
MARKET FACTS!

MARKET FACT #65

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2-3

**minutes of length is the sweet spot
for advertisement on Youtube.**

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COMMENT: This may look hard to believe but according to recent research the sweet spot for **delivering impact** with your brand in a way that the end consumer **remembers your business whilst giving you little attention as possible is 2-3 minutes only**. Because of the Attention War, brands have been doing 5-second ads their mainstream strategy, with [movies like Jason Bourne doing 5-second adverts](#), just like [House of Cards season 4](#) did in recent years. Now you're free to test the opposing truth above.

A MESSAGE FOR BRANDS

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