

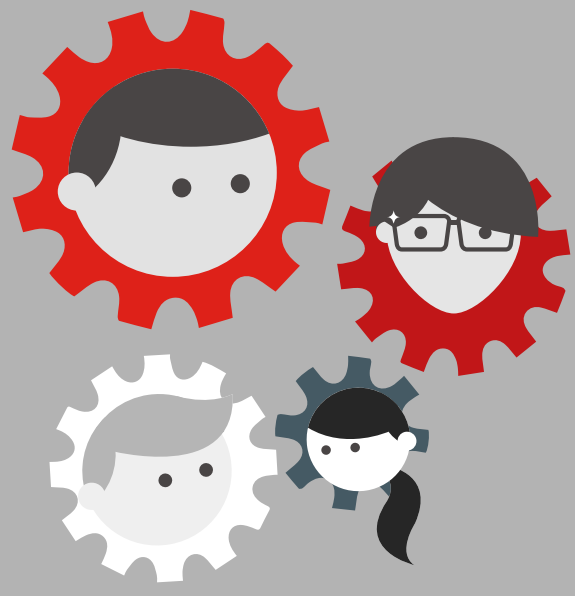
Online Video is Pushing the Boundaries of Creative Storytelling



The New Rules of Branded Content

The multi-screen revolution means video platforms such as YouTube have taken centre stage in consumers' lives. YouTube creators are revolutionising how brands approach new audiences, while advertisers are having to push the boundaries of creative storytelling.

228 Million



“ Online video is building unprecedented momentum, from YouTube creators to the arrival of aggregators and multichannel networks like Vevo with its 228 million monthly users. ”

Mark Howe, MD Agency Sales, Google.



Authenticity is King

YouTube creators such as Pewdiepie and Zoella have built followings of millions by being authentic. By partnering with vloggers like them, brands can reach these highly engaged audiences.



More than Ads

Video ads are not just competing with other ads, but also with the content that follows them. How to get viewers not to skip? By creating engaging content they'll want to watch.



Storytelling at Scale

Online video is not just about getting viral traction or passively hoping for people to find it. Brands need to put media behind their content to amplify it and can use smart targeting to reach the right audience.

“ The most important thing is to work with YouTube creators who have a following and to carefully plan your distribution strategy. ”

Nick Cohen, VP Content Strategy and Brand Partnerships, Little Dot Studios.



When the content is engaging, view-through rates on YouTube creators' branded content can be up to 48%.¹



In the UK, over 50% of all YouTube views come from mobile devices.²



40.7 million people in the UK watch videos on YouTube each month.³

Sources

- 1: Gleam Futures, 2015
- 2: YouTube, 2014
- 3: comScore MMX, Jan 2015