

The Playbook

Essential strategies for connecting with today's viewers

Primetime just got personal

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Spotlights on eight of YouTube's most compelling creators

Forget chasing traditional primetime. To attract viewers, follow their passions.

OK, confession time. It took me a while to "get" YouTube. Back in the day, I was always more of a scripted TV kind of girl. When I first joined the company, I used to have a set time on my calendar to "watch YouTube." I started with TED Talks and "Late Night" shows and ultimately discovered creators and channels like Margues Brownlee and Postmodern Jukebox. I even get to go back to my scripted roots sometimes with "Cobra Kai." That's MY primetime.

For my sons, I read that it's important for boys to get their energy out before school, so I was looking for something we could do all together, indoors, in the morning. After trying a few different yoga instructors on YouTube, we discovered and fell in love with Yoga With Adriene. We block the time with her, we look forward to it, and now that's OUR primetime.

My husband loves sports highlights, funny sports clips, and behind-the-scenes stories about players and events. He watches in the afternoon or evening, on his commute, or after the kids are in bed. That's HIS primetime.

Video for any state of mind

My family and I are not alone. Creating "personal primetimes" is what the 1.9 billion people who go to YouTube every month do.1 They watch in moments that make sense for them and to get a wide variety of needs met. They create highly engaged sessions "across dayparts, content types, and screens."2 It's now viewers, not networks, who are the gatekeepers for what's considered popular programming.

We recently conducted an expansive study with Omnicom Media Group to dig into this boom of digital video viewership. We found that what's most important

to viewers, and what keeps them engaged, is whether content resonates on a personal level and meets their needs in the moment. You might expect that to be the case. What may surprise you is the degree to which this is true, especially relative to other traditional content considerations. The study found that when people decide what content to watch, relating to their passions is 3X more important than whether it features famous actors, and 1.6X more important than whether it has high production value.3

The power of passion

of consumers say they don't

know how they would get

through life without being

able to watch videos.3

Personal relevance is everything. By democratizing people's ability to broadcast themselves,

YouTube is able to meet the need of any particular interest or state of mind

- from organizational hacks and specialized cooking tutorials to news clips and sports highlights to Will Smith's live birthday bungee jump all available 24 hours a day.

Traditional primetime meant popularity. Personal primetime means passion. Both

capture attention. But personal primetime doesn't just attract attention — it influences, and that's another kind of viewership entirely, with profound implications. For brands, this means an opportunity to not only reach attentive audiences at scale, it means a new kind of association, one with greater clout and impact.

We're here to help you navigate the new ways audiences watch, and deepen your connections with them to build your brand and your business. In the following pages, you'll hear perspectives from your peers, learn from brands finding success through online video, and meet some of the creators driving fan engagement. Welcome to The Playbook.

Tara Walpert Lg Tara Walpert Levy

VP, Agency and Brand Solutions, Google





This

is

my

YouTube

We asked six of the advertising industry's most influential leaders what everyone should know about online video.



Crystal Rix CHIEF STRATEGY OFFICER AT BBDO NY

YouTube lets us have a constant drumbeat and interaction with audiences. Now it's not just a matter of when they sit down to watch TV, it's any time they reach for their phone. So we can reach people on their commute, in the three o'clock slump, or at social events.

Video allows us to tailor content.
We understand our audiences better than ever before. Before, we used to interrupt them and tell them what we wanted them to know. But now we can make all of the content more contextually relevant, and ultimately more meaningful to them.

Over time we've seen that YouTube is a real platform for quality content. Quality can be subjective, it doesn't necessarily mean big budget. Take the Tiny Desk concert series that NPR creates for YouTube: The quality is high, but with low production, low fuss.

I'm most proud of the video work we did for Barbie. It was long form, about two and a half minutes, and it was built primarily for YouTube, with no television in the plan. We knew that our target consumers were spending lots of time looking for how-tos on YouTube, so we thought, "Why not go to where they are?" By engaging with them on an authentic platform, our message that girls have to use their imaginations in order to reach their full potential was taken with more sincerity.

This is my YouTube 07 / 28 **YouTub**



Steven Bartlett CEO AT SOCIAL CHAIN GROUP

Today, we expect to have things when we want them, on our terms, and with **very little friction.** So the way that we consume video has moved from sitting down at 7 p.m. to watch my favorite show, to now watching wherever I want, on my own terms. YouTube has been key to that shift because episodic content was previously only owned by the box in the corner of the living room. Now it's owned by everybody.

To stop me from skipping, ads have to be relevant. If an ad understands me and the things I'm interested in, it increases the probability of me being engaged and continuing to watch. But it also needs to feel real and authentic to succeed on a platform that's built on real, authentic content.

Attention is like energy: It's not destroyed, it just moves from one place to another. It's a myth that people no longer consume long-form content. We live in a world now where the TV or the screen in front of us might be the third or fourth screen, so in order for it to hold our attention, the demands for content are higher than ever.

YouTube has helped to explain the world to me on a personal level.

It's helped me fix my computer, it's helped me understand what Brexit means, it's helped me understand love and emotions and families, and everything in between. It's a place that I come to learn.







CEO NORTH AMERICA AT GROUPM

The industry spent a lot of time chasing sugar fixes. Quick likes, quick views, quick reach, but without the substance and engagement that follows through. While YouTube is still a mass distribution platform for getting high-quality video advertising content out there at scale, it's also unique, as it drives deeper engagement through a more relevant advertising experience.

In the old world of television advertising you had traditional dayparts, but they really don't matter anymore. Now we have the opportunity to get deep engagement at all times of the day, on multiple platforms.

If you want engagement and attention, YouTube is a compelling offer to advertisers. If we look at the creators, they have to earn and win your attention with the content that they create. And then, thanks to TrueView — which, frankly, is one of the best ad products that's ever been — the advertiser has to earn your attention too. So it's the perfect contract between creator, advertiser, and consumer, where we earn attention based on our merits, on our ability to engage and excite the audience.

YouTube allows for personalization at scale. Increasingly, marketers have come to understand the power of reach and relevancy, and through personalization, those two things can come together to create a real multiplier effect for marketer performance.

When advertising on YouTube, it's important to capture consumers quickly. You have to put yourself adjacent to content that's relevant for them, and you have to grab their attention out of the gate. The way we used to think about traditional television advertising is you would slowly build to a place at the end of a 30-second commercial where you would grab them and pay it off. On YouTube, you go from zero to 60 pretty quickly and you have to keep and hold their attention.

YouTube is full of high-quality content, made by wonderful **creators.** As a platform, it serves a lot of passions and interests that people can't find anywhere else.

The last things I searched for on YouTube? How to tie a bow tie and how to perfect my kettlebell swings. Without YouTube, there would be fewer things that really lighten and brighten my day. I love the ability to have a laugh or be entertained or amused in bed at morning and night or in a taxi on the way to work.

"YouTube serves a lot of passions and interests that people can't find anywhere else"

This is my YouTube



Brandon Pierce GROUP CREATIVE DIRECTOR AT DROGAS

We all have an always-on mentality now.

Primetime isn't about premieres, it's 24/7. So if you really understand where your audience is going to be at a certain time, you can use that to your advantage. If they're at a concert, is there something you can do as soon as the concert ends to feed in content that we want them to enjoy?

YouTube allows celebrities to connect to fans in new ways. Fans want more than what is happening on the silver screen. They want to know, "What's Will Smith doing for his birthday this weekend?" and now they can find that. It's about really letting people into their lives a bit more, getting an even deeper connection with your audience.

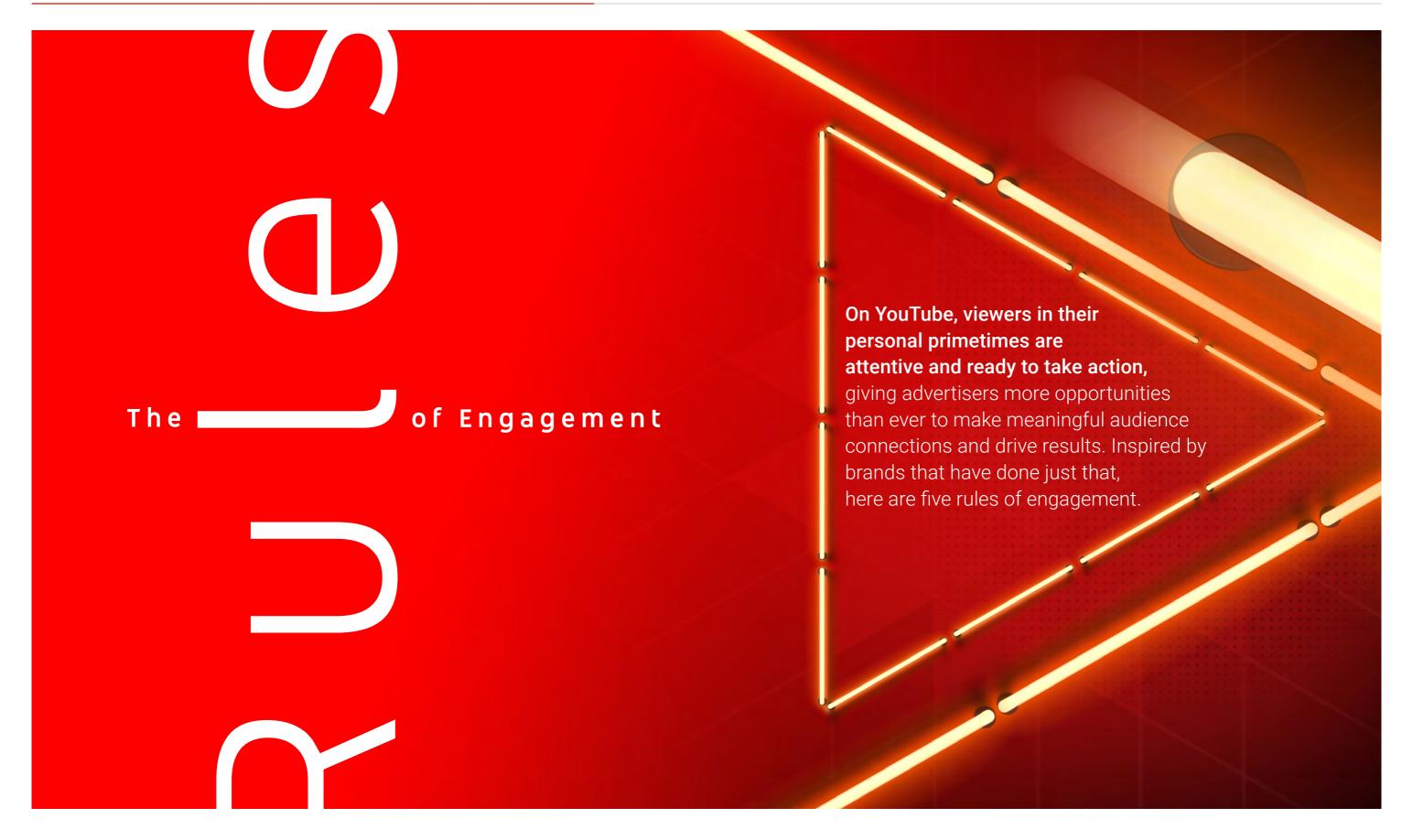
The data we get from YouTube is really powerful. If we find that people are dropping off at the four-second mark, we can integrate that into our concept to re-engage them.

There's been an increase in the quality of content on YouTube. People are starting to understand what it means to tell a story in an engaging way. You need to create stuff that's not only visually beautiful and stimulating but also intellectually stimulating, where you're learning something or laughing or being enlightened.

YouTube is incredible for discovering upand-coming directors. There are so many amazing aspiring creatives who can bring a fresh perspective to what we're doing as far as marketing for brands is concerned.

I'm most proud of the Nike work I did for YouTube at Wieden+Kennedy. We did a short six-minute film launch with Kobe Bryant, directed by Robert Rodriguez. YouTube played a huge part in that project: It's where the film premiered, and it's where the majority of the views came from.





Capture to ads when shown on platforms with full sigh Immediate ATTENTION

Although attention spans aren't necessarily shorter today, people are choosing what they want to give their attention to faster. They're ready to skip, scroll, or fast-forward if something doesn't grab them right away.

Creating audiovisually rich content is key to creating that stopping power: A staggering 2.4X more attention is paid to ads when shown on platforms with full sight, sound, and motion.4 With content that surprises and intrigues early, brands have the opportunity to plunge the viewer straight into the action, getting them to stop and engage, instead of skip.



CASE STUDY: Converse

"I mean, who do you think Chuck Taylor is?" With this simple question, asked in a casual setting, "Stranger Things" star Millie Bobby Brown intrigued viewers enough to keep them watching – by the millions. The ad featured the sole of her iconic Converse shoe reflected in a makeup mirror from the jump and was one of the most popular ads on YouTube in 2018, educating countless fans on the little-known history behind the brand.

RUIF Nº2

Be Truly HELPFUL

Viewers come to YouTube throughout the day to get a huge variety of needs met in the moment, particularly to get their questions answered whether they want to learn how to tie a tie, speak another language, or make a purchase. Over the past year, watchtime for YouTube videos on "which product to buy" has doubled.5

Helpful content can answer their questions, spark an idea, or make taking action easy. And if you can teach and inspire audiences, they won't just watch, they'll become loyal, long-term advocates of your brand.



CASE STUDY: IKEA

For many Americans, the biggest hurdle in home decor is knowing how to combine furniture purchases in a way that works. To lend a hand, IKEA sent a squad of store staff on a home makeover tour, leaving them to shoot and produce their own video series on the way. The IKEA Home Tour series now features over 100 pieces of content, racking up millions of views, and offers the kind of content that YouTube viewers love: focused inspiration and advice for common situations, perfectly tying IKEA to the idea of affordable and beautiful home improvement.

RULE Nº3

Relate, Relate, RELATE

Understanding your audience is table stakes. But new research shows being relevant to people's personal interests is perhaps the most important thing your content and ads can be. When people are deciding what to watch, relating to their passions is 3X more important than whether content features famous actors and 1.6X more important than whether it has high production quality.3

With your Google rep, make the most of tools that can help you gain deeper insight into your audiences. When you can frame your brand in the context of things people care about, or even take a stand on a culturally relevant topic that's authentic to your brand, it drives results: 78% of people say personally relevant content increases their purchase intent for a brand's products and services.6



CASE STUDY: U.S. Navy

content has high

The U.S. Navy assumed its best recruits liked military missions and hardware. Google and YouTube data revealed that the Navy's ideal recruits are actually passionate about self-improvement hobbies like cooking, martial arts, bodybuilding, and rock climbing. Based on this insight, the team created multiple YouTube ads featuring the various career options

available. Each ad was tailored to viewers' interests and sequenced so prospects saw diverse, relevant opportunities. People who saw the ad were 20% more likely to consider mportant than whether joining the U.S. Navy, beating all U.S. Government benchmarks.

The Rules of Engagement

RULE Nº 4

Lean Into YouTube CREATORS

Video is a unique and immersive way for influencers to build relationships with people. On YouTube, creators can break the fourth wall, listen and have a two-way dialogue with their fans, and build relationships based on their personalities. More viewers than ever are becoming loyal fans: Year over year, the number of YouTube users who follow creators and engage with their channels every day grew by a massive 70%.

Collaborating with creators is a high-impact way to reach engaged audiences, but you can also reach customers through the creators they love by simply serving ads on relevant channels. Turn the page now to get to know some of our most loved creators.

number of YouTube

users who follow and engage with creator



CASE STUDY: Clorox brand Brita

Let creators work. That's the message from Clorox brand Brita, which paired up NBA superstar Steph Curry with YouTube creator KingBach, then left them to create their own video explaining the benefits of the Brita Stream to a young audience. The result? A hilarious, catchy, and surprisingly heartwarming video that generated over two million views and led to a 2,000% lift in mobile searches.



RULE Nº 5

50% 4of shoppers say online
video has helped them
decide which brand or
product to buy.9

Encourage ACTION

In their moments of personal primetime, viewers are primed to take action. Not only are they in lean-forward mode — which means they're 1.5X more likely to pay attention than when in lean-back mode⁸ — they're also turning to YouTube to get things done. Over half of shoppers say online video has helped them decide which specific brand or product to buy.⁹

Strong creative that has an enticing call to action and makes it easy to take the next step, like visiting a website or making a purchase, allows your videos to both build your brand and drive business results.



CASE STUDY: Yoox Net-A-Porter

Yoox Net-A-Porter created a series of 25-second videos offering products that its audience couldn't get elsewhere. To drive urgency, the company used a creative hook: If the viewer didn't click on the deal, it was gone forever. The campaign drove an average view-through rate 23% higher than the category average, as well as moving significant direct sales for the business during a critical holiday season.

Meet the Creators

Meet the Creators

As viewers increasingly seek out relatable content on their own terms, YouTube creators are attracting audiences in the millions.

Here are eight you need to know.

ANDREW REA ON CRACKING THE CODE TO GETTING MILLENNIALS COOKING

Food-meets-pop-culture channel Binging with Babish began with a simple question: What would TV's most memorable dishes actually taste like? Hundreds of videos later, Andrew Rea is still cooking up a storm.

Who is the typical Binging with Babish fan? People from all different walks of life, in all different stages of their cooking journey, whether it's a career or they're just learning to cook for friends and family. The common thread is that they love food and they love to cook.

How has YouTube changed the media environment?

YouTube has democratized the ability to express yourself, and with that has come an outpouring of creativity. Ten years ago, if you were under 25 you might have watched YouTube as a novelty. Now if you're under 25, all you watch is YouTube. There's unlimited access to an impossible amount of niche and broadly identifiable content, and that's irrevocably changed the way that people are consuming content.

What do you watch on YouTube?
I watch tons of cooking content like
Chef John, Food Wishes, Bon Appétit,
and Brad Leone, who has a hilarious
show. You Suck At Cooking is a wonderful,
existential comedic cooking show, it's
very strange and beautiful.

How has your channel grown?

I got so many requests to have an instruction series where I could just make whatever I want and not be constrained by foods from fiction, that I started Basics with Babish, a show for people who want basic kitchen technique. I recently started Binging con Babish, the Spanish language channel, and we're now making Being with Babish, out later this year.



Channel: BINGING WITH BABISH | Subscribers: 3.8 M+

Meet the Creators



SCOTT BRADLEE ON HITTING THE RIGHT NOTES FOR A NEW GENERATION OF MUSIC FANS

Jazz pianist Scott Bradlee started his channel by shooting old-school covers of modern classics in his basement apartment. Now he's touring the world and collaborating on global ad campaigns.

Who is the typical Postmodern Jukebox fan?

Oh, it's so wide. Our audience ranges from people that love Miley Cyrus to people that grew up in the time of Glenn Miller. We have people that are 90 years old, as well as people that are nine.

What kind of fan interactions have you had?

People write to me and tell me that because of my videos, they decided to take up saxophone or take vocal lessons. When I was a kid I was the only one in my school that was into old jazz, now there's a whole community out there inspired by Postmodern Jukebox.

What do you watch on YouTube?

I couldn't live without tutorials. There's a tutorial for everything on YouTube and it's amazing because I remember so many times trying to learn how to do something by myself and failing miserably. But now with YouTube, you can just search for anything.

CASSEY HO ON MAKING FITNESS FLEXIBLE FOR STAY-AT-HOME EXERCISERS

By blending Pilates with pop music, Cassey Ho's energizing Blogilates channel has brought fitness and fun to an at-home audience of millions.

Who is the typical Blogilates fan?

People of all colors, shapes, and sizes watch Blogilates, which I think is very important, because they see that you don't have to look a certain way or have six-pack abs. A lot of the girls who start out doing my videos are afraid to go to the gym because they're self-conscious, but by doing Blogilates videos at home they start to build confidence.

How has YouTube helped you build up a dedicated community of fans?

Because YouTube allows for longer-form content, I'm able to teach a real, full-length class, and my fans aren't just watching. We suffer together, we sweat together, and I feel like I'm not able to do that on other platforms because they're so short-form or people don't even turn on the sound. For fitness you need that sound, you need the encouragement.

Do you have a favorite video?

People were leaving me really mean comments and I had the idea to take all those comments and create a video, "The Perfect Body," photoshopping myself to look how they want me to look. I created the video really as therapy for myself, and when I put it up, it went super-viral. I think it was because it's one of the first times people saw someone so vocal about the pressures of beauty standards in society.





MAROUES BROWNLEE IS PUTTING A FRESH SPIN ON TECH REVIEWS

Marques Brownlee's gadget-heavy channel is one of YouTube's most popular tech destinations - with everyone from tech newbies to NBA stars checking in for advice on iPhones, ultra-thin TVs, and self-driving cars.

Who is the typical Marques Brownlee fan? My viewers are really into tech, gadgets, and figuring out what the bleeding edge is all about. There are also people who are finding my stuff via search: "What is a self-driving car?", "What's special about the new iPad?" A couple of NBA players have actually reached out to me directly, wanting to know which phone is best for them.

Has there been a shift in how YouTube creators are seen?

We're being taken more seriously both inside and outside of tech. because the pure scale of the audience we reach and our influence is hard to ignore. We're now seeing tech YouTube creators being invited to press events alongside traditional journalists.

Do you think the way we watch content is changing?

A lot of people have flexible schedules but they're also really busy, so the difference between TV and on-demand content that you can watch whenever you have the time is huge. Content can also be more personal and authentic if you're getting it from one person or a creator that you trust. I still have cable for the occasional live sports moment, but other than that, it's all online.

Channel: MKBHD | Subscribers: 7.9M+





KATE ALBRECHT & JOEY ZEHR OF MR. KATE

ON MAKING DIY ACCESSIBLE

For millennials, DIY can be daunting - but with \$300 room refits and their Breaking Beige makeover series, this husband-and-wife team have used YouTube to make home improvement both accessible and fun.

How has YouTube changed the entertainment landscape?

Joey Zehr: This new industry has fundamentally shifted how entertainment works. Now we're able to use the inexpensive technology to produce the same level of content that in previous years studios had to do, and we're able to distribute directly to our audience.

How much interaction do you have with your fans?

Kate Albrecht: Daily! We are constantly using our audience as a resource for information and clues to what other content to create. There's a direct line that's so valuable to us. We've come to develop a real trust with them, and them with us.

What are the benefits of YouTube for a brand?

JZ: You can invest in more engaging content, and people watch with their screens in their faces. They're interacting, they're touching, they're not distracted.

COYOTE PETERSON

ON BRINGING NATURE TO LIFE FOR A DIVERSE AUDIENCE

Naturalist Coyote Peterson has been stung, bitten, and clawed multiple times for his passion: educating animal lovers about nature and conservation on the Brave Wilderness channel.

Who is the typical Brave Wilderness fan?

We're for people from three to 93. I always find it interesting when I meet older fans, like an old weather photographer or a retired naturalist, because it's really cool to see how YouTube has saturated such a wide range of viewers.

What are you most proud of?

There are a number of people who've said, "Because I watched your content, I'm now going to school to become a wildlife biologist or conservationist." That ability to inspire someone is the biggest reward.

Why is YouTube such a powerful platform for you?

I think YouTube is the greatest place to reach the widest audience possible. Everyone absorbs content from YouTube, I don't care how old you are. And the flexibility makes it really appealing, you don't have to fit a time block. If your video's five minutes, cool. If it's 55 minutes, that's also cool. It's designed for the user, and you can pick your own adventure based on the time you have.



Meet the Creators 25 / 28 ▶ YouTube



SAFIYA NYGAARD

IS REFLECTING CONSUMER
CURIOSITY WITH A NEW
TAKE ON BEAUTY

From makeup mash-ups to style experiments, Safiya Nygaard's weird and wonderful fashion and beauty videos have earned her a dedicated army of fans.

How has your channel evolved?

I came into this making videos I thought I would want to watch, and I think the audience has generally reflected that. I am interested in the why and the how: "Why is this a trend? Where does it come from?" I think there is that curiosity in a lot of women out there. What I make is sort of like "Ancient Aliens," but for lipstick.

If you could tell a brand one thing about YouTube, what would it be?

There are a lot of creators who are working really hard to make YouTube just as good, if not better, than traditional media outlets. We have decent cameras and spend hundreds of hours editing each video. When I turn on the TV and I watch a 22-minute medium-budget cable episode, it's not better than YouTube. Maybe "Game of Thrones" is more impressive, but that's about it.

What makes you excited about YouTube over the next five years?

We have a plan of videos through 2020 and beyond. In five years there's going to be an audience base of high school and college kids who've grown up watching only YouTube, so I think there will be even less of a roadblock for a mature audience to be like, "Oh yeah, YouTube's a real thing."

Hear more from these creators at **yt.be/playbook**

Meet the Creators 27 / 28 **YouTube**

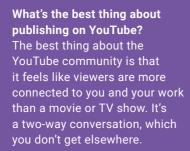


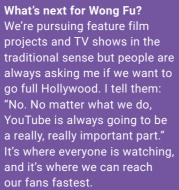
PHILIP WANG ON THE CHANGING FACE



From comedy to drama, short form to long form, mass market to niche when it comes to entertaining audiences, Wong Fu Productions' Philip Wang is a man who wears many hats.









Increase in watchtime



Subscribers: 3.2M+





Channel: WONG FU PRODUCTIONS







- ¹ YouTube Internal Data, Global, 2019.
- ²IAB, "Personal Prime Time," Feb. 2018.
- ³ Google + OMG "Personal Primetime" Study, U.S., n=3,200 respondents, Oct. 2018. ⁴Nielsen Consumer Neuroscience, U.S., Video Ad Cross-Platform Research cor Google. Conducted using eight advertisements, four platforms and 400 participants aged 18-35,
- Nielsen CNS Lab, Boston, 2016. ⁵Google Data, U.S., July 2017–June 2018.
- 6 OneSpot/Marketer Insider Group, "The Personalization Imperative for Content Marketing," U.S., n=1,500, Dec. 2016.
- ⁷YouTube Internal Data, Global, Jan. 2017–2018.
- ⁸ Google/Ipsos, "Video Mobile Diary," U.S., 2017.
- ⁹ Google/Ipsos, "How People Shop with YouTube," U.S., n=2.401, 18-64 who go online at least once per month and have purchased something in the past year, July 2018. ¹⁰ Google Data, U.S., July 2016—June 2018, Classification as "Cooking" videos with "Skills" in the
- title was based on public data such as headlines, tags, etc. and may not account for every such video available on YouTube. 11 YouTube Internal Data, Global, April 2018.
- 12 Google Data, U.S., July 2017-Aug. 2018. 13 Google Data, U.S., Videos with "home renovation" OR "home renovating" in the title, July
- 2017-June 2018.
- 14 Google Data, U.S., 2017-2018.
- ¹⁵ Google Data, Global, Mar 2018. Classification as "beauty tip" videos was based on public data such as headlines, tags, etc. and may not account for every such video available on YouTube

This is my YouTube was shot exclusively for The Playbook by Andrew Eccles.

Scott Bradlee, Cassie Ho, Safiya Nygaard, and Philip Wang were shot exclusively for The Playbook by Scott Witter

Andrew Rea and Marques Brownlee were shot exclusively for The Playbook by **Damien Fry**.

What do you think of this magazine? Let us know at yt.be/playbookfeedback



To discover more about driving engagement through online video, visit

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