

YouTube TrueView video ads deliver value and expand reach for HGTV



About HGTV

Scripps Networks Interactive — Lifestyle media with HGTV, Food Network, Travel Channel and Cooking Channel

- www.hgtv.com
- www.youtube.com/HGTV
- facebook.com/HGTV
- Target audience: Women 25-54

Goals

- Expand viewing audience
- Reach influential, young viewers through video campaign
- Achieve high video views at low cost-per-view
- Leverage sound, sight and emotion of video
- Give viewers choice about watching ads

Approach

Mobilize YouTube TrueView video ads, a format that lets viewers opt to watch or pass on viewing an ad, depending on their interests.

Results

- Reached desired audience: Connected with younger audiences who are online and on mobile devices.
- Boosted CTRs and low CPC: TrueView video ads proved “ridiculously” cost-efficient and effective.
- Made easier ad spending decisions: Cost-per-view model simplifies budgeting based on specific objectives.
- Provided viewer choice: Allowed viewers to opt-in to watch ads.
- Targeted premium content: YouTube supported HGTV high-end lifestyle branding.

Home Sweet Home

Whether you’re looking for do-it-yourself dining room updates or new gardening ideas, HGTV, the cornerstone of Scripps Networks Interactive, is the place to tune in. Since launching HGTV in 1994, Scripps has become a dominant media and marketing company in the home, food and lifestyle categories. The company’s brands provide relevant ideas, information and entertainment to a passionate audience. HGTV aims to deliver content across multiple media platforms – television, the Internet, satellite radio, books, magazines, in-store as well as the latest mobile and emerging media.

“We’re always looking for new ways to connect with our audiences and strategic business partners to reach our consumers wherever they are,” says Jonah Spegman, Director of Digital Marketing for Scripps Networks.

Savvy viewers call for smart marketing

Selling New York is one of HGTV’s most popular television shows. The show focuses on the assertive, razor-sharp and always compelling real estate brokers in the most competitive market in the United States. In a city of over 8 million people, where the average sale price is over \$2 million, the competition to seal the deal is stiff.



HGTV promoted the season premiere of ‘Selling New York’ through TrueView video ads on YouTube

To launch the show’s comeback second season and drive TV viewership, HGTV took an approach as savvy as the program itself. “Younger audiences are online and on mobile devices. They love the sight, sound, social connections and emotion of video – and they are our sweet spot,” says Annette Brun, Vice President of Consumer Marketing at HGTV. “That’s why we wanted video ads to be part of our launch campaign.”

Results (continued)

- TrueView video ads for *Selling New York* includes 8.9 million tune-in impressions, 3.9 million clicks, 45% view rate, and a \$0.02 average cost-per-view.

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—Jonah Spegman, Director of Digital Marketing, Scripps Networks

HGTV compared the cost of YouTube to other video advertising channels, and according to Spegman, "YouTube was much more efficient than other options."

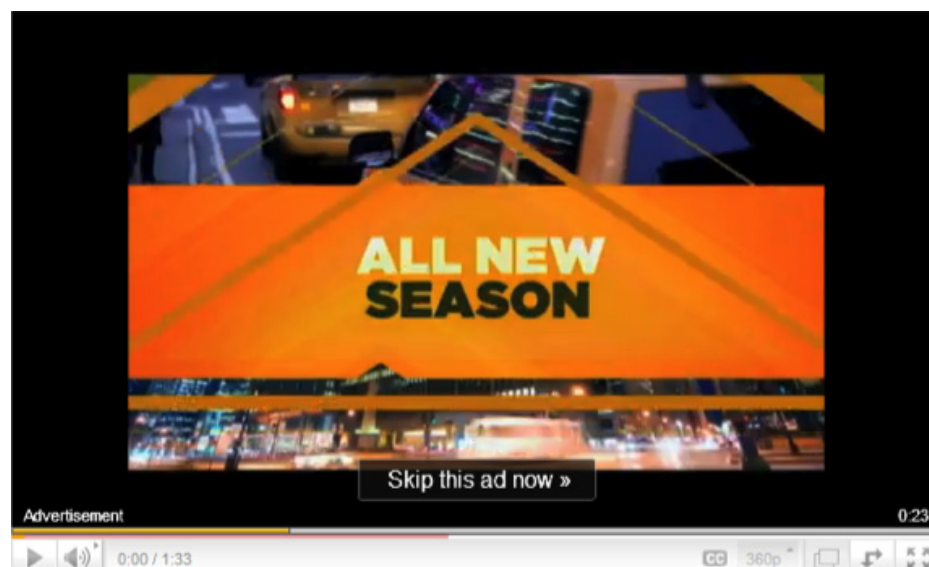
You choose on YouTube

The marketing team at HGTV began investigating different video ad formats on YouTube. They discovered that TrueView video ads give viewers the option to watch ads or not depending on their interests. The team wanted to try TrueView because the ads would allow them to attract and pay for only the most interested viewers. "We love the fact that with TrueView, consumers can choose to view an ad – it's totally voluntary," Spegman says.

YouTube charges only when a viewer chooses to watch an ad, not when an impression is served. Because advertisers pay on a cost-per-view (CPV) basis, they can easily increase or decrease their budget depending on objectives. "The CPV model of TrueView is easier for us because it takes the guesswork out of our ad spend," says Brun. "We know that consumers who watch the video are more likely to watch the TV show. Still, we wanted to be sure TrueView video ads would 'move the needle' enough to justify our spend on it."

Cost-efficient and effective

With a launch date of January 1, 2011, HGTV had only a few days to get the campaign up and running. By modifying existing TV assets, the team went to market quickly with a cost-effective, high-impact campaign. Throughout the TrueView campaign, HGTV used YouTube Insights to keep a pulse on click-through rates (CTR) and cost-per-view (CPV).



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A view toward the future

A summary of the results from TrueView video ads for the *Selling New York* includes 8.9 million tune-in impressions, 3.9 million clicks, a 45% view rate and a \$0.02 average cost-per-view.

About YouTube

YouTube™ is the premier destination to find, upload, watch, and share video online. Google and YouTube are committed to innovating with video to create compelling services for users, content owners and advertisers.

For more information visit:
www.youtube.com/advertise

This is only the beginning of HGTV's plans for advertising on YouTube. The marketing team appreciates the buzz that can be built by going cross-platform through engaging video. Using advertising on YouTube, HGTV can reach new viewers, all while supporting a premium TV brand.

"Our advice to other advertisers? YouTube isn't just about user-generated content. It's the perfect medium for premium content and targeting sophisticated audiences as well... And did YouTube TrueView video ads 'move the needle?' Let's just say YouTube is where we need to be."
—Annette Brun, Vice President of Consumer Marketing, HGTV



HGTV continues to promote new programming on YouTube

