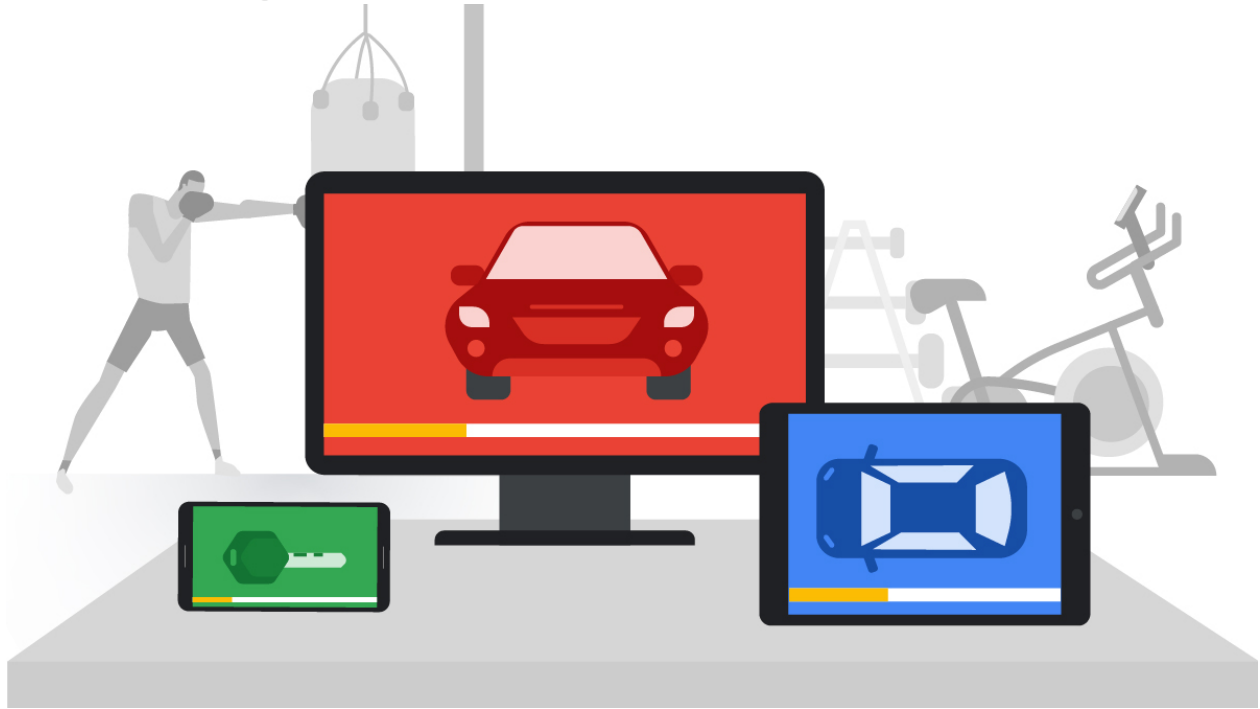


Winning Combinations



Combine YouTube ad formats for a powerful force

When it comes to storytelling, there's strength in numbers. Whether folklore repeated for centuries or office gossip that just won't quit, the more times you hear a story, about a story, or receive additional information regarding said story, the more ingrained and robust it becomes. Using a combination of executions provides the opportunity for stories to be told across multiple YouTube formats, each with their own strength, but even more impactful when combined.

But first, how winning combinations work:

The best creative ideas don't fit conveniently in a box and it's exactly why YouTube offers a creatively diverse series of video formats. Stories can live in all sorts of ways, drawn out across some or all formats. The more you understand how formats can work together, the more possibilities open up.

The formats

By mixing multiple formats in a sequence, users are taken on a journey. The formats can appear in any order and in any combination – whatever the story calls for.

Bumpers: Six-seconds bumpers are the shortest and most humble format. Used frequently, they can establish the pace or set up other formats to strike. Whether teasing or echoing a story, they can be thrown into the campaign at any moment to extend or build upon it. They can also be effective on their own, forming the cornerstone of a hard-working campaign.

Non-skippable: YouTube's 15 to 20 sec pre-rolls can be delivered frequently. Compared to bumpers, there's more to land and non-skippables are particularly impactful when executed at the right time. Creatively, it's the most similar to a traditional TV spot, strategically anchoring communications and delivering impact over time.

TrueView in-stream: This is your big bet. Your TrueView moment. And where YouTube demonstrates how well it supports creative ideas. Landed just right, TrueView ads can be extremely effective in helping shift opinions about a brand. It's an opportunity to earn attention, and getting past that 30-second mark contributes significantly to how viewers feel.

Some examples of winning combinations:

Tease, Amplify, Echo. (Bumper, non-skippable, TrueView)

Tease your audience with short ads, amplify with long-form, and echo to spur action. It's about introducing a concept, expanding the story and then reinforcing the key message.

The Mini Series (TrueView, bumper)

Break your story into thematic chapters, told over time. This could be achieved through a series of bumpers or non-skippables, or even a combination of both. Including TrueView can take the idea to the next level.

The Direct Shot (Variations of bumpers)

Stick to one concept and tweak the video based on viewer context, for example, what they're about to watch.

The Big Shot (TrueView, bumper, bumper, bumper)

The classic "launch big and extend" combination that can work a number of ways. Break the main story, then follow up with key points to extend the life of the campaign. Or launch bumpers at the same time as TrueView to increase awareness, followed up with even more tailored bumper executions.

Some things to consider:

Ways to use combinations

When considering campaigns on YouTube, think of the ways they can be broken down or expanded. Bring viewers who have chosen to engage into something more meaningful. How you tell your story is wide open, but here are three ways to get started:

Structuring your story

Using different creative formats, advanced audiences insights, and a measured approach, build out a campaign in combinations best suited to the story, product, or campaign objectives. Map it out using formats, keeping in mind there is no absolute right or wrong in this. Media considerations aside, the most important thing is to do whatever is best for the idea, but pay attention to how your audience is responding.

Video Ad Sequencing

Control how messages are delivered by determining the order in which they should be received. Video Ad Sequencing means the message can evolve, building upon whatever creative was seen before. Google's machine learning optimises for completed sequences, so you can be confident users will experience the whole story. It's a great way to guide viewers towards a bigger payoff, or ensure all campaign elements are communicated to your audience. Sequencing will require an audience large enough to support the roll out – the more messages you run, the bigger the audience will need to be.

Respond to behaviour

When a campaign can be tailored to how people engage, we can build the story for those interested while being respectful to people who are less sure. The delivery of the campaign is completely based on the cues or responses of the viewer.

Imagine this...

You test three TrueView edits to see which is the best performing execution for the audience. You then drive this TrueView as the main spot. Those who skip the TrueView are served a shorter execution with a simpler call to action. Those that did not skip and went on to view the execution are served a longer content piece, followed up with bumpers.

Creative Juice

Some thought starters to get you going:

- Can you break up messaging into a series of shorter ads?
- Can you develop specific creative based on audience?
- What are the key points you want to hit? Are some more important than others?
- What are your objectives? Recall? Awareness? Education?
- Do you need to tell different audiences different things?

- Should you start big or tease things out?
- How will you measure the campaign's success?
- Will responding to audience behaviour help?

Useful facts to support your creative idea

Video ads sequences had a significantly higher impact than single :30 TrueView ads on Ad Recall and Purchase Intent, with an increased average lift of 74% and 105%, respectively.

Source: Google/Ipsos Lab Experiment, US, Nov 2018. n=7,500 people age 18-64

YouTube video ad sequences showed a significantly higher ability to drive key message retention compared to single :30 TrueView ads, with an average increased retention rate of 71%.

Source: Google/Ipsos Lab Experiment, US, Nov 2018. n=7,500 people age 18-64

Longer YouTube video sequences (3+ ads) had a significantly higher impact than single :30 TrueView ads on Ad Recall and Purchase Intent, with an increased average lift of 96% and 133% respectively.

Source: Google/Ipsos Lab Experiment, US, Nov 2018. n=7,500 people age 18-64

Longer YouTube video ad sequences showed a significantly higher ability to drive key message retention compared to single :30 TrueView ads, with an average increased key message retention of 89%.

Source: Google/Ipsos Lab Experiment, US, Nov 2018. n=7,500 people age 18-64

Our tests have shown that remarketing to viewers who had seen TrueView ads with Bumper ads produced a significantly higher lift in ad recall versus TrueView alone, with an average lift 42% higher for skipped views and 104% higher for paid views.

Source: Think with Google, Google/Eye Square, "Experiment in 4 Ads," U.S., March 2017