

YOUTUBE INSIGHTS

QUARTERLY INSIGHTS FOR BRANDS FROM GOOGLE AND YOUTUBE
UK – OCTOBER 2014



THE POWER OF PASSION

BUILDING BRAND AWARENESS AND
ENGAGEMENT AMONG 16–34 YEAR OLDS



The Internet has changed the way 16–34 year olds feed their passions. Whatever interests them the most – sport, cookery, fashion, music – it's only ever a few clicks away.

**BUT HOW DO YOU GET THEIR ATTENTION,
LET ALONE HOLD IT?**

YouTube is where this audience goes to watch, discuss and share the things that matter to them. And by harnessing their passions, brands can reach a highly engaged and highly receptive audience – building relationships and driving sales.

AUDIENCE

PAGE 4

CONTENT

PAGE 7

IMPACT

PAGE 12

PART 1

AUDIENCE

12M

16-34 YEAR OLD INTERNET USERS
IN THE UK USE YOUTUBE EVERY MONTH

Source: ComScore MediaMetrix, average of three months, UK 2014

16–34 YEAR OLDS LOVE TO TALK ONLINE, SO ENGAGE WITH THEM

Whether it's through content they've created or a video they're talking about on social media, 16-34 year old YouTube users love to make a noise.

That's good news for brands that they care about, as audiences are eager to give feedback and share their opinions.



SHARE LINKS TO CONTENT ONLINE
AT LEAST ONCE A MONTH



COMMENT ON SOMEONE ELSE'S STATUS,
POST OR BLOG AT LEAST ONCE A MONTH



63%

GIVE RATINGS ON A PRODUCT, SERVICE OR RESTAURANT
ONLINE AT LEAST ONCE A MONTH

AND THEY'RE VALUABLE TO BRANDS

59%

SEARCH YOUTUBE
FOR BRANDS THEY WANT
TO LEARN MORE ABOUT

78%

SAY THAT WHEN THEY FIND
BRANDS THEY LIKE,
THEY STICK WITH THEM

Source for all: YouTube Audience Study UK, 16-34 year old YouTube users, MTM, 2014

YOUTUBE IS WHERE 16–34 YEAR OLDS COME TO BE ENTERTAINED

Today's young adults are always connected through a wide range of devices, so they find it easy to stay entertained. There's a great deal of choice out there, from social media to video on demand, but YouTube's number one.

62%

**SAY THAT YOUTUBE IS ONE OF THEIR
PRIMARY SOURCES OF ENTERTAINMENT**



YOUTUBE IS THEIR FAVOURITE SITE

(compared to other social media and video platforms)

65%

YOUTUBE

60%

FACEBOOK

24%

OTHER VOD SITES

22%

TWITTER

12%

NETFLIX



**SAY THAT THEY OFTEN TALK
ABOUT WHAT THEY SEE ON
THE SITE WITH FRIENDS
AND FAMILY**



**SEE YOUTUBE AS A
PLACE TO PURSUE THEIR
INTERESTS**



**SAY THAT THE SITE IS THE
VOICE OF PEOPLE LIKE
THEM**

Source for all: YouTube Audience Study UK, 16-34 year old YouTube users, MTM, 2014

PART 2

CONTENT

1/2

**OF REGULAR BEAUTY CHANNEL USERS SHOP ONLINE
WHILST WATCHING BEAUTY VIDEOS ON YOUTUBE**

Source: YouTube Channel Users Study UK, MTM, 2014



BEAUTY CONTENT

YouTube is packed full of channels devoted to beauty, making it the go-to place for budding fashionistas to find everything from make-up tutorials to style advice.

REGULAR BEAUTY CHANNEL VIEWERS

31%

ARE WATCHING BEAUTY VIDEOS ON YOUTUBE WHILST GETTING READY TO GO OUT

56%

SAY THAT YOUTUBE OFFERS THEM EXCLUSIVE CONTENT THEY CAN'T FIND ANYWHERE ELSE

(ONLY 17% SAID THE SAME OF TV)

33%

FEEL IT'S IMPORTANT THAT THEY CAN RELATE TO THE CREATORS, AND THAT THEY FEEL LIKE 'REAL PEOPLE'

HOW ARE THEY ACCESSING THEIR FAVOURITE BEAUTY CHANNELS?



WHY DO THEY WATCH BEAUTY CHANNELS ON YOUTUBE?



[Watch now](#)

TANYA BURR

[YOUTUBE.COM/PIXI2WOO](https://www.youtube.com/pixi2woo)
SUBSCRIBERS: 2.5M

Tanya Burr uses her YouTube channel to bring audiences a colourful mix of fashion, makeup and home baking videos. From must-have clothing and accessories to smoothie and cookie recipes, Tanya gives style and lifestyle guidance to girls all over the world.

Source for all: YouTube Channel Users Study, MTM, 2014



COMEDY CONTENT

YouTube's comedy channels are sure to get audiences laughing, whatever their sense of humour. From stand-up routines to pranks and fail compilations, there's something for everyone.

REGULAR COMEDY CHANNEL VIEWERS

38%

SAY THAT THEY SHARE YOUTUBE VIDEOS TO SHOW OTHER PEOPLE THEIR SENSE OF HUMOUR

45%

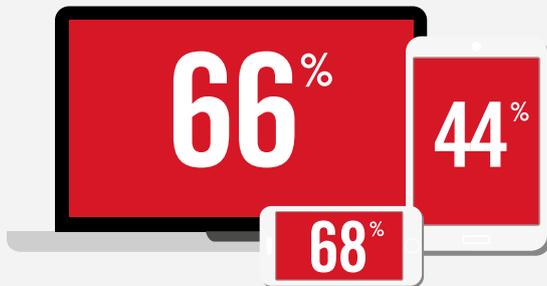
FEEL THAT THE CREATORS SHARE THE SAME SENSE OF HUMOUR

57%

SAY THAT YOUTUBE OFFERS THEM A WIDER RANGE OF CONTENT

(ONLY 10% SAID THE SAME OF TV)

HOW ARE THEY ACCESSING THEIR FAVOURITE COMEDY CHANNELS?



WHY DO THEY WATCH COMEDY CHANNELS ON YOUTUBE?



[Watch now](#)

SMOSH

[YOUTUBE.COM/SMOSH](https://www.youtube.com/smosh)
SUBSCRIBERS: 19M

Smosh features comedy duo Ian Andrew Hecox and Anthony Padila. With video game and movie parodies, hilarious animations and funny music videos, Smosh has become one of YouTube's most subscribed to and popular channels.

Source for all: YouTube Channel Users Study, MTM, 2014



SPORTS CONTENT

Whether they're after high-octane extreme sports or the latest football highlights, audiences can rely on YouTube's sporting channels for an instant adrenaline rush.

REGULAR SPORTS CHANNEL VIEWERS

35%

USE SOCIAL MEDIA WHILST WATCHING SPORTS CONTENT ON YOUTUBE

(25% TALK TO PEOPLE THEY LIVE WITH)

29%

SAY THAT SHARING SPORTS VIDEOS WITH OTHERS IS PART OF THE OVERALL EXPERIENCE

21%

SAY THAT THEY USE YOUTUBE FOR SPORTS CONTENT BECAUSE THEY ENJOY GETTING CLOSER TO THE STARS AND SEEING A DIFFERENT SIDE OF THEM

HOW ARE THEY ACCESSING THEIR FAVOURITE SPORTS CHANNELS?



WHY DO THEY WATCH SPORTS CHANNELS ON YOUTUBE?



[Watch now](#)

COPA90

[YOUTUBE.COM/COPA90](https://www.youtube.com/copa90)
SUBSCRIBERS: 800K

Copa90 knows that football doesn't stop with the final whistle. Satisfying the most demanding of football fans from around the world, it provides the latest action, news and reviews from the best players and biggest games.

Source for all: YouTube Channel Users Study, MTM, 2014



FOOD CONTENT

YouTube's food channels cater for all tastes, including everything from basic cooking tips to delicious gourmet recipes – even extreme eating challenges.

REGULAR FOOD CHANNEL VIEWERS

40%

**COOK WHILST WATCHING
FOOD CONTENT
ON YOUTUBE**

(35% ARE EATING)

43%

**SAY THAT THEY ALWAYS
WATCH FOOD CHANNELS
WITH OTHERS**

(PARTICULARLY FAMILY MEMBERS)

51%

**SAY THAT THEY USE YOUTUBE
FOR FOOD CONTENT BECAUSE
IT'S EASY TO FIND WHAT
THEY'RE LOOKING FOR**

HOW ARE THEY ACCESSING THEIR FAVOURITE FOOD CHANNELS?



WHY DO THEY WATCH FOOD CHANNELS ON YOUTUBE?



[Watch now](#)

JAMIE OLIVER

[YOUTUBE.COM/JAMIEOLIVER](https://www.youtube.com/jamieoliver)
SUBSCRIBERS: 1M

Jamie Oliver's FoodTube is full of mouth-watering recipes and expert tutorials from Jamie and a host of other talented foodies. Whether it's finding a quick how-to for dinner or inspiration for a weekend barbeque, FoodTube's a must-watch channel for food lovers.

Source for all: YouTube Channel Users Study, MTM, 2014

PART 3

IMPACT

ON AVERAGE, YOUTUBE
TRUEVIEW ADS DRIVE A

6.3%

UPLIFT IN BRAND AWARENESS

Source: Google Brand Uplift Survey, average across
multiple YouTube TrueView campaigns, UK 2014



HOW COLLABORATING WITH A YOUTUBE CREATOR DROVE BRAND METRICS AND SALES FOR HOMEBASE

Homebase, the UK's leading home and garden retailer, was looking to reposition itself as a multi-channel home enhancement retailer with an emphasis on decorating inspiration.

By turning to YouTube they not only found an audience for their message, but a voice to put it across.

Prominent content creator, Tanya Burr, was given a voucher to spend and free reign to review her haul. In return, she gave them the perfect foundation to build a hugely successful campaign.

APPROACH

1. PARTNERED WITH LEADING UK VLOGGER TANYA BURR

2. CREATED 12-MINUTE HOME HAUL YOUTUBE VIDEO

► [Watch now](#)

3. LAUNCHED TRUEVIEW AD CAMPAIGN TO DRIVE TRAFFIC TO THE VIDEO

"The engagement levels on this campaign surpassed all imagined KPIs. This was the first time we had run a campaign of its sort and we weren't sure how the paid-for element was going to work, but the results were amazing, much better than we could have ever expected."

Jennifer Morris,
Media Planning, Mindshare

RESULTS

46%

INCREASE IN SALES OF SHOWCASED PRODUCTS

350,000

UK VIDEO VIEWS

1.6M +

MINUTES WATCHED BY TARGET AUDIENCE

3.2%

CLICK-THROUGH RATE

UK'S TOP 5 ADS LEADERBOARD SEPTEMBER 2014

Need inspiration? Just take a look at how these brands are making the most of the opportunity to captivate, inspire and delight their audiences.



#1

[Watch now](#)

IT'S PAYBACK TIME:
CHANNEL4 / CANCER RESEARCH



#2

[Watch now](#)

ADVENTURES IN IMAGINATION:
M&S FOOD



#3

[Watch now](#)

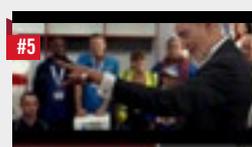
EXPERIENCE THE POWER
OF A BOOKBOOK:
IKEASINGAPORE



#4

[Watch now](#)

WELCOME TO THE SCHOOL
OF YOUTUBE:
YOUTUBE



#5

[Watch now](#)

RUGBY WORLD CUP 2015 -
TEAM TALK:
IRB

SOURCES & LINKS

BARB/Infosys UK and Google internal data, May 2014

ComScore Media Metrix UK, July 2014

Google Brand Uplift Survey, UK 2014

YouTube Audience Study UK, MTM, 2014

YouTube Channel Users Study UK, MTM, 2014

www.youtube.com/pixi2woo

www.youtube.com/smosh

www.youtube.com/Copa90

www.youtube.com/JamieOliver

