



# ABCD

Building Effective  
Creative for YouTube



# ABCDs of Effective Creative on YouTube



## Attract

Attract attention from the start.

**Creative considerations impact the likelihood of a viewer watching your ad.**

Consider the following when building your creative to increase viewership:

- ✓ Frontload your story arc to grab attention from the start.
- ✓ Use familiar and friendly faces that relate to the audience.
- ✓ Be thoughtful with music; there is no clear correlation between music and video engagement<sup>1</sup>.
- ✓ Consider using humor or animation to capture attention<sup>1</sup>.



## Brand

Integrate your brand naturally & meaningfully.

**Brand Placement impacts the performance of Brand Lift metrics.**

- ✓ Consider your marketing objectives when deciding when and how to place your brand in ad creative.
- ✓ Showing your brand on product, naturally integrated, instead of forcing logos or supers, has a positive association with Ad Recall, viewership, and Brand Lift<sup>1</sup>.
- ✓ Including an audio mention of your brand is associated with increased Brand Lift<sup>2</sup>.



## Connect

Connect with the viewer through emotion & storytelling.

**Longer watch time is correlated with a lift in brand awareness and consideration<sup>5</sup>.**

- ✓ Humor, suspense, and emotion have all shown an increase in ad recall, with humor also helping brand awareness<sup>1</sup>.
- ✓ Using audio to reinforce a key message is associated with a lift in brand awareness and consideration<sup>3</sup>.
- ✓ Having on-screen talent interact with the viewer has a significant association with brand lift performance<sup>1</sup>.
- ✓ Consider quick cuts to keep the energy up. Initial studies show that increased pacing helps keep people watching longer, especially on mobile<sup>6</sup>.



## Direct

Be clear on what you want people to do.

**Clear CTAs are associated with higher Brand Lift<sup>1</sup>.**

- ✓ Be clear and directive on what you want people to do, whether that's clicking out to your brand's website, watching another video, or subscribing to your channel.
- ✓ Use platform features like Info Cards, End Screens and CTA Overlays to provide an easy path to continue engagement.
- ✓ End :06s memorably by reinforcing your one key message.



# A

## Attract Attention from the Start

No matter the format, it's crucial to capture attention early on.

Frontload  
your story  
arc

Is there an **immediate hook**?

Use  
familiar  
faces

**Featuring a person** at the beginning can lead to **increased viewership**

Celebrities, women and children had the highest impact!

Be  
thoughtful  
with music

There is **no clear correlation** between music and viewership or brand lift, despite appearing in over 80% of ads

Consider  
creative  
style

**Multiple factors** impact ads people choose to watch.

Consider testing multiple versions to see what works best.



# Brand Naturally With Purpose

How and when branding appears can impact the performance of brand lift metrics.

## Brand placement matters

Integrating your brand in **natural usage in the first 5 seconds** is associated with higher ad recall

Use on product for maximum impact, not logos in supers or overlays.

## Audio can drive results

Audio mentions of your brand are associated with **increased brand lift**

## Optimize for your objectives

If your focus is **recall, brand early** and often

Longer watchtime is better for **awareness and consideration**. Consider **adjusting brand placement** in the creative for these metrics.



# Connect Through Emotion & Storytelling

Longer watch time is associated with a lift in brand awareness and consideration.

Create an emotional connection

**Humor and suspense** are associated with **increased ad recall**, but each brand is different.

Use the power of audio

**Audio and Video** together drive **stronger brand results** than video alone.

Use audio to reinforce a key brand message

Break the fourth wall

Use on-screen talent to **interact with the viewer**

There's significant association with brand lift performance

Consider quick cuts

Initial studies show **increased pacing** helps keep people **watching longer**, especially on mobile.

Analyze and test

**YouTube Analytics retention curves** help determine where viewers drop

Test different versions of your creative to see what works best for your brand.





# Direct the Viewer What to do Next

Clear calls to action  
drive brand lift.

**Be  
clear**

**Be clear and directive** on what you want people to do, whether that's **clicking out to your brand's website, watching another video, or subscribing to your channel.**

**Use  
platforms  
features**

**Info Cards, End Screens and CTA Overlays** can provide an easy path to continue engagement

**Be  
ruthless**

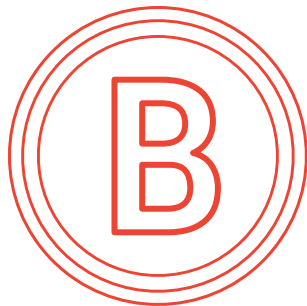
With :06s in particular, ensure you're leaving the viewer with one clear thought



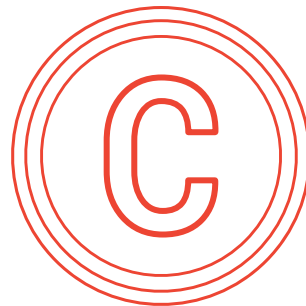
# The ABCDs of Effective Creative on YouTube: Sources



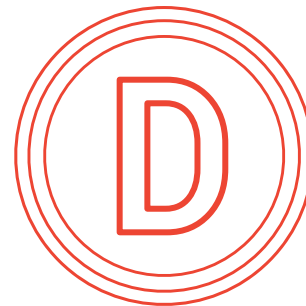
**Attract**



**Brand**



**Connect**



**Direct**

<sup>1</sup> Objective Creative Characteristics and TrueView Performance, Google Internal Data, 2015

<sup>2</sup> Understanding How Viewability Relates to Brand Metrics for Video Ads, Google Agency Blog, August 2015

<sup>3</sup> Google Brand Lift Data, 280 US campaigns, May 2015

<sup>4</sup> YouTube Ads Leaderboard, Think With Google, December 2014 and December 2015

<sup>5</sup> The First 5 Seconds: Creating video ads that break through in a skippable world, Think With Google, June 2015

<sup>6</sup> Google Unskippable Labs Creative Canvas Report, November 2016 <http://adage.com/article/digital/a-google-s-secret-video-ad-experiments/306574/>

