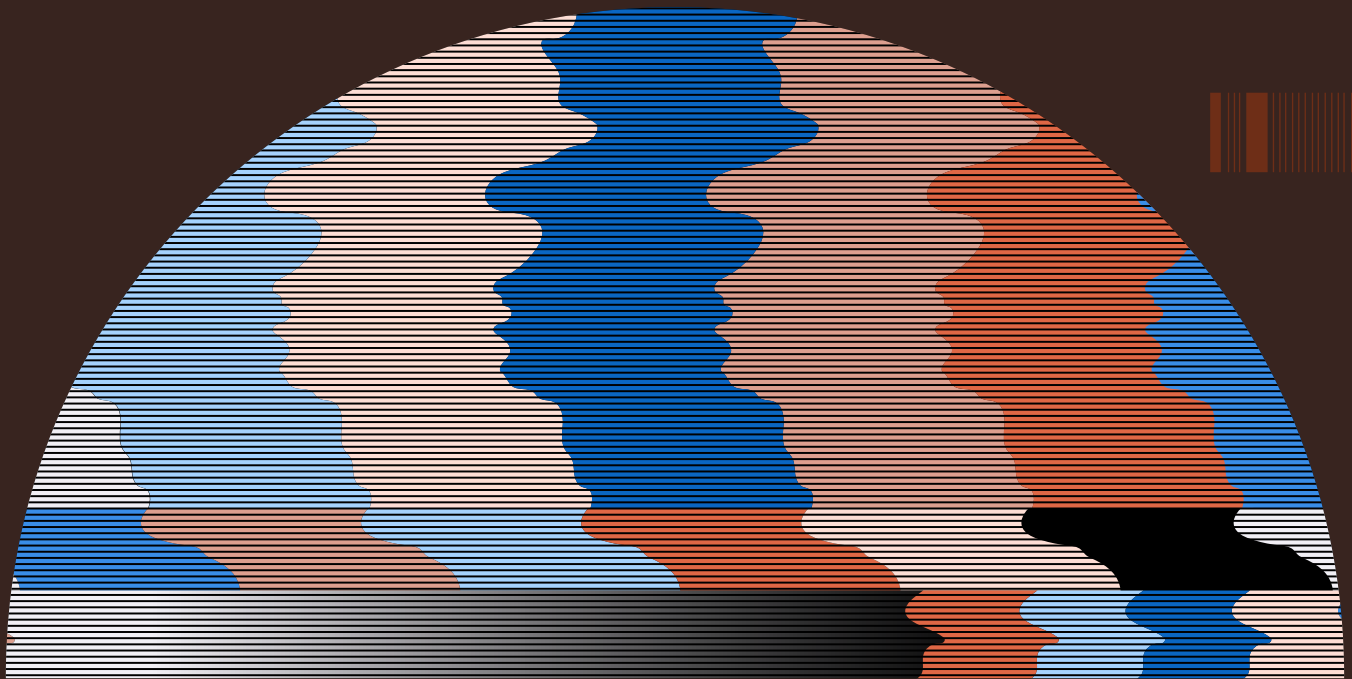




LinkedIn  
Creative Labs

# The Art & Science of Video Storytelling



# Navigating a New Era of Video Storytelling

Video is taking over B2B marketing. No longer just a supplementary asset or a nice-to-have, it has become the primary way that businesses connect, persuade, and grow.

Video is B2B's new lingua franca. It's the currency in which attention is now traded and an essential element in engaging every audience.

We have entered a video-first era for B2B. It's one in which growth in video engagement is outpacing every other format on the LinkedIn platform.

Video viewership on LinkedIn surged

+36%<sup>1</sup> in 2024



to reach

154B<sup>2</sup> views



Video posts are shared 20<sup>3</sup> times more than any other form of content.

The rapid growth of the format doesn't guarantee success in itself, however. The impact that B2B marketers have with video ultimately comes down to the creative use they make of it. Advertising research has consistently shown that strong creative isn't just important, it's the single biggest driver of campaign impact. This is as true of video as any other format.

Marketers know that video is the future, and they know that the creative content of video matters. What they need is the insights that can help

them apply creativity to video in a structured and strategic way.

It's striking that, although:

55%<sup>4</sup> of marketers say that short-form social videos produce their highest ROI

40%<sup>5</sup> admit struggles when it comes to creating an effective video strategy.

Part of the challenge comes from the fact that audiences' expectations of video are rapidly evolving. Gen Z, the fastest-growing demographic on LinkedIn, is influencing the behaviours of every generation around them: faster scrolls, shorter attention spans, and demand for creative impact from the start. Marketers' approach to video needs to evolve in response.

For these reasons, it's never been more important to decode the creative elements that deliver impact for B2B video. In this report, LinkedIn Creative Labs has taken an innovative approach to doing exactly that. We've used human-guided AI to analyse video ads on LinkedIn at scale, and identify the elements of storytelling that correlate with real impact. It adds up to the most comprehensive picture yet available about what makes for impactful video storytelling in B2B. It will help marketers to push creative boundaries, generate even better results, and avoid leaving money on the table.

# A Pioneering study of Creative Effectiveness for B2B Video

For this report, LinkedIn Creative Labs used Large Language Models (LLMs) and Machine Learning (ML) to analyse:

13,000+  
video ads

550,000+  
video frames

according to more than  
70 different dimensions.

From this data, we distilled the facets of video creativity that really move the needle, and the elements on which marketers should focus their energy. By synthesising identifiable creative elements with performance data, we're able to:



Identify next-generation creative effectiveness drivers, to help you set new standards in B2B video on LinkedIn



Provide inspiration and guidance rooted in data-driven insight



Showcase how creative choices and member behaviours intertwine to drive success

Our analysis confirmed that

73%

of video completions  
on LinkedIn

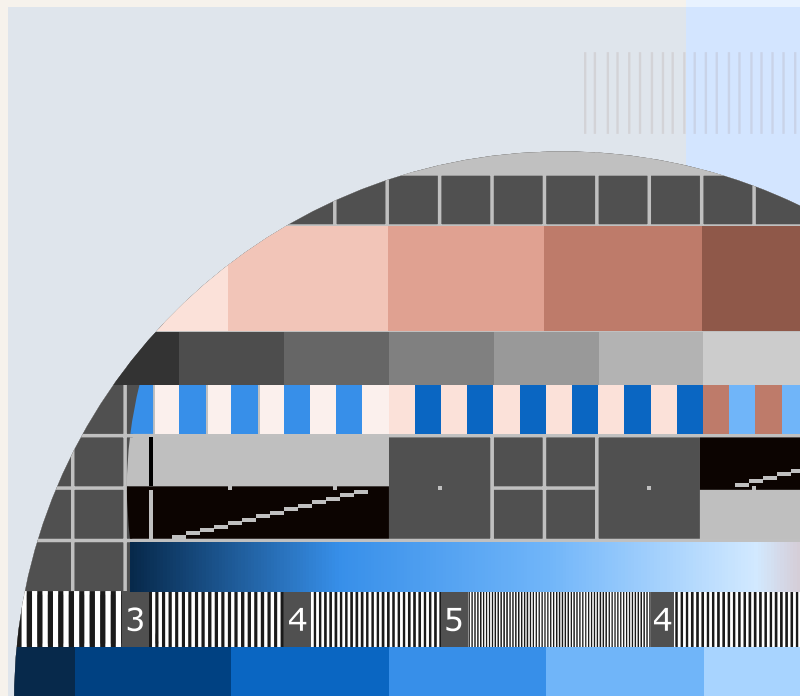
AND

49%

of video  
engagement

come down to the creative decisions that brands make about video content.

This report is your guide to making those decisions.



# Executive Summary

Our analysis reveals five foundational principles that drive views and business value for video on LinkedIn: Cultural Coding, Human Touch, Expert Takes, Attention Hacking, and Inspiring Imagination.

These principles elevate use of the video format by sending clear signals about what a brand stands for, and working with evolving human attention as regards video content:

## Cultural Coding

taps into workplace culture, memes, and timely events, making content instantly relatable and **boosting engagement by up to 111%.**



## Inspiring Imagination

elevates content beyond features, using cinematic storytelling to spark memory and ambition, and leading to engagement uplifts of **67% for emotionally resonant brand films.**



## Human Touch

puts real people and authentic stories at the core, **with a 78% increase in engagement for videos featuring authentic expressions of emotion.**



## Expert Takes

put the focus on credible specialists in conversational settings, and **drive up to 53% more engagement.**



## Attention Hacking

uses bold visuals, dynamic text, and unexpected aesthetics to earn attention in crowded feeds, increasing engagement by **15% for videos featuring bold colours, and 18% for those with graphics emphasising key points.**



Effective B2B video applies these creative principles throughout the funnel, from awareness to conversion. High-performing videos feature narrative depth, human presence, and timely cultural relevance. When this is combined with clear calls-to-action and features such as Lead Gen Forms it delivers powerful results, **including a 3x increase in open rates.**

We are witnessing the emergence of a new creative language shaped by how people engage with video content on LinkedIn.

**By centring stories on expertise, emotion, and imagination, and meeting audiences where they are, brands can fuel the funnel and drive measurable results across every stage of the journey.**

Pixels & Promises:

# The Five Key Creative Principles

We've talked about the momentum behind B2B video and the shift in how we communicate, connect and convert. **But what exactly makes it work?** This next section breaks down what we've learned from the data and the creative.

These aren't fixed rules, but recurring patterns in what drives performance. They show us that both craft and conviction resonate. Impact stems from how video is made (Pixels), and what it stands for (Promises).

## Cultural Coding



The most effective B2B videos are culturally fluent. They connect through specific details that feel familiar and relevant. This could be a backdrop that feels familiar, a local accent, or a timely reference to a shared moment in work or wider culture.

These moments act like creative shorthand. Workplace jokes, niche memes, or nods to LinkedIn culture help viewers feel seen.

We saw a

41%

uptick in engagement when referencing pop culture, and a

111%

lift for ads that leaned into meme formats.

Cultural fluency also shapes how stories are told. On LinkedIn's mobile-first feed, vertical formats and direct-to-camera videos feel native and personal. Speaking straight to the lens builds trust and relatability, especially when the messenger feels credible.

In our analysis, face-to-camera videos delivered

34%

higher engagement

Vertical video formats saw

34%

percent longer dwell times compared to traditional, square-format, brand awareness content.

Reflecting the culture of the platform, and the people on it, builds stronger connections and better marketing outcomes.

## Human Touch



Stories that connect drive content that converts. On LinkedIn, we saw a 14% uplift in engagement when a real person was visibly present in the video. This shows that human presence builds immediate trust and draws people in.

We talk a lot about authenticity. On LinkedIn, the impact of that authenticity is measurable. In our analysis, brand awareness videos displaying authentic emotion increased engagement by 78%. Stories that hit the mark emotionally, visually and tonally, drove more click-throughs and greater brand affinity.

The most successful content elevates this sense of authenticity through unscripted moments, off-the-cuff reflections and glimpses behind the scenes. It puts real people at the heart of the story.

In our analysis, authentic content drove

# 41%

**greater engagement than content that appeared staged.**

Video scripts that focused on human experience delivered 18% greater engagement than those dealing in abstract concepts, and 10% higher engagement than product-led messaging.

## Expert Takes



LinkedIn is a platform built on shared expertise. The most effective videos feature subject matter experts who are calm, clear, and conversational, sharing real insight in a way that feels grounded and approachable.

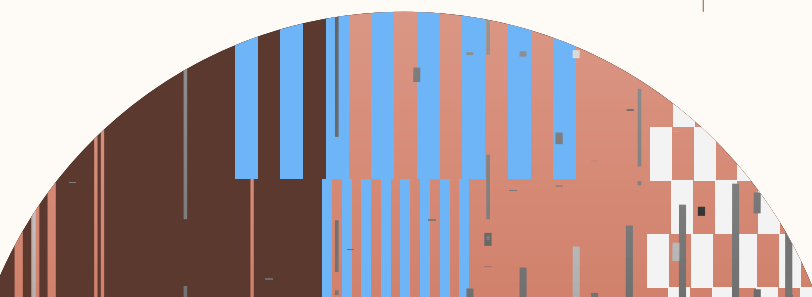
When a subject matter expert appeared in the video, engagement increased by 40% percent. Executive experts performed especially well, driving a 53% lift in engagement, and reinforcing the value of visible leadership.

**The setting mattered too. When experts spoke from a conference stage rather than an abstract or artificial environment, engagement rose by 70%. The context added weight to their messages and signalled credibility.**

At the awareness stage, content that appeared credible delivered 17% longer dwell times than content with low perceived credibility. And in the consideration phase, experts who shared a contrarian point of view, challenging assumptions or introducing a new angle, drove 22% more engagement than those who took a safer approach.

B2B decision-makers don't just want information, they want perspective.

When expertise is shared with confidence and clarity, **it drives deeper engagement and builds trust.**



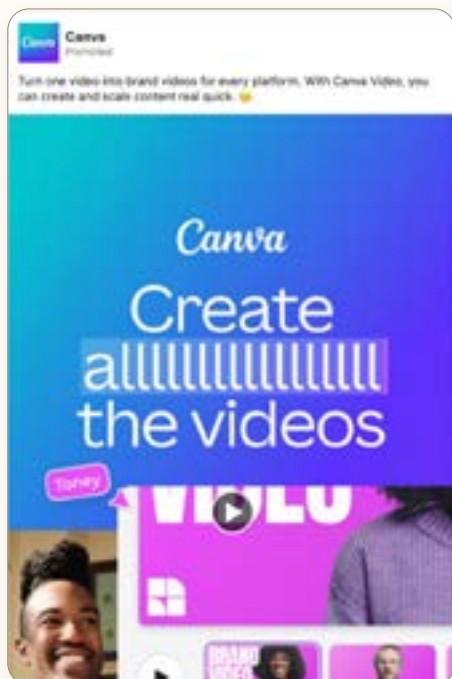
## Attention Hacking



In a mobile-first feed, attention is earned in a fraction of a second. The most effective videos are designed for this reality: built to stand out instantly and hold focus in a fast-scrolling, sound-optional environment.

In our research, visually impactful content performed best with bold colour palettes driving a 15% increase in engagement. When attention is scarce, clarity wins. Graphic ‘supers’ that displayed key points on-screen drove an 18% lift in engagement. Bulleted captions and clear step-by-step structures achieved 30% and 13% increases in dwell time, respectively. These approaches help break down messaging in a way that is easy to follow and rewarding to stick with.

Pacing plays a role as well. Movement and momentum keep the visual experience engaging throughout. Videos that used dynamic camera shots saw a 13% increase in engagement effectiveness.



LinkedIn ad by Canva, as an example of “Attention Hacking”

All examples are sourced from LinkedIn campaigns. Screenshots shown are for illustrative purposes only and may no longer be live.

In our analysis, the strongest creative choices combine strategy and sensory impact. They are built to stop the scroll, land the message, and keep the viewer engaged from beginning to end.

## Inspiring Imagination



B2B is often positioned as serious and practical. However the videos that capture attention, stir emotion, and create greater memorability are the ones that lean into inspirational storytelling.

**In our research, these were often cinematic brand films between 31 and 60 seconds in length.** They explored possibility over product, and delivered a 61% uplift in engagement compared to six-second formats.

**Content that featured a strong, inspirational message helped audiences imagine a better future, driving**

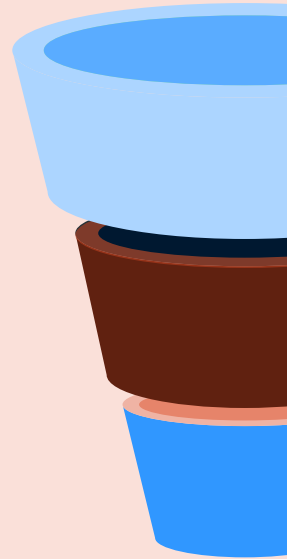
**+36%**  
**more engagement.**

Brand films succeed by opening up new perspectives and inviting viewers into a more aspirational frame of mind. The format of video can play a key role here, by evoking the cinematic experience. Videos in horizontal formats, which recalled the familiar experience of watching films, achieved 59% higher dwell time than those presented in 1:1.

Colour plays a subtle but important role too. We found that longer films graded with soft, tonal palettes (more cinematic than commercial) held attention 20% more effectively. These choices create emotional depth and a sense of storytelling that further adds to the reflective, cinematic feel.



# Powering Performance Across the Funnel



Winning with video on LinkedIn, isn't just about serving ads. It's about telling stories.

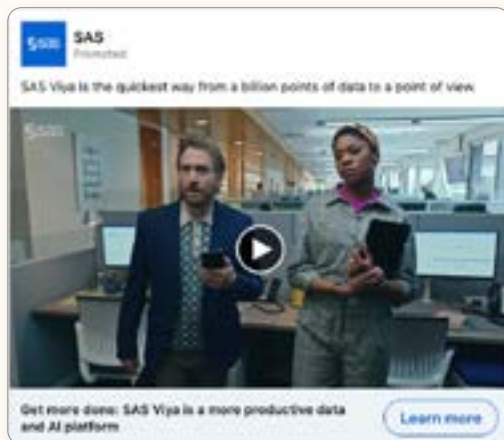
While all five creative principles contribute to performance, how they show up depends on where your audience is in their decision journey. Our research revealed that different video approaches consistently work better for different objectives. When used strategically, they can turn creative storytelling into commercial outcomes.

## Blockbuster brand films

led the way in building awareness. These longer, landscape-oriented videos used high production values and a clear narrative arc to build strong brand connection.

Cinematic human narratives of this type delivered

**129%**  
greater engagement than generic ads.



[Link to case study](#)

## Real talk videos

worked as always-on attention drivers, at every stage of the funnel. Short, vertical and mobile-native, these videos featured real people speaking with confidence and purpose.

This style of video was effective at building trust at key decision-making moments, delivering

**103%**  
higher dwell time than generic ads.



LinkedIn ads by SAS, used with permission.

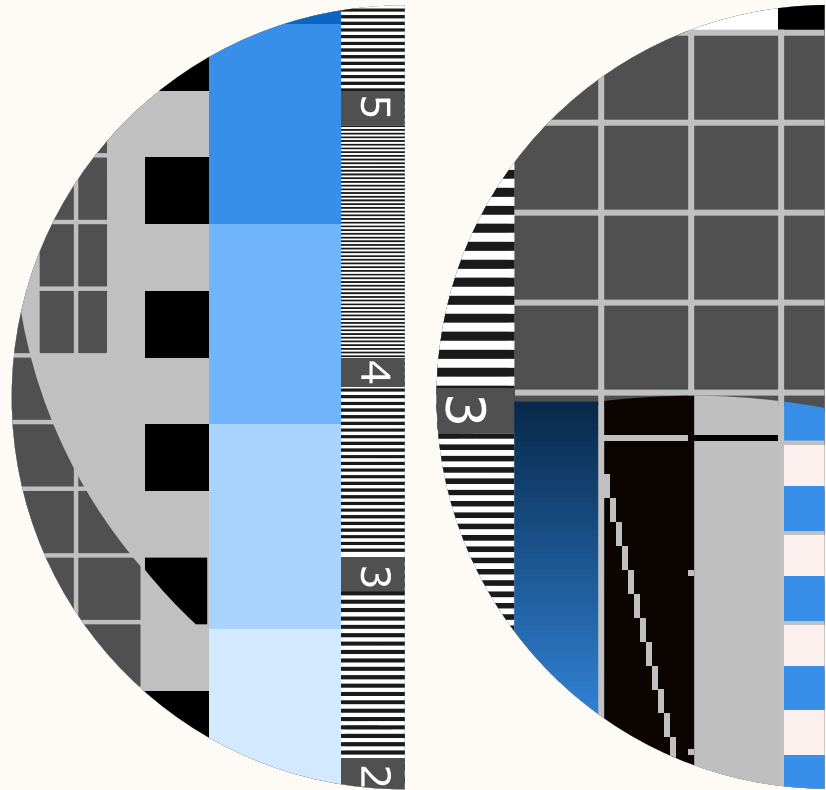
All examples are sourced from LinkedIn campaigns. Screenshots shown are for illustrative purposes only and may no longer be live.



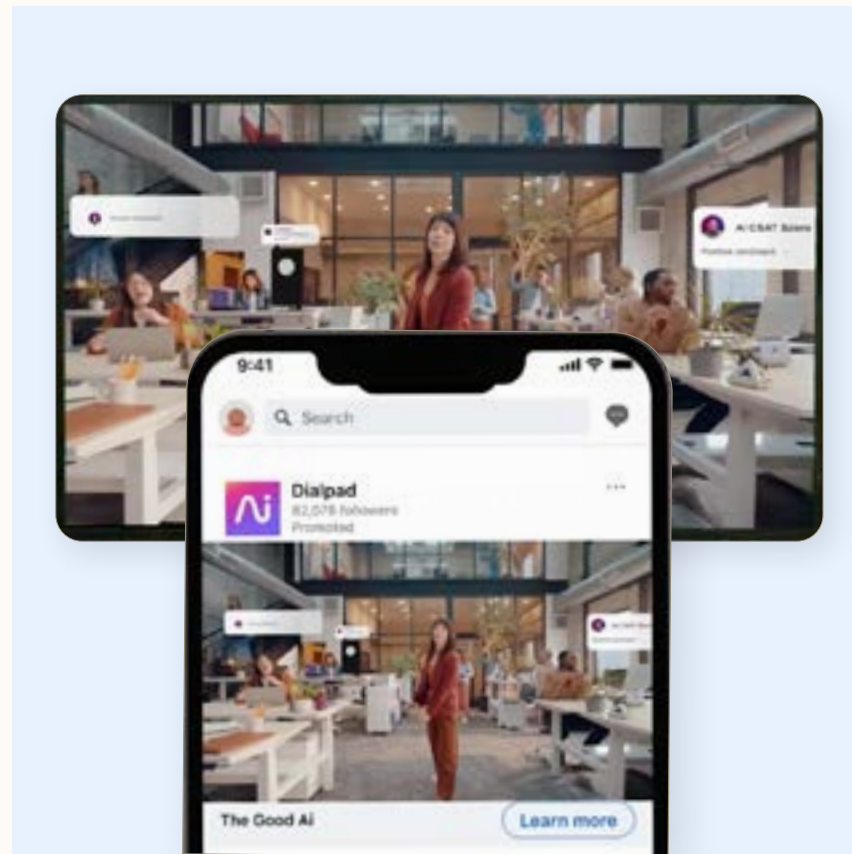
Dwell time at the top of the funnel increased when videos featured an expert speaker (+31%), were conversational (+13%), human centred (+18%), showed credentials (+20%), and mentioned brands (+48%). These elements helped to front-load impact. They used credible faces, familiar language and immediate relevance stop the scroll and hold attention in the feed.

At the consideration stage, we saw increases in engagement when videos featured a human story (+16%), when they focused on the culturally relevant topic of AI (+15%), when they had an authentic (+47%) or highly emotive (+84%) tone, and when they referenced a cultural event (+63%).

The stories that performed best combined emotional storytelling with cultural context. They tapped into timely conversations and gave audiences something to relate to.



**There's an important additional element to these findings. Out of more than 13,000 B2B video ads, only 7% featured any human emotion. For many brands, this remains a missed opportunity for driving engagement and connection.**



*LinkedIn ads by Dialpad, used with permission.*

*All examples are sourced from LinkedIn campaigns. Screenshots shown are for illustrative purposes only and may no longer be live.*

# Conclusion

We're witnessing a revolution in how audiences engage with video on LinkedIn. This research points the way towards a parallel revolution in how B2B marketers can approach video storytelling. It confirms what seasoned creatives have long intuitively known: **that authentic, human-centric storytelling deeply resonates with audiences.** At the same time, it reveals new, data-backed approaches that are tailored specifically to the realities of the dynamic, mobile-first environment where brands now encounter B2B decision-makers.

## Data Meets Creativity

Using LLMs and ML, our detailed analysis of over 13,000 video ads distils five essential principles: Cultural Coding, Human Touch, Expert Takes, Attention Hacking, and Inspiring Imagination. These drive demonstrably higher engagement, trust, and business impact. They are not merely stylistic principles; they represent powerful creative choices that significantly boost video performance.

## A moving picture

While marketers acknowledge video's power, many have yet to fully embrace these insights and best practices. Applying the insights of this report to creative strategy provides a powerful opportunity to grow impact and maximise the return on marketing investments.

Video has become the definitive language of influence in B2B. Those who harness its full potential, grounding their approach in authenticity, cultural relevance, and compelling narratives, will achieve long-term success. This is the new art and science of video, and it's time to make it work for your brand.



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Creative Labs

At Creative Labs, we combine data, insight and experimentation to decode what great looks like, and how to make it happen.

This report is part of an ongoing series of research-led perspectives. Want to learn more or collaborate on what's next? **Just ask your LinkedIn team.**

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