
Photo	0,012810179	0,000827454	0,004639716	0,002895014	0,005293091

Overall analysis of video characteristics combination. All industries.

№ of combination	Combination	Food industry	Beauty industry	Alcohol industry	E-commerce industry	Average ER per post
1	Remuniration Product Text Overlay	0,039232217	0,007950343	-	-	0,02359128
2	Remuniration Product Photo	0,006608429	-	0,006864626	-	0,006736528
3	Remuniration Product Live Action	0,026477951	7,40354E-05	-	0,006011175	0,010854387
4	Remuniration Product Animation	0,010285814	0,182879666	0,008760759	-	0,067308747
5	Remunirational "How-to" Live-Action	-	0,039120043	-	-	0,039120043
6	Remuniration Event Live Action	-	-	0,006071938	-	0,006071938
7	Remunirational Event Animation	-	-	0,049384151	-	0,049384151
8	Remunirational Product Live	-	-	-	0,003115343	0,003115343
9	Interactive Q&A Text overlay	0,007320715	-	-	-	0,007320715
10	Interactive Q&A Live	-	0,009857383	-	-	0,009857383
11	Interactive Product Live Action	0,010822787	-	0,036975864	0,001046673	0,016281775
12	Interactive Product Text overlay	0,006274484	0,011522552	-	-	0,008898518
13	Interactive Product Animation	0,002127766	0,001284732	0,007649702	0,002627417	0,003422404

14	Informative Event Photo	0,016639788	-	0,000621417	-	0,008630602
15	Informative Event Live	-	-	0,026435045	-	0,026435045
16	Informative Event Text overlay	-	-	-	0,002127365	0,002127365
17	Informative Event Live action	-	-	-	0,006167302	0,006167302
18	Informative Product Text overlay	0,030807224	-	-	0,003897595	0,017352409
19	Informative Product review Live Action	-	0,001093111	-	0,002378318	0,001735714
20	Informative Product Photo	0,009892858	0,000827454	0,002309503	0,004232357	0,004315543
21	Informative Culture Live Action	0,014874403	0,125426221	0,044840152	0,000450905	0,04639792
22	Informative Culture Animated	0,004352858	0,00916709	0,005093297	-	0,006204415
23	Informative Product Live Action	0,006708528	0,027563183	0,011150662	0,003192029	0,0121536
24	Informative Commercial Live Action	0,002967858	0,012825646	-	-	0,007896752
25	Informative "How-to " Live Action	0,022114709	-	0,002770243	-	0,012442476
26	Informative "How--to" Photo	-	-	0,000513976	-	0,000513976
27	Informative Culture Live Action	0,003976929	0,125426221	-	-	0,064701575
28	Informative Interview Live Action	0,005540001	-	-	-	0,005540001

29	Informative Event Animation	0,00249313	-	0,048512666	-	0,025502898
30	Informative Product Animation	0,005349349	0,019045003	0,009549115	0,002362002	0,009076367
31	Informative "How-to " Animation	0,002677872	-	-	-	0,002677872
32	Informative Lifestyle Animation	-	0,009111866	-	-	0,009111866
33	Informative Lifestyle Live-action	-	0,015821513	-	-	0,015821513
34	Informative Explainer Live Action	-	-	-	0,009632587	0,009632587
35	Informative Explainer Animation	-	-	-	0,002357827	0,002357827
36	Entertaining Commercial Live Action	0,00355191	0,019510177	0,04571417	-	0,022925419
37	Entertaining Product Photo	0,017579243	-	0,003529107	-	0,010554175
38	Entertaining Product Text overlay	0,004483726	0,042660102	0,014210506	0,001892434	0,015811692
39	Entertaining Product Animation	0,00620881	0,01207515	0,010381796	0,003277463	0,007985805
40	Entertaining Product Live Action	0,013982768	0,019953067	0,034838025	0,002615782	0,01784741
41	Entertaining Product review Live Action	0,016066002	0,001748542	-	0,02652903	0,014781191
42	Entertaining Event Live Action	0,02940185	0,014312768	0,008836501	-	0,017517039
43	Entertaining Event Live	-	0,039250734	0,04677036	0,003487681	0,029836258

44	Entertaining Culture Live-action	-	0,00562982	0,001224486	0,051763576	0,019539294
45	Entertaining Lifestyle Live-action	-	0,435620844	-	-	0,435620844
46	Entertaining Lifestyle Animated	-	0,027390823	-	-	0,027390823
47	Entertaining Interiew Live-action	-	0,016180466	-	0,02196805	0,019074258
48	Entertaining "How-to" Live-action	-	0,017947616	-	-	0,017947616
49	Entertaining Product Live	-	-	0,088794639	-	0,088794639
50	Entertaining Explainer Animation	-	-	0,006853011	-	0,006853011
51	Entertaining Event Text over	-	-	0,102086828	-	0,102086828
52	Entertaining Event Animation	-	-	0,105987512	-	0,105987512
53	Entertaining Event Photo	-	-	0,006135056	0,001557672	0,003846364
54	Entertaining Culture Live	-	-	0,000621417	0,003048732	0,001835075
55	Entertaining Interiew Live	-	-	-	0,002732757	0,002732757
56	Entertaining Explainer Live Action	-	-	-	0,057076674	0,057076674

Overall analysis of optimal length for video advertising on Facebook. All industries

№ of group	Video duration, seconds	Total engagement	Average ER per post, %
1	0-5	36 338	0,011
2	6-10	160 544	0,024
3	11-15	107 939	0,018
4	16-20	53 619	0,034
5	21-30	87 940	0,033
6	31-60	137 986	0,022
7	61-120	20 964	0,011
8	121-180	61 782	0,034
9	181-240	61 452	0,068
10	241-300	59 501	0,055
11	301-2400	43 480	0,05

Analysis of optimal length for video advertising on Facebook. Food and beverages industry

0-5 seconds			
Total engagement	№ of followers	Engagement rate	
Cheescake Factory			
3074	5054151	0,060821293	
298	5054151	0,005896144	
437	5054151	0,008646358	
407	5054151	0,008052787	
547	5054151	0,010822787	
1550	5054151	0,030667861	
2181	5054151	0,043152648	
658	5054151	0,013019002	
294	5054151	0,005817001	
4333	5054151	0,085731511	
13779		0,027262739	Average ER per post, Cheescake Factory
Nutella			
1273	31606855	0,004027607	
1382	31606855	0,004372469	
77	31606855	0,000243618	
2732		0,002881232	Average ER per post, Nutella
Nespresso			
302	7065312	0,004274404	
190	7065312	0,002689195	
94	7065312	0,001330444	
168	7065312	0,002377814	
80	7065312	0,001132293	
186	7065312	0,00263258	
148	7065312	0,002094741	
305	7065312	0,004316865	
330	7065312	0,004670707	
384	7065312	0,005435004	
2187		0,003095405	Average ER per post, Nespresso
18698		0,011079792	Average ER per post, 0-5 seconds

6-10 seconds		
Total engagement	№ of followers	Engagement rate
Cheescake Factory		
4963	5054151	0,098196512
306	5054151	0,006054429
841	5054151	0,016639788
370	5054151	0,007320715

4373	5054151	0,086522939	
1135	5054151	0,022456788	
1069	5054151	0,021150931	
329	5054151	0,006509501	
575	5054151	0,011376787	
303	5054151	0,005995072	
4167	5054151	0,082447082	
434	5054151	0,008587001	
6200	5054151	0,122671444	
25065		0,038148384	Average ER per post, Cheescake Factory
	Nutella		
615	31606855	0,00194578	
1982	31606855	0,006270792	
575	31606855	0,001819226	
3868	31606855	0,012237852	
530	31606855	0,001676851	
1865	31606855	0,005900619	
1054	31606855	0,00333472	
2515	31606855	0,007957135	
9293	31606855	0,02940185	
788	31606855	0,00249313	
334	31606855	0,001056733	
12770	31606855	0,040402628	
850	31606855	0,00268929	
1553	31606855	0,004913491	
909	31606855	0,002875958	
2906	31606855	0,009194208	
1143	31606855	0,003616304	
4741	31606855	0,014999911	
1811	31606855	0,00572977	
50102		0,00834296	Average ER per post, Nutella
	Nespresso		
241	7065312	0,003411031	
227	7065312	0,00321288	
265	7065312	0,003750719	
118	7065312	0,001670131	
95	7065312	0,001344597	
88	7065312	0,001245522	
56	7065312	0,000792605	
121	7065312	0,001712592	
494	7065312	0,006991906	
48	7065312	0,000679376	
1233	7065312	0,017451459	
1094	7065312	0,0154841	
167	7065312	0,002363661	
938	7065312	0,01327613	
5185		0,005241908	Average ER per post, Nespresso
80352		0,017244417	Average ER per post, 6-10 seconds

11-15 seconds

Total engagement	№ of followers	Engagement rate	
	Cheescake Factory		
398	5054151	0,007874715	
221	5054151	0,004372643	
220	5054151	0,004352858	
150	5054151	0,002967858	
288	5054151	0,005698286	
315	5054151	0,006232501	
2023	5054151	0,040026505	
6046	5054151	0,119624443	
612	5054151	0,012108859	
999	5054151	0,019765931	
500	5054151	0,009892858	
11772		0,021174314	Average ER per post, Cheescake Factory
	Nutella		
1224	31606855	0,003872578	
955	31606855	0,003021496	
4925	31606855	0,015582063	
7104		0,007492046	Average ER per post, Nutella
	Nespresso		
275	7065312	0,003892256	
171	7065312	0,002420275	
171	7065312	0,002420275	
187	7065312	0,002646734	
165	7065312	0,002335353	
164	7065312	0,0023212	
283	7065312	0,004005485	
67	7065312	0,000948295	
650	7065312	0,009199877	
114	7065312	0,001613517	
193	7065312	0,002731656	
939	7065312	0,013290284	
137	7065312	0,001939051	
420	7065312	0,005944536	
3936		0,003979199	Average ER per post, Nespresso
22812		0,010881853	Average ER per post, 11-15 seconds

16-20 seconds			
Total engagement	№ of followers	Engagement rate	
	Cheescake Factory		
184	5054151	0,003640572	
184	5054151	0,003640572	Average ER per post, Cheescake Factory
	Nutella		
2515	31606855	0,007957135	
10285	31606855	0,032540409	
4499	31606855	0,014234254	
3342	31606855	0,010573656	
1440	31606855	0,004555974	
22081		0,013972285	Average ER per post, Nutella
22265		0,008806429	Average ER per post, 16-20 seconds

21-30 seconds		
Total engagement	№ of followers	Engagement rate
Nutella		
275	31606855	0,000870064
275	31606855	0,000870064	Average ER per post, Nutella
Nespresso		
94	7065312	0,001330444
94	7065312	0,001330444	Average ER per post, Nespresso
369		0,001100254	Average ER per post, 21-30 seconds

31-60 seconds		
Total engagement	№ of followers	Engagement rate
Cheescake Factory		
440	5054151	0,008705715
381	5054151	0,007538358
821		0,008122037	Average ER per post, Cheescake Factory
Nutella		
2071	31606855	0,006552376
6145	31606855	0,019441985
12417	31606855	0,039285782
9075	31606855	0,028712126
6920	31606855	0,021893985
40260	31606855	0,127377431
76888		0,040543947	Average ER per post, Nutella
Nespresso		
289	7065312	0,004090407
289	7065312	0,004090407	Average ER per post, Nespresso
77998		0,017585464	Average ER per post, 31-60 seconds

61-120 seconds		
Total engagement	№ of followers	Engagement rate
Cheescake Factory		
1246	5054151	0,024653003
528	5054151	0,010446858
460	5054151	0,00910143
100	5054151	0,001978572
2334		0,011544966	Average ER per post, Cheescake Factory
2334		0,011544966	Average ER per post, 61-120 seconds

121-180 seconds		
Total engagement	№ of followers	Engagement rate
Cheescake Factory		
1517	5054151	0,030014932	Average ER per post, Cheescake Factory
1517	5054151	0,030014932	Average ER per post, 121-180 seconds

181-240 seconds		
Total engagement	№ of followers	Engagement rate
Cheescake Factory		
2548	5054151	0,050414006
201	5054151	0,003976929
2749		0,027195468
Nutella		
10361	31606855	0,032780864
10361	31606855	0,032780864
13110		0,029988166

- Average ER per post, Cheescake Factory
- Average ER per post, Nutella
- Average ER per post, 181-240 seconds

241-300 seconds		
Total engagement	№ of followers	Engagement rate
Nutella		
6899	31606855	0,021827543
20121	31606855	0,063660241
28872	31606855	0,091347273
55892		0,058945019
55892		0,058945019

- Average ER per post, Nutella
- Average ER per post, 241-300 seconds

301-2400 seconds		
Total engagement	№ of followers	Engagement rate
Nutella		
27739	31606855	0,087762607
27739	31606855	0,087762607
Cheescake Factory		
812	5054151	0,016066002
812	5054151	0,016066002
28551		0,051914305

- Average ER per post, Nutella
- Average ER per post, Cheescake Factory
- Average ER per post, 301-2400 seconds

№ of group	Video duration, seconds	Average ER per post, %
1	0-5	0,011
2	6-10	0,017
3	11-15	0,011
4	16-20	0,001
5	21-30	0,001
6	31-60	0,018
7	61-120	0,012
8	121-180	0,03
9	181-240	0,03
10	241-300	0,059
11	301-2400	0,052

Analysis of optimal length for video advertising on Facebook. Beauty industry

Total engagement	№ of followers	Engagement rate	
0-5 seconds			
Colgate			
280	3621651	0,007731281	
337	3621651	0,009305148	
1953	3621651	0,053925682	
2570		0,023654037	Average ER per post, Colgate
Kiko			
889	4590997	0,019363986	
254	4590997	0,005532567	
264	4590997	0,005750385	
1306	4590997	0,02844698	
2713		0,014773479	Average ER per post, Kiko
5283		0,031040777	Average ER per post, 0-5 seconds

Total engagement	№ of followers	Engagement rate	
6-10 seconds			
Nivea			
44	22961988	0,000191621	
930	22961988	0,004050172	
68	22961988	0,000296142	
238	22961988	0,001036496	
38	22961988	0,000165491	
314	22961988	0,001367477	
490	22961988	0,002133962	
526	22961988	0,002290742	
190	22961988	0,000827454	
2838		0,001373284	Average ER per post, Nivea
Colgate			
329	3621651	0,009084255	
1545	3621651	0,042660102	
289	3621651	0,007979786	
332	3621651	0,00916709	
371	3621651	0,010243947	
644	3621651	0,017781945	
1887	3621651	0,052103309	
992	3621651	0,027390823	
6389		0,022051407	Average ER per post, Colgate
Kiko			
485	4590997	0,010564154	

2334	4590997	0,05083863
3301	4590997	0,071901593
411	4590997	0,008952304
215	4590997	0,004683079
383	4590997	0,008342415
339	4590997	0,007384017
400	4590997	0,008712704
529	4590997	0,011522552
396	4590997	0,008625577
149	4590997	0,003245482
1258	4590997	0,027401456
997	4590997	0,021716416
6656	4590997	0,144979402
285	4590997	0,006207802
282	4590997	0,006142457
18420		0,025076253	Average ER per post, Kiko
27647		0,016166981	Average ER per post, 6-10 seconds

11-15 seconds		
Total engagement	№ of followers	Engagement rate
Nivea		
17	22961988	7,40354E-05
41	22961988	0,000178556
135	22961988	0,000587928
295	22961988	0,001284732
37	22961988	0,000161136
216	22961988	0,000940685
610	22961988	0,002656564
148	22961988	0,000644543
1128	22961988	0,004912467
631	22961988	0,00274802
3258		0,001418867	Average ER per post, Nivea
Colgate		
412	3621651	0,011376027
412	3621651	0,011376027	Average ER per post, Colgate
Kiko		
2065	4590997	0,044979337
4127	4590997	0,089893328
16307	4590997	0,355195179
686	4590997	0,014942288
784	4590997	0,017076901
719	4590997	0,015661086
98	4590997	0,002134613
815	4590997	0,017752135
25601		0,069704358	Average ER per post, Kiko
29271		0,027026795	Average ER per post, 11-15 seconds

16-20 seconds

Total engagement	№ of followers	Engagement rate	
Nivea			
676	22961988	0,002943996	
2345	22961988	0,01021253	
3067	22961988	0,013356857	
4398	22961988	0,019153394	
350	22961988	0,001524258	
1038	22961988	0,004520515	
594	22961988	0,002586884	
12468		0,007756919	Average ER per post, Nivea
Colgate			
492	3621651	0,013584964	
3098	3621651	0,085541097	
3590		0,049563031	Average ER per post, Colgate
Kiko			
3848	4590997	0,083816217	
3848	4590997	0,083816217	Average ER per post, Kiko
19906		0,047045389	Average ER per post, 16-20 seconds

21-30 seconds			
Total engagement	№ of followers	Engagement rate	
Nivea			
8195	22961988	0,035689419	
667	22961988	0,002904801	
40	22961988	0,000174201	
901	22961988	0,003923876	
142	22961988	0,000618413	
233	22961988	0,001014721	
10178		0,007387572	Average ER per post, Nivea
Colgate			
696	3621651	0,019217755	
4654	3621651	0,128504928	
1759	3621651	0,048569009	
32321	3621651	0,892438283	
10355	3621651	0,285919322	
164	3621651	0,004528321	
49949		0,229862936	Average ER per post, Colgate
Kiko			
150	4590997	0,003267264	
136	4590997	0,00296232	
422	4590997	0,009191903	
216	4590997	0,00470486	
924		0,005031587	Average ER per post, Kiko
61051		0,080760698	Average ER per post, 21-30 seconds

31-60 seconds		
Total engagement	№ of followers	Engagement rate
Nivea		

Total engagement	№ of followers	Engagement rate	
702	22961988	0,003057227	
671	22961988	0,002922221	
14	22961988	6,09703E-05	
253	22961988	0,001101821	
154	22961988	0,000670674	
371	22961988	0,001615714	
2165		0,001571438	Average ER per post, Nivea
Colgate			
502	3621651	0,013861082	
375	3621651	0,010354394	
650	3621651	0,017947616	
172	3621651	0,004749215	
249	3621651	0,006875317	
1948		0,010757525	Average ER per post, Colgate
Kiko			
1796	4590997	0,039120043	
259	4590997	0,005641476	
1353	4590997	0,029470723	
1396	4590997	0,030407339	
1807	4590997	0,039359642	
6611		0,028799845	Average ER per post, Kiko
10724		0,013709602	Average ER per post, 31-60 seconds

61-120 seconds			
Total engagement	№ of followers	Engagement rate	
Nivea			
470	22961988	0,002046861	
470	22961988	0,002046861	Average ER per post, Nivea
Colgate			
124	3621651	0,003423853	
383	3621651	0,010575287	
331	3621651	0,009139478	
368	3621651	0,010161112	
407	3621651	0,011237969	
8710	3621651	0,240498049	
10323		0,047505958	Average ER per post, Colgate
Kiko			
103	4590997	0,002243521	
103	4590997	0,002243521	Average ER per post, Kiko
10896		0,017265447	Average ER per post, 61-120 seconds

121-180 seconds			
Total engagement	№ of followers	Engagement rate	
Colgate			
200	3621651	0,005522343	
200	3621651	0,005522343	Average ER per post, Colgate
Kiko			
1802	4590997	0,039250734	

1802	4590997	0,039250734	Average ER per post, Kiko
2002		0,022386538	Average ER per post, 121-180 seconds

181-240 seconds		
Total engagement	№ of followers	Engagement rate
Colgate		
357	3621651	0,009857383
357	3621651	0,009857383
357	3621651	0,009857383

Average ER per post, Colgate
Average ER per post, 181-240 seconds

№ of group	Video duration, seconds	Average ER per post, %
1	0-5	0,031
2	6-10	0,016
3	11-15	0,027
4	16-20	0,047
5	21-30	0,081
6	31-60	0,014
7	61-120	0,017
8	121-180	0,022
9	181-240	0,01

Analysis of optimal length for video advertising on Facebook. Alcohol industry

0-5 seconds			
Total engagement	№ of followers	Engagement rate	
Bud Light			
2725	7921688	0,034399234	
170	7921688	0,002146007	
159	7921688	0,002007148	
1858	7921688	0,023454597	
4912		0,015501747	Average ER per post, Bud Light
Jack Daniel's			
84	17218709	0,000487841	
353	17218709	0,002050096	
943	17218709	0,005476601	
1380		0,002671513	Average ER per post, Jack Daniel's
Aperol			
67	1032720	0,006487722	
223	1032720	0,021593462	
510	1032720	0,049384151	
800		0,025821778	Average ER per post, Aperol
7092		0,014665012	Average ER per post, 0-5 seconds

6-10 seconds			
Total engagement	№ of followers	Engagement rate	
Bud Light			
11638	7921688	0,146913133	
249	7921688	0,003143269	
1915	7921688	0,024174141	
2148	7921688	0,027115433	
2558	7921688	0,032291098	
18508		0,046727415	Average ER per post, Bud Light
Jack Daniel's			
532	17218709	0,003089663	
921	17218709	0,005348833	
88	17218709	0,000511072	
752	17218709	0,004367343	
1182	17218709	0,006864626	
127	17218709	0,00073757	
205	17218709	0,001190565	
214	17218709	0,001242834	
141	17218709	0,000818877	

Total engagement	№ of followers	Engagement rate	
259	17218709	0,001504178	
1609	17218709	0,009344487	
770	17218709	0,00447188	
84	17218709	0,000487841	
982	17218709	0,005703099	
1151	17218709	0,006684589	
739	17218709	0,004291843	
362	17218709	0,002102364	
10118		0,003456568	Average ER per post, Jack Daniel's
	Aperol		
474	1032720	0,045898211	
362	1032720	0,035053064	
253	1032720	0,024498412	
293	1032720	0,028371679	
281	1032720	0,027209699	
264	1032720	0,02556356	
420	1032720	0,0406693	
759	1032720	0,073495236	
547	1032720	0,052966922	
211	1032720	0,020431482	
183	1032720	0,017720195	
330	1032720	0,03195445	
792	1032720	0,076690681	
327	1032720	0,031663955	
330	1032720	0,03195445	
571	1032720	0,055290882	
917	1032720	0,088794639	
1145	1032720	0,11087226	
79	1032720	0,007649702	
320	1032720	0,030986134	
570	1032720	0,055194051	
361	1032720	0,034956232	
9789		0,043085691	Average ER per post, Aperol
38415		0,031089891	Average ER per post, 6-10 seconds

11-15 seconds		
Total engagement	№ of followers	Engagement rate
Bud Light		
1151	7921688	0,014529732
1015	7921688	0,012812926
1686	7921688	0,021283343
1831	7921688	0,023113761
383	7921688	0,004834828
708	7921688	0,008937489

Total engagement	№ of followers	Engagement rate	
12648	7921688	0,159662941	
2104	7921688	0,026559996	
21526		0,033966877	Average ER per post, Bud Light
Jack Daniel's			
186	17218709	0,00108022	
176	17218709	0,001022144	
130	17218709	0,000754993	
6733	17218709	0,039102815	
179	17218709	0,001039567	
620	17218709	0,003600735	
158	17218709	0,000917607	
272	17218709	0,001579677	
8454		0,00613722	Average ER per post, Jack Daniel's
Aperol			
687	1032720	0,066523356	
244	1032720	0,023626927	
461	1032720	0,044639399	
2329	1032720	0,225520954	
196	1032720	0,018979007	
156	1032720	0,01510574	
505	1032720	0,048899992	
273	1032720	0,026435045	
543	1032720	0,052579596	
334	1032720	0,032341777	
780	1032720	0,075528701	
6508		0,057289136	Average ER per post, Aperol
36488		0,032464411	Average ER per post, 11-15 seconds

16-20 seconds			
Total engagement	№ of followers	Engagement rate	
Bud Light			
694	7921688	0,008760759	
1201	7921688	0,01516091	
478	7921688	0,006034067	
390	7921688	0,004923193	
2763		0,008719732	Average ER per post, Bud Light
Jack Daniel's			
903	17218709	0,005244296	
160	17218709	0,000929222	
425	17218709	0,002468245	
763	17218709	0,004431227	
306	17218709	0,001777137	
1486	17218709	0,008630148	
4043		0,003913379	Average ER per post, Jack Daniel's

	Aperol	
1615	1032720	0,156383144
1615	1032720	0,156383144	Average ER per post, Aperol
8421		0,056338752	Average ER per post, 16-20 seconds

21-30 seconds		
Total engagement	№ of followers	Engagement rate
	Bud Light	
481	7921688	0,006071938
1604	7921688	0,02024821
475	7921688	0,005996197
413	7921688	0,005213535
635	7921688	0,008015968
264	7921688	0,003332623
537	7921688	0,006778858
3598	7921688	0,045419613
8007		0,012634618	Average ER per post, Bud Light
	Jack Daniel's	
1920	17218709	0,011150662
877	17218709	0,005093297
1204	17218709	0,006992394
4001		0,007745451	Average ER per post, Jack Daniel's
	Aperol	
726	1032720	0,070299791
529	1032720	0,051223952
1255		0,060761872	Average ER per post, Aperol
13263		0,027047313	Average ER per post, 21-30 seconds

31-60 seconds		
Total engagement	№ of followers	Engagement rate
	Bud Light	
8087	7921688	0,102086828
356	7921688	0,004493992
6370	7921688	0,080412155
17549	7921688	0,221531068
3516	7921688	0,04438448
743	7921688	0,009379314
486	7921688	0,006135056
546	7921688	0,00689247
518	7921688	0,00653901
38171		0,053539375	Average ER per post, Bud Light
	Jack Daniel's	
95	17218709	0,000551725

477	17218709	0,002770243	
1156	17218709	0,006713628	
1728		0,003345199	Average ER per post, Jack Daniel's
	Aperol		
800	1032720	0,077465334	
800	1032720	0,077465334	Average ER per post, Aperol
40699		0,044783303	Average ER per post, 31-60 seconds

121-180 seconds			
Total engagement	№ of followers	Engagement rate	
	Bud Light		
856	7921688	0,010805778	Average ER per post, Bud Light
856	7921688	0,010805778	Average ER per post, 121-180 seconds

№ of group	Video duration, seconds	Average ER per post, %
1	0-5	0,015
2	6-10	0,031
3	11-15	0,032
4	16-20	0,056
5	21-30	0,027
6	31-60	0,045
7	121-180	0,011

Analysis of optimal length for video advertising on Facebook. E-commerce industry.

0-5 seconds			
Total engagement	№ of followers	Engagement rate	
Shopify			
42	3477778	0,001207668	
42		0,001207668	Average ER per post, Shopify
Amazon			
1179	29274465	0,004027401	
741	29274465	0,002531216	
1057	29274465	0,003610655	
2977		0,003389757	Average ER per post, Amazon
Wish			
355	37547547	0,000945468	
1231	37547547	0,00327851	
576	37547547	0,001534055	
2162		0,001919344	Average ER per post, Wish
5181		0,002172256	Average ER per post, 0-5 seconds

6-10 seconds			
Total engagement	№ of followers	Engagement rate	
Shopify			
113	3477778	0,003249201	
39	3477778	0,001121406	
152		0,002185303	Average ER per post, Shopify
Amazon			
1761	29274465	0,006015481	
2323	29274465	0,007935243	
554	29274465	0,001892434	
4638		0,005281053	Average ER per post, Amazon
Wish			
381	37547547	0,001014713	
793	37547547	0,002111989	
445	37547547	0,001185164	
848	37547547	0,00225847	
449	37547547	0,001195817	
325	37547547	0,000865569	
372	37547547	0,000990744	
598	37547547	0,001592647	
972	37547547	0,002588718	
1590	37547547	0,004234631	
736	37547547	0,001960181	

Total engagement	№ of followers	Engagement rate	
831	37547547	0,002213194	
1000	37547547	0,00266329	
9340		0,001913471	Average ER per post, Wish
14130		0,003126609	Average ER per post, 6-10 seconds

11-15 seconds			
Total engagement	№ of followers	Engagement rate	
Shopify			
71	3477778	0,002041533	
51	3477778	0,001466454	
54	3477778	0,001552716	
176		0,001686901	Average ER per post, Shopify
Amazon			
912	29274465	0,003115343	
791	29274465	0,002702014	
1141	29274465	0,003897595	
791	29274465	0,002702014	
552	29274465	0,001885602	
631	29274465	0,002155462	
649	29274465	0,002216949	
664	29274465	0,002268188	
6131		0,002617896	Average ER per post, Amazon
Wish			
573	37547547	0,001526065	
820	37547547	0,002183898	
369	37547547	0,000982754	
605	37547547	0,00161129	
509	37547547	0,001355615	
426	37547547	0,001134561	
417	37547547	0,001110592	
254	37547547	0,000676476	
996	37547547	0,002652637	
2105	37547547	0,005606225	
820	37547547	0,002183898	
1075	37547547	0,002863037	
1071	37547547	0,002852383	
366	37547547	0,000974764	
868	37547547	0,002311736	
499	37547547	0,001328982	
374	37547547	0,00099607	
299	37547547	0,000796324	
275	37547547	0,000732405	
340	37547547	0,000905519	
13061		0,001739261	Average ER per post, Wish

Total engagement	№ of followers	Engagement rate	
19368		0,002014686	Average ER per post, 11-15 seconds

16-20 seconds		
Total engagement	№ of followers	Engagement rate
Shopify		
159	3477778	0,004571885
159	3477778	0,004571885
Amazon		
1173	29274465	0,004006905
456	29274465	0,001557672
1239	29274465	0,004232357
2868		0,003265645
3027		0,003918765

Average ER per post, Shopify (row 159)
Average ER per post, Amazon (row 2868)
Average ER per post, 16-20 seconds (row 3027)

21-30 seconds		
Total engagement	№ of followers	Engagement rate
Amazon		
864	29274465	0,002951378
879	29274465	0,003002617
578	29274465	0,001974417
1483	29274465	0,005065848
1901	29274465	0,006493714
1421	29274465	0,00485406
5341	29274465	0,018244569
12467		0,0060838
Wish		
124	37547547	0,000330248
666	37547547	0,001773751
790		0,001051999
13257		0,0035679

Average ER per post, Amazon (row 12467)
Average ER per post, Wish (row 790)
Average ER per post, 21-30 seconds (row 13257)

31-60 seconds		
Total engagement	№ of followers	Engagement rate
Shopify		
153	3477778	0,004399361
101	3477778	0,002904153
254		0,003651757
Amazon		
3653	29274465	0,012478452
1310	29274465	0,00447489
628	29274465	0,002145214
449	29274465	0,00153376

Average ER per post, Shopify (row 254)

Total engagement	№ of followers	Engagement rate	
2271	29274465	0,007757614	
8311		0,005677986	Average ER per post, Amazon
8565		0,004664871	Average ER per post, 31-60 seconds

61-120 seconds			
Total engagement	№ of followers	Engagement rate	
Shopify			
394	3477778	0,011329073	
126	3477778	0,003623003	
1134	3477778	0,032607027	
1654		0,015853034	Average ER per post, Shopify
Amazon			
1271	29274465	0,004341668	
1245	29274465	0,004252853	
1203	29274465	0,004109383	
771	29274465	0,002633695	
4490		0,0038344	Average ER per post, Amazon
Wish			
1491	37547547	0,003970965	
1491	37547547	0,003970965	Average ER per post, Wish
7635		0,007886133	Average ER per post, 61-120 seconds

121-180 seconds		
Total engagement	№ of followers	Engagement rate
Shopify		
96	3477778	0,002760383
3235	3477778	0,093019163
3093	3477778	0,088936097
591	3477778	0,016993609
209	3477778	0,006009584
877	3477778	0,025217251
381	3477778	0,010955271
11411	3477778	0,3281118
173	3477778	0,004974441
14257	3477778	0,409945661
1764	3477778	0,050722041
432	3477778	0,012421724
2388	3477778	0,068664532
1020	3477778	0,029329072
7014	3477778	0,201680498
1683	3477778	0,048392968
7672	3477778	0,220600625
894	3477778	0,025706069

Total engagement	№ of followers	Engagement rate	
217	3477778	0,006239616	
57407		0,086877916	Average ER per post, Shopify
57407		0,086877916	Average ER per post, 121-180 seconds

181-240 seconds			
Total engagement	№ of followers	Engagement rate	
Shopify			
235	3477778	0,006757188	
9072	3477778	0,260856213	
18263	3477778	0,525134152	
17760	3477778	0,510670894	
179	3477778	0,005146965	
45509		0,261713082	Average ER per post, Shopify
Amazon			
2476	29274465	0,008457883	
2476	29274465	0,008457883	Average ER per post, Amazon
47985		0,135085483	Average ER per post, 181-240 seconds

241-300 seconds			
Total engagement	№ of followers	Engagement rate	
Shopify			
469	3477778	0,013485622	
3140	3477778	0,090287534	
3609		0,051886578	Average ER per post, Shopify
3609		0,051886578	Average ER per post, 241-300 seconds

301-2400 seconds			
Total engagement	№ of followers	Engagement rate	
Shopify			
6442	3477778	0,185233215	
3502	3477778	0,100696479	
9944		0,142964847	Average ER per post, Shopify
Amazon			
1127	29274465	0,003849771	
755	29274465	0,002579039	
658	29274465	0,002247693	
670	29274465	0,002288684	
810	29274465	0,002766916	
4020		0,002746421	Average ER per post, Amazon
Wish			
965	37547547	0,002570075	
965	37547547	0,002570075	Average ER per post, Wish

| | 14929 | | 0,049427114 | Average ER per post, 301-2400 seconds |

№ of group	Video duration, seconds	Average ER per post, %
1	0-5	0,002
2	43744	0,003
3	11-15	0,002
4	16-20	0,004
5	21-30	0,004
6	31-60	0,005
7	61-120	0,008
8	121-180	0,086
9	181-240	0,135
10	241-300	0,051
11	301-2400	0,049

Analysis of CTA

Brand name	CTA	№ of videos	№ of followers	ER, %	Average ER per post,%
Shopify	39491	11	3477778	1,135523889	0,103229444
Nutella	18626	4	31606855	0,058930254	0,014732564
Nespresso	10355	32	7065312	0,146561114	0,004580035
Nivea	25939	19	22961988	0,112964958	0,005945524
Kiko	23996	6	45590997	0,052633199	0,0087722
Aperol	780	1	1032720	0,075528701	0,075528701
					0,035464745

Brand name	No CTA	№ of videos	№ of followers	ER,%	Average ER per post,%
Shopify	69680	29	3477778	2,003578147	0,069088902
Nutella	234097	36	31606855	0,740652621	0,020573684
Nespresso	1341	8	7065312	0,018980054	0,002372507
Nivea	6142	21	22961988	0,026748555	0,001273741
Kiko	35903	34	45590997	0,078750197	0,002316182
Aperol	20621	39	1032720	1,996765822	0,051199124
					0,02447069

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