



# Marketing Your Brand on YouTube

**attention**



**You**  **Tube**

# History

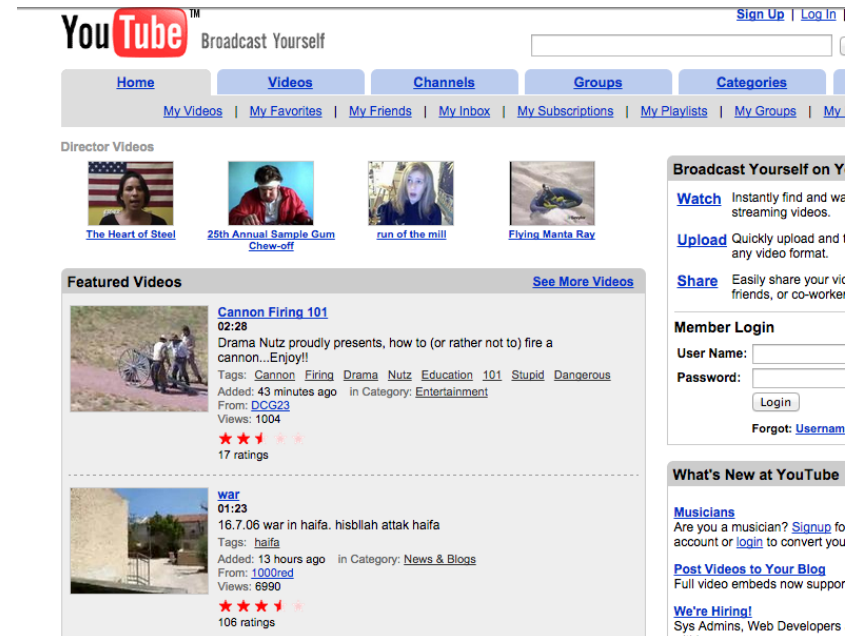
Founded in 2005 by three people who worked at PayPal

In 2006, Google acquired the company for \$1.65 billion in stock

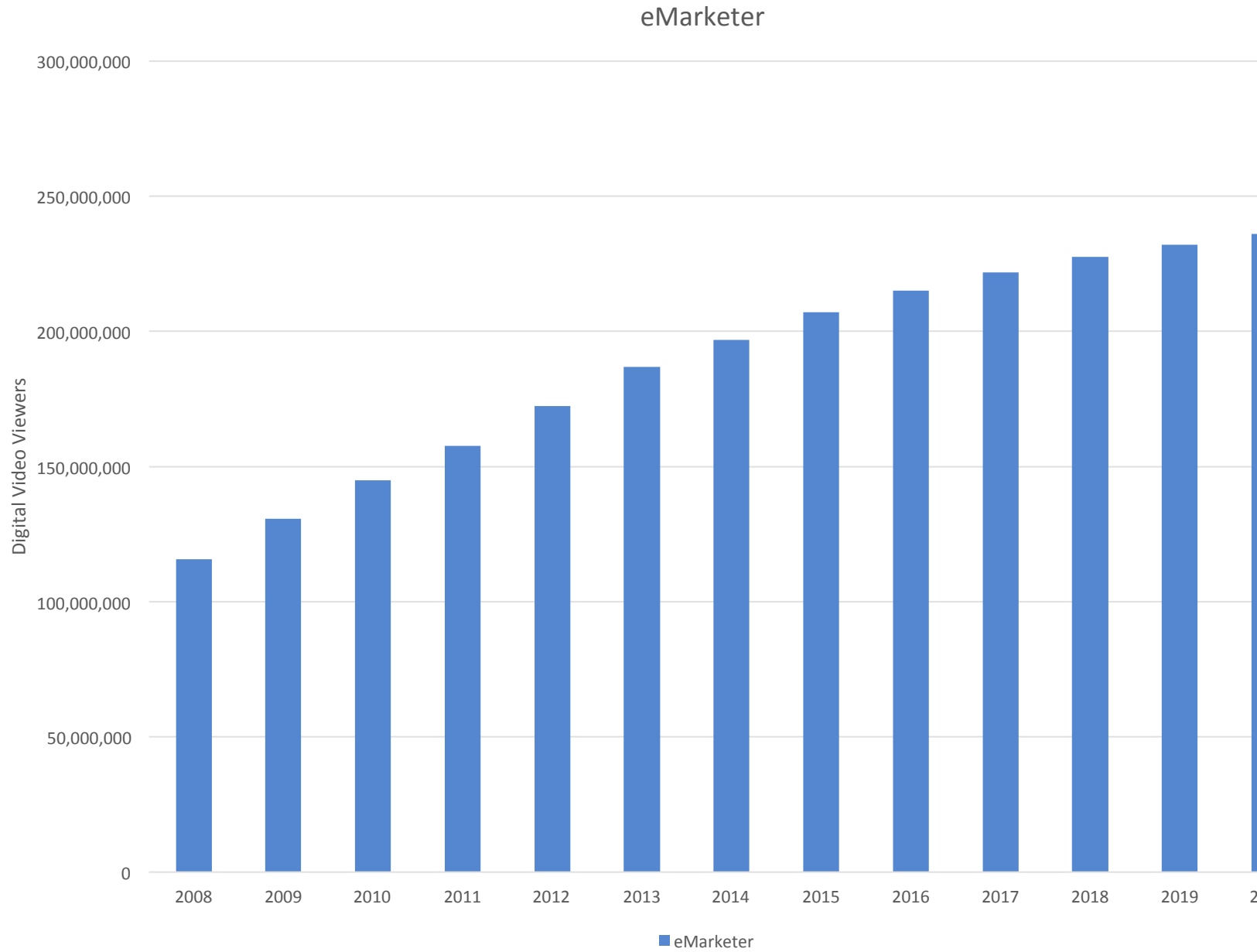
- YouTube is estimated to be worth around \$70 billion today

Before YouTube, video consumption on the web was virtually non-existent

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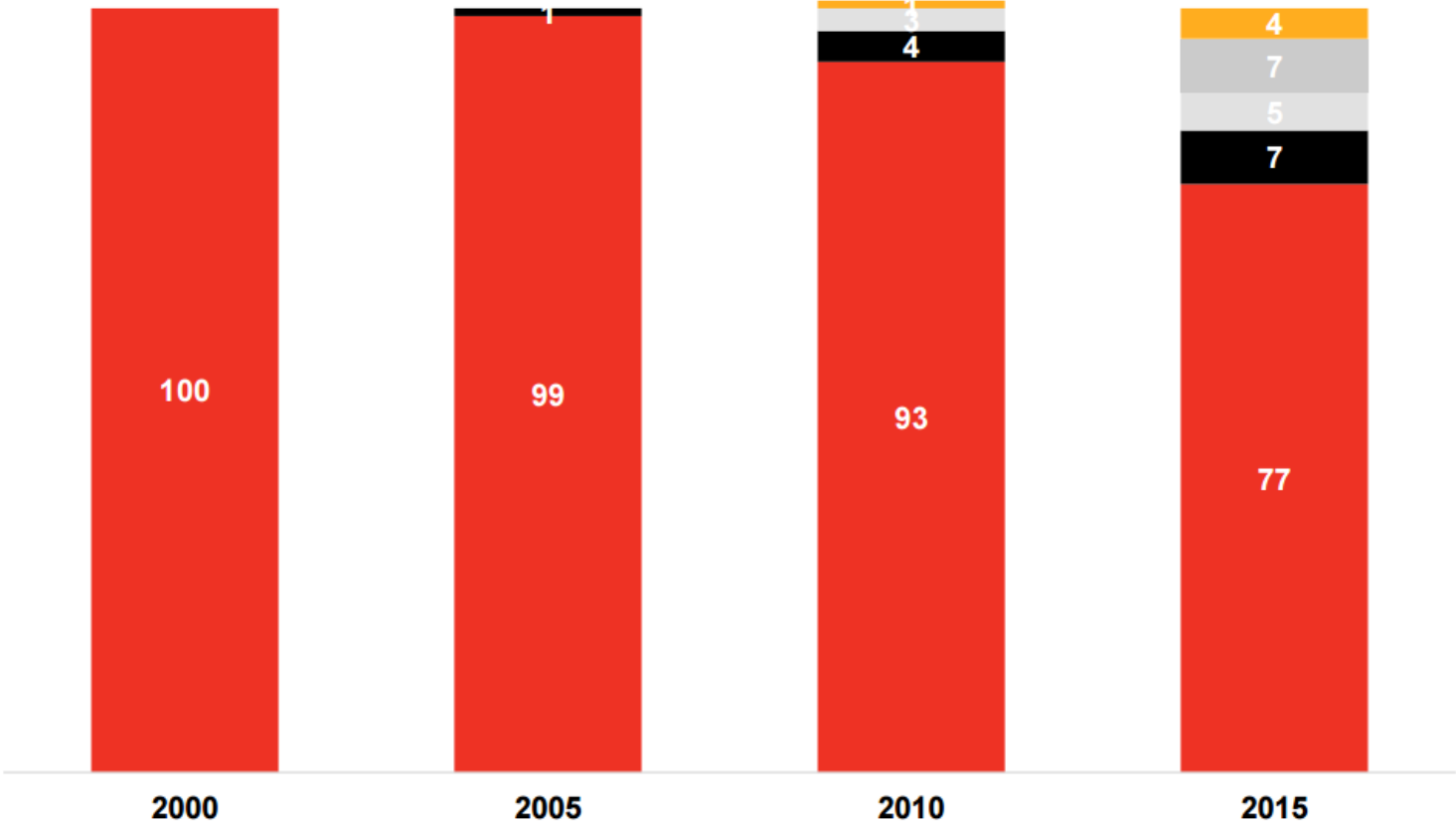


# Digital Video Viewership Over Time



# Video Consumption Is Becoming Fragmented

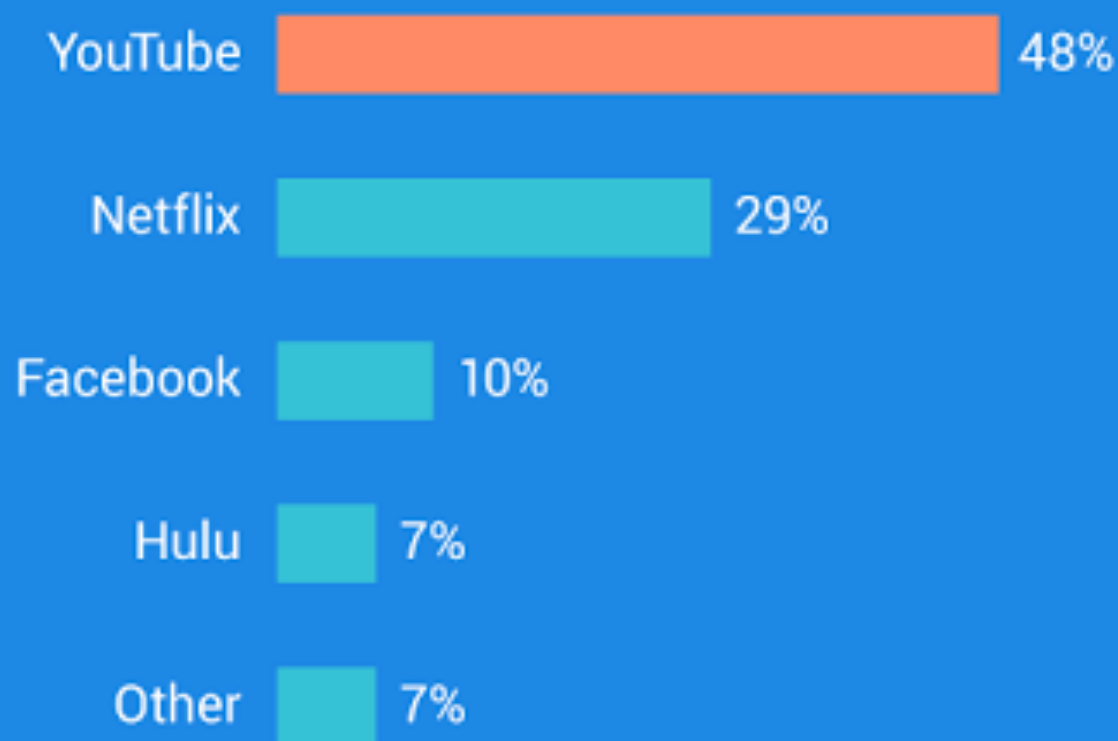
% of Time Spent on Devices Watching Video



- OTT & Smart TV
- Tablet
- Mobile
- Computer
- TV

# Preferred Online Providers

Among video viewers



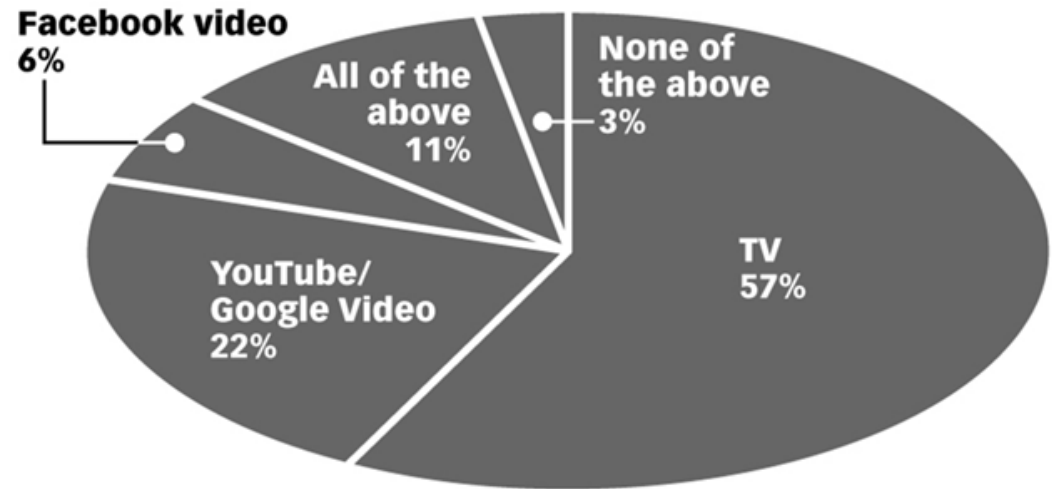
SOURCE: Google/comScore Survey, Preferred Video Platforms, from TV to Online, U.S, January 2016 (n=2,940 adults aged 18+ who like to watch video content in a typical week; video content defined as TV shows, movies, music videos, videos uploaded by people and/or videos uploaded by brands)



marketers are starting realize that YouTube vital to the media mix

### Primary Platform Used by US Senior Ad Buyers to Launch New Video Campaigns, Dec 2015

% of respondents



Note: numbers may not add up to 100% due to rounding

Source: Cowen and Company, "Ad Buyer Survey IV: Digital Looks Strong Into '16," Jan 11, 2016

203219

www.eMarketer.com

# What is YouTube?

**Content**

**Social**

**Advertising Platform**

**Reach. Build. Engage.**

# each.



Search



Ad · 0:07 Visit Advertiser's Site

▶ ⏪ 🔊 0:07 / 0:15

### Lip Sync Battle with Shaquille O'Neal and Pitbull



The Tonight Show Starring Jimmy Fallon

13,489,333

3,698,294 views

49,406 1,265

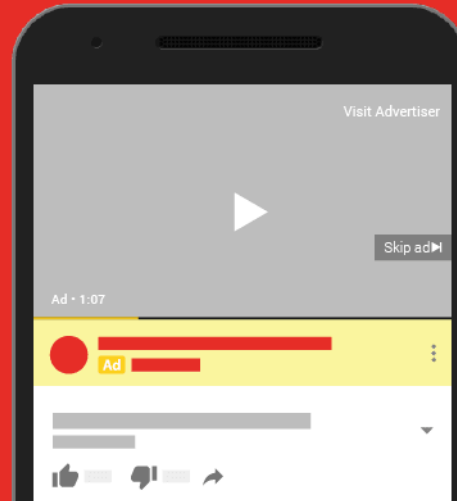
Published on Apr 3, 2017

Jimmy faces off with Shaquille O'Neal with a surprise appearance by Pitbull in a hilarious lip sync-off to songs like Robby Brown's "My Prerogative" Ariana Grande and John Legend's "Beauty and the Beast" and House

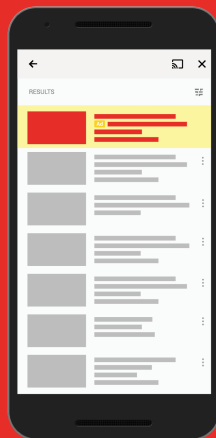
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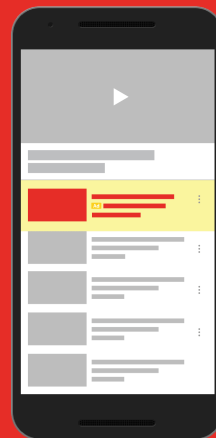
## TrueView in-stream ads



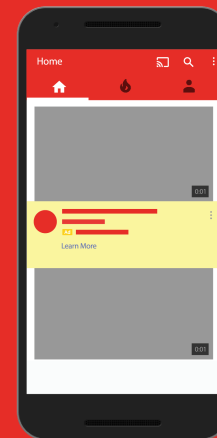
## TrueView discovery ads



Search Results Page

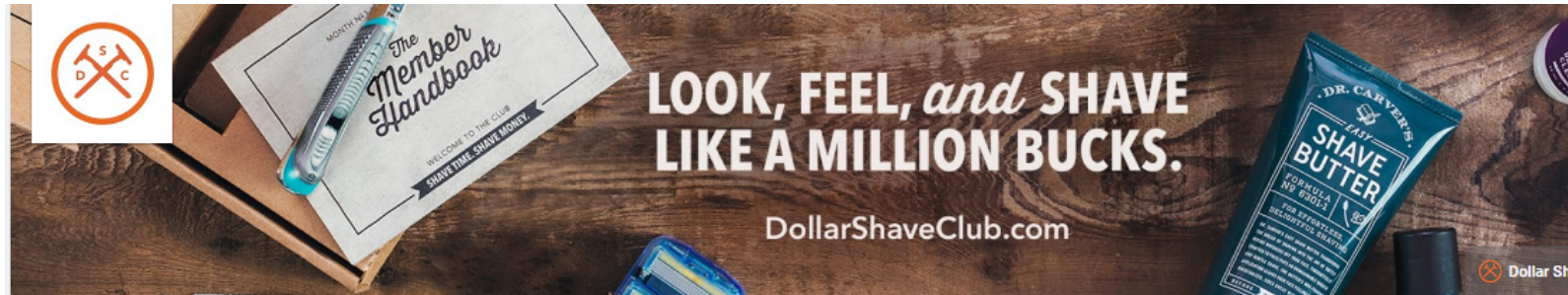


Watch Page



Homepage

uild.



## Dollar Shave Club

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### DollarShaveClub.com - Our Blades Are F\*\*\*ing Great

24,362,910 views 5 years ago

Dollar Shave Club delivers amazing razors and grooming products for just a few bucks. Try the Club → <http://www.dollarshaveclub.com>

Artist: Kennedy  
 Song: Karate  
<http://www.kennedykarate.com>

Written By: Michael Dubin  
 Directed By: Lucia Aniello  
<http://www.pauliluproduction.com>

### The Smarter Choice | Dollar Shave Club

You don't have to choose between ridiculously overpriced razors and cheap plastic disposables.



#### Cheap Dealership | Dollar Shave Club

Dollar Shave Club ✓  
1,582 views • 2 weeks ago



#### Expensive Dealership | Dollar Shave Club

Dollar Shave Club ✓  
1,669 views • 2 weeks ago



#### The Smarter Choice | Dollar Shave Club

Dollar Shave Club ✓  
2,035 views • 2 weeks ago

### What the FAQ? | Dollar Shave Club

Answers to Frequently Asked Questions about Dollar Shave Club.

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# YOU ARE the reason for all we do.

## UR Medicine

Home Videos Playlists Channels Discussion About



### Michael Froome's Heart Transplant Story

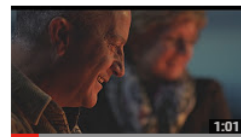
749 views 6 months ago

Strong Memorial Hospital is the only hospital in Upstate New York that performs Heart Transplants.

After a diagnostic test reveals that he has been near death more than a thousand times, Michael Froome is put on the waiting list for a heart transplant. This film reveals what it's like to wait for a heart—and then to finally hear that your new heart is on its way.

Learn more about our heart care by visiting: <https://www.urmc.rochester...>

### Comprehensive Stroke Center, UR Medicine Stroke Care



**UR Medicine: Offering the Region's Most Advanced Stroke**  
UR Medicine  
11,457 views • 2 months ago  
[CC](#)



**Curtis Benesch, MD, MPH**  
UR Medicine  
3,655 views • 4 months ago  
[CC](#)



**Debra Roberts, MD, PhD**  
UR Medicine  
4,146 views • 4 months ago  
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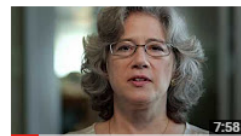


**Amrendra Miranpuri, MD**  
UR Medicine  
3,231 views • 4 months ago  
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**Tarun Bhalla, MD, PhD**  
UR Medicine  
7,587 views • 4 months ago  
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### UR Medicine | Heart and Vascular



**Heart Transplant - Mike Froome's Story**  
UR Medicine  
13,152 views • 6 months ago  
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**Mike Froome's Heart Transplant Story**  
UR Medicine  
66 views • 6 months ago  
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**Sunil Prasad, MD - Chief of Cardiac Surgery, UR Medicine**  
UR Medicine  
3,621 views • 4 months ago  
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**Fred Ling, MD - Interventional Cardiology, UR Medicine**  
UR Medicine  
143 views • 4 months ago  
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**UR Medicine Heart and Vascular, Leway Chen, M.D., M.P.H.**  
UR Medicine  
481 views • 2 years ago

### UR Medicine | Research

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# Engage.



## All Things Hair – US (A Unilever Channel)

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**Straight Hairstyle for Short Hair with Nikki Phillippi – Style It On | All Things Hair**  
659 views 3 days ago  
Visit <http://www.allthingshair.com> for more styling and hair care tips.

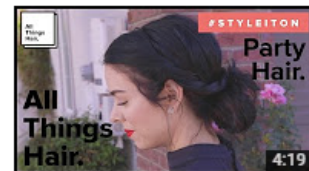
Welcome to the Style It On, a series where various All Things Hair experts will be challenged to create their take on a monthly hairstyle theme. Check back regularly for new episodes.

Having voluminous hair doesn't mean it can't be sleek and straight. Check out how Nikki Phillippi transform... [Read more](#)

### Style It On



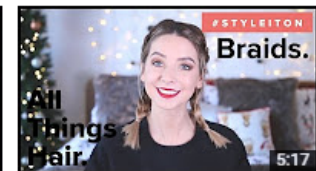
**Two Formal Party Hairstyles with Zoella – Style It On | All Things Hair**  
All Things Hair – US (A Unilever Channel)  
9,970 views • 4 months ago



**Holiday Party Hairstyle with Nikki Phillippi – Style It On | All Things Hair**  
All Things Hair – US (A Unilever Channel)  
1,130 views • 4 months ago



**Holiday Hairstyle for Natural Hair with Mini Marley – Style It On | All Things Hair**  
All Things Hair – US (A Unilever Channel)  
7,343 views • 4 months ago



**Two Braided Hairstyles with Zoella – Style It On | All Things Hair**  
All Things Hair – US (A Unilever Channel)  
1,972 views • 4 months ago

### Braided Hairstyles

Visit <http://www.allthingshair.com> for more styling and hair care tips.

### All Things Hair™ Partners

**NikkiPhillippi**  
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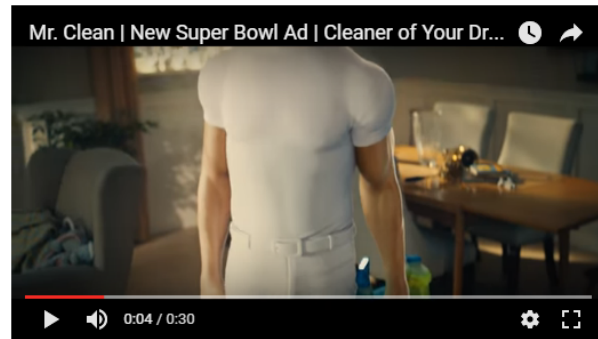
# Engage.



Mr. Clean

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Mr. Clean | New Super Bowl Ad | Cleaner of Your Dr...

17,170,680 views 2 months ago  
Mr. Clean satisfies in every room of the house, and there's a new Mr. Clean Super Bowl commercial to prove it!

Watch the Official Cleaner of Super Bowl LI show you some of his best moves in the shower, on the floor, and even in the kitchen. #MrClean #SB51

Watch Mr. Clean's helpful how-to videos: <http://www.mrclean.com/en-u...>





Like us on Facebook: <https://www.facebook.com/mr...>

[Read more](#)






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- Tide  [Subscribe](#)
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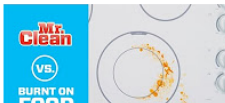


### MR. CLEAN'S COMMERCIALS

 <p>0:31</p>	 <p>0:11</p>	 <p>0:40</p>	 <p>0:31</p>
<p>Mr. Clean   New Super Bowl Ad   Cleaner of Your Dreams Mr. Clean 17,170,680 views · 2 months ago</p>	<p>Mr. Clean   Super Bowl Teaser Mr. Clean 70,493 views · 2 months ago</p>	<p>Mr. Clean   New Super Bowl Ad   Cleaner of Your Dreams Mr. Clean 22,724 views · 2 months ago</p>	<p>Mr. Clean Jingle Mr. Clean 540,839 views · 9 months ago</p>

### Bathroom Cleaning with Mr. Clean

 <p>0:31</p>	 <p>0:32</p>	 <p>0:32</p>	 <p>0:32</p>	 <p>0:31</p>
<p>Mr. Clean's Best Rust Remover   Mr. Clean® Mr. Clean 235,444 views · 9 months ago</p>	<p>How to Remove Hard Water Stains   Mr. Clean® Mr. Clean 24,812 views · 9 months ago</p>	<p>How to Clean Shower Doors   Mr. Clean® Mr. Clean 34,381 views · 9 months ago</p>	<p>How to Clean Bathtubs   Mr. Clean® Mr. Clean 141,362 views · 9 months ago</p>	<p>How to Clean Bathroom Shower Tile   Mr. Clean® Mr. Clean 88,662 views · 9 months ago</p>

### Kitchen Cleaning with Mr. Clean

				
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# How To Fail



friskies



Febreze & Laurie Hernandez 30 Second  
by Febreze Walmart

Ad · 0:14 · Visit Advertiser's Site

0:16 / 0:30

Skip Ad

# How To Fail

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## Uploads



Febreze & Laurie Hernandez 60 Second

617 views • 3 weeks ago



Febreze & Laurie Hernandez 30 Second

9,778 views • 3 weeks ago

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# How To Fail

Household Essentials > Air Fresheners



## We Love You, Laurie, But Sometimes You Stink

Winning Gold Medals and Dance competitions comes with a lot of sweat, tears and odors. That's why Laurie Hernandez reaches for the NEW Febreze Odor Clear Technology that cleans away stink like never before! From Fabric Refresher to Plugs to your car, Febreze eliminates odors for up to 30-45 days!

[Read more...](#)

Shop the collection



\$2.97

2-Day Shipping

Febreze SmallSpaces with Gain Original Scent Air Freshener, 0.18 fl oz

★★★★★ (25)

Quantity: 1 ▾

Add to Cart



\$4.94

2-Day Shipping

Febreze with Gain Original Scented Candle Air Freshener, 4.3 oz

★★★★★ (34)

Quantity: 1 ▾

Add to Cart



\$4.94

Was \$4.97 Save \$0.03

Febreze NOTICEables with Gain Island Fresh/Tropical Sunrise Scented Oil Air Freshener Refill, 0.87 fl oz

★★★★★ (27)

Quantity: 1 ▾

Add to Cart



\$4.35

Was \$4.94 Save \$0.59

2-Day Shipping

Febreze with Gain Moonlight Breeze Scented Candle Air Freshener, 4.3 oz

★★★★★ (5)

Quantity: 1 ▾

Add to Cart



\$4.94

Was \$4.97 Save \$0.03

2-Day Shipping

Febreze SmallSpaces with Gain Original Scent Air Freshener Refills, 0.87 fl oz, 2 count



\$4.94

Was \$4.97 Save \$0.03

2-Day Shipping

Febreze Car Vent Clips Gain Original Air Freshener, 0.06 oz, 2 count

★★★★★ (25)

## Quick Tips

Be practical

Define success

Set a measurement strategy

Start creating

**Thank You**