VIDEO MESSAGES IN A DIGITAL WORLD

@MarlaJoCEO
What we do:

- REACH
- ENGAGE
- CONVERT
Driving awareness is not getting any easier
Your consumer's attention is scattered
and the media landscape is fragmented
Every brand is FIGHTING for consumer attention

23% 7% 23%

36%
On average, each person is exposed to 5000 advertising messages per day.
16% of digital media consumption time is spent watching video
Viewers vs Super Fans
These fans want to **CONNECT**

70% Say that content gives them and their friends things to get together and talk about

90% Say that they can’t keep content they find online to themselves
These fans want to connect...to the world...to their passions...to each other.
Digital video is a powerful, high-impact mechanism for reaching your target audience.

Audiences are fragmented across shows and across devices; it’s time to catch up to their behavior.

YouTube is a powerful solution with massive reach for growing awareness and driving consideration.
What Makes Great Video Content Shareable?
“Past results do not guarantee future performance.”

- Every legal, investment (and now media) firm
Hero – large scale videos that reach the masses at scale

Hygiene – always-on videos that are optimized to viewer’s intentions and interest

Hub – regularly scheduled content geared around customers’ major passions
EMOTIONAL MARKETING HERO
Double Fishtail Bun Updo Tutorial

Hi my beautiful friends! This beautiful and elegant fishtail updo is perfect for everyday, as well as more special occasions or going out. Give it a try and when you recreate it, make sure to tag us #luxyhair on Instagram. We always feature our favorites!

SHOP LUXY HAIR: http://www.luxyhair.com

Once you did this hair style, snap a quick pic and post it on your Instagram with #luxyhair, I'd love to see it… Read more
How-to Videos

1-in-3 Will Purchase a Product After Watching a Tutorial
KEY TAKEAWAYS

HERO: Shareable EMOTIONAL Video

HYGIENE: Shareable HELPFUL Video

HUB: Shareable PASSION/FAN Video
YouTube Reach, Ads and The Skippability Mentality
Over 5 Billion videos viewed per day

Reaches more 18-34 year olds than any cable TV network in US

55% of YouTube’s audience are Heavy TV Viewers

700 YouTube Video shared on Twitter every minute
Ensure you’re getting mass reach and frequency so people see and remember you.

187M
Google & YouTube reach people in the U.S.

94%
You can reach 94% of the U.S. internet population.

Source: comScore Media Metrix Q2 2014
YouTube reaches 6x more 18-34 year-olds than the top 5 full-episode-players combined.

Top 5 full-episode-players: Hulu, ABC, NBC, CBS, & Fox

50% of YouTube views are on mobile devices.
In a typical day, 98% of 18- to 34-year-olds reported using smartphones to watch video content.
45% of M18-34 will visit YouTube today (more than watched the Super Bowl)

5x as many consumers will watch online video today as visit Wal-Mart
300 hours of video uploaded every minute
80% of brands’ videos get less than 10k views
Dollar Shave Club can own moments that matter for men

8:00pm
Reads Business Insider on his commute home. Understands you with Lightbox Ads

8:00am
Reads GQ Magazine on iPad while waking up. Sees you with Display Ads

11:30pm
Watches TMZ video before bed Wants you with remarketing on YouTube

3:00pm
Watches a NFL Highlight video in work. Remembers you with Video Ads

6:00pm
Searches for shaving tips. Notices you with Search Ads
Comparing TV to YouTube Video Ads

Benefits

- Sight, Sound, and Motion
- Broad Reach

Challenges

- Reaching Targeted Audience is Expensive
- Not Quite Sure Who’s Watching
Comparing **TV** to YouTube Video Ads

**Benefits**

- **Sight, Sound and Motion**

  *YouTube* ✔

**Challenges**

- **Reaching Targeted Audience is Expensive**
  
  *YouTube*: More precise targeting → lower cost

- **Broad Reach**

  *YouTube* ✔

- **Not Quite Sure Who’s Watching**

  *YouTube*: Transparent reporting in real-time
DICK'S Sporting Goods® - Shop Our Official Site Today

www.dickssportinggoods.com/

4.4 ★★★★★ rating for dickssportinggoods.com
Free Shipping On Most Orders $49+!
Dick's Sporting Goods has 5,624 followers on Google+

64 Serramonte Center, Daly City, CA - (415) 325-4109

- Clearance Event
- CALIA By Carrie Underwood
- Lacrosse Gear & Equipment

- Baseball Gear
- Running Shoes & Apparel
- This Week’s Deals
KEY TAKEAWAYS

Crazy Reach and Frequency for the Dollar especially for 18 to 34 age group

Advantages over TV, Search and Social, but…

Integrated with other channels gives an amazing lift
The Art of Skippable Ads
The Power of Engagement

“The only ads I like to watch are ads that I have a choice to skip.”

Source: Google/ Ipsos YouTube Audience Study, August 2013
IF YOU DROP THE IDEA OF AMBUSHING PEOPLE’S ATTENTION... AND INSTEAD ASK THEM TO VIEW BY INVITATION, YOU CAN SHARE AN IDEA.

Chris Anderson, Curator, TED
Viewer choice is a game changer

Video ads increase purchase intent more than any other digital ad

Source: Ipsos MediaCT YouTube Audience Study, August 2013
TrueView ads are 10X more likely to drive relevant search behavior

Source: Ipsos MediaCT YouTube Audience Study, August 2013
WE REMEMBER

50% OF WHAT WE PASSIVELY SEE AND HEAR

90% OF WHAT WE ACTIVELY SAY AND DO

Source: Bobbi DiPorter's 'Quantum Learning'
An Old-Time Christmas Campaign

• Google AdWords, Display, and Remarketing
• Gmail promotions
• YouTube presence
Campaign YouTube Results:

- 117k views
- $0.06 cost-per-view
- 2,091 clicks
- $1.2K in revenue
You want to make sure people know your brand so they can consider you when it matters.
You want to move potential customers from casual intrigue to passionate advocates.
KEY TAKEAWAYS

We are watching skippable ads attentively!

We can reach audiences all along the consideration continuum.

Creating dissonance with a question is a proven advertising technique especially in a world of semantic search.
Experiment.

Have Fun.

Thanks!  @MarlaJoCEO