

CREATIVE

STRATEGY

EFFECTIVENESS

TECHNOLOGY

PRODUCTION



Production Guide

for Effective Ads on YouTube

CREATED BY

Creative Works.

CONTENT

Pre-Production Guide

Captivate



Hook viewers in the first 5 seconds to drive attention before the skip



Surprise in opening scenes with stunning, delightful, unexpected or memorable imagery



Human focus on hero characters: their emotions, reactions, and personalities



Break the 4th Wall to connect with audience directly



Use enticing language – e.g. “Guess what?”, “Can you believe [x]?”



Fast pacing & tight framing – 2+ shots in the first 5 seconds work best

Leverage Audio Early



Attract with audio, 95% of YouTube videos have sound on



Use VO or on-screen talent audio early



Augment the experience through environmental sounds/SFX/foley to add an extra level of professional polish



Select set design, wardrobe & props to create color contrast between each other



Plan for tight shots of talent and product



Ensure set, product, and talent are well lit— especially night scenes; remember most views will appear on dim 5in. screens

Brand with Intention



Shoot product/service in use to integrate the brand naturally into your story



Capture talent while mentioning the brand audibly for additional repetition



Brand colors & identity can inform props, set, and wardrobe

Account for Flexibility



Schedule time to capture extra footage

- Behind the scenes
- Unscripted moments
- Different ‘Calls-to-Action’



Capture a variety of close-ups of characters and products to enable creative A/B testing on YouTube

Compel Viewers to Take Action



Capture takes of talent demonstrating how to take action. E.g. if the goal is to drive online purchases on external site, include footage of talent visiting the site



Capture talent/VO telling the viewer what to do next, e.g. Learn more; Order now



To drive clicks, capture talent/VO saying “Hit the blue button to [Your Call-To-Action].” This brings users’ attention to the clickable blue button below the video

On-Set Guide

Director & Producer

Capture viewers attention in the first 5 seconds, or risk losing them forever.

-  **Surprise** in opening scenes with stunning, delightful, unexpected or memorable imagery
-  **Human focus** right from the beginning to get the viewer's attention and connect
-  **Integrate product/brand naturally**, with purpose in the scene & story
-  **Record audio mentions of product / brand** – ideally capture with on-screen talent (vs. VO)
-  **Break the 4th wall** to address and connect directly with the audience
-  **Capture additional footage/ b-roll/close ups** of talent, product, and set to allow for alt cuts, cutdowns, blooper, or BTS videos
-  **IF THE OBJECTIVE IS TO DRIVE ACTION:** Talent articulates 'Call-to-Action' Bonus: Get take of talent saying "Hit the blue button to [CTA, e.g. 'learn more']" to leverage this shot with YouTube's interactive engagement feature which is a clickable blue button located below/next to the video

Camera & Light

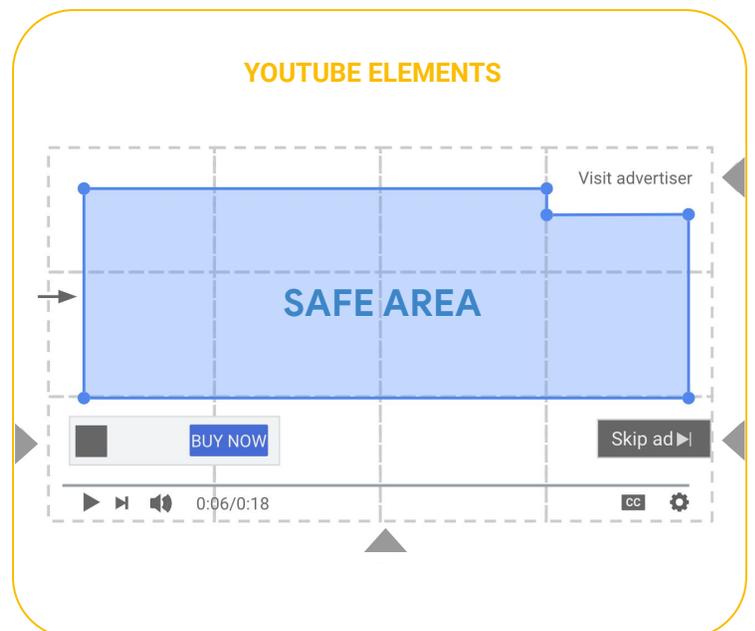
Optimize for small screen viewing experience.

-  **Get tightly-framed shots** of your subject, especially humans to read their emotions
-  **Set up (color) contrast** between the subject and background
-  Ensure overall imagery and especially your subject is **well lit/exposed**
-  **Frame & block** with **YouTube elements** & larger supers in mind
-  **Recomm. Encoding Output**
 - Container: MP4
 - Audio codec: AAC-LC (96 or 48khz)
 - Video codec: H.264 (no interlacing)
 - Frame rate: Standard or High (up to 60 fps)
 - Bitrate: 35-45 Mbps for 4K 30 SDR
8 Mbps for 1080p 30 SDR
 - Aspect Ratio: 16:9 - vertical and square possible, player adapts

Set & Costume

Make it pop with bright & contrasting colors!

-  Use wardrobe to create **color contrast** between subjects and sets / background
-  Choose **colors** in costumes and set design that are **associated with the brand**



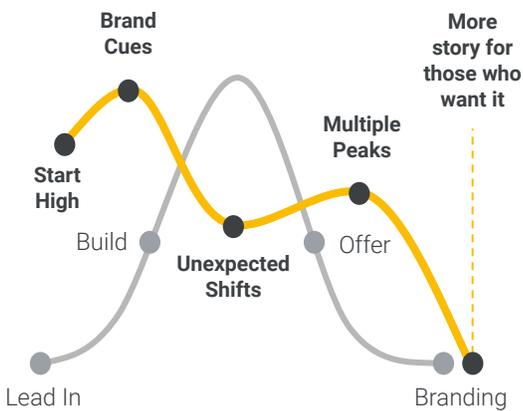
Post-Production Guide

Edit for the Platform

-  **Construct with audio in mind**, 95% of YouTube videos have sound on; ask yourself, how can audio help capture more viewer attention
-  **Use VO or on-screen talent audio early**; get the most out of your talent, consider if adding VO might enhance the narrative you're building
-  **Augment the experience** through environmental sounds/SFX/foley to add an extra level of professional polish

-  **Tight cropping and larger supers** makes people, products, and the story more clear to the viewer
-  **Increase brightness** to account for different viewing environments; remember most views will appear on dim 5in. screens
-  **Speed up** the pacing to capture the audience's attention so they don't skip. Aim for 2+ shots in first 5 secs

Follow Emerging vs Traditional Story Arc



Brand & Action

-  **Feature product in use & audibly** in the first 5 seconds and integrate the brand naturally into your story
-  **Include a logo** at all times if goal is to increase awareness or recall
-  **Add specific Call-to-Action** at the end to drive more clicks/actions

Helpful Tools

-  **Test your video**—load a rough cut on a mobile device or use the Preview tool in Google Ads to see how your ad will look as it appears on YouTube, in fullscreen, desktop, or mobile formats
-  **Inspiration**—check out the Think with Google for inspiration for YouTube that are pushing the boundaries



Try Experimenting with Formats

Lean into popular content formats on YouTube:

Listicle

Music Video

Explainer

Challenges

Commentary

Reaction

Interview

Narrative



MASTER TIP: Create multiple versions, strengthening supers to pair messaging to specific audience (if in scope). Talk to Creative Works to understand the audience.