

You Tube Insights

Quarterly Insights for Brands from Google and YouTube

ISSUE 5 Q2 2014



How passions drive purchases

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.

thinkwithgoogle.com/youtube-insights

Executive Summary

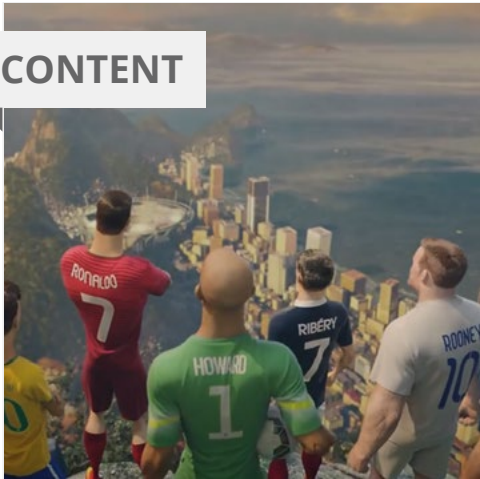
AUDIENCE



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.



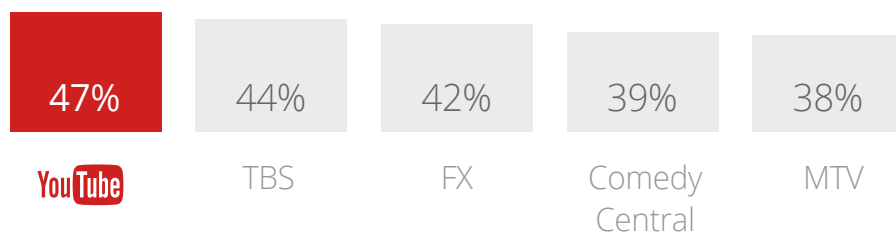
9% of all 18-34 year-old visitors to YouTube share or comment on videos each month

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



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**

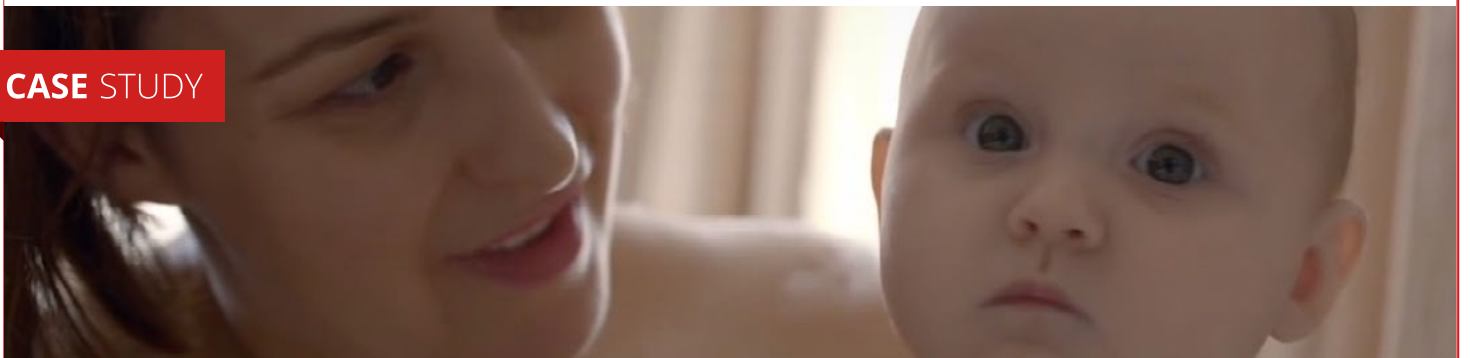


72% of auto-vehicle purchasers indicate that YouTube **influenced** their purchases by providing **'in-action' videos of vehicles they were considering**



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

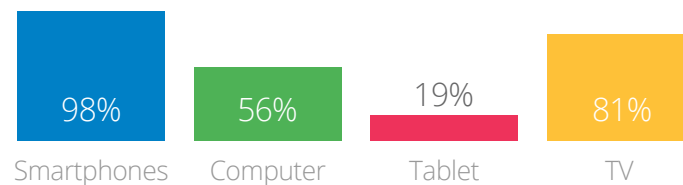
CASE STUDY



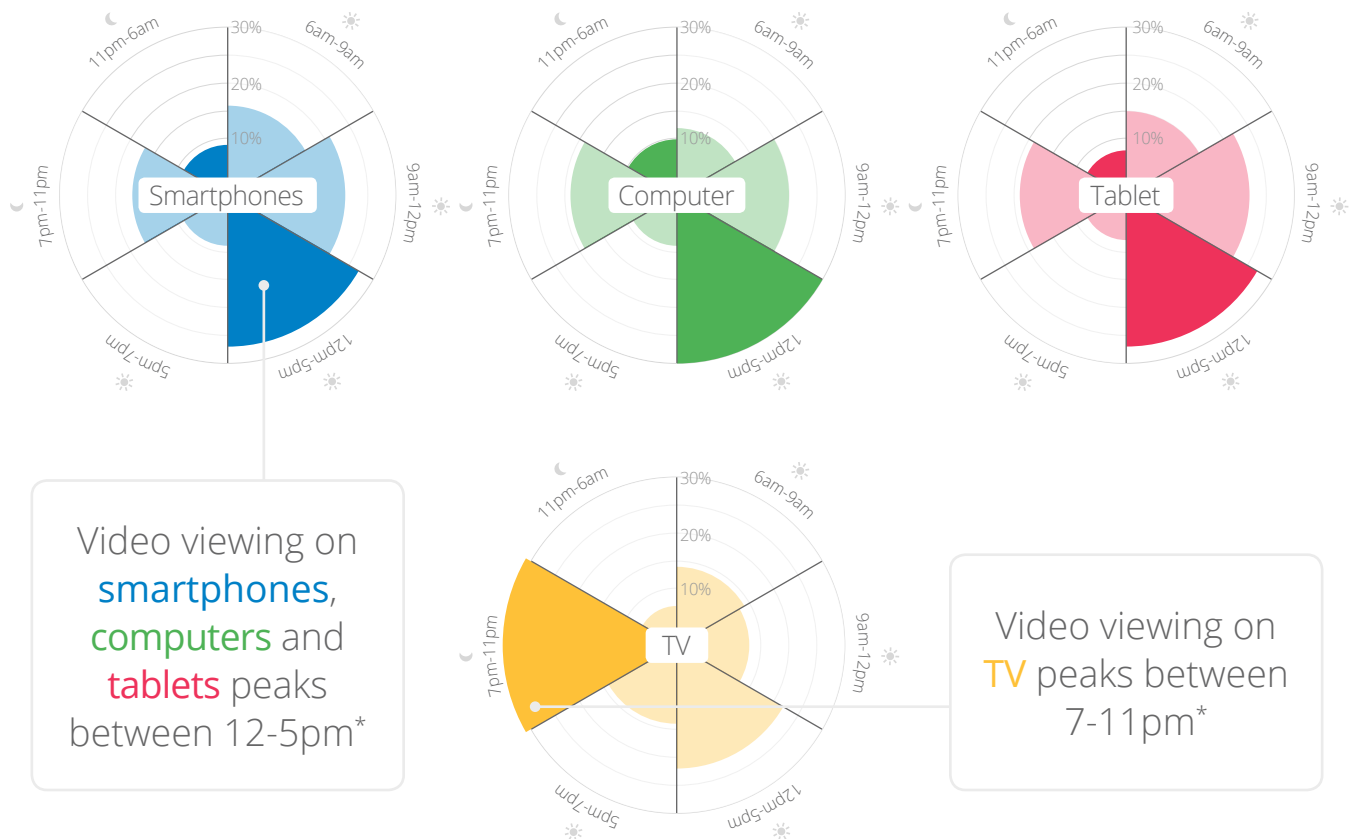
Unilever's "Project Sunlight" motivated people to live more sustainably and shined with 77 million YouTube views

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



Share of device interactions by daypart - on weekdays



*Respondents' own time zones

Source: US Statistics, IPSOS-Google: 18-34 Year-Old Video Consumption Diaries, April 2014

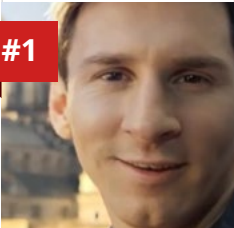




Content

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%

Turkish Airlines	YouTube	Wren	Volvo Trucks	Nike Football
#1 	#2 	#3 	#4 	#5 
137 Million views	96 Million views	81 Million views	72 Million views	49 Million views
Ad Name: Kobe vs. Messi: The Selfie Shootout	Ad Name: YouTube Rewind: What Does 2013 Say?	Ad Name: FIRST KISS	Ad Name: The Epic Split feat. Van Damme	Ad Name: Nike Football: Winner Stays

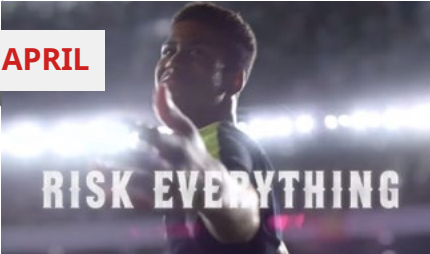


Find more ads like these at: www.thinkwithgoogle.com/ads-leaderboards/youtube-leaderboard-cannes-14.html

*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

Nike Football	Samsung	Nike Football
APRIL 	MAY 	JUNE 
49 Million Views	47 Million Views	60 Million Views
Ad name: Nike Football: Winner Stays. ft. Ronaldo, Ibrahimović, Neymar Jr., Rooney, Iniesta & more Creative agency: Wieden + Kennedy Media Agency: Mindshare	Ad name: #GALAXY11: The Training Creative agency: Cheil + R/GA Media Agency: Starcom	Ad name: Nike Football: The Last Game ft. Ronaldo, Ibrahimović, Neymar Jr., Rooney, Iniesta & more Creative agency: Wieden + Kennedy Media Agency: Mindshare, Razorfish

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



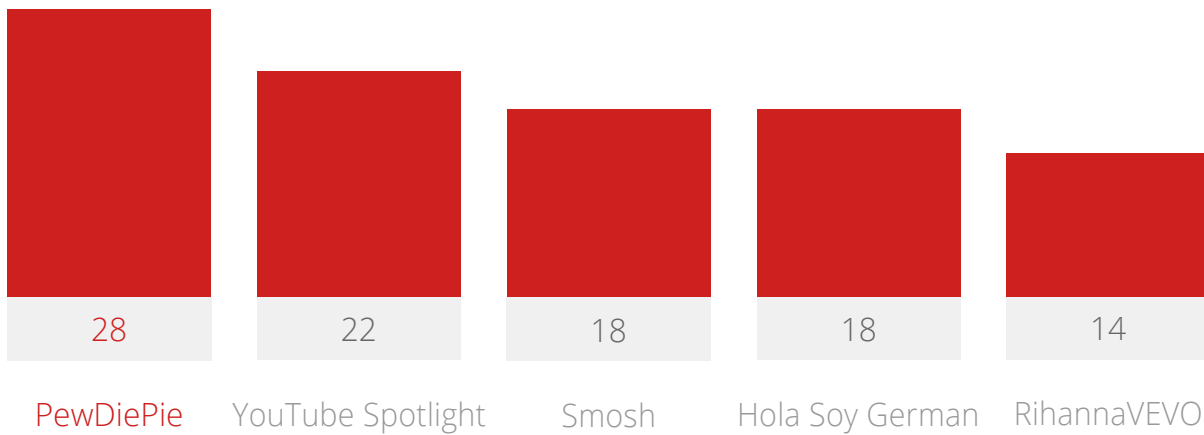
On YouTube, learning-oriented Education brands drive most subscribers, whereas entertainment-oriented Food and Beverage brands drive most views.

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

Source: Global Statistics, Outrigger Media, OpenSlate, April 2014

Top 5 YouTube Channels

Global Subscribers, Millions



Source: Global Statistics, Outrigger Media, OpenSlate, March 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

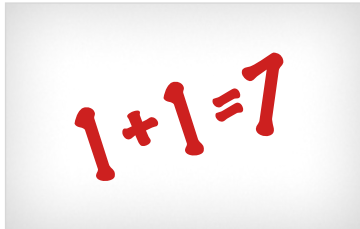
Produced a playful **marketing campaign** around the **"selfie" trend** – one of the top searched words in 2013 – and global sports stars Kobe and Messi

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:



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

Source: US Statistics, YouTube Campaign meta-analysis, 2013-2014

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

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

www.thinkwithgoogle.com/ads-leaderboards/youtube-leaderboard-cannes-14.html

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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

RihannaVEVO

www.youtube.com/user/rihannaVeVo

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Epic Rap Battles

www.thinkwithgoogle.com/brand-case-studies

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

Page 11

Kia

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

Open Slate Studios

www.openslatestudios.com/news