

YOUTUBE VIDEO (PAID)

Key stat: Over 1 billion users.*

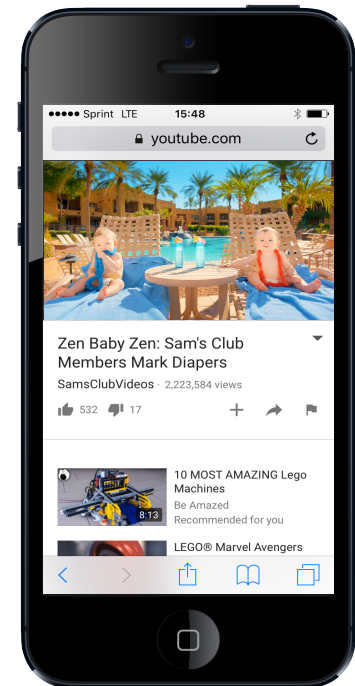
Use True View In-Stream ads – they are the most cost efficient even though they are interruptive and can be skipped after 5 seconds

Make the interruption worth it – Aim for more than just an impression, give audiences a reason not to skip your ad

Tell stories – Set up conflict/resolution story lines

Be authentic – Speak to a human truth

Start a movement– Tie your brand to a larger social message



Ad Type: True View in Stream
Aspect Ratio: 16 x 9
Video Length: 30 seconds or over

YOUTUBE VIDEO (ORGANIC)

Key stat: World's second largest search engine*

Dive into your expertise – Users seek out your brand to be entertained, inspired and educated

Own your category – Potential customers are searching about your category online. Create a suite of videos to individually answer their top queries

Use time wisely - Keep your video to two minutes or less

Think long-term– Update your content regularly to grow your organic audience over time. This is a long-term play that will reward you with more efficient media spend

