

# YouTube Works for Brands 2017

## AMV BBDO - BT SPORT



### EXECUTIVE SUMMARY

Imagine entering the pay TV sports market by spending £897 million to exclusively own the rights to broadcast the UEFA Champions League – Europe's elite club football competition.

Imagine doing that to compete against one of the most established sports pay television providers in Britain, Sky Sports – also home to the biggest advertising budget in the UK.

Then, in May 2016, imagine giving away the final, the most watched, most prized moment of the £897 million tournament to the world, for free, on YouTube.

That's what BT Sport did.

This paper explains the strategy that made this bold plan work:

- The free livestream of the UCL final
- The switch from TV advertising to YouTube based VOD campaign.
- The returnable content format that has continued to run throughout the season.

The YouTube partnership created the conditions for one of our most successful marketing campaigns to date: a MROI of 170%, brand familiarity up 43% and consideration up 22% YOY. Our content format was viewed over 67 million times (74% organic views). Our year on YouTube has gained plaudits from many of the game's stakeholders too; UEFA describing the campaign as "the best in Europe".

### ENTRY

#### Background

Many papers entering the YouTube Works awards will be showcasing how brands, perhaps not in the business of creating content, did so to great effect. But what if your business is content?

BT is the largest and most established telecoms provider in the UK, and moved into broadcasting premium sport in 2012. This move kick-started a number of sports rights acquisitions including four of the leading football competitions - the UEFA Champions League, Premier League, FA Cup and UEFA Europa League.

After a multimillion pound campaign leading with TV media to launch the Champions League in 2015-16, we had achieved a lot of success but at a cost of awareness of our other football rights - with many sports fans unaware as to the other rights and competitions on our channels.

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Our marketing objectives were therefore to generate consideration for BT Sport by;

- Driving familiarity of our offer beyond the Champions League.
- Building affinity with fans.

## **Phase One: The UCL Final stream**

As the 2016-17 season was not our launch season, and with no new rights to launch, we were assigned half the marketing budget of the previous season. This meant we needed a smarter comms strategy.

The question was, how could we use our existing rights to get closer to the football fans who hadn't yet signed up?

We knew we had content that football fans desired, so we partnered with YouTube to let football do the talking. Consequently, on 28<sup>th</sup> May 2016, we did the unthinkable and gave away the jewel in our crown, the Champions League final, for free, via a live stream on our YouTube channel.

Had we gone insane? No.

- The giveaway would generate headlines and build brand affinity with no media spend.
- Sampling our coverage would show millions what they were missing without cannibalising linear viewing figures.
- YouTube would enable us to generate a cookie'd audience data pool of 4.3 million UK football fans to target in phase two.

## **Phase Two: Four Competitions One Venue**

Whilst TV had been an effective lead channel for driving fame for our Champions League announcement campaign, a year later we needed to drive relevance of our broader offer.

So, for the first time in the history of the brand, we dropped TV from our media plan. Two months after an epic encounter between Real Madrid v Atletico Madrid (Real winning on penalties) and armed with our audience data from the live stream, we contacted specific clusters of football fans with a series of online films.

A range of Google 'signals' enabled us to understand who they were likely to support, how engaged a fan they were and if they were a BT customer or prospect. This played a significant part in our video sequencing as our hero film was team neutral and blended footage from our four leading competitions into one exciting and utterly unique sequence, helping us to land our core proposition.

Through retargeting, we then adapted our message to specific fan groups by creating over twenty films (one for each Premier League club), highlighting the competitions their club would be involved in.

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[www.thinkwithgoogle.com/uk/youtubeworksforbrands](http://www.thinkwithgoogle.com/uk/youtubeworksforbrands)

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Fig 2: Stills from master edit



Fig 3: Club specific edit stills

This was supplemented by a high impact OOH and print campaign that used the same asset established on YouTube.

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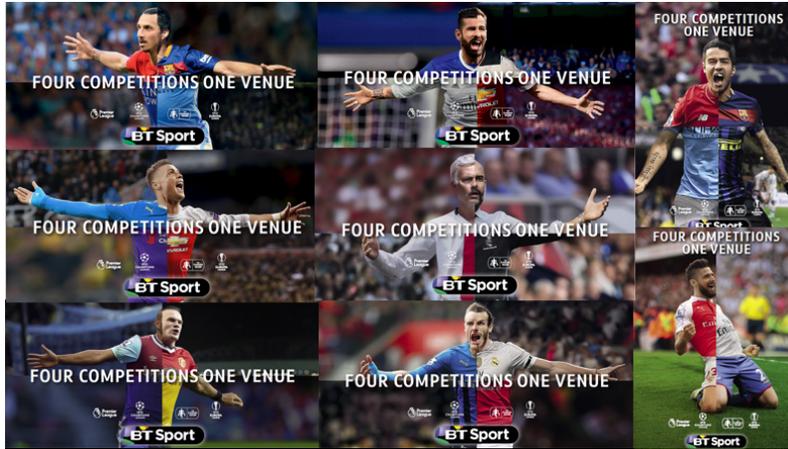


Fig 4: Quadrant OOH examples

## Phase Three: Goals Recreated

After an intensive burst of '4in1' media weight, we then retargeted fans with our Goals Recreated content series which saw famous players past and present, attempt to recreate famous goals from across our four competitions. Each edit was created with a specific set of fans in mind and featured the players/talent that would be most relevant. These films generated organic reach as our talent, partner clubs and fans shared across their social profiles.



Fig 5: Stills from #GoalsRecreated series

## Results

Partnering with YouTube enabled a hugely successful marketing campaign that saw us go from developing a traditional TV led approach to a best in class digital campaign that had over thirty pieces of targeted online video content. This delivered for the business:

### 1. Driving subscriptions

A 13% increase in subscriptions and 14% increase in advocacy amongst those who recognized the campaign versus those who didn't<sup>1</sup>. This is equivalent to 21k incremental new customers in Aug & Sept and a 170% ROMI –significantly surpassing the challenging volume targets<sup>2</sup>.

The campaign has also had a halo effect on BT business, influencing 21%<sup>12</sup> of BTTV subscriptions. No small feat in the triple play market with incumbents like Virgin and Sky.

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## 2. Efficient reach

The Champions League final was watched by over 6 million fans across BT's digital channels, beating ITV's average free to air audience of 4.4 million and adding 140k new YouTube subscribers (making it free for us to reach them in the future).

Engaging creative (brand appeal of 74% - higher than the previous year's Champions League TVC, capturing the football community's imagination in editorial – see fig 6) and the highly targeted nature of the subsequent '4in1' VOD approach resulted in the campaign delivering over **17 million+ views**, making it the most watched campaign over the summer on YouTube beating summer campaigns from Samsung around the Rio Olympics, Clarks, IKEA and Nike to **top the YouTube ads leaderboard** <sup>3</sup>.



## BT Sport's crazy new 2016/17 advert will definitely get you excited for the new season

Fig 6: Coverage of the Four Competitions One Venue campaign

This was supported by media efficiencies from the live stream audience data; display retargeting was twice as responsive as the benchmark of customers visiting BT Sport product pages online (0.19% versus 0.09%)

Cost Per Click of re-targeting this audience was 69% cheaper than standard retargeting activity in the same period, also delivering an exposed Cost Per Acquisition that was 60% lower than our site retargeting activity.

And in terms of media efficiencies, we achieved 67 million views with our Goals Recreated content series, 74% organically, as fans shared the content via social media.

## 3. Brand impact: Significant improvements in Familiarity and Consideration

BT's campaign tracking showed consideration for BT Sport rise 12%, and familiarity 11% (comparing those who saw the campaign with those who didn't), in the 2 months following live stream. These increases were during the summer (where you would naturally expect interest to otherwise dip), and a period where there was no other media spend for BT Sport.

Consideration and familiarity continued to rise as a result of the second phase of our summer, consideration by 22% <sup>4</sup> a statistic backed up by YouTube's brand recall study. This showed recall and

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consideration of our VOD ad had risen to 22% (beating YouTube industry benchmarks of 16%)<sup>5</sup>. To put this in context, last season's Champions League campaign drove only 7%<sup>6</sup> more in consideration – a campaign with more than twice the media spend.

BT's wider brand tracking showed increased familiarity of BT Sport's offering, up 43% YOY (comparing Aug 15 to Aug 16)<sup>7</sup>. In the same time period, Sky Sports increased their familiarity by less than 10%<sup>8</sup>.

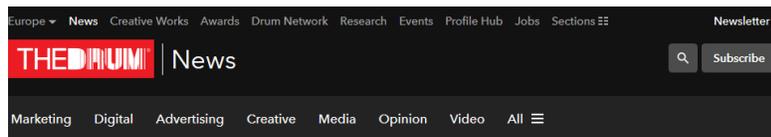
## 4. Other effects

With Champions League rights being renewed in March 2017, it was essential BT Sport could be seen to be a pivotal partner to rights holders UEFA.

The communication strategy was considered new best practice both inside BT and externally with key stakeholder Thomas Schmidt, Managing Director Media Rights of TEAM Marketing AG, UEFA's Exclusive Club Competitions' Marketing Agency:

*"...one of the most creative football campaigns we've seen and we are delighted to be associated with such an innovative approach to marketing the best footballing competitions in the world".*

When the rights were eventually re-awarded to BT Sport, it was the team's innovative approach to social media and content distribution that were integral in helping secure another three years of Champions League football on the BT Sport channel:



## BT outbids Sky for Champions League TV rights and promises free highlights on social media

By Tony Connelly - 06 March 2017 10:30am

42 Shares 



### Summary

BT Sport thought bigger about how YouTube Works. This campaign made YouTube live broadcaster, data capturer, advertising channel, fan network and innovator. Squeezing every last drop of value from YouTube helped not only drive fan engagement and subscriptions, but played a pivotal role in establishing BT Sport as one of Europe's most innovative broadcasters. Not bad for the new kid on the block.

### Footnotes

1. GFK CAT tracking study Oct 2016
2. Internal BT sales data
3. Youtube Ads Leader Board. Google UK. July 2016

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**4. GFK CAT tracking study Oct 2016**

**5. Sports broadcaster Youtube brand recall study. Google UK September 2016**

**6. GFK CAT tracking study Oct 2016**

**7. GFK CAT tracking study Oct 2016**

**8. GFK CAT tracking study Oct 2016**

**9. "BT Sport's crazy new 16/17 advert will definitely get you excited for the new season" Daily Mirror. August 2016**

**10. GFK CAT tracking study Oct 2016 11. GFK CAT tracking study Oct 2016 12. Basis Q2 market tracking data Nov 2016**

