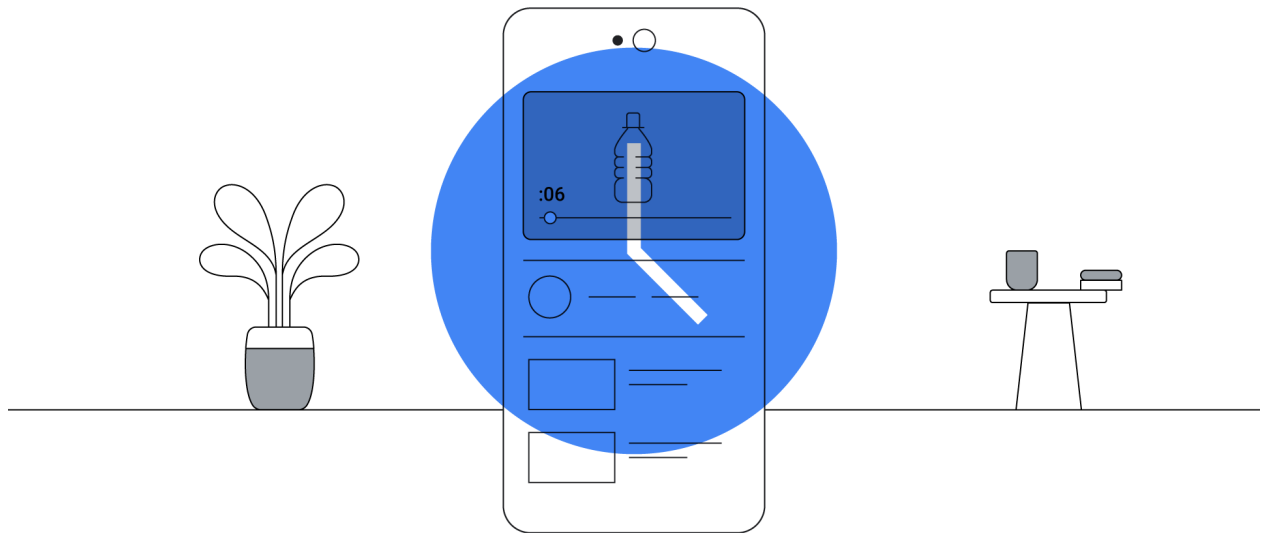# Bumper Ads

A little creativity goes a long way

Six-second bumper ads appear before or during YouTube videos and cannot be skipped. This fast-paced format is especially effective on mobile when people often watch videos on the go. Bumpers can work by themselves, in succession, or as part of a broader campaign. They can be refreshed to reduce wear-out, offer unique content, and drive memorability.

Creativity concentrated

Bumpers are bursts of creativity, designed to deliver a short, succinct message. When you only have six seconds, the only thing that matters is making an impact. Everything else is invisible, so strip away the unessential to deliver a powerful hit.

Build bespoke

Bumpers work best when they are specifically built for the six-second format. Instead of cut-downs or even cut-outs from longer ads, consider how they can bring something to the story that might normally be left out.

Some things to consider:

Focus on one thing

Do one thing and do it well. It might be one joke, one product feature, one price. This format is brilliant for nailing the single-minded point. When you only have six seconds, the only thing that matters is impact. Everything else should be invisible, so strip away the unessential to deliver a powerful hit.

Go again and again

A series of bumpers can build out a story to even greater effect. Ramp up recall, step out individual product points, or draw out characters or themes within a story. A bunch of bumpers provide flexibility to build on an idea or keep the campaign fresh.

Let imagination fill the gaps

No need to say everything, rely on the power of suggestion. People have an amazing ability to see the bigger picture. Just as filmmakers use the power of suggestion to bring you into a scene, the same can work for bumpers.

Create with sound

Sound is a massive driver for storytelling, and for YouTube viewers. While this is true for any YouTube ad format, it's even more relevant when making the most of such a brief moment. The more you use sound to your advantage, the better.

Reach users

Bumper ads have the ability to tap into the full potential of Google's ad-serving technology, drawing from millions of signals and data points. This means you can highlight ideas in ways you only dreamed of in other media channels. Consider connecting to specific audiences using advanced audience insights.

Let details shine

Sometimes it's the little things that make you fall in love. Bumpers are a great place to highlight smaller features and details, drawing viewers into the product or idea. These can be served to everyone, or select features served to certain audiences, providing them with more reason to purchase or engage with a brand. If part of an overall communication plan, these moments can free up other executions to be more single minded.

Creative Juice

Some thought starters to get you going:

- What story could a succession of bumpers tell?
- What is the one thing you want to say? How succinctly can you say it?
- What are bullet points that could be stepped out across multiple bumpers?
- Is there detail missing from an existing campaign that could be said in a bumper?
- Is there an opportunity to highlight just the price? Individual features? Colour?
- Are there multiple audiences interested in different things?
- What is something particularly specific about your product?
- Is there a non-key feature that resonates with customers?

Useful facts to support your creative idea

Nearly 9 in 10 bumper campaigns drove a significant lift in Ad Recall.
Source: Google Brand Lift Meta Analysis, Global, 2017.

When compared to a thirty-second TrueView ad, research from Ipsos shows us that a video ad sequence of three six-second ads had a significantly higher impact than single :30 TrueView ads on Ad Recall and Purchase Intent, with an increased average lift of 107% and 134%, respectively.
Source: Google/Ipsos Lab Experiment, US, Nov 2018. n=7,500 people aged 18-64.

Globally, more than 70% of YouTube watchtime happens on mobile devices (both mobile phones and tablets).
Source: YouTube Internal Data for Watchtime of YouTube by device, April 11, 2018 - June 10, 2018.