

AWARD

Breaking Barriers

WINNER

GoDaddy - Made in America



BACKGROUND & CONTEXT

GoDaddy's Always On initiative was a vehicle to deliver audience-first experiences via the most watched content platform, YouTube, to an ambitious community that shares common values and aspirations. GoDaddy's Always On content sought to build emotional connection with the audience through branded storytelling. This was done by championing the stories of everyday entrepreneurs, intentionally focusing on the disparity in opportunities and access to resources for underserved communities and populations. The series was designed to reaffirm GoDaddy's belief that entrepreneurship should be inclusive for all.

In 2020, GoDaddy had pivoted its goals due to the COVID-19 pandemic, a time when its audience, small businesses, needed it the most. Small businesses looked to GoDaddy's guidance during this volatile year, seeking novel ways to adapt and overcome the challenges of 2020. GoDaddy rose to the challenge by delivering a mix of informative and tutorial content, as well as inspirational small-business stories that highlight the grit and knowledge required to keep moving forward.

CAMPAIGN OBJECTIVES

GoDaddy utilized data and social listening on the launch of the first season of "Made in America," which gave valuable intel and positive reactions to the content in 2019. For the second season, in light of the changing needs of small businesses in 2020, GoDaddy wanted to evolve the series to engage with a broader audience that had not historically looked to GoDaddy or its YouTube channel for narrative-driven brand storytelling. The company achieved this with the content of the series and also with weekly episode launches to increase engagement.

Specifically, it aimed to reach a younger audience who represent the entrepreneurs of tomorrow. With a goal of reaching younger viewers, GoDaddy hoped to substantially improve upon its benchmarks in this most recent series.

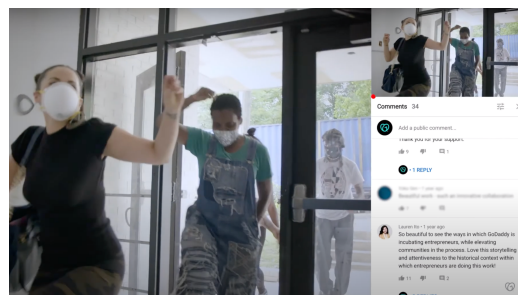
GOALS

- 400% YOY increase in impressions
- 200% YOY increase in organic watch time
- 150% YOY increase in engagements

CREATIVE STRATEGY

GoDaddy developed an episodic docuseries, "Made in America," and leveraged YouTube to advance the company's social impact program mission by showcasing the stories of everyday entrepreneurs. By intentionally focusing on the disparity in opportunities and access to resources for underserved communities and populations, the series reaffirms GoDaddy's belief that entrepreneurship should be inclusive for all. Each episode dives into the personal, environmental, and financial challenges of entrepreneurship and demonstrates the importance of a supportive community, especially during COVID-19.

"Made in America" combined strategic partnerships, powerful storytelling, and expert voices that converged to create a compelling, authentic, and immersive experience.



WHAT ROLE DID YOUTUBE PLAY?

The YouTube Masthead provided extended reach for the in-stream skippable campaign. The brand also leveraged connected TV to reach viewers consuming longer-form content. Lastly, GoDaddy showcased the content in its YouTube header, created a featured video for returning viewers and subscribers, and created a playlist for its audience to binge-watch.

OVERALL EFFECTIVENESS

Total impressions (YouTube, earned media, influencer campaign):

- 25M impressions across measurable outlets
- 254% increase in organic traffic watch time

Content engagement/emotional response (likes, comments, shares) on YouTube:

- 97% YOY increase in user-initiated positive responses
- 394K engagements across all media

Brand opt-in (subscription):

309% increase in subscribers

"It was original with the support and tutorials provided. The quality in comparison to the others – it felt like a better use of YouTube itself, versus simply being a distribution platform.

They really activated YouTube as a learning and development platform."

Amanda Richman, CEO, Wavemaker



WHY DID THIS CAMPAIGN WIN?

GoDaddy went beyond traditional advertising and distribution strategies to use YouTube as a learning and engagement platform. The campaign showcased true diversity in the stories it told, to deliver compelling content and raise the profiles of small businesses and the entrepreneurs powering them.



LESSONS LEARNED

- **Adapting to Meet the Moment with YouTube:**
GoDaddy embraced its brand purpose during a tumultuous year. Using an authentic voice, it provided solutions and engaging content in 2020.
- **YouTube on the Big Screen:**
GoDaddy used connected TV to showcase its long-form content in a way that not only reached but also empowered its target audience.

