



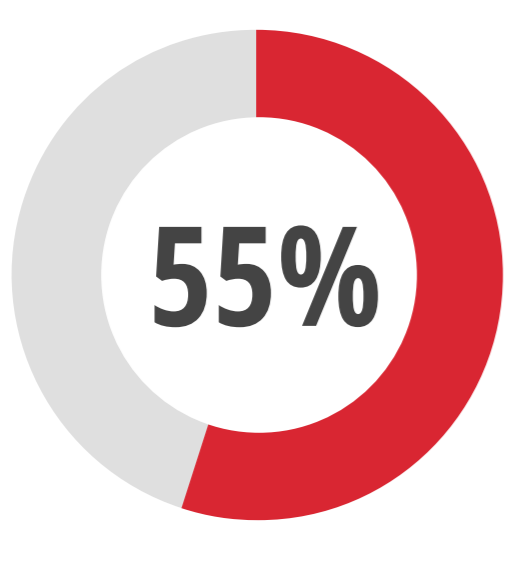
MOMENTS THAT MATTER FOR MUMS ON YOUTUBE

Our new research reveals exciting insights about how Mums are using YouTube during the moments that matter to them most. We found that more than a third of Mums agree that YouTube ads help them decide what to buy. Whether they are shopping or if they simply want to unwind, there are a number opportunities for brands to connect with Mums on YouTube.

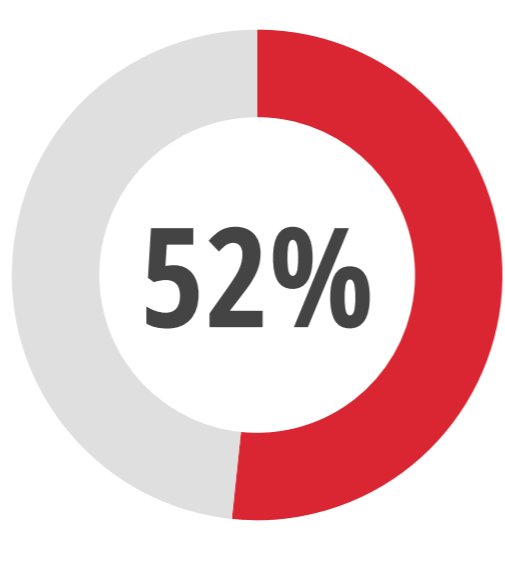
ME-TIME I-WANT-TO-UNWIND MOMENTS



When Mums visit YouTube, they...



want to be entertained



want to relax



SUPER MUM I-NEED-TO-DO MOMENTS



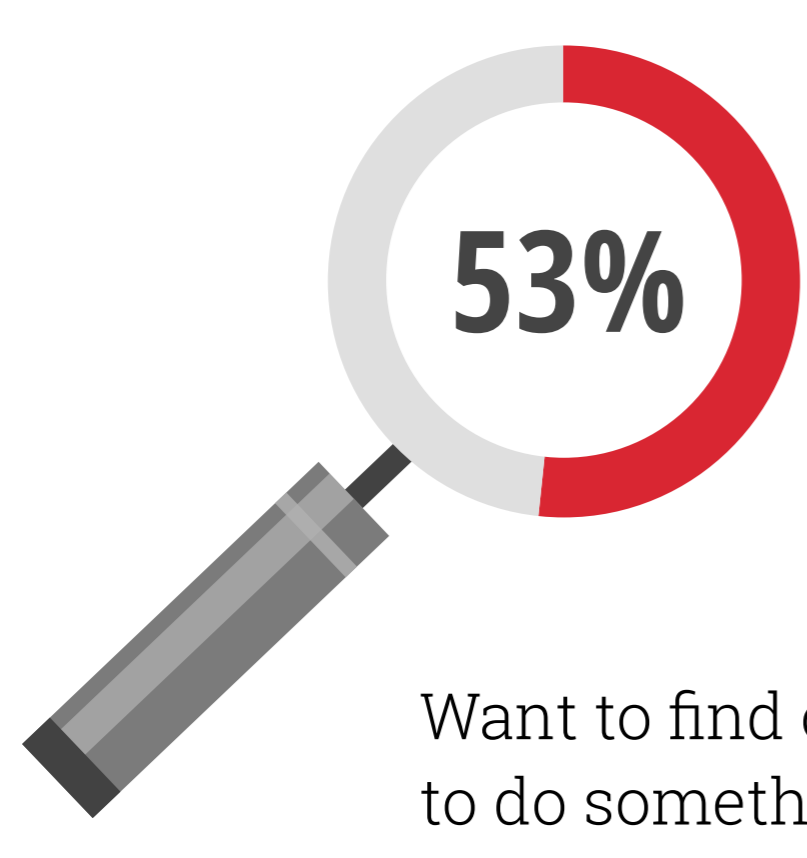
Mums also use YouTube to...



ALL-ROUNDER I-WANT-TO-KNOW MOMENTS



YouTube is their essential how-to guide.



Want to find out how to do something

30%

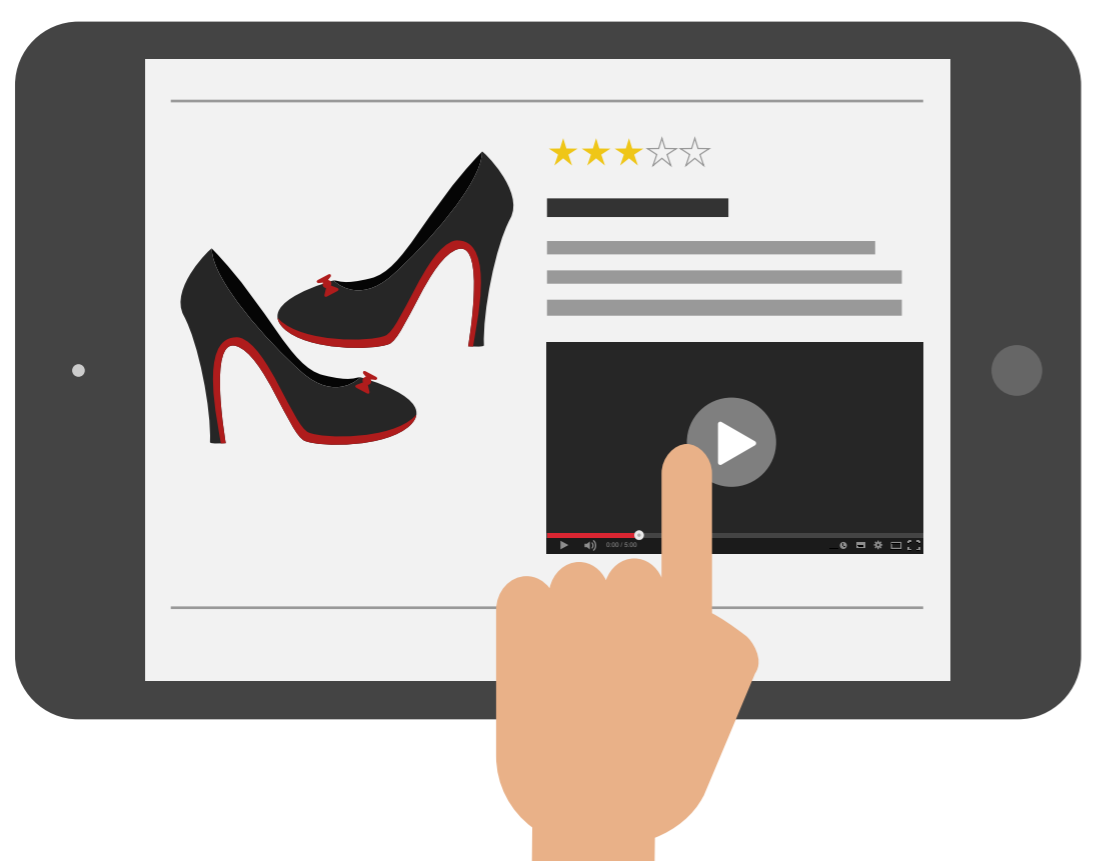


Want to learn

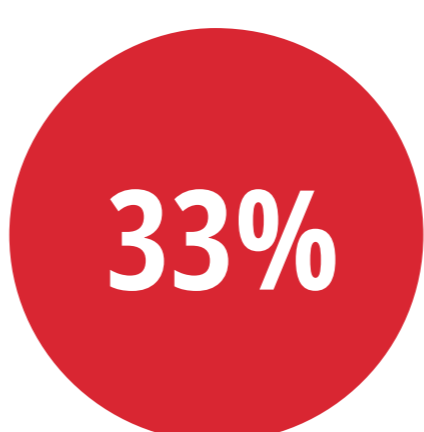
SAVVY SHOPPER I-NEED-TO-BUY MOMENTS



They rely on YouTube when they need to...



research products to buy



make decisions about products



NOT ONLY DO MUMS TURN TO YOUTUBE FOR RELEVANT CONTENT DURING THESE KEY MOMENTS, THEY ARE ALSO RECEPTIVE TO THE ADS

ACTIONS IN RESPONSE TO ADS ON YOUTUBE:



36% of mums agree that ads on YouTube help them decide which products or brands to buy

Looked for more info online



Visited the brand's website



Talked to someone else about the ad, brand or product



Clicked on an ad to find out more



Made a purchase in-store or online



CONNECT WITH MUMS DURING THE MOMENTS THAT MATTER

The lives of Mums are truly multifaceted – they adopt multiple mindsets and play countless different roles everyday. They often turn to YouTube as a source of entertainment, information or inspiration during key moments. How can brands win in these moments?



Identify the moments that matter for the Mums and for your business.



Engage Mums with relevant messaging during these intent-driven moments to shape their preferences and influence their decisions at pivotal points in their consumer journey.

Source: MTM-Google, YouTube Audience Report 2015, UK

'Mums' defined as females who are parent/guardian to children aged 18 years or younger living in their household, and watch YouTube (ever).

