

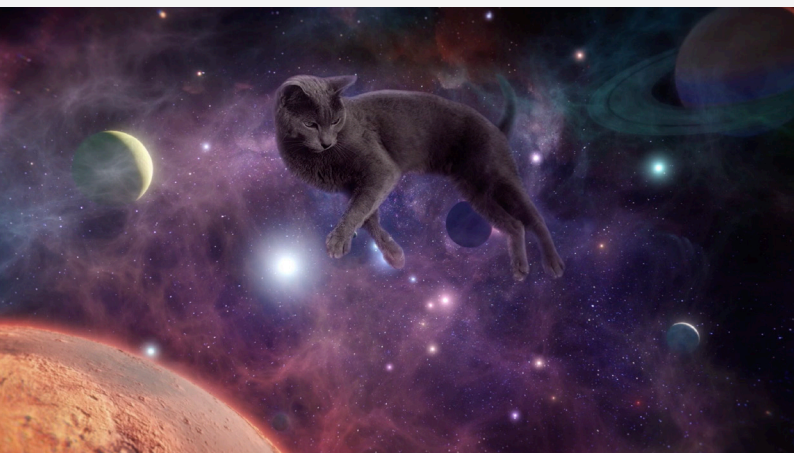


AWARD: GRAND PRIX, CREATIVE INNOVATION, MEDIA INNOVATION

WINNER: SHEBA 4AM STORIES

BACKGROUND AND CONTEXT

Within the US, Sheba is a new entrant in the cat food industry. Historically, brands in this category have relied on linear TV reach to scale. However, in a world where the next generation of cat parents were consuming media in fragmented ways and expecting more from brands – Sheba needed to find a unique way to reach cat parents and grow mind share in this segment. Sheba leveraged YouTube in both the creative and media approach to breakthrough and build credibility for the brand.



CAMPAIGN OBJECTIVES

Sheba's objective was simple and based on a very real insight that cat parents are often woken up by their felines in the middle of the night. Sheba wanted to provide real value for these cat parents, intercepting them in a moment of need and giving them all the tools they needed to get back to sleep, in turn driving salience for the brand.

CREATIVE STRATEGY

Sheba was able to uncover 2 critical insights about cat parents using YouTube insights:

Cats were waking up pet parents all over the world at 4 am, the time when these crepuscular creatures would usually be hunting in the wild.

After being woken up, as many as one in three cat parents would turn to their mobile phones for comfort with some watching videos intended to send them back to sleep.

This was an opportune moment for Sheba to create relevant content that would also help tired cat parents fall back to sleep. And so, Sheba launched a sequential campaign on YouTube to bring to life the brand story.

First, Sheba created a 'subliminal' bumper served to its cat affinity audience throughout the day letting them know that if their cat was to wake them up at 4 am, they knew where to turn.

Next, they created a series of 34 personalized Video Action assets, using YouTube Director Mix. The assets used data on what people were watching at 4 am to serve relevant messages to them in those moments, letting them know that they weren't going to fall back to sleep by watching the next video; and instead encouraging them to click the blue button on screen.

They created a 5 hour long sleep video, using scientifically proven techniques and an amusing yet relaxing voiceover by a well-known ASMR narrator, the French Whisperer, guaranteed to make one drowsy. When cats woke their parents up at 4 am, Sheba was ready to help cat parents get back to sleep.

“It really was the best use of creative and media that I’ve seen in a long time. When you have a good insight and find the right creative and media approach, you nail it!”

– Traci Spiegelman, VP of Global Media, Mastercard

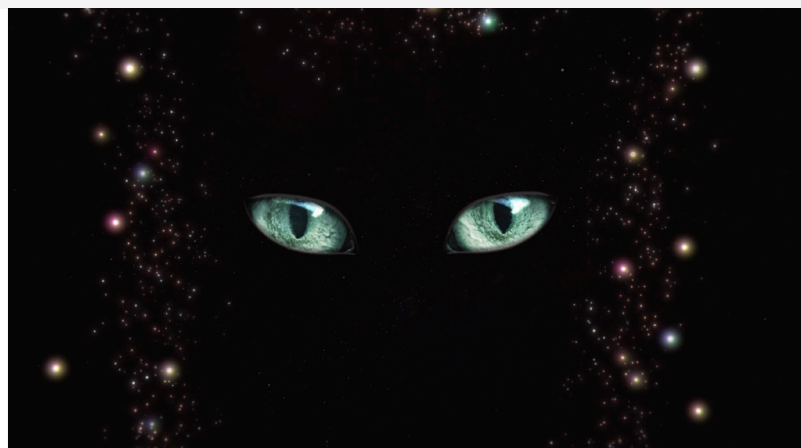
WHAT ROLE DID YOUTUBE PLAY?

In addition to using YouTube insights, Sheba utilized a variety of YouTube products including TrueView In-Stream, Non-Skippable In-Stream, Video Ad Sequencing, YouTube Channel, Video Action Campaigns, Director Mix and Dynamic lineups. Sheba created an integrated media ecosystem that pushed the boundaries of how ‘fit for platform’ creative can really connect with an audience.

Director Mix enabled Sheba to personalize content for the audience and deliver a relevant message about the video they were viewing. Furthermore, Ad Sequencing allowed them to reach consumers with this tailored content throughout the day and evening. Everything led to one place on their YouTube channel – a long-form beautifully crafted sleep video using all of the tools of the platform.

“Outstanding campaign - leveraging an insight and solving a problem while building brand awareness.”

– Sheryl Goldstein, EVP, Chief Industry Growth Officer, IAB



OVERALL EFFECTIVENESS

The campaign received unprecedented and best-in-class results.

- 100+% lift in recall and 635% lift in searches for brand terms from those exposed to the campaign
- 8M+ views (including the YouTube home-feed format) in the first four nights of the campaign, with 84% of these views happening around 4 am
- 20K watched hours

WHY DID THIS CAMPAIGN WIN?

As a starting point, the brand harnessed the power of YouTube by uncovering two universal insights to inform and build campaign strategy. The strategy was instrumental in creating distinctive and useful content driving brand salience and affinity.

The campaign pushed the envelope on the creative idea execution, providing an ingenious solution through sequential storytelling by taking its sleep-deprived viewers through proven sleep techniques, employing a known ASMR voice (a popular creative trend on YouTube). It also demonstrated the strongest use of YouTube as part of an innovative media campaign by reaching out to a hyper-targeted audience. The campaign fires on all cylinders with perfectly orchestrated execution from both a creative and media innovation standpoint.

The way Sheba strategically embraced the YouTube platform in every way possible from the onset, using a wide suite of tools to drive relevancy was pivotal to the success of the campaign and earned the brand the 2022 YouTube Works Awards Grand Prix.



CREDITS: Creative Agency: AMV BBDO, Account Management: Matt Henry, Ella Fanshawe, Creative: Neil Clarke, Jay Phillips, Zak Loney, Cesar Herszkowicz & Marcos Almirante, Strategy: Emily Brydon, Brian Williamson, Production: Michelle Walton, Darapen Vongsa, Chief Creative Officer: Alex Grieve, Project Management: Leonie Chaudry. Creative Agency: BBDO, New York, Chief Creative Officer, Worldwide: David Lubars, Chief Creative Officer, New York: Greg Hahn, Creative Director: Matthew Page, Creative Director: Carolyn Davis, Group Planning Director: Annemarie Norris, Planning Director: Karin Santiago, Junior Planner: Jaime Chou, Comms Planning Director: Brian Brydon, Snr Account Director: Sally Nathans, Account Director: Elizabeth Maini, Account Manager: Isabel Pluck

