

MARKETING

Product close-ups, celebrity cameos driving consideration on LinkedIn: report

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Product placement, musicality and scene pacing are just a few factors optimizing paid content performance on the professional network's site. Image credit: Christie's

By AMIRAH KEATON

New data regarding paid content placed on LinkedIn details exactly which changes in creative design are leading luxury brands toward improved key metrics.

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Product placement, color scheme, musicality and scene pacing are among the factors listed in creative analytics firm VidMob's "Luxury Creative Video Insights" report. The resource proves hero product close-up shots popular and renders talk tracks used as an advertising tool obsolete, raising a number of other helpful recommendations.

"Creative is the most important component to campaign success and LinkedIn offers a unique whitespace opportunity for brands to advertise and reach their target audiences, said Prune Nouvion, head of Southern Europe at VidMob, in a statement.

"This report underpins LinkedIn's goal to support advertisers' success and to drive performance."

For the report, experts analyzed 2,300 global LinkedIn ads from luxury brands in particular. Pushed live from Dec. 1, 2021, to Dec. 16, 2022, the content totaled more than 120 million impressions.

Luxury and LinkedIn

As far as advertising is concerned, the report proposes patience is a virtue uncovering that, on average, talent entry arriving after the first three seconds of an ad yielded the brand a 460 percent increase in viewer consideration, in comparison to averages from videos with earlier talent appearances.

As it turns out, placing product close-ups that act as a teaser before celebrity cameos are activated is preferred by viewing audiences.

Check out the newest LinkedIn Pages features, including:

Reaching your audience at the right time with scheduled posts

Engaging your community through live, audio-only convos

Reaching more candidates by automatically sharing jobs as a Page post <https://t.co/mT1xuBbtdj>

LinkedIn Ads (@LinkedInMktg) March 21, 2023

Experts share that, for ads in which users watched at least a quarter, highlighting the hero product close-up in the opening scene before giving a full-view product shot resulted in a 242 percent lift in performance. The use of close-up shots also influenced click-through rates, which jumped 5.5 percent on these posts.

As the role of highly-visual assets in powering even the most professional of platforms remains active, VidMob's next tip leans in here, ruling out the inclusion of dialogue.

The report urges luxury operators to opt for medium ad pacing, stating that creative assets featuring one to two scene changes within a video's first three seconds led to an 8 percent lift for ads with a view-through rate of 100 percent, based on findings.

Lastly, limited talk tracks are among the report's list of best practices.

Mastercard elevated its CMO as a reputed thought leader

Mastercard aimed to elevate the thought leadership profile of its Chief Marketing Officer, Raja Rajamannar. Specifically, they hoped to move Rajamannar up on the Forbes List of Most Influential CMOs. [VaynerMedia](#) helped ramp up his LinkedIn presence through strategic, higher-frequency posting via Newsletters, LinkedIn Live, and community engagement. In 12 months, Rajamannar saw a 98% increase in follower growth and a 223% increase in LinkedIn Newsletter subscriptions. He also climbed 14 on the Forbes list, all the way up to No. 4.



A case study from "How Standout Creative Content Boosts Performance: From B2Boring to B2Brilliant," a LinkedIn Marketing Solutions report. Image credit: LinkedIn

Of those posts analyzed, creative deliveries that did not include spoken dialogue or subtitles between 25 percent to 100 percent view-through rate outperformed those with subtitles.

Findings make clear that luxury brands catering to both a "sound-on" and "sound-off" environment are bound to come out on top, suggesting luxury marketers prioritize music and visual tools as much as possible when seeking to propel storytelling forward.

Extending engagement

Initially presented in partnership with LinkedIn, VidMob first collaborated with the world's largest professional network on research earlier this year. Newly-released findings build on this guidance.

VidMob's report additionally serves as a reminder that LinkedIn is still somewhat of an underutilized space for luxury brands, despite the outsized impact of a sound ad approach ([see story](#)). Turning toward those in the business of selling to luxury leaders, from suppliers to marketing agencies and more, figures like these can make or break revenues.



The LinkedIn Marketing Solutions report shares that nearly half of B2B purchase decision makers find B2B advertising boring. Image credit: LinkedIn

In "How Standout Creative Content Boosts Performance: From B2Boring to B2Brilliant," LinkedIn's own Marketing Solutions team notes that powerful creative can generate 10-20x more sales, and yet, 75 percent of current B2B creative is deemed ineffective.

Furthermore, nearly half of B2B purchase decision makers find B2B advertising boring, and 4 of every 5 wished B2B advertising had the format associated with B2C advertising, according to the company.

Considering that, at any given time, 95 percent of buyers in a given category are "out-market," or not actively looking to purchase the concept is known as the "95-5 rule" both LinkedIn's findings and VidMob's overarching report posit that strong paid LinkedIn possesses the ability to heighten engagement and affinity, versus sales solely.

When paid channels are used strategically, a bevy of luxury objectives can be achieved on LinkedIn ([see story](#)).

"VidMob's technology ultimately helps brands understand how to create better content for LinkedIn by leveraging the brand's first-party creative data and infusing that data into the creative process to drive creative effectiveness," VidMob's Mr. Nouvion said.

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