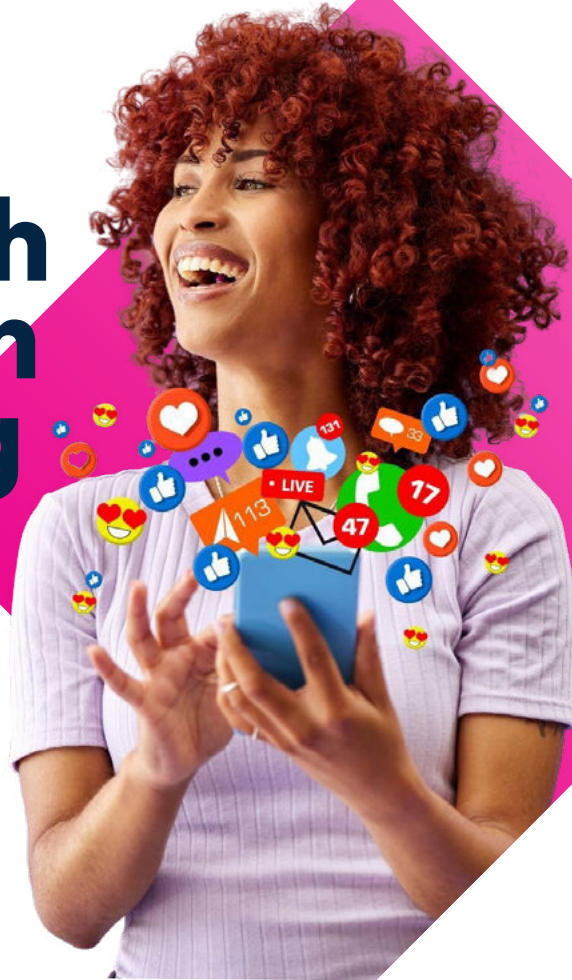


Creating impact with fast-screen advertising

In the age of endless scrolling and fleeting attention spans, impactful marketing now hinges on content that is short, snappy, and delivers impact within seconds.



Platforms like TikTok, Instagram, and YouTube (shorts) are driving this evolution, enabling brands to effectively connect with their audiences through ads that are quick to consume and resonate instantly.

At Toluna, we've coined the term 'fast-screen advertising' to define this emerging style of advertising. After evaluating over 1000 ads and 500 campaigns, we've rounded up 6 key insights to help you master the world of fast-screen advertising.



1. You're not obstructing the content, you ARE the content

To grab attention on these platforms, your content needs to look and feel like native, creator-driven content. Creator-style content is 1.7x more likely to stop people scrolling compared to traditional ads.

The key is to seamlessly blend into consumers' feeds. Start with your brand – but do so subtly. For viewers, your ad should feel like a natural part of the content, not an interruption. Unobtrusive brand integration makes people 3x more likely to stop and pay attention.



2. Every second counts

Once you've captured viewers' attention, you need to keep them hooked. This requires a compelling narrative that keeps moving forward. Viewers will quickly scroll past any content that fails to deliver value.

Avoid fluffing and only take the time you need to get your message across. Content that is between 10 – 30 seconds long is 1.5x more likely to make an impact.

3. Keep it simple

Simplicity is key when it comes to fast-screen content. Keep your messaging sharp and clear to ensure your message sticks without overwhelming your audience. Single-minded messaging is 1.4x more likely to hook and hold viewers.

4. Your brand is your hero

Every good story has a hero, and your hero is your brand. Content featuring your brand or product for at least 60% of its duration is 1.8x more likely to make an impact. Make sure you get your content density right with your brand.

Don't be afraid to let your brand shine. Showcase versatility and share experiences. This can boost your hooking power by 1.5x. In fact, using this approach has demonstrated a 32% rise in brand interest.

This can be achieved by starting with slice-of-life scenarios, which drive engagement by **25%**. Additionally, featuring category-aligned creators can **boost inspiration by 27%** and drive word-of-mouth recommendations.

5. Build brand love through real people and real moments

Fast-screen platforms offer brands the opportunity to earn attention and trust by meeting audiences where they are, with content that feels personal. By featuring real people, creators, and content that is visually, audially, and emotionally appealing, brands can shape meaningful impressions that foster trust and brand loyalty.

Authenticity is key here: if an ad feels authentic, viewers are 20% more likely to believe that the brand understands and fulfills their needs.

6. Appeal to the senses

People come to these platforms to be entertained, uplifted, educated, or to participate. Your content needs to reflect that. This comes down to the visual and sensory appeal of your content, i.e. using sound, color, and other elements to keep viewers hooked.

When it comes to audio, speech is often the best sound. Speaking directly to your audience can increase hooking power by 50%.



Trending sounds and using the platform's unique features (visual & verbal effects) are a major driver of relevance and engagement. Ads incorporating current trends from the start are **1.5x more** likely to engage viewers compared to those that don't.

Curious to learn more about fast-screen advertising?
Contact our **experts** to learn how.