

Creating Impact with Fast Screen Advertising

These insights are drawn from analysis of over 1,000 ads across 500 campaigns

Insights for creating creator-driven, authentic content that captures attention on high-speed social feeds



Capture attention

Adopt a “creator-style” aesthetic

1.7x more likely to stop the scroll



Keep the messaging sharp & simple

- One key takeaway
- Easy to digest content

1.4x more likely to hook and hold viewers

The 10-30 second sweet spot

1.5x more impact with content 10-30 seconds long



3 key tips

- Stick to one idea
- Keep story moving forwards
- Bite-sized text

Driving brand love and engagement

1. Don't just show the product – show people using it & the *feeling* or *benefit* it creates

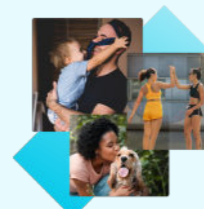


1.5x more impact

when brand showcases experiences and versatility



2. Feature real people & moments



Authentic content makes viewers

20% more likely to trust the brand



3. Power up with direct speech



Speaking directly to the audiences increases hooking power by

50%



Strategies that multiply impact

Category aligned creators

+27% inspiration boost

Feels native in-feed (so brand subtly)

Using trending sounds

1.5x more likely to engage

Use platforms unique features (verbal and visual effects)

Slice-of-life scenarios

25% increase in engagement

Genuine and unscripted