

TO: Proximity Video Team
FROM:
DATE: January 14, 2014
SUBJECT: YouTube Report Proposal

YouTube is the leading video-sharing website that allows users to view, share, and upload user-generated video content. People are spending less time watching TV and more time streaming video online. I propose to write a report about how Proximity's clients can best use YouTube's video advertising to engage millennial viewers

Proposed Title

"Reaching Millennials on YouTube"

Audience

Marketing directors who wish to engage millennials online should read this report to understand YouTube's advertising model and learn how best to use it. Online video advertising is becoming an essential component of any marketing campaign as people increasingly stream free video

Rationale

YouTube, which reaches more millennials than any cable network, provides an attractive venue for targeting this media savvy generation (Helft 2013). The platform offers advertisers a number of options and opportunities:

- analytical tools to hone in on the interests of specific audiences;
- skippable ads that significantly lessen negative attitudes about ads without reducing their effectiveness;
- sponsored videos and channels, including YouTube's popular original content;
- partnerships with YouTube stars to promote product;
- branded video experiences such as hosting contests or shows.

Topics

"Reaching Millennials on YouTube" will cover the following topics:

- YouTube and the Streaming Video Landscape
- Engagement Options on YouTube
- YouTube Success Stories
- What's Next on YouTube

Sources

Helft, M., & Mansour, I. (2013). How YouTube Changes Everything. *Fortune*, 168(3), 52. Retrieved from <http://proxy-tu.researchport.umd.edu/login?ins=tu&url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=89516646&site=eds-live&scope=site>

Most of this article deals with YouTube's emergence as a professional online video distributor. It also provides valuable data about YouTube's viewer demographics.

Pashkevich, M., Dorai-Raj, S., Kellar, M., & Zigmond, D. (2012). Empowering Online Advertisements by Empowering Viewers with the Right to Choose The Relative Effectiveness of Skippable Video Advertisements on YouTube. *Journal Of Advertising Research*, 52(4), 451-457. doi:10.2501/JAR-52-4-451-457

This report presents research findings about YouTube's TrueView feature that allows users to skip most ads. It finds that TrueView causes YouTube users to feel more charitable towards ads without reducing the effectiveness of ads.

Sacks, D. (2011, January). How YouTube's Global Platform is Redefining the Entertainment Business. *Fast Company*. Retrieved from <http://www.fastcompany.com/1715183/how-youtubes-global-platform-redefining-entertainment-business>

Sacks interviewed YouTube's CEO Kamanger and followed up with this article covering a wide range of topics, from YouTube's main revenue sources to its projected future as a global TV station. She also covers Philadelphia Cream Cheese's use of YouTube's branded video experience and its success.

Teixeira, T. (2013). How To Profit From "Lean Advertising." *Harvard Business Review*, 91(6), 23-25. <http://proxy-tu.researchport.umd.edu/login?ins=tu&url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=87715731&site=eds-live&scope=site>

Teixeira reviews the unique advertising options that YouTube offers, including the inexpensive option of posting advertisements directly on YouTube as a user.

YouTube. (2014). Advertise. In *Why It Works*. Retrieved from <https://www.youtube.com/yt/advertise/why-it-works.html>

This document is YouTube's own pitch about its advertising options and analytical tools that help advertisers reach their target audiences.