



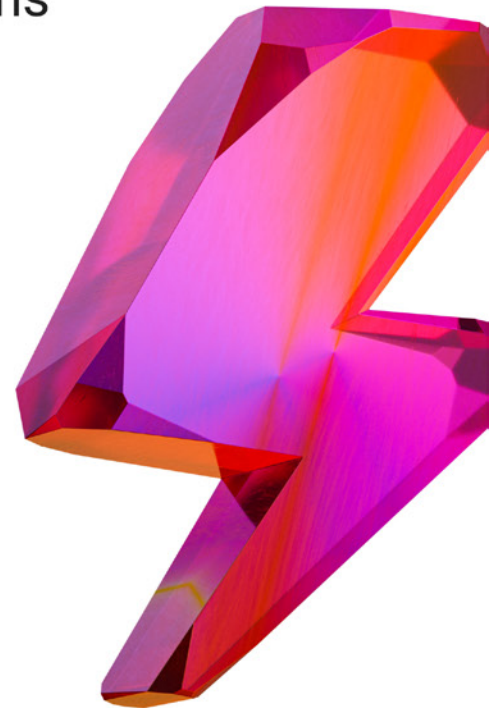
Creator Marketing

How to build creator campaigns
that drive business results

Bring

Build Edition

Boost



Contents

The **new era of creator marketing** on YouTube is anchored in fundamentals: **bring** your existing video assets to YouTube, **build** partnerships with the right creators, and **boost** that content via AI-powered campaigns.

While every part of that formula is important, this playbook focuses on how to make the most of **building creator partnerships** on YouTube.

The guidance in this playbook is built on insights from internal experiments, creative research partners, and how the world's most successful brands optimize their creator marketing investments.

Let's start building.



01. Creator selection:

How to find the right creators

02. Creator roster:

Matching creators to your goals

03. Asset variety:

Which video formats to build and why

04. Creative production:

How to partner with creators to build assets that perform

Tips for impactful creator assets

01. Creator selection: How to find the right creators

YouTube is home to a vast and diverse ecosystem of creators who are building content consumers love and trust. To help you find the right creators for your brand, our solutions use Gemini to evaluate creators' videos across multi-modal inputs such as text, images, and voice.

3 ways to discover the best creators for your brand

Start with YouTube Creator Partnerships in Google Ads and DV360. This solution gives you an AI-powered shortcut to partnering with the creators who matter to your audience.

01. Find brand advocates

Discover creator and video suggestions, based on brand mention data, your brand's unique DNA, and campaign goals.

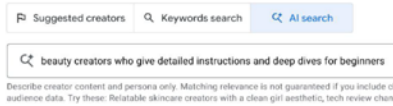
Creators

Creators that make content relevant to your brand's products or services

This channel stands out for its educational, **pro-artist approach**. Her signature style balances **highly detailed, masterclass-level explanations** with practical, **everyday wearability**. Key pillars of her content include: **"Buy or Skip" Reviews**: Honest, unfiltered breakdowns of best-sellers and new releases. **"Technique Correction"**: Dedicated videos addressing common application mistakes. **"Uncut & Realistic Tutorials"**: Give viewers a realistic sense of what it takes to build a look.

02. Filter by affinity

Find creators by topic, content type, or by using conversational search. Use natural language, get specific, and you might be surprised by what you find.



03. Analyze by audience

Go beyond basic demographics. Find out who a creator's audience is, what they care about, and if they're ready to buy.



Adobe

Matching creator expertise and audience passions

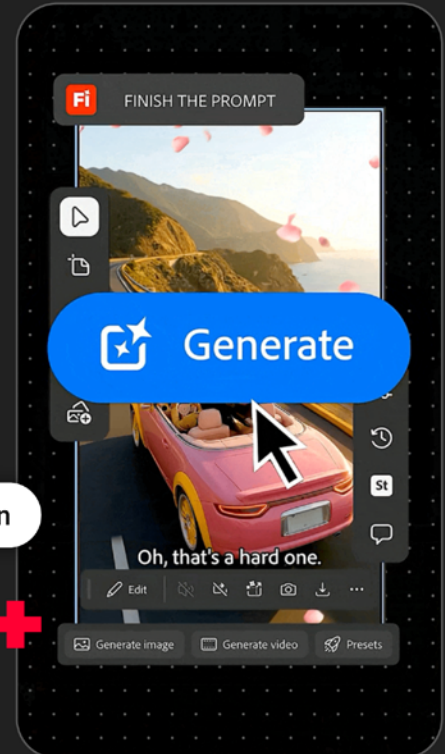
Adobe discovered its audience was coming to YouTube with a range of intentions: a student opening Photoshop for the first time resonates with a completely different creator than a pro designer pushing creative boundaries.

Adobe abandoned the traditional one-off endorsement model. Instead, it chose to prioritize relevance by partnering with a diverse range of creators — from marquee creators such as [Kinigra Deon](#) to niche experts such as [Lizzie Peirce](#).

The result was a brand-specific, customer-centric, and highly trusted network of creator advocates exactly where their customers go to learn, build, and grow.

@KinigraDeon

5.9M+
subscribers



@LizziePeirce



281K subscribers

@TejasHullur



200K subscribers

@ColtKirwan



187K subscribers



YouTube isn't a consumption vacuum, it's a utility engine, and creators are the most trusted voices inside it.

Jared Carneson, Head of Social Media, Adobe

02. Creator roster: Matching creators to your goals

Creator size	Macro creators (100K+ subscribers)	Mid-tier creators (10–100K subscribers)	Micro creators (1K–10K subscribers)
Strategic role	Reach at scale and long-term partnership: Cast creators with mass appeal to build brand equity with net-new viewers. They're perfect for driving massive reach across wide, general audiences.	Deep expertise: Partner with niche experts and up-and-coming creators who can hold viewer attention and shape conversations. They are an opportunity to build credibility and explain <i>why</i> or <i>how</i> .	Relatable POVs: Leverage grassroots creators who are part of highly engaged communities. They're best for driving direct action through authentic recommendations and framing products as specific solutions to specific problems.
Example creator mix	e.g. 1 macro creator	e.g. 2–3 mid-tier creators	e.g. 3–6 micro creators
Use cases	- High-energy product reveals or unboxings - Integrating the brand naturally into lifestyle vlogs - Participating in highly visible cultural trends or challenges	- In-depth educational tutorials or routines - Scientific deep-dives on specific ingredients or formulations - Detailed before-and-after demonstrations	- Problem-solving videos, e.g. treating a specific skincare concern for a niche audience - Raw and honest UGC-style product reviews

Through YouTube Creator Partnerships, brands have access to over 3 million creators in the YouTube Partner Program, including:¹

>10%

macro creators
(100K+ subscribers)

>30%

mid-tier creators
(10K–100K subscribers)

>45%

micro creators
(1K–10K subscribers)

**Build compounding trust
with long-term partnerships**

Establish a steady cadence with creators over a longer period of time. [Agentio](#) found that “repeated exposure to the same creator builds trust and drives higher performance.”

L'ORÉAL

A modern creator infrastructure

Instead of relying on a handful of standalone campaigns with a few creators, L'Oréal treated creator partnerships as a way to build asset variety and address multiple marketing objectives. By partnering with a tiered mix of YouTube creators, the brand built a broad range of authentic creator content spanning rapid-fire Shorts and long-form reviews. L'Oréal proved that a diversified mix of creators is the fastest way to scale results on YouTube.

This creator-roster approach drove an

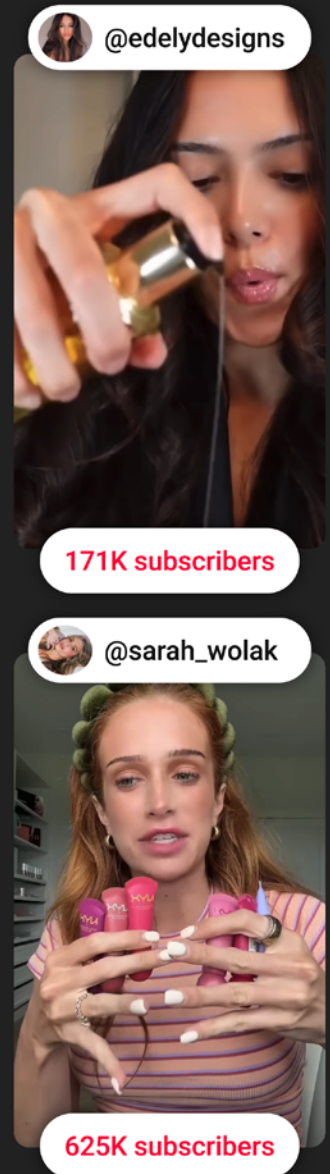
82%

surge in overall views per mention



YouTube doesn't just play a big role in discovery; it actually **drives decisions** in a way that other platforms do not. You get the **immediate performance** of a great creator ad, plus content that acts as an **always-on discovery** infrastructure that appreciates in value over time.

Ariana Parasco, SVP, Brand and Consumer Engagement, L'Oréal



03. Asset variety: Which video formats to build and why

Winning on YouTube requires a mix of formats. Simply follow these three steps.

Step one: Build a 50/50 split of creator and brand assets for your media campaigns

Use a 50/50 split of creator and brand assets as your baseline.¹ While this is just a place to start, this mix can anchor you as you learn and optimize.

For example, let creator-led content drive discovery in Shorts with authentic storytelling. Use your brand-produced content to deepen customer familiarity and action with clear messaging consistent with your brand voice.

Why use both? According to an internal study, combining brand and creator assets in Demand Gen campaigns drove **over 15% more conversions** than brand-only ads.²

Step two: Ask creators for a complete content package inclusive of the following formats:



An image/still
for Display

1-2 square videos
for YouTube In-feed

1-2 vertical videos
for YouTube Shorts

1-2 horizontal videos
for YouTube In-stream

Step three: Contract usage rights early

Secure boosting rights across formats during the initial contracting phase, before the first draft is filmed. This ensures you can instantly scale a winning asset without renegotiation friction.

1. Google Internal Data, Brand Lift meta-analysis, n=19,495, Q2-Q3 2025.

2. Google/YouTube Internal Data, meta-analysis, n=11,443, June 2025–Aug. 2025.

3. YouTube/Ipsos, U.S., YouTube Shorts vs. Long Form Video Study, surveyed weekly YouTube or YouTube Shorts users, age 18-54, Jan. 30, 2026–Feb. 9, 2026.

Supergoop!

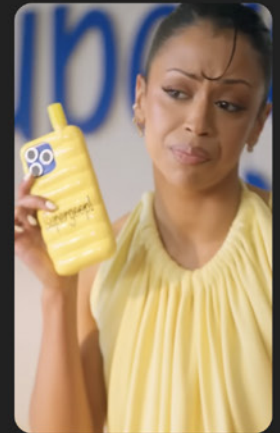
Mastering the multi-format advantage

Facing a crowded summer market, Supergoop! used YouTube's creative canvas to boost demand and make sunscreen feel luxurious and essential, rather than a chore.

Supergoop! partnered with YouTube creator [Liza Koshy](#) to inject a relatable, entertaining voice into its summer campaign, while tapping into Koshy's massive community of fans. The brand combined a hero film with bite-sized vignettes, highlighting best-selling products Glowscreen and Unseen, to grow demand for its product across every way their audience was watching.

16.6M+
subscribers

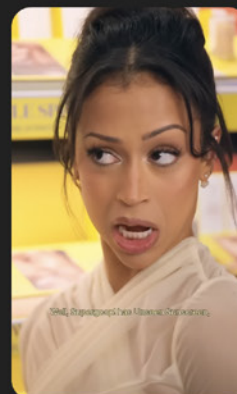
@lizakoshy



93% increase in searches
for hero product Glowscreen

55% Increase in brand searches
for "supergoop"

and achieved higher **conversion rates** and **average order values**



04. Creative production:

How to partner with creators to build assets that perform

YouTube viewers reward deeper, intentional stories. Brands should brief creators to shoot and edit in the familiar style their audience already loves.



Inspire creators with data-powered insights

Ground your brief in everyday consumer language rather than internal brand terminology. Use [Insights Finder](#) before briefing creators to find what trends, format styles, and seasonal themes are actively capturing attention in your category.



Show the value of your product

Weave the product's core value (what it actually does for the viewer) naturally throughout the narrative. Avoid repetitive brand name loops. Creators' audiences respond to "Here's why this matters to you" repeated three times, not to "Brand X, Brand X, Brand X."



Embrace proven story formats

Anchor your briefs in [core YouTube building blocks](#) — such as Challenges, Interviews, ASMR, I Tried..., Reactions, Behind the Scenes, DIY & How-Tos, Listicles, or ...With Me — and get inspiration from [YouTube Best in Ads](#). Filter by Industry, Region, Objective, and Ad Format, and then use the Creator Ads toggle to source best-in-class examples of creator ads across YouTube.



04. Creative production:

Tips for impactful creator assets



Hook with surprise

Open the first three seconds with a relatable problem, a surprising question, or a dynamic visual. Introduce your brand as the natural resolution to the creator's narrative.



Test multiple intros

Ask creators to film two to three different video openings for the exact same asset. This allows media buyers to run clean A/B tests to identify which hook captures the most audience attention.



Interrupt the pattern

Remember that YouTube Shorts can hold attention for longer periods. Use quick pattern interrupts — such as changing camera angles, text graphics, or sudden audio cues — to keep the viewing experience highly replayable.



Speak the call-to-action

Deliver offers and next steps verbally direct-to-camera with minimal background music. Because YouTube is a sound-on platform, spoken incentives carry significantly more weight than simple text overlays.



Streamline the purchase

Utilize platform-native interactive tools, such as actionable end-screens, to minimize user friction. Pair the asset with shoppable product feeds and checkout links to turn views into immediate purchases.

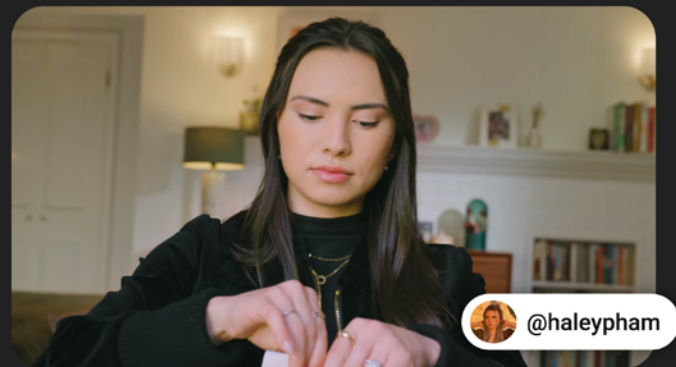
COACH

Transforming legacy awareness into Gen Z relevance

To win over a new generation, Coach rewrote its strategic playbook, moving beyond basic awareness to forge deep cultural connections. Coach's approach serves as an example of this playbook's guidance in action:

- **Creator selection & roster** — Coach intentionally moved away from one-off endorsements to source a diverse mix of creators who had genuine credibility with Gen Z communities, including creator and author Haley Pham.
- **Asset variety** — Coach rejected the limitations of the standard 15-second ad spot, leaning instead in to multi-format storytelling. It anchored its strategy in cinematic, long-form YouTube videos to build emotional depth, then built out an optimized asset mix to capture attention across every surface.
- **Creative production** — Coach gave its creators total creative freedom to integrate the brand directly into real Gen Z cultural milestones and personal growth narratives. They allowed the product to exist naturally within authentic, conversational student and lifestyle vlogs.

60% increase in awareness among Gen Z



**Your brand isn't what you say.
It's what you mean to people
when they're becoming
who they want to be.**

Joon Silverstein, CMO, Coach

Build creator campaigns that drive business results

01. Creator selection

Use YouTube Creator Partnerships in Google Ads and DV360 to:

- ✓ Find creators by topic, audience demographic, or content type
- ✓ Tap into creators who are already talking about your brand
- ✓ Discover creator and video suggestions based on your brand
- ✓ Learn more about a creator's audience

02. Creator roster

Partner with:

- ✓ Macro creators to drive mass reach
- ✓ Mid-tier creators to build credibility
- ✓ Micro creators to drive direct action

03. Asset variety

- ✓ Build a 50/50 split of creator and brand assets
- ✓ Ask creators for a complete content package
- ✓ Contract usage rights early

04. Creative production

- ✓ Build on proven story formats (e.g. GRWM)
- ✓ Inspire creators with data-powered insights
- ✓ Lean in to audio calls-to-action
- ✓ Focus on the value of your product