

# The Playbook

Unlocking the new rules of audience engagement

# Primetype

is personal

---

## Contents

### **This is my YouTube, p.4**

Advertising leaders share their video insights

### **The Rules of Engagement, p.12**

Inspiring case studies and essential advice

### **Meet the Creators, p.18**

Spotlights on eight of YouTube's most compelling creators

Forget chasing traditional primetime.

To attract viewers, follow their passions.

**When YouTube was getting started,** I still used it for traditional TV. I lived in the UK for several years before moving back to Canada, so the first channels I subscribed were the BBC and Channel 4, to keep up with the news from across the pond. Later, I got into TED Talks – but now I use it for everything from learning how to hang art or make slime to practising yoga (with Adriene, of course). Once, my sisters and I all did a class from my mobile phone on the beach. That's *my* primetime.

My kids are obsessed with 5-Minute Crafts – we'll watch it for way longer than five minutes and then they'll disappear to work on all sorts of crazy projects – at one point I had to ask my son to stop covering every sticky note in our house with clear tape to make little whiteboards. That's *our* primetime.

We live in a 100-year-old house that needs a lot of upkeep, so my husband is a heavy viewer of This Old House – and he also once used a YouTube tutorial to give my daughter a Rey from "Star Wars" hairdo for her Halloween school party. He nailed it! That's *his* primetime.

### **Video for any state of mind**

My family and I are not alone. Creating "personal primetimes" is what the 2 billion people who go to YouTube every month do.<sup>1</sup> 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."<sup>2</sup> It's now viewers, not networks, who are the gatekeepers for what's considered popular programming.

We recently conducted an expansive US 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.<sup>3</sup>

### **The power of passion**


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 fresh perspectives from your peers, meet some of the most popular creators driving fan engagement, and discover brand new strategies for unlocking and navigating today's world.

**Welcome to The Playbook.**



**Sabrina Geremia**  
Country Manager, Google Canada  
 @sabrineremia





# 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.



# Brandon Pierce

GROUP CREATIVE DIRECTOR AT DROGA5

**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 up-and-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.



"Primetime isn't about premieres, it's 24/7"



# Tracey Cooke

VP MARKETING AND COMMUNICATION AT NESTLÉ CANADA

**Even though we know more about consumers than ever before, the nature of advertising sometimes is still an interruption.**

So it's absolutely critical to acknowledge that – and make it worth the intrusion. Create with care, remember who is watching, and I cannot stress enough the need for relevance and context to ensure the interruption is meaningful. Honestly, context is everything – and can make a great piece of content really stick.

**One thing we've used very effectively is the combination of 15 to 30-second video, six-second bumpers and even long-form videos lasting one to two minutes.**

It's the sequencing of these messages, to the right people, at the right time, that we've refined into a bit of art and science. When people say "Hi" or "Hey, I am interested" by watching or completing a video view we serve up the short form and even longer-form if we have it, because we've been invited in by the consumer at that point. It's a sort of reward for shaking our hand – but those two minutes had still better be good.

**We were the first Canadian company to use 360-degree video advertising on YouTube –**

for our green tea KitKat launch, where it performed really well. We're definitely a learning organization and try to be a part of firsts and pilots when they make sense. We have also done live experiential events where YouTube is a big part of sharing the storytelling, as in the Nescafé Taproom. Here we created a Taproom café for coffee drinkers – tackling our lack of relevancy with millennials head on. The eight videos we created had a massive impact in awareness, brand lift and sales, and enabled us to scale the experience and our message across Canada.

**The old adage of "tell a great story and people will watch" still remains true.**

Even though our attention spans are shorter than ever, we now binge-watch hours of content in one sitting – so it's not the length, but the message that matters most. Whether told in six seconds or two minutes – it always must try to be compelling.



A portrait of Giorgio Delucchi, President at Audi Canada. He is a middle-aged man with short dark hair, wearing black-rimmed glasses, a black t-shirt with the Audi logo, and a grey checkered blazer. He is sitting and smiling at the camera. The background is a gradient of red and orange.

## Giorgio Delucchi

PRESIDENT AT AUDI CANADA

**YouTube is a key communication channel for Audi in Canada, enabling greater reach of content with an engaged audience.** It is a very powerful Search engine which has transformed the way people search online through video.

**For Audi Canada a key opportunity lies in getting our dealer network excited about using video in new and creative ways,** to get us closer to our customers. Tools like TrueView enhance the user experience, but opportunities also come up when considering new technologies that showcase our products in ways we couldn't before, such as augmented and virtual reality, 360 ads, artificial intelligence, and so on.

**A great video has stopping power and tells a relevant story for the audience.** Examples can include so many things, from influencers to brand fame content, how-tos, reviews, funny life moments or even educational videos. For me, something with true, authentic emotion is what makes a strong video – something that many people can relate to and engage with.

**Sequential messaging and the flexibility to use multiple creative assets** allow us to deliver unique, relevant and tailor-made content to Audi followers and potential customers. As part of the process we measure effectiveness of our creative messaging and adjust to what resonates best with the audience we want to reach.

**Longer-form content still resonates with our audiences.**

Although we live in a world of immediacy, it is interesting that when we create content that draws people in they will spend more time watching. At Audi Canada, we have also been successful at taking longer formats and cutting them into shorter clips to tell a narrative through multiple videos that build the story and keep users engaged.

**To grab my attention, an ad has to be timely, contextual and informative.** My life is full and busy so when I'm browsing online I rarely click on ads. When I do, it is because it offers a solution or because something triggered my curiosity.

**YouTube and I have a very close relationship.** Several times a week I'll find myself searching for videos relating to work or any of my hobbies. That can be car reviews, BBQ recipes and techniques, or even movies and music for my kids. I find that in my life most of my internet Search avenues eventually end up leading to YouTube.

"Longer-form content still resonates with our audiences"





Nicolas Chidiac  
CHIEF STRATEGY OFFICER AT ROKKAN

**YouTube allows you to understand where someone is in a specific journey**, which allows you to understand what your ad should say and to whom.

**Some of the biggest opportunities in video come through using the tools and data within the YouTube and Google ecosystem.** By using Google's tools, like Audience Explorer and Google Correlate, you're able to have a very vivid understanding of who you're about to converse with, which can really inform our creative briefs and help us to understand tone.

**Customization at scale is key, and over time, the degree of customization will increase.** Tools like Director Mix for YouTube afford you the capacity to send out 250 different messages in one campaign, which can be very helpful.

**I've learned a lot on YouTube.** Countersteering on a motorcycle. How to make Turkish coffee. Changing a bike wheel. Understanding different tax systems. My MBA was supplemented with the content I watched on YouTube.

Bernice Clark  
FORMER SVP, MARKETING & DIGITAL  
COMMUNICATIONS STRATEGY AT MACY'S

**When I started out 15 years ago, video advertising was about going to the broadest audience possible.** Get the brand name out, give some information, make it slightly entertaining. Now customers have an option to choose whether or not they're going to stay watching, so you have to reward them for that engagement with something personalized and relevant.

**YouTube has the shareability factor that traditional TV doesn't have.** Years ago, so many people all watched the same thing on TV, but that's not the case today. YouTube allows conversations to travel.

**People don't follow viewing schedules anymore, they create their own primetime.** If they like a show, they find it. I love James Corden but I'm not staying up until 12.30 a.m. to watch him. I'll just find it on YouTube.

**Video should be more than just raising awareness.** Video, done in an engaging and relevant way, allows a customer to see themselves in the moment and connect in a meaningful way. It can create an emotional pull that can have a role deeper in the funnel.

**I currently sit on the board for United Way of New York City.** YouTube is such an important platform to tell our stories on because you can reach people who are more prone to be involved in philanthropic activity and can be far more relevant.

**I watch such a diverse range of content on YouTube.** It could be solving a 7th-grade math problem, watching fashion runways from a brand, getting cooking inspiration from Tasty, or even preparing a song for my choir.



Hear more from these industry leaders at [yt.be/think/attentiontoaction](https://yt.be/think/attentiontoaction)

# The Rules of Engagement

On YouTube, viewers in their personal primetimes are **attentive and ready to take action**, giving advertisers more opportunities than ever to make meaningful audience connections and drive results. Inspired by brands that have done just that, here are five rules of engagement.



## RULE N° 1

# Capture Immediate ATTENTION

**3X**  
more attention is paid to relevant video ads, compared with average video ads.<sup>4</sup>

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.

Personalized content is key to creating that stopping power: audiences pay a staggering 3X more attention to ads when they're relevant to their interests, compared with an average video ad.<sup>4</sup> 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 global brand.

## RULE N° 2

# 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.

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

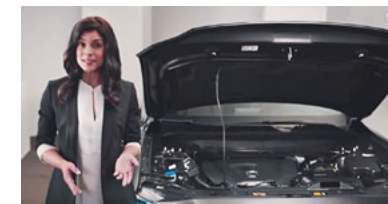
For many homeowners, the biggest hurdle in home decor is knowing how to combine furniture purchases in a way that works. To lend a hand, IKEA sent a squad of store staff on a home makeover tour, leaving them to shoot and produce their own video series on the way. The IKEA Home Tour series now features over 100 pieces of content, has racked up tens of 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 N° 3

# 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.<sup>3</sup>

With your Google team, 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: more than 36% of Canadian shoppers say that they've purchased products that they discovered on YouTube.<sup>5</sup>



## CASE STUDY: Mazda Canada

Based on customer behaviour, Mazda Canada saw an opportunity to connect with viewers at every stage of the purchase journey. The company used Google Preferred to serve ads that showed how its CX series could connect with consumer passions — and also created a second series of videos to answer technical questions that typically occur further down the purchase funnel. Using TrueView for Action to drive customers to the website, Mazda saw a 34% lift in ad recall for the CX-5, alongside a 17% lift in awareness for the CX-3.

**1.6X**  
Relating to people's passions is 1.6X more important than whether content has high production quality.<sup>3</sup>



RULE N° 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%.<sup>6</sup>

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.



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 King Bach, 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 N° 5



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 more likely to pay attention — they're also turning to YouTube to get things done. Over half of Canadian shoppers say online video has helped them decide which specific brand or product to buy.<sup>7</sup>

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: **A&W Canada**

A&W Canada was so convinced that consumers would love its plant-based Beyond Meat Burger that the company took it to the streets, filming surprised meat-lovers as they took their first bite. The resulting video was a sensation, garnering over 13 million views and a 230% Product Interest Lift. And those viewers translated into real results: the TrueView campaign contributed to 1.23 million store visits, as vegans and carnivores alike went to try the burger for themselves.



# 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 this year.



140%

Rise in watchtime for "new recipes" videos in Canada over the last year.<sup>8</sup>





**1B+**  
music fans come to YouTube every month.<sup>9</sup>

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

Channel: POSTMODERN JUKEBOX | Subscribers: **3.8M+**

**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 colours, 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 favourite 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.

**130%**  
Growth in watchtime for "home workout" videos in Canada over the last year.<sup>10</sup>



Channel: BLOGILATES | Subscribers: **4.5M+**



MARQUES 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: **8.3M+**



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.

Channel: MR KATE | Subscribers: **3.4M+**

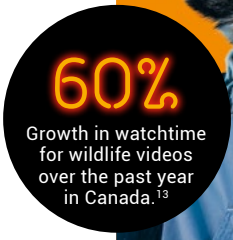
COYOTE PETERSON  
ON BRINGING NATURE TO LIFE  
FOR A DIVERSE AUDIENCE

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.



Channel: BRAVE WILDERNESS | Subscribers: **14M+**





Channel: SAFIYA NYGAARD | Subscribers: **7.6M+**

**80%**

Increase in watchtime for "makeup transformation" videos in Canada over the last year.<sup>14</sup>

## 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/think/attentiontoaction](https://yt.be/think/attentiontoaction)





PHILIP WANG  
ON THE  
CHANGING FACE  
OF ENTERTAINMENT

60%  
Increase in watchtime  
for comedy videos  
over the past  
year.<sup>15</sup>

*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.*

**Who is the typical Wong Fu fan?**  
Our demographic is almost  
exactly half male, half female,  
and our age range is really  
wide. A lot of our fans are  
Asian-American and we're  
really proud that we can create  
content that resonates with  
them. If they can't see it on  
the big screen very often, they  
can see it on YouTube.

**What's the best thing about  
publishing on YouTube?**  
The best thing about the  
YouTube community is that  
it feels like viewers are more  
connected to you and your work  
than a movie or TV show. It's  
a two-way conversation, which  
you don't get elsewhere.

**What's next for Wong Fu?**  
We're pursuing feature film  
projects and TV shows in the  
traditional sense but people are  
always asking me if we want to  
go full Hollywood. I tell them:  
"No. No matter what we do,  
YouTube is always going to be  
a really, really important part."  
It's where everyone is watching,  
and it's where we can reach  
our fans fastest.

Channel: WONG FU PRODUCTIONS

Subscribers: **3.2M+**

R E D W O O D \_

Produced by: **Redwood London**  
Global Creative Lead: **Dan Jude**  
Creative Direction: **Adrian Aldred**  
Senior Project Manager: **Elliott Lewis-George**  
Deputy Editor: **Joel Snape**  
Art Directors: **Luke Wakeman**  
Junior Designer: **Dani Reilly**

CEO: **Colin Kennedy**  
CCO: **Paul Kurzeja**  
ECD: **Paul Quarry**  
Managing Partner: **Janine Goldblatt**

Sources:

- 1 YouTube Internal Data, Global, 2019.
- 2 IAB, "Personal Prime Time," Feb. 2018.
- 3 Google + OMG "Personal Primetime" Study, U.S., n=3,200 respondents, Oct. 2018.
- 4 Google/Ipsos, Video Mobile Diary, US, 2017, n of 4,381.
- 5 Google/Ipsos, Global (U.S., CA, BR, U.K., DE, FR, JP, IN, KR, AU), "How People Shop with YouTube" Study, 18–64-year-olds who go online at least monthly and have purchased something in the last year, n=24,017, July 2018.
- 6 YouTube Internal Data, Global, Jan. 2017–2018.
- 7 Google/Ipsos, CA, "How People Shop with YouTube," n=2,400, people age 18–64 who go online at least once per month and have purchased something in the past year, Aug. 2018.
- 8 Google data, CA, Feb. 2019 vs. Feb. 2018. Videos with "new recipes" in their title.
- 9 YouTube Internal Data, Global, April 2018.
- 10 Google data, CA, Feb. 2019 vs. Feb. 2018. Videos with "home workout" in their title.
- 11 Google data, CA, Mar. 2019 vs. Mar. 2018.
- 12 Google Data, CA, Videos with "home renovation" OR "home renovating" in the title, Mar. 2018–Feb. 2019.
- 13 Google Data, CA, Feb. 2019 vs. Feb. 2018. Classification as "Wildlife" videos was based on public data such as headlines, tags, etc. and may not account for every such video available on YouTube.
- 14 Google Data, CA, Feb. 2019 vs. Feb. 2018. Videos with "makeup transformation" in the title.
- 15 Google Data, U.S., 2017–2018.

Crystal Rix, Nicolas Chidiac, Brandon Pierce and Bernice Clarke were shot exclusively for The Playbook by **Andrew Eccles**.

Tracey Cooke and Giorgio Delucchi were shot exclusively for The Playbook by **Arthur Mola**.

Scott Bradley, 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/think/attentiontoaction](https://yt.be/think/attentiontoaction)





To discover more about driving engagement  
through online video, visit

**[yt.be/think/attentiontoaction](https://yt.be/think/attentiontoaction)**