



Using YouTube to boost ad effectiveness

A multimedia ad effectiveness study

SEPTEMBER 2011

OBJECTIVES

Evaluate YouTube
as a means of cost effectively
supplementing a heavyweight
multi-media campaign, reaching
light TV viewers and delivering
awareness and image effects

METHODOLOGY

Online survey amongst target
audience of 35-54s

Executive summary



Even with massive investment in spot TV, **advertising on YouTube can improve a campaign's effectiveness**



Amongst those who had **only been exposed to the campaign via YouTube, uplifts were achieved across KPIs including:** brand awareness, ad awareness, image and agreement with key campaign messages



The YouTube ad campaign reached those exposed to the TV campaign less times than average, **improving not only the overall campaign reach but frequency levels** amongst potentially lighter TV viewers as well



YouTube activity combined with TV exposure resulted in **significantly higher image scores, brand value scores and message comprehension**



Achieving the same results using TV alone would have required much higher investment levels

Campaign details

Campaign objective

- Sustain brand awareness and brand image

Role of YouTube

- To cost effectively supplement a heavyweight multi-media campaign by reaching light TV viewers

Campaign delivery

- 2,256 GRPs amongst 35-54s
- 18,3m impressions



Media plan



14th March – 16st April



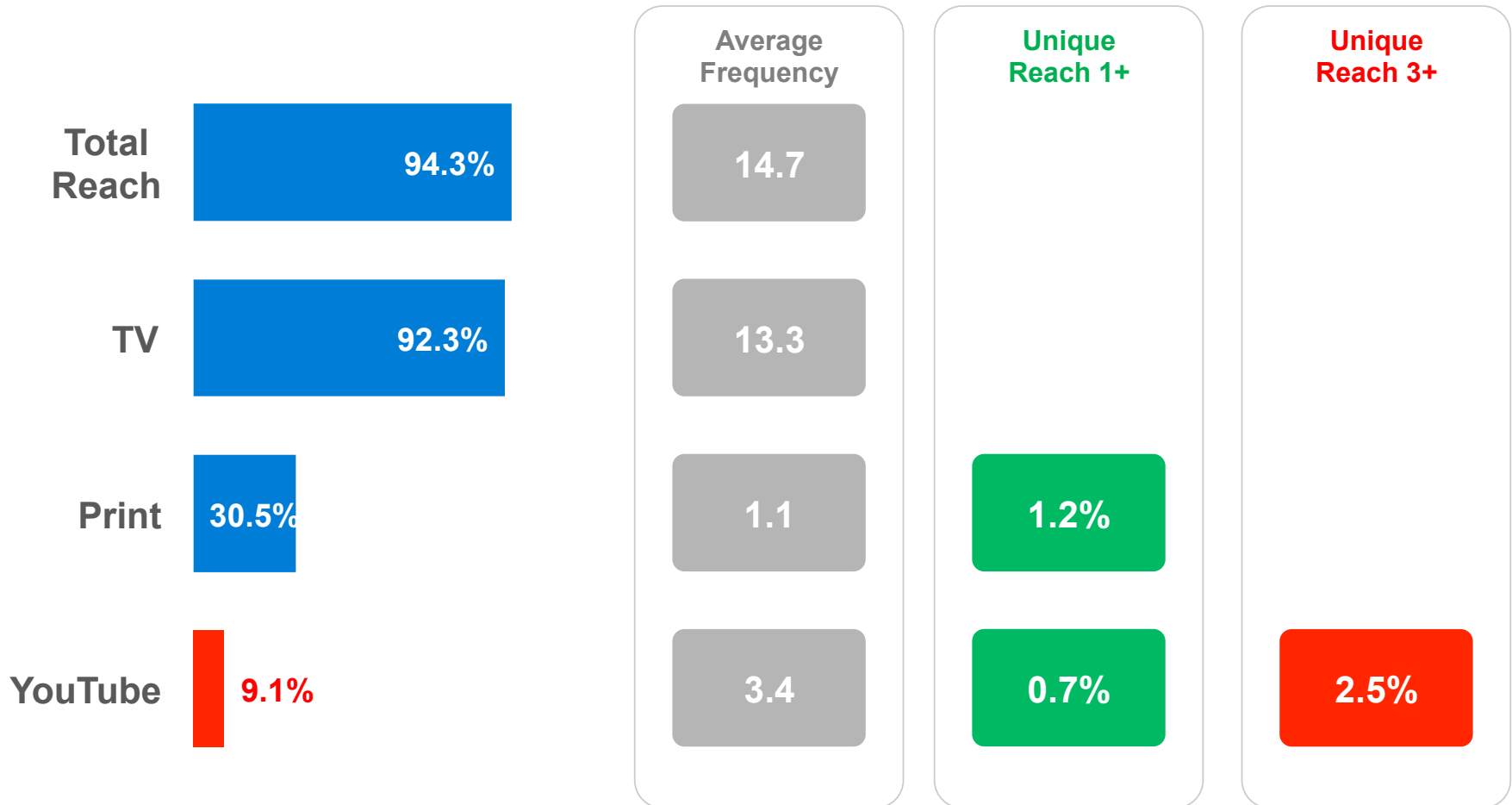
17th – 27th March



3rd March – 17st April

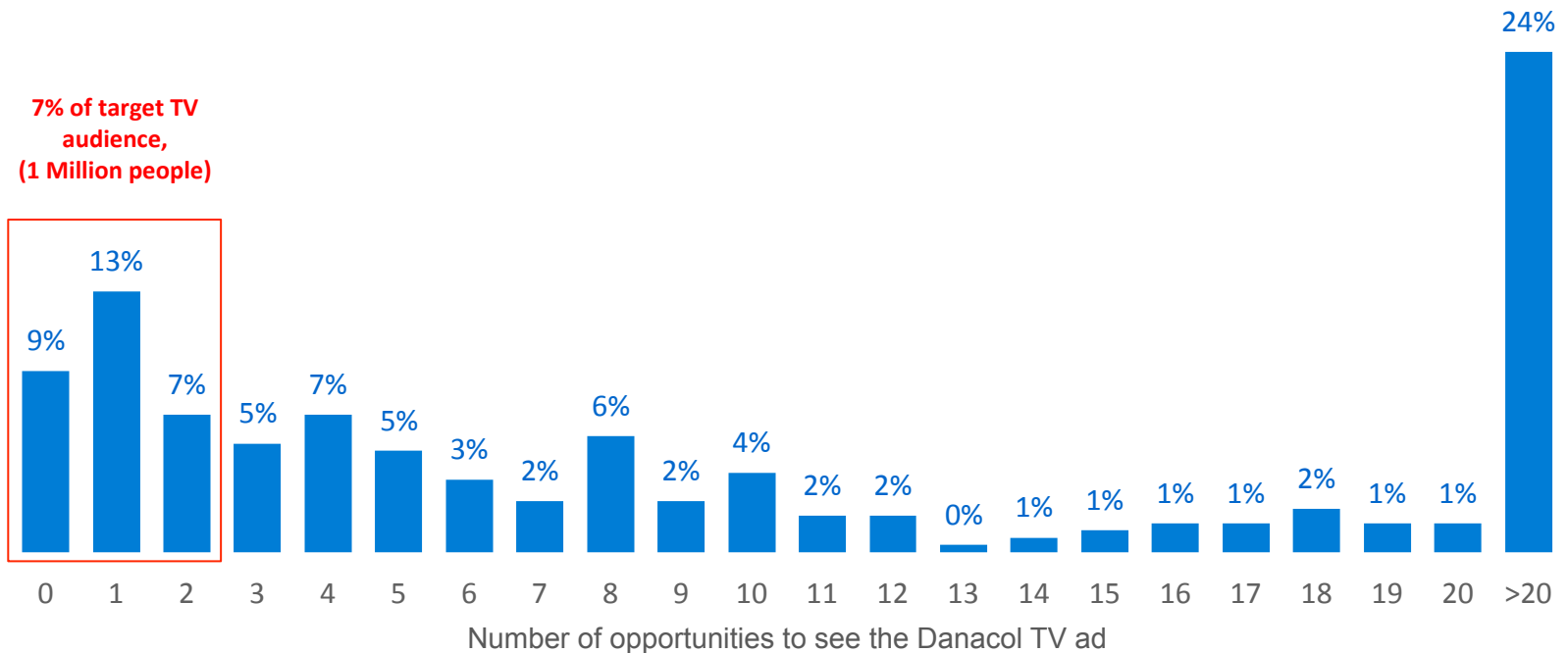
YouTube added reach

Despite a heavyweight TV campaign, YouTube still added unique reach - 0.7% saw it on YouTube alone (no TV or press exposure). This effect is increased at higher frequency levels.



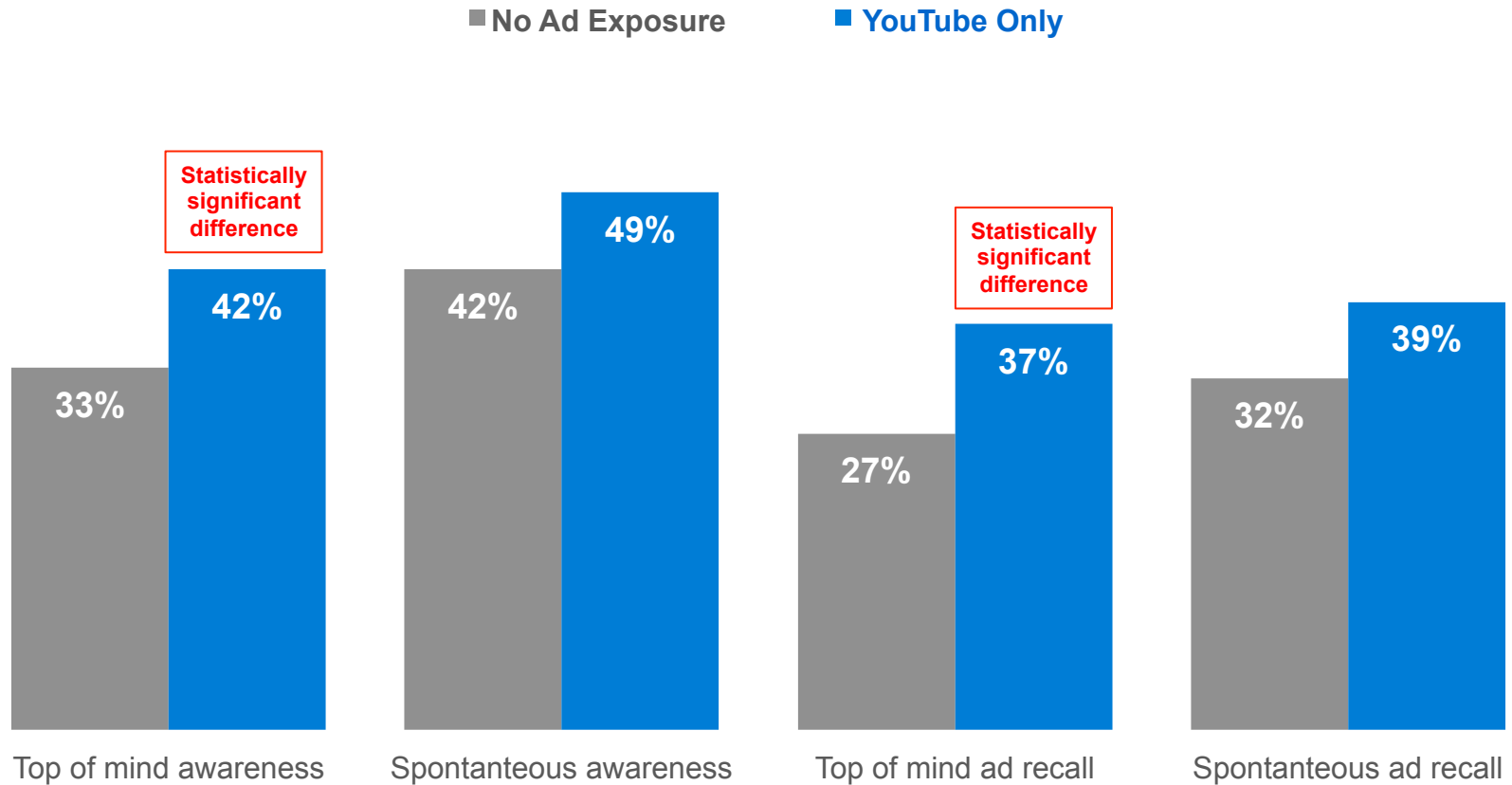
YouTube reached lighter TV viewers

YouTube is a great complimentary media as it increases frequency amongst the harder to reach light TV viewers. 46% of those who saw the YouTube ad had seen the TV commercial 5 times or less, 34% had seen it 3 or less times



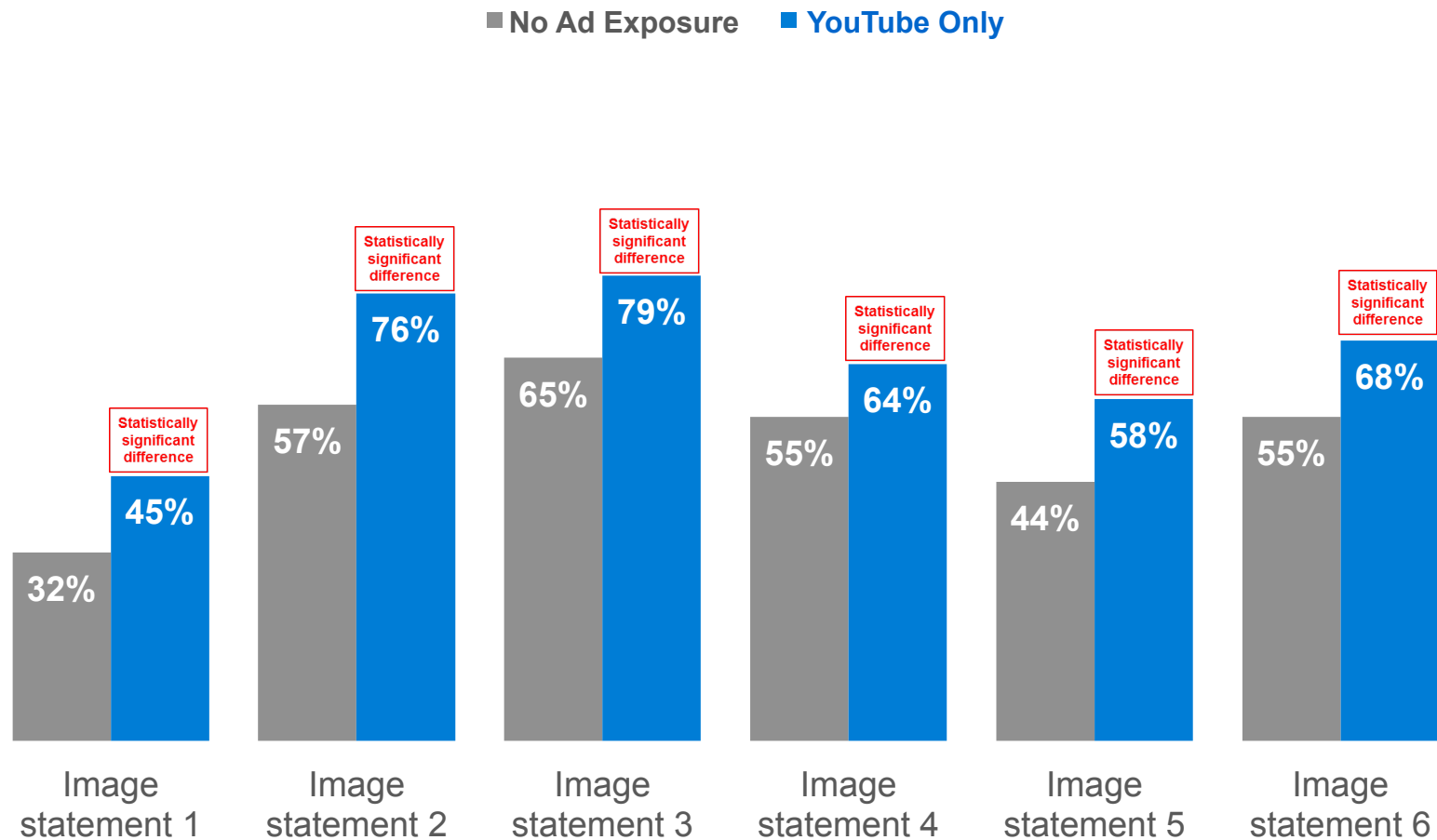
YouTube campaign raised ad awareness

Significantly higher levels of awareness and ad recall for those who had seen the YouTube ad.



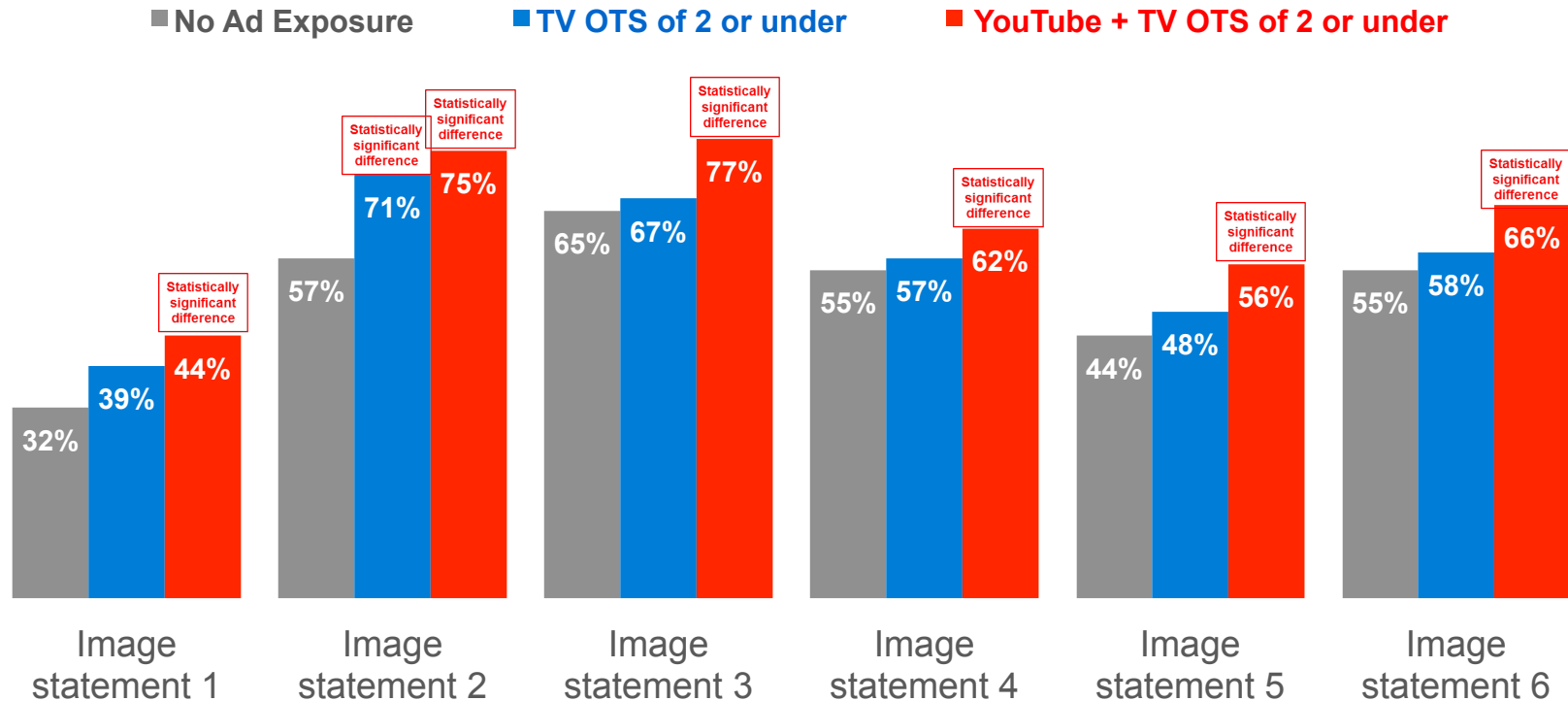
And improved image scores

Exposure to YouTube alone produced a significantly more positive response across a battery of image statements.

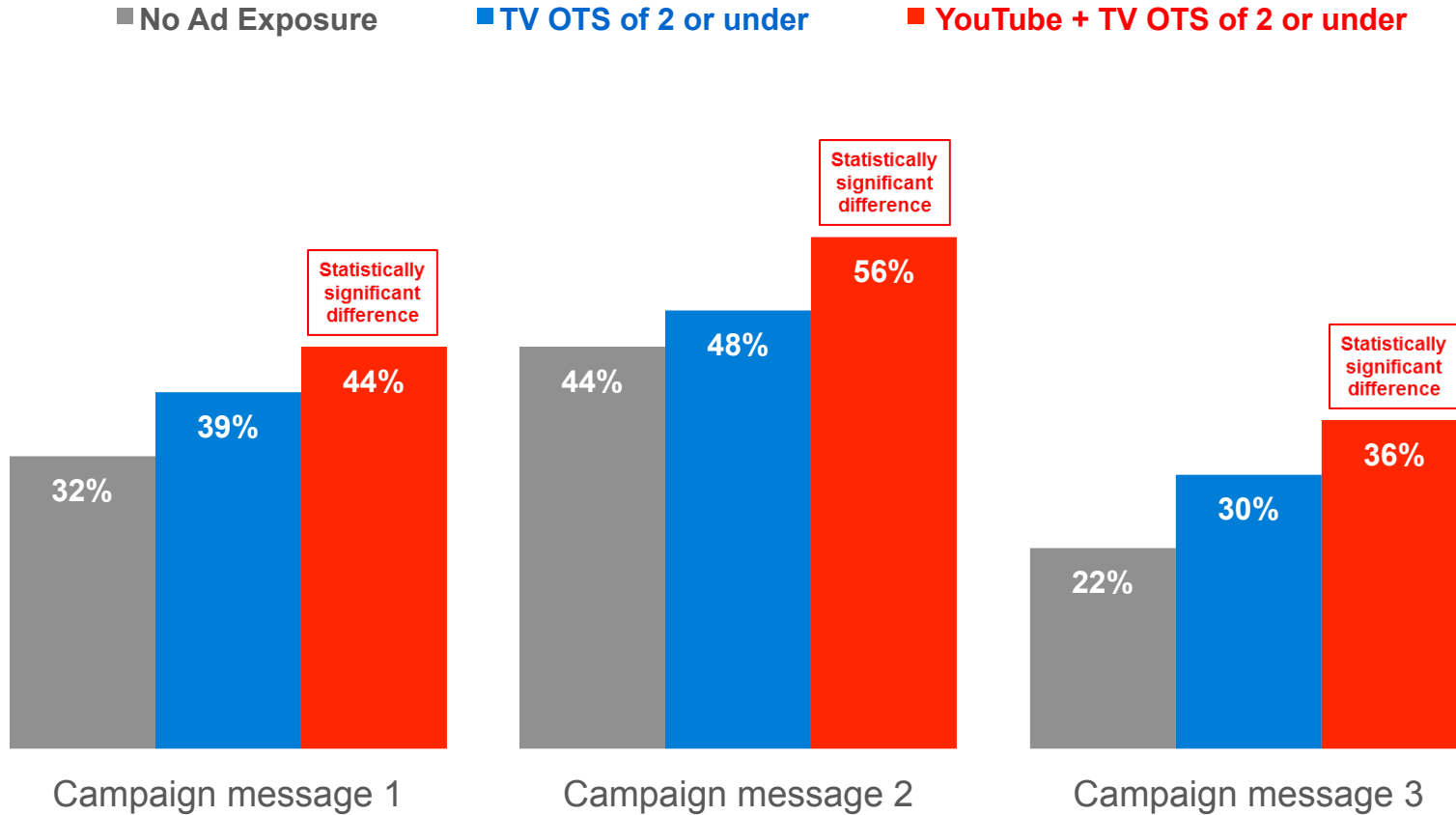


YouTube + light TV exposure = higher scores

Increasing frequency of ad exposure amongst light TV viewers is difficult and expensive. However, exposure to the YouTube campaign amongst those with only a small number of TV based opportunities to see helped to boost scores across image statements

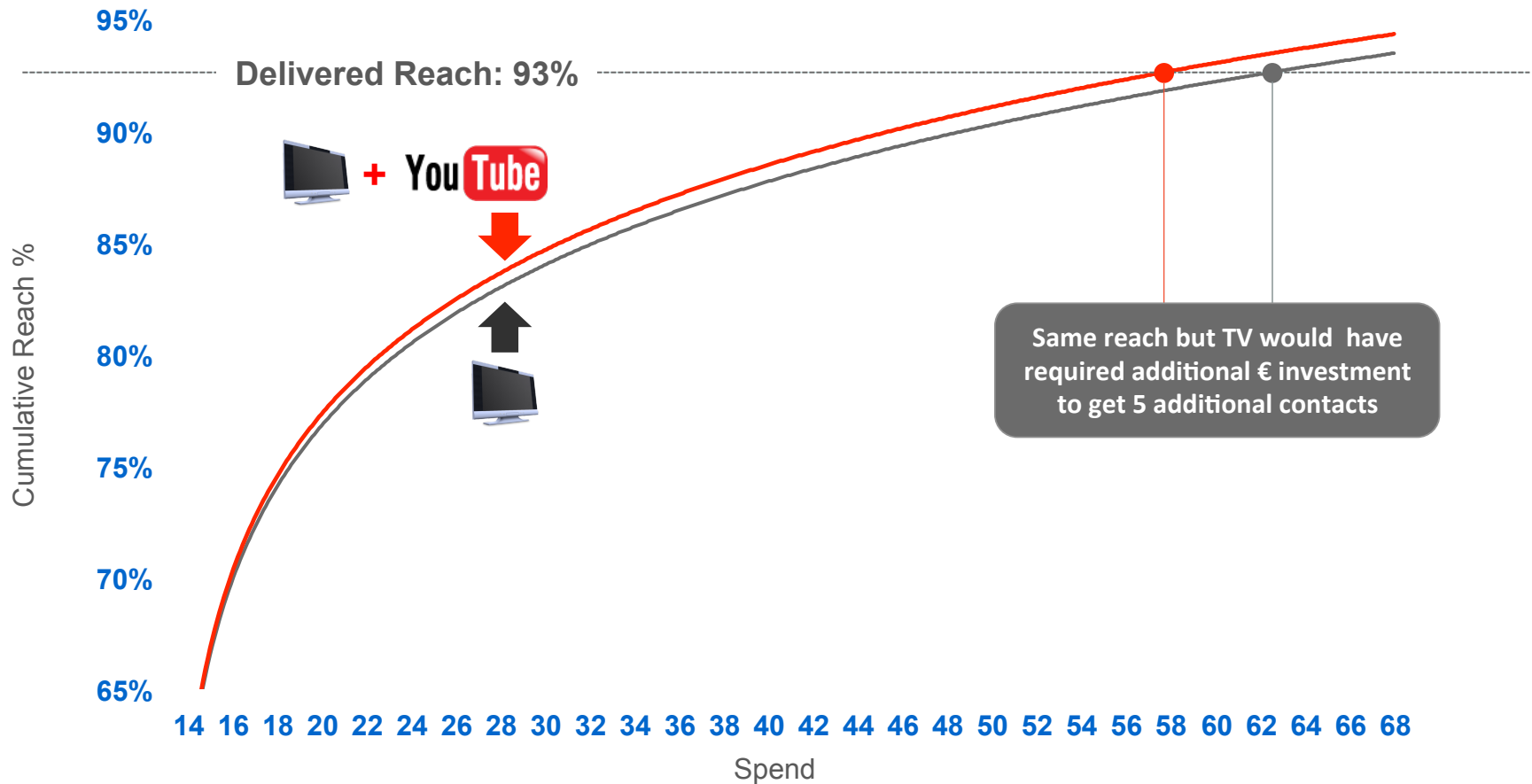


Also effective at communicating campaign message



Achieving the campaign's reach of 93% using only TV would have required heavier investment

But heavier investment in TV, to equal the reach and frequency of TV & YouTube combined would not guarantee the same increase in campaign measures



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Source: Google, Using YouTube to boost ad effectiveness, Spain 2011, n=982