



Turn Attention Into Action

A Guide to Marketing
Effectively on YouTube



Have you got their attention?

When it comes to YouTube, the answer is 'yes'. Not only are 95% of YouTube ads viewable, and the same number audible,¹ 83% of YouTube audiences describe themselves as 'fully/mostly' paying attention, compared with just 58% across other social platforms.²

In a world where people can watch, read or play pretty much whatever they want, whenever they want, on myriad devices, capturing attention is more important than ever. **Turning that attention into action** can be the difference between an average campaign and a highly successful one.

To help you – and your brand – convert attention into action on YouTube, we've put together this guide. While success is never one-size-fits-all, the insights and recommendations in these pages are backed by research, along with case studies from award-winning YouTube campaigns. So whether you're looking to drive awareness, consideration, conversion, or full-funnel impact, you'll be able to find tips and guidelines to help deliver measurable results through online video, time and time again.

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Key Insights

As a starting point, here are three things we know to be true about the current online video landscape

01

Screen time is evolving

Whilst overall video consumption and TV set usage in the UK remain consistently high, the amount of traditional broadcast television viewing by 16-24-year-olds in the UK has been in decline.³ Simultaneously, YouTube viewing has grown to an average of an hour per day for the same demographic.⁴ On top of that, some 47% of 18-34-year-olds in the UK say they watch YouTube more now than a year ago.⁵

02

YouTube viewers are active, not passive

When it comes to video, research supports what we intuitively know to be true: viewers report that they are 1.4 times more likely to mostly/entirely pay attention to a video they've actively selected, versus one that is passively consumed.⁶ Not only are YouTube viewers attentive, they're also more likely to seek out content on the platform that has high utility value to them. According to a YouTube Cultural Impact Study by Flamingo/Tapestry in the UK, 83% agree that YouTube helps them find useful tips or learn how to do something – making it the highest-rated video or social platform.⁷

03

Relevance is key

It's no longer enough to simply know your audience. To cut through, you need to know what people are looking for – and in what context. But how do you know what's of value to an individual? With YouTube, it's possible to use signals from real behaviour elsewhere in Google's ecosystem to better understand your audiences' intent. You can then respond with the right message, creative, and ad format – all essential for an attention-grabbing, successful campaign.

³ Ofcom: Media Nations 2018, based on average minutes daily viewing BARB (network), 2010-2017, from 169 to 100 minutes per day ⁴ Ofcom: Media Nations 2018, based on average minutes daily viewing BARB (network), 2010-2017, 59 minutes on devices other than the TV set, plus a significant proportion of the 19 minutes of 'other video' on the TV set. ⁵ Google/GfK, YouTube Audience Insights studies, 2017, UK (Survey 1: =2,000 online population 16-65 years, survey 2: 1,500 YouTube past-3-day users 16-65 years) ⁶ Google/GfK, YouTube Audience Insights studies, 2017, UK (Survey 1: =2,000 online population 16-65 years, survey 2: 1,500 YouTube past-3-day users 16-65 years) ⁷ YouTube Cultural Impact Study, 2017 - Flamingo/Tapestry research commissioned by Google. Base: UK online population 18+ yo, n= 2,000. Each medium rated by those using it monthly or more frequently, scale of 0-10. Media considered: video platforms (TV, SVOD, YouTube), social platforms (Facebook, Twitter, Pinterest, Instagram, Snapchat)

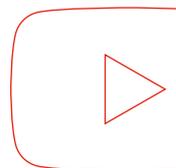
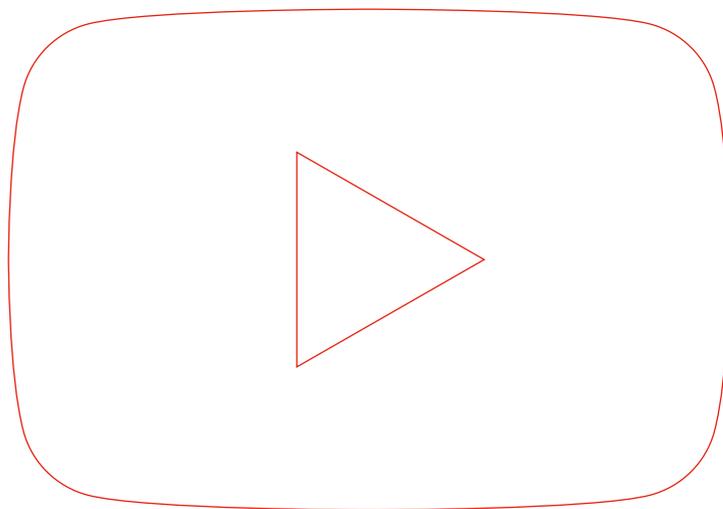


**Build
Aware
-ness
& Ad
recall**

Find out more about how Bodyform used YouTube to spark a global conversation on page 9 

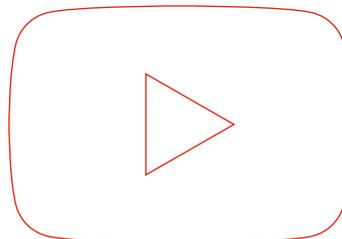


Over the next few years, we expect the power of online video to enable more than half of humanity to learn, share, innovate, and participate



In a world of seemingly infinite choice, video remains a highly popular content format, and in the UK its reach is still growing. It is estimated that, by 2020, video will account for a staggering 82% of consumer web traffic.⁸

With more than 1.8 billion logged-in global users each month,⁹ YouTube is at the heart of this boom. It's a proven platform for reaching a large, engaged audience and driving upper funnel marketing metrics; in other words, making people aware of your brand, and making them remember it.



If increasing brand awareness and ad recall are KPIs for your campaign, here are three tips to follow ►

⁸ Cisco Visual Networking Index: Forecast and Methodology, 2016–2021
⁹ YouTube Internal Data, Global, March 2018

#01

TIP

Go beyond demographic targeting

To ensure that you reach the right audience, it may be worth considering going beyond traditional demographic targeting. Targeting on YouTube is different from other channels because, as part of the broader Google ecosystem, the platform utilises signals from what an individual is searching for and how they behave elsewhere online. These signals enable advertisers to target based on people's likely intent, yielding more efficient results. Ads served with intent signals have 30% higher consideration lift and 40% higher purchase intent lift than when the same ads are served using demographic signals alone.¹⁰



#02

TIP

Pull in consumers with sight and sound

A fully immersive video experience is key to driving engagement. Users who see and hear ads experience higher Brand Awareness, Ad Recall and Consideration than those who only see or only hear them.¹¹ On YouTube, viewers are primed to watch and listen, and the statistics reflect this; 95% of YouTube ads are audible,¹² and the same number are viewable, compared to just 66% across the rest of the web and apps.¹³

#03

TIP

Plan YouTube alongside TV to maximise impact

Avoid the temptation to plan online and broadcast media independently. Research from multiple Ipsos/Google and GfK/Google studies has shown that campaigns combining YouTube and TV placements can improve brand results at the top of the funnel. For instance, when researching skippable ad formats on YouTube, we saw significantly higher ad recall and brand awareness from one exposure on YouTube and one exposure on TV than from two exposures on TV.¹⁴



¹⁰ Google Brand Lift Targeting Analysis, Smartphone, Global, 2018 ¹¹ Google TrueView Brand Lift studies Aug-Sep 2016, Global, data for users with single impression. ¹² Google Internal Data, Global, August 2016 (when volume is at least 10% for YouTube ads) ¹³ Google and DoubleClick advertising platforms data, May 2017 ¹⁴ Multiple Ipsos/Google and GfK/Google Studies, Global, 2011-2016

How they did it: brands who drove awareness and ad recall

SMART ENERGY GB

Smart Energy GB had to fire up engagement for a low-interest category: smart meters. They came up with a strategy based on four YouTube passion points: beauty, gaming, tech and music. Influencers from each sector were given a challenge, to work with 'The Power of 10p' – i.e. 10 pence-worth of energy. The brand created 30-second TrueView ads and six-second Bumpers to tell the story to a targeted audience, and the results were impressive: the content received 18 million views and the campaign saw a 28% uplift in ad recall.

The takeaway ►

To produce meaningful and relevant content, tap into your audience's passion points.

EE

Aiming to engage a younger audience, mobile network operator EE felt that traditional TV advertising wasn't the right path. Research revealed their audiences were highly engaged on YouTube, with football a key passion point, so the brand partnered with creator Spencer FC (1.9 million subscribers) and other video influencers to set up The EE Wembley Cup. The recent third iteration of the campaign topped 50 million views in 2018, driving a 23% uplift in general consideration for EE and a 20% uplift in first choice purchase intent.

The takeaway ►

Create a cultural event with genuine value to your target audience.

BODYFORM

Bodyform broke new ground by creating the first sanitary towel ad to depict 'real' blood instead of blue dye, taking aim at taboos and promoting their #BloodNormal message to challenge period stigma. After launching their campaign on YouTube, the brand saw its biggest shift in positive perception, dominated share of voice in the category, and went on to achieve a reach of 800 million, alongside an impressive earned media value of £3.2m.

The takeaway ►

Be brave. The most effective ads don't just reflect cultural moments, they contribute to them.



In partnership with AMV BBDO, Bodyform's #BloodNormal campaign won the 2017 YouTube Works For Brands award for Best Cultural Impact Through YouTube

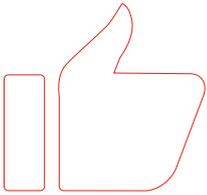
**Grow
Consider
-ation
&
Interest**

A decorative pattern of small white dots arranged in a grid, located in the bottom right corner of the page.

Find out more about how Tesco used YouTube to give Christmas cooks a helping hand on page 14 



Online video is a critical resource for consumers in search of information, both in terms of pre-purchase research and learning valuable skills

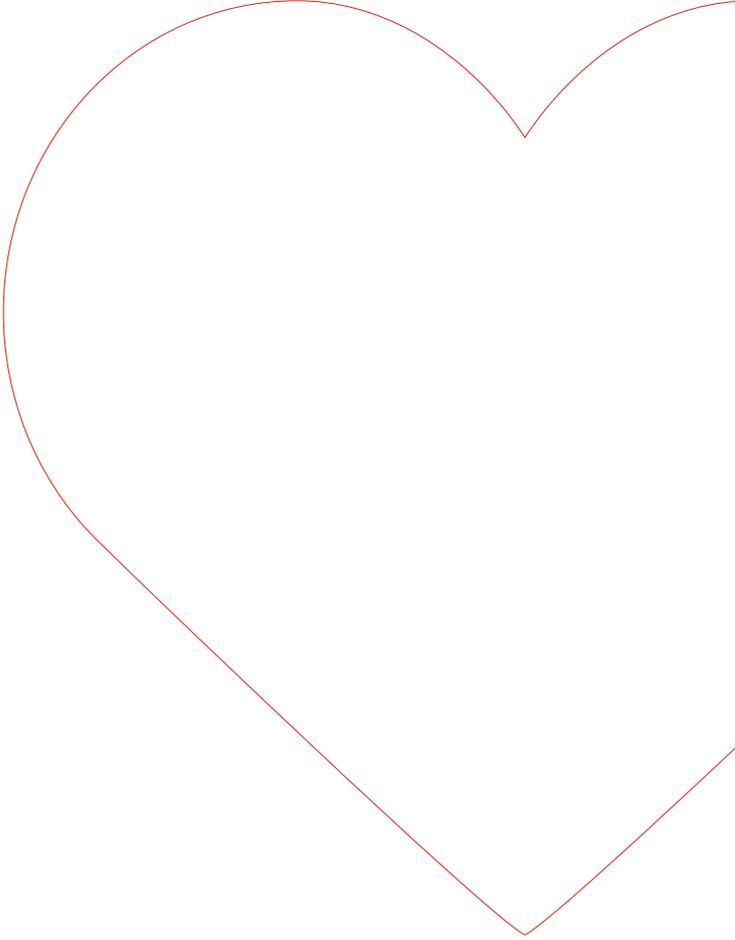


Online video is a key format for research

ahead of purchase across multiple verticals. Take the motoring sector, where according to a study by TNS, over 55% of car buyers use online videos to help them make their vehicle purchase decision.¹⁵ Beyond automotive, other key research and evaluation categories include music, DIY, gaming, beauty and fashion.

Creating and targeting content aligned to passion points has clear mid-funnel benefits – especially on YouTube, where audiences are primed to engage. Looking across a range of verticals, we see a number of examples where ads shown to users consuming contextually matched content has higher Brand Lift than ads shown to users consuming unmatched content.¹⁶

It's no surprise, then, that advertisers looking to influence consumers and get them to consider their brands have found success on YouTube, with seven in 10 Google Preferred campaigns seeing a lift in consideration.¹⁷



If your campaign goals include delivering mid-funnel results, here are three guidelines to keep in mind ►

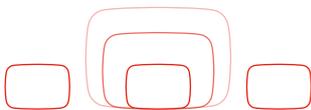
¹⁵ TNS/Google Gearshift Study, UK, Base: New car buyers, n = 500 ¹⁶ Google TrueView Brand Lift, Global, Q1 2016. ¹⁷ Google Google Preferred Brand Lift Meta Analysis, Global, 2017

#01

TIP

Be contextually relevant

To improve the relevance of your campaigns and help increase brand consideration, it's advisable to develop ads tailored to the content your audience is interested in. According to Google/GfK research, content types with the highest attention on YouTube in the UK are often those that satisfy users' need for 'inspiration'. Examples include education and science (with 80% fully/mostly paying attention), beauty and fashion (76%), and sports (75%).¹⁸



#02

TIP

Build personalised experiences

Moving potential customers down the purchase funnel demands more than a single hero asset, or simply uploading your TV creative. Beyond optimising your ad frequency for media weighting, make sure you consider coordinating your message across a sequence of ads, based on how a user interacts with them – be that an impression, skip, or view – to give a more efficient and relevant ad experience.

Here are **four video ad sequences** that can work particularly well:

Tease, Amplify, Echo: tease your audience with short ads, amplify with long-form, echo to spur action



The Mini Series: break your story into thematic chapters, told over time



The Direct Shot: stick to one concept and tweak the video based on viewer context, such as what they're about to watch



The Follow-up: serve viewers a long-form ad, followed by shorter ads reinforcing the message



#03

TIP

Take a stand

With engaged UK audiences in the millions and passionate fans hungry for content on YouTube, it can still seem like a challenge to make a meaningful impact at scale. One proven path to moving customers down the funnel is to take a stand on a pertinent cultural or societal issue with a genuine connection to your brand. When done in an authentic and tactful way, the results can be far-reaching, as Heineken found in their award-winning 'Open Your World' campaign (overleaf).

¹⁸ Google/GfK, YouTube Audience Insights studies, 2017, 23/20 countries, UK n total survey 1=2,000 (online population 16-65 years), survey 2=1,500 (YouTube past-3-day users 16-65 years)

How they did it: brands who drove consideration and interest

HEINEKEN

The goal for Heineken was clear: get consumers to 'focus on the things that unite us rather than divide us'. The resulting 'Open Your World' campaign consisted of a 4.5-minute long-form video showing diametrically opposed individuals coming together over a beer; the video has been viewed more than 14 million times on YouTube alone, with a 65% completion rate. When asked, 78% of the audience now agree that the brand stands for openness.

The takeaway ►

Long-form video can captivate a large audience when it has a powerful message and well-executed creative content.

NCS TRUST

The National Citizen Service is a government-funded programme devised to help young people find and realise their potential. With a high proportion of its audience using YouTube, the NCS turned to the platform for its 'Change Your Summer' campaign to inspire sign-ups. Collaborating with YouTube influencers, the NCS created disruptive pre-roll ads that cut through with audiences to deliver more than one million views.

The takeaway ►

Use YouTube's interest, topic and demographic targeting options to ensure ads are served to the right audience.

TESCO

Christmas is a fiercely competitive time for supermarkets – and a stressful one for festive hosts. For their 'Everyone's Welcome' video series, Tesco set out to help banish seasonal cooking anxiety with a host of personalised and reactive cooking videos. Working with YouTube and Google, Tesco unearthed the top 200 seasonal food-related search terms. These directly informed the creative content: a series of short, responsive TrueView videos that taught viewers how to cook key Christmas staples. The campaign not only reached in excess of 10 million customers in the busy week before Christmas; it also drove an average £2 of profit for every £1 invested on YouTube.

The takeaway ►

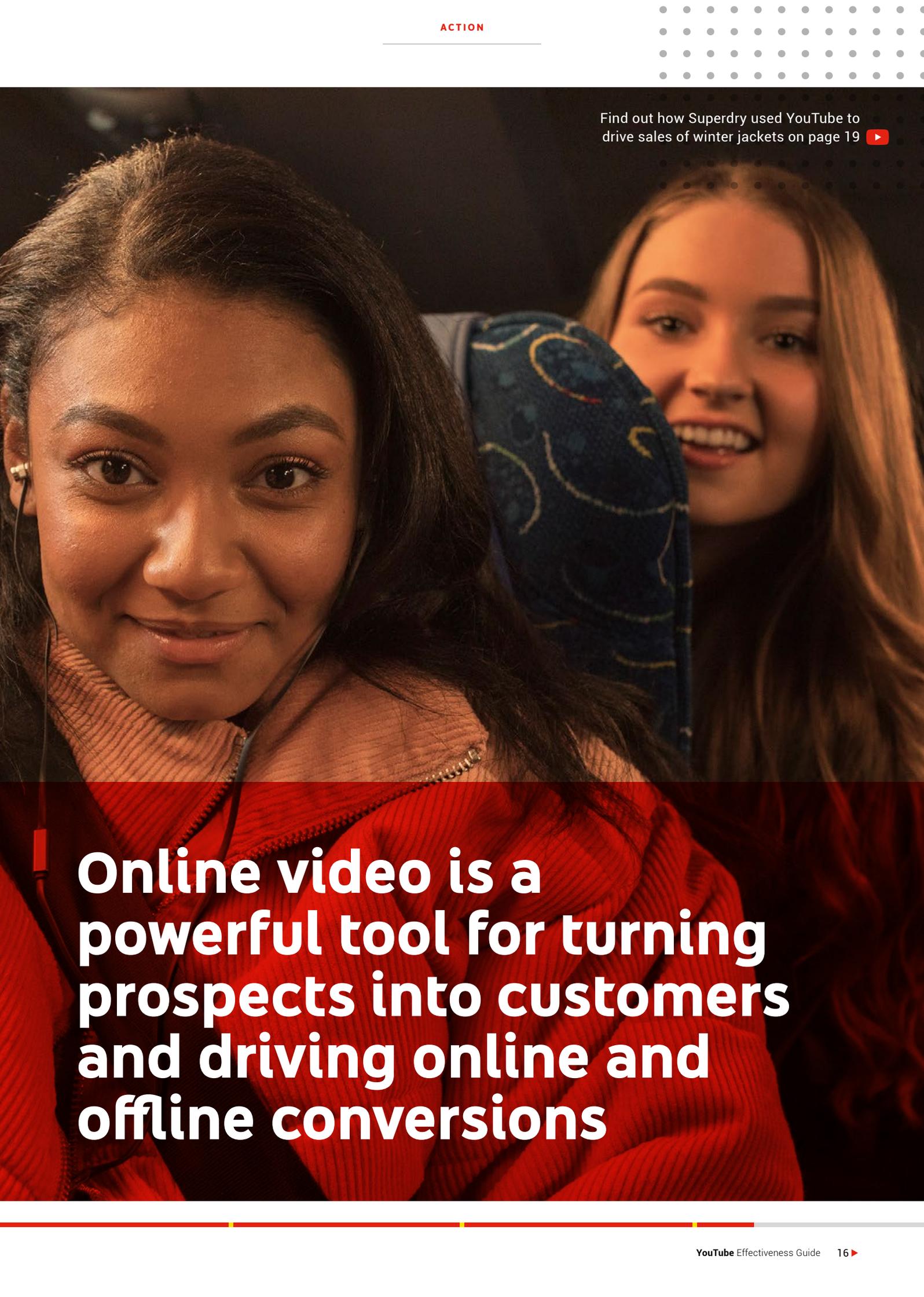
Take advantage of YouTube's integration with Google to drive results.



Tesco's 'Everyone's Welcome' campaign, created in conjunction with MediaCom, Cedar & BBH, won the 2017 YouTube Works For Brands award for Best UK Media & Creative Agency Collaboration

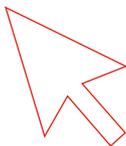
Drive Action

Find out how Superdry used YouTube to drive sales of winter jackets on page 19 



Online video is a powerful tool for turning prospects into customers and driving online and offline conversions

New ad formats like YouTube's TrueView for action have made video a more accountable channel for driving online and offline conversions. Thanks to this technology, we're better able to measure real impact. For instance, we've tracked 100% more conversions on YouTube in the past 12 months than in the previous 12 months.¹⁹ The takeaway? There's no reason why YouTube shouldn't be a major part of your performance marketing toolbox.



**Here are three
guiding principles for
driving results with
TrueView for action ►**

¹⁹ YouTube Data, Global, Mar '16 to Feb '17 vs. Mar '17 to Feb '18.

#01

TIP

Tailor your creative to inspire passion

When viewers are emotionally invested, they're more receptive to messages that are delivered in the right way. In a study conducted by Google & Revealing Reality in the UK, content with a high personal value was more likely to be interacted with by the viewer.²⁰

Furthermore, with TrueView, the ad's first five seconds aren't skippable, so you have a valuable window to form a connection. To hook your target audience in the first five seconds and encourage action, try the following:

- ▶ **Front-load your offer:** pull audiences in with a direct and relevant message
- ▶ **Showcase your brand authentically:** display your product, not just your logo
- ▶ **Have a clear call to action:** make the desired action easy to see and understand
- ▶ **Don't be generic:** build your creative around specific passion points that matter to your audience

²⁰ Google/Revealing Reality, Living Room Ethnography Study, 2017, UK. (8 Households with participants aged 28-34 y.o and with mix of device & video watching behaviours. Content Interactions include: adjusting volume, rotating screen, pausing/playing, leaning in, etc.)



#02

TIP

Be smart with your spending

Set your ads up for success by ensuring they're delivered to users who will find the offer both interesting and relevant. Using YouTube's advanced audience targeting, you can reach people who have recently searched for your brand (Custom Intent), those who are looking to buy (In-market), those who are entering a key life milestone (Life Events), and those who have engaged with your brand before (Remarketing). Also, bear in mind that TrueView in-stream ads only cost you money if someone watches them. If the video is skipped before the viewer watches 30 seconds or to the end of a shorter ad, you aren't charged – at all.

#03

TIP

Make taking action simple

It may seem obvious, but it's critically important to make it immediately clear to your viewers what to do if they like your offer. For example, if your desired action is clicks, consider Sign Up, Book Now or Learn More. If lead generation is your goal, consider Register or Get Quote. Whatever you decide, make sure it's visible, easy to understand, and clear right from the beginning of your ad.

How they did it: brands who drove action

BT SPORT

BT Sport faced a challenge when promoting the 2017-18 Ashes. Given the time difference with Australia, how were they to get UK audiences to tune in at night? Working with YouTube, the brand delved into the data to find what else cricket fans were searching for. When someone searched for one of the 500 identified terms, they were served a customised video with cricketing curmudgeon Geoffrey Boycott, enraged that they'd be looking for anything other than Ashes content. The results? A 9% increase in purchase intent, and a 40% year-on-year sales uplift.

The takeaway ►

Use YouTube data to better understand your audience, and build a creative idea that captures their attention within seconds.

HOSTELWORLD

Working with Google, **Hostelworld** created a translation tool within its app, giving people a reason to download and making the brand more visible with travellers. They then devised a YouTube TrueView campaign to promote it, featuring comedian Phil Wang. Targeting an audience who enjoyed comedy and travel, the resulting videos delivered 13.7m views, alongside an uplift of 114,000 app downloads during the campaign.

The takeaway ►

Tap into multiple passion points uncovered by YouTube Search data for increased relevancy and conversions.

SUPERDRY

To drive buzz and shake up its approach to a key sales category, jackets, **Superdry** created the 'This Is The Jacket' campaign, tapping into contemporary British music culture. Grime artist Paigey Cakey starred in the hero ad and provided an emotive soundtrack which connected with music lovers. Superdry enjoyed a 164% uplift in jacket sales, and by connecting store location with its YouTube account, was able to track the online to offline conversion rate.

The takeaway ►

Build out a campaign around a key consumer insight to reach the right audience and drive conversions. And don't forget to put the volume up.

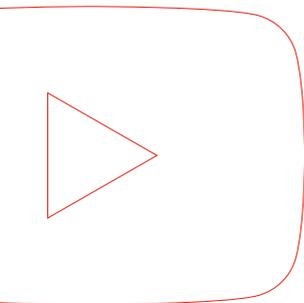


Working with Iris Worldwide, Superdry's 'This Is The Jacket' campaign won the 2017 YouTube Works For Brands award for Best UK Use of Ad Formats



YouTube Video Formats

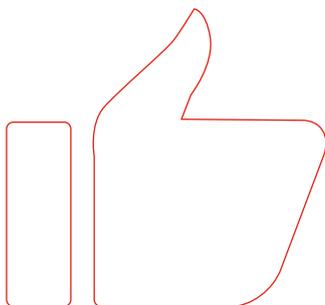
To drive reach, awareness and recall



SOLUTION	VIDEO LENGTH	BUY METHOD
Bumper ads	06s	CPM
TrueView for reach	Open	
Reservation	20s or less	
Outstream video ads	30s or less	
Masthead	Open	CPD



To drive consideration and interest



SOLUTION	VIDEO LENGTH	BUY METHOD
TrueView in-stream	Open	CPV
TrueView discovery	Open	
TrueView for shopping	Open	

To drive action



SOLUTION	VIDEO LENGTH	BUY METHOD
TrueView for action	Open	CPA
Universal App Campaign for Video	Open	





More than just viewers

To find more tips on how to make online video work harder for you, and to see all the YouTube Works For Brands winners, go to

yt.be/think/uk