



# The Future of Auto\*

Andreas Mielenhausen



October 2019

\*On YouTube



# Videos in order of appearance



[Mercedes-Benz Pre-Owned "Peace of Mind"](#)

[Acura "Jewel Eye"](#)

[Acura "Rainbow"](#)

[VW GTi](#)

[Mercedes-Benz Cabriolet](#)

[Mercedes-Benz A-Class Bumper](#)

[BMW M4 Ultimate Racetrack](#)

[Dodge Valentine's Day](#)

[Subaru Crosstrek Generic](#)

[Subaru Crosstrek Zorbing](#)

[Subaru Crosstrek Nature Tours](#)

[Subaru Crosstrek Extreme Hammocking](#)

[Subaru Crosstrek Whitewater Surfing](#)

[Subaru Crosstrek Saddle Surfing](#)

[Subaru Crosstrek Sno-yaking](#)

[Chevrolet Traverse Obzor](#)

[Ford Leave No One Behind](#)

[Renault Kadjar Product USP](#)

[Jeep Women](#)

[Jeep Men](#)









TV-first



A wide-angle photograph of a dirt road that splits into two paths leading towards a bright sunset. The sky is filled with large, golden-lit clouds, and the sun is a bright, glowing orb on the horizon. The foreground shows the texture of the dirt road and some green grass on the sides.

TV-first

YouTube-first





TV-first



# Tuning your TVC

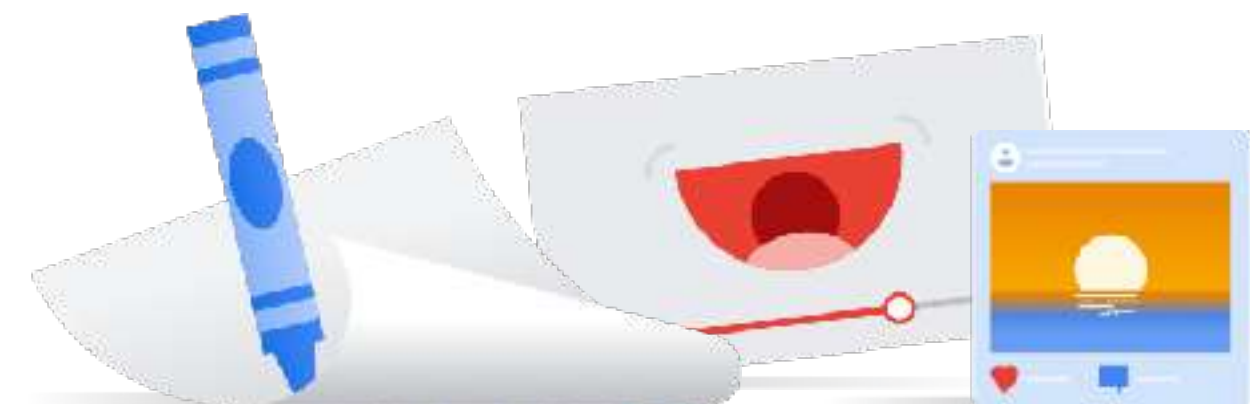
5-35%

of ROI comes from **targeting**



50-80%

comes from **creative**

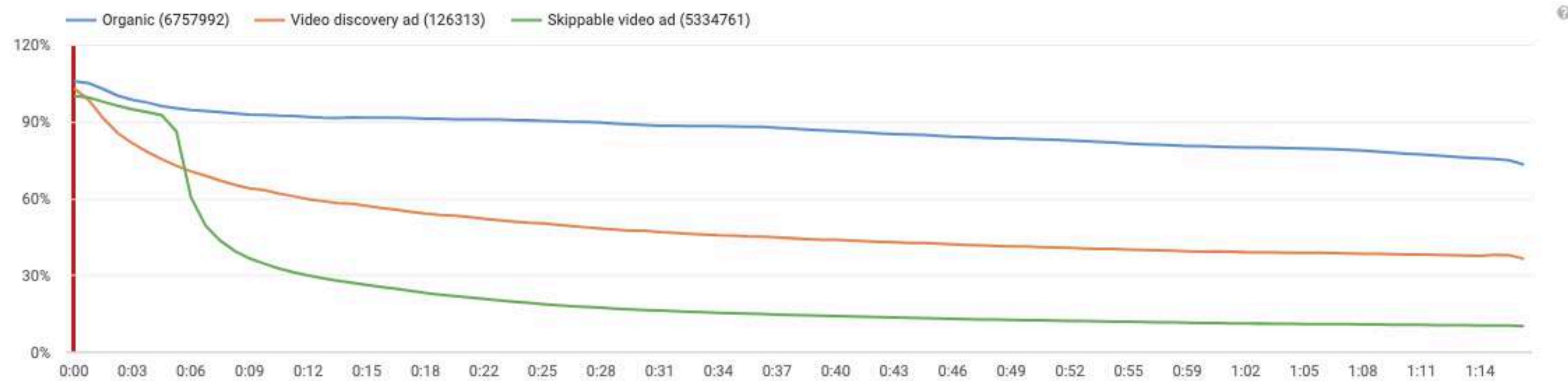




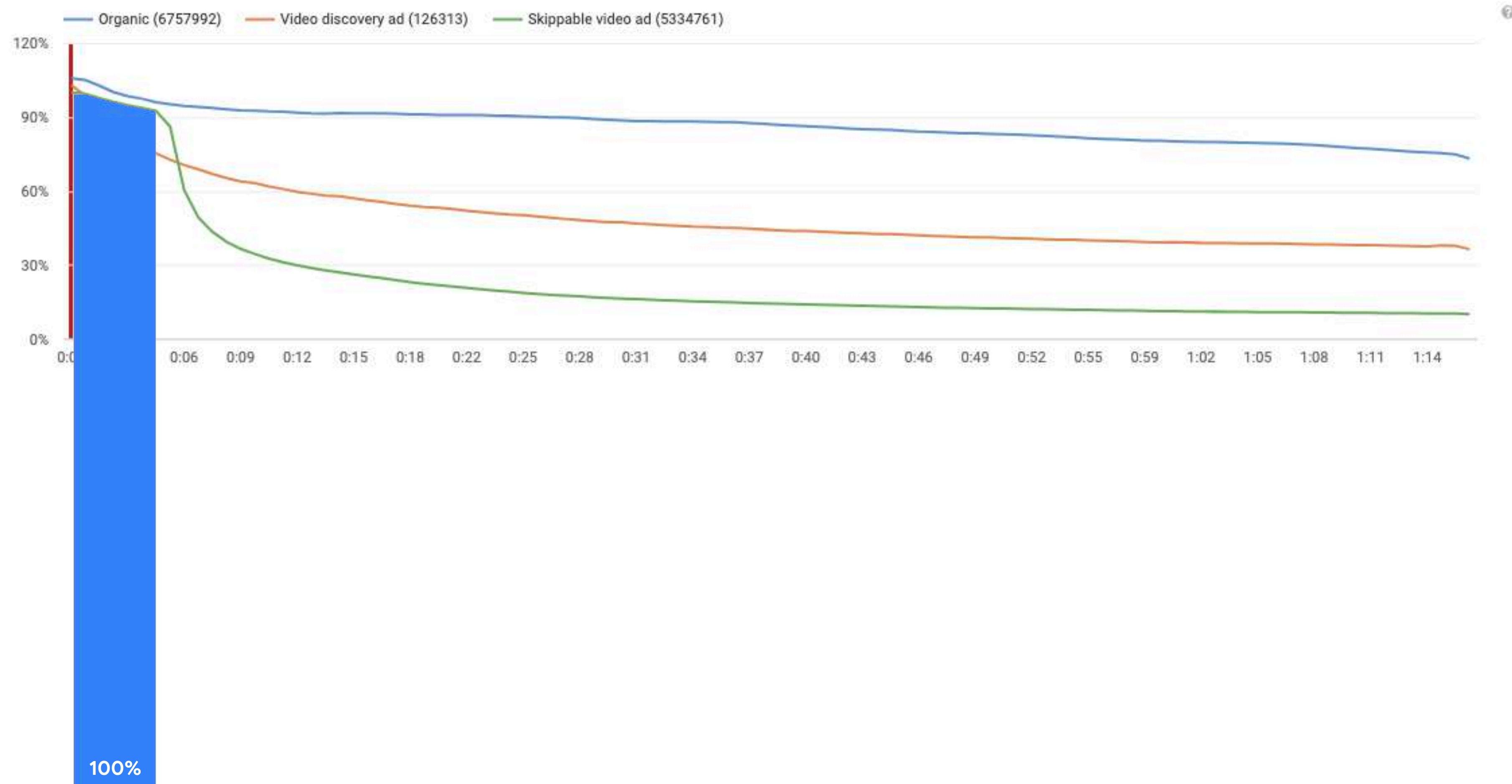
**Skip Ad**



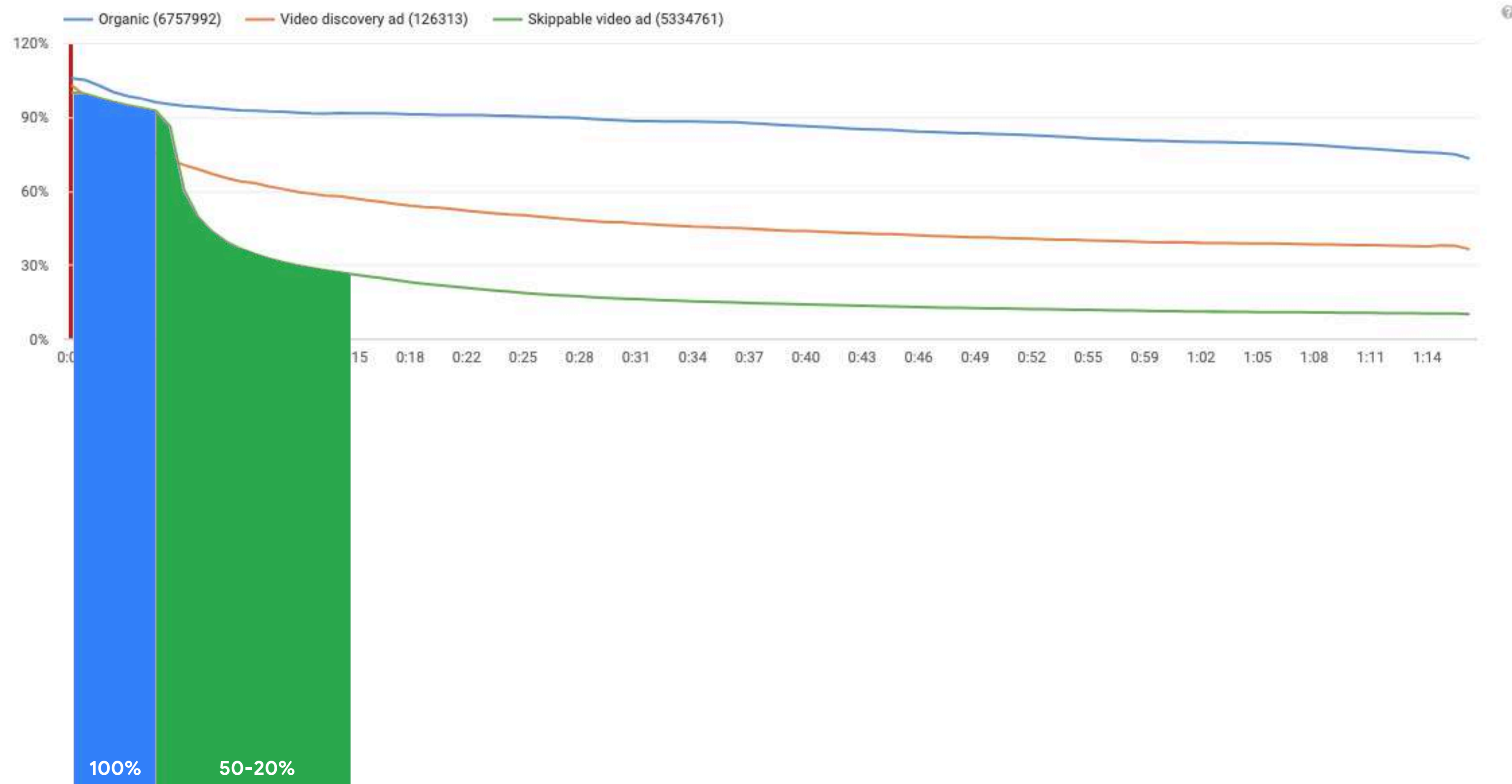




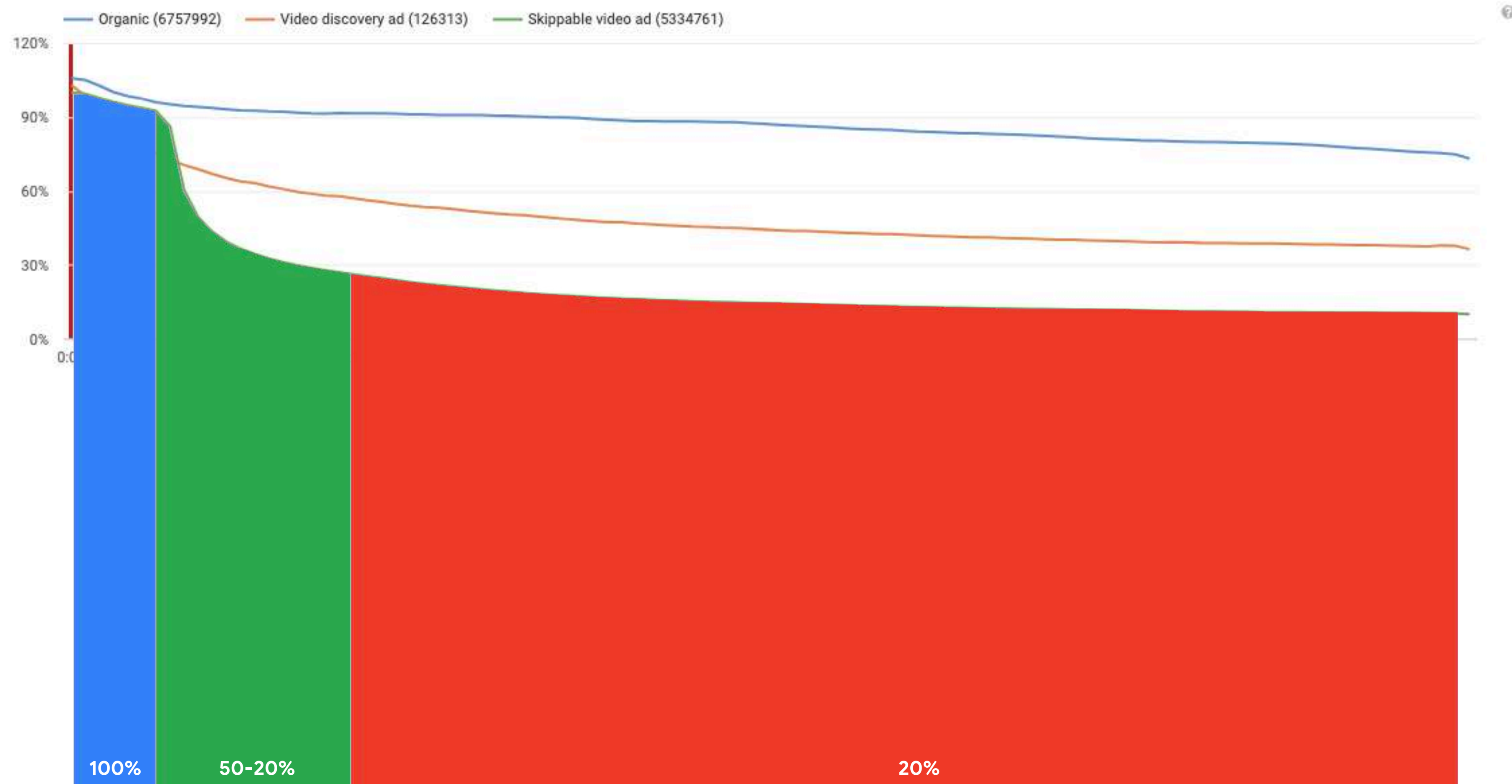














# Tuning for YouTube



Shoot, edit and optimise for YouTube

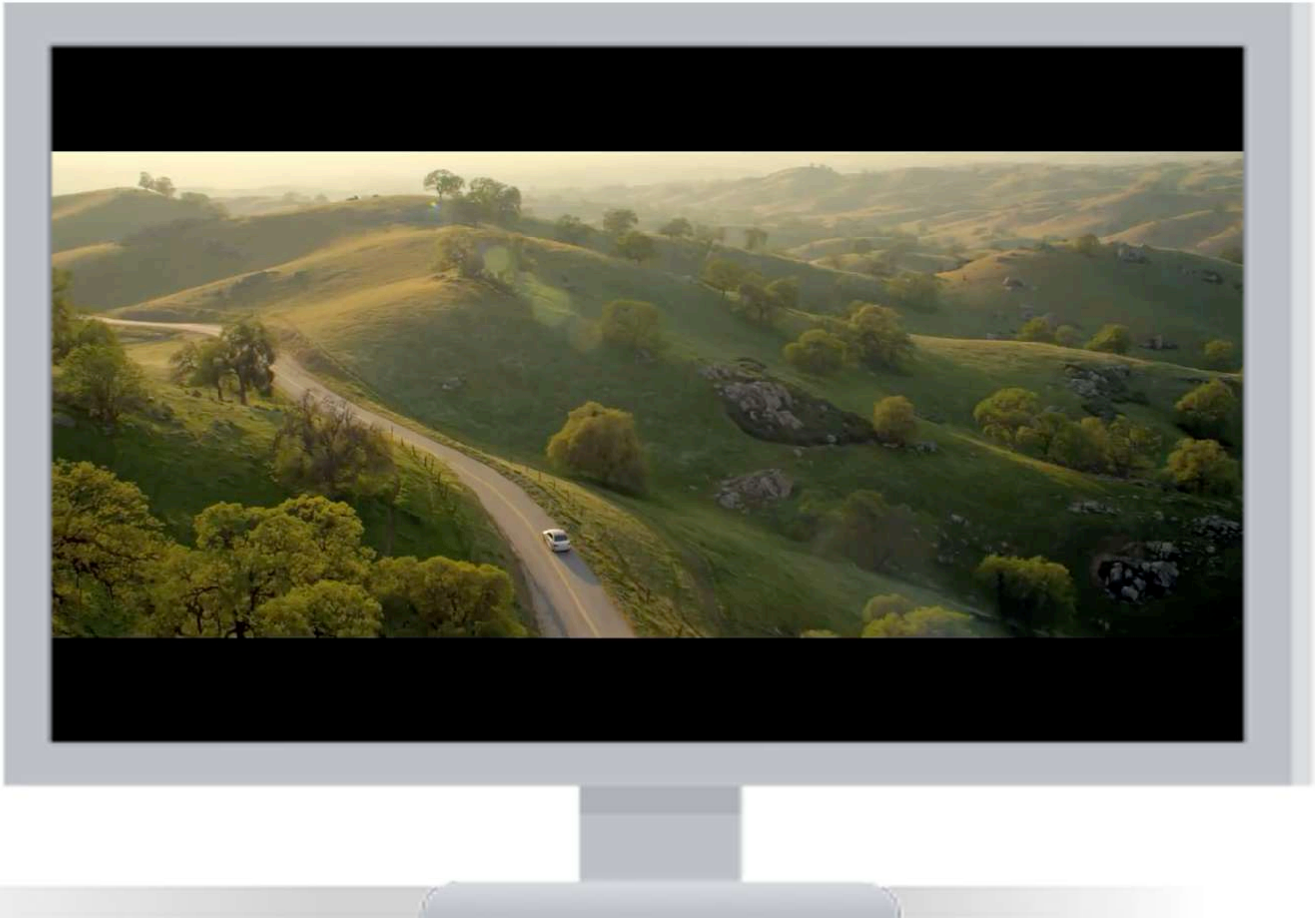


Incorporate your audience's interests

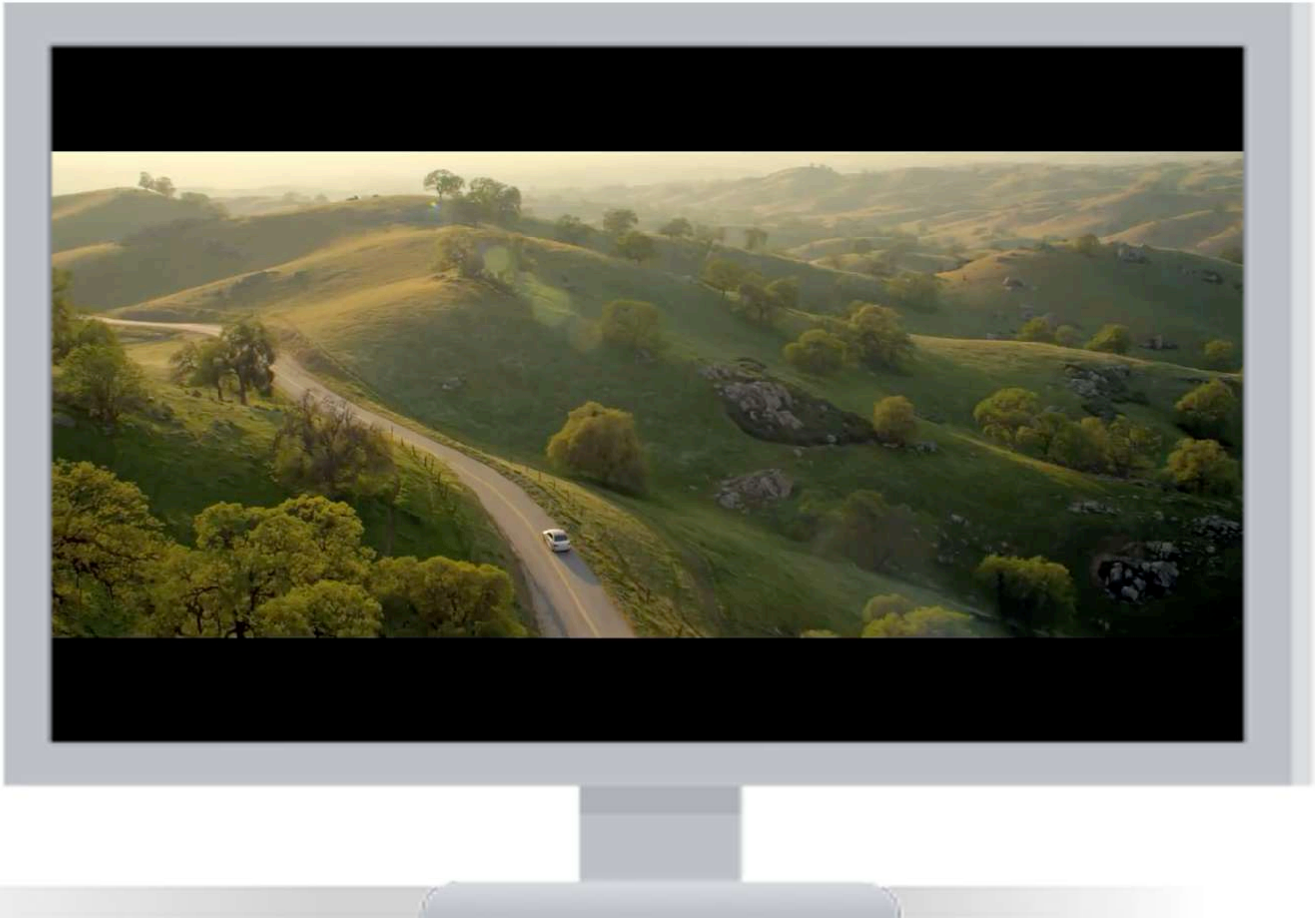


# Shoot, Edit, Optimise

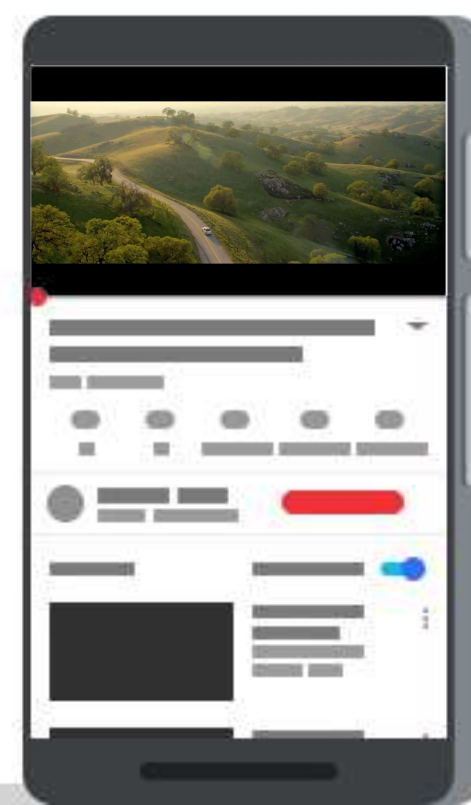




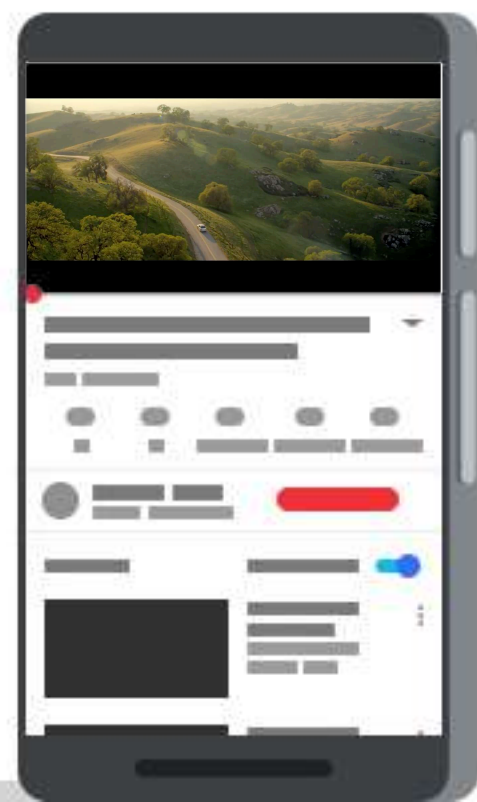






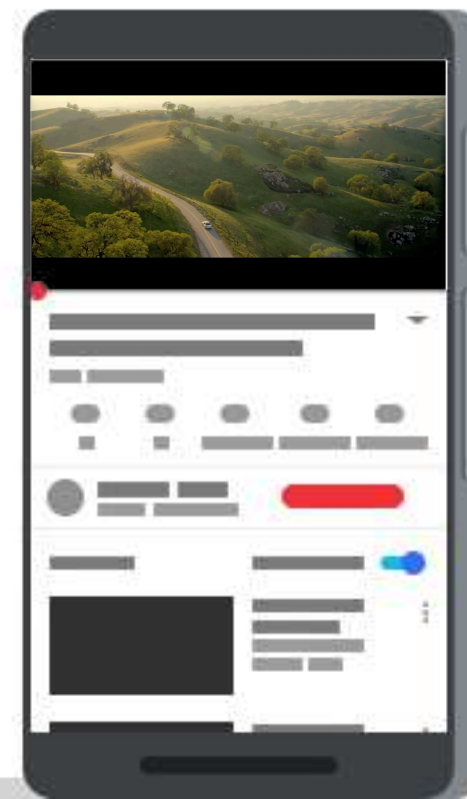








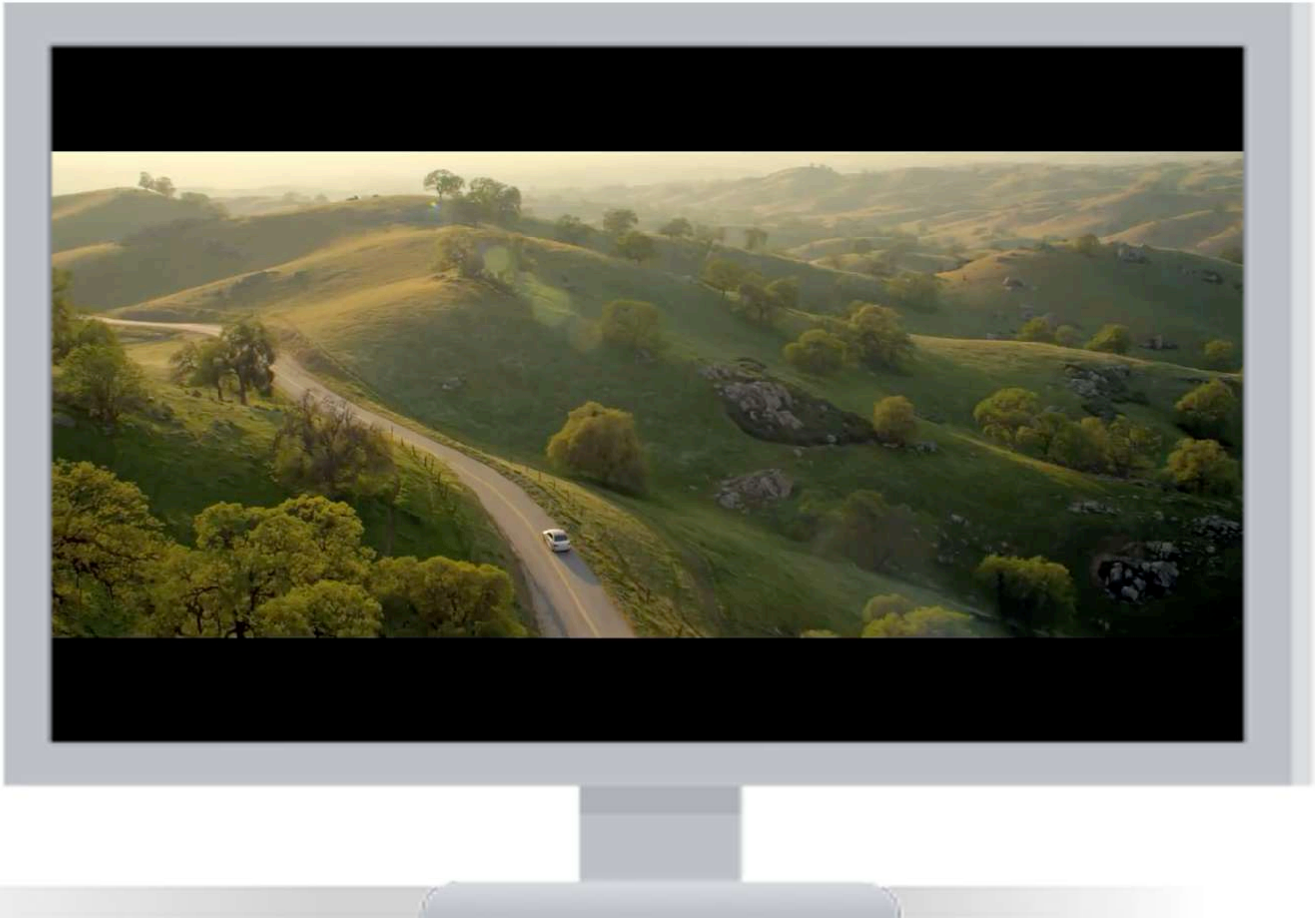
Only 25% of the videos  
analysed showcased a logo bigger  
than 4% of the screen



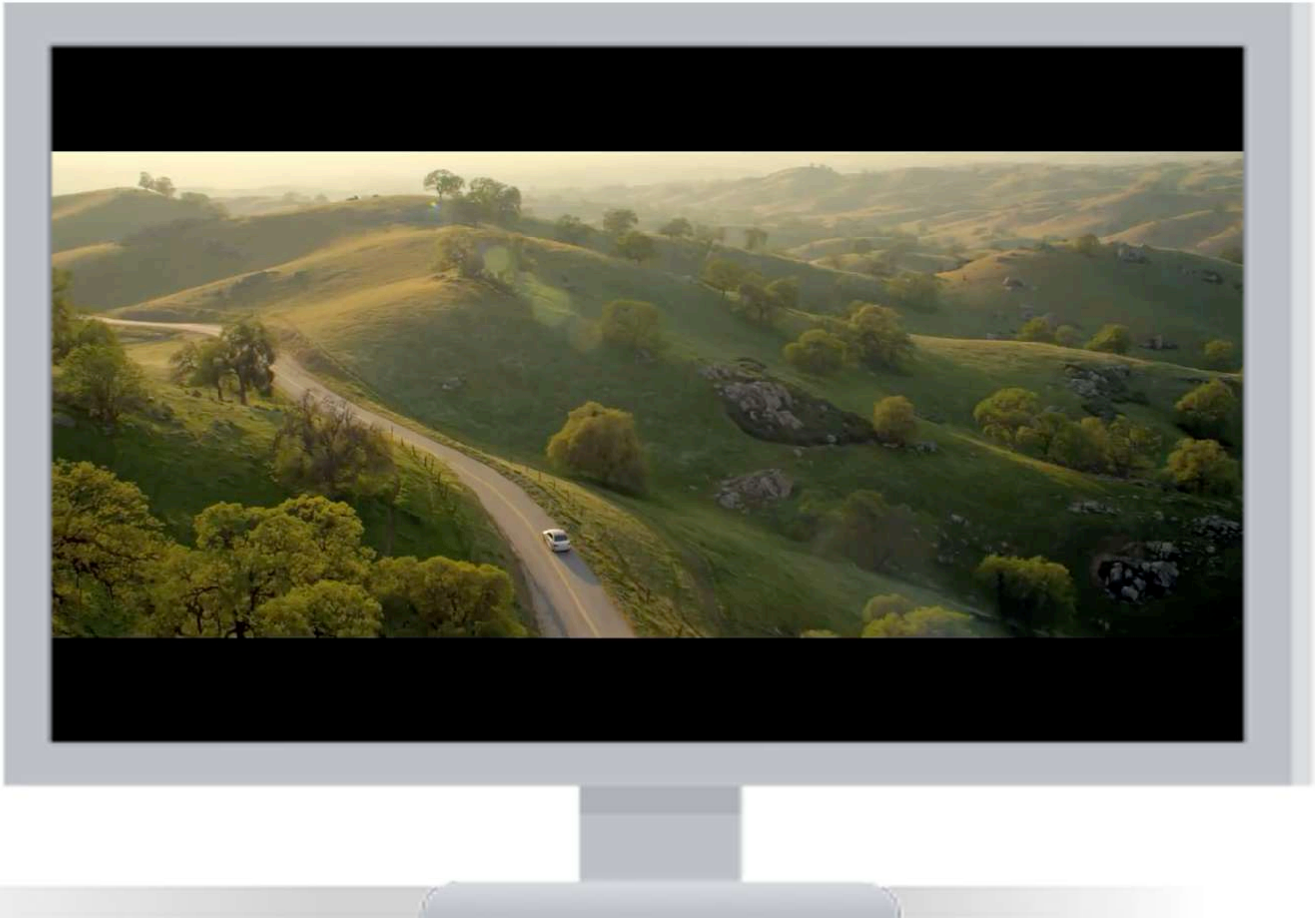


Get closer (much closer)





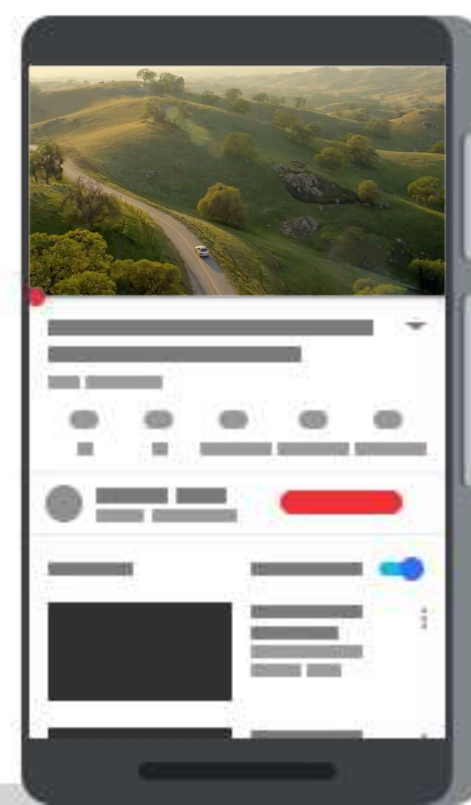




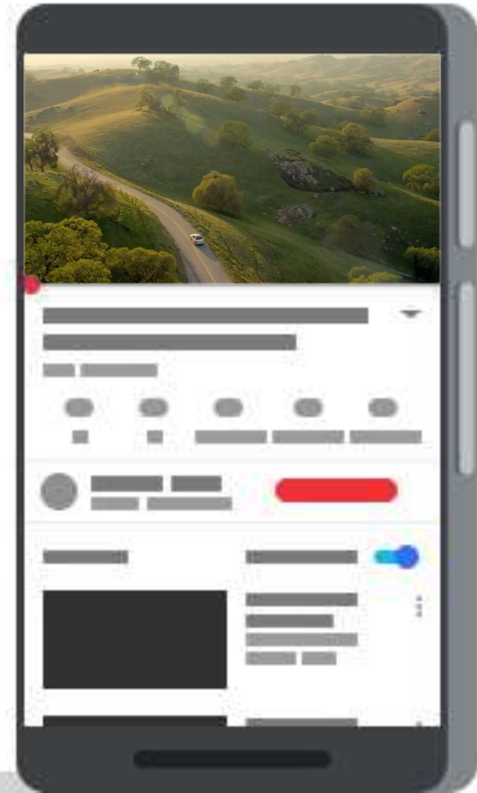














***Always, always shoot 16:9***



# Same brand, different styles





# Same brand, different styles



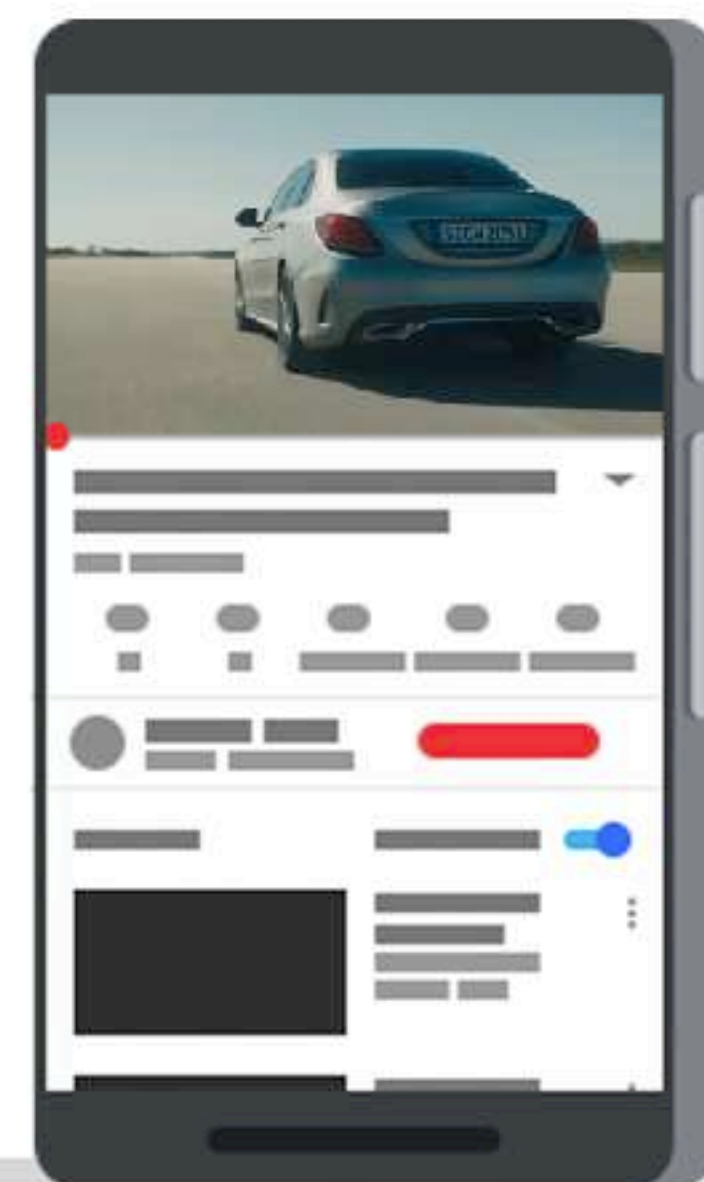
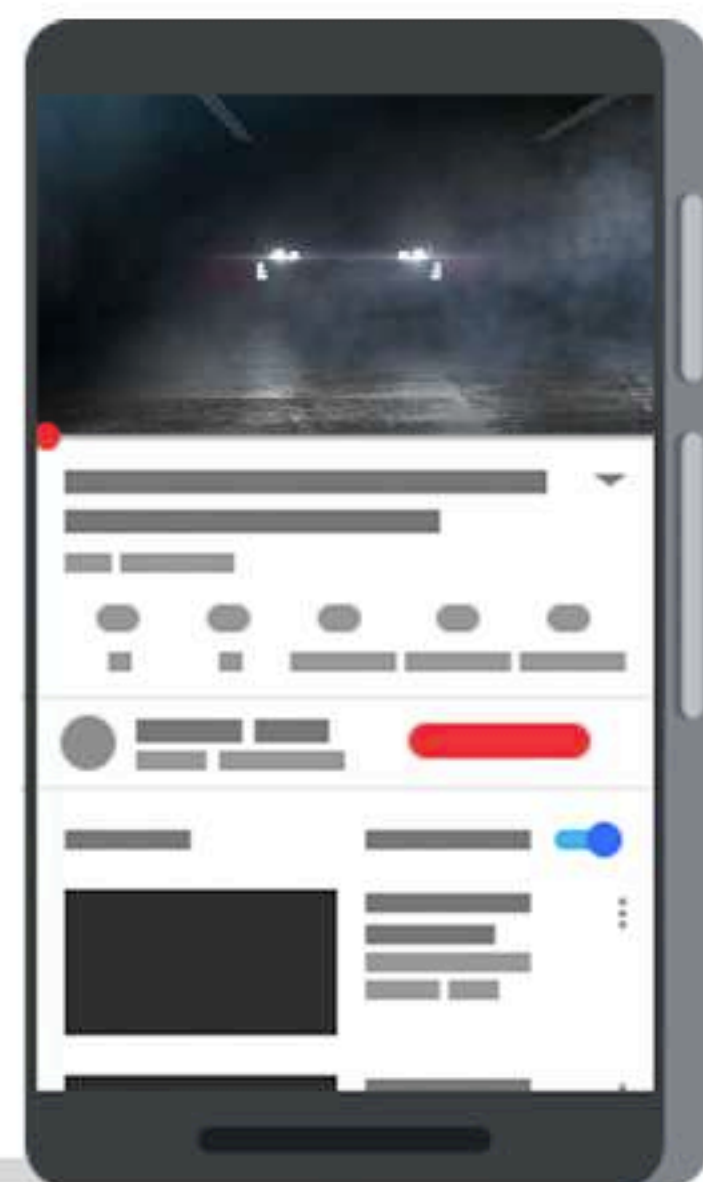


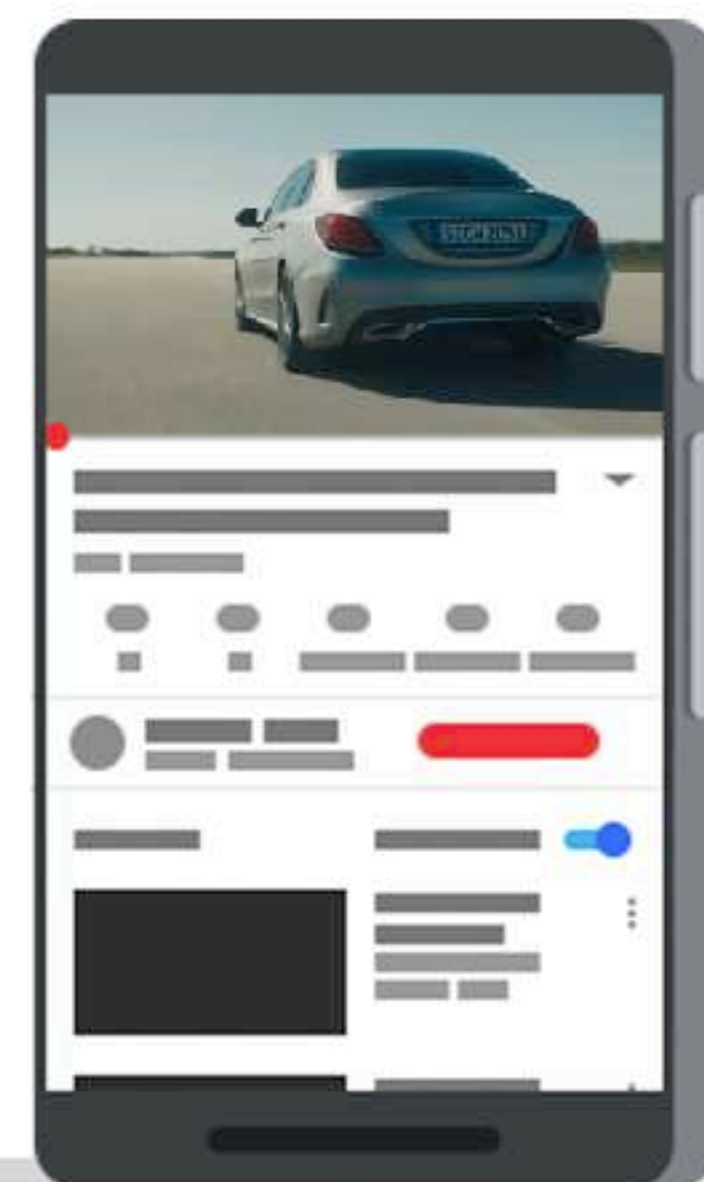
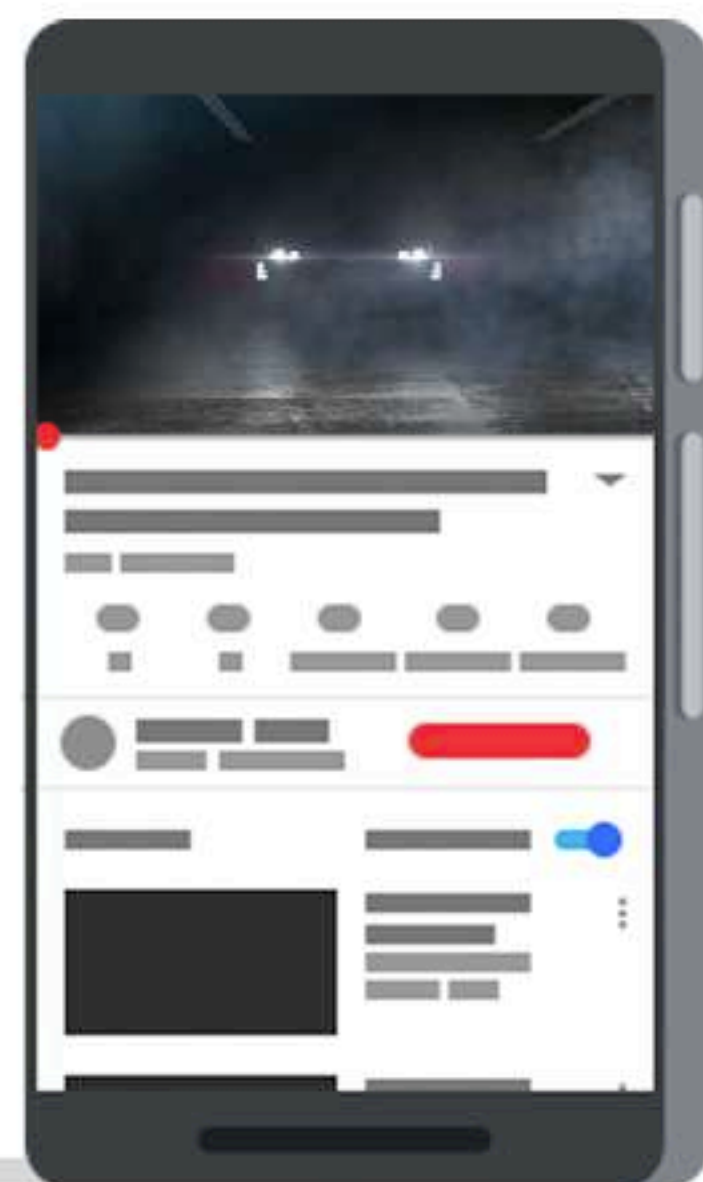
# Same brand, different styles



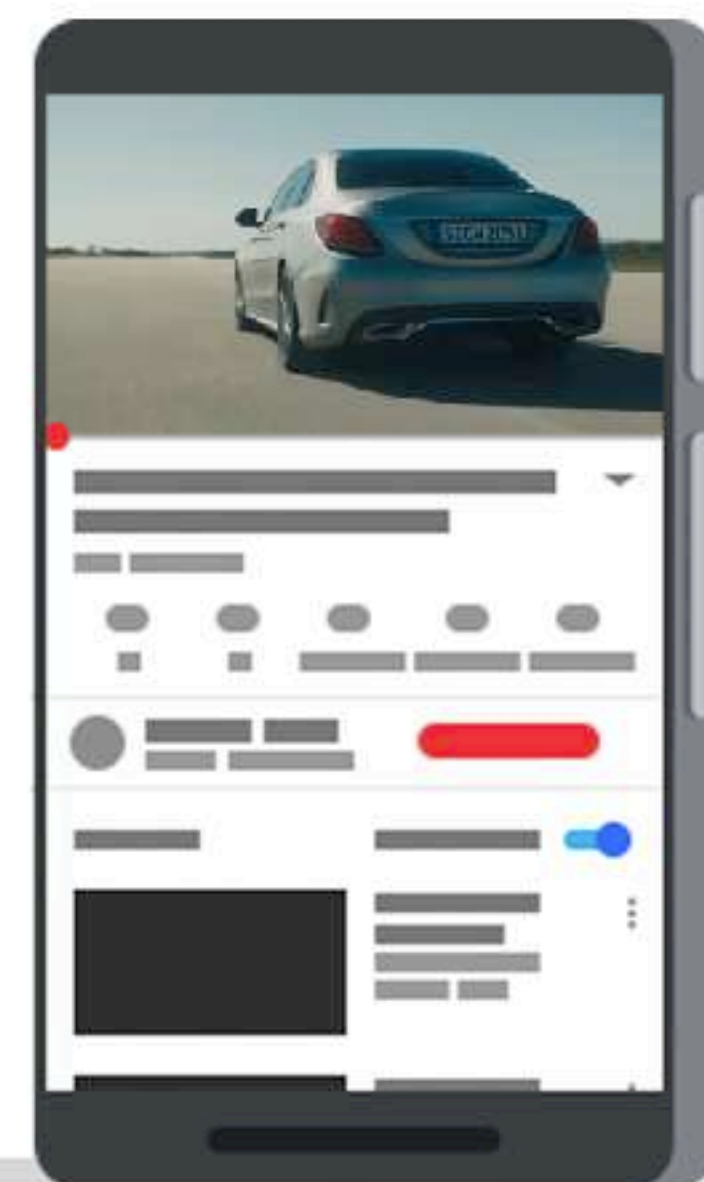
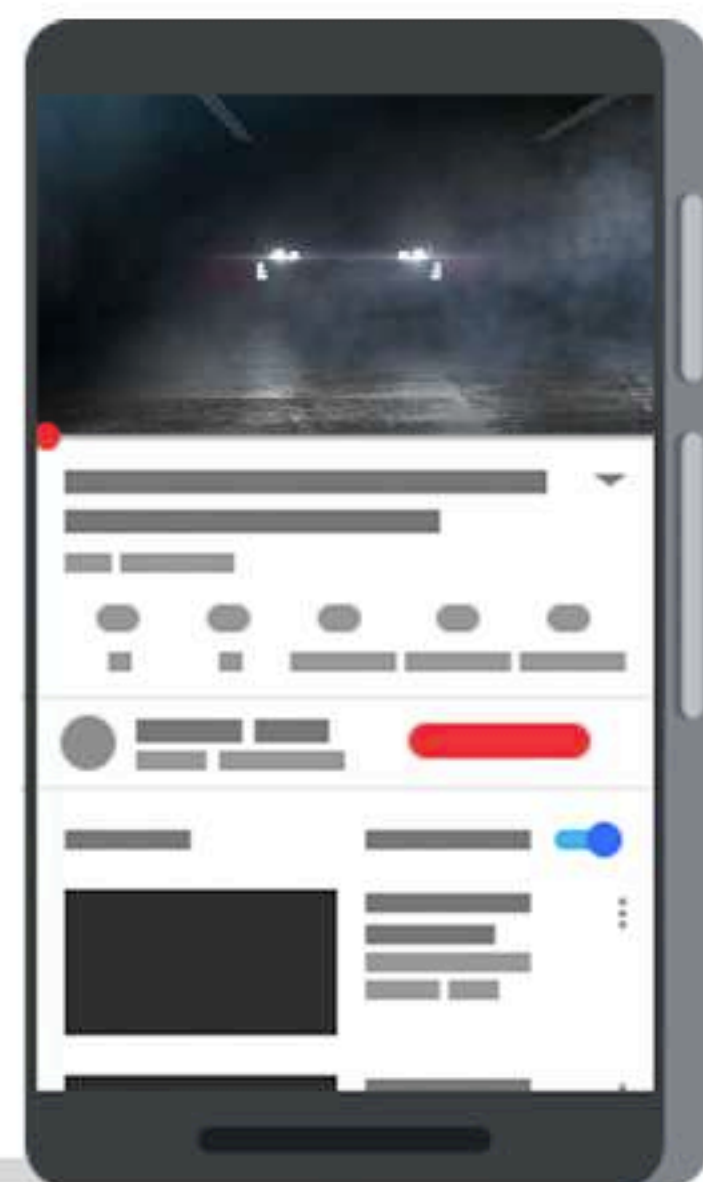
# Add brightness and contrast











Big copy



# The importance of sound

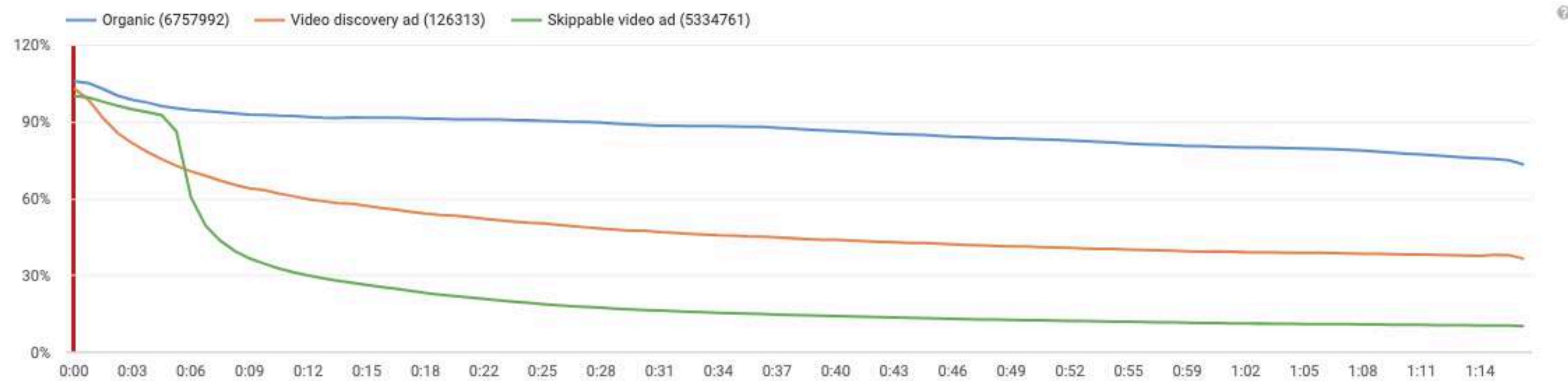


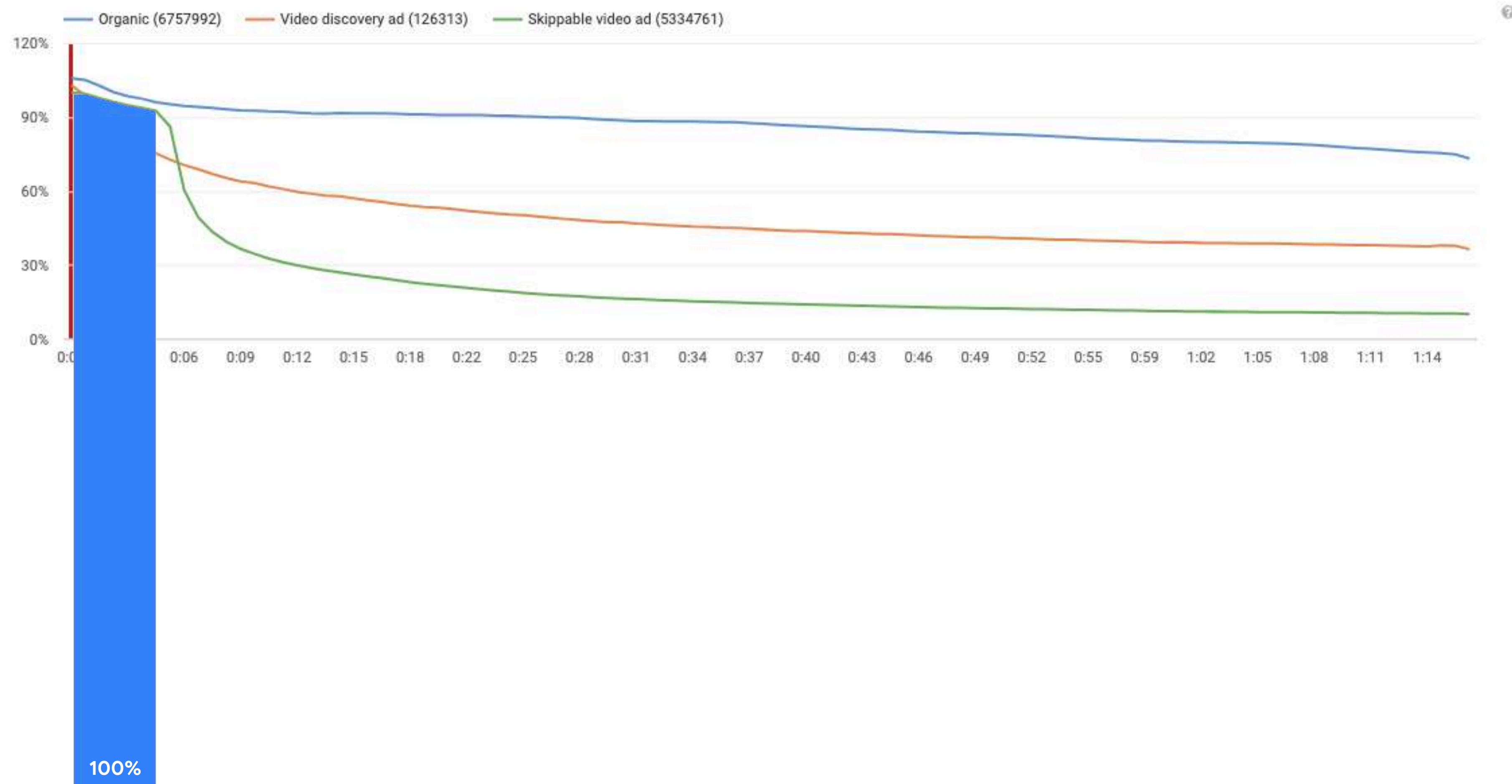
Audible only    Viewable only    Viewable + Audible

Source: Google TrueView Brand studies Aug-Sep 2016, Global. Data shows ratio of additive differences in brand performance vs. control respondents for each group of single exposure viewers.

Sound ON



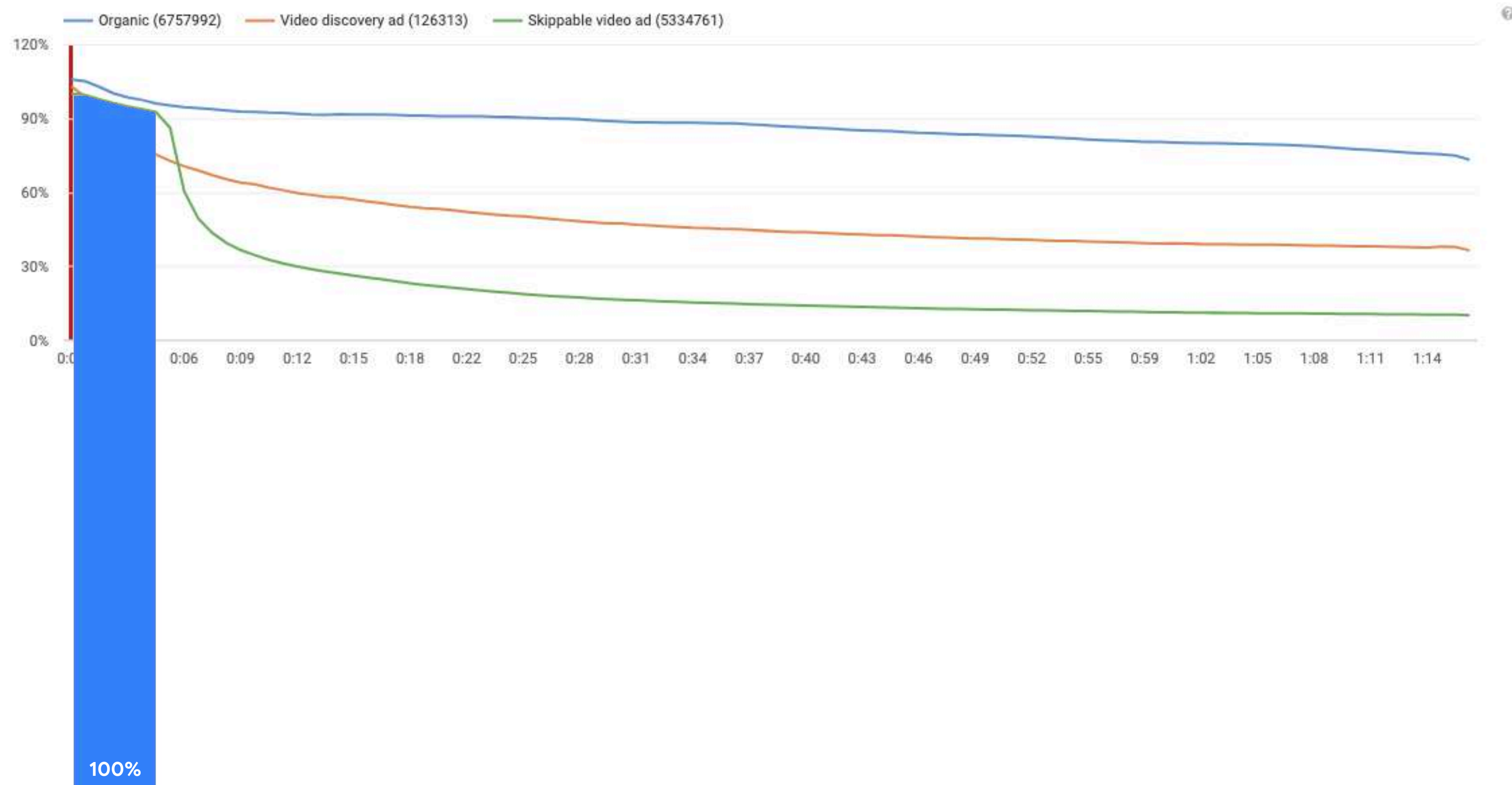




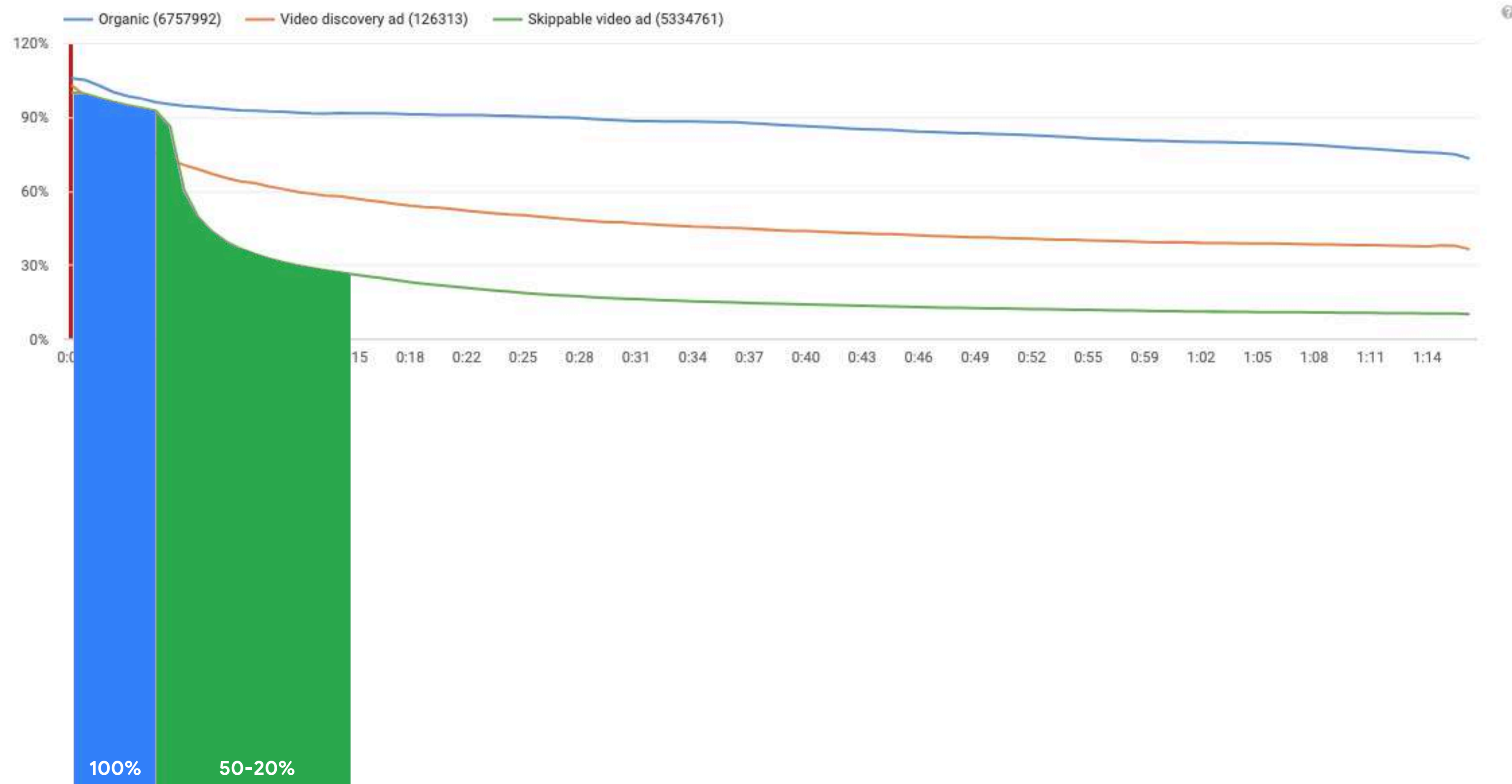








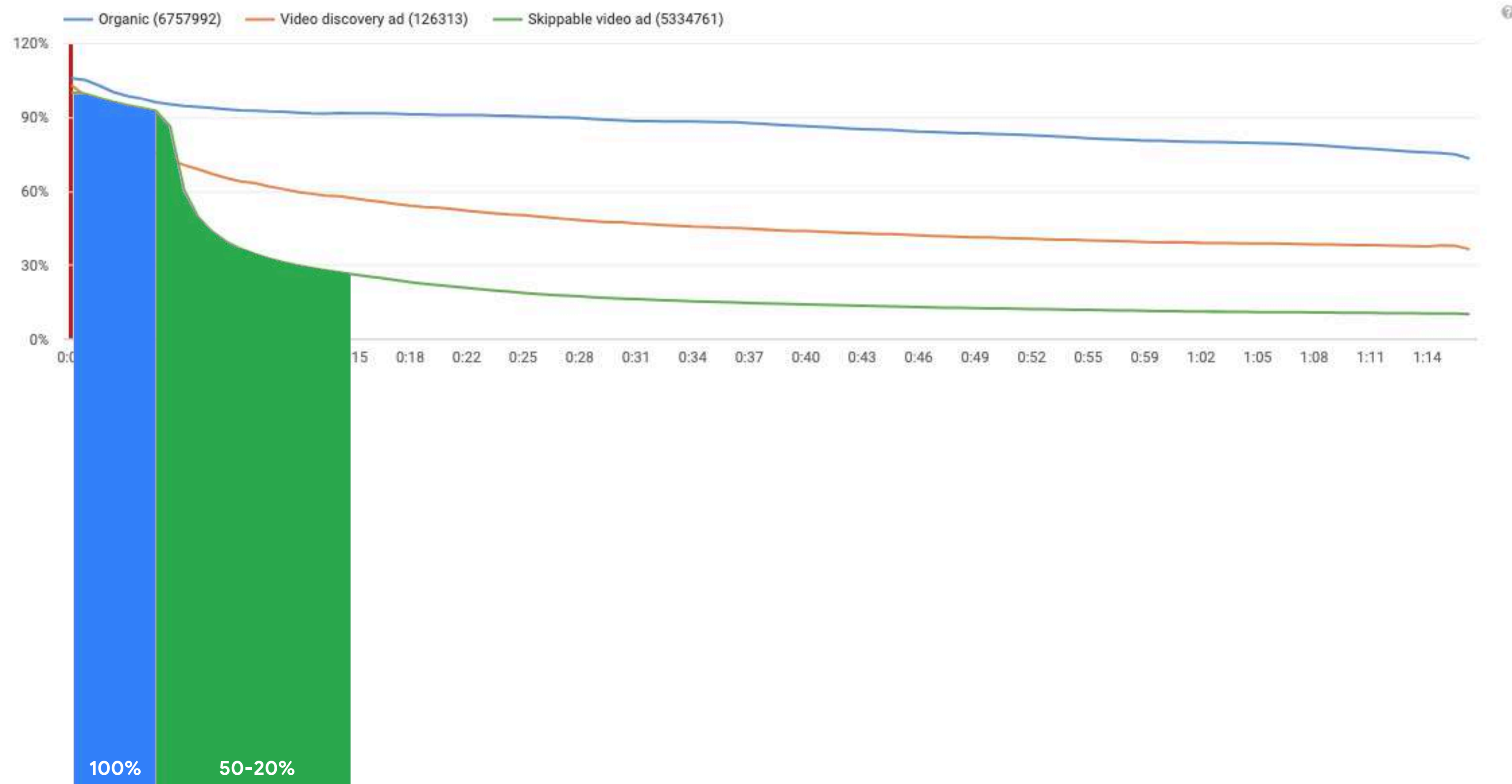


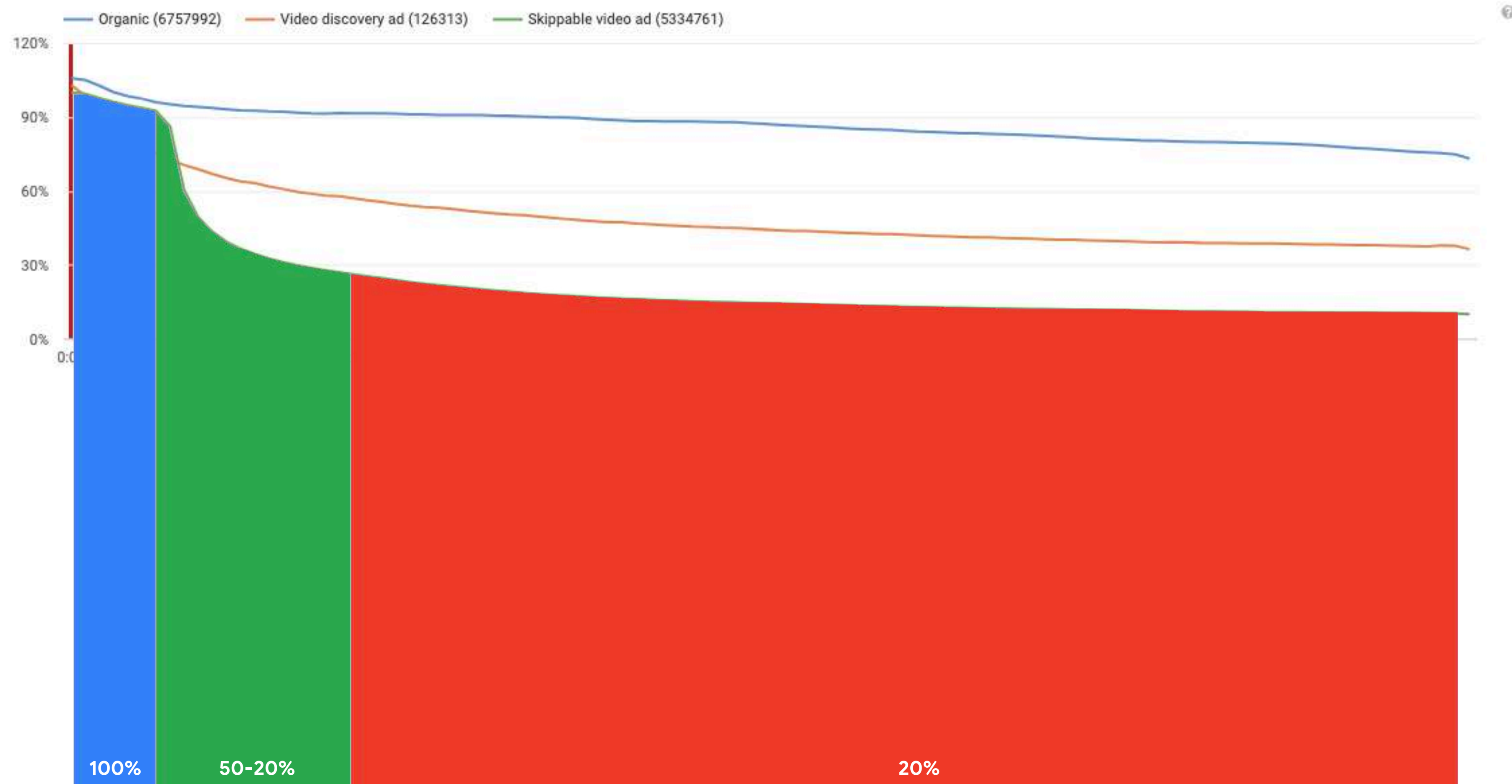


105.

Q1

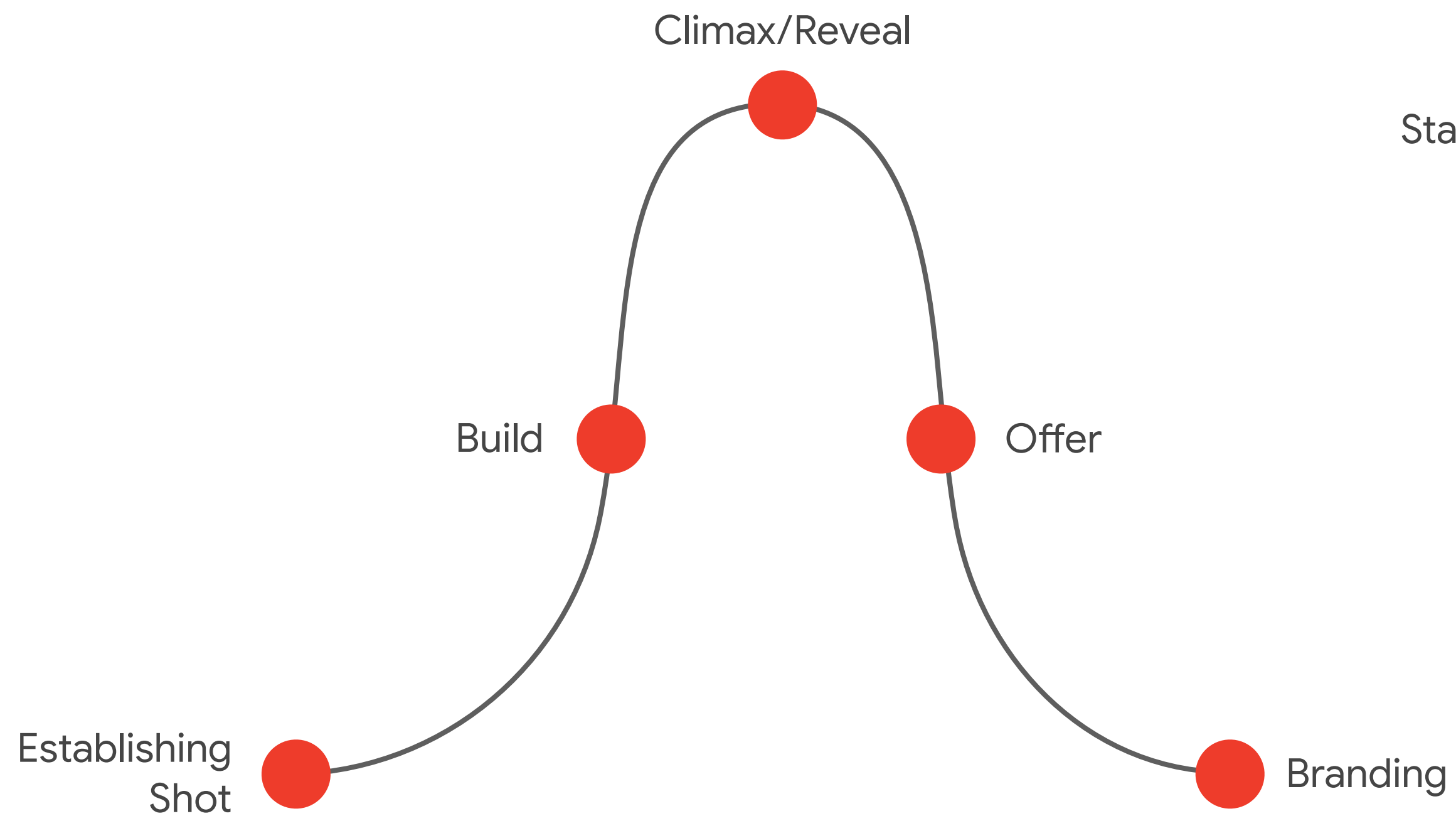




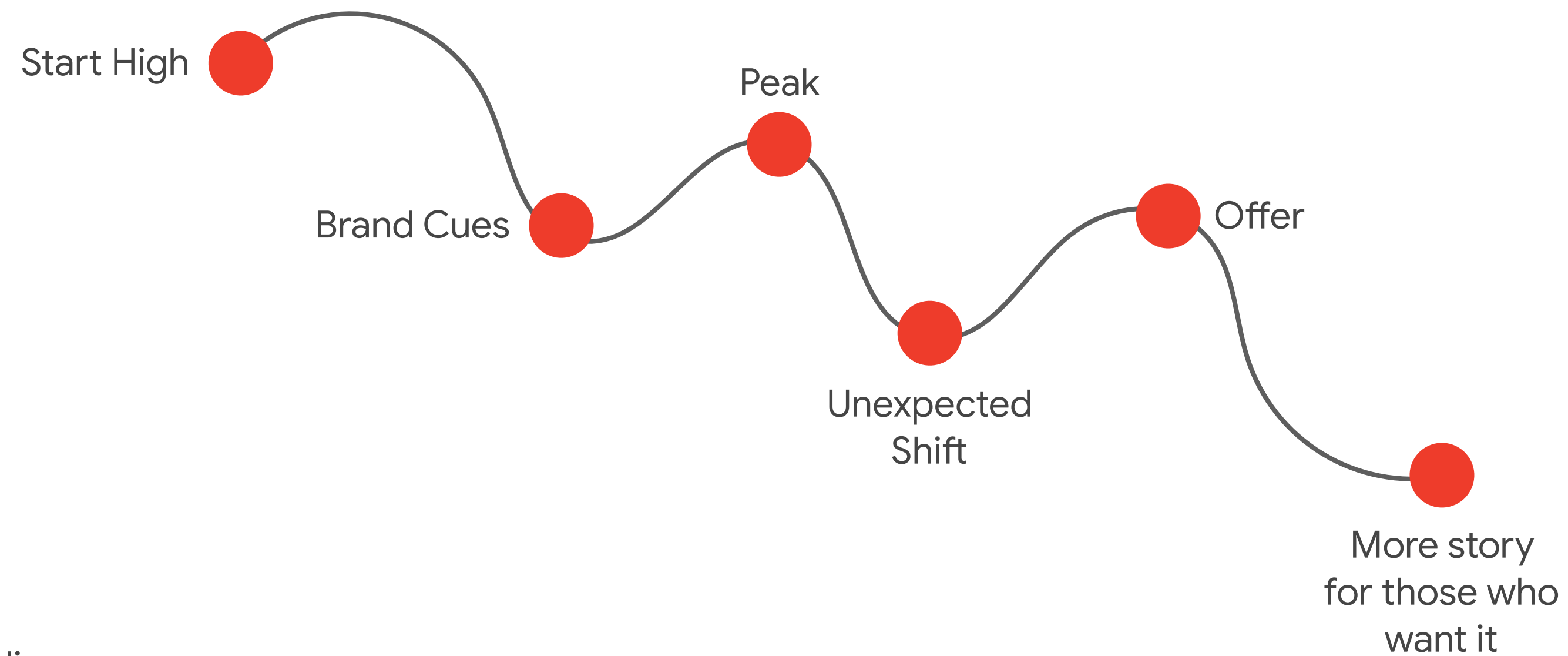








Traditional Story Arc



YouTube Story Arc







**Start high and move fast**

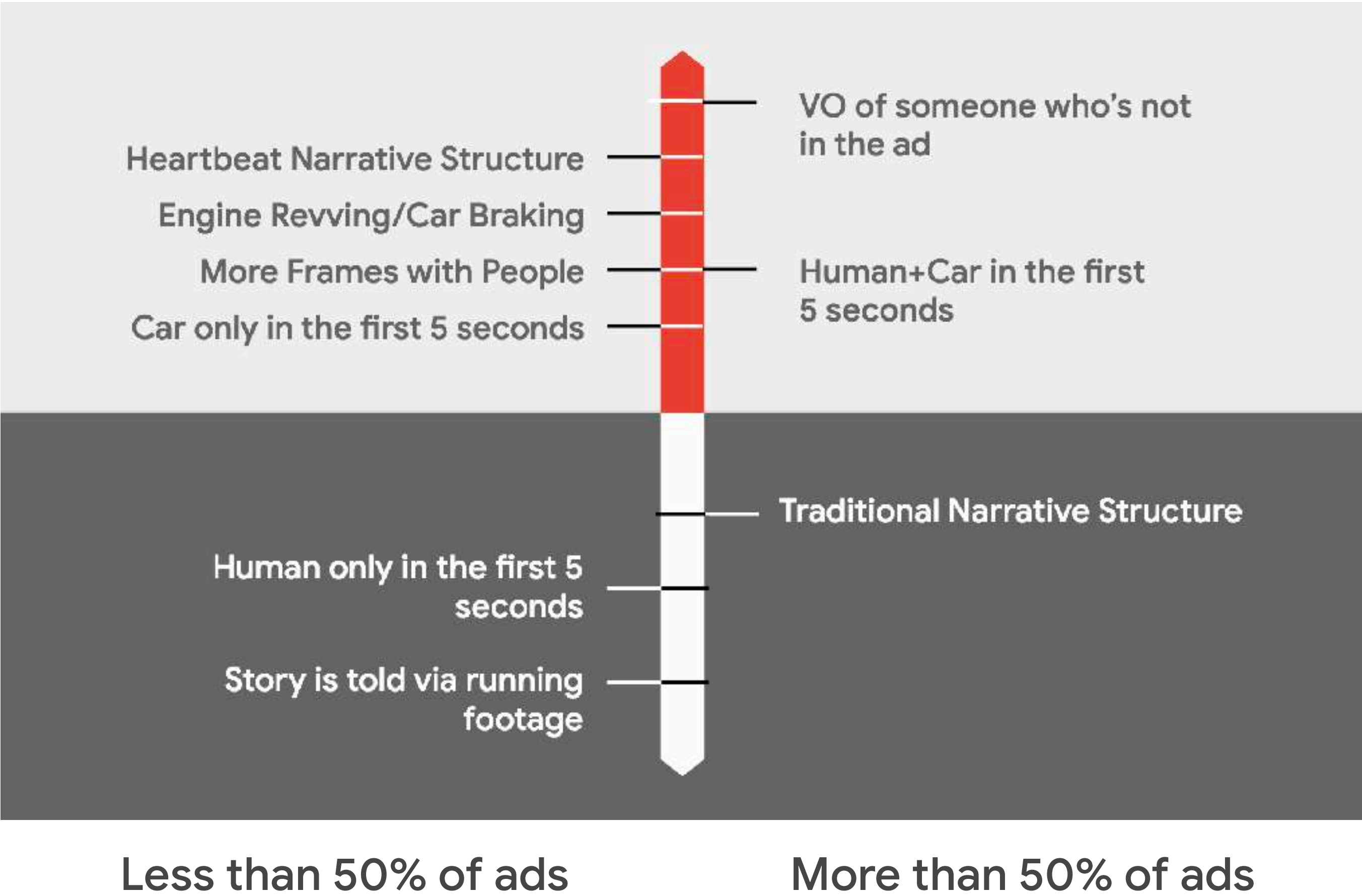




# Occurrence of elements

**+**  
positive  
effect

**—**  
negative  
effect



Source: IPSOS, Google study of 2000 global auto ads. Correlation of elements and Ad Recall, Brand Awareness and VTR.



# Incorporate the audience

Product Message















*"Would you rather be in a meeting at work?"*



Men



Parents

*"Live is outside. Are you?"*



Outdoor Enthusiasts



Big brand



Product Message

Product Message

Cultural moment





Product Message







Audience Message

Product Message

Love is out there.  
Find it in a Subaru Crosstrek.



Hobbies and Activities				×
Interest	Share	Index	Relevance	
Snowboard	3.0% 0.27%	11.2x	★★★★	
Downhill mountain biking	1.4% 0.10%	14.6x	★★★★	
Drifting	2.4% 0.32%	7.4x	★★★★	
Backpacking	2.4% 0.38%	6.4x	★★★★	
Cycling	3.6% 0.78%	4.7x	★★★★	
Hiking	5.1% 1.4%	3.5x	★★★★	
Cyclo-cross	1.0% 0.07%	15.7x	★★★★	
Mountain biking	1.6% 0.20%	7.8x	★★★★	
Climbing	2.2% 0.40%	5.5x	★★★★	
Rallying	1.6% 0.21%	7.4x	★★★★	
Mountaineering	1.2%	6.4x	★★★★	

## Product Message

Love is out there.  
Find it in a Subaru Crosstrek.

## Audience Message

Outdoor Enthusiasts  
Thrill Seekers  
Skiing Enthusiasts  
Running Enthusiasts  
Water Sports Enthusiasts  
Winter Sports Enthusiasts  
Beach-bound Travelers  
Snowbound Travelers

## Product Message

Love is out there.  
Find it in a Subaru Crosstrek.





















TV-first



A scenic landscape featuring a light-colored dirt road that curves from the bottom left towards the center. The road is flanked by green grass and low-lying vegetation. In the background, a bright sun is low on the horizon, creating a strong lens flare and illuminating a layer of clouds. The sky is a mix of blue and white, with some darker clouds on the left. A blue rounded rectangle is overlaid on the right side of the image, containing the text 'YouTube-first'.

YouTube-first







A background image of a person in a grey suit with their hands clasped in front of them. Overlaid on this is a large blue circle containing white text.

**53%**  
of people start their  
research online



A background image of a person in a grey suit with their hands clasped in front of them. Overlaid on this is a large red circle containing white text.

**24%**  
of people discovered  
their car online



A background image of a person in a grey suit with their hands clasped in front of them. Overlaid on this is a large yellow circle containing white text.

**79%**  
of buyers watch car  
videos on YouTube  
**ONLY**



A background image of a person in a grey suit with their hands clasped in front of them. Overlaid on this is a large green circle containing white text.

**88%**  
of buyers perform a  
follow-up action  
after watching  
a video



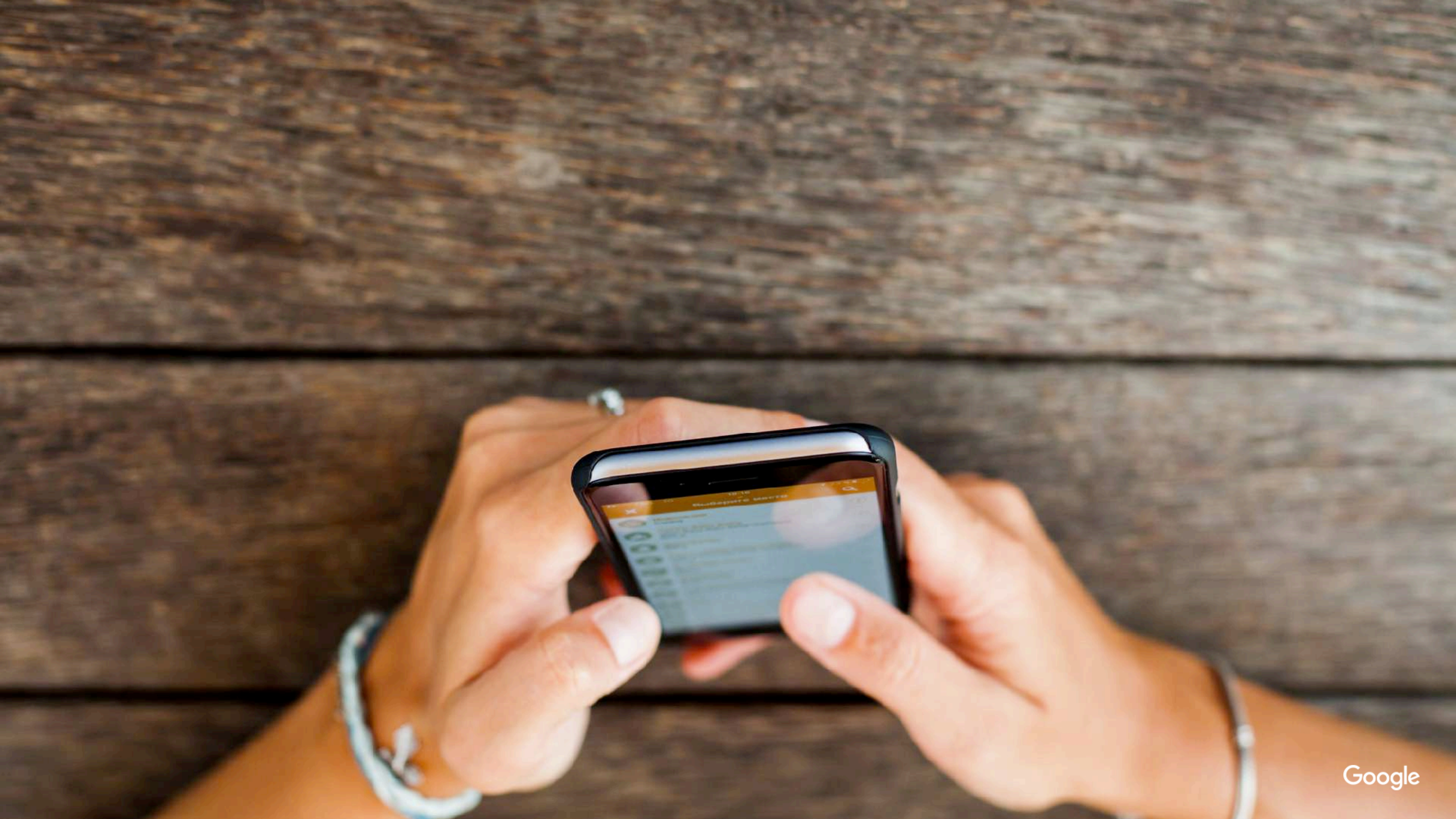
A background image of a person in a grey suit with their hands clasped in front of them. A large blue circle is centered over the image, containing white text.

**29%**  
of buyers booked  
a test-drive after  
watching a video













What type of  
car do I want?







What type of  
car do I want?



Which car  
is the best?







What type of  
car do I want?



Which car  
is the best?



Is it right  
for me?







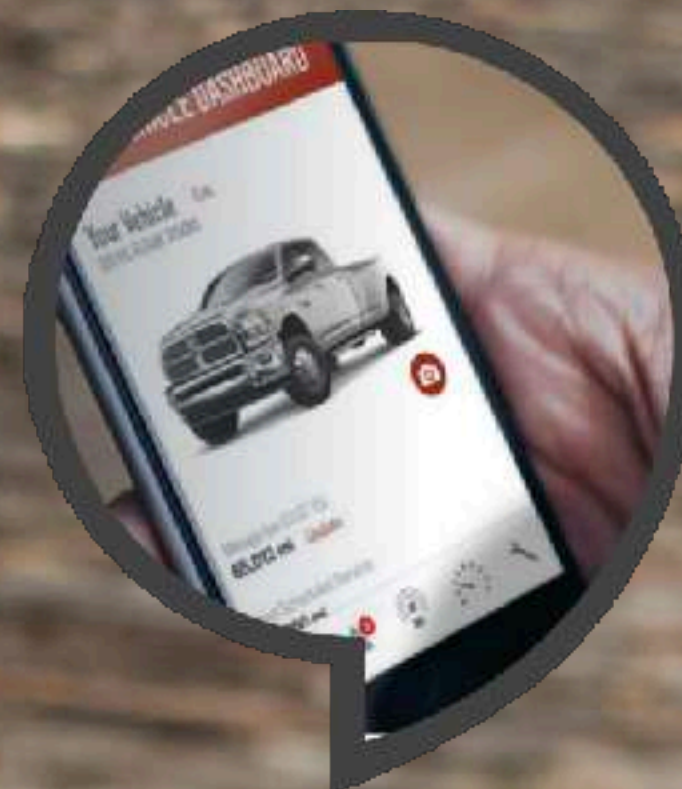
What type of  
car do I want?



Which car  
is the best?



Is it right  
for me?



Can I  
afford It?







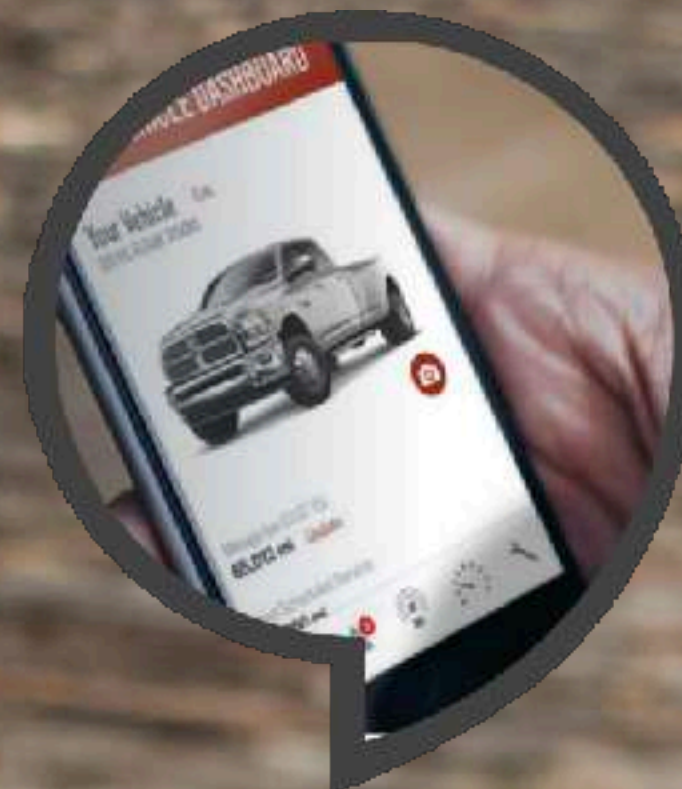
What type of  
car do I want?



Which car  
is the best?



Is it right  
for me?



Can I  
afford It?



Where should  
I buy?







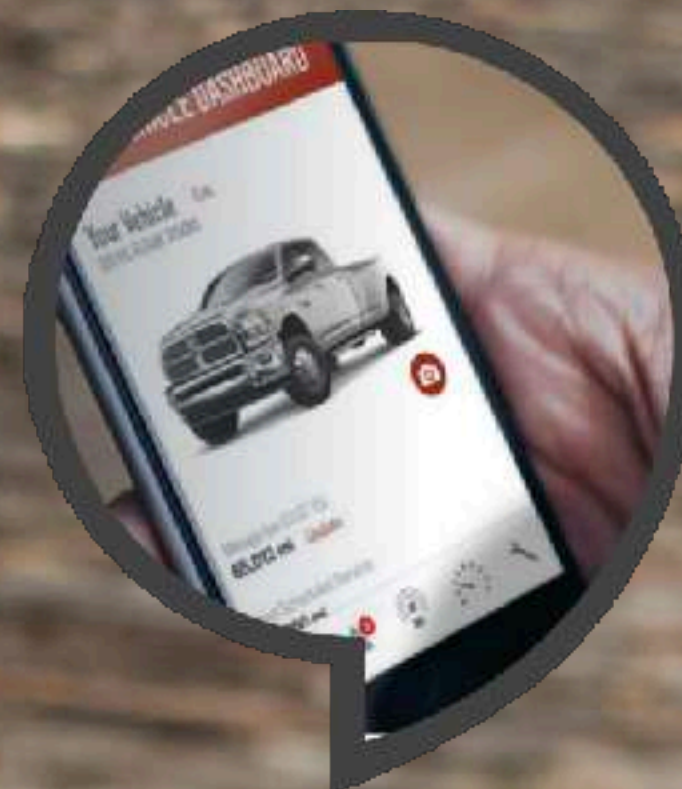
What type of  
car do I want?



Which car  
is the best?



Is it right  
for me?



Can I  
afford It?



Where should  
I buy?



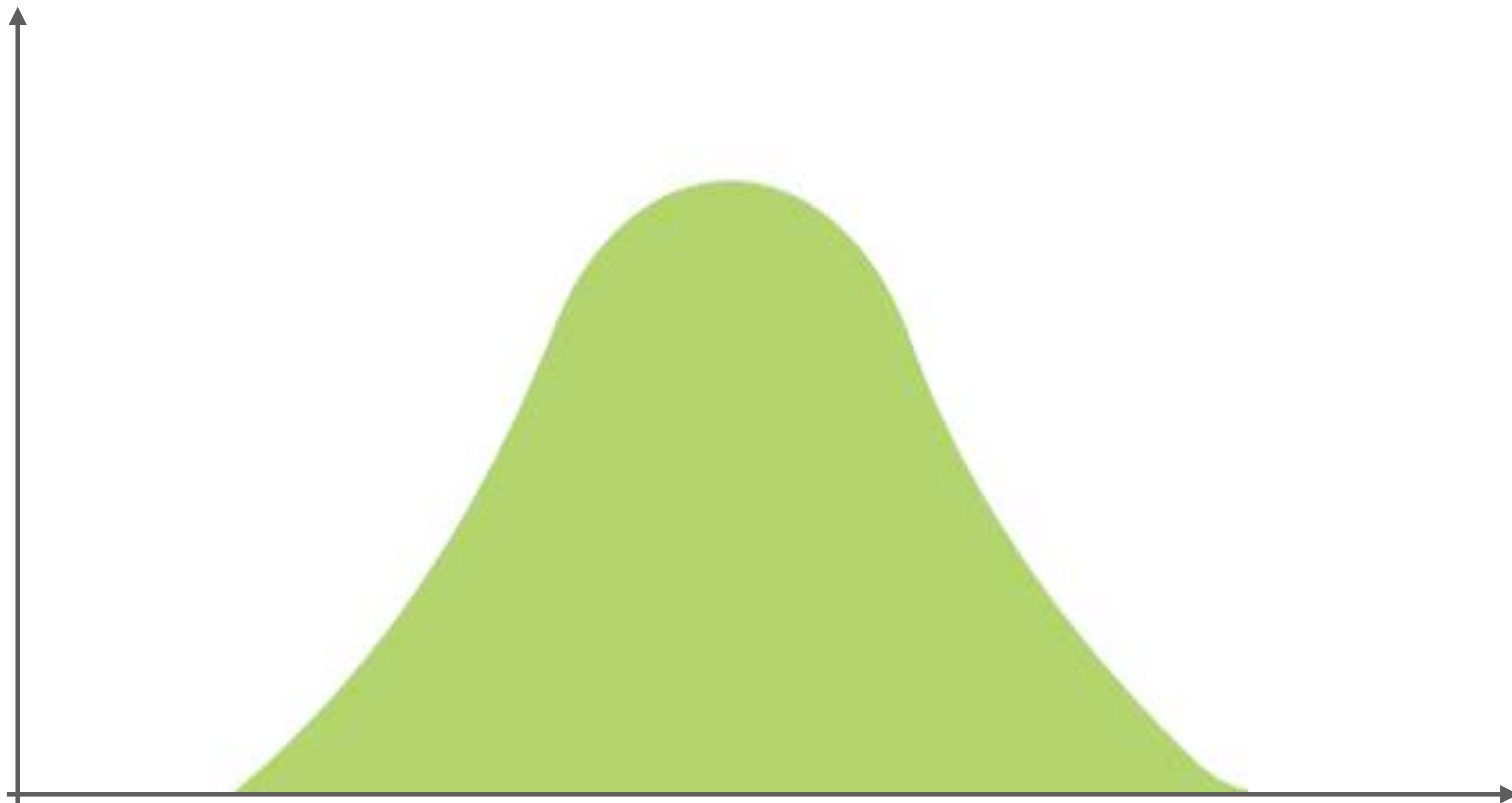
How can I  
make the most  
of it?



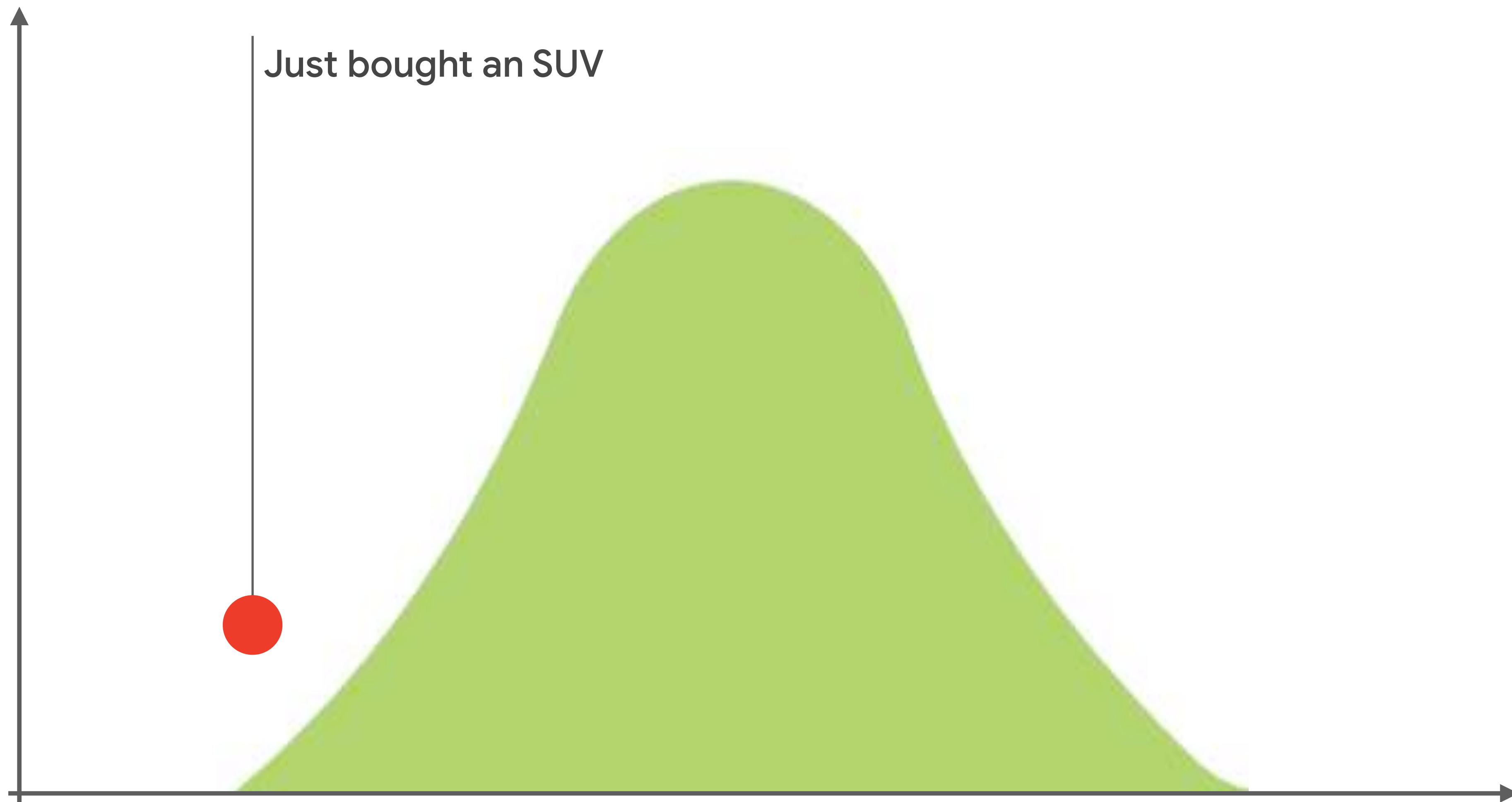


1) This is your window of opportunity

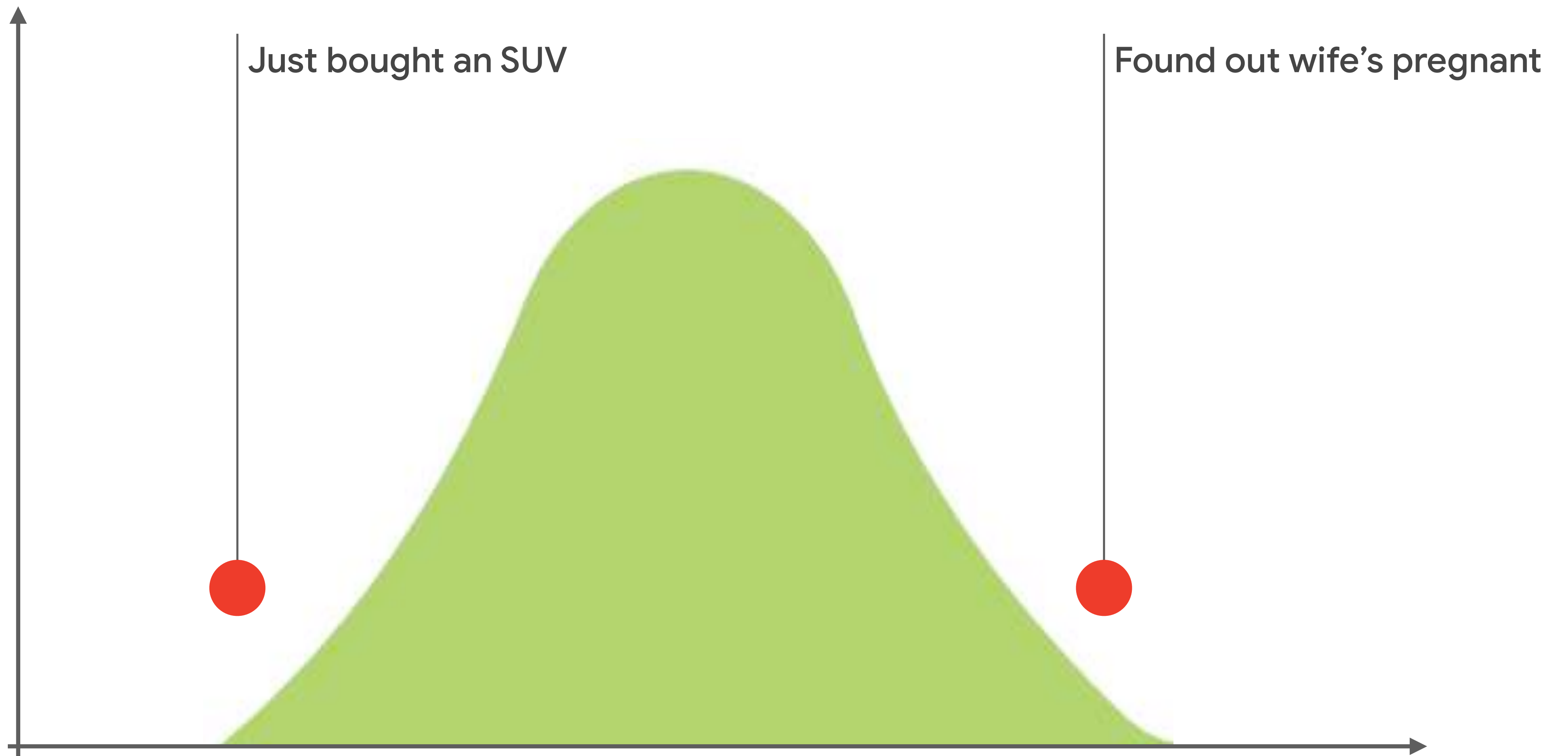
















Flight



Always On



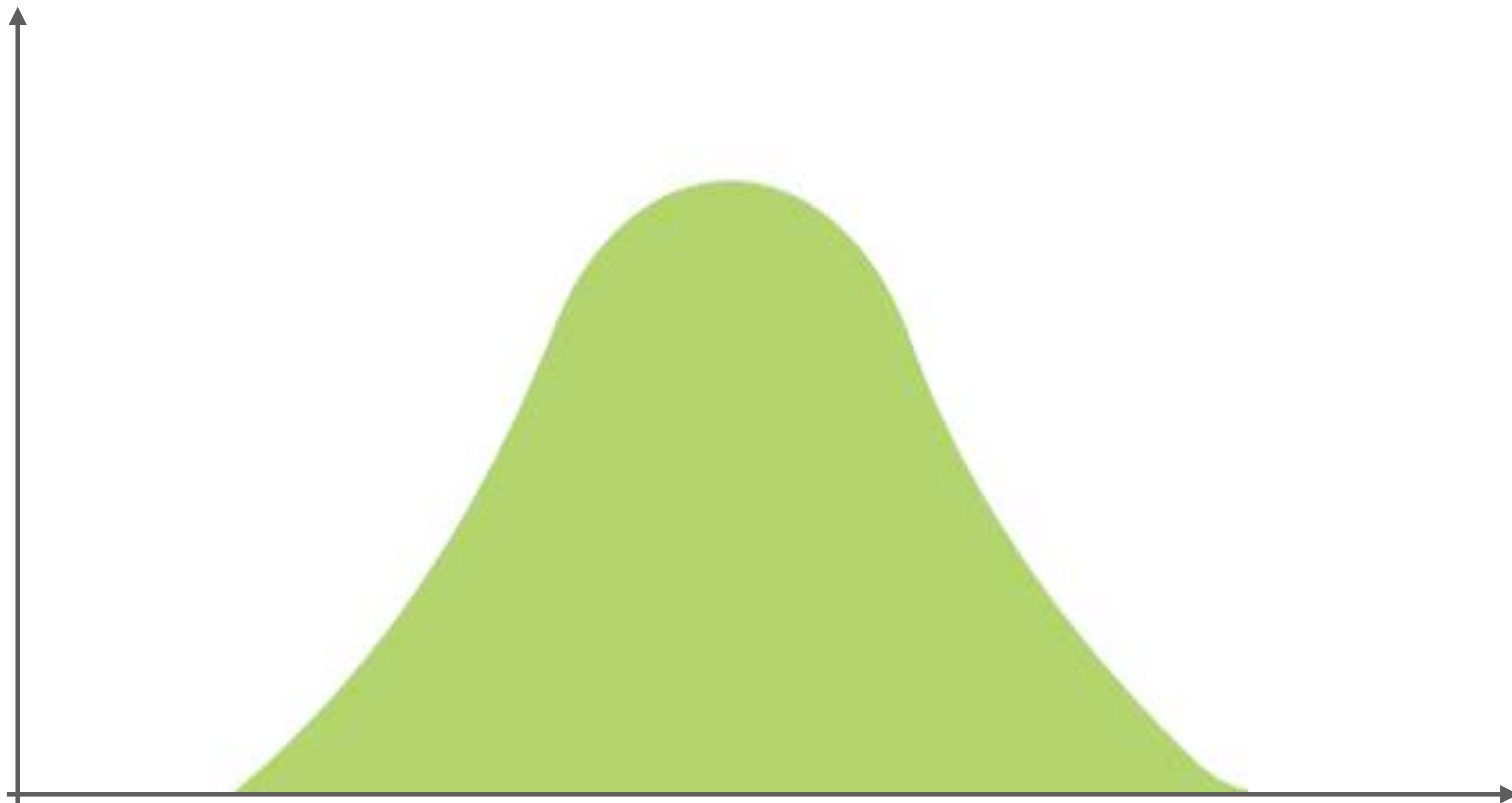


Flight

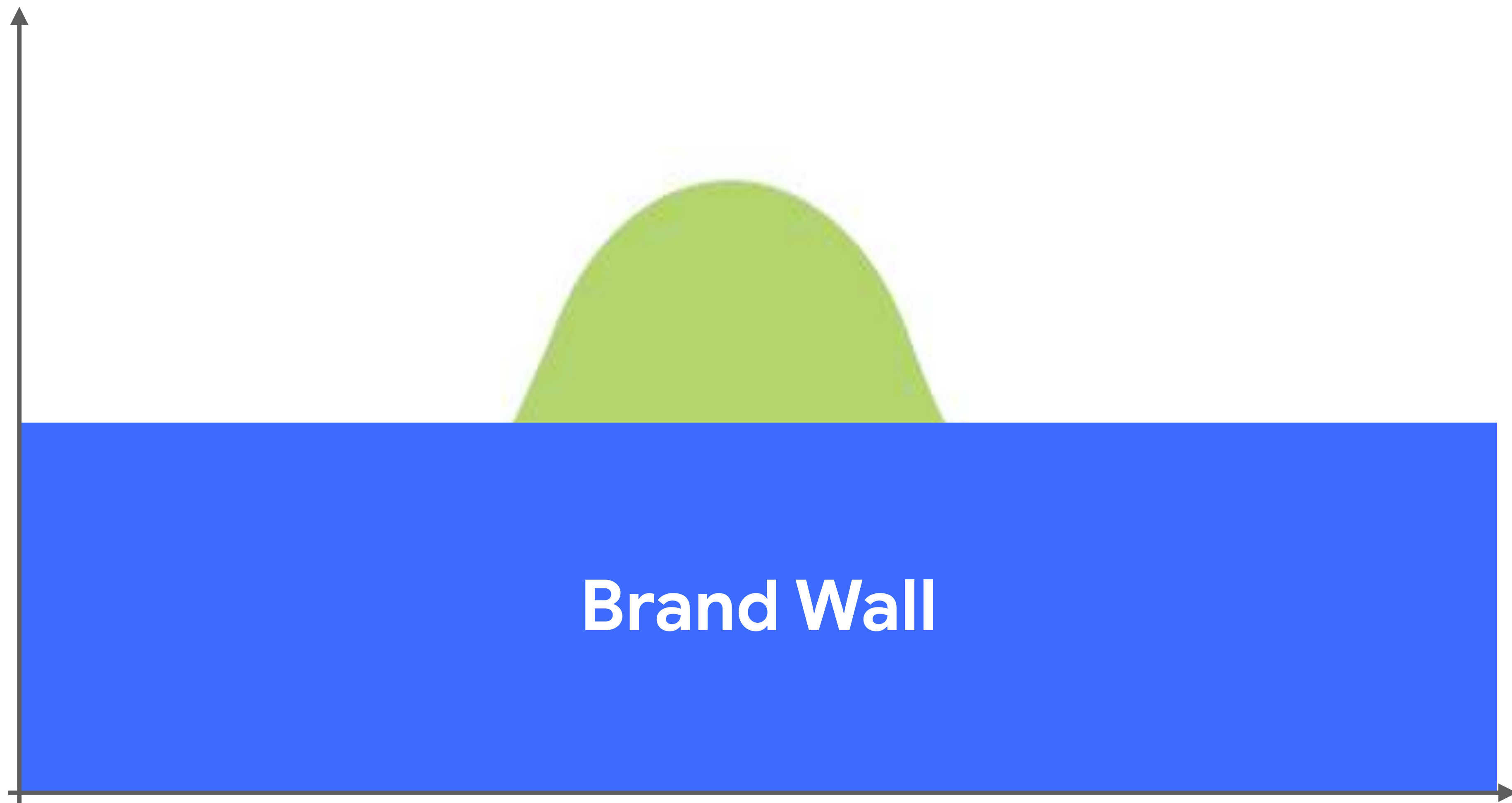


Always On

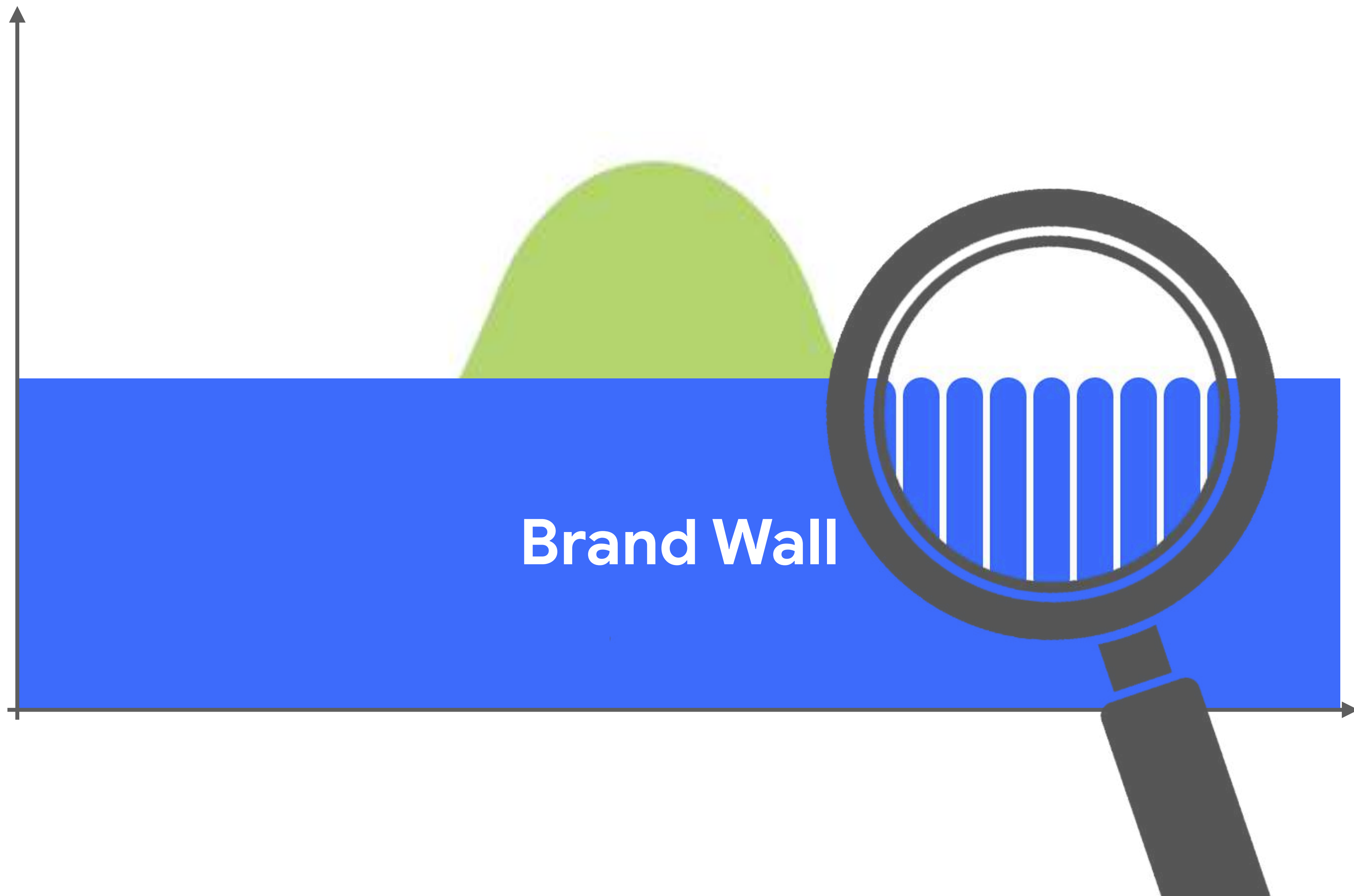














1) This is your window of opportunity



- 1) This is your window of opportunity
- 2) You need content for every stage

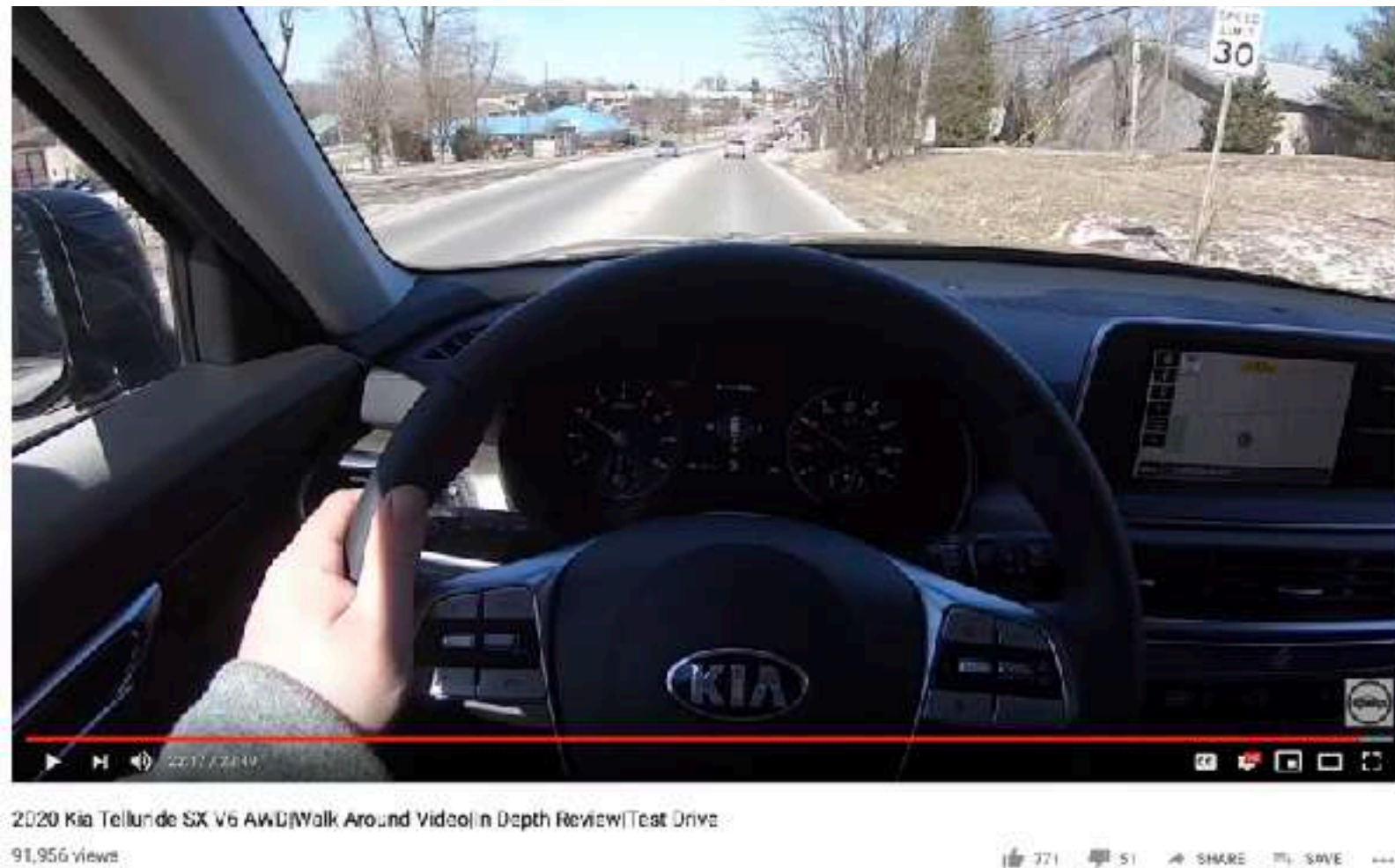


# More test-drives on YouTube than in real life



# More test-drives on YouTube than in real life

## Walkarounds/Test Drives



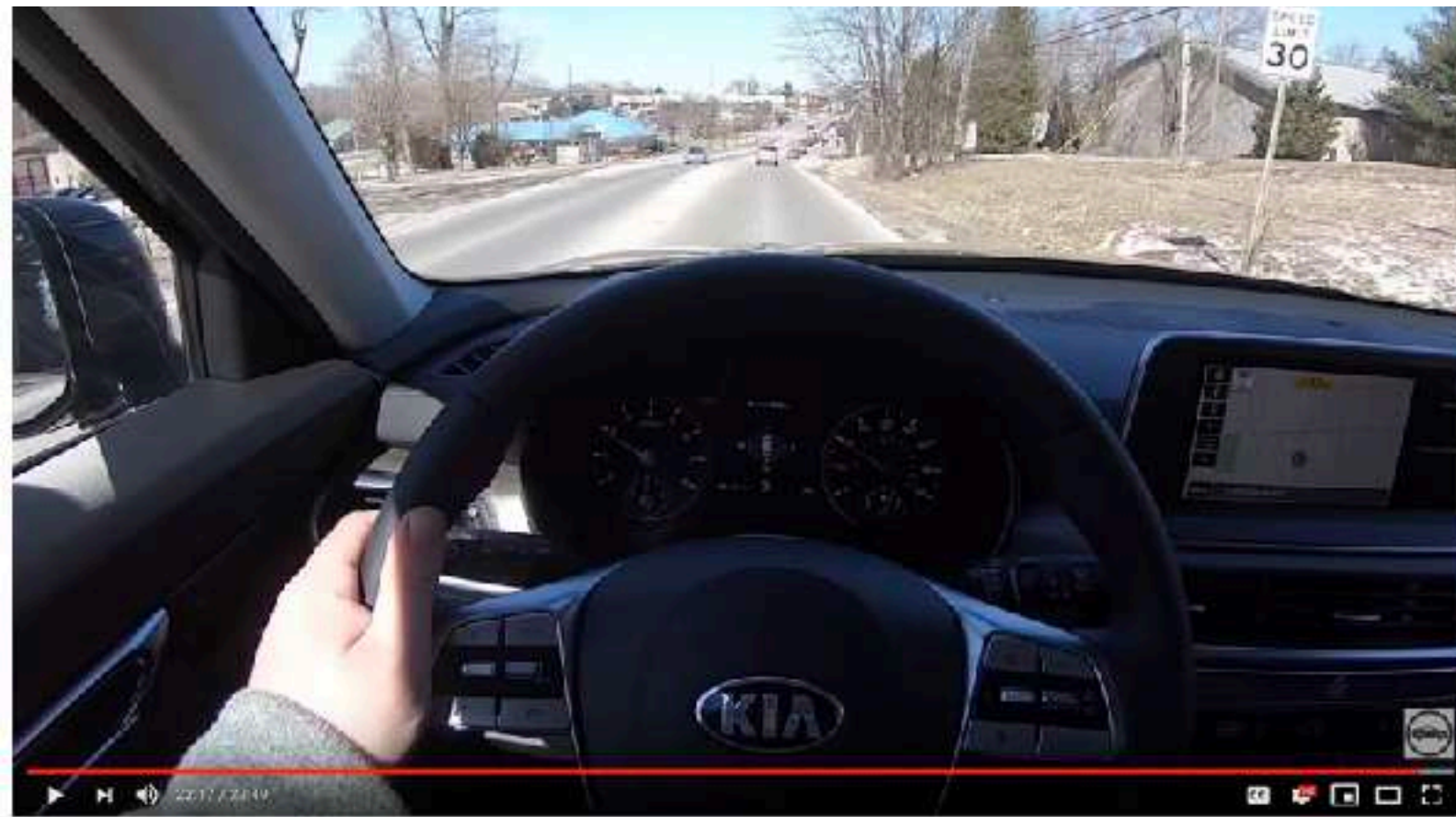
>1 month before purchase

10 videos - 3 brands



# More test-drives on YouTube than in real life

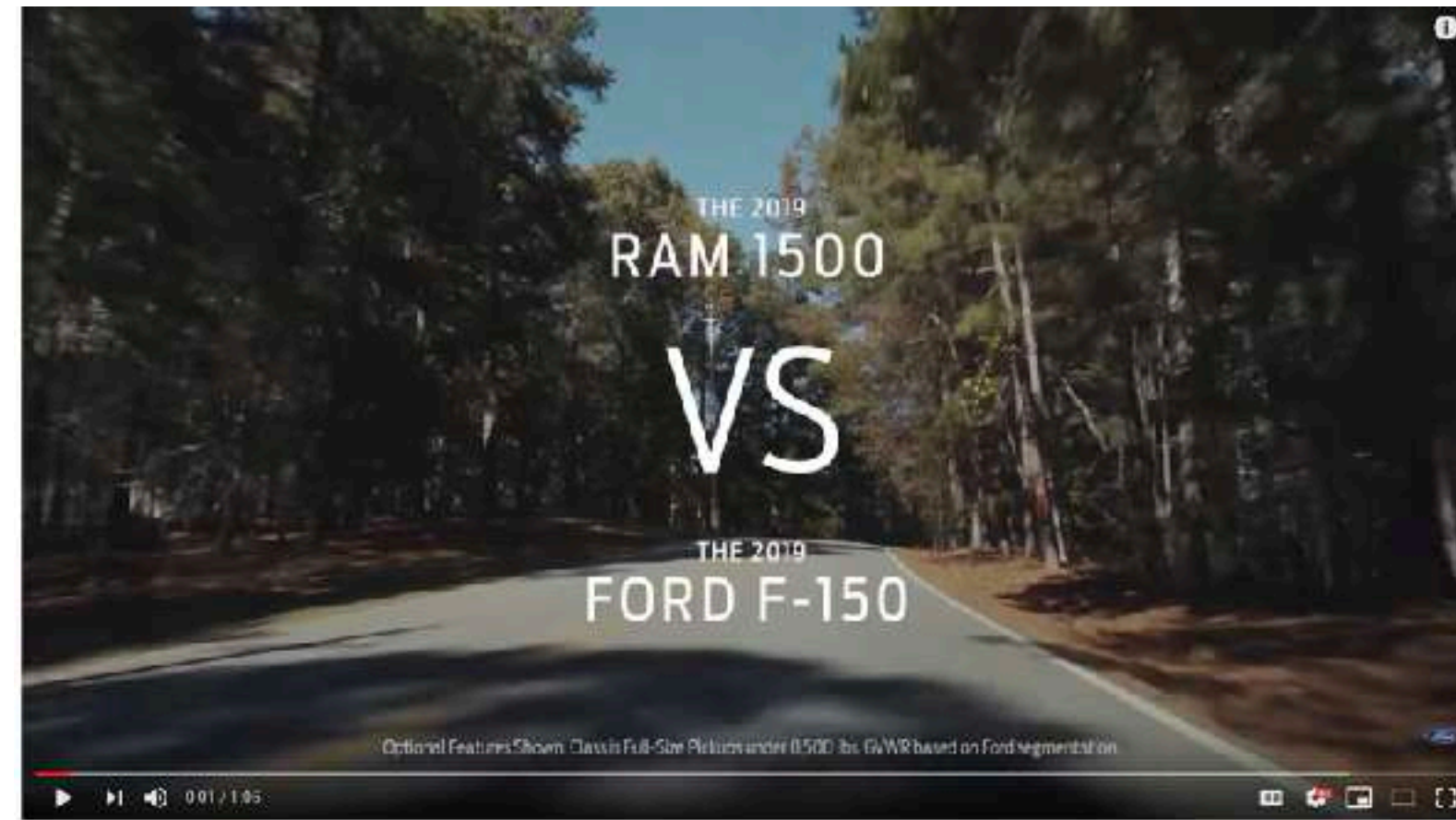
## Walkarounds/Test Drives



>1 month before purchase

10 videos - 3 brands

## Comparison



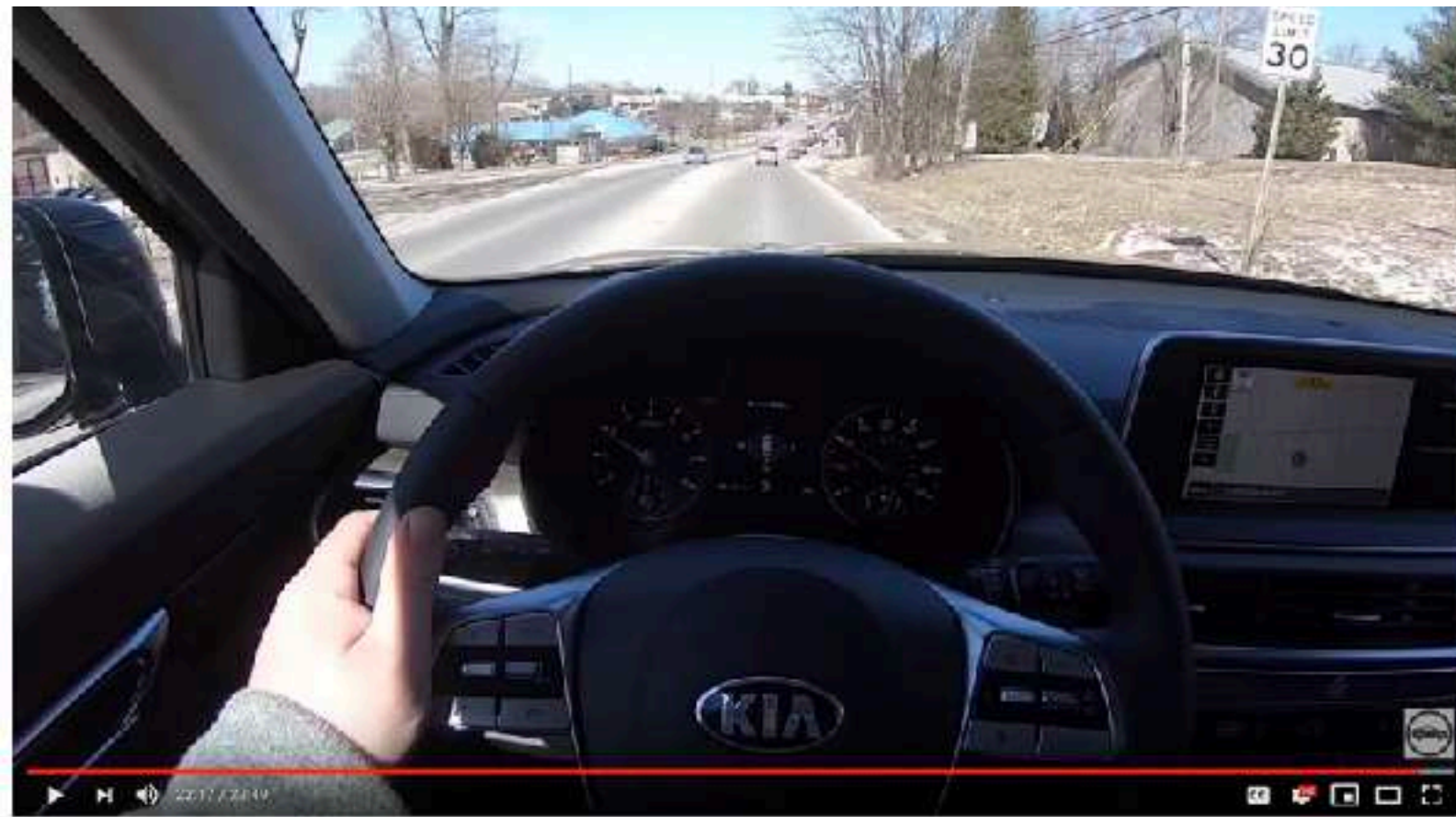
1 month before purchase

6 videos - 2 brands



# More test-drives on YouTube than in real life

## Walkarounds/Test Drives

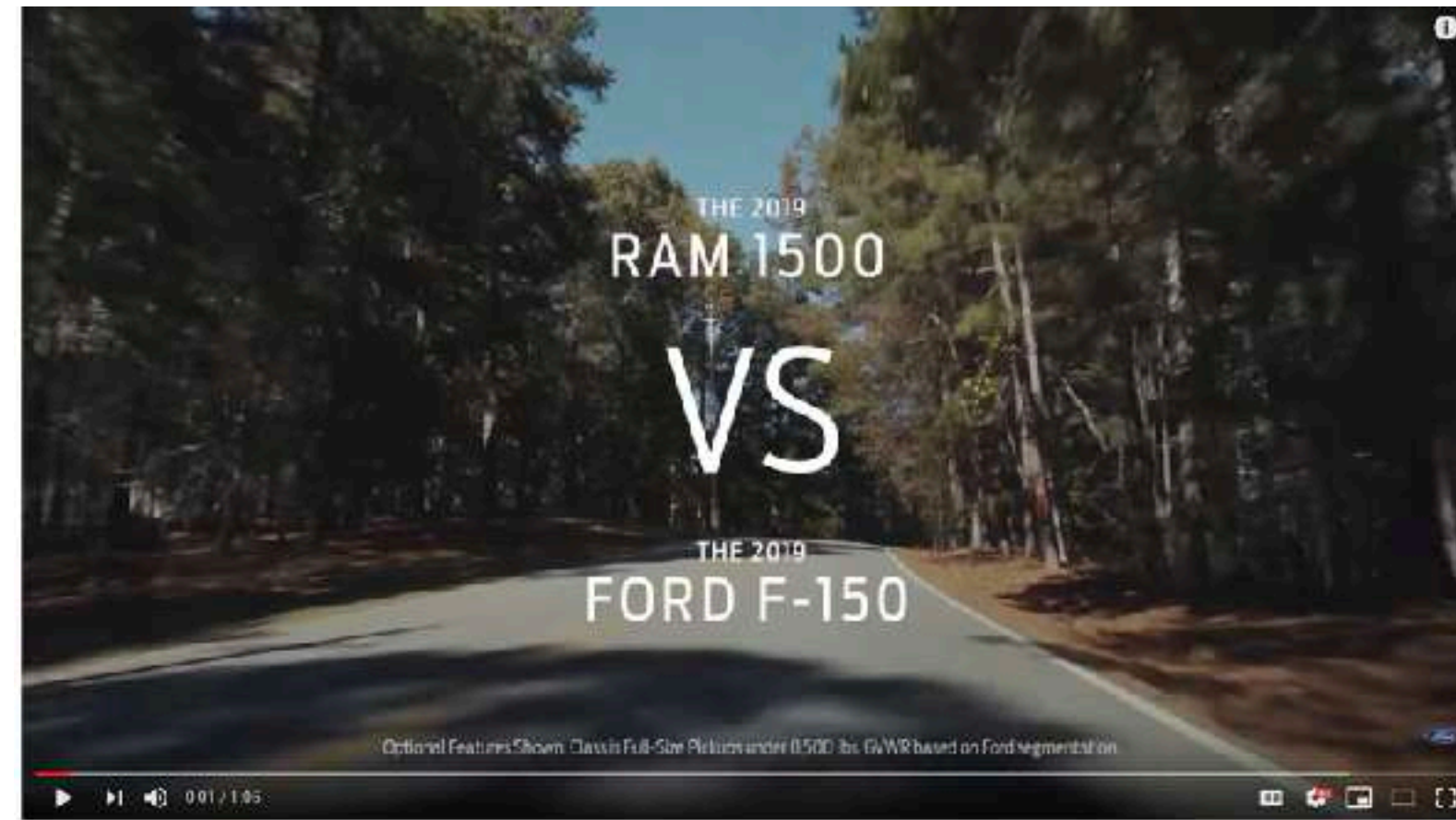


2020 Kia Telluride SX V6 AWD Walk Around Video | In-Depth Review | Test Drive  
91,956 views

>1 month before purchase

10 videos - 3 brands

## Comparison



Compare the 2019 Ram 1500 With the 2019 Ford F-150 | Head to Head | Ford  
1,346,948 views

1 month before purchase

6 videos - 2 brands

## Features



Brand New 2019 Mercedes-Benz C300 4MATIC Start Up, In-Depth Tour, Interior, Exterior, Cool Features  
73,131 views

2 weeks before purchase

5 videos - 2 brands













## СверхНОВАЯ MAZDA CX9 2019 Тест-Драйв Обновленной Мазда CX9

159,635 views • Mar 28, 2019

2.3K 343 SHARE SAVE ...



Игорь Бурцев  
222K subscribers

SUBSCRIBE

### Up next



HEMЦЫ KP  
HYUNDAI P  
NEGENCARS  
289K views



Mazda CX9  
Highlander  
2 Лошадин  
136K views



5 ошибок П  
автомате (A  
Avto-Blogger  
Recommend



Стоит ли п  
Cherokee с  
Дмитрий Р  
153K views



ТОП 10 Кру  
Электромоб  
TEHNO SFER  
83K views



Hyundai Pa  
бензин, 295  
AutoAlex TV  
377K views



Топовый А  
Премиум д  
Лиса Рулит  
698K views



Mercedes-B  
Video Broch  
Mercedes-B  
4.7M views





СверхНОВАЯ MAZDA CX9 2019 Тест-Драйв Обновленной Мазда CX9

159,635 views • Mar 28, 2019

2.3K 343 SHARE SAVE ...



Игорь Бурцев  
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SUBSCRIBE

Up next



HEMЦЫ КР  
HYUNDAI P  
NEGENCARS  
289K views



Mazda CX9  
Highlander  
2 Лошадин  
136K views



5 ошибок П  
автомате (A  
Avto-Blogge  
Recommend



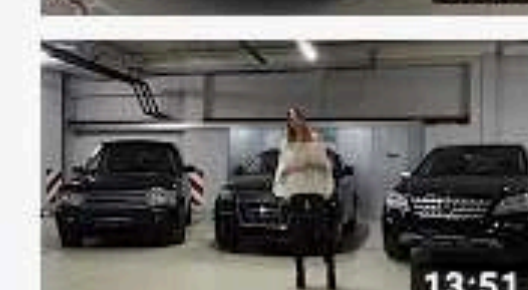
Стоит ли п  
Cherokee с  
Дмитрий Ро  
153K views



ТОП 10 Кру  
Электромоб  
TEHNO SFER  
83K views



Hyundai Pa  
бензин, 295  
AutoAlex TV  
377K views



Топовый А  
Премиум д  
Лиса Рулит  
698K views



Mercedes-B  
Video Broch  
Mercedes-B  
4.7M views





**Chevrolet Russia**

8.71K subscribers

SUBSCRIBE

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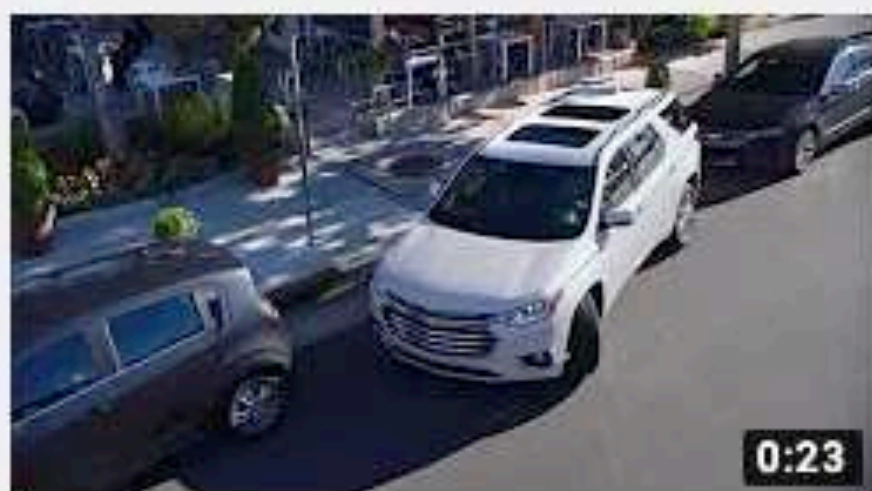
traverse



### Chevrolet Traverse. Функция подогрева и вентиляции сидений.

Chevrolet Russia • 665 views • 1 year ago

Функция подогрева и вентиляции передних сидений и подогрев сидений второго ряда сделает семейные путешествия комфортными в любых условиях. Узнайте больше о Chevrolet Traverse –



### Chevrolet Traverse. Система кругового обзора 360°.

Chevrolet Russia • 1.3K views • 1 year ago

Система кругового обзора использует 4 камеры, чтобы вы могли оценить все происходящее вокруг с высоты птичьего полета. Эта функция очень удобна при парковке и маневрировании на



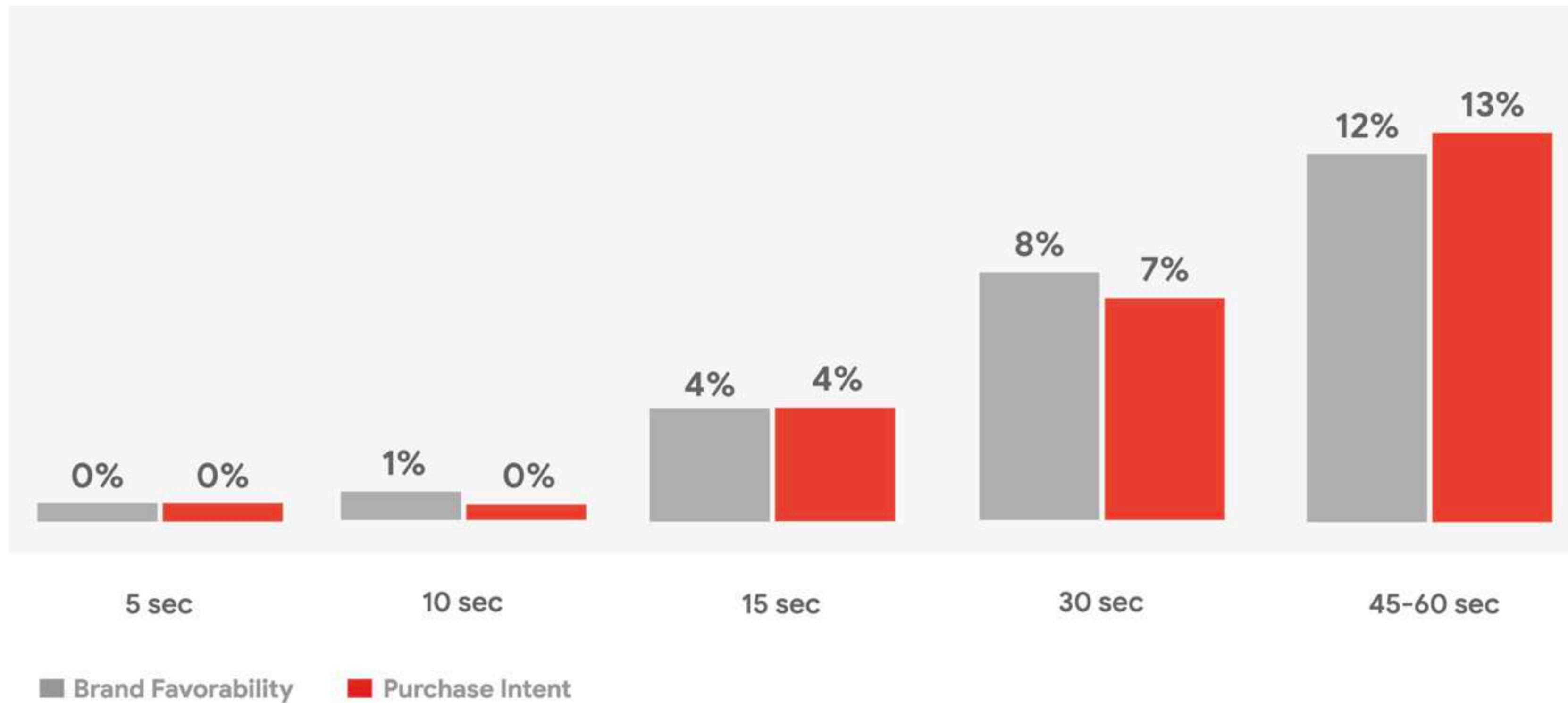
### Chevrolet Traverse. Система Smart Slide.

Chevrolet Russia • 1.6K views • 1 year ago

Система регулировки правого сиденья второго ряда Smart Slide позволяет быстро и легко двигать пассажирское сиденье вперед, даже если на нем размещено детское кресло. Узнайте



# Long form for consideration and action











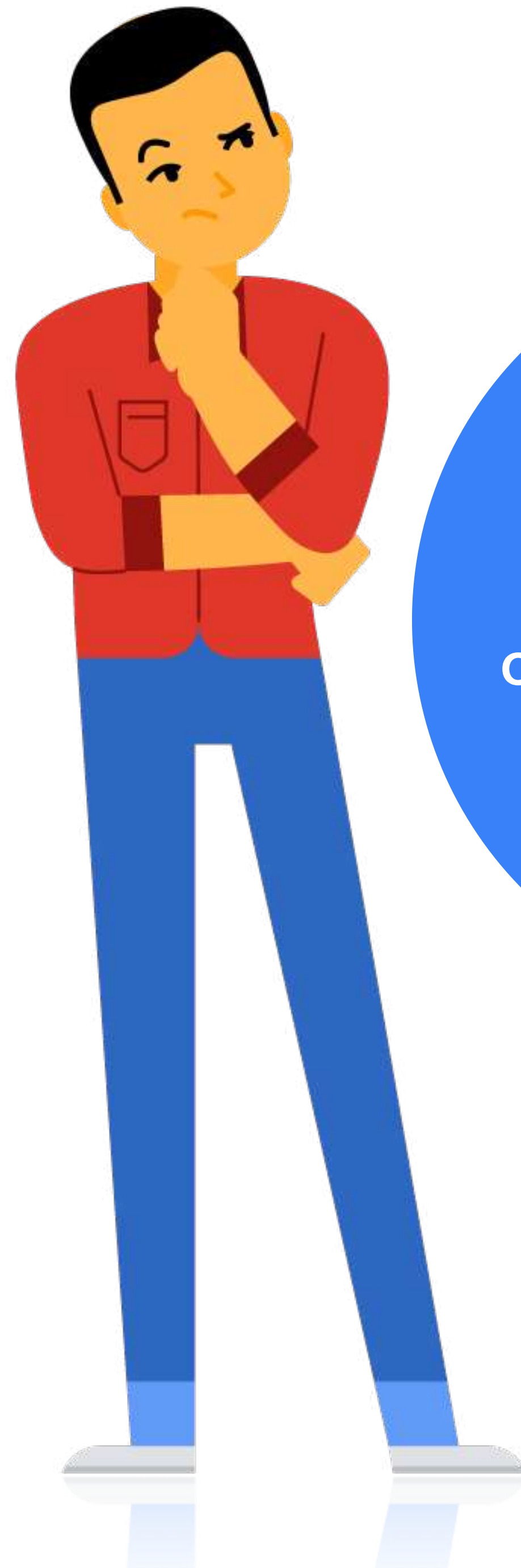




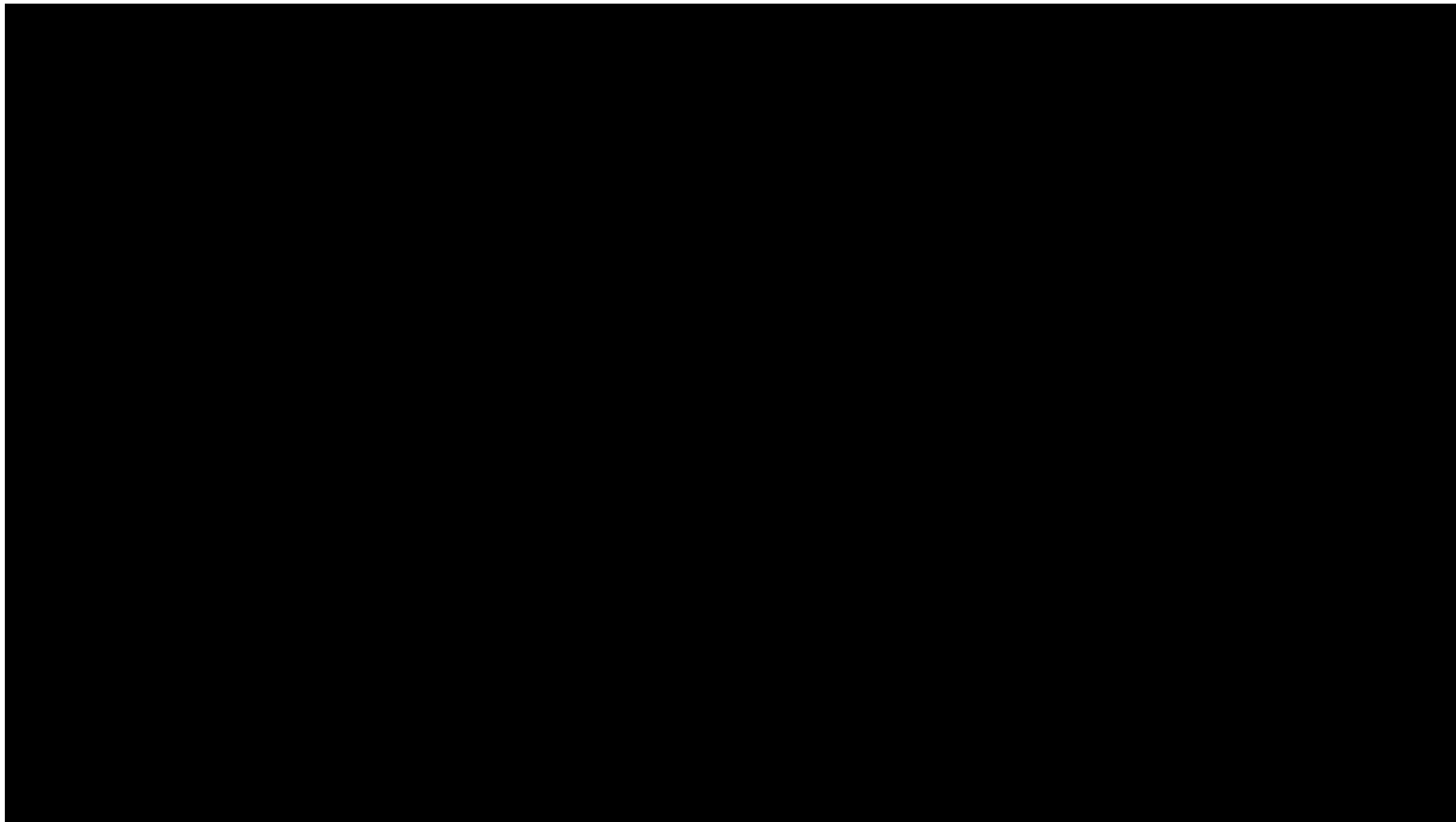




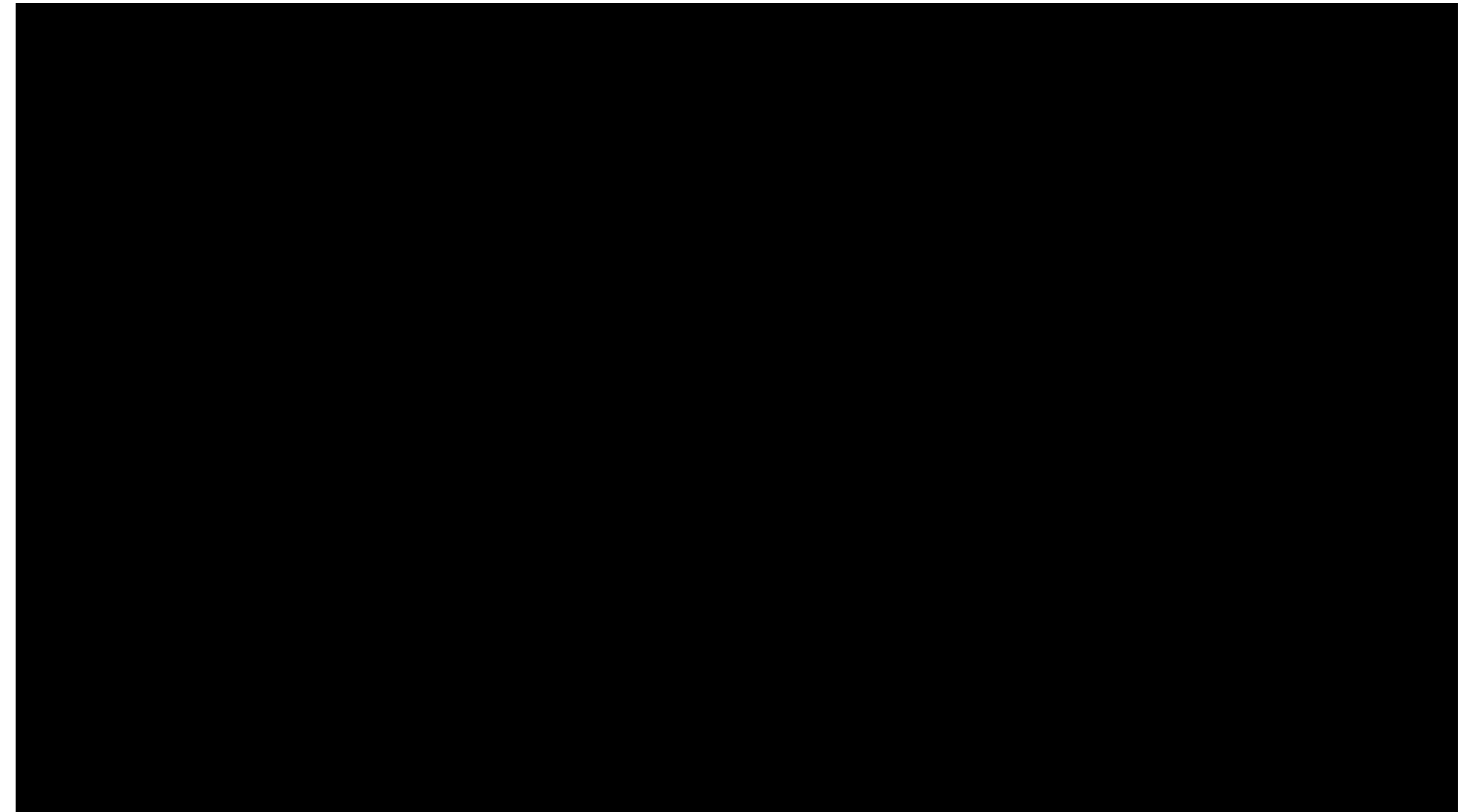








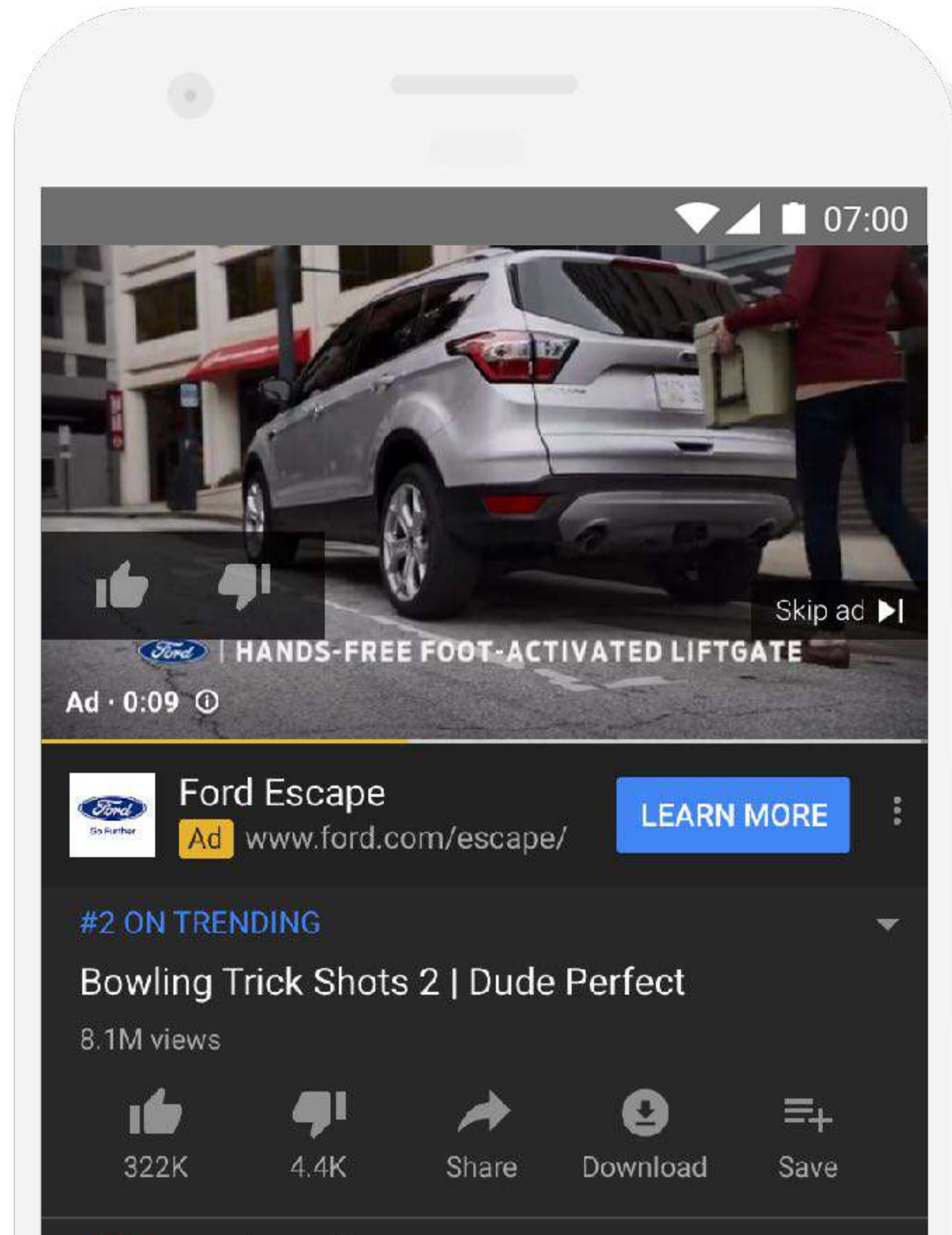
Men



Women

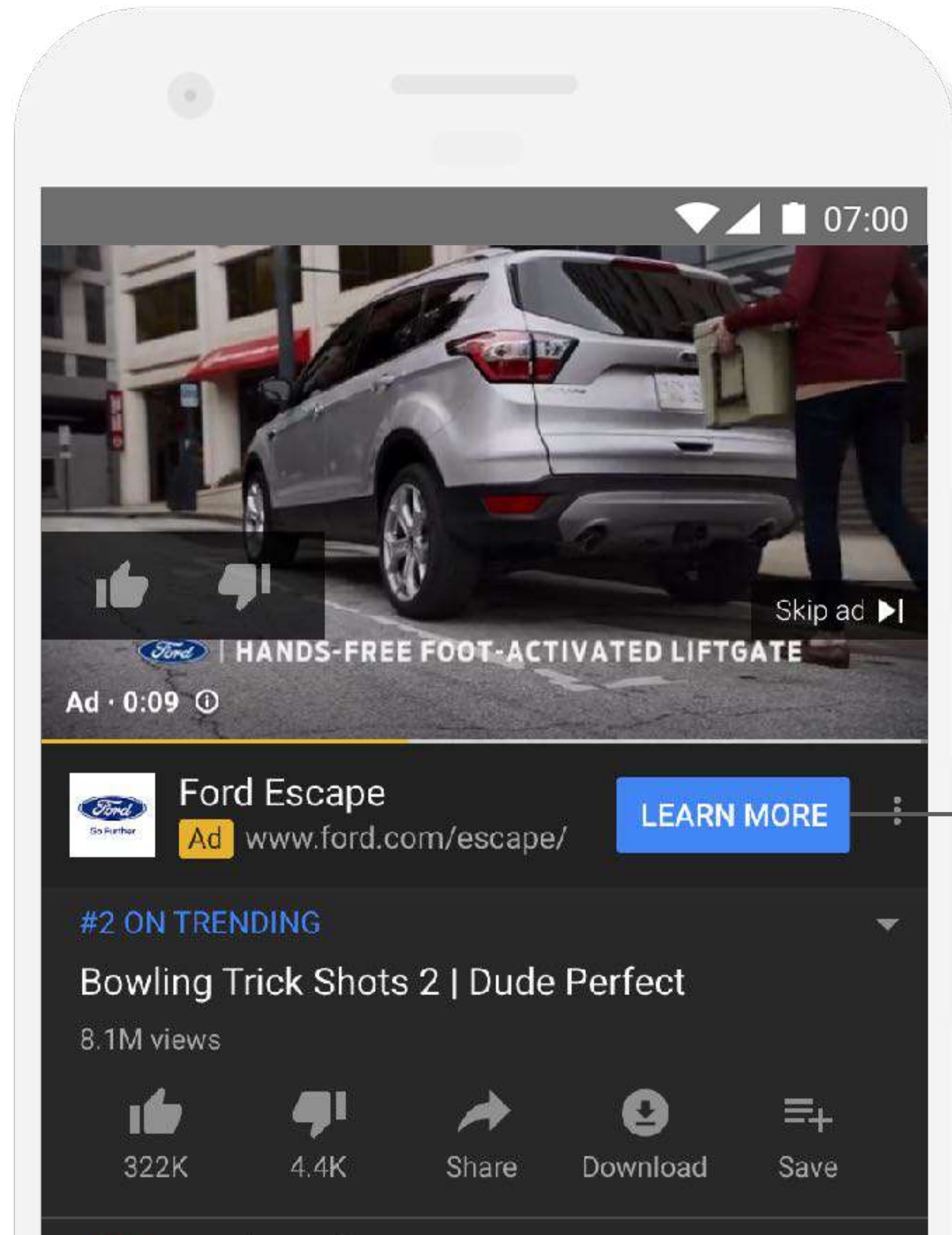


# Make it easy to take ACTION





# Make it easy to take ACTION



LEARN MORE

GET A QUOTE

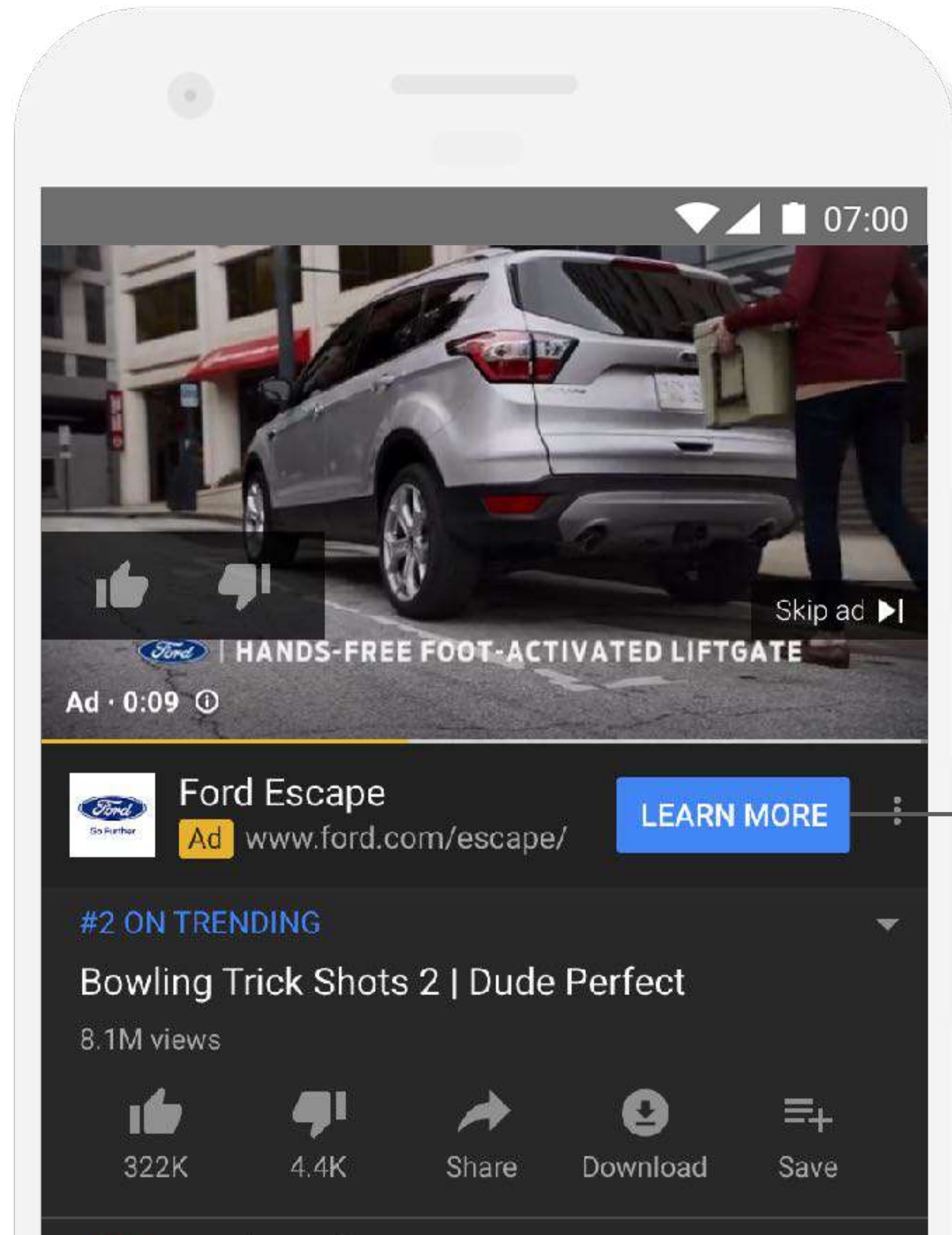
SIGN UP

CONFIGURE

TEST DRIVE



# Make it easy to take ACTION



LEARN MORE

GET A QUOTE

SIGN UP

CONFIGURE

TEST DRIVE

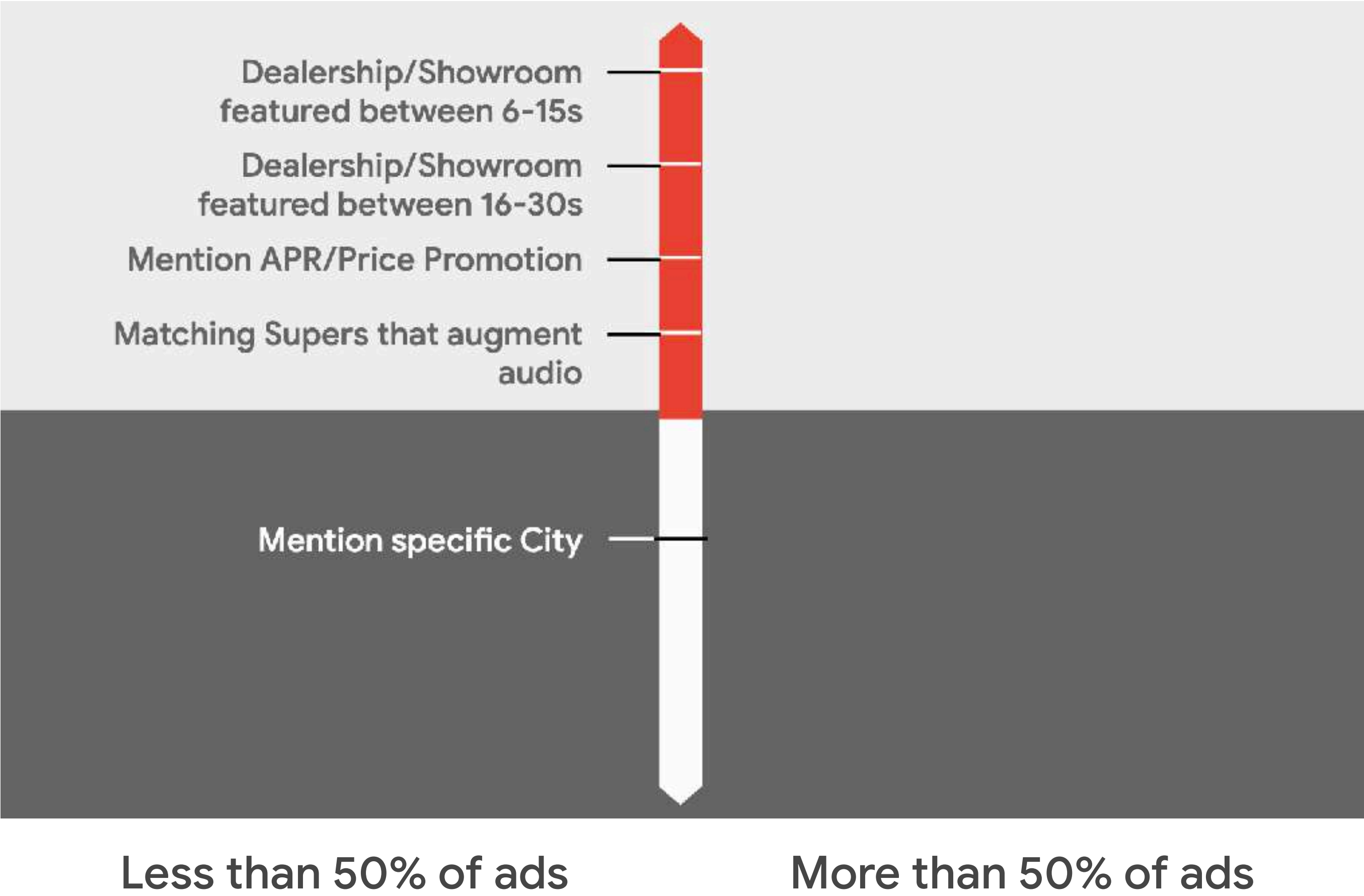
**SHOW**  
the showroom.  
**VO** the deal.



# Occurrence of elements

**+**  
positive  
effect

**—**  
negative  
effect



Source: IPSOS, Google study of 2000 global auto ads. Correlation of elements and Ad Recall, Brand Awareness and VTR.











A wide-angle photograph of a dirt road winding through a green field. The sky is filled with large, white and grey clouds, and a bright sun is visible on the left side, creating a lens flare effect. The road is light-colored and has visible tire tracks. The overall scene is bright and open.

Great videos  
made  
for YouTube