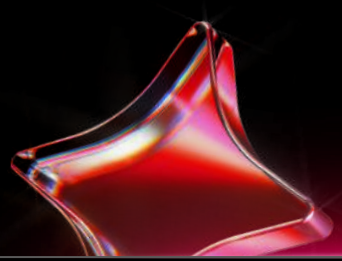

YouTube
Case Studies
APAC

Drive Performance

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Build Your Brand

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Get Discovered

How do I get more people to *know my brand*?



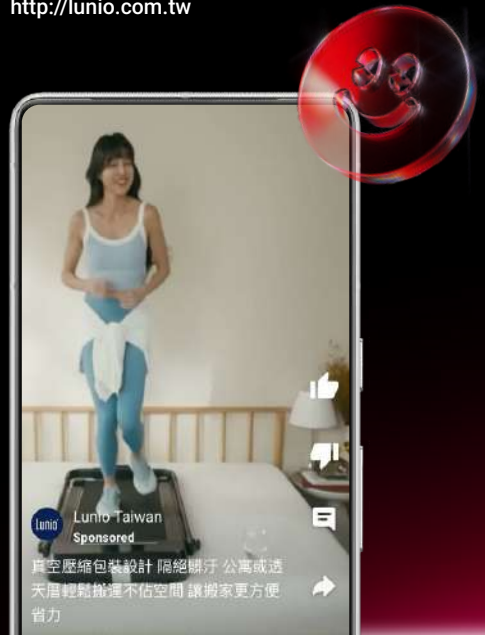
Taiwan

Lunio

Lunio's Video reach campaign delivers *25% search boost* and dominates sales

Innovative mattress and home furnishings manufacturer and retailer

http://lunio.com.tw



The Challenge

Lunio launched a new mattress called Quantum Max, and sales were low due to lack of awareness of this new product. So the priority for Lunio became to reach unique people in Taiwan and build up in-market awareness of Quantum Max as quickly and cost efficiently as possible.

The Approach

- Lunio turned to Video reach campaign, an AI-powered ads solution, to drive reach and brand marketing goals with YouTube.
- Lunio also added video assets from its collaboration with Serene Fang, a celebrity, to highlight Quantum Max's unique blend of luxury British craftsmanship and cutting-edge German technology.
- Lunio also set up the measurement alongside the campaign with Brand Lift and Search Lift studies.

The Results

Within a short span of 14 days, Lunio's Quantum Max Video reach campaign on YouTube reached 86% of its target demographic. This campaign demonstrated 20% greater cost efficiency compared to peers in the home and garden industry in Taiwan. Also, it successfully drove a 26% overall search lift and a 2.8% brand lift among its key target audience of 25-34 year olds. Lunio also observed a "halo effect" on its sales, resulting in the Quantum Max mattress becoming the best-selling item in its digital shop on Shopee.

> **I would like to express my sincere gratitude for the opportunity to collaborate with Google team on the Video reach campaign. Beyond online success, the campaign has also had a remarkable impact on our offline presence, bringing more customers to our physical stores to experience the product firsthand. This unexpected surge in engagement has truly exceeded our expectations.**

Jakkaphan (JP) Luengvattanavut
Head of Marketing, Lunio Taiwan

2.8%	26%	21%
Absolute lift from the target group of 25-34	Search Lift for "Lunio"	Lower cost per thousand impressions (CPM)

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Area
Video reach campaigns: efficient reach

YouTube

Hong Kong

LEE KUM KEE

Lee Kum Kee drives *101%* *Search Lift* with Video reach campaigns

World-renowned Asian sauce brand

hk.lkk.com | Agency name: **Havas Digital**



The Challenge

While Lee Kum Kee, a world-renowned Asian sauce brand known for its premium oyster and soy sauces, historically focused on product marketing, it launched its first global brand campaign for Chinese New Year 2025. This presented an opportunity to use the culturally significant occasion to build global brand recognition beyond individual products.

The Approach

Lee Kum Kee partnered with its agency Havas.

- It used a multi-channel strategy, prioritizing YouTube Video reach campaigns, to boost visibility of its hero video assets (30s and 15s) across five global markets: HK, UK, US, SG, and MY.
- It made the most of Google's interest data (food, cooking, Asian culture) and demographic targeting (e.g. browsing language). It customized messaging and optimized ad delivery.
- It focused on maximizing reach for lasting impact of its brand asset.

The Results

The campaign surpassed reach targets and achieved significant positive lifts in Brand Lift and Search Lift. Key markets showed strong results. Lee Kum Kee saw 10% Brand Lift and 101% Search Lift in the US, and it saw 3.7% Brand Lift and 28% Search Lift in the UK. These results demonstrated YouTube's effectiveness in boosting global brand metrics and driving consumer interest in key growth markets.

> **We wanted this emotive brand video to resonate with audiences globally, and YouTube proved to be key in helping us achieve this. The scale, along with the attentive, engaged audience made sure this campaign was seen and loved by millions worldwide.**

Simon Cao
Global Marketing, Lee Kum Kee

101%	28%	10%
Search Lift in the US	Search Lift in the UK	Increase in Brand Lift in the US

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Area
Video reach campaigns for efficient reach

HAVAS YouTube

Taiwan

國泰綜合證券 Cathay Securities Corporation

Cathay Securities uses ABS to unlock full-funnel mix and *drives 7.86% consideration lift*

Digital-first retail brokerage and investment platform

cathaybk.com.tw | Agency name: **ZoomIn**



The Challenge

Cathay Securities Corporation, a top brokerage in Taiwan, used a performance-driven strategy of Search, Performance Max, and Demand Gen. To capture rising interest in stocks and acquire young investors, it needed upper-funnel branding. Ultimately, this prompted the brand's need for a measurement solution to prove how upper-funnel brand awareness drives low-funnel intent and customer actions.

The Approach

Cathay Securities used Attributed Brand Searches (ABS) to evaluate campaign performance.It demonstrated how Video reach campaigns (VRC) and Demand Gen drove brand search intent. This approach established a clear correlation between ad exposure and brand queries, effectively breaking down data silos to create a seamless performance measurement framework.

Partnering with ZoomIn: It provided audience insights and media strategy to tackle the needs of driving linkage across the funnel and received positive results.

The Results

By using ABS, the brand quantified the spillover effect, proving that YouTube ads boosted search volume. These insights validated the value of YouTube to refine creative and media strategies. The approach successfully engaged young investors, driving a 7.86% consideration lift and an 80% lower cost per search on VRC compared to Demand Gen. Moving forward, the brand plans to continue using ABS to test and optimize its campaigns.

> **Through BLS and ABS frameworks, we validated video ads' positive impact on brand and business outcomes, enabling data-driven ROI evaluation. Moving forward, we look forward to leveraging Google's diverse tools to uncover new growth engines and unlock further business value for Cathay Securities.**

Joyce Huang
Digital Marketing - Assistant Manager, Cathay Securities Corporation

7.86%
Consideration lift (relative lift)

80%
Lower cost per search driven by VRC over Demand Gen

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Area
Full-Funnel (Brand & Action)

香港商眾點數位行銷 Zoomin Digital Marketing Co.

YouTube

Japan

Panasonic CONNECT

YouTube Shorts drove *1.2x science student pre-entries*

B2B technology solutions company

connect.panasonic.com | Agency name: **FreakOut**



The Challenge

Panasonic Connect, a B2B company, sought to build recognition among students in the recruitment market. Focusing on female engineers, a demographic with high recruitment difficulty due to scarcity, the brand needed to foster a positive image and increase willingness to apply before the hiring season. Ultimately, this prompted its need for a tailored digital video strategy on YouTube to drive awareness and increase recruitment website traffic.

The Approach

Panasonic Connect established a collaborative structure between HR and marketing to deploy a recruitment campaign using Video reach campaigns (VRC) and precise audience segmentation. The brand executed a YouTube Shorts-only strategy tailored for younger audiences, optimizing video angles and presenters for key demographics. By delivering creative content that resonated with candidates, the brand successfully increased traffic to its recruitment website.

Partnering with FreakOut: It led the campaign's YouTube Shorts strategy and executed detailed performance reviews. Its strategic optimization helped the brand maximize creative resonance.

The Results

The campaign drove strong results, achieving a 7.9% absolute lift in brand favorability among female engineers, measured by a Brand Lift survey. Overall page views on the recruitment website increased approximately 1.8 times, while pre-entries from science students grew 1.2 times. Following this success, the brand plans to continue deploying YouTube Shorts asa permanent pillar of its ongoing talent acquisition strategy.

> **Gaining recognition and favorable impressions among science students is a long-term structural challenge. However, achieving results as a standalone measure and building a reproducible system was a major takeaway for the future.**

Toshiaki Yuki
Manager, Planning Section, Talent Acquisition Department, HR & General Affairs Division

1.2X	1.8X	7.9%
Science student pre-entries YoY	Recruitment Website PVs YoY	Absolute brand lift among female engineers

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Area
YouTube Shorts

FreakOut Holdings

YouTube

India

ZILO

ZILO drove massive Share Of Search and *7.9% brand Recall lift* with YouTube Video reach and Demand Gen

Quick commerce platform for fashion

zilo.one



The Challenge

ZILO is an emerging quick-commerce fashion brand operating in Mumbai. Facing a hyper-competitive regional landscape, the brand needed to break through ad fatigue and reach new urban demographics. It sought to establish top-of-mind brand recall within Mumbai to drive app conversions and translate this momentum into long-term organic search value. Ultimately, this prompted its need for a scalable video strategy on YouTube.

The Approach

ZILO deployed a hyper-local, full-journey video strategy on YouTube to engage new audiences across Mumbai. The brand launched high-efficiency Video reach campaigns (VRC), using bumper and non-skippable formats, to establish a strong frequency threshold for brand recall. Simultaneously, it scaled Demand Gen campaigns to convert consideration into immediate action, serving targeted creatives to high-intent shopper cohorts.

The Results

The campaign demonstrated the efficiency of pairing brand-building and action-driven assets to drive direct action. ZILO achieved a 3x relative Search Lift, making exposed users three times more likely to search for the brand. Additionally, the campaign secured a 7.9% absolute Brand Lift in ad recall. Moving forward, the brand plans to continue using YouTube campaigns to support its future regional market expansions.

> **YouTube's combined video strategy redefined our growth strategy. By coupling high-frequency reach formats with Demand Gen action campaigns, we drove a massive 10.6% surge in our Share of Search for the quick commerce fashion category.**

Padmakumar Pal
CEO, ZILO

7.9%	10.6%	3X
Ad recall lift	Share of Search Lift	Search uplift

Primary Marketing Objective
Grow Online Sales

Featured Product Area
Full-Funnel (Brand & Action)

YouTube

India

PREDATOR ENERGY

Predator Energy's high-octane YouTube strategy drives *9.8%* *relative purchase intent lift*

Energy Drink Brand

predator.co.in



The Challenge

Predator Energy faced fierce competition in India's energy drink market. To reach males aged 18–34, it needed to break through the noise. Instead of chasing short-term attention with sporadic ads, its objective was to build lasting, long-term brand equity and consumer preference that would translate directly into sales consideration. To achieve this at scale, it was eager to find a Google solution to establish long-term brand equity and drive consumer preference.

The Approach

Predator Energy used a sustained, always-on YouTube strategy with 10- to 25-second videos tailored for mobile-first young males in India. By pairing high-energy creative with Google Brand Lift studies, it bypassed ad fatigue, maintained a constant marketplace presence, and established a data-driven framework to accurately isolate and measure true, long-term consumer mindset shifts.

The Results

The campaign achieved a 12.6% relative brand awareness lift and a 9.8% relative purchase intent lift, beating market averages fivefold. Baseline awareness rose from 21.1% to 24.1% and intent from 19.1% to 20.2%, demonstrating that the strategy successfully moved passive viewers along the funnel. Following these results, it plans to continue using YouTube as an always-on channel to sustain long-term brand growth.

> **Breaking through in India's energy drink space isn't easy. We needed more than visibility, we needed resonance. YouTube's Target Frequency solution gave us the discipline to show up consistently, and the Brand Lift measurement gave us the confidence that it was working. It's a combination we'll keep building on.**

Kartik Yadav
Digital Lead, Predator Energy India

9.8%	3.0%	24%
Relative purchase intent lift	Absolute lift (brand awareness)	Baseline Awareness jump from 21%

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Area
Video Reach Campaigns: Target Frequency

YouTube

Build Active Interest

How do I get *interested buyers* to choose me?

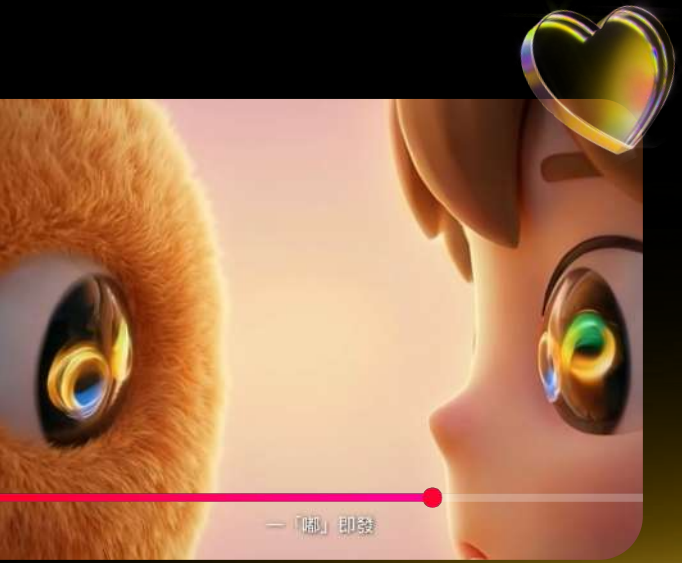


Hong Kong

5X attention, half the cost: *Octopus pioneers AI creative*

Fintech Services

octopus.com.hk | Agency name: **OMD, GreenTomato**



The Challenge

Octopus is woven into Hong Kong's social fabric. To build brand awareness and connect creatively, it introduced its first mascot, "Dood Yeah", bringing interactive storytelling to its payment ecosystem. While establishing this relatable personality was the primary focus, a secondary challenge was using Dood Yeah to cut through a saturated digital landscape, overcome ad fatigue, and drive the acquisition of digital products like Mobile Octopus.

The Approach

To pioneer an "AI-first" creative ecosystem, Octopus partnered with Green Tomato and employed Google Veo3 to build its first-ever, fully AI-generated Mascot creative, successfully proving that AI can drive rich, character-driven storytelling.

Partnering with OMD: It developed an agile, data-driven launch strategy, rigorously A/B testing the new AI-generated narrative against traditional ad formats to definitively prove the commercial value of AI.

The Results

The AI creative delivered unprecedented engagement, driving a 5x higher Video completion rate and a 71% click through rate (CTR) lift over standard assets. This clearly proved the magnetic pull of AI storytelling. It also maximized ROI by cutting production costs by 80% and time by 60%, ultimately slashing cost-per-view (CPV) by 50%. Moving forward, Octopus will scale this AI-first approach with Google solutions to fuel future marketing innovation.

> **Using Google Veo3 reflects our commitment to Innovation. This AI-first approach redefined how we captivate audiences and set a new standard for marketing. We are delighted by the positive reception of our Dood Yeah pilot.**

Jaslin Goh
Director, Marketing, Communications & Data, Octopus

50%	71%	80%
Reduction in CPV compared to standard video creatives	Lift in clickthrough rate against historical benchmarks	Cost reduction on video production compared to previous traditional assets

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Area
Video View Campaigns

omd GreenTomato® YouTube

Korea

YouTube helps Pizza Hut Korea *increase offline sales by 23%*

Global chain serving Italian-American cuisine

pizzahut.co.kr



The Challenge

Pizza Hut's YouTube branding campaigns' effect on revenue was difficult to measure due to seasonality and orders being split between third-party delivery app orders and online/offline orders.

The Approach

- To address this challenge, Pizza Hut Korea conducted a causal impact analysis, based on its positive relationship with Google.
- Pizza Hut used the causal impact analysis to analyze the increase in pizza orders following the launch of YouTube ads (Video view campaigns [VVC], Video reach campaigns [VRC], and YouTube Select Shorts). The company analyzed the effectiveness of the Google campaigns using daily data, including sales, media investment status, industry search volume queries (including Pizza Hut) on other search engines, and Google Ads performance data.

The Results

- Increase in online orders: The VVC campaign was the most effective, driving a 19.2% increase in online orders.
- Increase in offline orders: We also confirmed that sales from phone and franchise stores, not integrated with Google Ads, increased by 23% thanks to YouTube ads.
- Afterwards, Pizza Hut plans to operate additional new product/year-end YouTube campaigns and work closely with Google on data analysis.

> **By focusing our limited budget on YouTube and expanding our product mix, we increased both our online and offline sales. This was possible thanks to the deep trust between Google and Pizza Hut KR. While proving the correlation of advertising and sales was difficult to quantify with BLS alone, the causal impact study provided a compelling ROAS, strengthening our confidence in our Google investment. I want to express my sincere gratitude to the Google team and Pizza Hut marketing team for their hard work in achieving these remarkable results.**

Minsoo Yoon
CMO, Pizza Hut Korea

19.2%
Increase in online orders attributed to VVC

23%
Increase in offline orders after VVC implementation

Primary Marketing Objective
GCS: MAC Omni

Featured Product Area
Video View Campaigns

YouTube

Taiwan

富邦金控 Fubon Financial

Fubon Financial Holding Co. achieved a *32% search lift* Search with Google AI-generated videos

Financial services company

fubon.com | Agency name: **Carat**



The Challenge

Fubon Financial Holding Co. (Fubon) has spent years cultivating its Run For Green ® ESG campaign. Having successfully met its initial objectives, Fubon faced the challenge of evolving this mature initiative. The goal was to leverage AI-driven personalization and digital engagement to deepen participant connection to sustainability and amplify brand awareness beyond traditional sponsorship.

The Approach

To elevate the campaign, Fubon partnered with its media agency, Carat, to implement an AI-first strategy. Using Google AI, Fubon identified high-intent audience segments and then deployed Gemini to generate personalized videos, tailoring the Run For Green ® message to specific profiles. To ensure maximum reach and resonance, Fubon used Video reach campaigns (VRC) and Video view campaigns (VVC) to amplify its creatives, which included the AI-generated assets with a hero video to create a seamless brand experience.

Partnering with Carat: The team identified key target segments, led creative ideation, and optimized the campaign in real-time based on live performance data.

The Results

The AI-powered strategy unlocked new growth for Fubon. The campaign achieved a 1.83% lift in ad recall and a significant 4.14% increase in brand favorability, well above the financial industry average. Most notably, the personalized Gemini-driven content converted awareness into action, driving a 32% surge in organic search interest for the brand term “富邦金控”. The results prove that AI-driven personalization can effectively deepen brand resonance. Based on this success, Fubon is now looking forward to scaling the approach to more campaigns.

> **The synergy between Fubon, Carat, and Google AI has taken our Run For Green ® initiative to the next level. AI has unlocked a new standard for media efficiency and audience discovery for us. We are proud to continue this AI journey and look forward to the future of AI-driven brand engagement.**

Cindy Lin
Executive VP, Fubon Financial Holding Co.

32%
Lift in search term “富邦金控”

4.14%
Lift in brand favorability, which is above average

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Area
Video View Campaigns

CARAT YouTube

South Korea

d'Alba piedmont

d'Alba drives 2400% ROAS with Kurly Package during peak beauty season

Premium vegan beauty company

dalba.co.kr



The Challenge

Targeting all age groups, d'Alba sought to maximize sales during the Beauty Kurly Festa. In the absence of direct server-to-server integration on the Market Kurly platform, d'Alba optimized Google's upper-funnel signals to bridge the gap and link high-intent audiences to sales conversions.

The Approach

To increase consideration, d'Alba deployed product-specific Shorts to secure broad, efficient reach across all target age groups. The strategy utilized data-driven custom segments based on high-volume Kurly platform keywords and relevant product-category search terms. To optimize performance, the company used Demand Gen with a Maximize Clicks bidding strategy to drive high-intent traffic, while Video View Campaign (VVC) ensured maximum efficiency through target cost-per-view (tCPV).

The Results

This strategic execution achieved high-efficiency traffic and immediate sales growth, recording a remarkable 2400% ROAS and a 346% increase in sales. Building on this success, d'Alba plans to continue utilizing Demand Gen clicks and other strategies to sustain traffic volume and engagement for third-party retailers, including Market Kurly.

> **Google-provided keyword hooks and signal-based targeting significantly expanded the core audience, driving overall traffic growth throughout the campaign period. The strategy centered on Demand Gen and VVC was Particularly effective in strengthening the brand discovery phase.**

Shin Hyun-Jae
Marketing Manager, d'Alba global

346%
Increase in d'Alba sales

213%
Increase in traffic

2400%
ROAS during the period
Baseline Period: 25.10.13~10.23
Comparison Period: 25.10.27~11.6

Primary Marketing Objective
GCS: eCommerce

Featured Product Area
Full-Funnel (Brand & Action)

YouTube

India

ASG Hospital drives *32%* *increase* in brand searches with Video View campaigns

Eye care hospital

asgeyehospital.com



The Challenge

ASG Hospital, a healthcare provider in India, sought to strengthen brand connection and increase engagement with its intended audience in priority cities. To stand out in competitive regional markets and drive business impact, the brand needed a strategic way to utilize its existing video assets. Ultimately, this prompted its need for a digital video solution to build local awareness and boost consideration.

The Approach

ASG Hospital deployed hyper-local Video View campaigns (VVC) in high-priority markets with customized budgets for precise measurement. It combined LASIK and brand-focused video creatives with geographic targeting to reach specific audiences and measure results effectively. The brand focused on in-market audiences and utilized a mix of multiple ad formats on YouTube to enhance relevance and maintain cost efficiency.

The Results

The campaign drove impact across the funnel, achieving a 32% video completion rate. It also generated a 32% increase in brand searches, 2.5 times more converted users, and six times more clicks compared to search-only campaigns. Moving forward, the brand plans to continue using Google's AI-powered solutions, such as Video View campaigns, to sustain its brand growth and drive long-term business impact.

> **Healthcare decisions require deep trust. YouTube helped us build confidence with patients early in their journey, while Google's advanced measurement revealed how top-funnel video engagement directly drove conversions and enhanced search campaign performance.**

Prakash Pandian
Performance Marketing Head, ASG Hospital

32%	6X	2.5X
Increase in brand associated queries	Higher clicks than search only	Higher conversions for users who viewed both Search and Video ads

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Area
Video View Campaigns

YouTube

Drive Direct Sales

How do I turn views into direct *clicks and sales*?



Hong Kong

Hada Labo's Video View Campaign Drives *8.5% Brand Lift* and *12.5% Lower CPE* with Veo

Popular skincare brand

Agency name: **Admazes, iProspect Hong Kong**



The Challenge

Hada Labo traditionally leveraged resource-intensive celebrity endorsements to capture audience attention for new product launches on YouTube. While this method delivered proven results, the brand needed a solution to a crucial dilemma: how to cost-efficiently produce high-quality, scalable video assets and pair them with an optimized YouTube ad format to maximize engagement without sacrificing campaign performance.

The Approach

Mentholatum strategically partnered with Google Cloud and Admazes (MarTech agency) to address this challenge by leveraging Google's Gemini AI Video Generator 'Veo'. The campaign then strategically utilized Video View Camping (VVC) to set up a rigorous head-to-head A/B test:

- **Control Arm:** Their existing celebrity-endorsed video.
- **Exposed Arm:** A video ad created entirely with Veo (Generative AI).

This VVC setup allowed Mentholatum to directly compare the performance and cost efficiency of the Veo-generated asset against their traditional method within a live, optimized campaign environment.

The Results

The head-to-head test confirmed that Veo-generated creative delivers the authentic storytelling needed to effectively engage audiences during relatable thematic executions, such as everyday nighttime routines. These results establish a path forward for leveraging scalable AI content to boost engagement and efficiency in thematic executions, optimizing overall campaign coverage in tandem with traditional brand content

Comparing to the celebrity thematic video, Veo-creative achieved:

- 8.5% relative brand lift in video ad recall
- 4% higher engagement
- 3.4% lower cost per click
- 12.5% lower cost per engagement on YouTube

> "Partnering with Google to leverage Veo's generative AI has transformed our approach to creative production. We've solved the dilemma of high production costs by creating scalable video assets that outperformed traditional celebrity-led content, achieving a 12.5% lower cost per engagement. This efficiency gives us a clear strategic advantage for creative diversity.

Den Tsui, Digital Marketing Manager
Mentholatum (Asia Pacific) Ltd.

-12.5%	+4%	+8.5%
Lower Cost Per Engagement	Increase in Engagement Rate	Ad Recall Relative Lift

Primary Marketing Objective

Drive Consideration

Featured Product Areas

- Video View Campaign (VVC)
- Google Veo (Gen AI Text to Video Tool)

Admazes iPROSPECT YouTube

Hong Kong

奇華餅家 kee wah bakery

Kee Wah Bakery drives *47% online sales growth* with Performance Max

Traditional bakery brand

keewah.com/en | Agency name: **First Page**



The Challenge

Kee Wah Bakery brings together time-honored traditions and a spirit of innovation to infuse its snacks and pastries with the authentic taste of Hong Kong. The company sought to enhance its brand visibility and expand its market share within the highly competitive Hong Kong mooncake market. It faced the challenge of reaching a wider audience and driving both online and in-store sales during the peak Mid-Autumn Festival season.

The Approach

Kee Wah Bakery adopted a multi-pronged approach, using Performance Max to maximize reach across various platforms. This campaign strategy provided coverage across a combination of Search ads for targeted visibility, Google Display to capture broader awareness, Shopping ads to showcase product offerings, and YouTube ads to engage audiences through video content. The campaign targeted potential customers throughout their decision- making journey, from initial awareness to final purchase.

Partnering with First Page: Kee Wah Bakery worked with First Page to develop and execute this comprehensive digital marketing strategy, ensuring optimal utilization of Google's advertising solutions.

The Results

The integrated Google Ads campaign resulted in a significant 40% YoY increase in mooncake online sales conversion value, demonstrating a successful expansion of the company's digital presence. The campaign effectively drove traffic to both the online e-shop and physical stores, contributing to overall growth in brand awareness and sales during the 2023 Mid-Autumn Festival period.

> **Performance Max, implemented with First Page's expertise, fueled our growth.We've seen a significant increase in eshop sales, and we're excited to continue this success.**

Terry Lau
Marketing Manager, Kee Wah Bakery

40%
Increase in online sales YoY

5%
Increase in return on ad spend YoY

Primary Marketing Objective

- Grow Online Sales
- Grow Offline Sales
- Awareness & Brand Consideration

Featured Product Areas

- Performance Max (with product feeds to drive online sales)
- Video Action Campaigns

FIRSTPAGE YouTube

South Korea

OLIVE YOUNG

CJ Olive Young drives *42%* *ROAS increase* with Demand Gen and Performance Max

Beauty brands and products

oliveyoung.co.kr



The Challenge

CJ Olive Young is a leading Korean health and beauty vertical retailer with a quarterly "OY Sale" sitewide promotion in which 900+ brands participate to offer discounted rates on popular products. For the Q3'24 promotion, the company wanted to focus on improving return on ad spend (ROAS) targets while trying to unlock incremental conversion value volume by reaching users on YouTube.

The Approach

CJ Olive Young looked to pair Demand Gen with its evergreen Performance Max campaign to lead new users to complete light conversions such as add-to-cart and add-to-wishlist. It implemented a Demand Gen campaign during the teaser period with Maximize conversions bidding to ramp up the campaign, then increased its budget alongside Performance Max campaigns during the actual promotion period. By adopting various audience and creative solutions in Demand Gen, such as optimized targeting paired with high-quality video assets at multiple aspect ratios and product feeds, Olive Young was able to scale and boost overall performance with Demand Gen alongside Performance Max.

The Results

The Q3 OY Sale recorded best-to-date sales volume, with users reached by both Demand Gen and Performance Max recording a 30% higher average revenue per user. Compared to the same promotion the prior year, which used only Performance Max, Demand Gen and Performance Max combined increased ROAS by 42% and total conversion value by 112%. Following these results, Olive Young has adopted Demand Gen as an always-on solution alongside Performance Max and Search campaigns to maximize conversion value and meet ROAS goals.

> **The synergy between Demand Gen and Performance Max significantly exceeded our high expectations for both conversion efficiency and volume during promotion. We're looking forward to further exploring growth opportunities with Demand Gen alongside other strategic campaigns.**

Lee Jin
Performance Marketing Team Manager, CJ Olive Young

30%	42%	2.1%
Increase in average revenue per user	Increase in ROAS YoY	Increase in conversion value YoY

Primary Marketing Objective

Grow Online Sales

Featured Product Areas

- Demand Gen
- Performance Max

YouTube

India

QpiAI accelerates lead generation and achieves a *565% conversion volume lift* with Demand Gen

Deep-tech company

qpiai.tech



The Challenge

QpiAI, a deep-tech company that builds full-stack quantum computers and industrial AI platforms had established a strong foundation of high-intent leads through Search campaigns. However, since its specialized courses are high-ticket offerings, the company struggled to reach and qualify the right high-value audience at scale. To meet growth targets, QpiAI needed to solve this bottleneck and find a complementary channel capable of unlocking new conversion volume without escalating its overall cost per lead (CPL).

The Approach

To build upon its existing foundation and unlock new conversion volume, QpiAI implemented Demand Gen campaigns as a complementary channel. The game-changer was the strategic integration of advanced AI-driven audience targeting, specifically custom segments and lookalike profiles, which allowed QpiAI to precisely engage high-value prospects beyond active search intent. By pairing these discovery-based audiences with visually rich, immersive creatives, QpiAI successfully accelerated lead generation across YouTube and Google's feeds.

The Results

Integrating Demand Gen into the marketing strategy drove exceptional performance improvements. Historically, Demand Gen complemented existing efforts by reducing the overall CPL by 25.54% and increasing total conversions by 8.09%. Today, active Demand Gen campaigns further enhance these results, delivering a 565.78% lift in conversion volume and a 60.11% lower CPL relative to earlier campaigns, enabling highly efficient, multi-channel scaling.

> **Demand Gen has been a fantastic addition to our acquisition strategy. By leveraging Google's AI-powered targeting and immersive ad formats alongside our existing campaigns, we've scaled our conversions exponentially and optimized our overall cost per lead, unlocking sustainable, long-term growth.**

Marketing Director
QpiAI

60%	565%	25%
Reduction in active CPL	Lift in active conversion volume	Historical all-time CPL reduction

Primary Marketing Objective
Generate Leads

Featured Product Areas
Demand Gen for Lead Gen

YouTube

Thailand

IKEA Thailand boosts *registrations 562%, revenue 123%* with Demand Gen

Ready-to-assemble furniture, household goods, etc.

ikea.com/th | Agency name: Minimice Group



The Challenge

IKEA Thailand is a global home-furnishing brand from Sweden, renowned for its clean, functional design, affordable pricing, and innovative flat-pack concept that reduces logistics costs and makes quality home living accessible to everyone. During its year-end period, it launched a major sale with discounts of up to 80%, along with an additional 15% in-store discount for members of its IKEA Family rewards program. The company's goal was to maximize awareness and drive as many sales as possible throughout the campaign.

The Approach

To maximize reach and influence throughout the customer journey, IKEA activated Demand Gen, Google Display Network, and YouTube ads as a full-funnel strategy. Demand Gen served as the core performance driver, with its ability to create Lookalike audiences. To expand into audiences with the highest likelihood of purchase or membership sign-up, IKEA developed Lookalike segments based on high-value signals such as website visitors from the prior 180 days and existing IKEA Family members. **Partnering with Minimice:** IKEA's agency helped strategize targeting to acquire new customers with stronger intent, improve conversion quality, and amplify the impact of the year-end sale across all touchpoints.

The Results

Within just seven days after launch, Demand Gen campaigns drove a 71% increase in direct website visits and boosted sales from brand-name keyword campaigns by 123%. Additionally, IKEA Family member sign-ups surged by 562%, indicating strong interest and conversion impact from the campaign. Following these results, IKEA Thailand made Demand Gen an always-on part of its strategy.

> "In co-creating one of IKEA Thailand's most successful year-end sale campaigns, we built a focused full-funnel strategy using Demand Gen to reach high-intent audiences with precision."

Marketing Team
IKEA Thailand

71%	562%	123%
Increase in direct website visits	Increase in registrations	Increase in revenue

Primary Marketing Objective
Grow Online Sales

Featured Product Areas
Demand Gen

Minimice Group | YouTube

Indonesia

TCL

TCL achieves 31x ROAS with Demand Gen and Performance Max CMN campaign

Multinational consumer electronics distributor

tcl.com/id/id



The Challenge

Yongwang Electronics, TCL's Indonesian distributor, faced stagnant performance due to an over-reliance on saturated e-commerce platform ads. The primary challenge was reaching fresh audiences beyond marketplace traffic to drive high-margin sales across a catalog of over 80 stock-keeping units (SKUs).

The Approach

The account enabled the Shopee Collaborative Marketing Network (CMN), made the most of the Google Commerce Media Network, and implemented a Demand Gen framework. To prioritize high-margin Mini LED TVs, the brand deployed Performance Max and Demand Gen campaigns with a "Maximize Conversion Value" bidding strategy. TCL also executed a creative pivot, integrating square and vertical video assets into YouTube Shorts to capture mid-funnel intent.

The Results

TCL achieved a 62.2% increase in weekly efficiency through Shopee CMN, driven by a 22x return on ad spend (ROAS) from the Performance Max "All TV" campaign. Scaling Demand Gen initiatives further bolstered these outcomes, with specific segments reaching up to 32x ROAS. Notably, one Demand Gen campaign featuring TCL TV products reached an 81x ROAS after just one month. Overall, the total account achieved a 31x ROAS and a 65% increase in new buyers—proving that Google Ads is a highly effective channel for driving incremental growth beyond social commerce.

> **We sincerely appreciate the support by the Google team throughout our campaign optimization journey. Their strategic recommendations have played a significant role in improving our campaign performance and driving substantial real growth and impact to the business. The team provided guidance on budget allocation, audience strategy, creative optimization, as well as Google Ads policies and best practices. They have been instrumental in helping us achieve stronger business results. We look forward to continuing this successful partnership.**
>
> Ahid Muta Hadian
> E-Commerce Ads Specialist, TCL Indonesia

31X	81X	65%
ROAS for the entire account	ROAS for Demand Gen TV campaign	Increase in new buyers

Primary Marketing Objective

- Grow Online Sales

Featured Product Areas

- Demand Gen
- Performance Max

YouTube

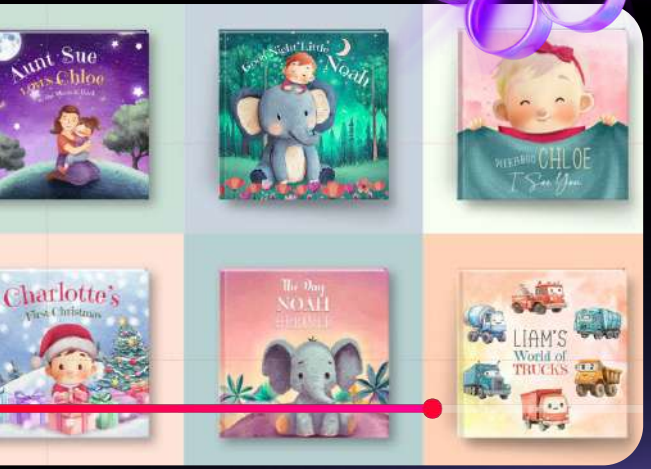
Australia

my story tale

My Story Tale *powers 3x sales* with Search, Performance Max, and YouTube

Personalized children's books

mystorytale.com



The Challenge

As a new entrant in the personalized children's book market, My Story Tale needed to win big on its first holiday season. With peak season and Christmas on the horizon, its goal was to maximize budget headroom and gain U.S. market share. The company's primary challenge was scaling customer acquisition volume rapidly during the short Black Friday and Cyber Monday window without sacrificing profitability or operational stability.

The Approach

To maximize impact, My Story Tale activated the Power Pack of Google AI — combining Search, YouTube, and Performance Max. It launched Demand Gen to fuel the upper funnel with visual storytelling, creating demand among gift givers. At the same time, the company scaled Search campaigns to capture this sparked interest, ensuring the brand appeared the moment users looked for them. A dynamic budget pacer allowed My Story Tale to cross-reference daily profit and liability and scale this paired strategy in real time.

The Results

The Search plus YouTube synergy delivered a breakout season, driving 3x year-over-year sales growth and doubling profit. My Story Tale saw a clear halo effect — after launching Demand Gen, it gained a 60% increase in brand Search volume, proving the strategy effectively created and captured new demand. This full-funnel approach also led to a greater than 70% increase in total sales revenue and a 2x lift in conversion rate during the peak shopping window.

> **We scaled globally with Search, Performance Max, and Demand Gen — expanding into multiple countries. The impact was immediate, with Google Ads driving results that exceeded expectations by 3x.**

Brendon Watson
CEO, My Story Tale

60%	3X	2X
Brand search volume increase	Sales increase	Profit increase

Primary Marketing Objective
Grow Online Sales

Featured Product Areas
- Performance Max (with product feeds to drive online sales)
- Search
- YouTube
- Demand Gen

YouTube

Singapore

Lenovo

Lenovo increases unique visitors at *75% cost reduction* with Demand Gen

PC & Smart-tech brand

lenovo.com | Agency name: **Assembly**



The Challenge

Lenovo is a multinational technology company whose products are at the forefront of innovation. Its primary challenge is to continuously find and engage new audiences to drive qualified traffic, which is crucial for maintaining its market position and driving sustainable business growth.

The Approach

To boost lower-funnel conversions for Search and Performance Max campaigns, Lenovo used a mid-funnel Demand Gen strategy. By deploying a mix of engaging image and video assets, it aimed to increase add-to-cart conversions. The strategy was built on using a mix of high-intent audiences, including existing website visitors, in-market laptop shoppers, and custom intent segments.

Partnering with Assembly: Lenovo partnered with Assembly to optimize its Demand Gen campaign, focusing on matching strong audience signals with compelling creative and accurately setting up all incremental lift studies.

The Results

Lenovo saw a strong positive lift for both consideration and search. The campaign drove a 2% relative lift in consideration and a 36% lift in product-specific search queries, all while driving unique visitors at 75% lower cost per unique visitor. Pleased with these results, the company has incorporated Demand Gen into its always-on campaign, finding it core to its new-user acquisition strategy.

36%	2X	75%
Increase in product-specific search	Absolute lift in consideration	Lower cost per unique visitor

Primary Marketing Objective
Grow Online Sales

Featured Product Areas
Demand Gen

ASSEMBLY

YouTube

Connected TV

How do I build *my brand in* the living room?



South Korea

The Walt Disney Company

The Walt Disney Company *drives 5X higher CTR* with CPH Masthead

International family entertainment and media enterprise

disney.com



The Challenge

The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise. It includes the company's full portfolio of entertainment media and content businesses globally, including streaming. Disney's main objective was to promote and drive awareness to its new film and main characters, as well as the director's visit to Korea.

The Approach

Disney used livestream and cost per hour (CPH) Masthead to build mass awareness momentum and generate significant buzz for the upcoming movie premiere and the main characters' visit to Korea.

The Results

Livestream and CPH Masthead allowed Disney to dominate the YouTube homepage in Korea, achieving a higher engagement for the event and attracting a 45% increase incremental viewers on YouTube via livestream CPH Masthead.

- Five times higher click-through rate (CTR) versus previous CPH Masthead
- 22 times higher CTR versus the average CTR of cost per thousand impressions (CPM) Masthead on Disney campaigns
- Search query lift of 8.6% on the day of the livestream

5X
Higher CTR than previous CPH Masthead

45%
Increase in views the day of the show

8.6%
Search query lift on the day of the livestream

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Areas
Masthead (CPH)

YouTube

South Korea

hey dealer

PRND achieved *1.4X brand search query volume* with YouTube Select

Online used car trading platform operator

heydealer.com



The Challenge

PRND is the South Korean operator of the online used car trading platform Hey Dealer that provides transparent pricing and a seamless trading process for users. Following its successful cinematic brand campaign in the previous year, PRND aimed to maintain momentum in 2024 with a new brand story film, "The Breakout." This campaign, starring renowned actresses Suzy and Lee Jung-eun, challenged the traditional focus on buying new cars and championed the broader selection available in the used car market. Its primary challenge was to effectively convey this message through a long-form format (30 seconds).

The Approach

- PRND ran its campaign from June 14 to June 20, 2024.
- It used 30-second non-skip ads to maximize upper-funnel audience reach for contextual alignment with its most TV-like content using connected TV (CTV) on YouTube Select.
- PRND chose a longer-form, storytelling ad format, believing that this approach would resonate better with the laid-back viewing behavior of CTV audiences and lead to higher engagement.

The Results

- Hey Dealer's brand search query volume increased by 1.4 times (week-over-week) and achieved a 115% brand search lift among those exposed to the ad.
- The 30-second non-skip ad drove 58% incremental reach to the TV commercial at a 10% more efficient cost per unique reach (CPUR).

> **In creating a long-format video, we aimed to deliver the complete story to our customers. However, we found limited ad platforms offering non-skippable options for such videos. Fortunately, YouTube's new non-skippable CTV ad allowed us to convey our comprehensive narrative cost-effectively and to a broad audience.**

Haeun Lee
Chief Marketing Officer (CMO), PRND

1.4X	115%	58.5%
Brand Search query volume vs. before campaign launch (WoW)	Brand Search Lift: exposed vs. control group	Incremental reach from YouTube (de-duplicated from TV reach)

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Area
YouTube Select

YouTube

Taiwan

FamilyMart

FamilyMart unlocks brand search intent through *full-funnel video marketing* measured by ABS

Premier convenience store chain

family.com.tw



The Challenge

FamilyMart, a premier convenience store in Taiwan, aimed to expand campaign exposure while accurately measuring how video ads drive search behaviors. Previously, a measurement disconnect between brand exposure and performance-driven search made it difficult to verify if YouTube ad viewers genuinely developed further interest and searched for the brand online.

The Approach

To break this bottleneck, FamilyMart adopted an end-to-end YouTube strategy. Using YouTube Select for premium content alignment, it made the most of Video reach campaigns (VRC) and Demand Gen to efficiently scale assets and performance. By pioneering Attributed Brand Search (ABS) alongside Brand and Search Lift experiments, FamilyMart accurately tracked post-exposure searches, bridging the gap between ad views and active search.

The Results

The data-driven campaign successfully converted attention into action. YouTube ads drove 28% of brand organic searches, proving lower-funnel impact. The campaign achieved a 4.2% ad recall lift and a 1.1x search lift among core female customers. Validated by these results, FamilyMart will scale its video investments to continuously engage search intent using these proven strategies.

> **FamilyMart uses data to drive decisions and understand video ad impact. With YouTube and Attributed Brand Search, we've enhanced visibility and quantified the journey from ad exposure to active search, empowering our future video investments with confidence.**

Integrated Marketing Department
FamilyMart

4.2%	28%	1.1x
Ad recall lift (absolute lift)	Contribution to total brand organic search	Search lift among the core female audience

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Area
Full-Funnel (Brand & Action)

YouTube

South Korea

WeLab Bank

WeLab Bank drove *11% Relative Brand lift* with Masthead, VVC and VRC

Virtual bank

WeLab Bank | Agency name: **Mindshare**



The Challenge

WeLab Bank is a leading, fully digital bank on a mission to redefine financial services for the modern consumer in Hong Kong. The primary challenge it confronts is the city's rigid loan market landscape, which is often perceived as traditional and inflexible, contributing to a broader public stigma around the practice of credit lending. This prevailing negative impression creates a significant barrier, limiting the ability for WeLab Bank to connect with its audience and showcase its modern, flexible and more comprehensive approach.

The Approach

WeLab Bank adopted a YouTube strategy that aimed to build brand trust and consideration. It started with a high-impact Masthead to capture mass awareness and emphasize its innovative and comprehensive approach to help users manage their finances and loans. The campaign was then further extended with a mix of Video view and Video reach campaigns, strategically combined to extend ad recall and effectively engage with audiences, cementing WeLab Bank's position as a leading innovator in the market.

The Results

The company carried out a Brand Lift survey, which recorded best-in-class results for consideration with a relative brand lift of 11% and absolute lift of 2%. Its efforts on YouTube also drove consideration and demand, which translated into a 12% uplift in search volume for WeLab Bank brand terms, proving full-funnel success by actualizing brand awareness into substantial brand consideration through the YouTube campaign.

> **This campaign demonstrates the success of our customer-driven approach, resulting in significant increases in search volume and brand recognition. As the first bank in Hong Kong to be recognized as the 'Best Digital Bank' by leading international financial publications, WeLab Bank is committed to innovative fintech solutions and looks forward to building on this momentum for future campaigns.**

Tat Lee
Chief Executive, WeLab Bank

12%	11%	2%
Search volume lift for [WeLab Bank] terms	Relative brand lift	Absolute lift

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Area
Masthead (CPM or CPH)

MINDSHARE
A WPP Media Brand

YouTube

China

KlingAI

KlingAI's AI-generated anthology *boosted search lift by 4.59X*

AI video generation tool

klingai.com



The Challenge

Kling AI, an advanced AI video generation tool developed by Kuaishou, a major Chinese short-video platform. It's designed to create high-quality, realistic videos from text prompts or images. The company launched "Loading...", the world's first AI-generated anthology series, establishing itself as a leader in AI video generation. AI generated content (AIGC) has been a niche tool for professionals, making it difficult to expand its user base.

The Approach

To make the most of client creatives and reach 1.8 million users, the KlingIA ran a dedicated Connected TV (CTV) campaign for 14 days. This campaign used CPM (cost-per-thousand impressions) bidding to maximize unique reach and build a premium brand. It was specifically targeted at users in New York City, California, and the rest of the US who were 35 years or older, male, and interested in technology and AI-related topics. The campaign ran using both in-feed and in-stream ad types, delivered exclusively on CTV devices, and utilized 15-30 second horizontal video assets.

The Results

- CTV campaigns can broaden a client's user base, as demonstrated by a 4.59x increase in search intent following the campaign.
- Precisely targeting the right audience through CTV significantly boosted brand awareness.
- AIGC videos are highly effective at capturing user interest and have an outstanding completion rate.

As one of the fast-growing AI products, 'New World Loading' means a lot for KlingAI. We were excited to embark on our first-ever CTV Branding Lift campaign, and the results were impactful. This collaboration allowed us to effectively reach our target viewers, driving substantial exposure and helping us cultivate a lasting audience and boost brand recognition.

Ruoxuan Wang
Head of the "Kling AI NextGen" project

459%	2.8%	10%
Search relative lift	Ad recall (absolute lift)	Video completion rate compare to benchmark

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Area
YT for TV Screens

YouTube

Thailand

พรอมิส PROMISE

Promise Thailand achieves *1.3X higher consideration* with YouTube First Position

Personal lending provider

promise.co.th



The Challenge

Promise, a consumer finance provider in Thailand, experienced a 42% YoY decline in its brand searches, threatening its leading market position. To reverse this trend, it needed to capture audience attention more effectively and drive meaningful engagement.

The Approach

Promise deployed a “Moment Blast” campaign strategy using YouTube First Position to place 15-second non-skippable ads on popular financial content. To maximize top-of-mind awareness, the campaign capitalized on pop-culture relevance with an engaging parody format. Utilizing Insights Finder, the brand reached the 25-to-54 age group, its core demographic for stable-income loan products, to ensure relevance.

The Results

The campaign achieved a 42% brand search lift, reversing historical YoY declines, alongside a consideration lift 1.3x above industry benchmarks. This performance defended the brand’s number-one market position, driving a 28% share of voice and 53% click coverage in the personal loans category. Moving forward, Promise plans to continue capitalizing on YouTube’s video formats to sustain its market leadership and drive business growth.

> **First Position perfectly drove our Q1 “Moment Blast” YouTube strategy, securing prime ad real estate maximized reach and consideration, boosting positive brand mentions by 23% on social listening, and improving cost-efficiency with a remarkable 32.4% CPA reduction.**

Punjawat Worachartaweechai
Marketing Director, Promise Thailand

1.3X	42%	4M
Higher consideration lift in Finance vertical	Best-in-class Search Lift versus Finance advertiser benchmark	Unique audiences reached

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Area
YouTube Select

YouTube

Brand & Creator Trust

How do I win with creators?



South Korea

LG Electronics

LG Electronics measures *3.6X higher search* relative lift with video experiments

South Korean consumer electronics manufacturer

lg.com/global



The Challenge

LG electronics is a global consumer electronics manufacturer. Its major products include TV and home appliances. LG Electronics considered collaborating with creators in each market in order to globally promote its new TV product. LG had been collaborating with various creators to increase its share of voice (SOV). But it needed a new media approach that could make the most of its content to increase Search volume, a main key performance indicator (KPI) for LG.

The Approach

With partnership ads, LG used creator videos for its Video reach campaign, focusing on Shorts inventory with creator organic video. To verify the impact on search intention, LG conducted a Search Lift study with video experiments in Italy and the United kingdom.

- **Arm 1:** Video reach campaign with brand asset only
- **Arm 2:** Video reach campaign with brand asset and creator asset

The Results

LG achieved its goal of higher Search Lift with creator assets. Video reach campaign with partnership ads drove up to 202% search relative lift in the UK and 245% search relative lift in Italy—3.6 times higher than with brand asset only. Moreover, partnership ads drove a 4.7 times higher view-through rate (VTR) compared to brand asset only, especially in Shorts inventory. It proved that creators' friendly content leads to higher user engagement.

> **Considering both target users' content consumption behavior and the YouTube ecosystem, we made the most of creator-made videos, focusing on Shorts inventory with partnership ads. It helps successfully deliver LG TV's premium value, leading to increase in brand search and sales, excellent business results.**

Soomin Lim
Professional, LG Electronics Home Entertainment, South Korea

3.6X
Higher search relative lift compared to brand asset only

4.7X
Higher Shorts VTR compared to brand asset only

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Area
Creative: Video Experiments

YouTube

New Zealand

thewarehouse

Shorts delivers up to *3.5X cheaper* completed views

Retail brand

thewarehouse.co.nz | Agency name: **Hearts & Science**



The Challenge

The Warehouse Group (TWG) launched a winter apparel and homeware campaign to drive brand consideration through inspirational videos in social channels. However, traditional reporting often prioritizes cost-per-thousand impressions (CPM), which measures reach rather than engagement quality. TWG evolved this measurement framework – beyond "efficient reach" to meaningful view-through rates (VTR) and tested Shorts against other platforms.

The Approach

TWG implemented a cross-platform testing framework across three campaign bursts. It focused on active attention by analyzing cost per percentage of ad viewed. This data-led methodology provided a transparent view of engagement quality. Thus, TWG shifted from surface-level CPM analysis to a value-based model that prioritizes engagement over impressions.

The Results

YouTube Shorts outperformed all other platforms on VTR metrics across every burst. Shorts was 2x to 3.5x cheaper versus other social platforms (cost per completed views). Also, it was up to 2.7x cheaper than other social platforms for cost per 25% views. Shorts is now included on social campaign schedules.

> **Google changed the way we report on social campaigns. Looking at engaged views as opposed to impressions. In doing so, they proved Shorts as a valuable competitor on any social schedule.**

Nathan D'Mello
Social Strategy Lead, TWG

3.5X
Shorts was 2x to 3.5x cheaper versus other social platforms

2.7X
Shorts was up to 2.7x cheaper than other social platforms for cost per 25% views

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Area
YouTube Shorts

Hearts & Science

YouTube

Thailand

Dove's winning YouTube mix: Shorts drives *best-in-class Ad Recall*, long-form helps drive lower CPM

Personal care brand

dove.com | Agency name: **PubU**



The Challenge

With competitors increasingly employing creator-led marketing on YouTube, Unilever Dove faced a critical challenge: identifying the optimal mix of creator content to drive maximum brand impact and maintain a competitive edge.

The Approach

To identify the most effective content mix, Unilever Dove partnered with Brilliant & Million to collaborate with creators Brinkkty and Soundtiss to produce both vertical (YouTube Shorts) and horizontal (long-form) video assets. These were then tested in a two-arm study:

- Arm 1: Featured only the vertical Shorts creator assets.
- Arm 2: Used a combination of both vertical Shorts and horizontal long-form creator assets.

Partnering with PubU: PubU has helped to facilitate the communication between Google and the client and supported the campaign implementation.

The Results

Creator Shorts drove a remarkable 14.02% ad recall lift, significant for an NPD. Meanwhile, the combination of long-form and Shorts content improved efficiency with a lower cost-per-thousand impressions (CPM) and a 4.71% lift. To maximize brand impact, Unilever's (UL) key insight is to prioritize KOLs with a strong YouTube presence. Future campaigns should mix horizontal and vertical creator assets to enhance performance, specifically leveraging vertical assets on Shorts to drive social shift.

> **With rapid shifts in viewing habits, a multi-placement strategy is non-negotiable. Google helped us turn this complexity into an advantage, optimizing for efficiency with significantly lower CPMs while maintaining best-in-class ad recall.**

Sopon Gaethong
Media, Data Analytics, Measurement and dCom Lead
Unilever, Thailand

14.02%	4.71%	20%
Lift in Ad Recall (best-in-class performance) from Creator Shorts	Ad Recall Lift from Creator "Shorts + Long-form" Mix	Lower CPM in the "Shorts + Long-form" arm versus the "Shorts-only" arm.

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Area
Creator partnerships boost

Malaysia

SONY

Sony boosts *mid-funnel performance* with creator assets in Demand Gen

Tech manufacturer and seller

sony.com



The Challenge

Tech giant Sony designs, manufactures, and sells electronic equipment, devices, and software. The company wanted to use digital video ads to enhance online sales and foster understanding among its target audience of the bass-heavy feature of its ULT Wear headphones — ultimately driving purchases. Sony has traditionally used brand assets in video advertising to bolster brand image, but identifying effective ways to make the most of creator assets created through its strengthening influencer marketing became crucial for achieving its goals.

The Approach

For this project, Sony chose to implement Demand Gen, anticipating its potential for immersive experiences and high visual impact. To measure the effectiveness of creator assets, it used Demand Gen's A/B experiments solution. Arm A contained only brand assets and Arm B had a combination of brand and creator assets — the creator assets exclusively delivered on YouTube Shorts. Sony then evaluated the incremental lift in a Brand Lift study, Search Lift study, and through D2C conversions.

The Results

Sony observed incremental lifts across all metrics, including a 27% increase in conversions, defined as D2C adds to cart. There was also a 138% relative search increase on brand terms and a 42% increase in relative brand awareness. These results suggest that with influencer- driven promotions, Demand Gen can effectively increase not only brand lift but also search lift and conversions. Furthermore, these effects appear to be maximized when brand advertising is used in conjunction with creator assets. Brand assets seem to play a role in increasing awareness and interest, while creator assets facilitate product understanding and encourage purchase actions.

> **Using influencers effectively is crucial for driving our marketing efforts forward. The results of this experiment provided valuable insights from an advertising perspective, which we intend to apply to our future branding strategies.**

Shuhei Sugihara
General Manager of Personal Entertainment Marketing, Sony

27%	138%	42%
Increase in conversions	Relative search lift on brand terms	Relative lift in brand awareness

Primary Marketing Objective

Grow Online Sales

Featured Product Area

- Demand Gen
- Partnership Ads

Google Ads

India

GALDERMA

Bi-luma drives a *195%* *Search Lift* with Creator Partnerships Boost

Pharmaceutical and skincare brand

skinhealthandyou.com | Agency name: **dentsu**



The Challenge

Bi-luma, a leading dermatology company in India, maintains a sophisticated digital ad presence. While Cetaphil continues to be a top-searched skincare brand, Bi-luma wanted to build awareness and demand for the launch of its new brand, Biluma. To introduce this premium line, it sought to focus on common Indian skin conditions with relatable local creators. Ultimately, this prompted its need for a localized, frequency-optimized digital video strategy on YouTube.

The Approach

Bi-luma established a tailored campaign using Video reach campaigns (VRC) with a Target Frequency strategy to maintain a consistent exposure of over six ad impressions. The brand used specialist teams to select local influencers and develop bespoke video assets for horizontal formats and YouTube Shorts. This creator-led approach optimized relevance and effectively engaged target audiences.

Partnering with dentsu: The agency played a pivotal role in involving its influencer marketing team in scouting influencers and planning content across shorts and horizontal.

The Results

The campaign drove exceptional performance, achieving a 195% lift in brand and product-specific searches, which exceeded the industry average. Creator-led creatives also delivered an 18% higher view-through rate than the category norm. This awareness-led strategy generated 2x more view-through conversions than lower-funnel campaigns. Moving forward, Bi-luma plans to scale this creator-led framework across its future product launches.

> **Deploying creator-led assets and target frequency strategy helped us build the search intent for the new range of Biluma, effectively increasing consumer interest.**

Kanchan Kumari
Senior Digital Marketing Manager, Bi-luma

195%	2X	18%
Search Lift	VTC versus other campaign types	Higher VTCs than the industry average

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Area
Video Reach Campaigns: Target Frequency

dentsu YouTube


YouTube
Thank You