

'oh VoD how you've grown...'

Eoghan Phipps - Head of Irish Agency Sales - 

Online video gives your brand added freedom to tell it's story...



Without the
restrictions of **time**

A grayscale photograph of a woman with long hair sitting on a couch, looking at a laptop. A red circle is drawn around her face, containing a white clock icon and the text '3min'.

3min

the average length of a video on the
YouTube Ads Leaderboard in 2014

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Without the
restrictions of **time**



Without the limitations
of a **schedule**

MTV Movie Awards
April 12, 2015

MTV VMAS
August 30, 2015





1.4m Live TV Views

200k RTE Player Streams

800k YouTube Views

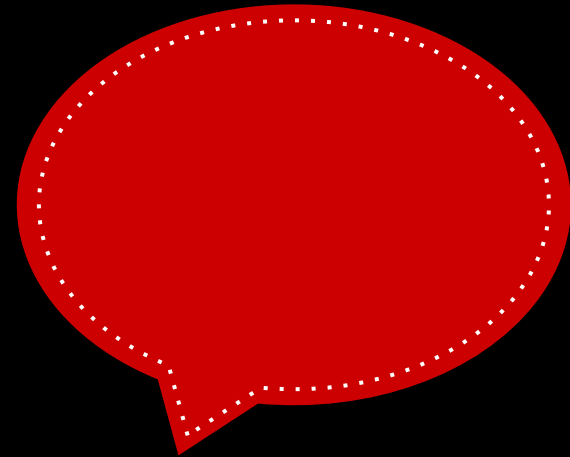
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With the
conversation
structure *you* decide

Regularly 'push' content around customer passions



Land Rover, collaborated with Peter Bragiel to create episodic content giving viewers a reason to return



You **Tube** is ten years old this year

300 hours of video uploaded every minute

33 minutes of YouTube watched by Irish people on average every day

50% of visits are from a smartphone or tablet

1

Find your
PEOPLE

2

Tell them great
STORIES

3

Build stronger
RELATIONSHIPS

1. When you know your audience

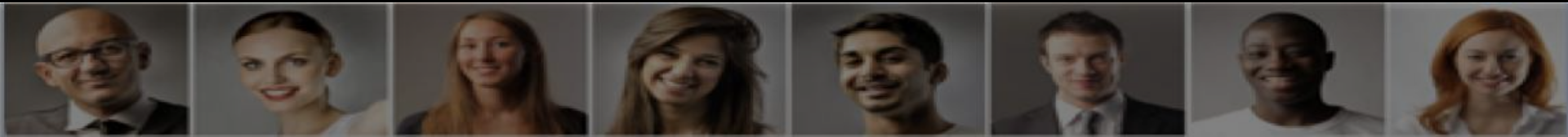
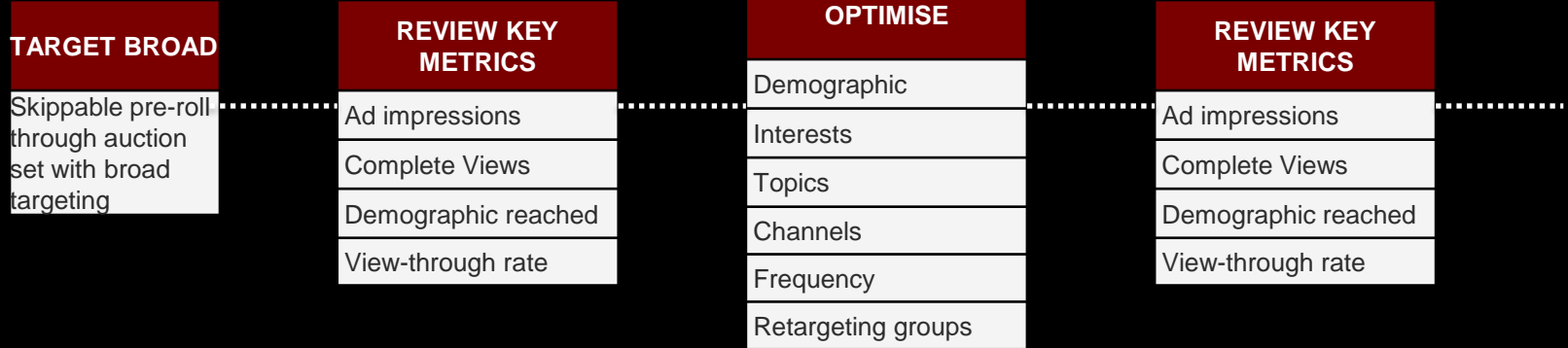
DEMOGRAPHIC	AGE 15-35	AGE 35-55
Male	52m	18m
Female	35m	12m
Total	87m	30m

TOPIC	
Auto	3.7m
Beauty & Fitness	11.7m
Comedy	29m
Food & Drink	2m
Gaming	69m
Music	121m
News	4.6m
Sports	12m
Technology	8.5m

FORMAT	CPM from
Pre-roll (10-20 sec)	€9
Pre-roll (20-30 sec)	€12
Pre-roll (Skippable)	€7

PROFILE	DELIVERY
Male (25-35) Rugby Enthusiasts for June with skippable ads, frequency cap 3 impressions per campaign	3.6m impressions
	€35k total cost

2. When you don't know them, yet



1

*Find your
PEOPLE*

2

*Tell them great
STORIES*

{ BEAUTIFULLY }

1. Roll out your story sequentially



2. Drive engagement with Cards



1

Notification
Icon appears



2

Notification
expands for
~4 seconds



3

Upon clicking on
the Notification,
the Card Gallery
expands

4

DESTINATION

Clicking on a card leads to
video, playlist, website or
product page

3. Capture attention early, then tell your story



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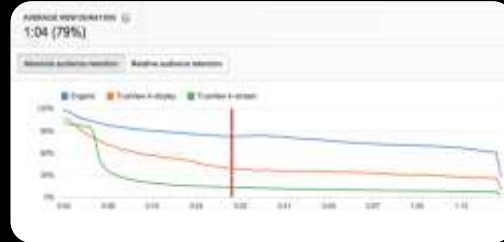
Build stronger
RELATIONSHIPS

1. Listen With YouTube Analytics

Demographics



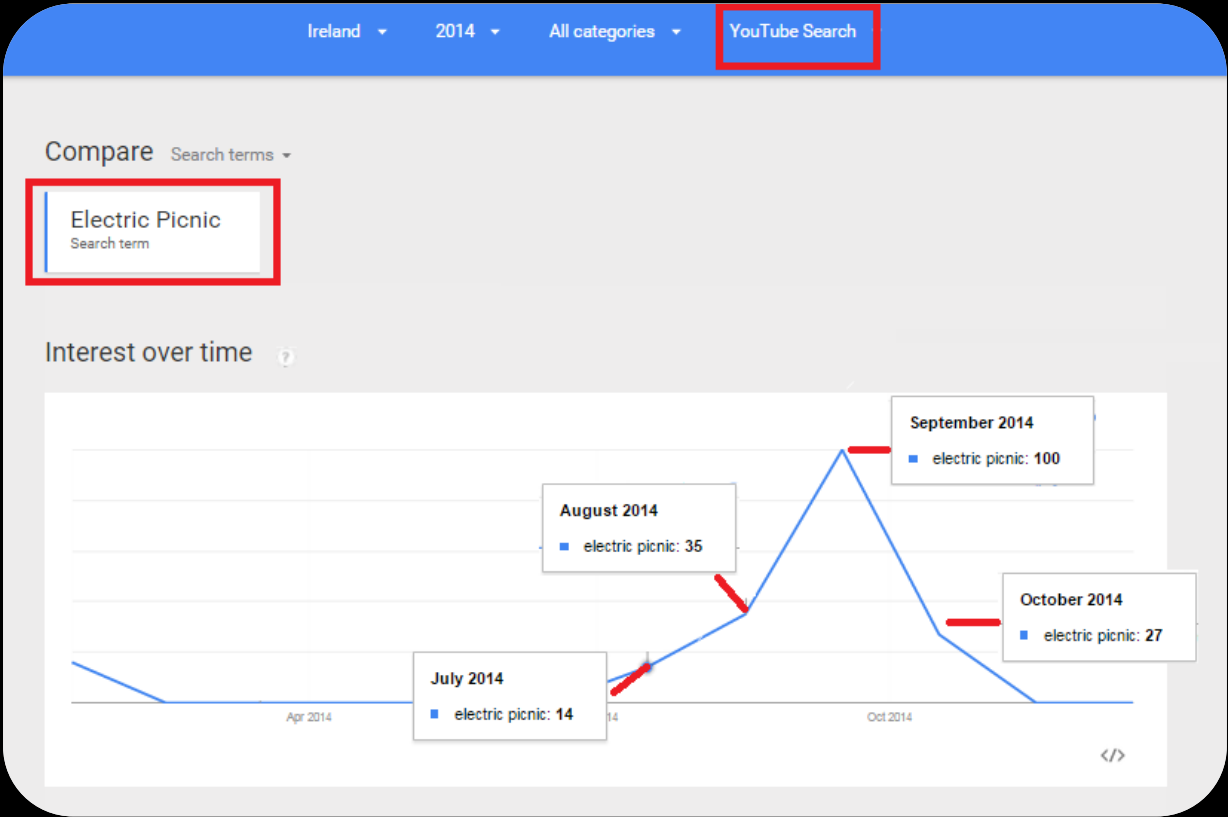
Audience Retention



Views



2. Sync With When People Care



3. Measure Brand recall



Brand Lift

What we report



Ad recall
Brand Awareness
Consideration



Brand interest

How we measure it



Surveys



Organic Search Activity

Which types of questions will we help answer



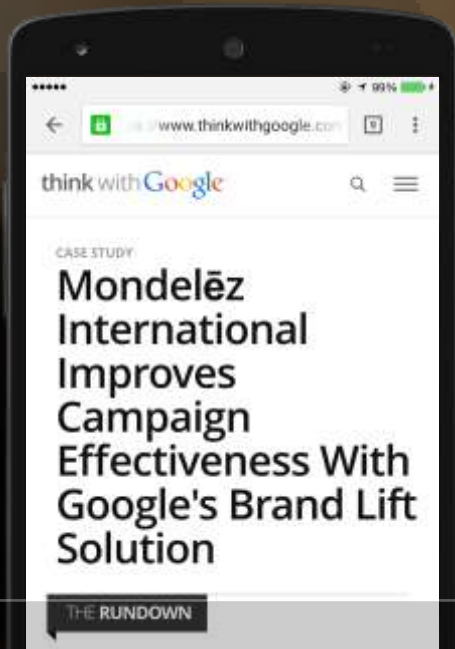
Which demo is driving the highest lift in brand awareness?



Is my campaign inspiring consumers to search for my brand or products?

A Brand Lift study

allowed Mondelez to optimize an ad for Trident Unlimited and **increase recall to 97%**



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Resources

YouTube Ads Leader board

YouTube Nation Channel

YouTube Creator Playbook

Contact

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Eoghan Phipps – Head of Irish Agency Sales, Google

THANK YOU

APPENDIX

THE VALUE OF A VIEW

