



# Amazon Sponsored Brand Video Success Guide

By Brett Curry, CEO OMG Commerce

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# What Are SBV Ads?

Formerly known as Video in Search ads in the early days, Sponsored Brand Video is now an essential ad format for building your brand on Amazon.

These brand-boosting campaigns incorporate video ads directly into search results on Amazon. Initially, this ad unit only appeared on iOS devices in the Amazon app. It was then released to the android Amazon app and it is now available in desktop environments too.

The image displays three rows of Amazon search results, each featuring a Sponsored Brand Video (SBV) ad for Overtone hair conditioner. Each row consists of a video thumbnail on the left and a product listing on the right.

- Row 1:** The video thumbnail (0:21) shows a hand holding a jar of Overtone conditioner with the text "IT'S A PIGMENTED CONDITIONER". The product listing on the right shows a jar of Overtone Vibrant Teal Coloring Conditioner, priced at \$32.00 (\$4.00/Ounce), with a 4.5-star rating and 4,542 reviews. It includes a "Shop the OVERTONE Store on Amazon" link.
- Row 2:** The video thumbnail (0:27) shows multiple hands holding different jars of Overtone conditioner with the text "SAY HELLO TO OVERTONE COLORING CONDITIONER". The product listing on the right is identical to the first row.
- Row 3:** The video thumbnail (0:15) shows a woman with long, wavy hair holding a jar of Overtone conditioner. The product listing on the right is identical to the first row.

Each row also includes a "and more, sign up." link in the top left corner of the video thumbnail area.

# 5 Reasons SB Video Ads are So Powerful

1

**Scroll-Stopping Power.** Amazon shoppers are conditioned to scroll past standard product listings and ads in search results. Sponsored Brand Video provides a stark contrast to native search results and in-search Sponsored Product ads. These ad units provide a welcome change that seriously has the potential to get customers to stop scrolling and take notice.

2

**Say More to Your Customer.** A picture is worth a thousand words, but a video is worth a million. Images are great, but nothing can compare with the demonstration and selling power of video. Before someone makes a purchase, they need to be confident that the product will do what they need it to do and do it well. A video demonstration and moving lifestyle imagery gives confidence and establishes the owner mindset more effectively than images and text alone.

3

**Brand Builder.** SBV ads are an excellent way to test top of funnel targeting when spend from Sponsored Product campaigns has reached a ceiling. Plus, it's great for increasing brand awareness, establishing brand affinity and dominating brand defense.

4

**Solid New-to-Brand (NTB) Performance.** Currently SB Videos all show below the fold. Usually people searching for your brand or those who know exactly what they are looking for will click one of the listings at the very top of search results. For the most part, shoppers higher in the funnel who are in the research phase and don't quite know what they want are the ones who will scroll down and encounter your SB Video ads. So while performance of SBV ads has changed over the years as they've become more competitive, it's still one of the best ways to attract new customers.

5

**Combat Market Saturation.** In a marketplace that is becoming increasingly saturated, it's important to find ways to stand out in the crowd. SBV campaigns are a great way to get people to pay attention to your brand even if the space is saturated with bigger brands. This is especially useful when competitor brands have creative assets that are subpar quality.

# Accessing Sponsored Brand Video Ads

SB Video ads are now available within the advertising manager within Seller Central for all brand registered brands. If you have any difficulty accessing this ad type, reach out to Amazon brand registry to ensure that your brand is properly mapped.

Ad format ⓘ

[Select an ad format](#)

## Product collection



Promote multiple products from a landing page of your choice.

## Store spotlight



Drive traffic to a Store, including subpages.

## Video



Promote your brand and a product using video. Drive traffic to your Store or the product detail page.



# Targeting Options for Sponsored Brand Video Ads

Your targeting options for SB Video are the same as Sponsored Brand ads, so you can target by Keyword, ASIN or Category.

Targeting ⓘ

Select your targeting strategy ⓘ

☒ Keyword targeting

Choose keywords to help your products appear in shopper searches.

☐ Product targeting

Choose specific products, categories, brands, or other product features to target your ads.

Keyword targeting ⓘ

Select keywords to target ⓘ

Suggested ⓘ

Enter list

Upload file

0 added

Remove all

Bid ⓘ

Suggested bid ▾

Filter by ⓘ

☒ Broad

☒ Phrase

☒ Exact

Keywords

Match type ⓘ

Sugg. bid ⓘ  
Apply All

Bid ⓘ

Targeting ⓘ

Select your targeting strategy ⓘ

☐ Keyword targeting

Choose keywords to help your products appear in shopper searches.

☒ Product targeting

Choose specific products, categories, brands, or other product features to target your ads.

Product targeting ⓘ

Learn more about product targeting ⓘ

Categories ⓘ

Individual products ⓘ

0 added

Remove all

Suggested ⓘ

Search

Categories & products

Sugg. bid ⓘ  
Apply All

Bid

Bid

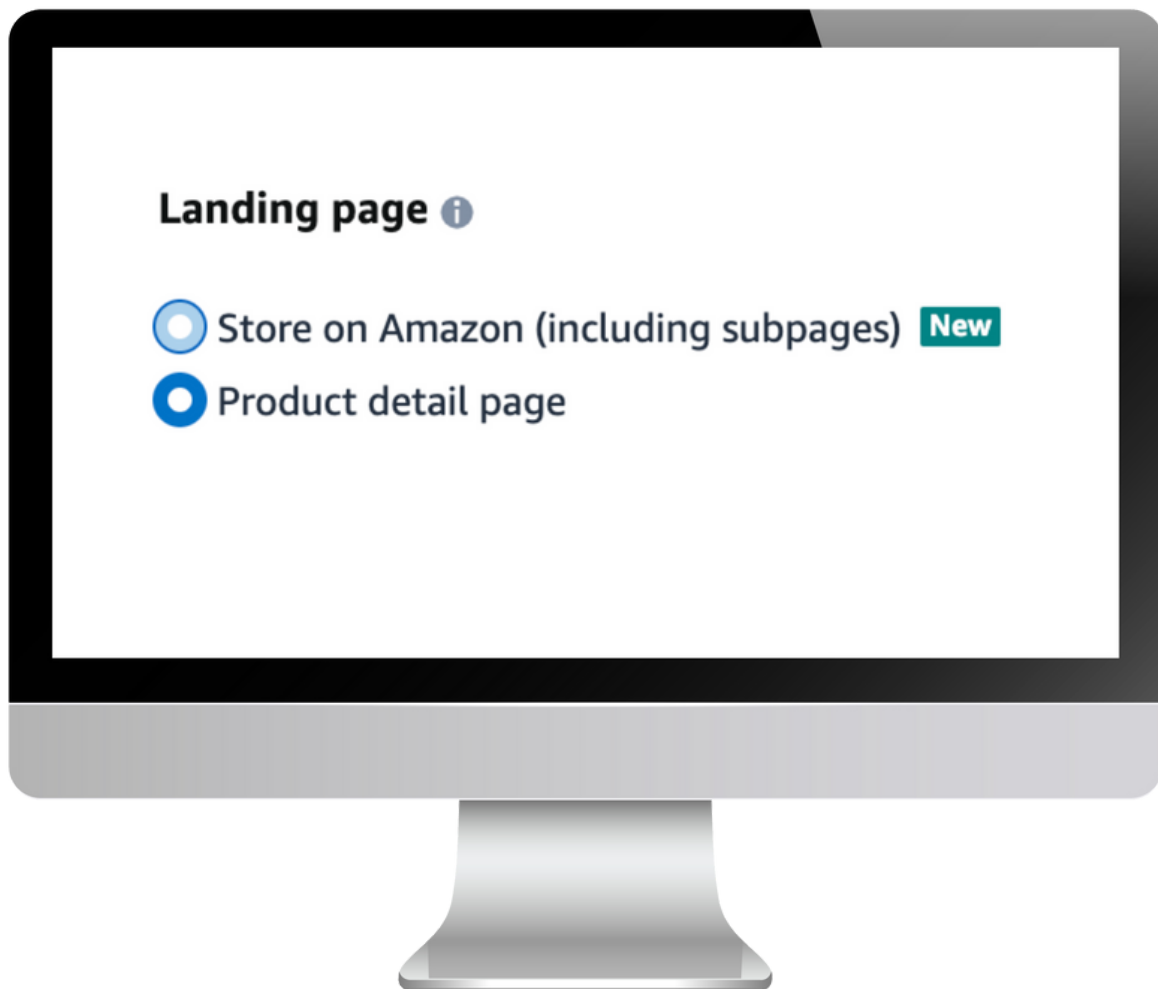
Suggested bid ▾

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# Landing Pages Sponsored Brand Video Ads

Traffic from SBV ads could previously only be pointed directly to product display pages. While the shortest path to purchase is the logical place to drive traffic, some products require additional customer education which benefit from interim landing pages.

With Amazon's newest update to this ad type, advertisers can now drive traffic to curated storefront pages and subpages. This is also a great option for video creatives that feature multiple products or collections.



# 8 Tips for a Great SBV Ad

- 1 Tell the Story Without Sound.** SB Video ads appear with the sound muted by default. Shoppers can unmute the videos at any time, but you need to plan on the video standing on its own without sound. Superimposed text on the screen and clear product demonstrations can tell the main selling points without someone needing to hear a narrator or spokesperson.
- 2 Demonstrate the Product and Focus on Quality.** Sellers have stepped up their game with SBV videos over the years so avoiding overused templates and focusing on quality is important. Showing your product in action in the environment it was designed for is ideal. Show your kitchen product at work in the kitchen. Show your pet product with a cute pet using it and loving it.
- 3 Show, Don't Tell.** Talking head videos aren't the best here. Shoppers want to see your product and see it in action. Show your product from different angles and in motion if appropriate.
- 4 Keep it Short & Simple.** 15-30 seconds is usually all you need to properly demonstrate your products and drive interest. 45 seconds is the maximum length for this ad unit.



# 8 Tips for a Great SBV Ad

- 5 Use tight framing.** Close product shots and tight framing are your friend. These videos show up in the search results with no option to make the video full screen. These ads often show on mobile devices. But even on desktop these ads are more effective with close shots of your product. If you design your video to work great on mobile, the closeups will still be effective on desktop.
- 6 Make the Benefits Instantly Obvious.** Your product's benefits should be prominent and straight to the point. Make your product come to life by not only calling out the benefits but showing them in action. Remember people buy your product for what it does for them. People don't want dog toys, they want happy, healthy dogs and they want to feel like great dog owners. Show close ups of the product with a happy dog and a dog parent enjoying using the dog toy.
- 7 Align Your Video Messaging & Keyword Targets.** Selling eco-friendly hair care? Then this should say so in your video copy. Help carve out your niche by ensuring that your unique selling propositions are front and center in your video captions.
- 8 Experiment with Your Ads.** If you're short on creative assets or video content, don't let it deter you from implementing this ad type. All you need is one video to get started. But, if you have the resources, just like any other well-executed advertising strategy, don't be afraid to test multiple video creatives until you find "the one". If you're already running video ads off Amazon, start with your top 2-3 top performers so that you can truly analyze the results. Then, implement additional creatives over time to really put them to the test. Don't forget to maximize seasonal opportunities by putting a holiday-themed spin on your videos and launching them during peak events and holidays.

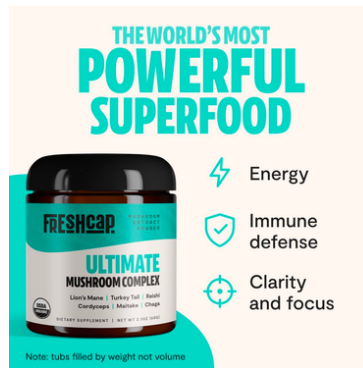


# SBV Ad Examples

## Good Examples



MediFlow Foam Pillows



Freshcaps Mushrooms



Neater Pets

## Good Examples (that just need a few tweaks)



Happy & Polly Dog Leashes

(some great visuals mixed with visuals that are too small for mobile)



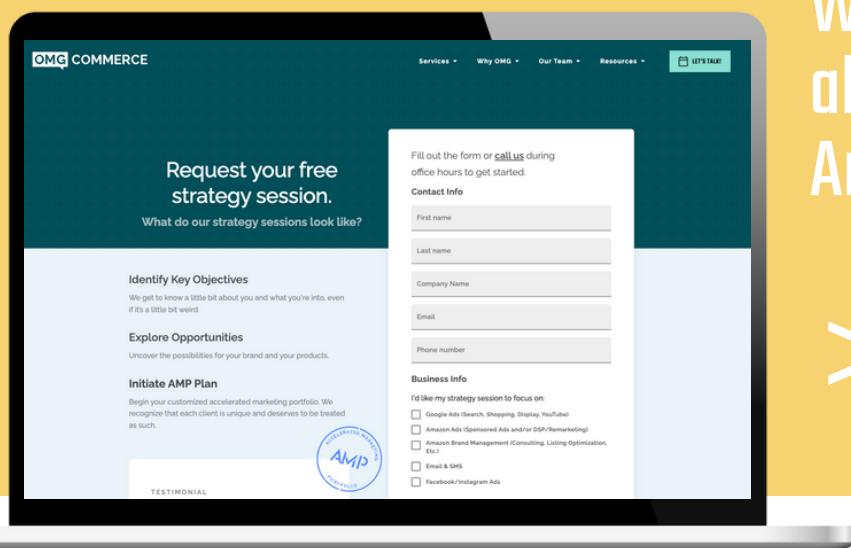
TechOrbits

(solid video, but text overlays are way too small)

# That's a Wrap!

Want to learn more  
about boosting your  
Amazon SBV or DSP Ads?

> Schedule a Strategy Session with  
one of our Amazon Experts today.



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[omgcommerce.com](http://omgcommerce.com) | (417) 315-8831

319 N Main Ave Ste 130, Springfield, Missouri 65806