



In a multi-screen world, where TV is no longer king, research has shown that YouTube should be a permanent part of the marketing mix

Overview

- Research into the effectiveness of YouTube across 13 marketing campaigns in AU
- Campaigns spanned a wide range of target audiences, categories, and brands
- Each campaign leveraged a variety of YouTube components alongside TV

Findings

- YouTube broadens reach, even when combined with large-scale TV activity
- YouTube is adept at reaching the desirable audience of light TV viewers
- Including YouTube in the marketing mix extends reach cost effectively

The multi-screen media landscape: a challenge for advertisers

The way we consume media has changed, and is continually changing. With the emergence of second screens, such as smartphones and tablets, media consumption is no longer dominated by TV. And when we watch TV, it no longer commands our undivided attention: 74% of online Australians now use the internet at the same time as watching TV¹. The challenge falls to advertisers to work out how to run successful advertising campaigns in this multi-screen media landscape.

What role can YouTube play?

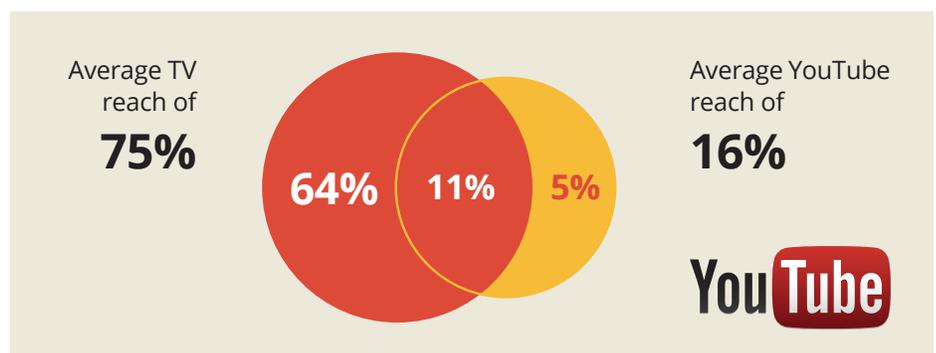
YouTube is perfectly situated to reach consumers in a multi-screen environment. In fact, 40% of watch time on YouTube now comes from a mobile device (smartphones or tablets)². But it's not always clear what role YouTube should play in a marketing plan. Particularly when that plan involves YouTube working alongside TV advertising.

Keen to help advertisers better understand the role that YouTube should play, Google commissioned research³ into 13 Australian advertising campaigns. These campaigns spanned a wide range of target audiences, brands and categories - including Automotive, Travel, Financial Services, Telecommunications & Consumer Packaged Goods - but all included both TV and YouTube activity.

Including YouTube in a marketing plan with TV broadens reach

Across the 13 campaigns, TV was, unsurprisingly, the key driver of reach. But YouTube consistently delivered significant incremental reach.

TV activity reached an average of 75% of the target audience. Adding YouTube into the mix boosted reach by an additional 5% on average. Even when delivered on top of large-scale TV campaigns that reached 85-90% of the target audience.



YouTube is particularly successful at reaching light TV viewers

More affluent than medium or heavy TV viewers (1 in 3 earn over \$100k p.a.), light TV viewers⁴ are a highly desirable target audience for any brand. As TV's dominance continues to wane, this segment will grow in size and become even more important to reach.

YouTube is especially adept at tapping into this lucrative audience. Across almost all of the test campaigns, YouTube's reach was higher amongst those watching less TV, and the majority of YouTube's incremental reach came from this segment.

YouTube extends reach in a cost effective way

YouTube offers significant cost savings compared to TV advertising. Take one of the Automotive campaigns as an example. To achieve the same overall campaign reach using TV alone, would have required more than 4 times as many additional TARPS (Target Audience Rating Points) as those used on YouTube.

By including YouTube in the mix with TV, this Automotive campaign - like many of the other campaigns tested - managed to reach more people, in a more cost effective way.

YouTube should be a permanent part of the marketing mix

In summary, the research found that including YouTube in a marketing plan alongside TV offers advertisers 3 key benefits:

- YouTube broadens campaign reach
- YouTube is ideally placed to reach light TV viewers
- YouTube extends reach cost effectively

Please visit google.com.au/think for more information

1. Source: Australian Connected Consumers Report, Nielsen 2013
2. Source: Nielsen NetView June 2013
3. Research conducted with Millward Brown, TNS Australia, and Symphony Insight
4. Light TV viewers are defined by Nielsen as those claiming to watch less than 8 hours of commercial TV per week. They account for 34% of Australians (c. 7.6m). Source: 2012 S08 Metro NOL 4-way - Google

