

WINNER



MAILCHIMP – “WON’T LEAVE YOU GUESSING”

BACKGROUND AND CONTEXT

For over two decades, Mailchimp has maintained its position as a leader in the email communications and marketing automation space. Even so, Mailchimp was facing a new wave of competitive challenges and it needed an effective solution to help advance its position as an undeniable advanced marketing platform among small-business decision-makers.

CAMPAIGN OBJECTIVES

Designed with a full-funnel approach, Mailchimp's YouTube campaign aimed to increase awareness, consideration, and site visits, and ultimately improve paid sign-ups at a lower cost per acquisition.

CREATIVE STRATEGY

Adopting an audience-centric approach, Mailchimp devised a whimsical campaign centered on small-business owners and decision-makers. The creative showcased an Owl Cat Bat, Dancing Rugs, and similar “guess-worthy” characters to comically re-create the feeling of uncertainty that marketers can sometimes feel. In addition to educating the brand's audience, the ads shone a bright spotlight on Mailchimp's exceptional expertise in helping marketers guess less and sell more.

WHY DID THIS CAMPAIGN WIN?

Mailchimp recognized the challenges often confronted by small-business owners and fearlessly took charge in acknowledging and addressing them. The company's impressive campaign not only showed empathy towards frustrated business owners but also adeptly met them at each stage of their journey, employing a well-thought-out and diverse range of YouTube formats. This masterful media planning, deploying a full-funnel strategy with a range of creative assets to successfully reach and engage its audience, helped Mailchimp get crowned for this category.

FROM THE JUDGES

“Really smart use of right messaging and right ad products against the right audience, and, most importantly, against the right phase in their journey. Very well thought through.”

— Jonathan Daly, Head of Communications Strategy, Droga5

“The media placement, audience targeting, and retargeting was done very well. Thinking through the full funnel and leveraging YouTube capabilities through the line was the highlight.”

— Denise Truelove, Global VP Brands, Mars Petcare

WHAT ROLE DID YOUTUBE PLAY?

YouTube's full-funnel and audience capabilities empowered Mailchimp to forge new connections with business owners and decision-makers every step of the way.

At the top of the funnel, Mailchimp deftly harnessed bumper and skippable ads, and strategically leveraged affinity audiences to magnify brand reach.

For the middle and lower funnel, the brand shifted its focus to driving consideration and on-site conversions. Leaning into Video action campaigns, and audiences such as custom intent, Mailchimp seamlessly integrated compelling calls to action (CTAs) to ignite audience engagement. The brand fearlessly experimented with new audiences, tapping into its first-party data and expertly retargeting viewers of its organic influencer videos through YouTube BrandConnect. Moreover, Mailchimp embraced the changing landscape of how and where users watch video content by leaning into the popularity of short-form video and leveraging vertical creatives.



OVERALL EFFECTIVENESS

Mailchimp's full-funnel campaign was hugely successful and resulted in:

4%

lift in awareness

3%

lift in
ad recall

-34%

YoY cost per
acquisition

YouTube Works
AWARDS