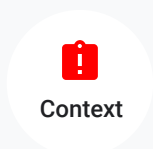


# Grow brand awareness in a cross-screen video world



# How to use this guide



The last six months have accelerated digital adoption for consumers. As people spend more time at home and the need for relevant, fresh content is at an all time high, the shift from linear to digital video is accelerating. YouTube's massive reach and deeply relevant content help advertisers build brand awareness, and ultimately, drive results at scale.

## What is this guide?

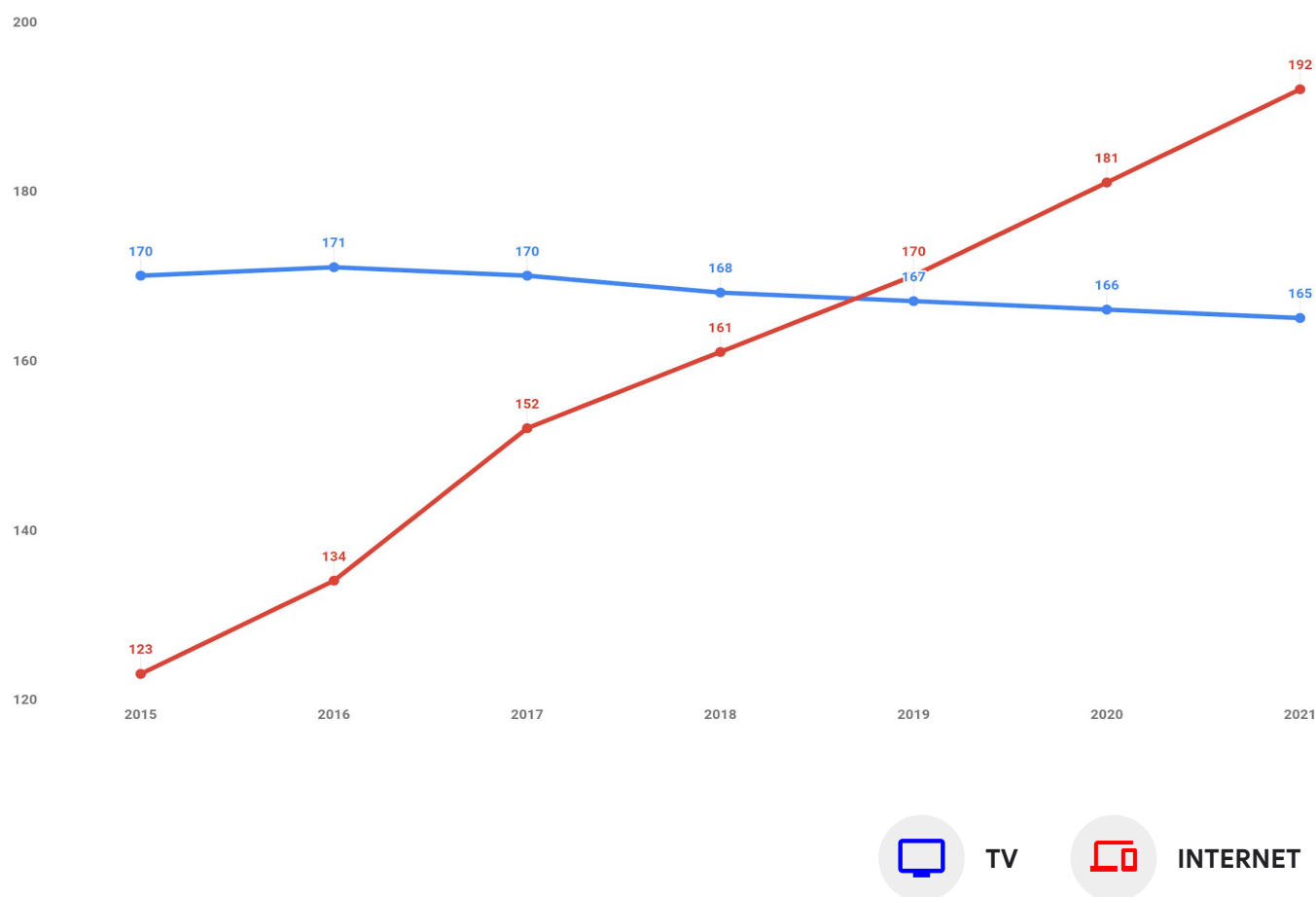
In this guide, you'll learn how Google & YouTube can help advertisers reach relevant audiences, capture attention and measure results. We've collected the most useful tools, product recommendations, consumer insights and customer stories to help you achieve your business and marketing objectives.

## Additional Resources

- ✓ To learn more about the best practices for increasing awareness, check out this [guide](#).
- ✓ Interested in learning more about our Awareness solutions? Visit the [Advertising Solutions Center](#) today.

# Globally, viewership habits are moving from TV to digital

Average daily consumption per person, global, minutes. 2015-2021



# YouTube provides unparalleled reach



**2B**  
monthly logged  
in users



# YouTube is the only ad-supported video platform that reaches your key audiences

## MILLENNIALS



**+95%**

watch YouTube monthly

## GEN X



**+95%**

watch YouTube monthly

## BOOMERS



**+85%**

watch YouTube monthly

# YouTube delivers incremental reach at a more effective frequency than TV

**65%** On average, over **65%** of the target audience reached by YouTube was incremental to TV...

**4x** TV required 4x the frequency to hit reach goals



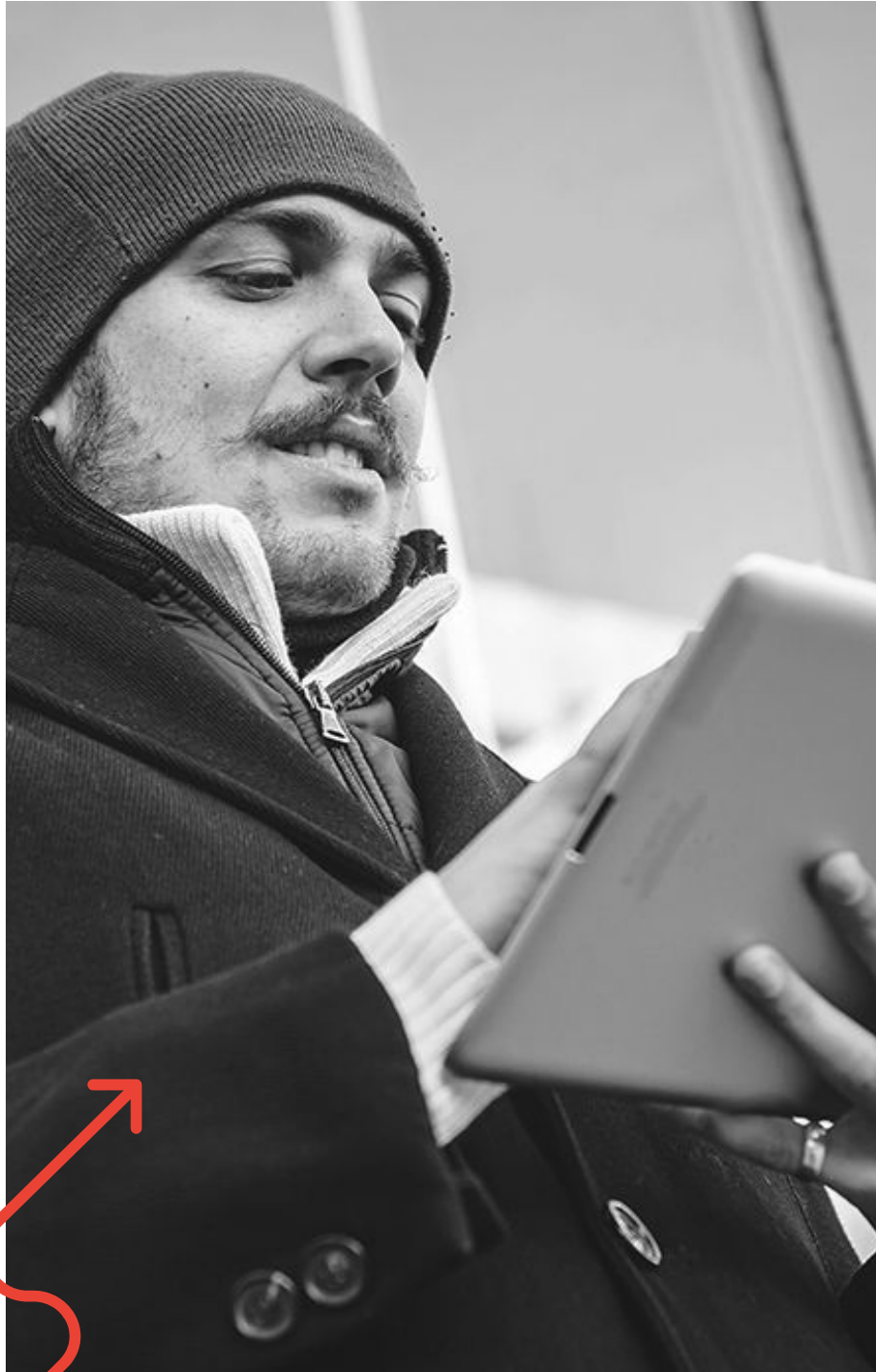
Source: "Nielsen Total Ad Ratings (TAR) Meta Analysis including 55 TAR US studies inclusive of YouTube in-app traffic commissioned by Google running 4/9/2018-10/13/2019 across desktop, mobile and TV; Incremental Reach Value calculated as YouTube's on-target incremental reach / YouTube's Total on-target Reach; Standard Deviation 20%; On Target Frequency calculated as On Target Impressions / On Target Reach; Standard Deviation 4; Studies running across 7 demos (P18+, P18-34, P18-49, P18-54, P25-49, P25-54, F25-54)"



**Reach**  
relevant audiences

**Capture**  
attention

**Measure**  
business results



**Reach**  
relevant audiences

# Connect intelligently with your best potential customers on YouTube

SIGNALS FROM 7 GOOGLE PROPERTIES WITH +1B USERS...



Connect with audiences based **on who they are**

Demo & Detailed Demographics



Connect with audiences based on **their interests and habits**

Affinity Audiences

Light TV Viewers



Connect with audiences based on **your definitions**

Custom Affinity Audiences

# Reach more of your audience alongside top video and TV publishers and content with DV360

## TV & OTT

---



## MOBILE APPS

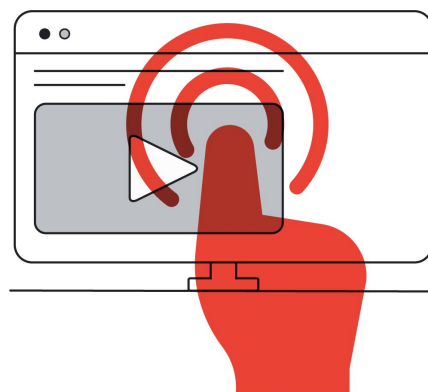
## GAMES

## MEDIA & PUREPLAYS

---



Display & Video 360 provides access to the **top 50** most watched ad supported connected TV apps in the US

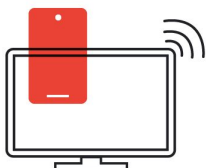


# Understand and manage your reach and frequency holistically across Google and partner media in Google Ads and DV360



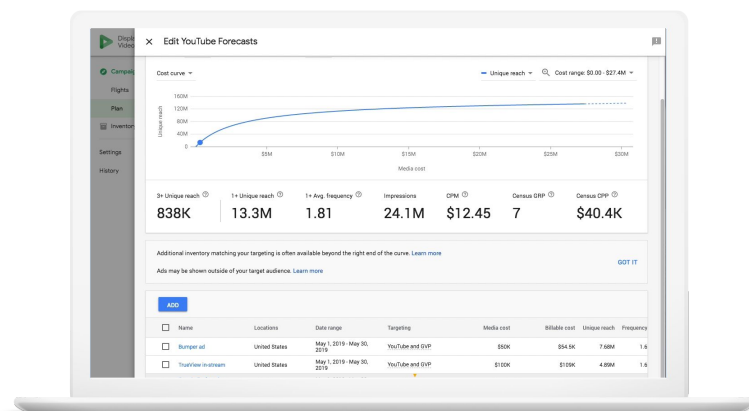
## Reach Planning

Plan effective and efficient reach across YouTube & partner media with Reach Planner in **Google Ads and Display & Video 360**. Use TV data in Reach Planner to understand the optimal mix of TV and YouTube to maximize reach.



## Frequency Management

Manage **cross-device frequency** of your entire campaign on YouTube, Gmail, and Google Partner Inventory **in Display & Video 360**.





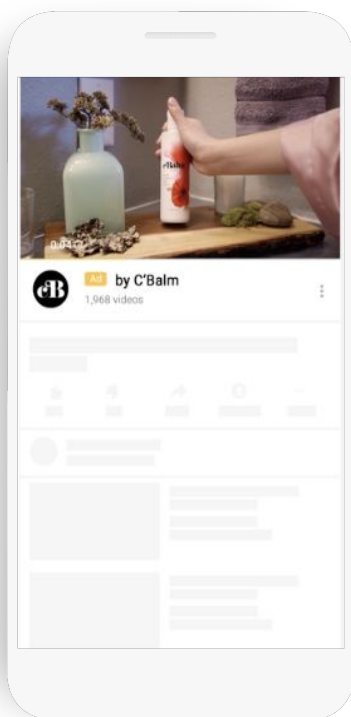


Capture  
attention



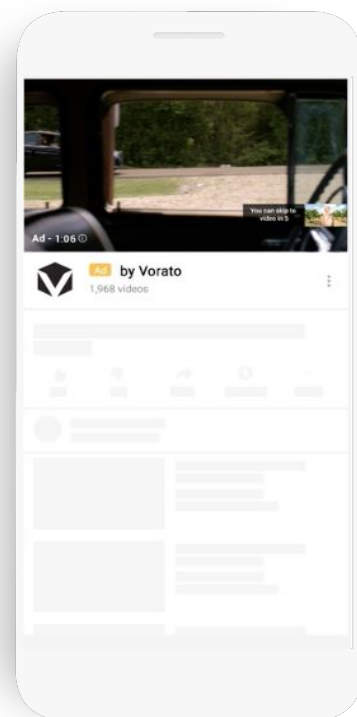
# Reach your audience at scale with efficient CPM formats

## EFFICIENT REACH



### Bumpers

Tell your story in  
6s or less



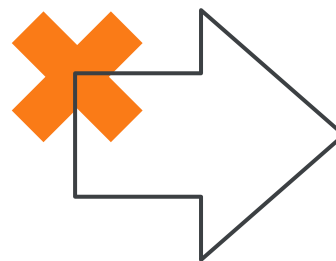
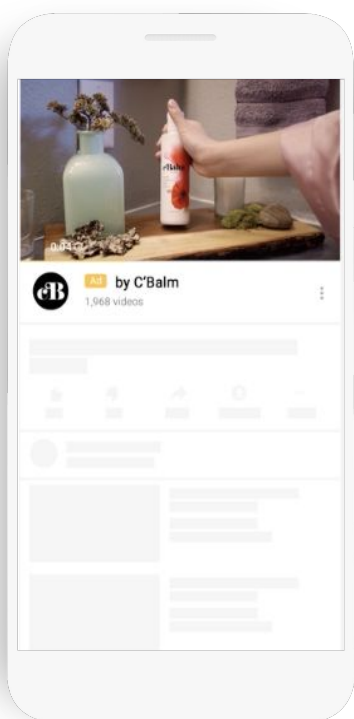
### Trueview for Reach

Achieve attentive  
reach at scale

Advertisers combining **TrueView for Reach** and **Bumpers** have seen higher lifts in Ad Recall and Brand Awareness than advertisers who bought either format on its own

# Maximize brand awareness with non-skip ad formats

## NON- SKIPPABLE ADS

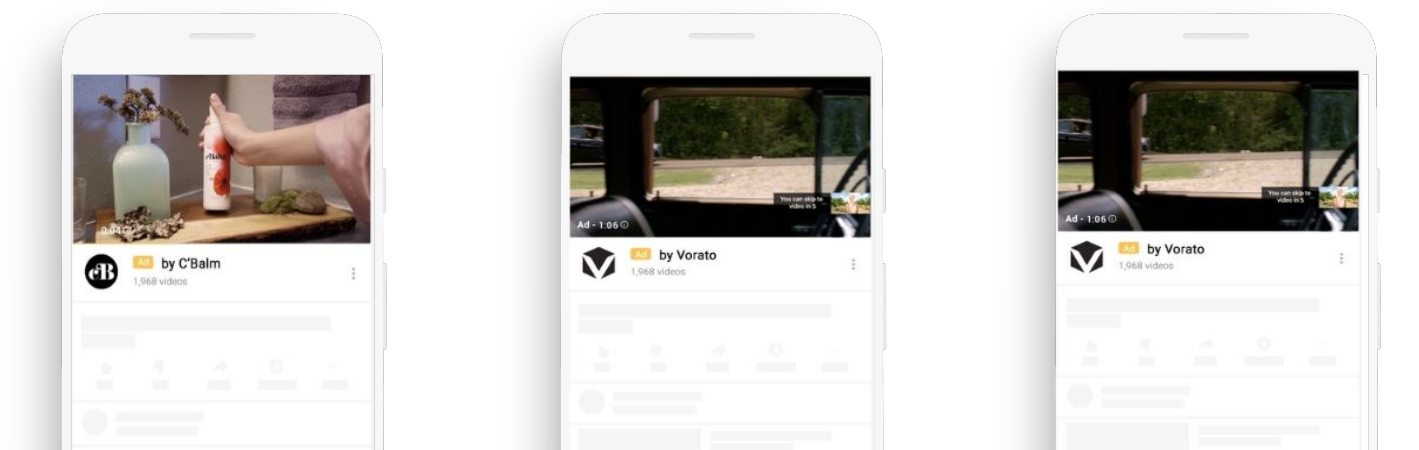


## Non-skippable ads

Drive the highest brand awareness lift across all auction formats.

Deliver your message fully in <20s.

# Lean on automation to achieve the best combination of video ad formats with **Video Reach campaigns**



Bumpers

Trueview  
for Reach

15/20  
non-skippable



## CAMPAIGN GOAL

### Efficient reach

Achieve higher unique reach per dollar.

### Efficient awareness

Achieve your desired completion rates efficiently.

In early testing, Video Reach campaigns resulted in **10%** lower CPMs vs. manually-optimized video campaigns.

# Build **effective creative** using best practices for awareness



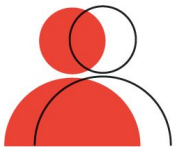
## Attract

Tight framing, fast pacing, use people early on, use memorable visual elements



## Brand

Introduce your brand/product in the first 5 seconds through visuals OR audio cues, integrate logo into story or featuring on product, using unique visuals like brand personification, audio mentions of brand by people on-screen



## Connect

Don't shy away from functional storytelling, especially through a compelling emotional story

Lean into emotional levers when it works for your brand

Make people core to the story



## Direct

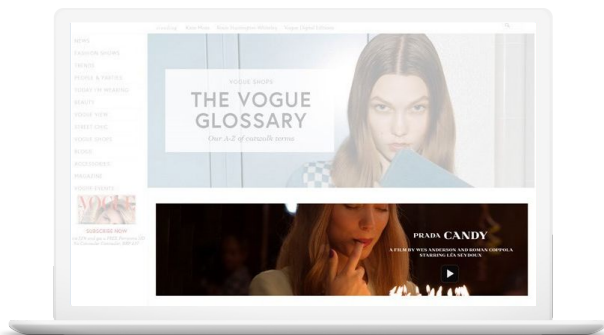
Show offers and call-to-action

Make offers inspire a sense of urgency

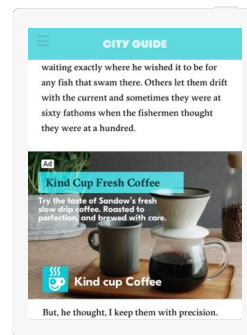
Use specific CTAs (e.g., Visit site, Sign up, Buy now)

# Complement Video with impactful Display, Gmail and in-App formats in DV360

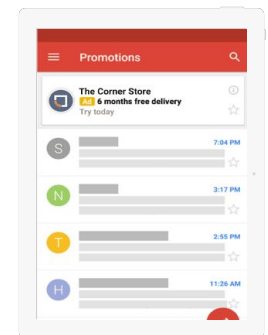
HIGH IMPACT DISPLAY



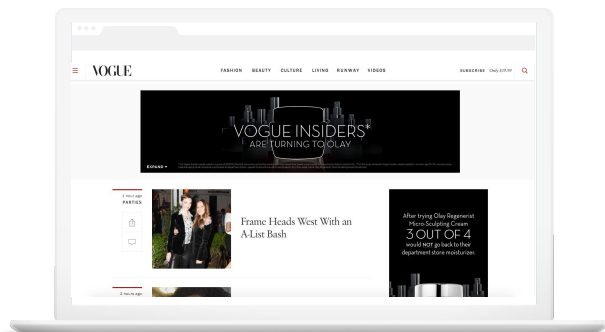
NATIVE ADS



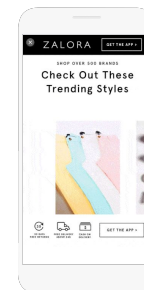
GMAIL ADS



STANDARD DISPLAY














IN-APP ADS





**Measure**  
business results

# Accurately **measure** the impact on your business

	SOLUTION	KEY BENEFIT
 Did my campaign reach my audiences?	UNIQUE REACH	Understand holistic reach & frequency across devices, formats, campaigns & inventory in Google UI.
	INCREMENTAL REACH	Understand incremental audiences reached with Nielsen TAR
 Did my campaign capture attention?	AD RECALL	Brand perception at no extra cost
	BRAND AWARENESS	
 Did it have business impact?	MMM (3P)	Understand X-media ROI in 3P models
		      
 Did it have business impact?	SALES LIFT*	Measure offline sales and ROAS

You can work with **your preferred** measurement partners directly in the DV360 platform







## YouTube had greater ROI than TV in **93%** of MMMs

Based on Nielsen MMM meta-analysis  
2015-18, 27 studies for US Large CPG brands

Source: Commissioned Nielsen MMM Meta-Analysis, 2015-2018. Base: a list of studies selected and compiled by Nielsen with statistically significant YouTube revenue. For the US CPG category for Large Brands, sales per impression compares a sample size of 27 studies that contain both YouTube and TV results, across 3 categories. Incremental offline retail sales measured for TV represents average across all TV broadcasters. Large Brands are defined as those with annual sales in the country greater than or equal to 0.002% of the country's GDP (approx. \$400M in annual brand sales in the US in 2018).

# Display & Video improves brand lift metrics vs. Video alone

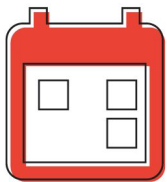
1.9x

Ad Recall Lift

1.5x

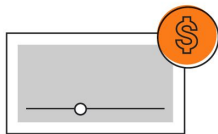
Purchase Intent Lift

# Key recommendations



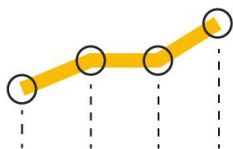
## Plan

Plan reach against scaled audiences with Reach Planner in Google Ads and DV360



## Buy

Buy 2+ CPM and high impact Display formats across YouTube and partner inventory

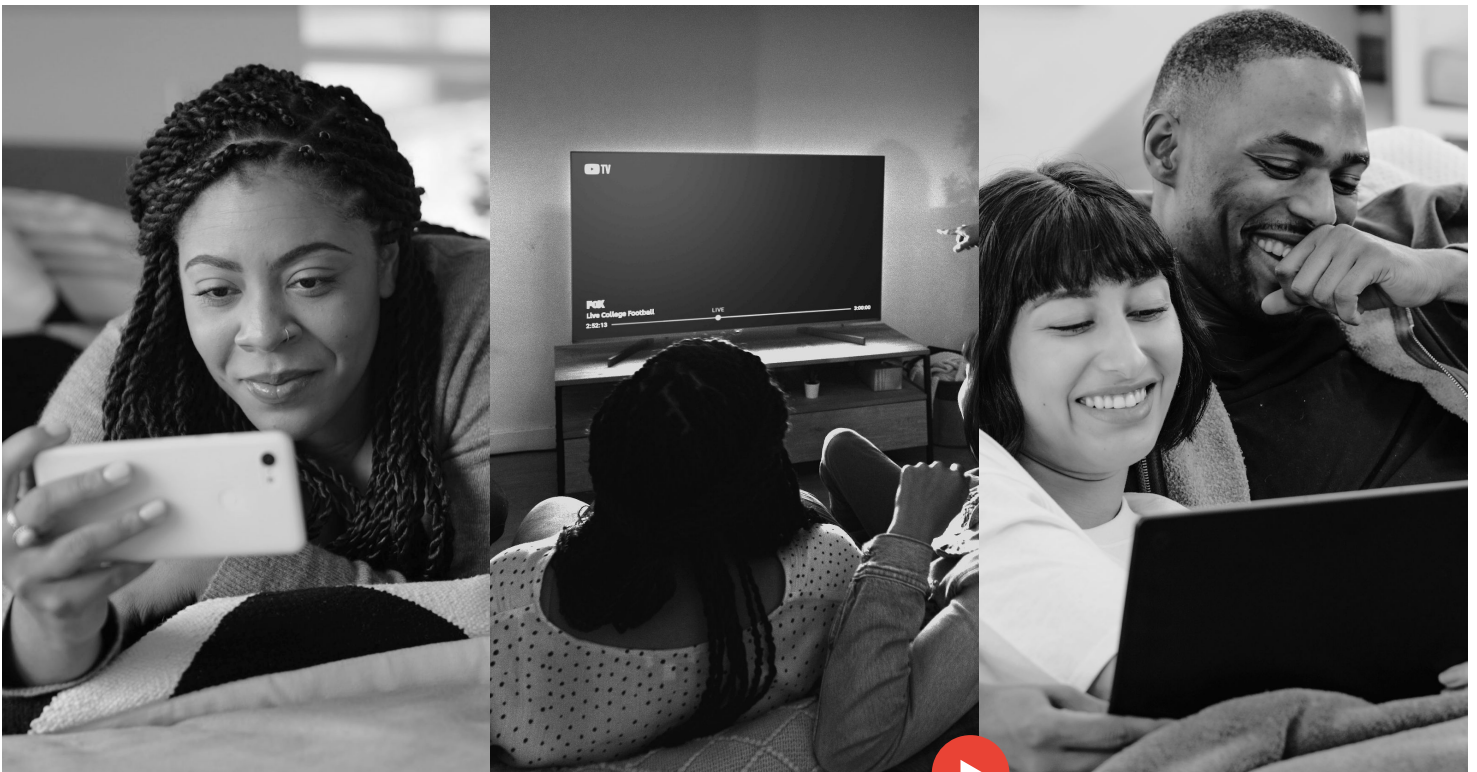


## Measure

Measure impact with Google and 3P Measurement Solutions

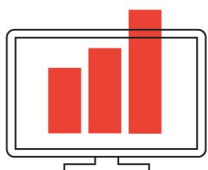
# Reach in Relevant Environments

Primetime...



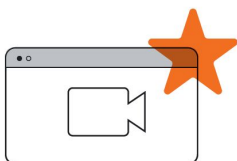
is now personal

# Reach your audience in highly **relevant environments** on YouTube



Reach your audience on the **fastest growing device**

TV Screens (via YouTube App) & YouTube TV



Reach your audience on the **most popular content**

YouTube Select  
YouTube Music  
YouTube Kids



Reach your audience **across dynamic lineups**

Dynamic lineups

# Streaming is mainstream in the US

## 100M

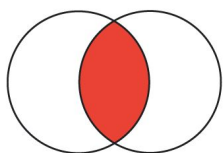
People watched YouTube  
and YouTube TV on their  
TV screens in the US

## 80%

TV Screen watchtime  
growth YOY



# Reach your audience on the fastest growing device



Plan incremental reach on TV screens across YouTube & partner media using Reach Planner in Google Ads and DV360



Drive Mass reach with YouTube Masthead on TV screens

Complement with a dedicated TV screens campaign in Google Ads & DV360

Reach your audience on popular YT and cable inventory via Streaming TV lineup in YouTube Select



Measure incremental reach from your TV screens campaign

Measure brand impact with Brand Lift on TV Screens



# YouTube is the #1 video content provider that users would miss the most

**9x**

all other competitive sets

**2x**

Cable/Satellite



# Reach your audience at scale across new, expanded content categories on YouTube Select

## LINEUPS



**27M**

lift in ad recall

## PROGRAMS



**23%**

lift in awareness

## CUSTOM



**96%**

of MMMs studies where YTS  
had greater incremental sales  
per impression than TV

Source: Commissioned Nielsen MMM Meta-Analysis, 2016-2018. Base: a list of studies selected and compiled by Nielsen, consisting of all available CPG studies completed in 2016-2018 that contain YouTube Select, Other Digital, and TV results. This list includes 45 studies for US Brands across all CPG categories. Effectiveness is defined as total incremental sales per 1,000 impressions. Studies were excluded if either channel had fewer than 500 impressions. Incremental offline retail sales measured for TV represents average across all TV broadcasters.

# Reach your audience at scale on YouTube Select



Partner with your Google Team to determine the most relevant content strategy for your business

Use Reach & Frequency Planner to optimize campaign planning



Run against popular content with YouTube Select lineups

Drive brand association with key moments in Music, Sports, Originals

Build your own custom lineup using Advanced Contextual Targeting



Measure impact with Google measurement solutions or 3P partnerships

# Reach music audiences on YouTube

According to Ipsos,  
YouTube is the **#1**  
platform for music  
discovery across  
key global markets

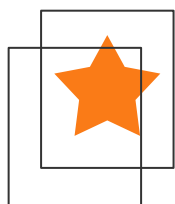


# Connect with the world's largest music audience



Partner with your Google Team to determine the most relevant **music** strategy for your business

Use Reach & Frequency Planner to optimize campaign planning



Run against the most popular music content with Music Lineups

Target the **Top 100 artists** in your key markets



Measure impact with Google measurement solutions or 3P partnerships

# Reach Kids and Families on YouTube

**27M**

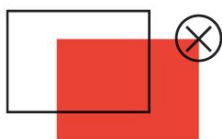
weekly active viewers  
on YouTube Kids

**23%**

YoY growth



# Connect with Kids & Families on a platform designed for them



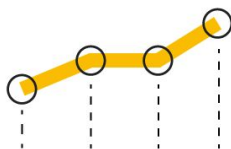
Use Reach & Freq Planner specifically built for YouTube Kids to optimize planning

Leverage content lineups or home screen takeovers to align with relevant content



Complement with YouTube to reach co-viewing Families on made-for-kids content

Drive campaign performance via contextual targeting capabilities



Measure sales impact and ROAS with 3P matched market studies

# Connect to YouTube's audience at scale in the most relevant environment for your brand, with the **next generation of contextual technology**



**DYNAMIC  
LINEUPS**

Off-the-shelf segments to reach your audience on the most relevant content



**CUSTOM DYNAMIC  
LINEUPS**

Define the content most-relevant to your campaign using our rich content signals



**RELEVANT**

Highly relevant content based on YouTube's advanced signals



**SCALABLE**

Categories of content that scale to your budget and reach goals



**DYNAMIC**

Content is dynamically updated to ensure the most relevant content is part of your Lineup



# Reach your audience in the most relevant environment with **dynamic lineups**

## MOMENT

Event-based content solutions, such as major holidays or cultural moments

## TOPIC/ RELEVANCE

A more granular taxonomy to help scale your content targeting

## POPULARITY

Run against some of YouTube's most popular content both globally and at the country level

### EXAMPLE LINEUPS



Christmas  
Mother's Day  
Ramadan



Street Food  
Sneakerheads  
Humorous and silly pranks



Popular Beauty & Fashion in India  
Popular Food & Recipe in Spain  
Popular Luxury/Sports  
Cars Worldwide

# Customer Success Stories

# Sensodyne Malaysia drove **31% incremental reach** by adding display to YouTube buys

## CHALLENGE

As a traditional brand advertiser, it is critical for Sensodyne to find the optimal media mix to drive sales. Sensodyne has historically invested heavily on YouTube with a strategy focused on maximizing reach and frequency. They were keen to leverage display as part of their media mix with the goal of driving incremental reach outside YouTube.

## APPROACH

In Q4 2019, Sensodyne piloted two campaigns on DV360 to assess the impact of including display in their media plan. Their approach involved:

1. Consolidation of YouTube and Display buys in DV360
2. Utilizing DV360 unique reach reporting to determine overall de-duplicated reach as well as cross-platform reach

## RESULTS

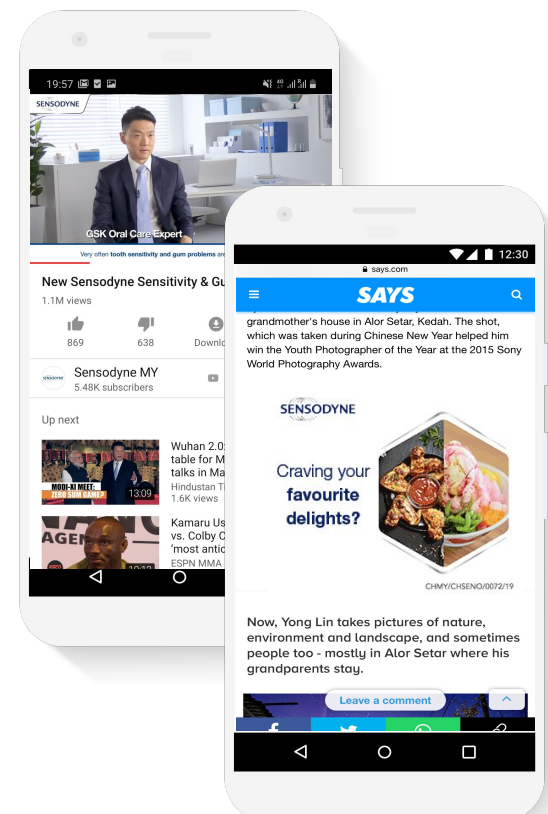
Incorporating display into their campaigns helped Sensodyne to extend their reach outside of YouTube without sacrificing cost efficiency. They were also able to use DV360 reporting to construct a deduplicated view of their audience across both YouTube and display. Across both campaigns, the overlap between users on YouTube and display was only 12%.

# 31%

incremental reach  
from display

# 23%

additional frequency



# Dartry Video Reach Campaigns delivers awareness impact at a lower cost

## CHALLENGE

After two months of COVID-19 lockdown during which all of their stores were closed, Darty wanted a campaign to improve the general level of awareness of Darty's e-commerce website, and switch new customers acquired during the COVID period into loyal ones.

## APPROACH

Dartry wanted to understand the best video format to maximize coverage at a competitive cost.

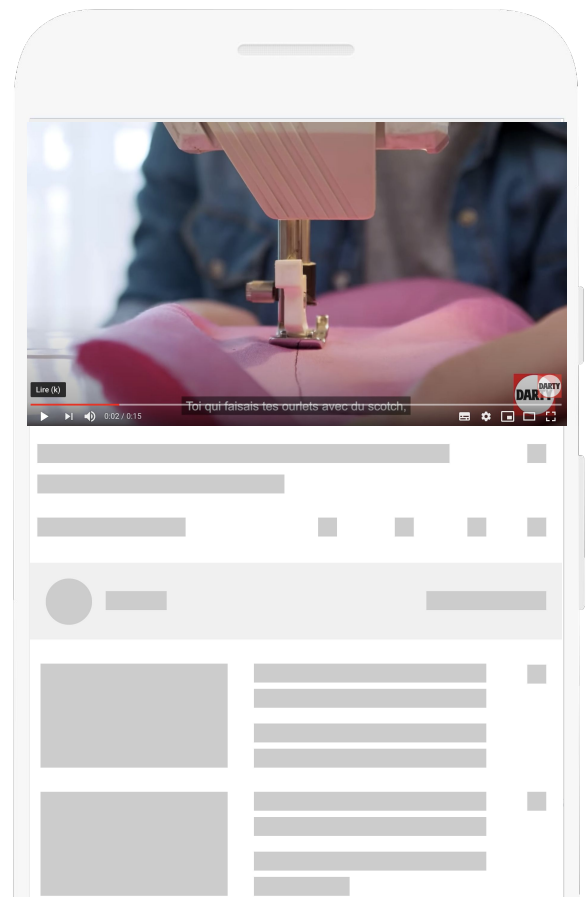
The experiment compared performance between two mixes: Video Reach Campaigns (Non-skippable + Trueview for reach) vs. Non-skippables only.

# 40%

Lower CPMs from VRCs

# 27%

Ad recall lift





Thank you