Brands that engage consumers on their passions and interests influence purchases more strongly than others. In this issue, see how Unilever and other brands are leveraging this insight to drive results.
Executive Summary

AUDIENCE

Connect with your consumers on their passions and interests

66% of beauty product buyers say YouTube influenced their purchases by helping them visualize how products fit into their lives

CONTENT

Learn from top YouTube ads and content

Since April, people have watched more than 1.7 billion minutes of World Cup ads on YouTube – that’s almost 6x more than Super Bowl ads this year

IMPACT

Turn insights into results by leveraging digital measurement tools and platforms

Ad recall improves 7x by mentioning brand name in a video ad at least twice
Audience

Consumers visit YouTube and Google daily to explore their passions and interests. In this section, gain insights into those behaviors and attitudes to turn them into deeper fans of your brand.

9% of all 18-34 year-old visitors to YouTube share or comment on videos each month

10x the social engagement on other top online video sites, combined

Source: US Statistics, Millward Brown Digital - Dec’13-Feb’14, Online video sites in comparison: Yahoo Screen, Hulu, MTV, Bing Video, Vimeo

YouTube reaches more 18-34 year-olds than any cable network

YouTube vs. top cable nets by 18-34 year-old reach, % reach

<table>
<thead>
<tr>
<th>Network</th>
<th>18-34 Year-Old Reach</th>
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<tbody>
<tr>
<td>YouTube</td>
<td>47%</td>
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<tr>
<td>TBS</td>
<td>44%</td>
</tr>
<tr>
<td>FX</td>
<td>42%</td>
</tr>
<tr>
<td>Comedy Central</td>
<td>39%</td>
</tr>
<tr>
<td>MTV</td>
<td>38%</td>
</tr>
</tbody>
</table>

Source: US Statistics, Nielsen Video Census and Nielsen People Meter, Mar-May 2014 Monthly Average
Engage consumers on their passions and interests to drive purchases

66% of beauty product purchasers indicate that YouTube influenced their purchases by helping them visualize how products fit into their lifestyle.

72% of auto-vehicle purchasers indicate that YouTube influenced their purchases by providing ‘in-action’ videos of vehicles they were considering.

62% of smartphone purchasers indicate that YouTube influenced their purchases with how-to videos and reviews about smartphones.

Unilever’s “Project Sunlight” motivated people to live more sustainably and shined with 77 million YouTube views.
18-34 year-olds default to their smartphones to watch video

% of 18-34 year-olds that reported using each device to watch video content in daily video diaries

- **Smartphones**: 98%
- **Computer**: 56%
- **Tablet**: 19%
- **TV**: 81%

Share of device interactions by daypart - on weekdays

- **Smartphones**: Video viewing peaks between 12-5pm*
- **Computer**: Video viewing peaks between 12-5pm*
- **Tablet**: Video viewing peaks between 12-5pm*
- **TV**: Video viewing peaks between 7-11pm*

*Respondents' own time zones

Content

YouTube exists because people love something so much, they have to share it. In this section, learn best practices for creating compelling content on YouTube and the brands and creators that do it best.

YouTube Ads Leaderboard - Cannes 2014*

The top ads on the YouTube Ads Leaderboard for Cannes blur the lines between advertising and content. Every ad is one minute or longer and the average view-through rate across the 10 ads is 59%.

<table>
<thead>
<tr>
<th>Ad Name:</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Turkish Airlines: Ad Name: Kobe vs. Messi: The Selfie Shootout</td>
<td>137 Million views</td>
</tr>
<tr>
<td>#3 Wren: Ad Name: FIRST KISS</td>
<td>81 Million views</td>
</tr>
<tr>
<td>#4 Volvo Trucks: Ad Name: The Epic Split feat. Van Damme</td>
<td>72 Million views</td>
</tr>
<tr>
<td>#5 Nike Football: Ad Name: Nike Football: Winner Stays</td>
<td>49 Million views</td>
</tr>
</tbody>
</table>

Find more ads like these at: www.thinkwithgoogle.com/ads-leaderboards/youtube-leaderboard-cannes-14.html

*YouTube Ads Leaderboard Cannes 2014 was built by applying the Leaderboard algorithm to the Cannes submission period. These are the top 5 ranked by views from March 2013 - April 2014.
World Cup ads scored in summer 2014

Since April, people have watched more than 1.7 billion minutes of World Cup ads on YouTube – that’s almost 6x more than Super Bowl ads this year.

YouTube Ads Leaderboard Q2 2014

<table>
<thead>
<tr>
<th>Brand</th>
<th>Ad name</th>
<th>Creative agency</th>
<th>Media Agency</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nike Football</td>
<td>#GALAXY11: The Training</td>
<td>Cheil + R/GA</td>
<td>Starcom</td>
<td>49 Million</td>
</tr>
<tr>
<td></td>
<td>Creative agency: Wieden + Kennedy</td>
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<tr>
<td></td>
<td>Media Agency: Mindshare</td>
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<tr>
<td>Samsung</td>
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<td></td>
<td>47 Million</td>
</tr>
<tr>
<td>Nike Football</td>
<td>Nike Football: Winner Stays</td>
<td>Wieden + Kennedy</td>
<td>Mindshare</td>
<td>60 Million</td>
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<td></td>
<td>ft. Ronaldo, Ibrahimović, Neymar Jr., Rooney, Iniesta &amp; more</td>
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</tbody>
</table>

Find out more at: www.thinkwithgoogle.com/ads-leaderboards

On YouTube, learning-oriented Education brands drive most subscribers, whereas entertainment-oriented Food and Beverage brands drive most views.

Find more about top brands on YouTube at: www.openslatestudios.com/news/

Source: Global Statistics, Outrigger Media, OpenSlate, April 2014
Epic Rap Battles is the 13th most subscribed YouTube channel with 10 million subscribers.

**CASE STUDY**

Portrayed high-profile historical figures and mainstream stars in their videos.

Asked viewers to vote for the winner of each “rap battle” at the end of every video.

Results: Eight of the top 100 most commented-on videos of all time on YouTube.

Find out more at: www.thinkwithgoogle.com/brand-case-studies
Impact

YouTube and Google can drive powerful results for your brand. In this section, uncover insights with case studies, research and best practices from brands and YouTube creators.

Turkish Airlines reached 100+ million traveler prospects with selfies

CASE STUDY

Leveraged YouTube’s global reach to attract travelers across the world

Produced a playful marketing campaign around the “selfie” trend – one of the top searched words in 2013 – and global sports stars Kobe and Messi

Find out more at:
www.thinkwithgoogle.com/case-studies/how-turkish-airlines-found-success-through-selfies.html
Discover near real-time insights with Google’s Brand Lift Solution

Google's Brand Lift Solution measures the metrics that matter to brands, like ad recall, brand awareness with surveys and brand interest with organic search activity. Below are a few sample insights that can help advertisers to drive results from our meta-analysis of campaigns who leveraged Google's Brand Lift solution:

1+1=7

Ad recall improves 7x by mentioning brand name in a video ad at least twice

In the “finance” category, analyzed campaigns showed 2x ad recall and brand awareness among 18-24 year-olds vs. 35-44 year-olds

In the “education” category, analyzed campaigns showed 3x ad recall and brand awareness among women vs. men


Visit California drives 17% lift in intent to travel with a breakthrough YouTube experience

CASE STUDY

Featured a new video each hour in the YouTube masthead for one day

Showcased a different side of California spirit with each video

Find out more at: www.thinkwithgoogle.com/brand-case-studies

think with Google
Maximize the value of your marketing investments with cross-channel integration

On average, **4.7 digital platforms** are used by advertisers to address cross-channel needs

Source: US Statistics, DoubleClick-Illuminas "Unravelling the digital display industry" study, May 2013

Kia improved cost per acquisition by 30% with cross-channel digital marketing

CASE STUDY

Consolidated all digital marketing cross-channel data to DoubleClick to enable customer-based insights generation and conversion modeling

Expanded its attribution model **beyond the last click** by focusing on “the middle” of the sales funnel

Find out more at: www.thinkwithgoogle.com/case-studies/kia-cross-channel.html
Useful Links

Need to know more? Follow the links below...

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Unilever Project Sunlight
www.thinkwithgoogle.com/case-studies/unilever-project-sunlight-video.html

Path to Purpose
www.thinkwithgoogle.com/articles/the-path-to-purpose.html

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YouTube Ads Leaderboard – Cannes 2014

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YouTube Ads Leaderboard Q2 2014
www.thinkwithgoogle.com/ads-leaderboards

TOP 5 YOUTUBE CHANNELS

PewDiePie
www.youtube.com/user/pewdiepie

YouTube Spotlight
www.youtube.com/user/youtube

Smosh
www.youtube.com/user/smosh

Hola Soy German
www.youtube.com/user/holaSoygerman

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RihannaVEVO
www.youtube.com/user/rihannaVeVo

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Epic Rap Battles
www.thinkwithgoogle.com/brand-case-studies/cestudy

Consumer Electronics Insights
www.pixability.com/industry-studies/cestudy

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Turkish Airlines
www.thinkwithgoogle.com/case-studies/how-turkish-airlines-found-success-through-selfies.html

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Visit California
www.thinkwithgoogle.com/brand-case-studies

Kia
www.thinkwithgoogle.com/case-studies/kia-cross-channel.html

Open Slate Studios
www.openslatestudios.com/news