

# Awareness

A complete guide to build your brand recognition and future-proof your business

## New ways to drive efficient reach and ad relevance at scale

Learn how with our latest Ads innovations



**Jamie Gargatsougias**  
Head of Brand Strategy, Google Canada

The world has changed. In the last six months, nearly every advertiser had to redefine priorities and reassess budgets as consumer behaviours shifted. Driving brand awareness is critical for long-term business growth, and marketers are under pressure to stretch their brand media dollars further, making efficient spending more important than ever. With acceleration in digital video viewership, you can reach your customers efficiently, and increase your ad relevance with automated tools, to help build your brand and sustain your business for the long term.

**Media consumption has fundamentally changed.** During COVID-19, at-home media consumption has increased dramatically as work and home schedules have merged. Consumers are turning to online videos more than ever before to find entertainment, fulfill essential needs, and look for community. As people spend more time at home and the need for relevant, fresh content reaches an all time high, the shift from linear TV to digital video is accelerating, especially on connected devices. Watch time for YouTube viewed on TV screens grew 70% year over year in Canada.<sup>1</sup>

**Reaching new customers as they explore new brands or products is vital.** As brand marketers, you can reach new consumers as they browse new brands and products while consuming videos online, and effectively engage them at the start of their purchase journey. Over 60% of YouTube



**94%**

According to Comscore, **YouTube is the only ad supported video platform to reach Canadians** across all audiences with a 94% reach.<sup>3</sup>

viewers say they bought a brand as a result of seeing an ad on YouTube.<sup>2</sup> More than ever, consumers are turning to online video for their content needs and as a result, are exploring new brands and products.

**Adopting automation is key to capturing growth and driving results.** Show up in the moments that matter to your customers, in the most relevant context. Our automated solutions use billions of signals to serve high-performing combinations of video formats that maximize efficiency. When you couple that with intent, you can increase your ad relevance and drive brand impact. Investing in automation can help you capture growth, quickly respond to consumers' evolving content needs, and equip you with the agility needed to build brand resilience.

**Google can help guide your digital transformation.** We've designed our automated systems to help you turn your consumer signals into immediate action in a dynamic market, so you're ready for what comes next.

**We believe the time is now** and want to invest alongside you to maximize your growth today as you build your brand for sustained success.

Learn more about these product announcements [here](#) and [read on](#) for the latest insights, tools, and resources.

# Find inspiration from best-in-class marketers

## Invest in automation to maximize reach and get more out of your awareness strategy

### How one global brand's measurement strategy maximizes reach and results

Atin Kulkarni, the head of PepsiCo's global media and data center of excellence, shares three pieces of advice for video advertisers who are looking to get more out of their measurement strategy.



Transform how you measure



Adopt global norms



Apply a test-and-learn mindset

#### Key takeaways

##### ✓ Transforming how you measure.

PepsiCo built an internal system called "ROI engine" that helped it reinvent how it uses marketing mix modeling (MMM) and assess which campaigns are driving ROI. It automates everything – data inputs, processing, and algorithms to create standardized outputs. It even uses automation to create richer, more actionable models. These new approaches to measurement enable you to assess the impact of your media in real-time.

##### ✓ Adopting global norms that allow for nuance.

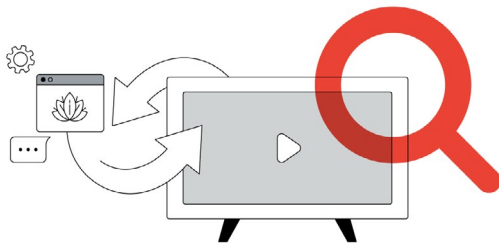
PepsiCo built a creative and media scorecard based on proven best practices, like [YouTube's ABCD framework](#), that are universally applicable across all geographies to systematically improve video creative. It tracks progress company-wide through an internal marketing dashboard, and aims to be applicable to all markets.

##### ✓ Prioritizing a test-and-learn mindset to unlock innovation.

PepsiCo started testing personalization – matching custom video creative to specific audience segments to deliver more relevant experiences. On the performance side, it used [Ads Data Hub](#) to see data across campaigns and assess how to reach and engage customers in a privacy-focused way. Ensure your testing agenda has clear goals, budgets and measurement.

## More people are streaming YouTube on their TV screens. Here's what they're watching.

More people are streaming YouTube on their TV screens – a trend that's here to stay. Watch time trends show that the YouTube content being streamed on TV screens isn't just limited to short bursts; people are tuning in just as they would on traditional TV. Over 10 million people watch YouTube on their TV screens in Canada.<sup>4</sup> YouTube Trends Lead, Gina Shalavi, shares three specific ways living-room viewing has woven itself into daily life.

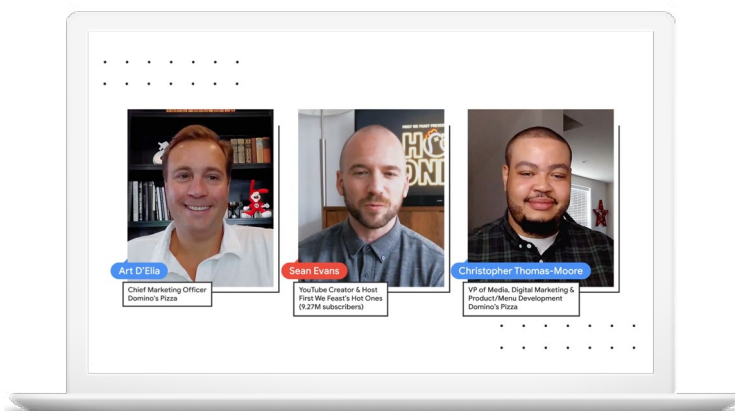


### Key takeaways

- ✓ **Subbing in for live sports.**  
Sports fans are looking to YouTube to replay epic moments and stay connected with their favourite teams and athletes. Watch time on TV screens of sports videos – excluding live content – rose by over 65% between July 2019 and July 2020,<sup>5</sup> and shows no signs of slowing down.
- ✓ **Streaming for the mind and body.**  
As viewers spend more time at home, they continue to visit YouTube to help them cope with and manage new realities of life at home, directly from the living room. TV screen watch time of videos related to well-being, including yoga, fitness, and meditation, have increased more than 180% from July 2019 to July 2020.<sup>6</sup>
- ✓ **Upskilling through the big screen.**  
Watch time on TV screens of videos related to learning more than doubled between July 2019 and July 2020,<sup>7</sup> with cooking tutorials one of the most popular learning categories for the past several months.

## Domino's talks YouTube and transformation over (very) hot wings

In this episode of The Update, Domino's CMO Art D'Elia and VP of Media and Innovation Christopher Thomas-Moore join YouTube Creator and First We Feast's "Hot Ones" Host Sean Evans to talk about how the shift to digital transformed everything – from product development to media planning.



### Key takeaways

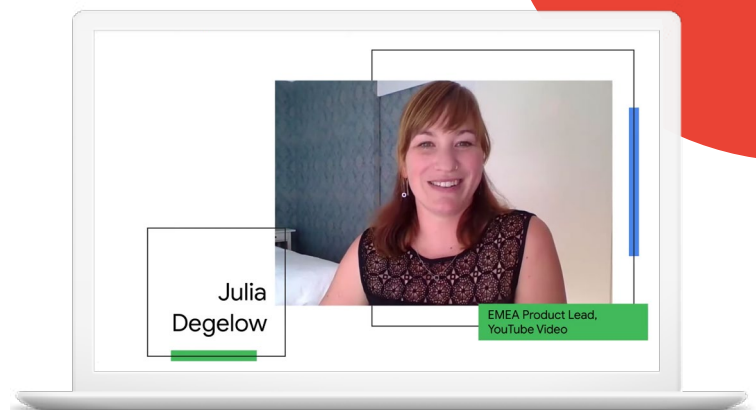
- ✓ **Transforming with technology.**  
Digital technology helps Domino's make ordering as easy as possible with minimal clicks across all platforms.
- ✓ **Transforming with video.**  
YouTube provided an opportunity to drive scale and reach. YouTube only represented 4% of total impressions across Domino's TV and YouTube investment, but it reached 43% of total A18-49 audiences for the campaign, according to a Nielsen Total Ads Rating report Q1'20.<sup>8</sup>
- ✓ **Transforming amidst the crisis.**  
During the pandemic, Domino's focused on one priority – how to protect its employees and customers. This meant coming up with ways to safely deliver and pick up food. Digital technology allowed Domino's to be agile and to quickly pivot its business to address the needs of employees and customers.

# Make the most of your ads investment

## Our newest deep dives with product experts

### Driving efficient reach with Video reach campaigns

In this session, product experts share the latest best practices for Video reach campaigns, a simple way to serve efficient combinations of video ad formats to achieve your reach and awareness goals.

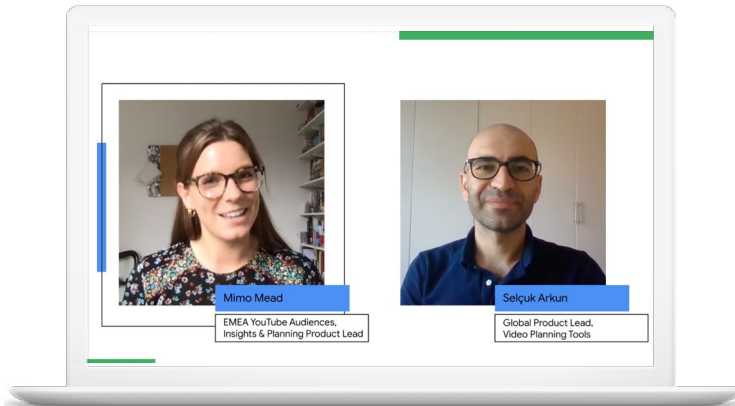


#### Key takeaways

- ✓ **Video reach campaigns automatically optimize to your desired brand goal – either awareness or reach.**  
They also simplify campaign management so you no longer need to manually optimize.
- ✓ **Video reach campaigns serve the right format to the right user by optimizing geo, demo, audience, and device signals across three video formats:**  
Bumper Ads, Non-Skippable Ads, and Skippable In-Stream Ads. Combining multiple formats in a single campaign unlocks efficiency gains, resulting in incremental reach.
- ✓ **3 tips for success when using Video reach campaigns:**
  - Define success and use the right metrics to evaluate. The main KPIs from Video reach campaigns are cost per completion and cost per unique user. Determine which metric matters most to help you choose your campaign goal.
  - Decide your brand goals. If you're looking to reach as many unique customers as possible, select Maximize Reach. If you're looking to maximize ad completion, select Brand Awareness.
  - Use [Video Experiments](#) to A/B test your creatives. This is a head-to-head testing tool in Google Ads that measures the impact of your creatives on metrics like brand awareness and ad recall. It runs at no extra cost beyond media investment and delivers results in as few as three days.

## Planning effective campaigns with Reach Planner

In this session, product experts share how new Reach Planner features can help you build the most efficient media mix.

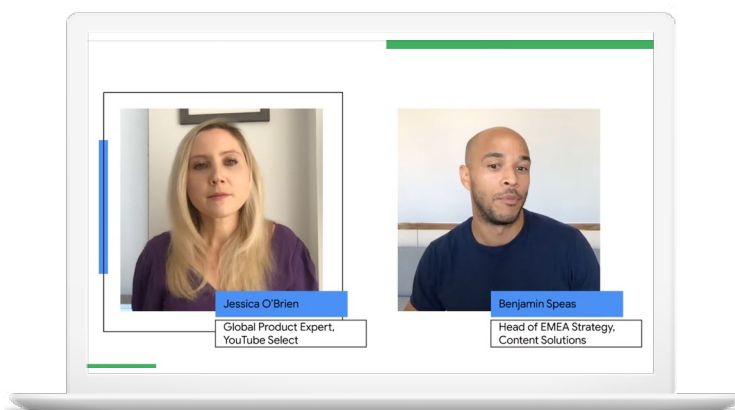


### Key takeaways

- ✓ **Reach Planner helps you understand what mix of products and settings will best serve your awareness goals across YouTube and video partners.**  
After strategy development, use Reach Planner during the media planning stage to understand your campaign's size and reach against your target audience.
- ✓ **Reach Planner helps you with media planning in five key ways:**  
Determine your budget, estimate your campaign reach, find the optimal mix of ad formats, finalize your campaign settings, and plan YouTube and TV together.
- ✓ **For Canadian brands interested in US expansion, third party TV data is now available in Reach Planner** for that market with historical television campaign data alongside YouTube so you can forecast TV and YouTube together.

## Showing up in the right contexts at scale with YouTube

This session focuses on YouTube's new tools for reaching audiences in relevant environments, including YouTube Select and YouTube dynamic lineups, powered by advanced contextual targeting.



### Key takeaways

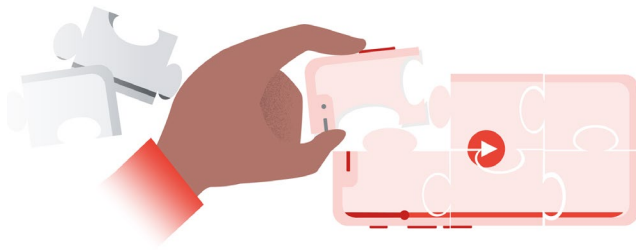
- ✓ **Lineups make it easier for you** to reach consumers interested in your products within the context of the videos they're watching.
- ✓ **YouTube Select lineups** feature the top 5% of content and popular creators on the platform, all human-verified with transparent reporting. In Canada, you can also create custom lineups by hand-selecting the channels you need for your campaign.
- ✓ **YouTube dynamic lineups** are powered by advanced contextual targeting, the next generation of targeting on YouTube. They use Google's machine learning to better understand each channel on YouTube, including analysis of video imagery, sound, speech and text. This provides highly scalable lineups across specific topics, cultural moments or popularity.
- ✓ **We now have Brand Lift studies available across these lineups**, including store visits data for dynamic lineups in Google Ads.

Check out the Awareness section on [The Advertising Solutions Center](#) for more actionable content and product innovations designed to help you build your brand recognition.

## Improve your skills with this online education training for video ads

### Become a Google Ads video expert with Skillshop

Learn the fundamentals of Google Video campaigns  
and get Google Ads-certified.



#### Key takeaways

- ✓ How to use YouTube audiences to deliver more relevant ads to your consumers at every stage of their journey.
- ✓ Develop a strategy that effectively uses YouTube video formats to grow awareness, increase consideration, and drive action.
- ✓ Incorporate creative strategies for telling effective brand stories on YouTube to capture your audience's attention.

## Learn how other brands are increasing awareness effectively



In the spring of 2020, as COVID forced the closure of dealerships across Canada, **Kia** opted to continue engaging with customers, including on Digital. Kia Canada & their agency team partnered with Google to build an OLV strategy to deliver Kia's message to Canadians through Connected TV. Consistent promotion of Kia's offer across digital channels by the team has contributed to Kia seeing a 16% increase in digital leads and some of the best YoY sales results from an auto manufacturer in Canada through COVID.

**1059%** increase in cTV coverage for OLV YoY

**16%** increase in digital leads YoY

**0.6PP** increase in Market Share (+15.4%) YoY



Kia Canada has been heavily invested in digital marketing channels for mass reach and awareness for a number of years now. The mediums' ability to provide contextual messaging to various audiences has yielded strong results for us. During the challenging height of COVID this spring, we opted to hold digital investment in place to keep our voice strong as people became housebound and their online engagement increased. The results have been encouraging as we achieved a number of sales records through the summer.

Michael Kopke  
Director of Marketing, Kia Canada

## EQ3

Premier Canadian retailer, **EQ3**, identified Awareness as a key strategic area for growth as they underwent a digital transformation to face the challenges 2020 presented. With an engaged customer base making more purchase decisions online, awareness became necessary for continued growth. Utilizing a diverse marketing approach and experiments on YouTube, Discovery, Smart Display, and Smart shopping, the results were staggering, showcasing a 304% increase in transactions and a 86% ROAS increase. EQ3 cites their partnership with Google is core to driving a significant increase in sales both in online experience and retail channels. EQ3's ecommerce channel has achieved a 698% growth rate on an annualized basis with Google Ads sourced revenues directly contributing 30% of that growth, more than all other channels combined. This approach of adding more awareness around the brand is an investment in the acquisition of customer trust, product knowledge and purchase confidence.

**304%** increase in transactions

**86%** increase in ROAS



The success of EQ3's digital transformation would not have been possible without our Google partnership. By investing in data quality, and implementing cost controls on spending relative to product price, EQ3 has been able to drive a ROAS of 4-5 with a sustained growth rate of over 100% for the past two years.

Dan Gange  
Ecommerce & Digital Experience Manager, EQ3

## Three steps to brand awareness excellence

01

Drive efficient reach

**Video reach campaigns** use Google's machine learning to optimize high-performing combinations of video ad formats to achieve your goal and reach your audience at scale. Plan ahead and use **Reach Planner** to compare the estimated total reach, frequency, and GRPs of media plans from YouTube and Google video partners to maximize efficiency.

02

Show up in relevant contexts

Align your ads to the context that matters to your audience. Upper-funnel audience targeting like **affinities and detailed demographics** are broad audience segments that present high potential reach, allowing for more inventory availability. Tap into the streaming boom by connecting with your audience while they're watching their favourite YouTube programming on the big screen with **YouTube on TV screens**.

03

Deliver results that matter

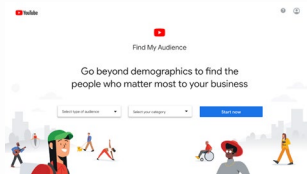
Use efficient reach and relevant ad experiences to achieve better outcomes for your business. **Brand Lift** gives you insights into how your ads are impacting important metrics like ad recall, brand awareness, consideration, favourability, purchase intent, and brand interest (as measured by organic search activity). **Unique Reach** showcases how many people and times your ads were served across different devices, formats, and networks.

## Use these key tools to make the most of your Google Ads investment



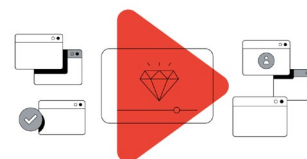
### Video ad creation

**Video Builder** is a self-service tool that, in minutes, turns image and text assets into 15- or 6-second video ads that follow best practices.



### New audience discovery

**Find My Audience** helps you understand who your most valuable customers are on YouTube – so you can discover new audiences and learn how to reach them individually with relevant messages.



### Best practices

People turn to video for inspiration and guidance, education and entertainment. Dive into **YouTube ad effectiveness research**, and find out how other brands are innovating with online video marketing.

Reach out to your **Google Account Strategist** to discuss how to take action.



# Sources

1. YouTube Internal Data, Canada, June 2020.
2. Google/Talkshoppe, CA, whyVideo study, n=1953 A18-64 Genpop video users, March 2020.
3. Comscore Video Metrix® Multi-Platform, Content Only, Persons 18+, March 2020, Canada
4. YouTube Internal Data, CA, March 2020.
5. YouTube Internal Data, Global, July 2019–July 2020.
6. YouTube Internal Data, Global, July 2019–July 2020.
7. YouTube Internal Data, Global, July 2019–July 2020.
8. Total Ads Ratings custom study commissioned by Google, Domino's 1/20/20–1/26/20 campaign across TV and YouTube among P18-49.