



Impact of Multiple YouTube Homepage Ads to Reach a Larger Audience

Renault Clio Research Study
Google/GFK
UK, May 2011

Agenda

1 Background & Methodology

2 Findings

3 Key Takeouts

Background & Methodology



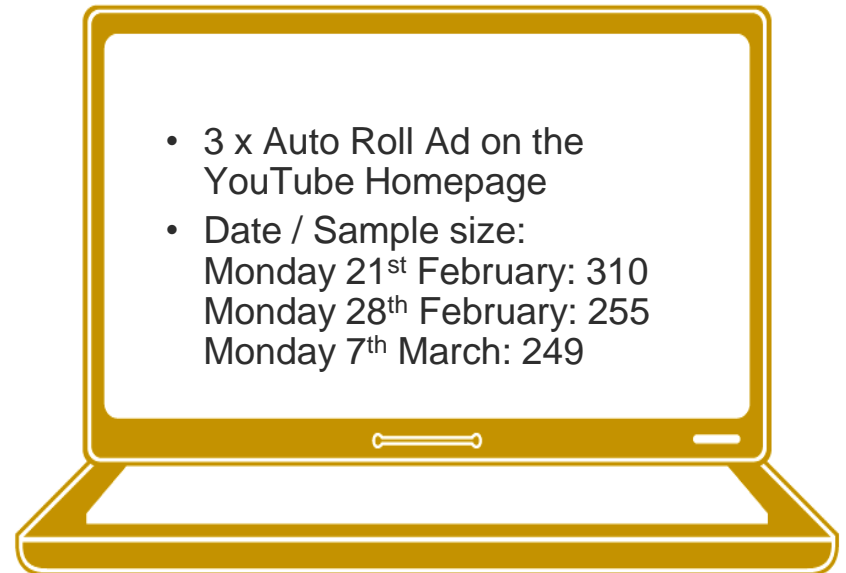
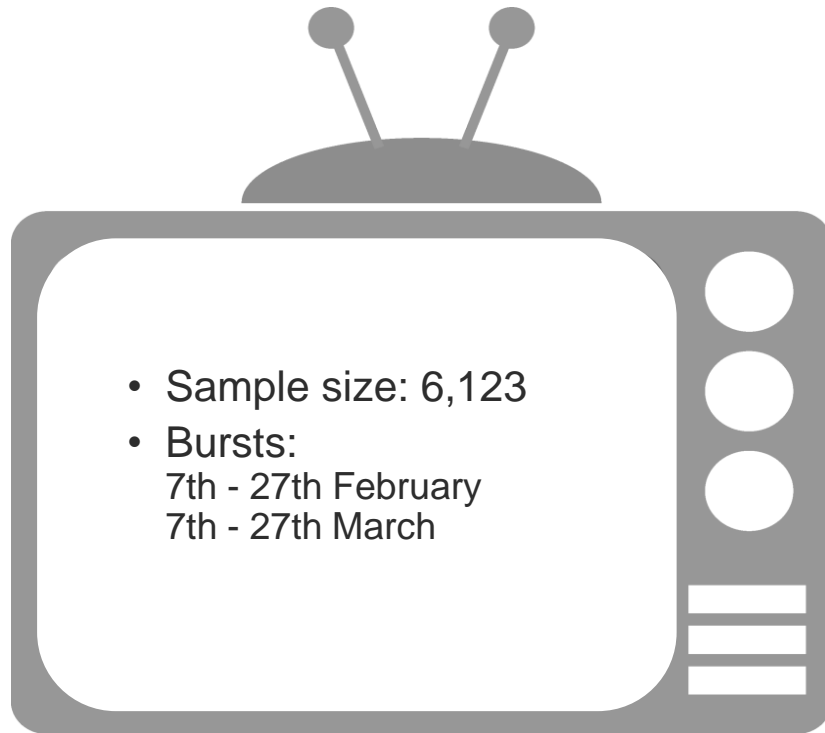
Background

Renaults was promoting their Clio model as they revived the 'Va Va Voom' slogan. Main objective was to maximise the reach across TV and online with their new stylish TV ad. To achieve this, they run 3 YouTube Homepage ads on 3 consecutive Mondays in March 2011.



Methodology

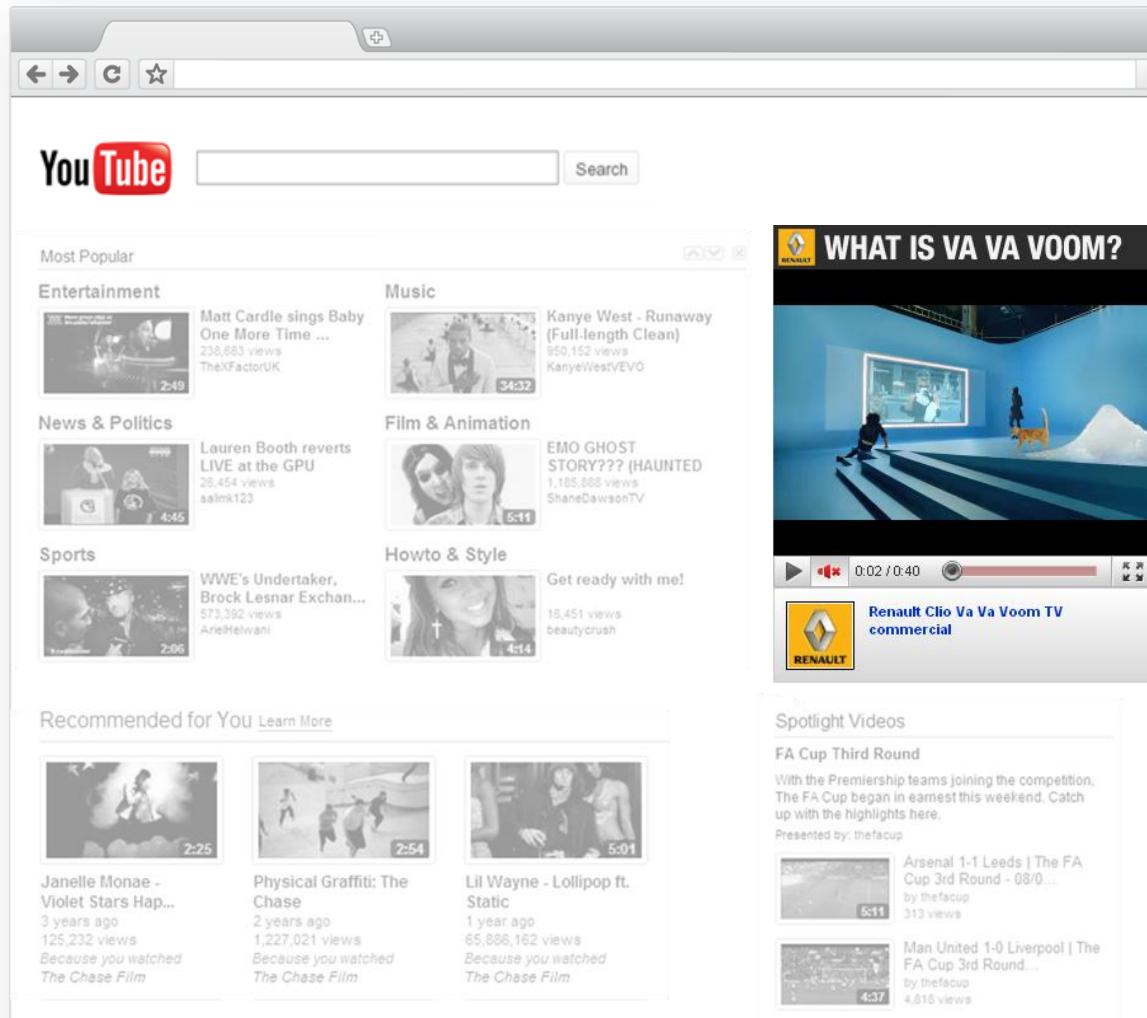
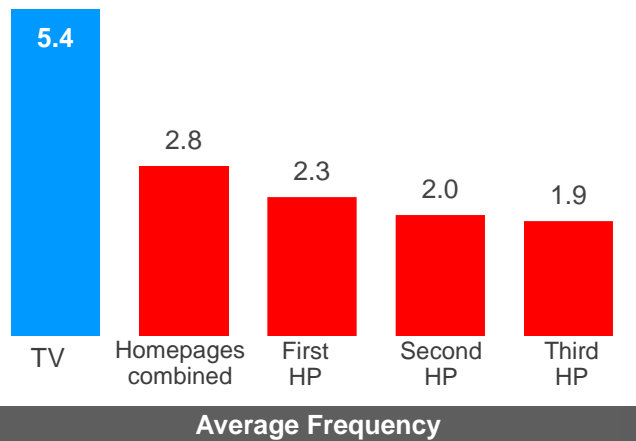
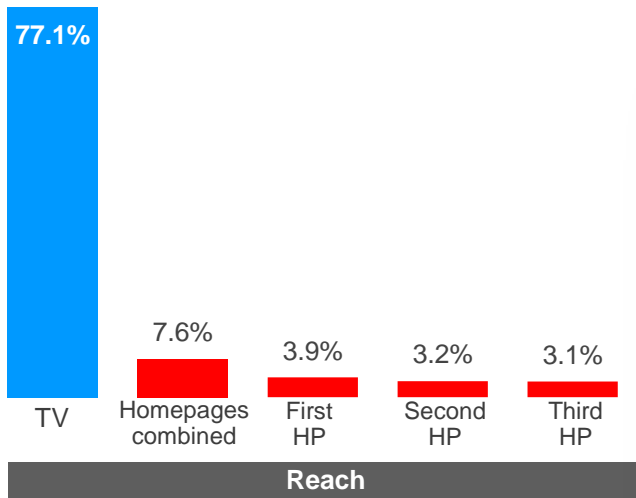
- UK Media Efficiency Panel, Online population
- In home internet usage only
- Total panel sample = 7,942



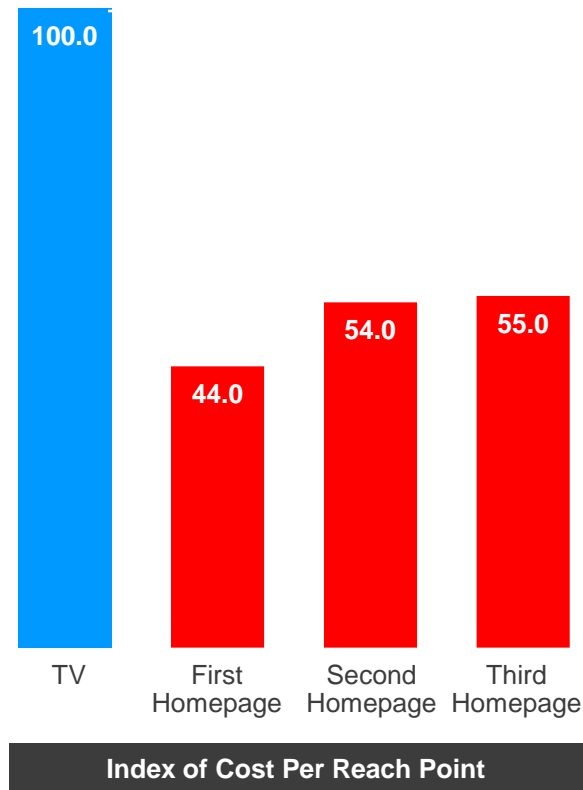
Findings



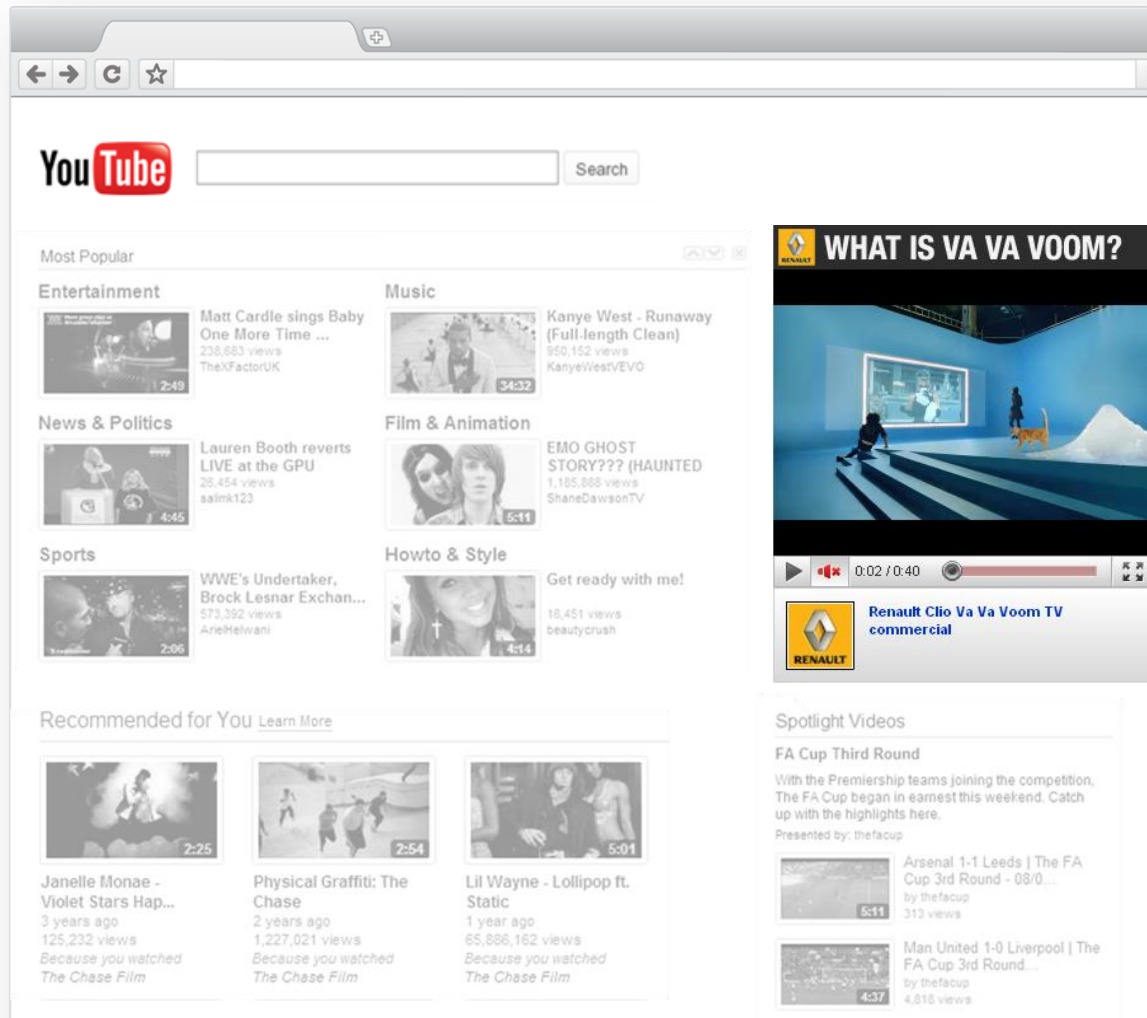
Renault campaign delivered exceptional reach



YouTube Homepages achieved a cost per reach point significantly lower than TV



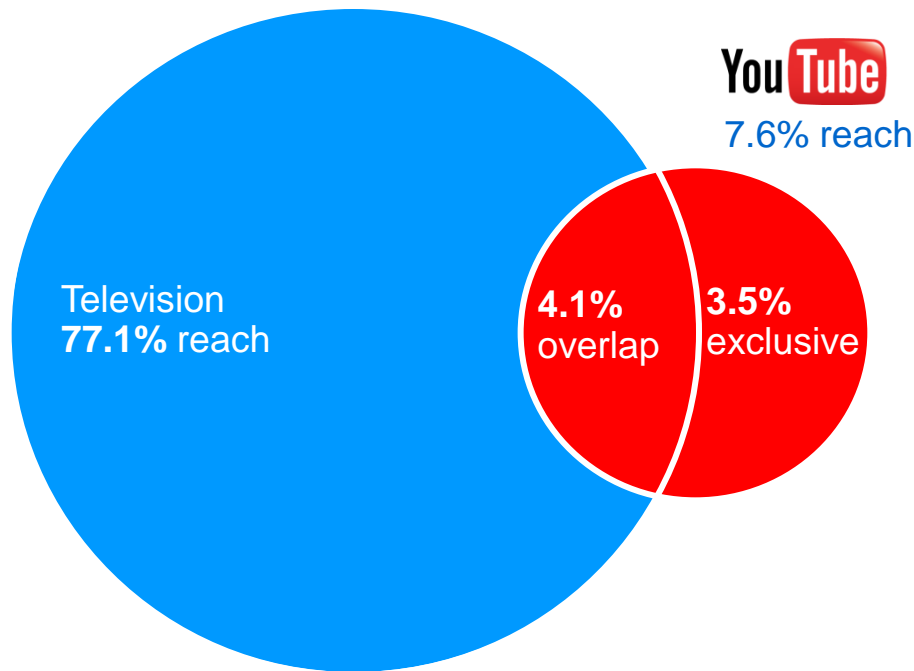
thinkauto
with Google



Source: GfK Media Efficiency Panel, April 2011

Almost half of YouTube Homepage reach was incremental to TV

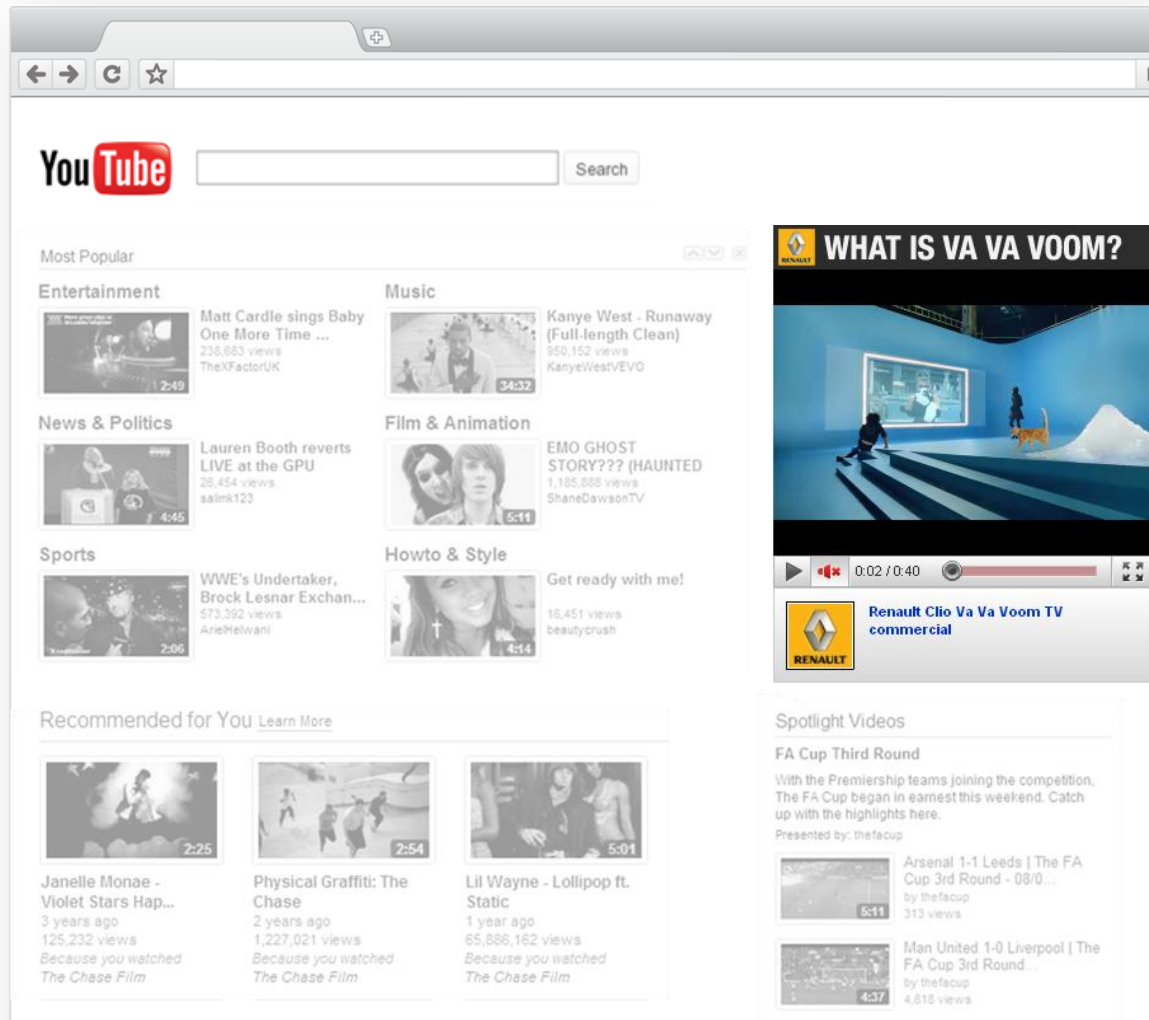
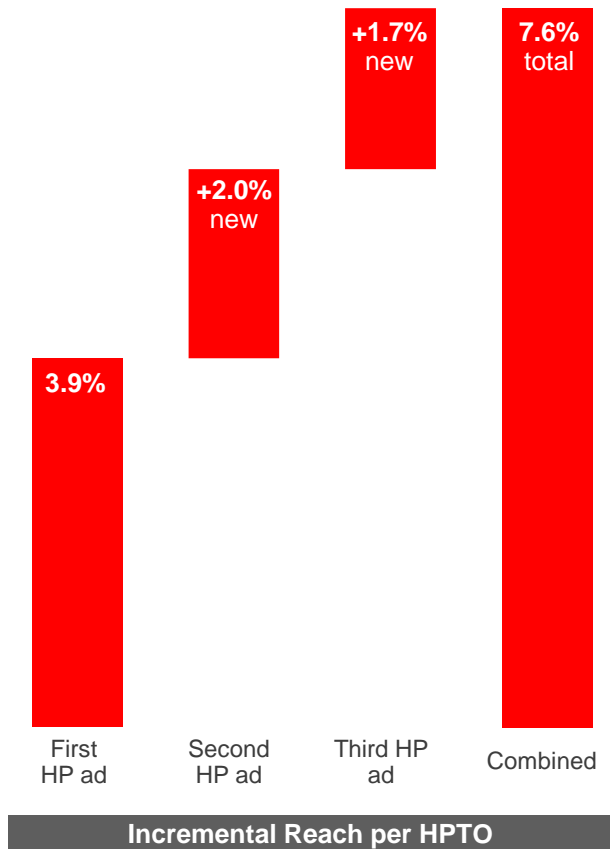
Reach of Television and YouTube Homepage Ads



46.6% of all YouTube Homepage contacts had no TV contact

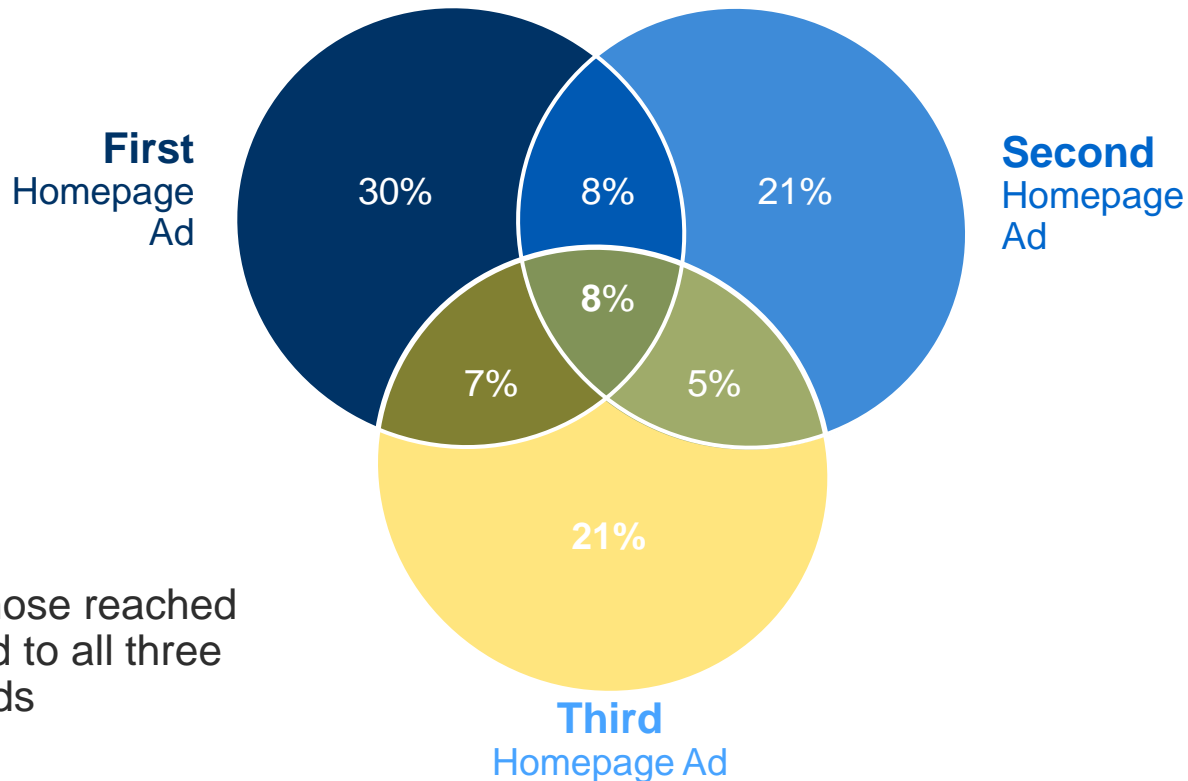


Each Homepage takeover had a high level of incremental reach



Each Homepage reached a high level of exclusive audience

Percentage exposed on YouTube



Only **8%** of those reached were exposed to all three Homepage ads

Key Takeouts



Key Takeouts

- The three YouTube Homepage Ads achieved a **combined reach of 7.6%** of the online population and delivered an **incremental reach of 3.5%** on top of the TV campaign
- Just under half (46.6%) of those reached by YouTube Homepage Ads did not have any contact with the TV campaign
- The Homepage ads achieved a **cost per reach point significantly lower than TV**
- All three Homepage ads were successful in **reaching audiences that were exclusive from each other**. Only 8% of all people reached by a Homepage ad were exposed to all three Homepage ads!

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