

Mid-Video Promotion Practices among Skin Care Businesses: Optimizing Brand Recall

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DOI: <https://dx.doi.org/10.47772/IJRISS.2024.814MG0022>

Received: 01 November 2024; Accepted: 05 November 2024; Published: 14 December 2024

ABSTRACT

As consumers navigate through an extensive amount of online content, skin care brands and services must not only attract their attention but also leave a lasting impression that converts into meaningful brand recall. Descriptive quantitative method was used through survey questionnaires distributed to skin care businesses in Las Pinas City. The primary goal across the mid-video promotions is to ensure that these promotions seamlessly integrate into the viewing experience without disrupting it excessively while communicating relevant brand information. Implementing mechanisms for collecting insights from viewers can help brands understand what resonates and what does not. The importance of analyzing mid-video promotions results can identify best practices and emerging trends. Keeping abreast of strategies that can inform more effective promotional tactics. Practices related to mid-video promotions, such as viewer involvement, social setting, brand familiarity, and ad exposure can strategically create and enhance brand recall.

Keywords: Mid-video Promotions, Brand Recall, Involvement, Social Setting, Familiarity, Ad Exposure

INTRODUCTION

Mid-video promotion in contemporary digital marketing focuses on seamlessly incorporating advertisements into video content to enhance brand recall. It is designed to establish a unique position for the brand in the minds of viewers, ultimately impacting their purchasing choices and interactions with the brand in which skin care businesses are encouraged to do. The success of brand recall strategies [16] relies on the ability to effectively capture viewers' attention and engagement in which skin care businesses prioritize their content focus.

Viewer involvement in marketing has evolved significantly with the introduction of skippable ad formats including use of texts [4] thereby giving them control over their viewing experience. Hence, this promotion technique respects viewer preferences and also enhances brand recall by fostering active participation. When brands utilize mid-video promotions, it exhibits goodwill and perceived as considerate and respectful of viewer time. Positive reviews or sentiment [32] can suggestively influence how consumers view the skin care business and its products leading to increased brand recall along with loyalty and trust. Mid-video promotions empower viewers by allowing them to choose whether to engage with the content as well as enhances brand recall by encouraging active participation.

Moreover, when viewers find the content interesting and aligns with their interests or needs, thereby holding their attention for longer durations. Additionally, content that is perceived as fascinating or attractive emotionally captivates viewers, making it more memorable. This emotional connection enhances their receptiveness to brand messages within the video, boosting their ability to recall these messages later. When users choose to watch an ad rather than skipping it, it shows a level of interest that can lead to better engagement metrics for businesses. This allows promotional practices to focus their resources on viewers who are genuinely interested, thus optimizing their marketing strategies. Crafting compelling content that hooks viewers quickly can ensure that even those who skip still retain some awareness about the brand message. Mid-video promotions represent a significant shift in how skin care businesses engage with audiences.

Prioritizing viewer control and preferences are sample formats not only to enhance user experience but also improve brand recall metrics including listening to reviews [7]. Mid-video promotions empower viewers while providing businesses with a cost-effective method to reach genuinely interested audiences. As this trend continues to evolve, it will likely reshape promotional strategies across various platforms, making viewer involvement a central focus in digital marketing efforts [12]. Visual appeal and aesthetics are essential for ensuring that mid-video promotions are memorable which emphasize the importance of eye-catching elements, color palettes, and design in forging strong emotional connections and leaving a lasting impact on the audience. Furthermore, utilizing established brand familiarity and positive associations can enhance brand recall particularly when audiences are already acquainted with the brand, reflecting previous experiences and knowledge makes their ability to remember the brand improves as well. Consistent exposure to uniform brand messaging and imagery reinforces recall over time.

Integrating compelling storytelling and narrative coherence within mid-video promotions enhances viewer engagement and strengthens brand recall by creating meaningful connections with the target audience. Effective mid-video promotions leverage brand recall strategies that resonate emotionally, inform cognitively, and drive behaviors beneficial to brand lift. Optimizing mid-video promotions increases brand visibility [8] for various platforms and promotional tools further amplifies their effectiveness in increasing brand recall.

Generally, this research article would like to address the significant gaps to help skin care businesses in delivering their promotions that drive brand recall. The gaps are categorized as to strategic, creative and analytical. Strategic gaps often establish lack of clear value propositions, and inconsistencies in branding. Many skincare brands are unable to articulate a specific value proposition that differentiates them from competitors. A clear message about what unique benefits their products offer is essential for effective brand recall. Inconsistencies in branding elements (logos, colors, messaging) across various platforms can dilute brand recognition. Ensuring a cohesive experience is crucial for reinforcing brand recall. The creative gaps happen when there is limited engagement with interactive content and neglecting creation of emotional connections. Many mid-video promotions do not leverage interactive or immersive technologies that can create memorable experiences. Engaging consumers through contests, polls, or augmented reality can significantly enhance recall. Incorporating real-life testimonials or case studies can foster trust and deepen connections with potential customers. Many skin care businesses do not have robust metrics in place to evaluate the effectiveness of their mid-video promotions on brand recall. Hence, analytical gaps on establishing clear metrics and conducting regular assessments in systematic way aside from feedback mechanisms can help refine strategies.

Research Objectives

The overall objective is to assess the mid-video promotion practices among skin care service businesses to enhance brand recall. Specifically, focused on assessing the practices as to involvement, social setting, brand familiarity and ad exposure. The study did not cover other practices, techniques, or strategies employed by skin care services that are not related to brand recall and creation of mid-video promotions. The data gathered were utilized to have better strategic appreciation of mid-video promotions to optimize brand recall. The participation of the skin care service businesses on this research study is a good start for appreciating technologies to better reach target market and provide the right information for recall of brands.

LITERATURE REVIEW

1. Mid-Video Promotions

Video marketing is distinguished by its ability to convey complex messages quickly and effectively, making it a preferred medium for brands aiming to capture attention in an era of diminishing attention spans. Video marketing is a medium for building brand awareness because of creating memorable content attracting

viewers emotionally [22] wherein brands can foster deeper connections. The link between video marketing and increased sales can be supported by data analytics derived from the online platforms used.

Mid video promotions are video or audio advertisements that appear in the middle of the streaming material of a video content [36] which is a powerful tool for marketers aiming to engage audiences effectively. However, there are advantages and challenges associated with this format, brands can craft compelling advertising strategies while driving higher engagement and recall rates. As digital consumption continues to rise, mastering mid-video promotions brands can capture attention in an increasingly crowded media environment.

The transformative power of video marketing in enhancing consumer engagement [1] reflects a fundamental shift on how brands communicate with their audiences. As digital platforms continue to evolve, video content has emerged as a critical tool for businesses including skin care seeking to capture attention and foster deeper connections with consumers. Mid-video promotion is reshaping the landscape of consumer engagement as well as cultivate lasting relationships with their audiences in an increasingly competitive digital marketplace. The integration of mid-video into social media strategies has proven essential for brand visibility allowing brands to convey their narratives in a compelling manner, creating emotional connections to connect with the target audiences. However, there are challenges like showcasing authentic stories so that brands can enhance their relatability and foster loyalty among consumers.

The shift from traditional media to digital platforms creates broader changes in consumer behavior. As online retailing grows, understanding how mid-video promotions influence purchasing decisions becomes crucial for skin care service business to focus on creating promotions that are not only informative but also entertaining to maximize viewer engagement considering demographic variations. Understanding of digital advertising dynamics [38] requires identifying key factors that influence viewer perceptions and purchase intentions leading to actionable insights for skin care service businesses aiming to optimize their marketing strategies in an increasingly digital marketplace.

Mid-video promotion formats can shape consumer behavior and brand recall on platforms [5] through the dynamics between skippable and non-skippable ads tailored to enhance brand visibility, consumer engagement effectively and viewer psychology in online environments. As consumers become increasingly aware of marketing tactics, there is a shift towards more honest and open promotional practices where authenticity and transparency are highly valued [9]. Brands that adopt explicit disclosure practices may not only improve immediate recall and attitudes but also build long-term trust with their audience.

2. Mid-video Promotion Practices to Optimize Brand Recall as to Involvement

Mid-video promotions serve as foundational elements of a brand's identity because it effectively communicates its mission and values [18]. These videos should tell compelling stories as a trust-building strategy between the business and its audience, establishing a narrative that can be utilized across various marketing channels. Video testimonials are highlighted as powerful tool for showcasing authentic customer experiences. However, genuineness and unscripted is necessary to effectively build trust in capturing attention and fosters a sense of community among viewers. Engaging videos can include Q&A sessions or polls which encourage viewer participation and feedback. This interactive element can significantly enhance trust, as consumers feel more connected to brands that actively seek their input.

Authenticity has become increasingly important, especially among younger consumers who prioritize genuine interactions over polished promotions or marketing. There is a need for skin care brands to leverage data-driven insights to tailor their video content to specific audience segments. Appreciating and understanding customer demographics and preferences allows skin care brands to create relevant content that addresses specific needs or concerns, thereby enhancing trustworthiness and building lasting relationships with consumers. Overall, mid-video promotion in establishing brand recall creates trust when focused on authenticity, engagement, and tailored content. Hence, brands can effectively connect with their audiences

on a deeper level since consumers increasingly seek transparency and genuine interactions with brands resulting to enhanced loyalty and long-term success in building brand reputation.

A successful mid-video promotion strategy begins with clear objectives [11] since it aligns with defining specific and measurable goals for any marketing initiative. Identifying audience preferences and pain points ensures that the content produced is not only engaging but also relevant to the viewer's needs. Mid-video content has proven to be one of the most effective forms of communication in marketing because it captivates audiences better than text or images alone. Strategic planning, understanding audience dynamics, and adhering to best practices in production and distribution, skin care businesses can effectively utilize video marketing to achieve their goals. As digital landscapes continue to evolve, embracing mid-video promotions helps skin care businesses in staying competitive and engaging effectively with target audiences.

3. Mid-video Promotion Practices to Optimize Brand Recall as to Familiarity

Enhancing brand familiarity through targeted marketing strategies, skin care brands can increase engagement levels among customers. Furthermore, understanding the role of self-identification can help skin care businesses tailor their messaging to deeply engage with their target audience. The mechanisms on driving word-of-mouth communication in branding contexts, emphasize the importance of fostering brand familiarity and engagement while recognizing the role of self-identity in consumer-brand relationships [2]. Brand familiarity through targeted marketing strategies using mid-video promotions can create brand awareness that positively influenced perceived quality. Implementing campaigns through mid-video promotions that encourage potential customers to experience the product firsthand can enhance familiarity. Mid-videos can boost brand visibility that reinforce awareness and recognition among consumers. Brand familiarity and awareness over prestige in shaping perceived quality and purchase intentions offers actionable insights aiming to enhance their strategies [45].

4. Mid-video Promotion Practices to Optimize Brand Recall as to Social Setting

Technological advancements, particularly in social media, have fundamentally altered the landscape of consumer interaction and business strategies [10] where interactive dialogues between brands and consumers enables them actively participate in brand conversations, sharing opinions and experiences that significantly influence brand recall. As a result, skin care businesses are compelled to adopt more customer-centric approaches, focusing on building relationships rather than merely broadcasting messages. With the wealth of consumer data available through digital platforms, the move towards personalization marks the ability to analyze consumer behavior allowing skin care brands to create targeted campaigns fostering deeper engagement and introduced a new dimension to consumer engagement. As brands embrace data-driven strategies and fostering genuine connections with consumers for sustaining competitive advantage exhibits an ongoing evolution in consumer preferences. Hence, this necessitates that skin care businesses remain agile and responsive to maintain relevance in an increasingly digital world.

Trust is fundamental for any successful business interaction asserting broader marketing principles that suggest customer loyalty stems from established trust which can be nurtured through consistent and authentic promotional efforts [19]. The necessity of a strong brand identity including a recognizable logo, color scheme, and overall aesthetic exhibits a well-defined branding that helps customers recall brands and feel more connected and reassured about their purchasing decisions. This concept is supported by relationship marketing theories that significantly enhance customer recognition and loyalty while positioning the brand as a trustworthy source of information. Building trust through mid-video promotion is an ongoing process that requires dedication and strategic planning. As skin care businesses continue to navigate an increasingly competitive landscape, prioritizing trust-building efforts will be essential for sustained success and brand recall.

5. Mid-video Promotion Practices to Optimize Brand Recall as to Ad Exposure

Different media types are shaping consumer actions [39] which serves as a reminder that while digital channels are increasingly prevalent, traditional media still holds substantial power in influencing consumer

perceptions and decisions. Since advertisements significantly impact the initial stages of consumer behavior, skin care brands should prioritize creating engaging content that captures attention and generates interest among potential customers tailoring messages to align with overall marketing goals.

The effectiveness of using in-stream video advertisements ad is characterized by position and contextual congruence that can be optimized for better consumer responses [17]. The implications are vital for skin care businesses aiming to enhance the effectiveness of their promotional strategies on streaming platforms. Hence, businesses must consider the platform's extent of exposure of mid-video promotions to increase profit without causing irritation to viewers.

Aesthetics of a video content help ads in communicating feelings and the message of the brand [21]. Strategic video content may enhance brand recall through the creation of engaging and memorable experiences for viewers [41]. Moreover, creating lasting brand connections, utilizing the power of visual ads not only raises the possibility of grabbing consumers' attention but also strengthens brand recall [12].

6. Video Marketing

Video marketing has become an essential strategy for skin care businesses aiming to engage audiences effectively. The use of video marketing is a powerful tool for engagement through emotional storytelling and clear communication of complex ideas [37]. Its growing importance in digital marketing strategies cannot be overstated as consumer preferences continue to shift towards visual content. Hence, the shift from consumers across various demographics increasingly prefer video content over traditional forms of marketing attributed to the engaging nature of videos [42].

This makes this research study timely because it focused on the use of mid-video promotions as a tool to convey messages more effectively than text or images alone. Video content evidently fosters deeper connections between skin care businesses and consumers, leading to enhanced brand recall. This connection is encouraging repeat interactions and strengthens customer relationships over time. With this transformative power of video content marketing in driving consumer engagement, skin care businesses need to understand the consumer dynamics. Businesses can better position themselves to leverage video as a critical component of their overall digital marketing strategy.

The transformative potential of mobile video marketing [33] in shaping consumer behavior [3] needs harnessing the principles of media richness so that skin care businesses can create more engaging content through short video [29]. As consumers increasingly rely on visual content for information, it makes video marketing important in gathering and decision-making. It means that understanding how to craft compelling narratives through video marketing if businesses are aiming to stand out in a competitive marketplace. There is the growing importance of social media platforms as well in shaping consumer behavior [20] and decision-making processes which affects cognition [15], consumer psychology [25], purchase intention [26] and brand attitude [28]. Focusing on content diversification, fan engagement, and influencer collaboration, brands can effectively navigate the complexities of digital marketing in today's fast-paced environment [15] wherein message value and credibility can affect consumer trust [30]. As short video platforms continue to evolve [35;13; 46] understanding these dynamics will be essential for any skin care businesses aiming to succeed in this competitive landscape.

7. Brand Recall

The dynamics of brand awareness and recall within short video platform can better navigate the evolving landscape of digital marketing and improve overall campaign for effectiveness [23] directing the consumers to brand recall. Appreciating manners and situations on how skin care business can effectively promote to consumers their brands based on digital marketing strategies can significantly support the objectives of brand recall. Skin care business should consider that in a competitive market there are numerous similar products striving for consumer attention [34] Skin care business can improve their visibility and memorability in a

crowded marketplace. Hence, mid-video promotions for brand recall serves as a foundation dealing into the dynamics of consumer brand recall and the effectiveness of mid-video promotions as a marketing strategy.

Theoretical Basis

The effectiveness of mid-video promotional message can be evaluated through brand awareness [27]. The mental reproduction of a certain product that either came from learning or experience is referred to as brand recall. Memory is an important aspect in brand recall because memory factors help retrieve the brand information, as well as its alternative which affects making the consideration set for the actual purchase decision making. The actual purchase is significantly influenced by how consumer's recall a brand and how strong that brand is in the consideration set of the consumer.

This research is based on the antecedents of brand recall categorized as involvement, social setting, brand familiarity and ad exposure. Involvement is the capability of advertisements to provide experience to viewers of interest in a stimulus to include watching the video content attentively, finding it interesting and finding it fascinating or attractive. The capability of advertisements to provide an undistracted environment when exposed to a video content is referred to as a positive social setting focusing on co-viewers, around with co-viewers that share similar involvement and the viewer exposed to an advertisement shown on a large screen. Familiarity relates to recalling and recognizing brands and its advertisements. When viewers are exposed to a more familiar brand, it is likely to lead to better memory. The exposure of promotions from less familiar brands lead to weaker brand recall. The indicators of brand familiarity are being familiar with the given brand, experience with the given brand and being knowledgeable about the given brand. The number of times advertisements are exposed to viewers is referred to as ad exposure. The repetitive ad exposure is assumed to positively influence viewers with their brand recall. A higher number of ad exposure leads to learning relevant information about the brand and its offerings.

RESEARCH METHODOLOGY

This research used descriptive-quantitative research to better assess mid-video promotion practices of skin care businesses using survey questionnaire measured by a 5-point Likert scale. A descriptive research design allows researchers to acquire a comprehensive understanding of the behaviors of the chosen population [40]. With this design, authors are able to gather information that can be used as a foundation for the context of this paper. The framework of Liimatainen on Antecedents of Brand Recall was used as indicators to identify practices through the following components namely; involvement, social setting, brand familiarity, and ad exposure to strengthen brand recall.

The 40 respondents or 73% out of 55 target businesses of this research are registered skin care service businesses located in different areas in Las Piñas City. Some skin care service companies have temporarily closed or refused to answer the survey questionnaire which explains why the researchers have not completed the target businesses from the population sampled. The criteria in the selection of respondents include (1) Must be an owner, head or manager or marketing employees; (2) Has been with the skin care business for at least one year; and (3) Has willingness and knowledge on the research topic.

The authors used purposive sampling method as the target respondents were already identified. A purposive sampling technique was used to gather data which is done by choosing a group, sample, or population based on a specific criterion [6]. Statistical tools such as weighted mean and standard deviation were used in measuring the data gathered.

RESULTS AND DISCUSSIONS

This section presents the results and discussions;

Table 1 Mid-video Promotion Practices to Optimize Brand Recall as to Involvement

INDICATORS	MEAN	STD	INTERPRETATION
1. Encourage viewers' involvement in our mid-video promotions.	4.63	.705	ALWAYS PRACTICED
2. Use strategies to increase viewers' engagement during our mid-video promotions.	4.68	.656	ALWAYS PRACTICED
3. Measure viewers' involvement in the mid-video promotions.	4.53	.751	ALWAYS PRACTICED
4. Ensure that mid-video promotions are interactive and engaging for the target viewers.	4.70	.608	ALWAYS PRACTICED
5. Use positive reviews in mid-video promotions to increase viewers' involvement with our brand.	4.85	.362	ALWAYS PRACTICED
COMPOSITE MEAN	4.68		ALWAYS PRACTICED
OVERALL	4.67	.541	ALWAYS PRACTICED

Table 1 presents that the highest indicator is “Use positive reviews in mid-video promotions to increase viewers' involvement with our brand” which exhibits effectiveness of leveraging positive reviews within video content to enhance brand recall and viewer engagement. Positive reviews act as social proof, increasing the brand's recall, trust and reputation. When viewers see authentic, positive reviews from others, they are more likely to feel connected to the brand and perceive it as reliable and trustworthy. While the indicator “Measure viewers' involvement in the mid-video promotions” is the least. This slightly lower score compared to other indicators suggest potential challenges or lesser emphasis on the measurement aspect of viewer engagement. It indicates that the skin care service businesses believe that accurately measuring viewer involvement implies that promotion are complicated, time-consuming, and resources-intensive tools and procedures are needed which may lead to inconsistent implementation and prioritizing activities over accurate analytical efforts. However, although interpreted the least, skin care businesses still highly practice use of actionable data for their promotional decision-making strategies.

Overall, results mean that respondents generally perceive the use of positive reviews in mid-video promotions as a highly effective strategy to increase viewer involvement with the brand. Mid-video promotions are widely and effectively practiced within the skin care service industry to enhance brand recall through involvement. Reviews from customers are very important when making decisions about what to purchase [32]. Reviews are becoming the go-to source for information about the products and services. In considering this, it should come as no surprise that companies are paying attention and incorporating customer reviews into their promotional strategies. Ratings and reviews are an invaluable source of customer feedback [6]. Using these reviews matter during the stages of planning, executing, and assessing promotional practices.

People are more interested in what total strangers thought about a business than what they had to say themselves [24]. Leveraging positive customer reviews can increase people's trust in a company, significantly impacting how a brand is perceived and remembered. These positive reviews can act as proof to reassure potential customers about the quality and reliability of the brand. Positive testimonials and reviews increased people's trust in a company leading to substantial impact on sales and brand recognition.

Table 2 Mid-video Promotion Practices to Optimize Brand Recall as to Social Setting

INDICATORS	MEAN	STD	INTERPRETATION
1.Use social media trends in the content preparation of mid-video promotions to capture either solo or group viewers.	4.52	.784	ALWAYS PRACTICED
2.Use user-generated content to increase social media presence allowing more viewers to watch mid-video promotions.	4.52	.816	ALWAYS PRACTICED
3.Use vertical or portrait video display for mid-video promotions for easier viewing in mobile phones.	4.60	.744	ALWAYS PRACTICED
4.Use materials such as video and audio of high quality for better viewing experience of either solo or group viewers.	4.70	.723	ALWAYS PRACTICED
5.Use of attractive visuals such as vibrant colors, visually appealing graphics or animations, and clear, easy-to-read texts for better viewing experience of either solo or group viewers.	4.72	.599	ALWAYS PRACTICED
COMPOSITE MEAN	4.61		ALWAYS PRACTICED
OVERALL	4.6150	.67237	ALWAYS PRACTICED

As indicated in Table 2, the skin care businesses assessed that the “Use of attractive visuals such as vibrant colors, visually appealing graphics or animations, and clear, easy-to-read texts for better viewing experience of either solo or group viewers” got the highest score. The important role that visually engaging content plays in enhancing brand recall, particularly in social settings. It indicates that the skin care businesses believes that attractive visuals are one of the powerful tools in capturing and retaining viewers’ attention. Hence, skin care businesses prioritize the use of attractive visuals as one of the most effective strategies to improve viewer engagement and strengthen brand recall. It reflects an understanding of the fact that engaging and well-designed visuals are essential to leaving a lasting impact on viewers in today's visually driven media environment. However, the indicator “Use social media trends in the content preparation of mid-video promotions to capture either solo or group viewers” and indicator “Use user-generated content to increase social media presence allowing more viewers to watch mid-video promotions” are garnered the least mean although they are still interpreted as “highly practiced”. These results indicate that the respondents think that keeping up with quickly evolving trends through continuous observation and quick adaption is necessary when utilizing social media trends in the creation of content.

Given that trends can change quickly and may not always precisely align with a brand's message or identity, this can be a challenging and resource-intensive process for most of the respondents. Utilizing user-generated content to boost social media presence entails promoting and selecting user-generated content, which varies widely in quality and can be unpredictable. User-generated content may greatly increase authenticity and engagement, but it also needs to be managed carefully to make sure the content is consistent with the skin care businesses brand's messaging and shared values.

Results for social setting means that respondents generally perceive the use of attractive visuals in mid-video promotions as a highly effective strategy to improve solo and group viewing in social setting. The use of attractive visuals such as vibrant colors, appealing graphics, and clear texts indicates that these elements are particularly valued for engaging both solo and group viewers. Colors affect our moods and feelings, which may be used in marketing to drive various conversations, such as purchasing a product or service, requesting a demo, or using a coupon code [21].

Colors can help viewers make a lasting impression and boost brand recall since they are constantly exposed to a variety of stimuli such as advertisements, signage, packaging, and digital media in their environment. With this, choosing the right colors could help connect with customers, make brand personal, increase

conversations, and express important messages. Understanding the strategy in using colors can play a role in creating a lasting impression and recall to a viewer.

Incorporating text into videos not only enhanced engagement by allowing the audience to follow the content without sound, but it also enhanced brand recall [3]. A well-placed text at the beginning of a video could rapidly capture viewers' attention, increasing the likelihood that they would remember and recognize skin care businesses from among its competitors. The mid-video's overall efficiency in transmitting messages in a clear and memorable way increases brand recall among target audience. A visual advertisement seeks to capture viewers' attention and encourage them to take action, like making a purchase of a good or service [14]. People either solo or group are more likely to pay attention and retain the message when they view an engaging image or video. The use social media trends in the content preparation and user-generated content to increase social media presence indicates that respondents believe these strategies are currently least scored compared to other content preparation methods but highly practiced.

In the vast realm of advertising, the digital landscape has emerged as a game-changer, revolutionizing how businesses connect with their target audience [31]. To attract their target audience and produce significant results, organizations need to stay ahead of trends as technology develops and consumer behavior changes. Understanding the newest trends and utilizing innovative strategies that break through the chaos and leave a lasting impression are essential to success. Embracing a mindset of creativity and experimentation, can develop unique solutions that set skin care service business apart from its competitor. This may include adopting a design thinking approach to problem-solving, leveraging emerging technologies like AI, automation, and exploring new business models or revenue streams.

Table 3 Mid-video Promotion Practices to Optimize Brand Recall as to Brand Familiarity

INDICATORS	MEAN	STD	INTERPRETATION
1.Use mid-video promotions to differentiate our company from competitors.	4.43	.813	OFTEN PRACTICED
2.Use mid-video promotions to build trust and credibility with the viewers.	4.65	.802	ALWAYS PRACTICED
3.Use mid-video promotions to communicate our brand's values and identity.	4.60	.810	ALWAYS PRACTICED
4.Use mid-video promotions to communicate our brand's message.	4.63	.740	ALWAYS PRACTICED
5.Use mid-video promotions to consistently present logo, tagline, brand name, and other visual cues to viewers.	4.55	.677	ALWAYS PRACTICED
COMPOSITE MEAN	4.57		ALWAYS PRACTICED
OVERALL	4.5700	.72118	ALWAYS PRACTICED

It is noted in Table 3, that indicators 2-5 under the determination of brand recall in terms of brand familiarity are assessed by the respondents as "Highly Practiced", while indicator 1 is assessed by the respondents as "Often Practiced". The highest indicator is "Use mid-video promotions to build trust and credibility with the viewers" which entails that the essential role of trust and credibility play in enhancing brand familiarity and recall. It affects consumers' opinions and willingness to interact with a brand, trust is important. Establishing credibility with mid-video promotions shows the brand's worth, credibility, and commitment to quality. Positive feedback and word-of-mouth recommendations are fostered by trust, which increases brand familiarity and expands its audience. However, the indicator "Use mid-video promotions to differentiate our company from competitors" is the least which shows that the strategy of using mid-video promotions to differentiate the company from competitors is often practiced, but not as frequently as other strategies. Mid-

video promotions are not commonly used by the respondents as a strategy to differentiate them from competitors. It appears that this strategy is not being properly utilized or given priority in the company’s marketing strategies, despite its potential effectiveness. This means that respondents generally perceive using mid-video promotions to build trust and credibility with viewers as a highly effective practice for enhancing brand familiarity. Trust was a key component of every successful business [19] through establishing and maintaining strong relationships with customers since they likely trust a brand if they encounter and remember it often across various channels such as advertising, social media, and product or service interactions. This familiarity is created by truthful representation of the brand’s values and consistent engagement, which maintains the brand’s presence in the customer’s mind. Maintaining a relationship with customers is important for building trust and long-term loyalty. Representing the authentic brand was the most effective strategy to acquire customer trust. Getting customer's trust increases there is likelihood that they will make repeat purchases from you [18]. Gaining the trust and maintaining strong connections with customers is the foundation of a successful company by demonstrating to them that the goal is to provide high-quality goods and services, keep payment information safe, and address any customer service problems. Brand leaders need to know when their existing strategy isn't outperforming competitors even if it requires significantly changing strategy. This shows that skin care service businesses have a strong overall commitment to use mid-video promotions to enhance brand familiarity with an emphasis on trust and credibility. However, they put a bit less effort into standing out from competitors.

Table 4 Mid-video Promotion Practices to Optimize Brand Recall as to Ad Exposure

INDICATORS	MEAN	STD	INTERPRETATION
1.Prepare appropriate number of mid-video promotions to ensure viewers are not overwhelmed.	4.50	.641	ALWAYS PRACTICED
2.Maximize creation of mid-video promotions’ impact without causing annoyance to viewers.	4.40	.810	OFTEN PRACTICED
3.Adapt placement of mid-video promotions within the content to be smooth and non-intrusive to viewers.	4.55	.815	ALWAYS PRACTICED
4.Convey important brand messages within the duration of mid-video promotions.	4.65	.662	ALWAYS PRACTICED
5.Strategically design the mid-video promotion to the intended viewers.	4.52	.716	ALWAYS PRACTICED
COMPOSITE MEAN	4.52		ALWAYS PRACTICED
OVERALL	4.5250	.63357	ALWAYS PRACTICED

As indicated in Table 4, the highest indicator is “Convey important brand messages within the duration of mid-video promotions” which emphasizes how crucial it is to communicate important brand messaging in mid-video promotions in an efficient manner in order to increase brand recall. It suggests that skin care businesses understand how important it is to incorporate brand messaging into mid-video promotions to maximize their impact. This strategy not only increases brand recall but also strengthens the connection with the audience because viewers are more likely to recall and have trust in a brand that uses clear and effective communication to convey its message. However, the indicator “Maximize creation of mid-video promotions’ impact without causing annoyance to viewers” is the least suggesting that the respondents frequently engage in creating mid-video promotions but may not consistently prioritize optimizing these promotions to ensure they are impactful without causing annoyance to viewers. It implies that even though they employ promotions in their videos, they may need to adjust their strategies to better align with the preferences and behavior of their audience. Generally, it perceived the delivery of important brand messages within the duration of mid-video promotions as a highly effective practice for enhancing brand recall through ad exposure.

Video content is a powerful way to tell your brand's story, connect with your audience, and encourage action [41]. Choosing the right type of video can have a significant impact since every type has advantages and best uses. It's important to understand effective usage of the video to communicate the message of skin care service businesses. To maintain the energy, use of short edits and vibrant graphics makes mid-videos memorable and leaving a big impression. Drawing attention to the most interesting and exciting aspects combined with wide and close-up photos provides a complete picture of the concept. In addition, interview clients to add a personal touch and show different viewpoints can be appealing. On the other hand, while maximizing creation of mid-video promotions, the impact should not be causing annoyance to viewers is the least though it is still often practiced. Every business wants to produce amazing work [43]. However, it's not simple to make a great, amazing, and motivating promotional mid-videos because it requires plenty of work, and it is simple to become obsessed with an idea that may not be all that great. The effort is successful if viewers are attracted in and retain the information. However, it is clear that not all forms of advertising are made equal, and the wrong kind of online advertising can frequently harm company [44]. It's debatable as to how much advertising is appropriate and if certain ad forms are effective, but it's undeniable that some ad units are just awful, like video that automatically plays without the user's permission. Any promotion that displays content and cannot be quickly closed is extremely annoying. This shows that skin care services are strongly committed to use mid-video promotions to enhance brand recall, focusing on delivering brand messages effectively, despite some acknowledgement of the challenges of maintaining viewer attention without annoyance. Video had become an essential tool who wanted to engage their audience and effectively communicate messages [11]. Therefore, mid-video promotion plays a crucial role in enhancing brand recall by creating memorable associations and emotional connections with the audience.

CONCLUSIONS

Mid-video promotion practices to enhance brand recall among the skin care businesses suggests that they have prior knowledge on strategies such as involvement, social setting, brand familiarity, and ad exposure. When developing mid-video promotions, it's important to conduct comprehensive market research, demographic analysis and competitor analysis. This process involves gathering and analyzing actionable insights about various aspects of the market aiming to create impactful and engaging content. Gathering data on demographic information, interest, preferences, and behaviors of the target audience provides proper data visualization needed to decide on what mid-video content to offer to be more compelling and relevant. Skin care service businesses may invest time and resources in effectively determining the audience they want to reach. Hence, it can produce mid-video promotions that effectively engage with viewers, resulting in better customer connection and increased overall marketing effectiveness.

Collaborating with influencers or content creators improves the effectiveness of mid-video promotions by utilizing their reach, credibility, creativity, and ability to truly connect with target audiences that ultimately can lead to outcomes for businesses looking to maximize digital marketing efforts. Strategically choosing social media platforms for maximum reach ensures that mid-video promotions effectively target intended audiences across numerous channels.

Creating strong initial stimulation in the first half of the video is crucial for catching and sustaining audience attention such as entertaining narratives or informative insights, to prevent viewers from skipping. Retaining creativity throughout the video is essential for distinguishing the promotion from competitors, using distinctive aspects such as storytelling and humor to create positive viewer emotions.

Furthermore, tailoring the time of the mid-video promotion guarantees that the brand's message and services are communicated concisely and comprehensively. Viewers should be able to feel that they resonate, connect, and relate with the mid-video promotions presented to them to create a more lasting and memorable brand experience. Involving viewers in the creation of mid-video promotions could be done in various ways. Using positive reviews in a mid-video promotion can act as proof or credibility for the brand.

As viewers mostly watch mid-video promotions on their mobile phones, it's crucial to have visually appealing content like incorporating vibrant colors, visually appealing graphics or animations, and easy-to-read text. Despite the limited screen size of a mobile phone, the content should be optimized for entertainment value with aesthetically pleasing elements. Using high-quality audio and video is essential for capturing and maintaining viewer attention.

A brand can stay in the minds of viewers through consistent presentation of its identifiers. Some viewers can identify a certain brand just by looking at its signature colors or logo. If a brand wants to achieve this level of brand recall, it should consistently present its identifiers in all video promotions and across all social media platforms it chooses to upload content to. There should be clear articulation of its unique selling point to distinguish itself in the minds of viewers as to its value, identity, and message. Unique features and benefits can have a distinct place in viewers' minds that can help in building a strong and memorable brand presence for skin care businesses.

Companies should be careful not to cause annoyance and/or disturbance to viewers. Hence, mid-video promotions should appear online in just the right amount allowing consistent engagement with the viewers, keeping them informed about updates on the brand while also offering entertaining content. The mid-video promotion should have balance between promotion and respecting the viewers' time and attention. There should be limit in duration of mid-video promotion to ensure they are concise in a few seconds to a minute.

Many skin care businesses do not have robust metrics in place to evaluate the effectiveness of their mid-video promotions on brand recall. Hence, analytical gaps on establishing clear metrics and conducting regular assessments systematic way as to feedback mechanisms can help refine strategies. As consumers become increasingly aware of marketing tactics, there is a shift towards more honest and open promotional practices where authenticity and transparency are highly valued. Brands that adopt explicit disclosure practices may not only improve immediate recall and attitudes but also build long-term trust with their audience. However, genuineness and unscripted is necessary to effectively build brand recall and trust in capturing attention and fosters a sense of community among viewers.

ACKNOWLEDGEMENT

The authors would like to express gratitude to everyone for their contribution in completion of this research paper particularly the skin care businesses. The authors are truly grateful for their invaluable contributions, support and collaboration to the successful completion of this work.

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