

APPROACH 01 BEGINNER

Emotional

Forge deep connections through feelings

CORE PRINCIPLE Trigger emotions — joy, nostalgia, empathy, pride, love — to create lasting bonds between viewers and brands. Emotional content bypasses rational resistance and embeds itself in memory.

WHEN TO USE	KEY TECHNIQUES
<ul style="list-style-type: none"> Brand awareness campaigns focused on long-term affinity over immediate sales 	<ul style="list-style-type: none"> Open with a relatable human moment (challenge, memory, milestone)
<ul style="list-style-type: none"> Cause-related marketing and corporate social responsibility initiatives 	<ul style="list-style-type: none"> Use music and pacing to guide emotional arc: tension → climax → resolution
<ul style="list-style-type: none"> Seasonal campaigns (Ramadan, holidays, national celebrations) with shared sentiment 	<ul style="list-style-type: none"> Close with a subtle brand reveal that feels earned, not forced
<ul style="list-style-type: none"> Rebranding or repositioning efforts requiring public perception shifts 	<ul style="list-style-type: none"> Leverage real stories or composites rooted in genuine customer experiences

BEST VIDEO STYLES	BEST AD TYPES	PLATFORMS & DURATION
Live-Action ★★★ UGC ★★★ 2D Animation ★★ Motion Graphics ★	<ul style="list-style-type: none"> ▶ Non-Profit / NGO ▶ Healthcare Services ▶ Hospitality & Tourism ▶ Employer Branding 	Instagram Reels, Facebook, YouTube, TikTok Duration: 30–90 seconds

KEY METRICS Video completion rate, social shares, brand recall lift, sentiment analysis

⚡ PRO TIP Emotional videos are shared 2–3× more than rational content and see 20–40% higher completion rates. Front-load the emotion — don't save the payoff for the end.



APPROACH 02 INTERMEDIATE

Persuasive / Rational

Convince through logic, evidence, and value

CORE PRINCIPLE Appeal to the analytical decision-maker with data, proof points, and clear ROI. Structure arguments around problem → solution → evidence to overcome purchase resistance.

WHEN TO USE	KEY TECHNIQUES
<ul style="list-style-type: none"> High-consideration purchases (B2B software, financial products, healthcare) 	<ul style="list-style-type: none"> Present a clear problem → solution → proof structure
<ul style="list-style-type: none"> Competitive markets where feature differentiation is the primary advantage 	<ul style="list-style-type: none"> Include statistics, case study results, ROI figures, or certifications
<ul style="list-style-type: none"> Lead generation campaigns targeting professionals who research thoroughly 	<ul style="list-style-type: none"> Use side-by-side comparisons, charts, or data visualizations
<ul style="list-style-type: none"> Product launches where technical specifications are a key selling point 	<ul style="list-style-type: none"> Close with a strong, specific CTA (free trial, demo request, consultation)

BEST VIDEO STYLES	BEST AD TYPES	PLATFORMS & DURATION
Motion Graphics ★★★ Screen Recording ★★★ Live-Action ★★ UGC ★★	<ul style="list-style-type: none"> ▶ SaaS / Software ▶ Financial Services ▶ Technology / Electronics ▶ Professional Services 	LinkedIn, YouTube, Facebook, Twitter/X Duration: 30–60 seconds

KEY METRICS Click-through rate (CTR), demo/trial requests, cost per lead, conversion rate

⚡ PRO TIP Lead with the most compelling statistic in the first 3 seconds. Prospects who see data early are 58% more likely to watch through to the CTA.



APPROACH 03 ADVANCED

Storytelling / Narrative

Embed your message in a compelling story

CORE PRINCIPLE Wrap the brand message inside a narrative arc with characters, conflict, and resolution. The brand becomes the enabler of the story's outcome rather than the subject of a pitch.

WHEN TO USE	KEY TECHNIQUES
<ul style="list-style-type: none"> ▶ Building brand identity and a recognizable brand universe over time 	<ul style="list-style-type: none"> ▶ Develop a relatable protagonist the audience can identify with
<ul style="list-style-type: none"> ▶ Campaigns targeting younger audiences who resist direct selling 	<ul style="list-style-type: none"> ▶ Introduce conflict or challenge that mirrors the audience's reality
<ul style="list-style-type: none"> ▶ Series-based campaigns that unfold across multiple episodes 	<ul style="list-style-type: none"> ▶ Resolve through the brand's value proposition without feeling like an ad
<ul style="list-style-type: none"> ▶ Luxury, lifestyle, and experiential brands where atmosphere trumps features 	<ul style="list-style-type: none"> ▶ Use cliffhangers or episodic structure to sustain engagement across a campaign

BEST VIDEO STYLES	BEST AD TYPES	PLATFORMS & DURATION
Live-Action ★★★ 2D Animation ★★★ 3D Animation ★★★ UGC ★★	<ul style="list-style-type: none"> ▶ Luxury Goods ▶ Hospitality & Tourism ▶ Automotive ▶ Recruitment / Employer Brand 	YouTube, Instagram, TikTok, Facebook Duration: 30–60 sec (single) 60–120 sec (episodic)

KEY METRICS Series watch-through rate, subscriber growth, brand mention volume, earned media

⚡ PRO TIP Don't reveal the brand in the first half. Audiences who discover the brand organically through the story have 3× higher recall than those shown a logo-first ad.



APPROACH 04 BEGINNER

Humor-Based

Capture attention and virality through comedy

CORE PRINCIPLE Use wit, surprise, and absurdity to break through scroll fatigue, trigger positive associations, and make content inherently shareable. Humor disarms advertising resistance.

WHEN TO USE	KEY TECHNIQUES
<ul style="list-style-type: none"> ▶ Consumer products in crowded, low-differentiation categories (food, beverages) 	<ul style="list-style-type: none"> ▶ Use unexpected twists, exaggeration, or absurdist scenarios
<ul style="list-style-type: none"> ▶ Brand personality campaigns positioning the brand as approachable and human 	<ul style="list-style-type: none"> ▶ Self-deprecating or self-aware humor that acknowledges ad conventions
<ul style="list-style-type: none"> ▶ Social-first campaigns optimized for virality on TikTok, Reels, and Shorts 	<ul style="list-style-type: none"> ▶ Cultural references and memes adapted to the target demographic
<ul style="list-style-type: none"> ▶ Re-engagement campaigns to win back lapsed or fatigued audiences 	<ul style="list-style-type: none"> ▶ Keep humor inclusive; avoid polarizing or culturally insensitive comedy

BEST VIDEO STYLES	BEST AD TYPES	PLATFORMS & DURATION
UGC ★★★ Live-Action ★★★ 2D Cartoon ★★★ Motion Graphics ★★	<ul style="list-style-type: none"> ▶ Food & Beverage ▶ E-Commerce / DTC ▶ Consumer Products ▶ Mobile Apps 	TikTok, Instagram Reels, YouTube Shorts, Snapchat Duration: 15–30 seconds

KEY METRICS	Shares, saves, follower growth, comment volume, virality coefficient
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⚡ PRO TIP Humor is the most culture-dependent approach. What works in the Gulf may fail in North Africa. Always localize and A/B test comedy before wide release.



APPROACH 05 BEGINNER

Demonstration / How-To

Show the product in action — let them see it work

CORE PRINCIPLE Demonstrate visible, tangible value by showing the product performing exactly as promised. Removes uncertainty and answers: “What will this do for me?”

WHEN TO USE	KEY TECHNIQUES
<ul style="list-style-type: none"> Physical products with visible, demonstrable features (electronics, beauty) 	<ul style="list-style-type: none"> Start with the end result to hook attention, then show the process
<ul style="list-style-type: none"> Software platforms where a walkthrough or screencast conveys value instantly 	<ul style="list-style-type: none"> Use split-screen or before/after formats for maximum impact
<ul style="list-style-type: none"> DIY, crafts, cooking, and education verticals driven by instructional content 	<ul style="list-style-type: none"> Keep pacing brisk — show outcomes quickly, not exhaustive step-by-step
<ul style="list-style-type: none"> Post-purchase content aimed at reducing churn and increasing adoption 	<ul style="list-style-type: none"> Overlay text annotations and highlights for silent viewing on feeds

BEST VIDEO STYLES	BEST AD TYPES	PLATFORMS & DURATION
Live-Action ★★★ UGC ★★★ 3D Animation ★★★ Screencast ★★★	<ul style="list-style-type: none"> Physical Products Technology / Electronics E-Commerce / DTC SaaS / Software 	YouTube Shorts, Instagram Reels, TikTok, Product pages Duration: 15–30 sec (social) 60–90 sec (detailed)

KEY METRICS Video views, add-to-cart clicks, product page visits, view-to-conversion rate

⚡ PRO TIP Show the “wow moment” in the first 2 seconds. Demo videos that lead with the result get 45% more completions than those that build up slowly.



APPROACH 06 INTERMEDIATE

Testimonial / Social Proof

Let customers validate your claims for you

CORE PRINCIPLE Transfer trust from satisfied customers, industry experts, or influencers to the brand. Third-party endorsement overcomes skepticism more effectively than self-promotion.

WHEN TO USE	KEY TECHNIQUES
<ul style="list-style-type: none"> ▶ Trust-dependent industries: healthcare, finance, legal, education, SaaS 	<ul style="list-style-type: none"> ▶ Feature diverse, relatable customers mirroring the target audience
<ul style="list-style-type: none"> ▶ Mid-funnel campaigns where prospects need reassurance before converting 	<ul style="list-style-type: none"> ▶ Encourage specificity: concrete results, numbers, timelines — not vague praise
<ul style="list-style-type: none"> ▶ Local businesses building credibility within a specific community 	<ul style="list-style-type: none"> ▶ Blend testimonial clips with product visuals or data graphics for variety
<ul style="list-style-type: none"> ▶ Product review and unboxing content strategies 	<ul style="list-style-type: none"> ▶ For regulated industries, ensure claims are verifiable with required disclaimers

BEST VIDEO STYLES	BEST AD TYPES	PLATFORMS & DURATION
Live-Action ★★★ UGC ★★★ Motion Graphics ★ 2D Animation ★	<ul style="list-style-type: none"> ▶ Professional Services ▶ Healthcare Services ▶ Financial Services ▶ SaaS / Software 	LinkedIn, Facebook, YouTube, Instagram Duration: 30–60 seconds

KEY METRICS Consultation/demo bookings, trust score improvement, profile visits, sentiment

⚡ PRO TIP Testimonials with specific numbers (“Saved us \$14K monthly”) convert 68% better than generic praise (“Great service!”). Coach customers to share measurable outcomes.



APPROACH 07 INTERMEDIATE

Aspirational / Lifestyle

Paint the life they want — your brand is the key

CORE PRINCIPLE Create a vision of the ideal life the audience desires and position the brand as the gateway to achieving it. Sell the transformation, not the product.

WHEN TO USE	KEY TECHNIQUES
<ul style="list-style-type: none"> ▶ Luxury goods, premium services, travel, real estate, high-end hospitality 	<ul style="list-style-type: none"> ▶ Invest in high-production cinematography: aerials, golden-hour, stunning locations
<ul style="list-style-type: none"> ▶ Fitness, wellness, and personal development brands 	<ul style="list-style-type: none"> ▶ Feature protagonists representing the aspirational version of the target audience
<ul style="list-style-type: none"> ▶ Recruitment marketing and employer branding campaigns 	<ul style="list-style-type: none"> ▶ Use minimal dialogue — let visuals and music carry the emotional weight
<ul style="list-style-type: none"> ▶ Targeting aspirational demographics (young professionals, entrepreneurs) 	<ul style="list-style-type: none"> ▶ Subtle product placement rather than direct promotion

BEST VIDEO STYLES	BEST AD TYPES	PLATFORMS & DURATION
Live-Action (Cinematic) ★★★ 3D Animation ★★★ UGC ★ 2D Animation ★	<ul style="list-style-type: none"> ▶ Luxury Goods ▶ Real Estate ▶ Hospitality & Tourism ▶ Automotive 	YouTube, Instagram (Feed + Reels), Facebook, Pinterest Duration: 30–60 seconds

KEY METRICS Inquiry/lead submissions, reach in target demographic, brand awareness lift

⚡ PRO TIP The aspirational approach demands the highest production quality. A poorly shot “lifestyle” video does more damage than no video at all. Invest in visuals or choose a different approach.



APPROACH 08 ADVANCED

Fear / Urgency

Highlight risks and scarcity to drive immediate action

CORE PRINCIPLE Make consequences tangible and personal to motivate action now. Pair the fear element with a clear, accessible solution so the audience knows exactly how to resolve the tension.

WHEN TO USE	KEY TECHNIQUES
<ul style="list-style-type: none"> ▶ Insurance, cybersecurity, healthcare diagnostics, and safety products 	<ul style="list-style-type: none"> ▶ Present a vivid “what if” scenario making the risk tangible and personal
<ul style="list-style-type: none"> ▶ Limited-time offers, flash sales, and seasonal promotions 	<ul style="list-style-type: none"> ▶ Immediately follow the fear element with a clear, accessible solution
<ul style="list-style-type: none"> ▶ Public service announcements and awareness campaigns 	<ul style="list-style-type: none"> ▶ Use countdown timers, expiration dates, or stock-level indicators
<ul style="list-style-type: none"> ▶ Compliance-related messaging for regulated industries 	<ul style="list-style-type: none"> ▶ Maintain ethical boundaries — fear should inform, not manipulate

BEST VIDEO STYLES	BEST AD TYPES	PLATFORMS & DURATION
Motion Graphics ★★★ Live-Action ★★★ 2D Animation ★★ Whiteboard ★★	<ul style="list-style-type: none"> ▶ Cybersecurity ▶ Insurance ▶ Government / PSA ▶ Healthcare Diagnostics 	LinkedIn, YouTube, Facebook, Twitter/X Duration: 30–60 seconds

KEY METRICS Landing page visits, sign-ups, conversion rate, urgency-driven CTR

⚡ PRO TIP Always follow fear with solution within the same video. Fear without resolution creates anxiety and negative brand association. Ratio: 1/3 problem, 2/3 solution.



APPROACH 09 INTERMEDIATE

Educational / Informative

Teach something valuable — earn authority and trust

CORE PRINCIPLE Deliver genuine value by teaching the audience something useful, positioning the brand as a trusted expert. Educational content earns attention rather than interrupting for it.

WHEN TO USE	KEY TECHNIQUES
<ul style="list-style-type: none"> ▶ Thought leadership campaigns for B2B and professional services 	<ul style="list-style-type: none"> ▶ Structure around a single, clear learning objective per video
<ul style="list-style-type: none"> ▶ Complex products or services requiring audience education before purchase 	<ul style="list-style-type: none"> ▶ Use animated explainers or motion graphics for abstract concepts
<ul style="list-style-type: none"> ▶ Healthcare, pharmaceutical, and financial services content marketing 	<ul style="list-style-type: none"> ▶ Break complex topics into a series of short, digestible episodes
<ul style="list-style-type: none"> ▶ Onboarding and training videos to support existing customers 	<ul style="list-style-type: none"> ▶ Include actionable takeaways the viewer can implement immediately

BEST VIDEO STYLES	BEST AD TYPES	PLATFORMS & DURATION
Whiteboard ★★★ Motion Graphics ★★★ 2D Animation ★★★ Screencast ★★	<ul style="list-style-type: none"> ▶ Education / Training ▶ Healthcare ▶ Financial Services ▶ SaaS / Software 	YouTube, LinkedIn, Facebook, Instagram Duration: 60–180 seconds

KEY METRICS Video completion rate, resource downloads, subscriber growth, retention

⚡ PRO TIP One lesson per video. Videos trying to teach 3+ concepts see 60% lower completion. Create a series instead — each focused episode builds watch habits and subscriber loyalty.



APPROACH 10 ADVANCED

Comparison

Position against alternatives on measurable dimensions

CORE PRINCIPLE Highlight superiority over competitors through objective, verifiable metrics. Comparison works best grounded in facts, maintaining credibility while establishing preference.

WHEN TO USE	KEY TECHNIQUES
<ul style="list-style-type: none"> ▶ Market challengers seeking to disrupt established incumbents 	<ul style="list-style-type: none"> ▶ Use objective, verifiable metrics (speed, cost, capacity, ratings)
<ul style="list-style-type: none"> ▶ Technology and SaaS products where feature parity drives buying decisions 	<ul style="list-style-type: none"> ▶ Visual side-by-side formats with clear labeling and fair representation
<ul style="list-style-type: none"> ▶ Consumer electronics, automotive, and telecom where specs matter 	<ul style="list-style-type: none"> ▶ Acknowledge competitor strengths where appropriate to maintain credibility
<ul style="list-style-type: none"> ▶ Any market where prospects are actively comparing options before purchase 	<ul style="list-style-type: none"> ▶ Include disclaimers and source citations as required by ad standards

BEST VIDEO STYLES	BEST AD TYPES	PLATFORMS & DURATION
Motion Graphics ★★★ 3D Animation ★★★ Screencast ★★ Live-Action ★★	<ul style="list-style-type: none"> ▶ Technology / Electronics ▶ SaaS / Software ▶ Automotive ▶ Telecommunications 	YouTube, LinkedIn, Twitter/X, Product pages Duration: 30–60 seconds

KEY METRICS Trial/demo sign-ups, comparison page traffic, consideration-set inclusion

PRO TIP ⚡ Comparison ads in MENA are regulated — claims must be substantiated and must not disparage competitors.

