

# ICONIC AD MOMENTS ON YOUTUBE

To celebrate the fifth anniversary of our TrueView video ads, we took a stroll down memory lane to recall some of the most iconic moments from advertisers on YouTube.

**2010**  
FEBRUARY 4TH



**OLD SPICE**  
The Man Your Man Could Smell Like

**2010**  
AUGUST 25TH



**TIPPEX**  
NSFW. A hunter shoots a bear.

TippeX made white-out go viral with their clever play on "choose your own adventure", YouTube style.

**2011**  
FEBRUARY 2ND



**VOLKSWAGON**  
The Force

**2011**  
SEPTEMBER 10TH



**ORABRUSH**  
Bad Breath Test

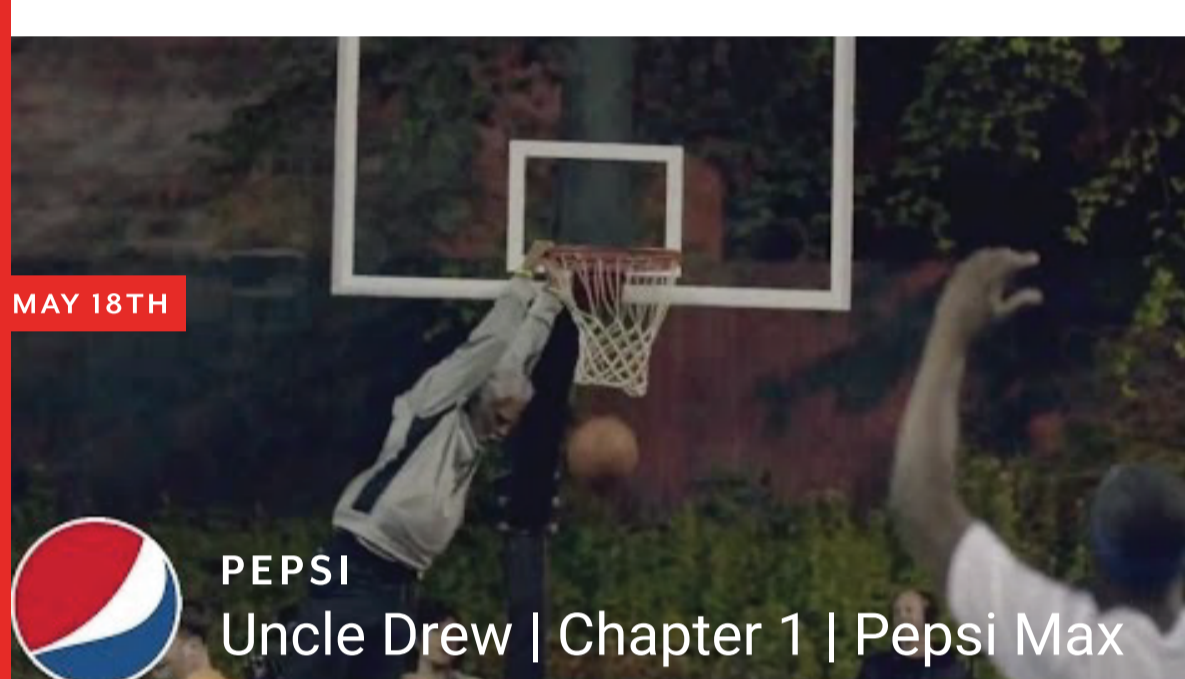
How clean is your tongue? Thanks to their hit YouTube marketing campaign, more than 1 million Orabrushes were sold online.

**2012**  
MARCH 6TH



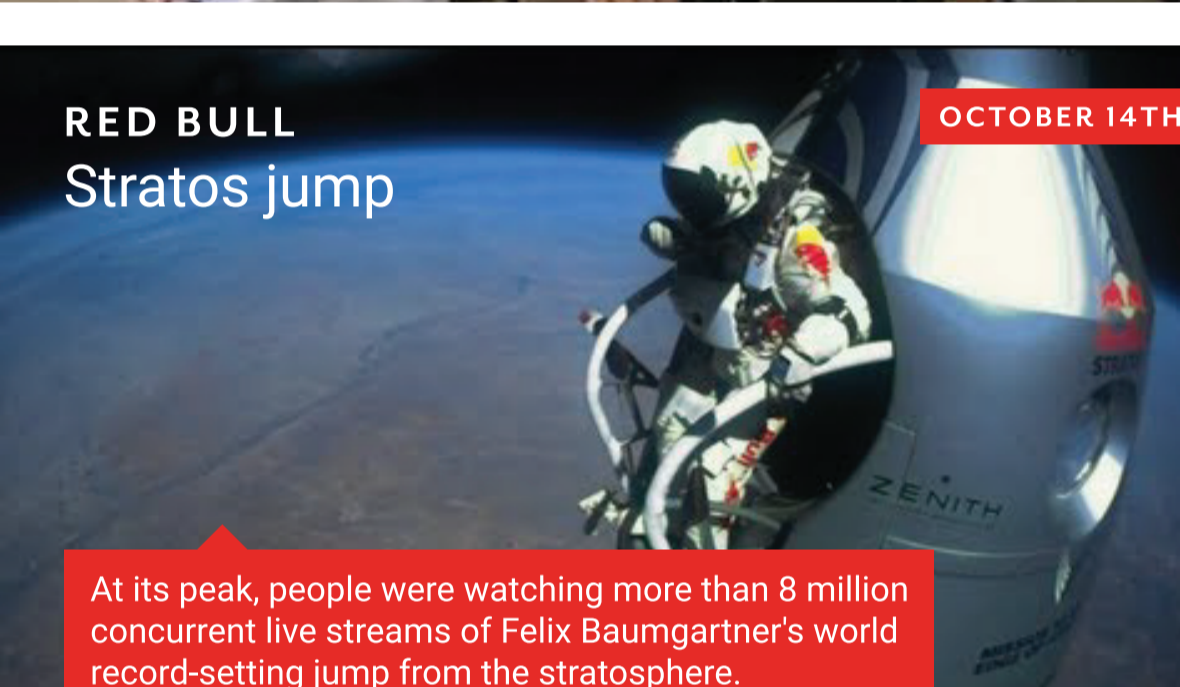
**DOLLAR SHAVE CLUB**  
Our blades are f\*\*ing great!

**2012**  
MAY 18TH



**PEPSI**  
Uncle Drew | Chapter 1 | Pepsi Max

**2012**  
OCTOBER 14TH



**RED BULL**  
Stratos jump

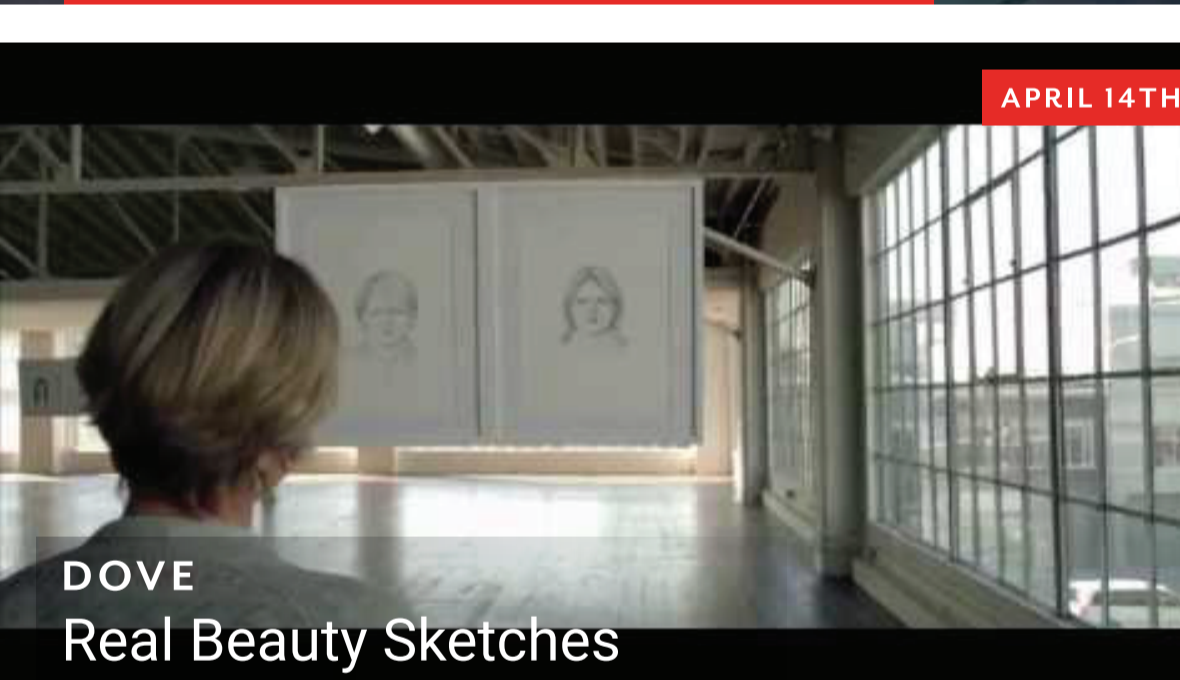
At its peak, people were watching more than 8 million concurrent live streams of Felix Baumgartner's world record-setting jump from the stratosphere.

**2013**  
MARCH 12TH



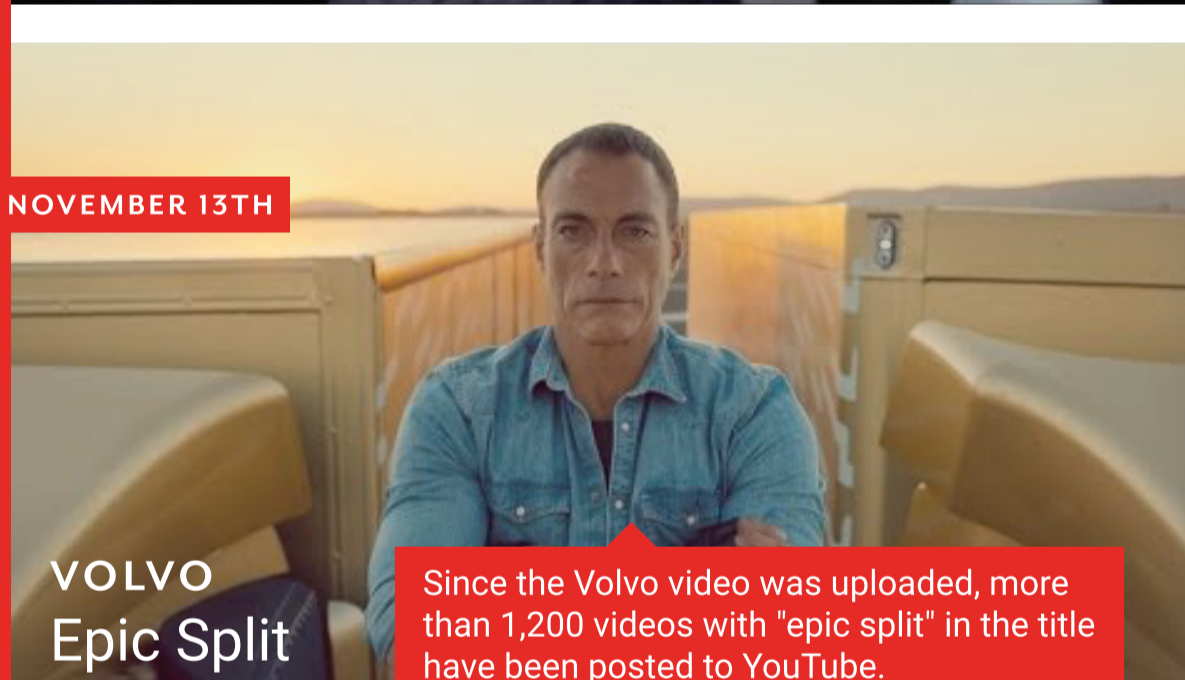
**PEPSI**  
Test Drive

**2013**  
APRIL 14TH



**DOVE**  
Real Beauty Sketches

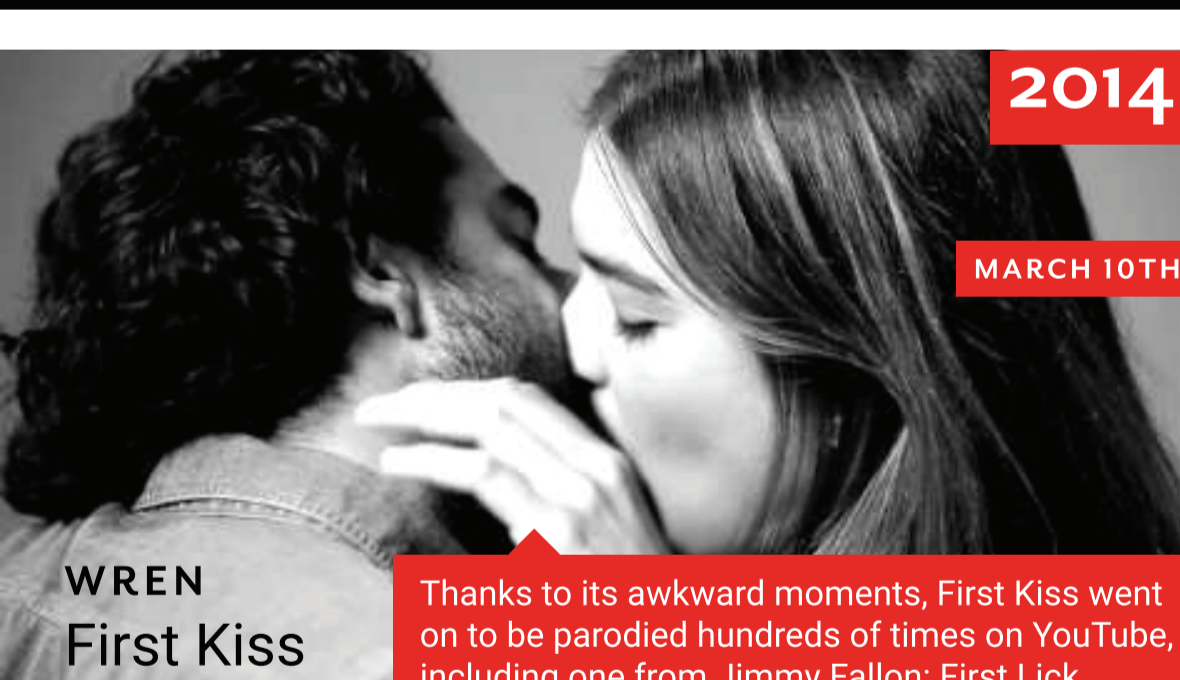
**2013**  
NOVEMBER 13TH



**VOLVO**  
Epic Split

Since the Volvo video was uploaded, more than 1,200 videos with "epic split" in the title have been posted to YouTube.

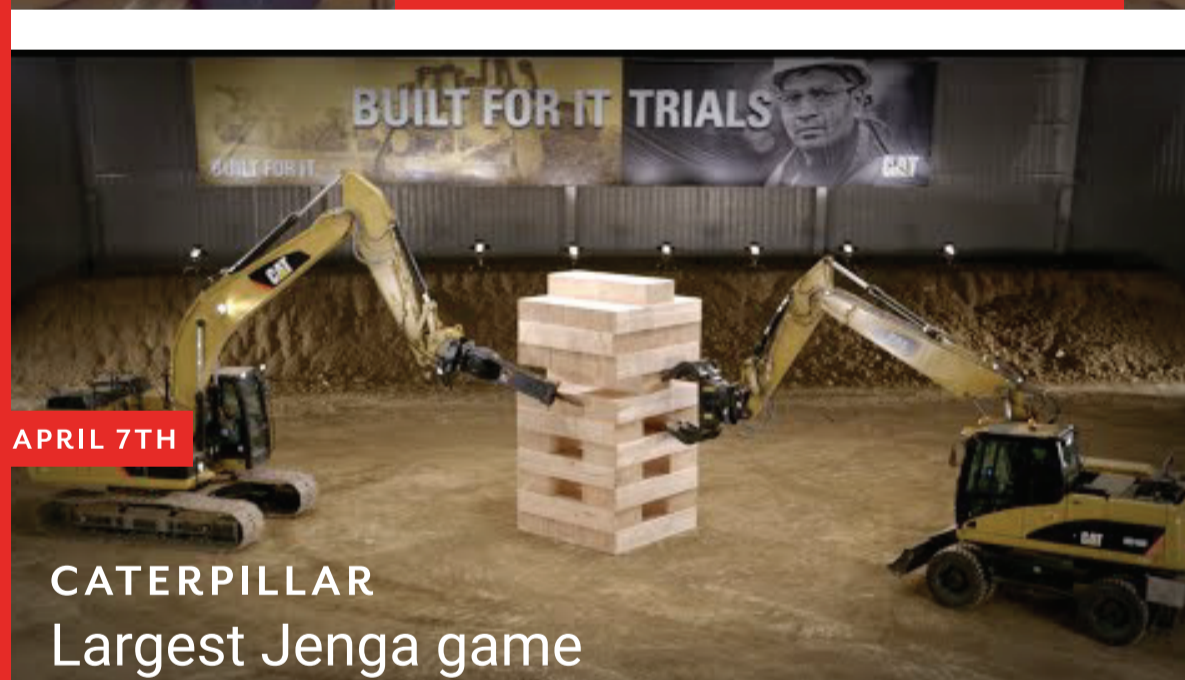
**2014**  
MARCH 10TH



**WREN**  
First Kiss

Thanks to its awkward moments, First Kiss went on to be parodied hundreds of times on YouTube, including one from Jimmy Fallon: First Lick.

**2014**  
APRIL 7TH



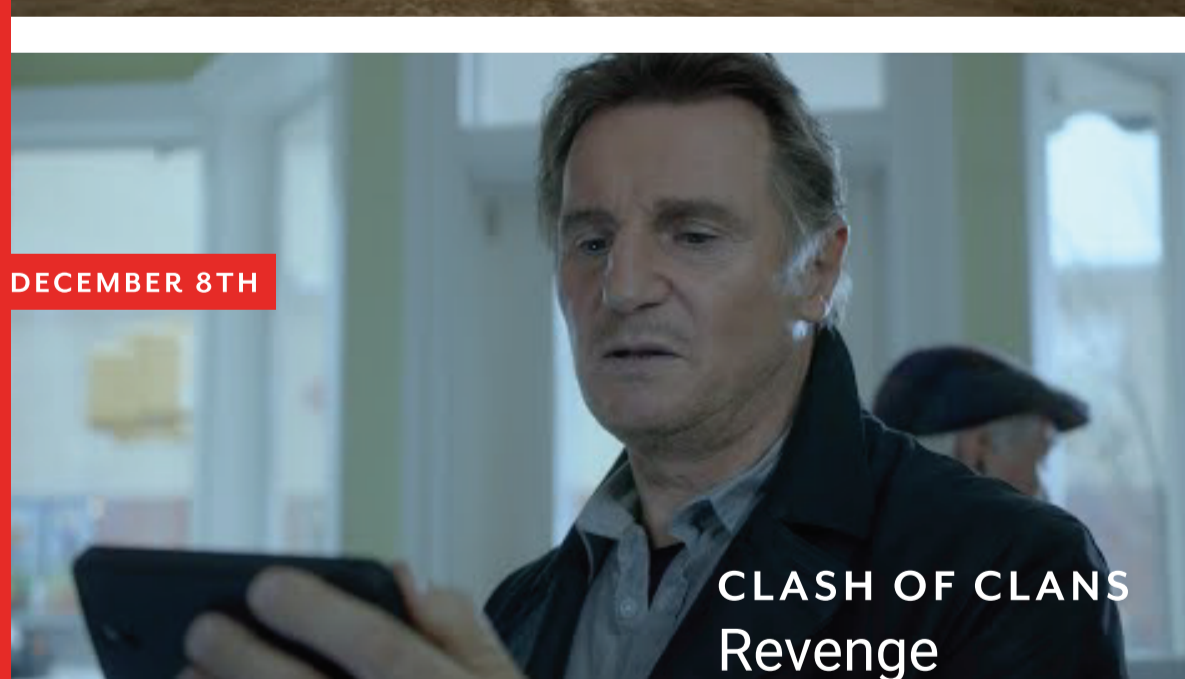
**CATERPILLAR**  
Largest Jenga game

**2014**  
JUNE 26TH



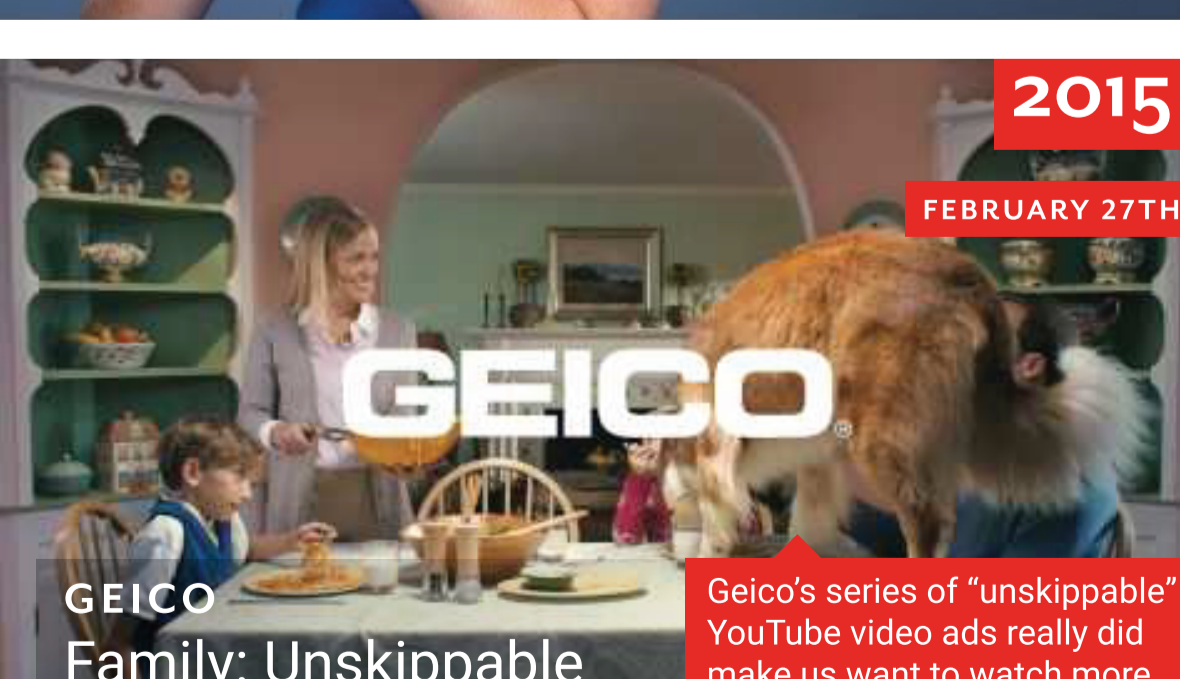
**ALWAYS**  
#LikeAGirl

**2014**  
DECEMBER 8TH



**CLASH OF CLANS**  
Revenge

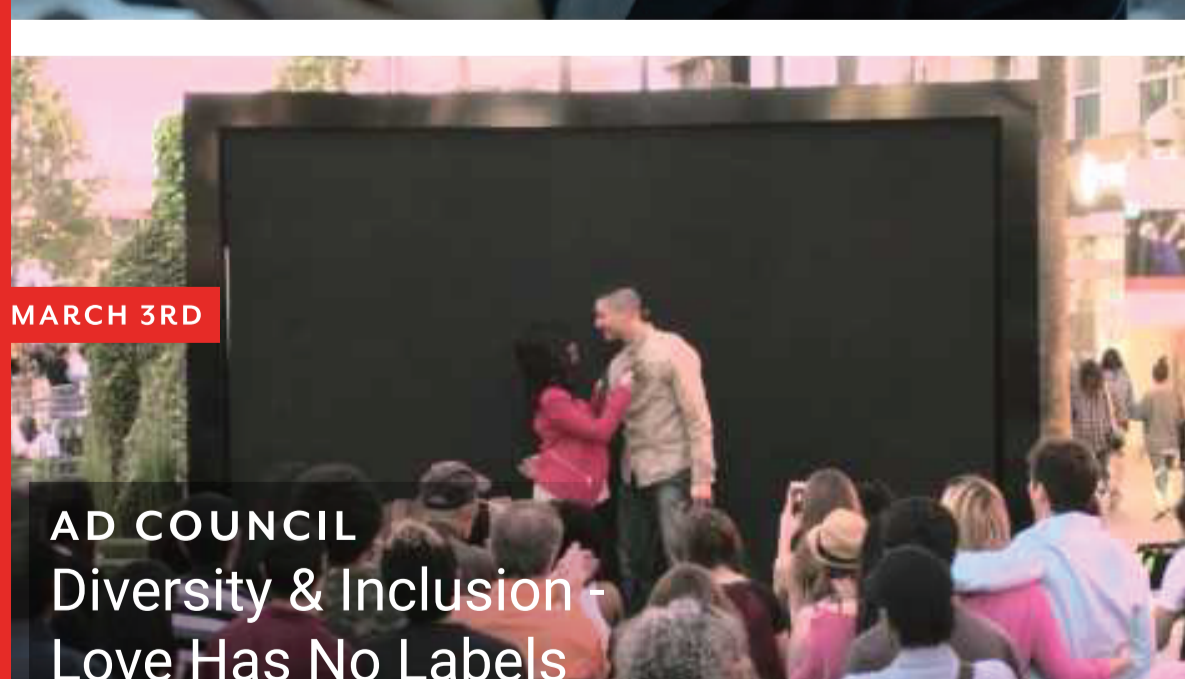
**2015**  
FEBRUARY 27TH



**GEICO**  
Family: Unskippable

Geico's series of "unskippable" YouTube video ads really did make us want to watch more.

**2015**  
MARCH 3RD



**AD COUNCIL**  
Diversity & Inclusion - Love Has No Labels

This list was created from our YouTube Ads Leaderboard, which recognizes some of the top trending ads on YouTube by looking at factors like watchtime and engagement.