



# The Effectiveness Guide

A Guide to Marketing  
Effectively on YouTube



# Have you got their attention?






When it comes to YouTube, the answer is 'yes'. 95% of YouTube ads are viewable, and the same number audible.<sup>1</sup> This perhaps explains why, according to a study by GfK, YouTube and other pure video platforms generate higher audience attention than video on social media. 86% of people in the Middle East and North Africa say they are fully/mostly paying attention on YouTube compared to 69% on average across social platforms.<sup>2</sup>

In a world where people can watch, read or play pretty much whatever they want, whenever they want, on myriad devices, capturing attention is more important than ever. **Turning**

**that attention into action** can be the difference between an average campaign and a highly successful one.

To help you – and your brand – convert attention into action on YouTube, we've put together this guide. While success is never one-size-fits-all, the insights and recommendations in these pages are backed by research, along with case studies from YouTube campaigns. So whether you're looking to drive awareness, consideration, conversion, or full-funnel impact, you'll be able to find tips and guidelines to help deliver measurable results through online video, time and time again.

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# Key Insights

**As a starting point, here are three things we know to be true about the current online video landscape**

## 01

### **Screen time is evolving**

The way we consume video is inevitably changing as smartphones and tablets become central to our everyday lives. Although we may be watching more video overall, broadcast television's share of our total screen-time is set to decline because of competition from online alternatives. According to a GfK study, 71% of 18-34 year olds in Egypt say they watch YouTube more now than a year ago.<sup>3</sup>

## 02

### **YouTube viewers are active, not passive**

Think about how you consume video. It stands to reason that, as a rule, you pay more attention to a video you've actively selected to watch than one you passively consume. Not only are YouTube viewers attentive, they're also more likely to seek out content on the platform that has high utility value to them. According to a GfK study in the Middle East and North Africa, 82% agree that YouTube helps them to find useful tips or to learn how to do something.<sup>4</sup>

## 03


### **Relevance is key**

It's no longer enough to simply know your audience. To cut through, you need to know what people are looking for – and in what context. But how do you know what's of value to an individual? With YouTube, it's possible to use signals from real behaviour elsewhere in Google's ecosystem to better understand your audiences' intent. You can then respond with the right message, creative, and ad format – all essential for an attention-grabbing, successful campaign.

<sup>3</sup> Google/GfK, YouTube, Audience Insights studies, 2017, 23/20 countries, SA n total survey 1=1500 (online population 16-65 years), survey 2= 1500 (YouTube past-3- day users 16-65 years) <sup>4</sup> Flamingo/Tapestry, YouTube Cultural Impact Study, 2017, 16 countries. Base: EG Local Onliners (n= 2,000, each platform rated by those using it monthly or more frequently). Scale of 0-10. Media: TV, Newspaper, Radio, social media, online video platforms.

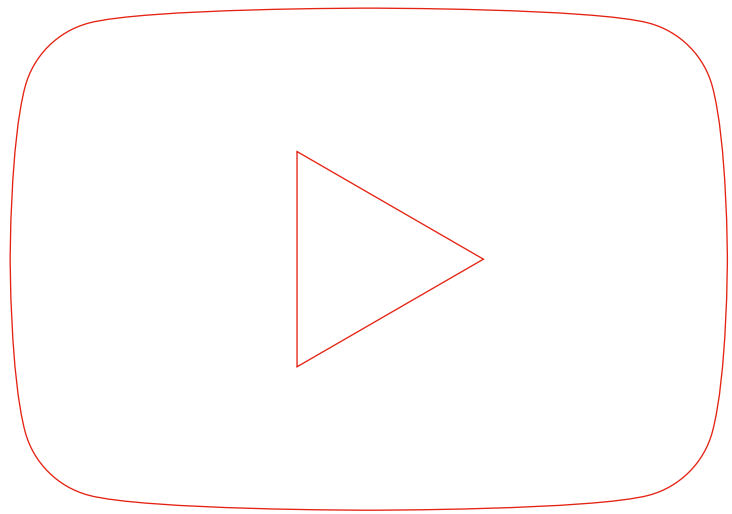


# **Build Awareness & Ad Recall**

Find out how Fattal Hotels were able to rebrand as an international chain by using **Google data to target YouTube ads** on page 9 

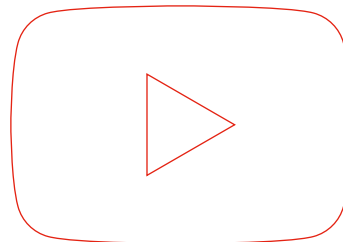
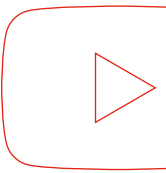


**Over the next few years,  
we expect the power of  
online video to enable  
more than half of humanity  
to learn, share, innovate,  
and participate**



**In a world of seemingly infinite choice, video** remains a highly popular content format, and its reach is still growing. It is estimated that, by 2020, video will account for a staggering 82% of consumer web traffic.<sup>5</sup>

With more than 1.9 billion logged-in global users every month,<sup>6</sup> YouTube is at the heart of this boom. It's a proven platform for reaching a large, engaged audience and driving upper-funnel marketing metrics; in other words, making people aware of your brand, and making them remember it.



**If increasing brand awareness and ad recall are KPIs for your campaign, here are three tips to follow ►**

<sup>5</sup> Cisco Visual Networking Index: Forecast and Methodology, 2016–2021

<sup>6</sup> YouTube Internal Data, Global, June 7, 2018



## #01

TIP

### Go beyond demographic targeting

To ensure that you reach the right audience, it may be worth considering going beyond traditional demographic targeting. Targeting on YouTube is different from other channels because, as part of the broader Google ecosystem, the platform utilises signals from what an individual is searching for and how they behave elsewhere online. These signals enable advertisers to target based on people's likely intent, yielding more efficient results. Campaigns that use intent-based targeting on mobile have 20% higher Ad Recall lift and 50% higher Brand Awareness lift relative to campaigns that only use demographic targeting.<sup>7</sup>



## #02

TIP

### Pull in consumers with sight and sound

A fully immersive video experience is key to driving engagement. Users who see and hear ads experience higher brand awareness, ad recall and consideration than those who only see or only hear them.<sup>8</sup> On YouTube, viewers are primed to watch and listen, and the statistics reflect this; 95% of YouTube ads are audible, and the same number are viewable,<sup>9</sup> compared to just 66% across the rest of the web and apps.<sup>10</sup>

## #03

TIP

### Plan YouTube alongside TV to maximise impact

Avoid the temptation to plan online and broadcast media independently. Research from multiple Ipsos/Google and GfK/Google studies has shown that campaigns combining YouTube and TV placements can improve brand results at the top of the funnel. For instance, when researching skippable ad formats on YouTube, we saw significantly higher ad recall and brand awareness from one exposure on YouTube and one exposure on TV than from two exposures on TV.<sup>11</sup>



<sup>7</sup> Google Brand Lift Targeting Analysis October 2016 -March 2017, Global, Smartphone, numbers shown represent relative difference between additive lifts of intent targeted and demo targeted campaigns, i.e. the former had Brand Awareness lift 1.5x the latter. <sup>8</sup> Google TrueView Brand Lift studies Aug-Sep 2016, Global, data for users with single impression. <sup>9</sup> Google advertising platforms data, Global, September 2018 <sup>10</sup> Google and DoubleClick advertising platforms data, May 2017 <sup>11</sup> Multiple Ipsos/Google and GfK/Google Studies, Global, 2011-2016



# How they did it: brands who drove awareness and ad recall

## UNILEVER

Looking to empower women in the region, **Unilever** capitalized on the growing popularity of creators in the region. Working with four female YouTube creators on four different brands (Dove, Sunsilk, Pond's, Lipton), the team launched a competition. The prize? Become the next big vlogger. Over 4000 entrants created videos for various challenges, until one winner was chosen. In less than 2 months, the campaign received more than 26 million views, 21 million minutes watched, and a 17.5% increase in brand recall for Dove. After the competition, the competition channel became the #1 for the brand globally.

### The takeaway ►

**YouTube Creators can offer new ways to interact with your audience, and allow you to tell your brand story through a trusted source.**

## LEXUS

Having entered the Turkish market in 2016, luxury car brand **Lexus** needed to showcase the high performance and comfort of its vehicles to consumers. The brand created a sleek hero ad, which showed the main character driving, completely relaxed in his Lexus as he drove to give a speech to a tense assembly crowd. This proposition, and segmented targeting of Lexus' key demographic of car lovers and luxury enthusiasts led the campaign to reach 2.7 million people, achieving a 52% increase in Ad recall. During the month of the campaign, Lexus saw with highest monthly sales of the year.

### The takeaway ►

**Use video to bring your product's benefits to life through captivating creative.**

## SUPERDRY

To drive buzz and shake up its approach to a key sales category, jackets, **Superdry** created the 'This Is The Jacket' campaign, tapping into contemporary British music culture. Grime artist Paigey Cakey starred in the hero ad and provided an emotive soundtrack which connected with music lovers. Superdry enjoyed a 164% uplift in jacket sales, and by connecting store location with its YouTube account, was able to track the online to offline conversion rate.

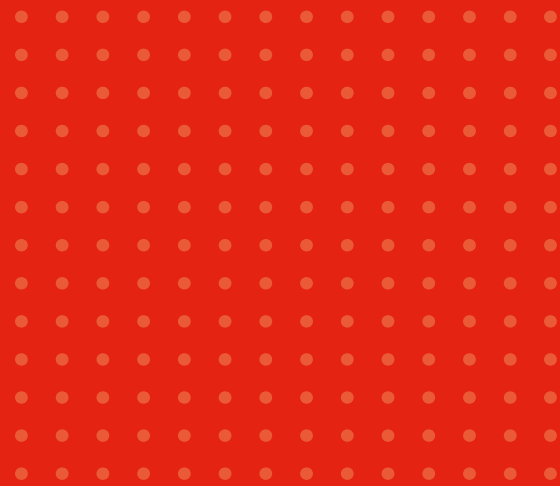
### The takeaway ►

**Build out a campaign around a key consumer insight to reach the right audience and drive conversions. And don't forget to put the volume up.**




*Working with Iris Worldwide, Superdry's 'This Is The Jacket' campaign won the 2017 YouTube Works For Brands award for Best UK Use of Ad Formats*

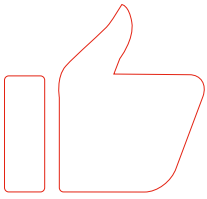
# Grow Consideration & Interest



Learn how Beko used **YouTube** and **sequential storytelling** to drive interest on page 14 ▶

A photograph of two young women smiling and looking down at something in their hands, likely a smartphone. They are outdoors at night, with blurred city lights in the background. The woman on the left has long dark hair and is wearing a red jacket. The woman on the right is wearing a grey knit hat with a pom-pom and a pink scarf. A large red semi-transparent banner is overlaid on the bottom half of the image, containing white text.

**Online video is a critical resource for consumers in search of information, both in terms of pre-purchase research and learning valuable skills**



**Online video is a key format for research** ahead of purchase. 65% of shoppers say online video has helped them learn more about a product they intend to buy.<sup>12</sup>

Creating and targeting content aligned to passion points has clear mid-funnel benefits – especially on YouTube, where audiences are primed to engage. Looking across a range of verticals, we see a number of examples where ads shown to users consuming contextually matched content has higher brand lift than ads shown to users consuming unmatched content.<sup>13</sup>

It's no surprise, then, that advertisers looking to influence consumers and get them to consider their brands have found success on YouTube, with seven in 10 Google Preferred campaigns seeing a lift in consideration.<sup>14</sup>

**If your campaign goals include delivering mid-funnel results, here are three guidelines to keep in mind ►**

<sup>12</sup> Google/Ipsos, "How People Shop with YouTube" Study, Global, July 2018. 18-64 year olds who go online at least once per month and have purchased something in the last year (n=24,017) <sup>13</sup> Google TrueView Brand Lift, Global, Q1 2016. <sup>14</sup> Google Google Preferred Brand Lift Meta Analysis, Global, 2017

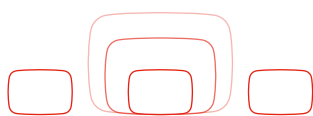


## #01

## TIP

**Be contextually relevant**

To improve the relevance of your campaigns and help increase brand consideration, it's advisable to develop ads tailored to the content your audience is interested in. Videos that earn the highest levels of attention often satisfy a need for information or inspiration. For example, 'how to' content, DIY videos, sports coverage and consumer electronics reviews.



## #02

## TIP

**Build personalised experiences**

Moving potential customers down the purchase funnel demands more than a single hero asset, or simply uploading your TV creative. Beyond optimising your ad frequency for media weighting, make sure you consider coordinating your message across a sequence of ads, based on how a user interacts with them — be that an impression, skip, or view — to give a more efficient and relevant ad experience.

Here are **four video ad sequences** that can work particularly well:

**Tease, Amplify, Echo:** tease your audience with short ads, amplify with long-form, echo to spur action

**The Mini Series:** break your story into thematic chapters, told over time

**The Direct Shot:** stick to one concept and tweak the video based on viewer context, such as what they're about to watch

**The Follow-up:** serve viewers a long-form ad, followed by shorter ads reinforcing the message



## #03

## TIP

**Take a stand**

With engaged audiences in the Middle East and North Africa in the millions and passionate fans hungry for content on YouTube, it can still seem like a challenge to make a meaningful impact at scale. One proven path to moving customers down the funnel is to take a stand on a pertinent cultural or societal issue with a genuine connection to your brand. When done in an authentic and tactful way, the results can be far-reaching.

# How they did it: brands who drove consideration and interest

## L'OREAL

Through its new product, Paris Clays, **L'Oreal** looked to help women realize their goals of beauty. Analyzing media insights, the team found a long tail of users who were not necessarily interested in beauty, but could be potential customers. The team centered their messages around the emerging trend of health, naturality, and detoxing, with creative varying by the users place in the funnel. A relatively nascent e-commerce brand, L'Oreal saw its campaign drive the Clays product to become 34% of all mass sales across e-commerce retailers during that period, as well as an 8.3% lift in consideration.

### The takeaway ►

**Use Google and YouTube's data and tools to find new audience segments for your product or service.**

## YOOX

To drive buzz—and fill online shopping carts—for last year's holiday season, **Yoox** dreamed up "The World's Most Exclusive Collection" campaign, a series of 25-second pre-roll video ads that dared viewers to buy a one-of-a-kind item. The catch? If a user didn't click on the ad quickly, the offer was gone forever. Reaching an attentive audience through interest and behaviour targeting and gamifying their purchase experience, the online retailer drove thousands of conversions and six-figure sales results. The efforts paid off, with the team seeing 50k new leads within just 9 months, twice the original forecast.

### The takeaway ►

**Give your customers a clear to action - and even make it fun.**

## BEKO

**Beko** knew that listing too many benefits of its tumble dryer in a single 30-second spot could overwhelm the viewer, making each one less memorable. To highlight each benefit in the most impactful way, the team used sequential storytelling to show potential customers a series of six-second bumper ads, with each one focusing on a sole benefit. Additionally, the brand targeted audiences going through relevant major life events like moving house or getting married. And it worked - the campaign drove a 53% uplift in organic searches and a 212% uplift in ad recall among those who viewed the sequence.

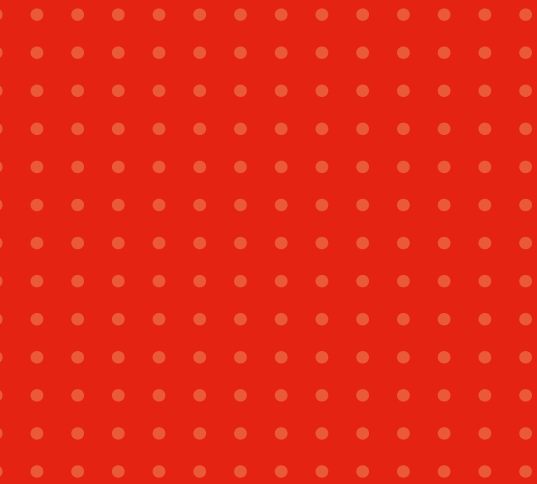
### The takeaway ►

**Tell a story over time by sequencing your campaign, to ensure customers understand your brand's full proposition.**



*Beko strategically served their ads for laundry dryers to people who were in the process of moving house or getting married.*

# Drive Action





Find out how meal kit service Marley Spoon created an awareness uplift across the board with a **YouTube-only campaign** on page 19 ▶



**Online video is a powerful tool for turning prospects into customers and driving online and offline conversions**

**New ad formats like YouTube's TrueView for action**

have made video a more accountable channel for driving online and offline conversions. Thanks to this technology, we're better able to measure real impact. For example, 100% more conversions have been tracked on YouTube in the past 12 months than in the previous 12 months.<sup>15</sup> The takeaway? There's no reason why YouTube shouldn't be a major part of your performance marketing toolbox.

Indeed, adding YouTube to the mix can actually improve the effectiveness of your other activities. On average, advertisers running YouTube video ads in addition to Search ads see 8% higher search conversion volume, 3% higher search conversion rates and 4% lower search CPAs compared to advertisers who run search ads alone.<sup>16</sup>

**Here are three  
guiding principles for  
driving results with  
TrueView for action ►**

<sup>15</sup> YouTube Data, Global, Mar '16 to Feb '17 vs. Mar '17 to Feb '18. <sup>16</sup> Source: Google Data, Global, Jan 2015-June 2018, Compared to advertisers that run Search only.

## #01

## TIP

## Tailor your creative to inspire passion

When viewers are emotionally invested, they're more receptive to messages that are delivered in the right way.

Furthermore, with TrueView, the ad's first five seconds aren't skippable, so you have a valuable window to form a connection. To hook your target audience in the first five seconds and encourage action, try the following:

- ▶ **Front-load your offer:** pull audiences in with a direct and relevant message
- ▶ **Showcase your brand authentically:** display your product, not just your logo
- ▶ **Have a clear call to action:** make the desired action easy to see and understand
- ▶ **Don't be generic:** build your creative around specific passion points that matter to your audience



## #02

## TIP

## Be smart with your spending

Set your ads up for success by ensuring they're delivered to users who will find the offer both interesting and relevant. Using YouTube's advanced audience targeting, you can reach people who have recently searched for your brand (Custom Intent), those who are looking to buy (In-market), those who are entering a key life milestone (Life Events), and those who have engaged with your brand before (Remarketing). Also, bear in mind that TrueView in-stream ads only cost you money if someone watches them. If the video is skipped before the viewer watches 30 seconds or to the end of a shorter ad, you aren't charged – at all.

## #03

## TIP

## Make taking action simple

It may seem obvious, but it's critically important to make it immediately clear to your viewers what to do if they like your offer. For example, if your desired action is clicks, consider Sign Up, Book Now or Learn More. If lead generation is your goal, consider Register or Get Quote. Whatever you decide, make sure it's visible, easy to understand, and clear right from the beginning of your ad.

# How they did it: brands who drove action

## WE

Telecom Egypt launched its 4G service under the brand **WE**, and planned to use that brand as the retail brand for its communication service. Running a one month campaign, the brand wanted to drive consumers' attention to their prepaid card and demonstrate how much more value the card provides compared to competitors' prepaid card promotions. To ensure they were reaching the right users, WE made use of remarketing tools and in-market and affinity audiences. In the end, the campaign garnered a 153% increase in online mobile payments.

### The takeaway ►

**Reach customers who have the intention to convert, using remarketing to emphasize your message.**

## THOMAS COOK

Neckermann Reisen, part of **Thomas Cook Group**, created an ad campaign with the aim of increasing last-minute summer holiday sales for families, especially in Egypt. The team decided to run a test by dividing the creatives between TrueView and TrueView for Action formats. Each side of the campaign used different targeting based on the desired conversion. The results indicate ad format has a significant influence on effectiveness. In the case of Thomas Cook, TrueView for Action ads returned four-times the conversion rate at a 33% lower cost per website visit.

### The takeaway ►

**Use Google and YouTube's data and tools to find audience segments with intent for your product or service.**

## MARLEY SPOON

Berlin-based meal kit subscription service **Marley Spoon** looked to grow their customer base in Australia, while also growing their subscriptions. The YouTube- only campaign used creative blending brand-building and product explanation; some ads showed the ease through words like "quick", "easy" and "delicious", while another showed a family humorously explaining the service. Mixing storytelling with direct response formats and a test-and-learn philosophy saw significant lifts of 49% in ad recall, a 9X uplift in key searchterms and an incremental uplift of 52% in subscriptions.

### The takeaway ►

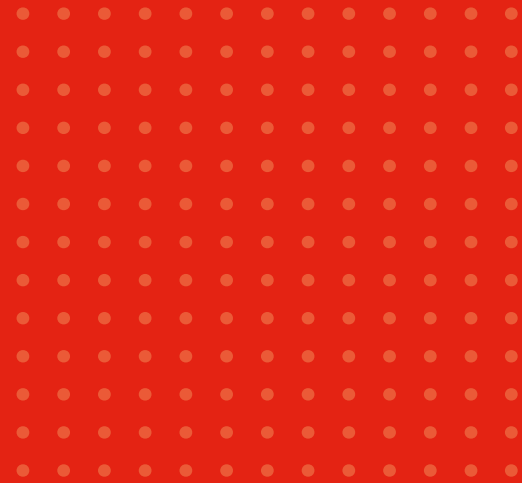
**Achieve brand and performance goals in one campaign by harnessing video's emotional resonance and reliable signals of intent.**



*For Marley Spoon, telling many different stories all grounded in the same objective proved a winning formula.*



# YouTube Video Formats

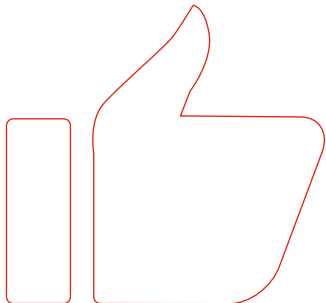


## To drive reach, awareness and recall



SOLUTION	VIDEO LENGTH	BIDDING STRATEGY	MEASURE THE IMPACT
Bumper ads	06s	tCPM	Awareness Lift Ad Recall Lift Impressions Frequency Unique Reach
TrueView for reach	Open (:15s recommended)		
Non-skippable in-stream ads	:20		
Outstream video ads	<:15s recommended	vCPM	
Masthead	Open	CPD / CPM	

## To drive consideration and interest



SOLUTION	VIDEO LENGTH	BIDDING STRATEGY	MEASURE THE IMPACT
TrueView in-stream	Open	CPV / Maximize Lift	Consideration Lift Purchase Intent Lift Favorability Lift Views
TrueView discovery	Open	CPV	
TrueView for shopping	Open		

## To drive action

SOLUTION	VIDEO LENGTH	BIDDING STRATEGY	MEASURE THE IMPACT
TrueView for action	Open	tCPA / Maximize Conversions	Brand Interest Leads Website Conversions MMM Sales Lift Store visits Sales App Installs
Universal App Campaign for video	Open	CPA/CPI/ROAS	





To find more tips on how to make online video work harder for you go to

**[thinkwithgoogle.com/mena](https://thinkwithgoogle.com/mena)**