



AWARENESS



CONSIDERATION

CASE STUDY



ADVERTISER DETAILS

Grab is the leading everyday super app in Southeast Asia providing ride-hailing, food delivery and grocery app across Singapore, Malaysia, Indonesia, Thailand, Philippines, Vietnam.

PRODUCTS USED

Video Reach Campaigns 2.0 (YouTube Shorts Only)

DV360 Frequency Management

THE CHALLENGE

Grab is the leading everyday super app in Southeast Asia and have been consistently leveraging YouTube for awareness and consideration objectives with mid-long form video assets but have not fully capitalised on YouTube as an effective platform for short-form videos as compared to other media channels.

THE APPROACH

To prove YouTube's capability as the go-to platform for both long and short form videos, Grab and M&C Saatchi conducted a head-to-head test between VRC 2.0 Shorts only and another short form video content provider, using a campaign with similar targeting, goals and settings. This ran over a period of ~ 4 weeks in SG and MY for its seasonal tentpole Lunar New Year campaign.

INSIGHTS

Grab launched the MY campaign first, followed by the SG campaign. Together with Google, Saatchi applied the early learnings from the MY phase to optimise the SG campaign.

For SG and MY, YouTube Shorts outperformed the other platform on Awareness and Consideration based metrics like CPM, Completed Views, Cost per Completed View and Completed View Through Rate. For SG specifically, with our DV360 frequency management learnings from MY, YouTube Shorts outperformed the other platform on Reach based metrics like Reach and Cost per 1K Reach.

Reach* vs. another short form video social platform

+12%

Lower CPM vs. another short form video social platform

7-16%

Completed Views vs. another short form video social platform

2.5x-3.4x

Lower Cost Per Completed Views (CPCV) vs. another short form video social platform

60-70%

