

# view Viewernomics

The art and science of audience engagement

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# “YouTube is video for everyone.”

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YouTube EMEA's Head of Culture and Trends shares her playlist

 **When I go to my YouTube homepage I see the most eclectic and beautiful mix of content and creators.**

And since working from home has become a reality, my viewing behaviours have become even more varied.

I watch more frequently and in shorter bursts; on my own on my phone and, just as comfortably, with my family on our TV. And the variety YouTube offers just keeps me coming back for more!

It's a place people go to be entertained (I never miss NikkieTutorials' newest video), while also getting their informational fixes (like the Prinsjesdag Livestream) and, of course, get educated on topics, from staying fit with the Kukuwa and PopSugar crews to discovering new recipes with Gordon Ramsay – I even learned how to decorate my son's Pikachu birthday treats for school with Juf Jannie!

This behaviour is now the norm for many people in the Netherlands, with watch time increasing 21% since March and YouTube now the largest broadcaster among 18-34-year-olds.<sup>1</sup>

YouTube is video for everyone. It's where you will reach an engaged audience to help your brand grow; where you can be innovative with new ad formats while staying flexible. I hope you enjoy this edition of **Viewernomics** and get inspired by your peers and creators!

Take care,

Kate



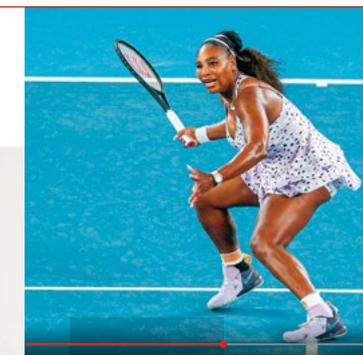
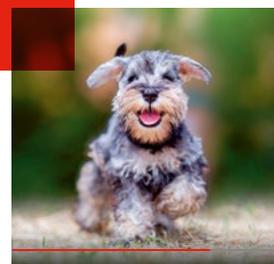
**Kate Adams**  
Head of Media and  
Measurement Specialists,  
Google NL

# This is My YouTube

Everyone's YouTube is unique. We asked four industry leaders in the Netherlands what they laugh at, cry with, learn from, and escape to on YouTube.

GLOBAL DIGITAL CONTENT MANAGER AT JDE

Nidale Hosri



**I tend to watch things about the universe, science and philosophy.**

It's interesting to me that this content is available, that it's free to everybody, and that you can always learn.

**I'm not very good at teaching my dog tricks.**

I couldn't even teach her how to fetch, to be honest. We would go to the park and I would throw the ball, and she'd go to the ball but then stay there and not come back. So I tend to watch how to get better at that kind of stuff. We're getting there.

**I can't watch "The Daily Show with Trevor Noah" when it's live, but YouTube makes it so easy to just watch things when I can, based on my time and my behaviour. It gives me control of how to pursue content.**

**I think Nike does great ads.** I tend to like ads that are about female empowerment – "Dream Crazy" is always one of my favourites.

**[An ad] has to serve some kind of purpose...** if you're trying to get me to spend 30 seconds of my time on a video, either show me I'll be entertained, that I'm going to be moved emotionally, [or] I'm going to learn something that's exciting. Me giving you the time where I sit and watch has to serve some kind of purpose.

## DIRECTOR MEDIA CRAFT AT GREENHOUSE

## Guus Beekmans

**I watch YouTube where and when it suits me,** based solely on what I'm watching or where I'm watching it. When I'm travelling I watch a lot of short, snackable content; if I'm watching a serious documentary, I do that at home on my TV, not while I'm travelling.

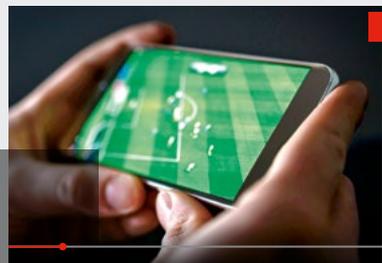
**I flip between channels a lot on YouTube,** but there are some things that I watch more often than others. I really like "Saturday Night Live", for example, and I

enjoy watching "#BOOS" with Tim Hofman, but it's not the case that I am really sold on one channel.

**I had a kind of revelation with documentaries on YouTube.** For example, a while ago YouTube was just entertainment for me, but documentaries showed me that YouTube also offers more serious content, the kind that can enrich your life – even though that sounds a bit corny.

**I bought a new house about two and a half years ago** and that means that there are always lots of jobs to do around the place. I'm not the world's biggest DIY fan, but thanks to YouTube, I'm doing pretty well. I start every job by looking up a few YouTube videos explaining how to do something. Whether that's laying a floor in the lounge or building a walkway in the back garden, I start off with YouTube and then get to work. I really wouldn't be able to live without that.

"I start every DIY job by looking up a few YouTube videos explaining it."



CREATIVE DIRECTOR AT TALPA SOCIAL / STUKTV

## Giel de Winter

**YouTube turned everything on its head.** It's able to appeal to every target audience in the world through the website and app. And it did that so perfectly on every platform: PlayStation, laptop, cellphone. It knows exactly where to feed you which content, even if you don't know yourself. By now, everyone here has picked up their cellphone 10 times to look at it. So that shows how it has become so drilled into everyone over the past few years. Most of the content comes from creators. They have changed the entire market. It is a very straightforward market where we can earn money with a few simple videos.

**I couldn't live without Dude Perfect on YouTube.** That is primarily because of how good I think their sponsor fit sometimes is. It's so smart, they make such clever content but they also make very good content for their sponsors, and everyone can definitely learn from that. I also like the Dutch creator Dylan Haegens, who still produces quality content that's wonderful to see.

**I didn't know how to tie a tie,** so I thought, wait, my old friend YouTube will help me out. I use YouTube for tutorials a lot. I edited two or three episodes of STUK – I wasn't an editor so I just looked up Adobe on YouTube to see how to do it.



INTERNATIONAL MARKETING &amp; E-COMMERCE DIRECTOR AT BASIC-FIT

## Erica van Vonderen-Hahn

**YouTube has become much more mainstream.**

We use it for everything now, including basic tutorials. This year, while spending so much time at home, I turned to YouTube often for help. From instructions on planting a plant, to the at-home workouts that I, and many others across Europe viewed, YouTube had all the content I needed.

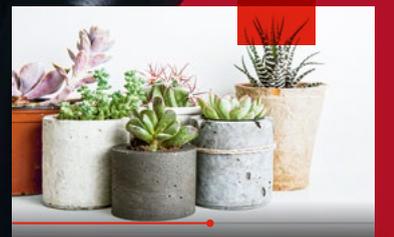
**The democratisation of video is essential to YouTube.** The fact that everyone has access to all these videos, but also the fact that it gives a podium to creators — even if you live in the middle of nowhere you can just start a video channel and share your message with the whole world. That's amazing.

**My favourite series is "Carpool Karaoke" with James Corden,** with the famous musicians singing songs, I really like that.

"You can share your message with the whole world."

**The best video I've seen recently** was one by Nikkietutorials, the "I'm Coming Out" video. That was just fantastic and had global reach, a really wonderful story. A woman who shares her struggles about how she was forced to come out [as trans]. I think it's one of the most powerful videos of recent times.

**One of my favourite ads on YouTube features Michael Phelps.** I wasn't familiar with him, I only saw the video for the first time recently, and it came out in 2018. It really draws you into the footage and you feel his emotions. That is the ultimate thing to achieve when making a video: that you completely empathise with a person and where that person is in their life. And then an incredibly gripping ending, so a combination of factors.



Watch our "This is My YouTube" video series at [yt.be/thisismyyoutube](https://yt.be/thisismyyoutube)

# Trends



## with

What audiences watch, and the way they watch, is constantly changing. To stay relevant and drive results, make sure you're tapping into these key audience trends.

# Benefits

How to make slime

Hair tricks that actually work

Best ever football goals

Smartwatch review

Fortnite funny fails

Easy paella recipe

Supercar powerslides

5-minute makeover

Minimalist apartment tour

New technology 2020

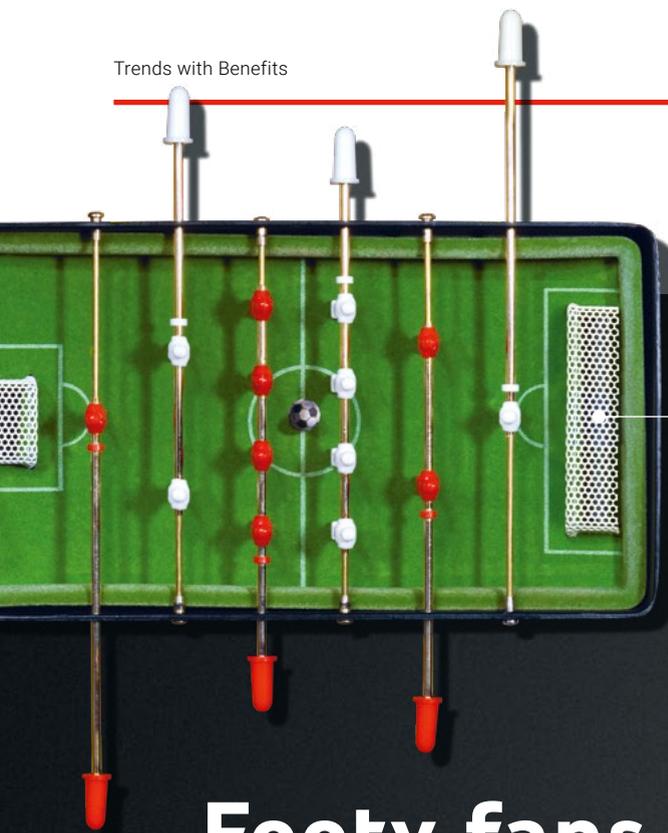
Ocean sounds for sleep

Garden inspiration

How to fix a leaking tap

Digital art tricks

Which car to buy



## Footy fans

are watching beyond 90 minutes

At its heart, good sport is about drama. The most engaging sporting content allows fans to immerse themselves in the highs and lows, heroes and villains, with smart insights, off-kilter analysis... and, okay, a hefty chunk of behind-the-scenes gossip. When it comes to football, not only are fans coming to YouTube to catch highlights, they're also tuning in for pre- and post-match content from their favourite creators, as well as documentaries, interviews, and bite-sized news reports. Video content gives viewers something to talk about and, for brands, this represents an audience of ultra-engaged fans ready to receive and react to relevant advertising.

Find out more about how Adidas drove results at [g.co/think/adidasfootball](https://g.co/think/adidasfootball)

# 85%

As of June 2020, there had been more than an 85% increase in Netherlands watch time of "sports entertainment" videos in the past year.<sup>2</sup>

Get inspired by:  
**Adidas**

To generate excitement about the launch of its Nemeziz football boot, Adidas tapped into viewers' love of everything around the beautiful game. Using YouTube's video ad sequencing tool, the team created a tailored sequence of video content that was served to viewers depending on whether they watched or skipped the first ad. Viewers who engaged the most were served extra content, while those who skipped were shown a final product ad. The final score? Adidas's smart sequencing led to a **33% lift in awareness**, a **20% lift in ad recall**, and a **317% lift in product interest**.<sup>3</sup>

## Foodies

are hunting out healthy options

From soft-shell tacos to veggie burgers, YouTube is where foodies go to make their mouths water... or get some help with their efforts in the kitchen. And it's working; YouTube viewers are 1.4X more likely to say that content they watch taught them something than those who watch other platforms.<sup>4</sup> This year, watch time of cooking show videos in the Netherlands was up 50%.<sup>5</sup> One surging trend is for healthy variations of recipes; for example, catering to a keto (low-carb) diet. For brands, this trend towards more conscious eating means an opportunity to join a bigger conversation, whether it's through health-orientated ads or food-focused how-tos.

Get inspired by:  
**Quaker Oats**

As a brand with solid name recognition but little audience affinity, Quaker Oats wanted to remind customers of the health benefits of breakfast. To do so, the brand mapped its audience profiles — including consumers already eating well and those trying to do better — to segments of YouTube's viewership. With creative informed by Search trends, it dynamically varied text on ads to ensure each viewer got the right message. The results? A **4.25% lift in retail sales**, alongside a healthy **122% lift in brand interest**.

# 50%

As of June 2020, there had been more than a 50% increase in Netherlands watch time of "cooking show" videos in the past year



Find out how Quaker Oats drove brand lift at [g.co/think/quakeroats](https://g.co/think/quakeroats)



# Beauty lovers

are doing it themselves

Few categories move as fast as beauty, with fans flocking to Disney Princess transformations one moment and GRWM (get ready with me) videos the next. People are searching for content that's truly helpful on YouTube. To tap into these audiences, think about how your content can be genuinely useful — especially at the bottom of the funnel. When beauty creative is optimised for late stages of the purchase journey, results are up to 2X stronger.<sup>6</sup> And, to make your content really take off, consider how partnering with YouTube creators can give you an authentic gateway to an already engaged audience.

## Get inspired by: Fenty Beauty

From the day it launched with 40 shades of foundation, Rihanna's Fenty Beauty brand has always been about empowerment. But it's a word the brand itself avoids — preferring to show, not tell, with helpful content featuring everything from useful DIY beauty tutorials to a launch ad filled with a truly diverse array of faces. The result? The **biggest beauty launch in YouTube history**, and the Fenty Effect, which saw every beauty brand recognise the value of offering a wider range of shades for all.

See how Fenty Beauty created YouTube's biggest beauty launch at [g.co/think/fentybeauty](https://g.co/think/fentybeauty)

## Tech buffs are diving deeper

Technology video consumption is becoming increasingly diverse, with viewers searching for Silicon Valley news one day and unboxing videos the next. In particular, viewers are chasing content that gives further insights into their passions around technology, with an over 70% increase in watch time on computer-related content. This rising demand for detailed, product-led content is something Dutch creators such as Want are already tapping into — and that brands can learn from. Reach everyone from novice enthusiasts to tech experts with videos that are useful — and team up with creators who are already immersed in their world to make your content stick.

### Get inspired by: Samsung

To position its Galaxy smartphone at the top of the pack for video, Samsung decided not to make a traditional ad. Instead, the brand created a series that was entirely shot on Samsung Galaxy smartphones. Pairing established YouTube creators with newer up-and-comers, the resulting "Make" series showcased the product in an organic way and helped viewers dig deeper by weaving it into the fabric of the story. And it worked: **17% of those exposed to the ads were more likely to purchase** the Galaxy as their next phone.

# 70%

As of June 2020, there had been more than a 70% increase in Netherlands watch time of "computer" videos in the past year.<sup>7</sup>



Find out how Samsung authentically reached viewers at  
[▶ g.co/think/samsung](https://g.co/think/samsung)

# 50%

As of June 2020, there had been more than a 50% increase in Netherlands watch time of "motorcycle racing" videos in the past year.<sup>8</sup>



## Petrolheads

are looking for all things automotive

From aspirational to functional, every automotive passion point is represented on YouTube. For example, Dutch watch time of motorcycle videos has increased 50% this year.<sup>8</sup> Auto channels on YouTube are trialling longer-form content that gives greater room for in-depth breakdowns on every class of vehicle. Plus, it's a key space for consumers searching for information on their next investment. That presents big opportunities for brands to authentically connect in two ways: first, to fuel viewers' passion for all things auto, and second, to help them navigate purchase decisions within the category itself.

Read about how Ford used data to drive deals at  
[▶ g.co/think/ford](https://g.co/think/ford)

### Get inspired by: Ford

Putting data at the core of its campaign, Ford found new ways to connect with potential car buyers by identifying the pain points of buying a car. Based on insights about what people search for on YouTube and industry-specific keywords, Ford created five unique videos pitched at Europe's five biggest markets, each using the TrueView format to encourage interaction. The result? **Best-in-class results for ad recall** and a **significant increase in brand consideration** across its key territories, helping steer viewers directly to the dealership door.

Read this feature online at  
[▶ g.co/think/trendswithbenefits](https://g.co/think/trendswithbenefits)

The magic of online video is that you can watch what you love, whenever you want. Viewers don't follow **Rules**; they follow passions. They're leaned in, captivated, and engaged. They're more than just viewers. And, for advertisers, getting in front **of** audiences at their most engaged can lead to powerful results. Results that boost your brand, and your bottom line. That is the power of **Engagement**.

## Nº 1

# Supercharge your storytelling

**In a world of distraction, it can be hard for brands to earn attention** — and even harder to keep it. To give your ad the strongest chance, replace the traditional story arc (build-up, climax, pay-off) with peaks throughout: begin with a compelling hook, then keep the tempo up with unexpected twists and brand mentions throughout. To cater to different viewers, serve up content of varying lengths; short ads are great to pique interest but longer ads can boost consideration. Plus, video ad sequences can have a significantly higher impact than single ads, increasing ad recall by 91% and purchase intent by 68%.<sup>9</sup>

### Case Study

#### Gant

Gant was looking for a fresh direction: a way to reach new customers while staying true to the brand's ethos. It created a campaign targeted at a new persona (dubbed "The Curious Professional"), that leaned on Gant's credo Never Stop Learning with a YouTube series called "Couple Thinkers". The premise? Former "Late Late Show" host Craig Ferguson and his wife, renowned art dealer Megan Wallace Cunningham, travelled around the world, interviewing inspirational figures including Neil deGrasse Tyson and Arianna Huffington on topics ranging from space travel to the meaning of success, in half-hour videos. This creative approach to engagement led to impressive results: TrueView five-second skippable creatives were watched for 8-10 minutes. "Couple Thinkers" has 8.5 million views and counting, averaging 1.1 million views per episode — 1,000% above Gant's original objective. The series was also enthusiastically received on social media, with the Gant brand seeing a 542% increase in YouTube subscribers.



Find inspiration from the YouTube Ads Leaderboard at [g.co/think/adsleaderboard](https://g.co/think/adsleaderboard)

## N° 2

# Tap into Search

**Not all audiences are created equal** — and using Search signals can help you differentiate casual browsers from in-market shoppers. Refine your focus and make your spend work harder by leveraging intent signals using Advanced Audiences, which gather anonymous insights from across Google, including active Search terms, lifestyle, interests and interactions. The results speak for themselves: ads served with intent signals alone have 30% higher consideration lift and 40% higher purchase intent lift than when the same ads are served using demographic signals alone.<sup>10</sup>

## Case Study

### Stimorol

Stimorol, Europe's leading chewing gum brand, wanted to personalise its messaging at scale. The company decided on a campaign that would position Stimorol as essential to gain the social confidence needed during key life moments, using Google and YouTube to find high volumes of relevant Search queries. Next, it created six-second bumper ads around key themes like Dating, Workplace and Social Media, then used Google's Custom Affinity Audiences to reach people likely to search for advice around these moments — targeting the right audience at scale. By combining Advanced Audience targeting with custom creative from platform insights, it saw best-in-class uplift in ad recall across both six-second bumper ads and TrueView.



Ads served with intent signals alone have 30% higher consideration lift

Need to know

## Advanced Audiences

### 1 What it is

Advanced Audiences are anonymous, aggregated insights, built using signals from consumer behaviour across Google, which can be used to help predict who's most likely to engage with your brand. From detailed demographics to interests and intent, Advanced Audiences allow brands to reach key consumers at every stage of the consumer journey.

### 2 Why it works

Real impact happens when viewers feel as though they're being spoken to by the creative. And, since customers pay 3X more attention to ads that are relevant to them,<sup>11</sup> it pays to know — really know — who you're talking to.

### 3 How to use it

Get started by exploring pre-built audiences, such as Affinity Audiences (based on lifestyle information), Life Events (based on important milestones like renovating a home), or In-Market Audiences (based on behaviour indicating someone is in the market for a product or service). In addition, you can now build your own custom audiences tailored to specific objectives.

Find out more at

► [g.co/think/ytadvancedaudiences](https://g.co/think/ytadvancedaudiences)

## N° 3

## Drive instant action

Online video has long been seen as a tool to build brand awareness — but leaned-in viewers are also primed to take action. More than half of shoppers say online video has helped them decide which specific brand or product to buy.<sup>12</sup> Brands that enable prospective customers to take action with a seamless, immediate experience hold an advantage from the off. This is where TrueView for action comes into its own, combining CTAs, headline text overlays and end screens to drive conversions. So, whether you're looking for sign-ups or sales, strong creative with an enticing CTA can help build your brand and drive lower-funnel results at the same time.

### Case Study

#### Matsmart

By selling products destined for landfill at a discount, Swedish e-store Matsmart offers lower prices and a sustainable lifestyle. With this story to tell, it put video at the forefront of its three-layered conversion-driven and cost-efficient marketing strategy. The company built a campaign to drive reach and brand awareness, discovering that using TrueView bumper teaser ads in the lower end of the funnel worked best. In the consideration phase, it utilised Shopping for Trueview at the end of the funnel to connect viewers directly to its products. The plan resulted in an overall conversion rate that was 136% higher than any Search campaign Matsmart had run, and 936% higher than normal TrueView ads.



## N° 4

## Play into passion points

### Need to know TrueView for action

**1 What it is**  
TrueView for action helps YouTube audiences actively engage by adding prominent CTAs and headline text overlays to in-stream videos.

**2 Why it works**  
Made up of a CTA, headline and URL end screen, TrueView for action helps customers continue their journey seamlessly. It encourages viewers to engage with your brand, whether you want them to find out more, sign up or make a purchase.

**3 How to use it**  
Use clear messaging that emphasises a next step, like "Book now", "Get a quote" or "Learn more" — and test different options to see which are most effective.

Find out more at  
▶ [g.co/ads/videocampaigns](https://g.co/ads/videocampaigns)

More than two-thirds of people in the U.K. who watch YouTube say they watch videos related to their passions.<sup>13</sup> So, if you create content that allows viewers to engage with their interests on a deeper level — whether they love football, food or flower arranging — they'll pay attention. Tap into Search to discover your audience's interests, then ensure the creative is compelling and relevant, and you'll build loyalty and trust while driving views.

### Case Study

#### L'Oréal Paris

Given the high average age of Dutch customers, L'Oréal Paris Sugar Scrubs aimed at reaching a younger target audience who could grow with the brand. L'Oréal worked alongside Google and other partners to make creative assets relevant to specific audiences. Starting with a single video asset, it created 12 variations with different text and voice-over messaging designed to appeal to specific audiences identified by Google insights. This paid off with a 144% increase in product interest, 109% increase in brand interest, and 30% increase in purchase intent — and a campaign that reached over a million viewers.



Find out more about the 2019 YouTube Works winners at  
▶ [g.co/think/youtubeworks](https://g.co/think/youtubeworks)

N° 5

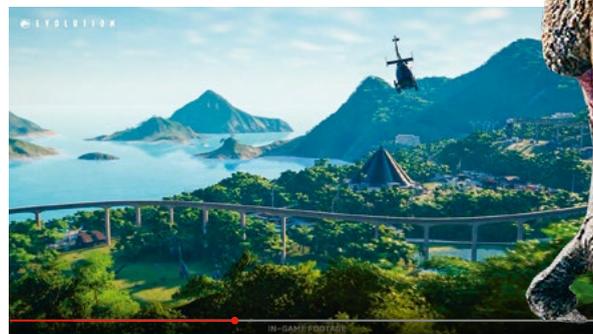
## Go big on bumpers

**Six seconds is all it takes to win (or lose) attention** — and, with bumper ads, that's what you get. Whether you deliver your whole message or intrigue viewers enough to keep watching, you'll get the best results if you plan for a six-second format. That means keeping your story as simple as possible — home in on a feeling or punchline — then getting creative in the way that you deliver it. Across 489 bumpers campaigns analysed globally, 61% drove a significant lift in brand awareness, with an average lift of 9% across all campaigns.<sup>14</sup>

### Case Study

#### How “Jurassic World Evolution” became a roaring success

When Frontier looked to launch its new game to coincide with film “Jurassic World: Fallen Kingdom”, it needed to cut through the noise. The solution? Identifying bespoke YouTube gaming audiences based on everything from country to console type, the team created 60 bumper ads. Then they optimised the ads based on audience data such as location and propensity to engage. The creative worked just as hard, ranging from in-game footage to “Jurassic Park” actor Jeff Goldblum addressing the viewer directly. The payoff was monstrous, with **19.7 million completed views** by the end of the launch stage and **22,000 sales directly from YouTube**.



Need to know

### Bumper Machine



YouTube Product Manager **Nick Rose** explains how resource-light teams can make six-second magic.

Find out more at  
[▶ yt.be/bumpermachine](https://yt.be/bumpermachine)

#### What is Bumper Machine?

A tool that automatically cuts down long-form ads to six-second bumpers and allows users to edit the generated cutdown to fit their needs.

#### How does it work?

It uses machine learning to help detect the optimal clips from your original video and automatically generate multiple cutdowns for you to choose from and edit further.

#### What does it mean for creatives?

It certainly doesn't replace a good idea — it's more for teams who don't have creative resources in place, or who want to help their creatives make multiple options.

#### Why does it work?

Bumper ads are a very efficient way to get your message out, but one challenge is stripping perhaps 80% of a 30-second ad away. Bumper Machine does that for you.



# My day in Re:View

As YouTube EMEA's Head of Culture and Trends, it's **Roya Zeitoune's** job to be immersed in what viewers are watching. Here's a glimpse inside her packed day job – and even more packed YouTube playlist.

## 6:00a.m.

How do bees make honey?  
*It's Okay To be Smart*



My day invariably starts early. I'm getting my daughter ready when she asks, "How do bees make honey?" She's only six so she's asking a lot of these questions at the moment! We try to limit screen time, but the educational content on YouTube is amazing, so that's often where we'll go to find the answer.

## 9:00a.m.

BTS "DNA" music video  
*ibighit*



The first thing I do when I get into the office in the morning is take a look at the Trending tab. It's a great insight into the minds of viewers and what's rising culturally. This week? A bit of K-Pop. It's fascinating watching these kinds of niche trends become mainstream.

## 1:15p.m.

Great Yarmouth  
*Pleasure Beach Experience*



Over a quick bite to eat, I indulge in the latest video from one of our Creator on the Rise channels, which is completely dedicated to rollercoaster reviews. This is what YouTube is all about; incredibly passionate audiences and creators who love what they're doing.

## 5:00p.m.

Alexa Chung's cat-eye  
*Vogue*



After an afternoon of back-to-back meetings, I'm finally settling down to write my next narrative, which is all about the rising content trend of "back to basics". A lot of well-established brands like Vogue are starting to do this more and more, with hand-held cams and behind-the-scenes aesthetics.

## 7:30p.m.

100 People Tell Us What They'd Do With 24 Hours to Live, *Cut*



After putting my daughter to bed, it's time for a quick break with one of my favourite channels: Cut. With simple yet powerful storytelling, it really knows how to connect with viewers. It's so poignant and so real, you can see why subscribers keep coming back.

## 10:00p.m.

Why is Pride still important?  
*TLDR News*



Finally, I'll do one last check of my email. YouTube never sleeps! A colleague has sent me a Pride video from TLDR News, a channel which creates simple, news-based explainers. Brands can learn a lot from channels and creators like this; they really get YouTube.

## REDWOOD

Produced by **Redwood London**  
Global Creative Lead: **Dan Jude**  
Editor: **Lauren Priestley**  
Creative Direction: **Adrian Aldred**  
Art Director: **Luke Wakeman**  
Creative Producer: **Nyree Riding**  
Deputy Editor: **Joel Snape**  
Staff Writer: **Dan Masoliver**  
Senior Project Manager: **Elliott Lewis-George**

CEO: **Colin Kennedy**  
CCO: **Paul Kurzeja**  
EOD: **Paul Quarry**  
Managing Partner: **Janine Goldblatt**

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All data not cited originally appeared on Think with Google.

This is My YouTube was shot exclusively for Viewernomics by **Rosie Harriet Ellis**

Trends with Benefits was shot exclusively for Viewernomics by **Gary Smith**



The mark of responsible forestry

Sign up for YouTube Re:View – a weekly email bringing you up to speed on what the world is loving and watching on YouTube – at [▶ g.co/think/youtubereview](https://g.co/think/youtubereview)



For more information on how to reach engaged audiences and drive results for your brand, go to

[g.co/think/morethanjustviewers](https://g.co/think/morethanjustviewers)