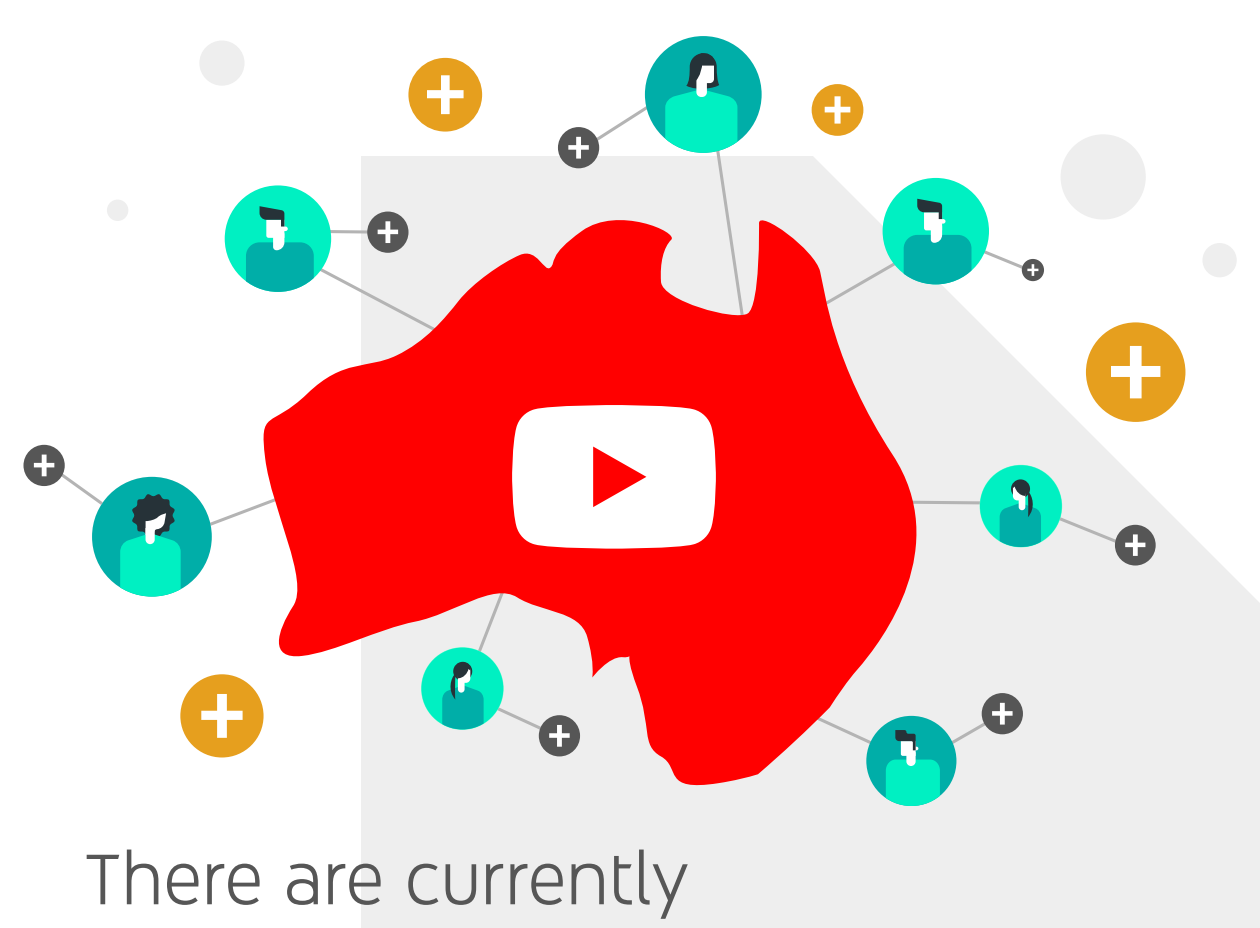


HOW TO Select the right YouTube creator FOR YOUR CAMPAIGN

Brands that partner with YouTube creators can unlock attentive, loyal audiences and, more importantly, endless creative potential. These three questions will help you select the creator who will drive the greatest results for your brand.

More and more [Aussies are connecting with YouTube content and creators](#), and for good reason: YouTube creators understand how to reach audiences organically and authentically. That's why today's leading brands are partnering with the creators their audiences love, allowing them to reach large swaths of highly engaged consumers.

Below are three important things to consider before selecting a YouTube creator to work with your brand.



There are currently

**65 Aussie YouTubers
with +1M subscribers.**

Who is the creator connecting with?

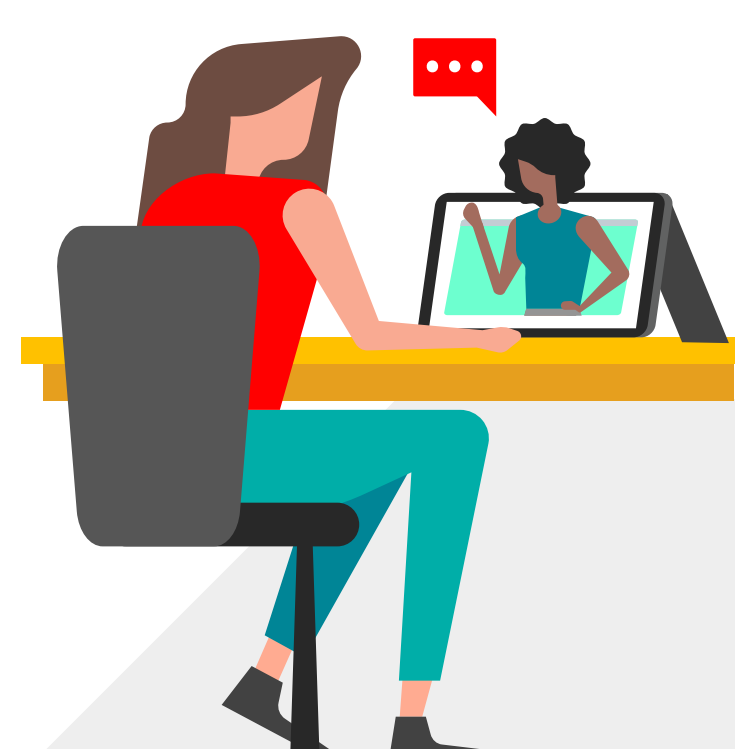
Is the creator's audience aligned with the consumers you're aiming to reach? Leverage [YouTube analytics](#) to ensure alignment across demographics such as geography, age, and gender.

YouTube creators capture the attention of unique, engaged audiences around the globe. In fact, there are currently 65 Aussie YouTubers with more than 1M subscribers. From foodies and parents to gamers and beauty enthusiasts, creators connect with—and create content for—both [broad groups and niche communities](#).

What does the creator (and their audience) care about?

How frequently does the creator collaborate with brands? What types of brands do they partner with? Have they worked with any of your competitors? [Today's audiences are savvy](#), so ensure the creator is transparent about their sponsorships before creating content together.

[YouTube creators provide an authentic voice for brands](#). Among Australians who watch or subscribe to YouTube creators, 52% would follow advice on what to buy from their favourite YouTuber over their favourite TV or movie personality.¹ Creators can also help brands achieve higher brand level objectives beyond just promoting a product, including communicating a shared purpose.



**52% of Aussies*
would follow
advice on what
to buy from their
favourite YouTuber.**

*Who watch or subscribe to YouTube creators



**71% of Aussies* say
YouTubers change
and shape culture.**

*Who watch or subscribe to YouTube creators

What skills does the creator bring to the table?

What's the best way to collaborate with a creator? Work with creators to plan and produce content, but allow them the freedom to be the creative powerhouses they are. They understand how to engage audiences and create compelling content, so let them!

Aussie creators like [Wengie](#) and [L-FRESH The LION](#) inspire viewers with a wide range of self-produced content—from life hack videos and step-by-step tutorials to music videos and making-of documentaries. And they're making a real impact: Among Australians who watch or subscribe to YouTube creators, 71% say YouTubers change and shape culture.¹

Source:

1. Google/Ipsps, "Australian Video Landscape," August 2016, Australia, n=231 who watch or subscribe to YouTube creators.