

# YOUTUBE INSIGHTS

QUARTERLY INSIGHTS FOR BRANDS FROM GOOGLE AND YOUTUBE  
UK – OCTOBER 2014



# THE POWER OF PASSION

BUILDING BRAND AWARENESS AND  
ENGAGEMENT AMONG 16–34 YEAR OLDS



The Internet has changed the way 16–34 year olds feed their passions. Whatever interests them the most – sport, cookery, fashion, music – it's only ever a few clicks away.

**BUT HOW DO YOU GET THEIR ATTENTION,  
LET ALONE HOLD IT?**

YouTube is where this audience goes to watch, discuss and share the things that matter to them. And by harnessing their passions, brands can reach a highly engaged and highly receptive audience – building relationships and driving sales.

---

## **AUDIENCE**

PAGE 4

---

## **CONTENT**

PAGE 7

---

## **IMPACT**

PAGE 12

---



PART 1

# AUDIENCE

12M

16-34 YEAR OLD INTERNET USERS  
IN THE UK USE YOUTUBE EVERY MONTH

Source: ComScore MediaMetrix, average of three months, UK 2014

## 16–34 YEAR OLDS LOVE TO TALK ONLINE, SO ENGAGE WITH THEM

Whether it's through content they've created or a video they're talking about on social media, 16-34 year old YouTube users love to make a noise.

That's good news for brands that they care about, as audiences are eager to give feedback and share their opinions.



SHARE LINKS TO CONTENT ONLINE  
AT LEAST ONCE A MONTH



COMMENT ON SOMEONE ELSE'S STATUS,  
POST OR BLOG AT LEAST ONCE A MONTH



63%

GIVE RATINGS ON A PRODUCT, SERVICE OR RESTAURANT  
ONLINE AT LEAST ONCE A MONTH

## AND THEY'RE VALUABLE TO BRANDS

59%

SEARCH YOUTUBE  
FOR BRANDS THEY WANT  
TO LEARN MORE ABOUT

78%

SAY THAT WHEN THEY FIND  
BRANDS THEY LIKE,  
THEY STICK WITH THEM

Source for all: YouTube Audience Study UK, 16-34 year old YouTube users, MTM, 2014



# YOUTUBE IS WHERE 16–34 YEAR OLDS COME TO BE ENTERTAINED

Today's young adults are always connected through a wide range of devices, so they find it easy to stay entertained. There's a great deal of choice out there, from social media to video on demand, but YouTube's number one.

**62%**

**SAY THAT YOUTUBE IS ONE OF THEIR  
PRIMARY SOURCES OF ENTERTAINMENT**



## YOUTUBE IS THEIR FAVOURITE SITE

(compared to other social media and video platforms)

**65%**

YOUTUBE

**60%**

FACEBOOK

**24%**

OTHER VOD SITES

**22%**

TWITTER

**12%**

NETFLIX



**SAY THAT THEY OFTEN TALK  
ABOUT WHAT THEY SEE ON  
THE SITE WITH FRIENDS  
AND FAMILY**



**SEE YOUTUBE AS A  
PLACE TO PURSUE THEIR  
INTERESTS**



**SAY THAT THE SITE IS THE  
VOICE OF PEOPLE LIKE  
THEM**

Source for all: YouTube Audience Study UK, 16-34 year old YouTube users, MTM, 2014

PART 2

# CONTENT

1/2

**OF REGULAR BEAUTY CHANNEL USERS SHOP ONLINE  
WHILST WATCHING BEAUTY VIDEOS ON YOUTUBE**

Source: YouTube Channel Users Study UK, MTM, 2014



# BEAUTY CONTENT

YouTube is packed full of channels devoted to beauty, making it the go-to place for budding fashionistas to find everything from make-up tutorials to style advice.

## REGULAR BEAUTY CHANNEL VIEWERS

# 31%

ARE WATCHING BEAUTY VIDEOS ON YOUTUBE WHILST GETTING READY TO GO OUT

# 56%

SAY THAT YOUTUBE OFFERS THEM EXCLUSIVE CONTENT THEY CAN'T FIND ANYWHERE ELSE

(ONLY 17% SAID THE SAME OF TV)

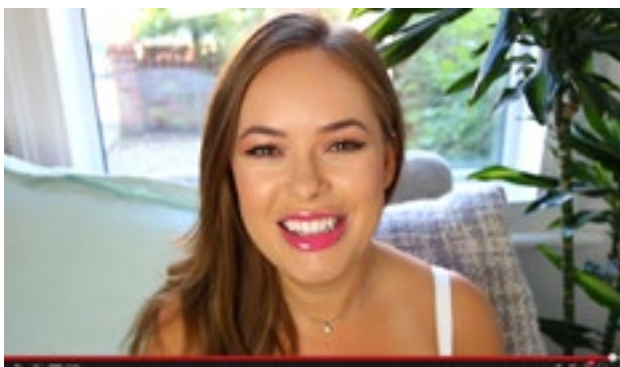
# 33%

FEEL IT'S IMPORTANT THAT THEY CAN RELATE TO THE CREATORS, AND THAT THEY FEEL LIKE 'REAL PEOPLE'

### HOW ARE THEY ACCESSING THEIR FAVOURITE BEAUTY CHANNELS?



### WHY DO THEY WATCH BEAUTY CHANNELS ON YOUTUBE?



[Watch now](#)

## TANYA BURR

[YOUTUBE.COM/PIXI2WOO](https://www.youtube.com/pixi2woo)  
SUBSCRIBERS: 2.5M

Tanya Burr uses her YouTube channel to bring audiences a colourful mix of fashion, makeup and home baking videos. From must-have clothing and accessories to smoothie and cookie recipes, Tanya gives style and lifestyle guidance to girls all over the world.

Source for all: YouTube Channel Users Study, MTM, 2014





# COMEDY CONTENT

YouTube's comedy channels are sure to get audiences laughing, whatever their sense of humour. From stand-up routines to pranks and fail compilations, there's something for everyone.

## REGULAR COMEDY CHANNEL VIEWERS

**38%**

SAY THAT THEY SHARE YOUTUBE VIDEOS TO SHOW OTHER PEOPLE THEIR SENSE OF HUMOUR

**45%**

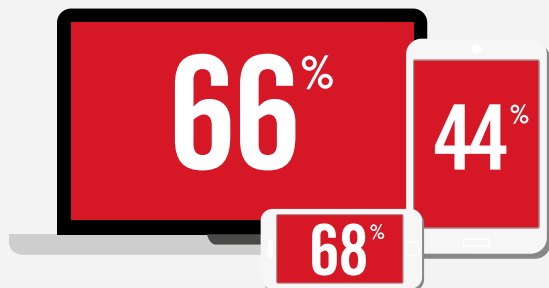
FEEL THAT THE CREATORS SHARE THE SAME SENSE OF HUMOUR

**57%**

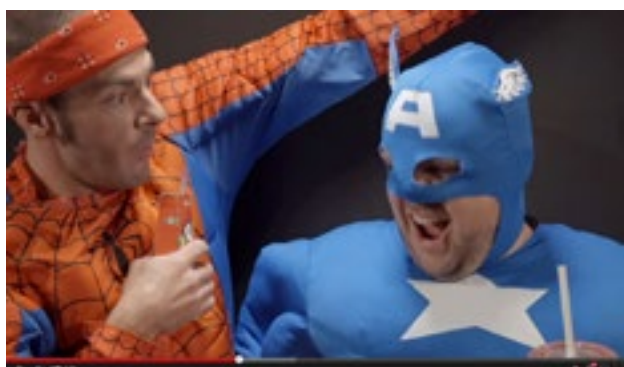
SAY THAT YOUTUBE OFFERS THEM A WIDER RANGE OF CONTENT

(ONLY 10% SAID THE SAME OF TV)

### HOW ARE THEY ACCESSING THEIR FAVOURITE COMEDY CHANNELS?



### WHY DO THEY WATCH COMEDY CHANNELS ON YOUTUBE?



[Watch now](#)

## SMOSH

[YOUTUBE.COM/SMOSH](https://www.youtube.com/smosh)  
SUBSCRIBERS: 19M

Smosh features comedy duo Ian Andrew Hecox and Anthony Padila. With video game and movie parodies, hilarious animations and funny music videos, Smosh has become one of YouTube's most subscribed to and popular channels.

Source for all: YouTube Channel Users Study, MTM, 2014



# SPORTS CONTENT

Whether they're after high-octane extreme sports or the latest football highlights, audiences can rely on YouTube's sporting channels for an instant adrenaline rush.

## REGULAR SPORTS CHANNEL VIEWERS

# 35%

USE SOCIAL MEDIA WHILST WATCHING SPORTS CONTENT ON YOUTUBE

(25% TALK TO PEOPLE THEY LIVE WITH)

# 29%

SAY THAT SHARING SPORTS VIDEOS WITH OTHERS IS PART OF THE OVERALL EXPERIENCE

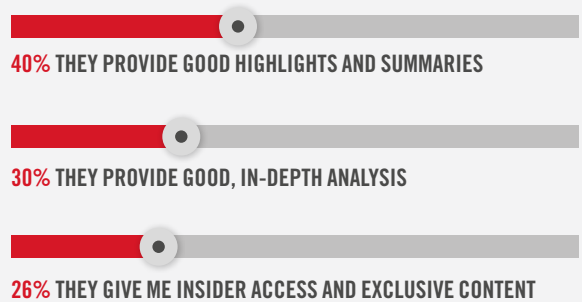
# 21%

SAY THAT THEY USE YOUTUBE FOR SPORTS CONTENT BECAUSE THEY ENJOY GETTING CLOSER TO THE STARS AND SEEING A DIFFERENT SIDE OF THEM

### HOW ARE THEY ACCESSING THEIR FAVOURITE SPORTS CHANNELS?



### WHY DO THEY WATCH SPORTS CHANNELS ON YOUTUBE?



[Watch now](#)

## COPA90

[YOUTUBE.COM/COPA90](https://www.youtube.com/copa90)  
SUBSCRIBERS: 800K

Copa90 knows that football doesn't stop with the final whistle. Satisfying the most demanding of football fans from around the world, it provides the latest action, news and reviews from the best players and biggest games.

Source for all: YouTube Channel Users Study, MTM, 2014



# FOOD CONTENT

YouTube's food channels cater for all tastes, including everything from basic cooking tips to delicious gourmet recipes – even extreme eating challenges.

## REGULAR FOOD CHANNEL VIEWERS

# 40%

**COOK WHILST WATCHING FOOD CONTENT ON YOUTUBE**

(35% ARE EATING)

# 43%

**SAY THAT THEY ALWAYS WATCH FOOD CHANNELS WITH OTHERS**

(PARTICULARLY FAMILY MEMBERS)

# 51%

**SAY THAT THEY USE YOUTUBE FOR FOOD CONTENT BECAUSE IT'S EASY TO FIND WHAT THEY'RE LOOKING FOR**

### HOW ARE THEY ACCESSING THEIR FAVOURITE FOOD CHANNELS?



### WHY DO THEY WATCH FOOD CHANNELS ON YOUTUBE?



[Watch now](#)

## JAMIE OLIVER

[YOUTUBE.COM/JAMIEOLIVER](https://www.youtube.com/jamieoliver)  
SUBSCRIBERS: 1M

Jamie Oliver's FoodTube is full of mouth-watering recipes and expert tutorials from Jamie and a host of other talented foodies. Whether it's finding a quick how-to for dinner or inspiration for a weekend barbeque, FoodTube's a must-watch channel for food lovers.

Source for all: YouTube Channel Users Study, MTM, 2014

PART 3

# IMPACT

ON AVERAGE, YOUTUBE  
TRUEVIEW ADS DRIVE A

**6.3%**

UPLIFT IN BRAND AWARENESS

Source: Google Brand Uplift Survey, average across  
multiple YouTube TrueView campaigns, UK 2014





# HOW COLLABORATING WITH A YOUTUBE CREATOR DROVE BRAND METRICS AND SALES FOR HOMEBASE

Homebase, the UK's leading home and garden retailer, was looking to reposition itself as a multi-channel home enhancement retailer with an emphasis on decorating inspiration.

By turning to YouTube they not only found an audience for their message, but a voice to put it across.

Prominent content creator, Tanya Burr, was given a voucher to spend and free reign to review her haul. In return, she gave them the perfect foundation to build a hugely successful campaign.

## APPROACH

**1. PARTNERED WITH LEADING UK VLOGGER TANYA BURR**

**2. CREATED 12-MINUTE HOME HAUL YOUTUBE VIDEO**

► [Watch now](#)

**3. LAUNCHED TRUEVIEW AD CAMPAIGN TO DRIVE TRAFFIC TO THE VIDEO**

*"The engagement levels on this campaign surpassed all imagined KPIs. This was the first time we had run a campaign of its sort and we weren't sure how the paid-for element was going to work, but the results were amazing, much better than we could have ever expected."*

**Jennifer Morris,**  
Media Planning, Mindshare

## RESULTS

**46%**

INCREASE IN SALES OF SHOWCASED PRODUCTS

**350,000**

UK VIDEO VIEWS

**1.6M +**

MINUTES WATCHED BY TARGET AUDIENCE

**3.2%**

CLICK-THROUGH RATE

## UK'S TOP 5 ADS LEADERBOARD SEPTEMBER 2014

Need inspiration? Just take a look at how these brands are making the most of the opportunity to captivate, inspire and delight their audiences.



#1

[Watch now](#)

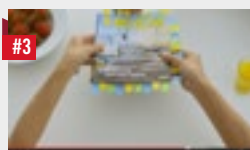
IT'S PAYBACK TIME:  
CHANNEL4 / CANCER RESEARCH



#2

[Watch now](#)

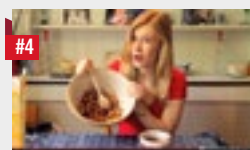
ADVENTURES IN IMAGINATION:  
M&S FOOD



#3

[Watch now](#)

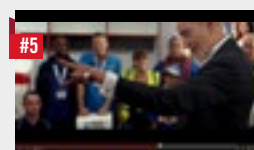
EXPERIENCE THE POWER  
OF A BOOKBOOK:  
IKEASINGAPORE



#4

[Watch now](#)

WELCOME TO THE SCHOOL  
OF YOUTUBE:  
YOUTUBE



#5

[Watch now](#)

RUGBY WORLD CUP 2015 -  
TEAM TALK:  
IRB



# SOURCES & LINKS

BARB/Infosys UK and Google internal data, May 2014

ComScore Media Metrix UK, July 2014

Google Brand Uplift Survey, UK 2014

YouTube Audience Study UK, MTM, 2014

YouTube Channel Users Study UK, MTM, 2014

[www.youtube.com/pixi2woo](http://www.youtube.com/pixi2woo)

[www.youtube.com/smosh](http://www.youtube.com/smosh)

[www.youtube.com/Copa90](http://www.youtube.com/Copa90)

[www.youtube.com/JamieOliver](http://www.youtube.com/JamieOliver)

