

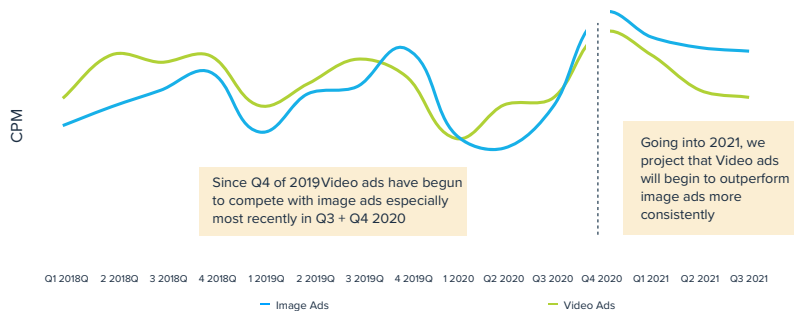
PATTERN89

21 BIG IDEAS

LOOKING FOR THE FULL SET OF PREDICTIONS AND INSIGHTS? **>**
 FIND THEM IN THE FULL REPORT.

GOING INTO 2021, WE PROJECT THAT VIDEO ADS MAY EVEN BEGIN TO OUTPERFORM IN TERMS OF CPM.

Every marketer knows that creating video ads costs a lot of clams. So what creative ideas will give your video ads a leg up?



VIDEO ADS IN STORIES HAVE HAD A LOWER CPM THAN OTHER VIDEO PLACEMENTS.

VIDEOS IN STORIES HAVE BEEN RISING IN CTR THROUGHOUT 2020.

Everyone has a story to tell. And Facebook and Instagram Stories will be big winners in 2021.

TOP STORY CREATIVE:

2021 THE YEAR OF YOU DOING YOU

TOP TRENDS

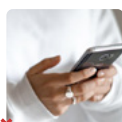
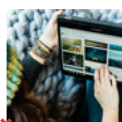


CREATIVE TO AVOID:

IT'S TIME TO LOOK UP, TOWARD A BRIGHT FUTURE!

In fact, we found that videos showing people looking down should be avoided.

POOR CTRS



GET 21 BIG IDEAS FROM INDUSTRY EXPERTS



“My big idea for 2021 is the ability to manufacture fame. There is no asset more valuable than fame. People buy anything from people they know, like, and trust. In 2021 we are focusing on helping our clients acquire a raving fan base by strategically leveraging the social platforms.”

YOUR ROARING 2021 CREATIVE FORECAST SNAPSHOT

Pattern89 analyzed billions of data points to determine trends for next year. To discover these creative trends, its AI analyzed:

A PROPRIETARY DATA SET OF
200 BILLION
 DATA POINTS

49,000+
 DIMENSIONS ANALYZED
 PER CREATIVE

11 YEARS
 IN HISTORIC DATA ANALYZED
 BY DAILY ALGORITHMS

By analyzing this advertiser data and finding patterns in it, Pattern89 has projected:

- Insights into what videos, imagery, colors and copy will have the highest CTRs
- Data-verified projections for winning content, from the Super Bowl to Spring and Summer
- Hundreds of other creative predictions and 21 big ideas from marketing leaders

DOWNLOAD THE FULL REPORT