

# Reaching Millennials on YouTube

Xxx Xxxxx

Proximity Media Analyst

## Businesses can capitalize on YouTube's advertising features

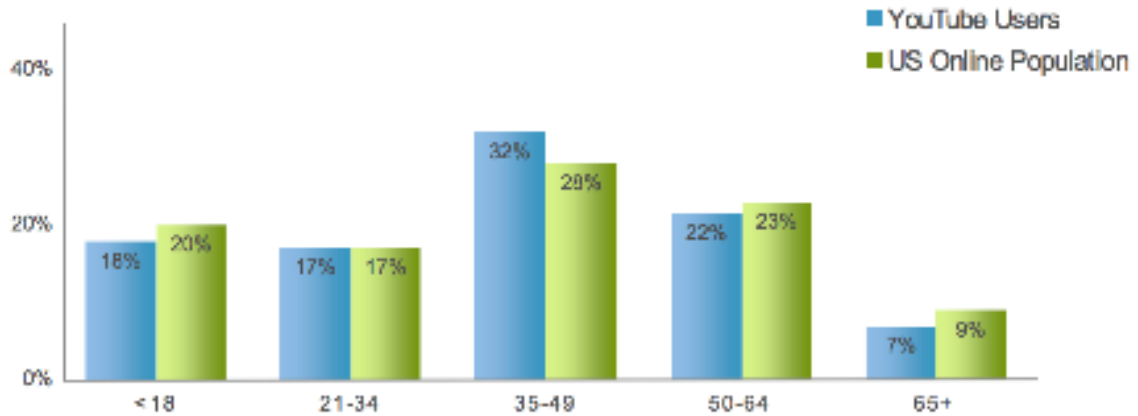
YouTube is the leading video-sharing website that allows users to view, share, and upload user-generated video content, including TV clips and episodes, short and full length films, and music videos. It is currently the largest online video community in the world. YouTube's main revenue comes from selling display ads such as images, Flash ads, and in-stream videos (Google, 2014; Wikipedia, 2014).

Proximity focus group results show that people are increasingly watching video online, especially on free sites like YouTube. The site's various advertising features and audience targeting tools work to propel ad campaigns. This presentation will provide an overview of the potential for engaging audiences through YouTube video advertising.

## Topics

- YouTube and the Social Media Landscape
- YouTube Advertising Tools
- Philadelphia Cream Cheese YouTube Contest
- Success Rate of YouTube Video Ads

## YouTube and the Social Media Landscape



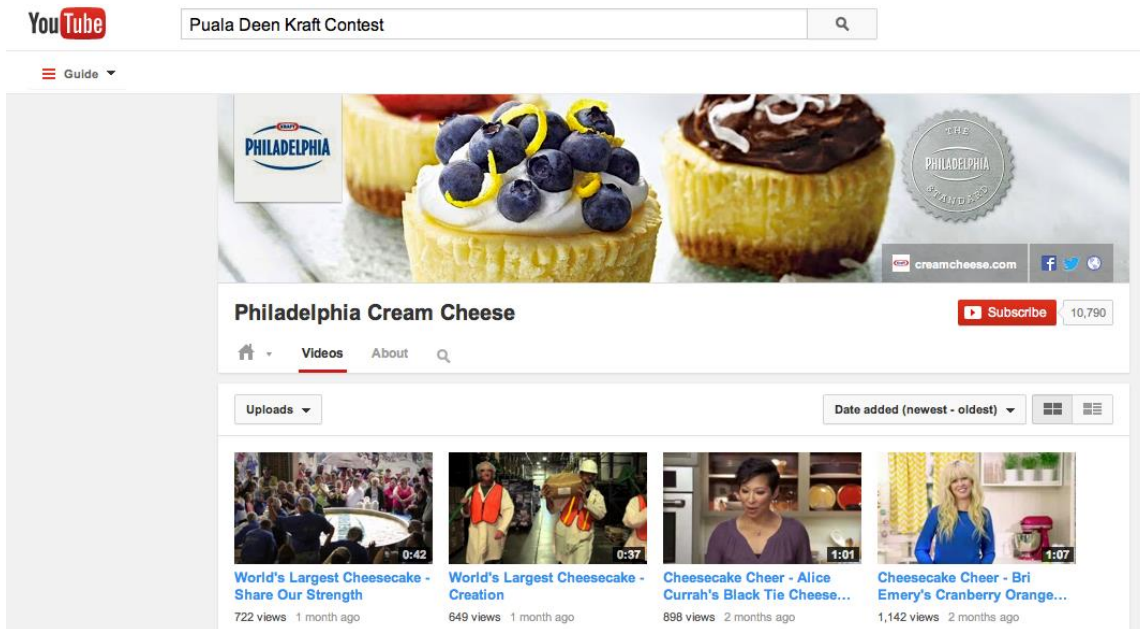
- YouTube's population is largely young adults between the ages of 18 and 34 who make up 21% of the site's users, and 34% of its pageviews (YouTube One, 2007).
- The distribution of age groups and race on YouTube strongly correlates with the distribution of the overall online population, suggesting that YouTube has something for everyone (YouTube One, 2007).
- YouTube users have a yearly income of 75K or higher, and 59% have some form of higher education (YouTube One, 2007).

## YouTube Advertising Tools



- YouTube employs TrueView in-stream advertising which allows users to skip ads longer than 30 seconds and only charges advertisers for the ads users watch (Sacks, 2011).
- Google research suggests that TrueView does not change the rate of searches following ad exposure (Pashkevich, 2012).
- YouTube analyzes its users' video activity to help advertisers target audiences. It also provides free analytical tools that reveal who is watching existing ads (YouTube, 2014).

## Philadelphia Cream Cheese YouTube Contest



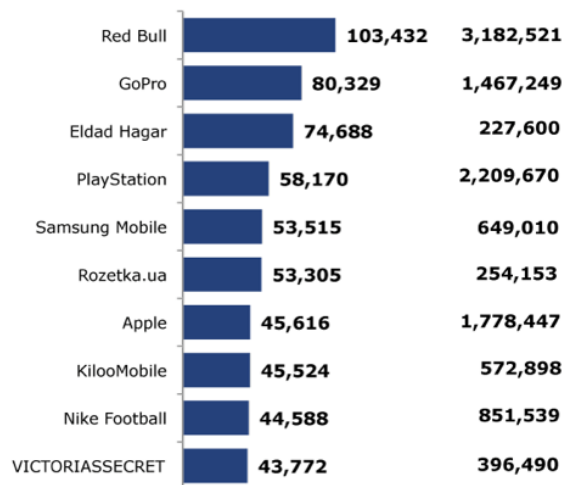
- In 2010, Kraft's Philadelphia Cream Cheese bought YouTube's homepage for a day and created a branded YouTube video contest that asked women to create and upload their own cream cheese recipe videos (Sacks, 2011).
- Philly's launch video was seen by 51 million people and about 100,000 clicked to Philly's site (Sacks, 2011).
- The contest helped raise Philly's revenue for the first time in five years (Sacks, 2011).

## Success Rate of YouTube Video Ads

### Top 10 Brand Movers on YouTube

By Subscriber Growth / Number of Subscribers

December 2013



- 94 out of the top 100 brand advertisers have run YouTube campaigns (Sacks, 2011).
- Decipher Media Research found that YouTube's promoted videos feature triples brand awareness (Sacks, 2011).
- YouTube does not provide averaged statistics regarding the success rates of its in-stream video advertising, but it does share success stories.
- NASCAR's Richard Petty Driving Experience ad campaign increased fan engagement by 700% and raised viewership from 14,000 to 117,000 in just 30 days (YouTube Case Study, 2014).

## References

- 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
- Sacks, D. (2011, January). How YouTube's Global Platform is Redefining the Entertainment Busniess. *Fast Company*. Retrieved from <http://www.fastcompany.com/1715183/how-youtubes-global-platform-redefining-entertainment-business>
- Wikipedia. (2014). "YouTube." Retrieved from <http://en.wikipedia.org/wiki/YouTube>
- YouTube. (2014). Advertise. In *Why It Works*. Retrieved from <https://www.youtube.com/yt/advertise/why-it-works.html>
- YouTube. (2014). Press Room. In *Statistics*. Retrieved from <http://www.youtube.com/yt/press/statistics.html>
- YouTube Case Study. (2014). *Google User Content*. [Data Set]. Retrieved from <https://static.googleusercontent.com/media/www.youtube.com/en/us/yt/advertise/medias/pdfs/yt-advertise-casestudy-richardpetty.pdf>
- YouTube One Sheet (2007). *Job Central*. [Data Set]. Retrieved from <http://images.jobcentral.com/jcv2/chad/YouTube-One-Sheet.pdf>