




**YouTube is an excellent channel for brand building advertising**

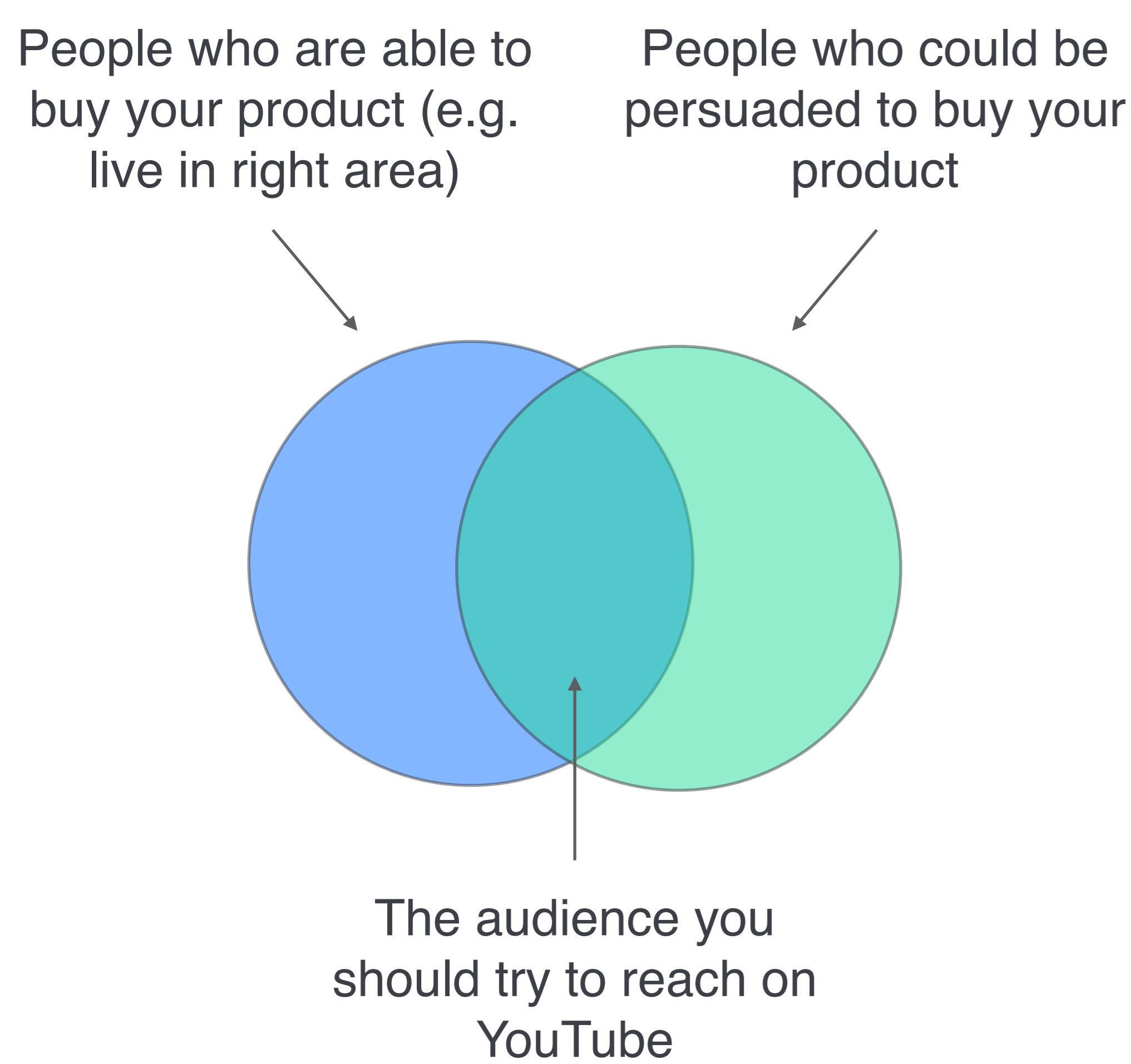
- The reach of YouTube in the US now [exceeds linear TV among people 18-49](#)
- This reach is delivered much more precisely than TV, especially against specific audiences <sup>1</sup>
- If used as a supporting channel alongside TV, YouTube is likely to deliver cost-effective incremental reach (for all age groups) <sup>2</sup>

## Three main video formats to choose from

 <b>Skippable in-stream (TrueView)</b>	Any length	Only pay if a viewer watches to the end, or 30 seconds, or interacts	Choose these if you can get your message across with engaging creative (that viewers won't want to skip)
 <b>Bumper</b>	6 seconds	See examples from <a href="#">Subaru</a> , <a href="#">Ford</a> and <a href="#">Duracell</a>	Choose these if you have a simple message, and can get it across in the time
 <b>Non-skippable in-stream</b>	15 seconds	Like regular 15 second TV spots	Choose these if you have enough budget and want to go all-out for maximum reach (or if the other formats don't work)

## Identify your audience before you plan the advertising

### Understand who makes a good prospect



### Find a way to target them on YouTube

- **Where** – Location down to zip code level
- **Who** – Based on language, demographics, and what Google has inferred about them. This includes interest categories / affinity audiences (e.g. cooking enthusiasts), life events (e.g. marriage) and “in-market audiences” who are shopping for something (e.g. yoga apparel)
- **Content your ad appears alongside** – Keywords, topics (e.g. face care products), and “placements.” Placements can be specified videos or websites or “[dynamic lineups](#)”. Dynamic lineups are sets of videos around a topic in a country (e.g. “Cooking - Japan”)

### They key thing is to reach people with the right interests & attitudes

- Attitudinal targeting is more effective than demographic. A [study](#) found 32% higher lift in ad recall and 100% higher lift in purchase intent when attitudinal targeting was used
- It's possible to feature your ad alongside particularly high quality content (“preferred” / “select”) or to exclude certain content (e.g. profanity). This might be relevant from a PR standpoint, but the evidence is that as long as the audience is there, [what they are watching doesn't matter](#)

## Take advantage of frequency capping

- Frequency capping is the killer feature that makes YouTube so efficient at delivering reach
- As a guide, for launches cap views at 3, and for maintenance cap them at 1 per month
- For comparison, in the world of TV it takes ~500 [GRPs](#) to reach most people once

## How-to guides from Google

- Set up a reach campaign in YouTube's regular [Google Ads](#) interface, or the [Display & Video 360](#) enterprise interface
- Cap frequency in the [regular](#) and [enterprise](#) interfaces
- [Turn on reach reporting](#) if necessary

### Notes

1. As [Google point out](#), most TV ads are seen by heavy viewers. The more specific the audience, the more TV spend goes to waste
2. On average, across [21 Share Shift studies Google commissioned with Nielsen](#) “advertisers saw that shifting just 20% of spend from TV to YouTube generated a 25% increase to the total campaign reach within their target audience, lowering the cost per reach point by almost 20%”. It's [easy to compare](#) the cost of reach on YouTube vs. TV, and decide which is best for you