

The Record-Breaking Love Affair Between evian® and YouTube



About evian®

- www.evian.com
- Évian-les-Bains, France
- Part of the international Danone Group, "bringing health through food to as many people as possible"
- The evian® Channel: <http://www.youtube.com/user/EvianBabies>

Goals

- Transcend the success of previous evian® YouTube and digital campaigns
- Create a worldwide cultural phenomenon of brand love where viewers of content feel it's theirs to play with and share
- Influence global awareness and sales significantly

Approach

- Make an extremely creative, high-quality, engaging YouTube video
- Place the video at the heart of a global digital campaign and take advantage of synergy with TV
- Use TrueView to target and engage with the right audience and Analytics to fine-tune the media plan in real time

Results

- 20 million views in two days, 100 million after 10 weeks, one third of views from mobile, 6.9 million shares
- The campaign app, which allowed people to 'babify' faces, generated 25 million baby pictures
- Won Silver and Bronze in the Film category, Silver in the Film Craft category, and Gold in the Outdoor category at the 2013 Cannes Lions International Festival of Creativity



Baby&Me, the latest "evian® Babies" video from the world-famous mineral water brand, has become a runaway YouTube success.

Inspired by the "Live Young" message from evian®, the brief for *Baby&Me* was to stay true to brand DNA and build on the success of the company's two previous YouTube hits. It surpassed all expectations.

Twenty million people watched *Baby&Me* in just two days. It had over 100 million views across various platforms in only 10 weeks, the same number the first *Roller Babies* film achieved in an entire year in 2009. Also, evian® saw a significant increase in market share in its top markets, including the US, UK, France and Germany. The brand also enjoyed outstanding PR coverage.

How did the love affair between evian® and YouTube begin and what continues to drive it?

"You know your brand is a 'love brand' when people own it, share it and get creative with it."

— Laurent Houel, Global evian® Brand Director at Danone.

Rewind to 2009

Back in 2009, evian® faced a challenge. The company wanted to run the first truly global campaign across 143 countries but only had enough budget to use TV in a few of them.

YouTube was the solution. Moving away from a TV-focused model that was based around 30-second ads, evian® designed the *Roller Babies* campaign with YouTube in mind. In doing so, it took advantage of the best of digital—a global reach, precise targeting and creative freedom. Since its first video became a YouTube hit, evian® has repeatedly succeeded in engaging with users who are much more than just viewers. The company has been winning fans who interact with what they watch, sharing and parodying content, enabling the brand to deepen its relationship with its audience.

But this also constantly challenges evian® to make videos that YouTube viewers will actively want to engage with. As Laurent Houel, Global evian® Brand Director at Danone, notes, "It's not advertising, it's entertainment."

"The beautiful thing about YouTube is that the engagement that is coming out of it has nothing to do with a forced message. This is why TrueView is probably the best way to advertise on the web."

— Michael Aidan, VP Marketing Danone Waters (CMO) & Head of Digital at Danone.



The great news is that YouTube opens up an exciting new creative platform, allowing evian® to tell stories and encouraging audience engagement in a way that transcends conventional TV advertising. This is precisely what evian® has done with enormous success. And the TrueView feature has played a huge part in the success story.

About TrueView in-stream

In-stream ads play like a TV-style ad before or during another video from a YouTube partner. Viewers see five seconds of the video and then can keep watching or skip it.

TrueView allows YouTube users to choose

TrueView video ads are a family of ad formats available across all devices. They run at the start of YouTube videos and allow viewers to opt out after five seconds or to watch an ad in full. Advertisers only have to pay each time a viewer chooses to continue watching their videos.

With TrueView, people have the freedom to only watch ads they find interesting. So ads by evian® reach people already primed to hear its message. Also, YouTube Analytics enabled evian® to track and optimize the performance of its ads. A single global video, managed centrally, allowed evian® to be agile and to fine-tune and perform real-time adjustments. evian® could accelerate views where needed and trigger additional organic views.

Now, as Michael Aidan, VP Marketing Danone Waters (CMO) & Head of Digital at Danone, says, "The beautiful thing about YouTube is that the engagement coming out of it has nothing to do with a forced message. I click to watch videos because I want to. I share videos because I like them. We're now into permission marketing and what YouTube enables us to do is actually to make great content available to everyone and allow people to choose whether they want to see it or not, which is why TrueView is probably the best way to advertise on the web."

Sharing the love

Hilarious dancing, catchy music and spectacular special effects have all contributed to *Baby&Me's* astonishing popularity, triggering a powerful emotional engagement with the film. Since its debut, a remarkable 334 copycat versions have appeared and more than 6.9 million viewers have shared the video on social networks.

For Michael Aidan, this is the real achievement of the campaign: going "one step further than simply having great content ... It's the capacity people have to actually own content and add their own perceptions. So it's not just the millions of direct views of a video like *Baby&Me* but also those cases where people have changed music or images and added something else that adds up to success."

Baby&Me has set the bar high, but there's still more to come—watch this space to see what the evian® babies do next!

