

Customised Creative: Director Mix



The power of personalisation made easy

Director Mix makes it easy for brands to have almost one-on-one conversations with their audience. It lets you customise videos, driving attention and deeper engagement. Is your audience in the mood for food? Serve up an appetising ad. Searching for news? Deliver a topical video. Unrivalled customisation through Director Mix helps you ride the crest of the next big wave in film innovation. Better reach, better tailoring, and better results.

But first, how Director Mix works

YouTube Director Mix is our tool for making customised video at scale, serving ads to suit your audience's interests and intent. This means you can customise a base video asset with relevant creative elements: headlines, images, prices, translations, and more. The video and elements are stitched together, produced fast and at scale, reducing the need for endless edits. This results in thousands of video variations with relatively little effort.

Customise multiple layers:

Audio. Provide different soundtracks or voiceovers for different viewers.

Text. Swap headlines or calls-to-action, including price, links, or local language variations.

Imagery. Images in the video could change depending on what the user is about to watch.

Audiences. Reference a user's time of day, location, or interests.

Simple is effective

A great way to start is to keep assets and variables uncomplicated. That way, it won't get confusing when you start adjusting that message to appeal to different groups. Successful campaigns often start with just one simple video asset, which is then customised through a range of headlines. This results in a refreshed approach with each individual watch.

Finding your audience

Google draws from millions of data points and signals so the right message reaches the right person at the right time. Utilising Google's network of products ensures your different audience groups can see, hear, and understand different things as part of the same creative campaign.

Be topical

With the quick turnaround of new video assets, ads can piggyback news events, entertainment, cultural trends, or major sporting stories. With a clever creative idea that's flexible to work with a range of topics, you can harness the versatility of Director Mix.

Act local

Locations can be used to bring the viewer into the execution. Feature your viewer's own city in your ad, or change up the language, promotion, or call-to-action, making it specific to the viewer's location. It's worth noting, being too granular will drop audience numbers significantly. Avoid this by sticking to cities rather than suburbs.

Tap data sources

You may already have the customisation you need right at your fingertips. Think about existing website pricing, the weather, stockroom availability, or any information at hand that's relevant to the audience. Whatever is best for building a connection with the viewer. It could be as simple as using text from online reviews to add authenticity.

Pioneer possibility

We're right at the beginning of what Director Mix can do. There are so many different opportunities to push boundaries, for any category, in ways never done before. This new ground-breaking form of storytelling is ripe for reward, and it's up to the makers to show where it can go next.

Getting Started: Director Mix

YouTube has made it easy for advertisers of all varieties to leverage the tremendous power of customised video. Requiring nothing more than primary assets and a clear perspective of your audience, you can design and implement highly customised ad campaigns with minimal resources.

Creative Juice

Some thought starters to get you going:

- Do you have a concept that could work for a variety of messages?
- Do you have a concept that could work for a variety of audiences?
- How would delivering hyper-relevant messaging add value to the idea?
- What creative elements will need to be interchanged (and at what point) in the video?
- Who are your relevant audiences?
- What other audience strategies could you apply (geo, affinity, keywords)?

Useful facts to support your creative idea

Relevant video ads get three times the attention compared to the average video ad.

Source: Google/Ipsos, Video Mobile Diary, U.S., 2017

Campaigns that use intent-based targeting on mobile have 50% higher brand awareness lift, 30% higher consideration lift, and 40% higher purchase intent lift relative to campaigns that only use demographic targeting.

Source: Source: Google Brand Lift, Global, Smartphone (analysis restricted to smartphone to isolate the impact of targeting), July 2017-June 2018