

# User-Zentrierte Kreation

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# Gestern: Mass Marketing



TV



RADIO



OOH

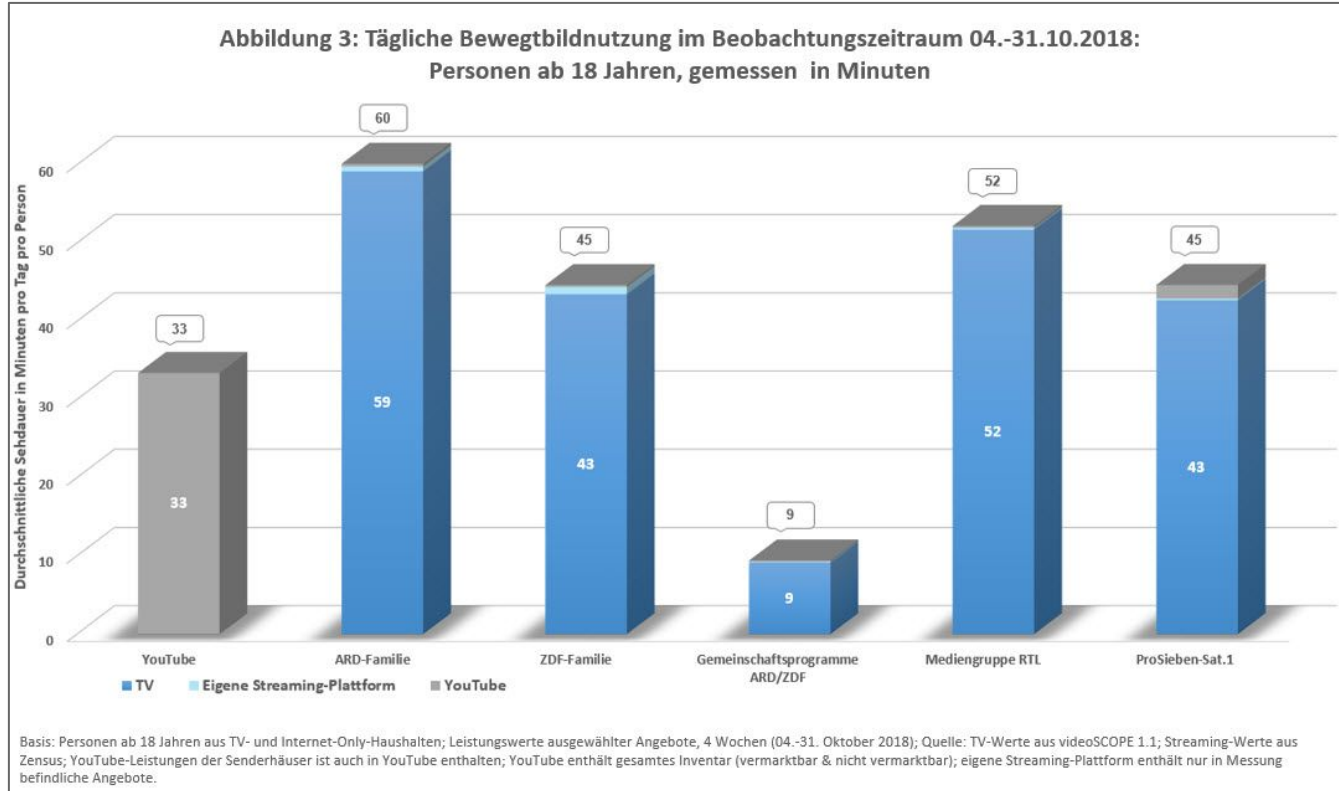


PRINT



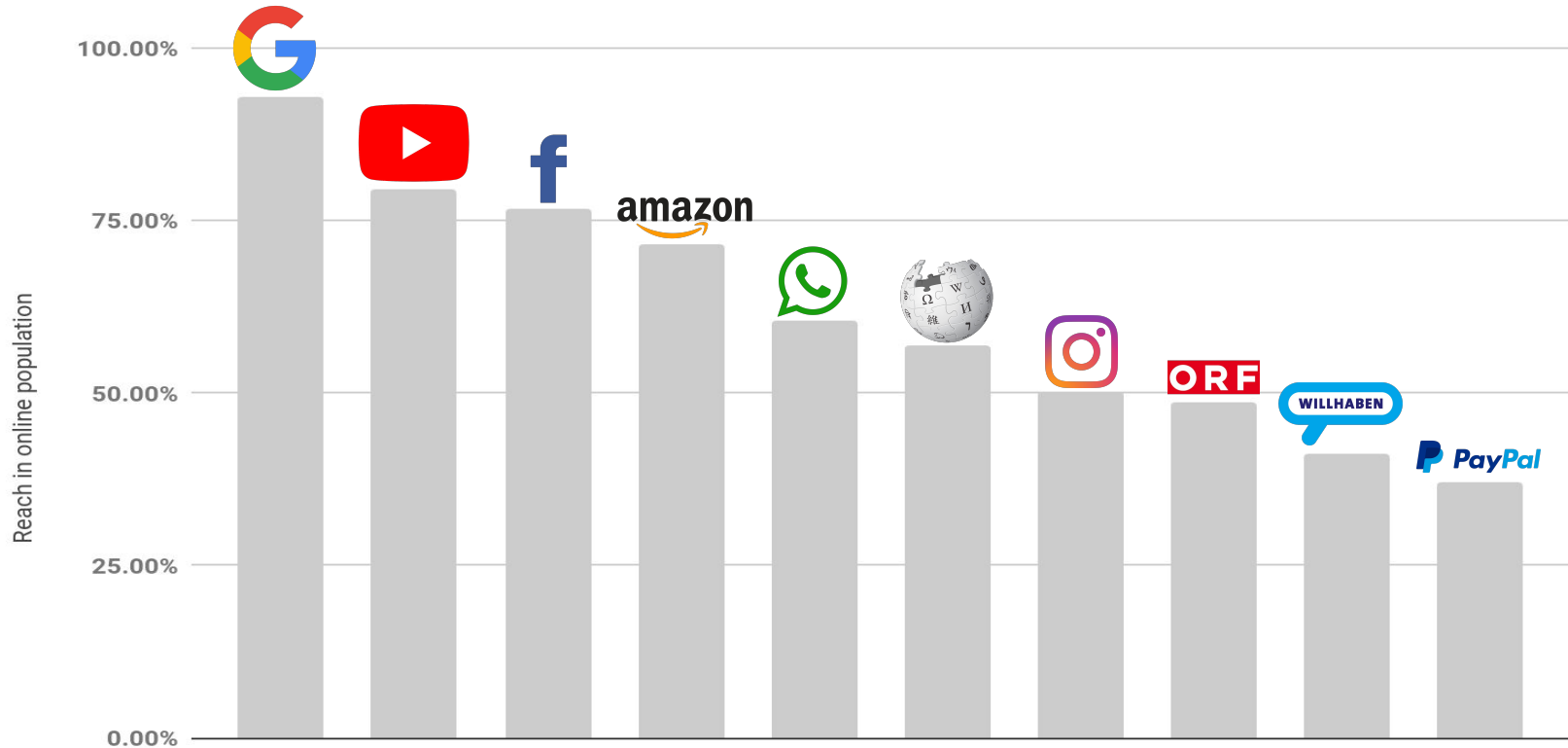
**LAUT**  
**IST LEICHT**  
*(aber nicht alles)*

# YouTube 33 Minuten täglich in Deutschland





# Monatsreichweite von YouTube in Österreich



**RELEVANZ**  
**IST DAS**  
**NEUE LAUT!**  
*(und auch leicht)*

# Intention Signale

User Interaktionen mit **Google Plattformen** ermöglichen einzigartige Signale



1.9B

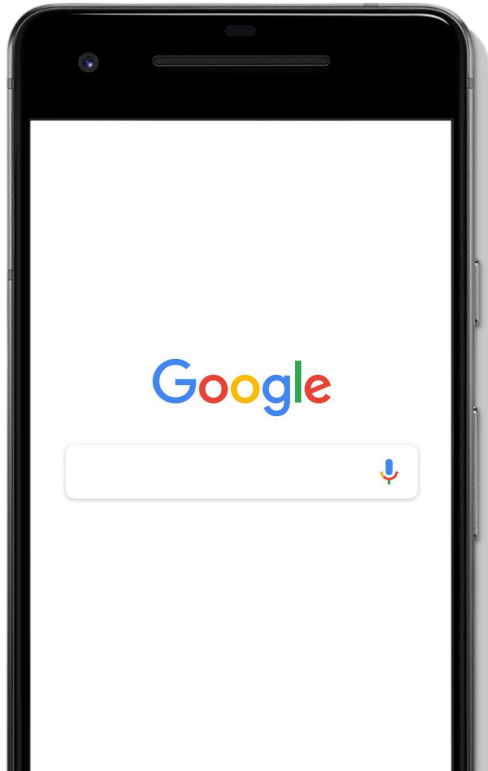
monthly logged-in viewers



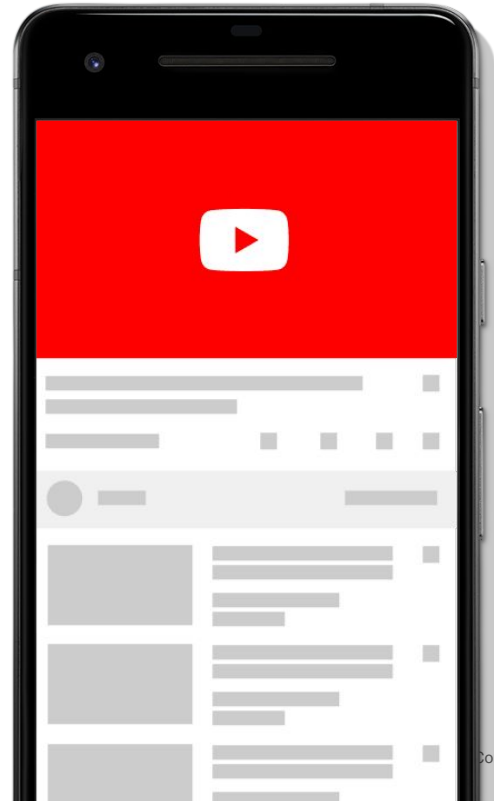
# Intention Signale für die Marke / das Produkt



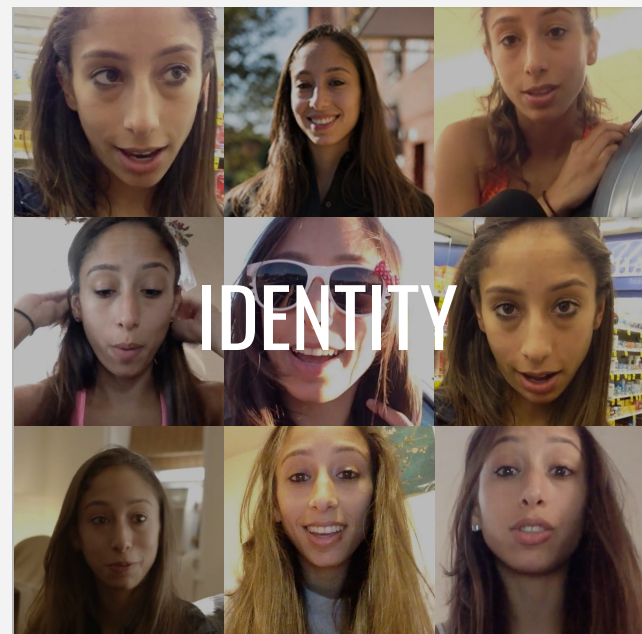
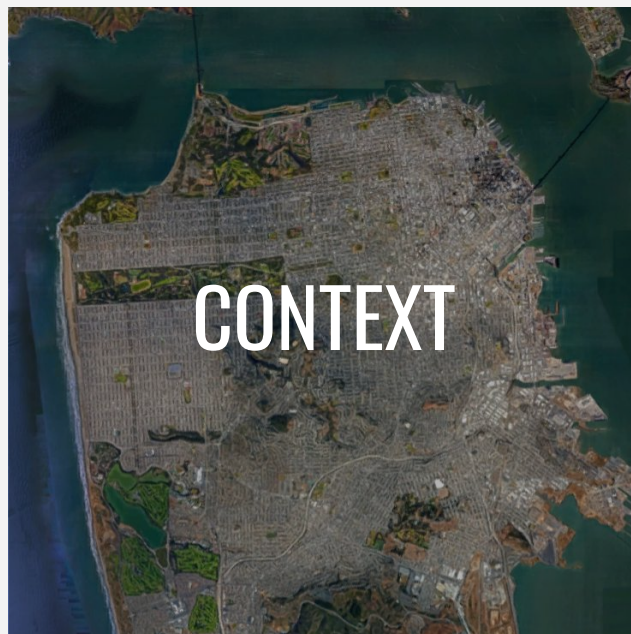
Konkret bspw.



Google



Confidential + Proprietary



Es gibt keine Personas...

# Die **alte** Marketing Formel



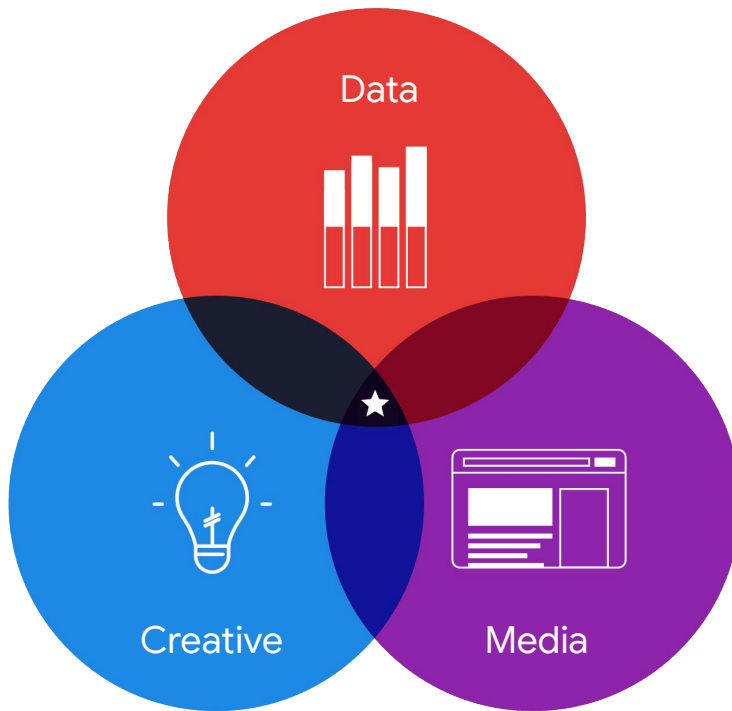
Creative



Media



# Die **neue** Marketing Formel



# Creative drives campaign performance



Impact  
on Sales:

**50%** Creative

**35%** Price promotion,  
distribution, etc.

**13%**  
Media



% Sales  
Contribution:

**49%** Creative

**36%** Media

**15%**  
Brand

Nielsen  
Catalina  
SOLUTIONS



Increase  
in ROI:

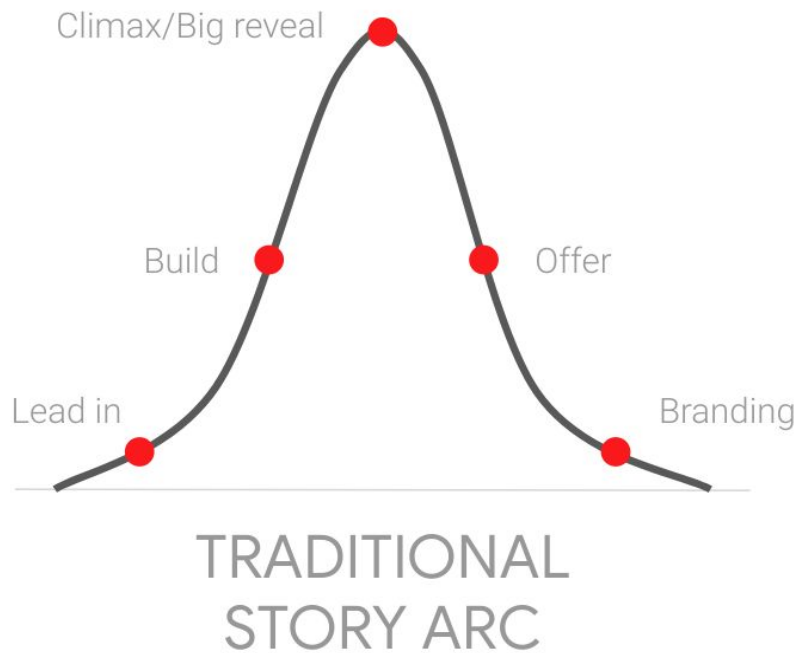
**2X** increase in ROI for effective creative



Growth in  
attention:

**3X** more attention than average ads

# Ein typischer TV Spot





# Österreich: Die beliebtesten YouTube-Werbevideos 2018

YouTube, Werbung



Die Top 5 YouTube-Werbeclips im vierten Quartal 2018.



CATCH THE ARROW

Marke  
ŠKODA Österreich



#glaubandich – Unser Land  
braucht Menschen, die an sich  
glauben

Marke  
Erste Bank und Sparkasse



Premium TV Spot 2018

Marke  
Salzburg Milch



Vöslauer "Forever Young" mit Lily  
James

Marke  
Vöslauer Mineralwasser



Der weltweit erste Skisprung  
ohne Licht feat. Thomas  
Morgenstern

Marke  
FV Chemische Industrie



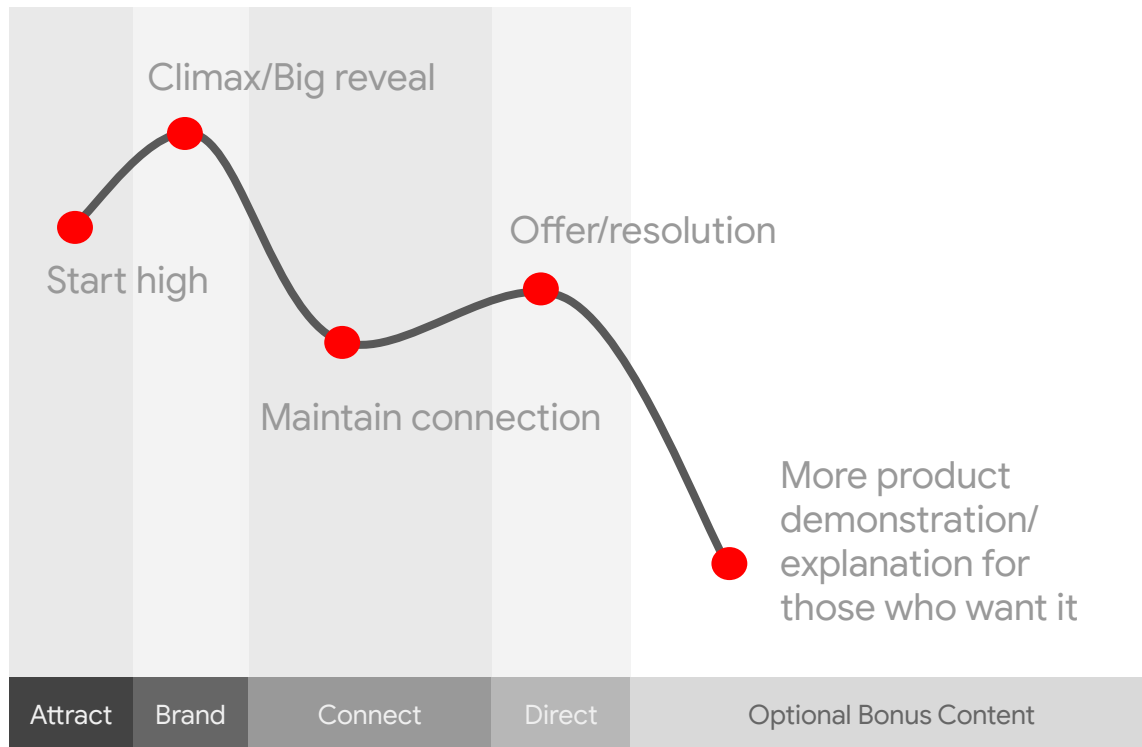
Galaxy A8 (2018) - Echt Ich

Marke  
Samsung Österreich

# Effective ads follow the **Emerging** Digital Story Arc

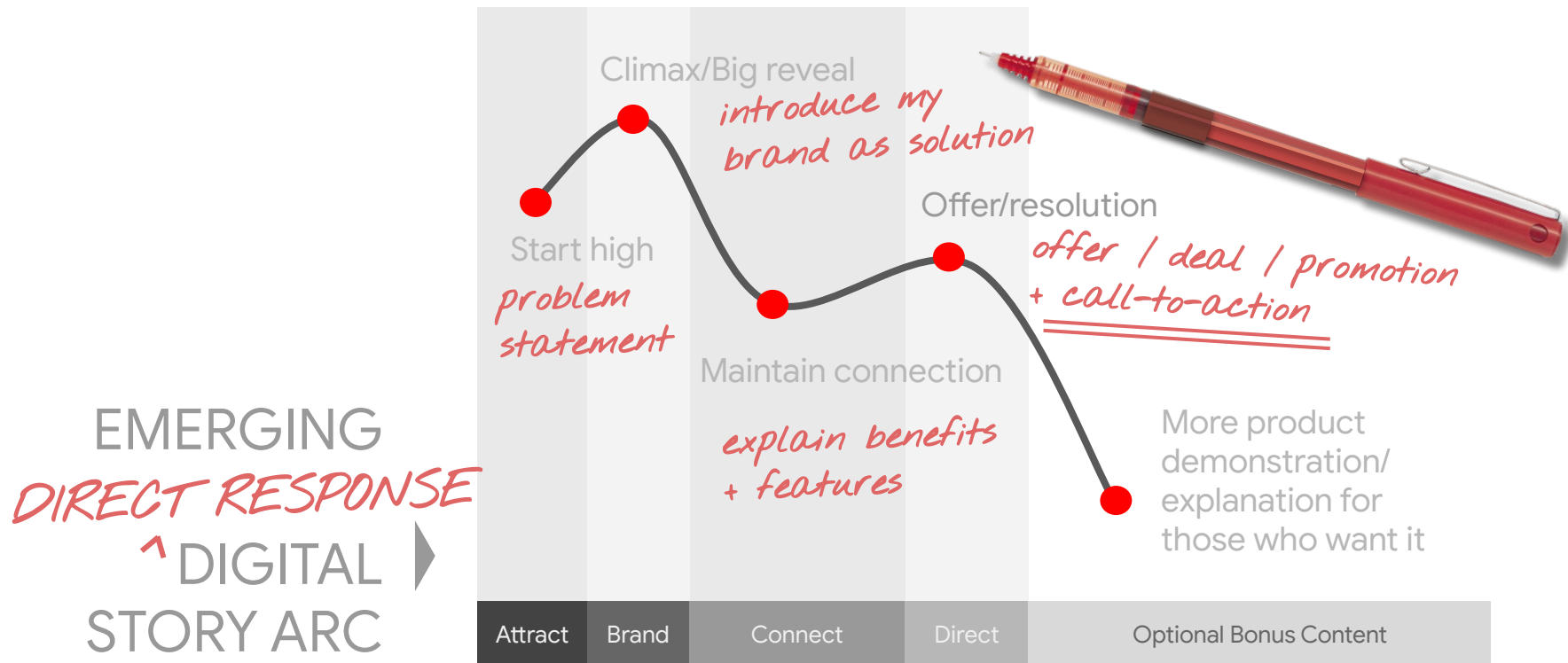
These ads start strong and stay strong instead of using a slow build

## EMERGING DIGITAL STORY ARC



# Effective **direct response** ads follow this arc, too

They show + tell how the product solves a problem and what makes it great



# Overall guiding principles to keep in mind



## Clear Call-to-Action

Be very direct on what people should do to take action. Consider repeating in voiceover, baked-in graphics, and your ad overlays. The Offer moment matters!



## Win the first :05

Viewers can skip. Earn their attention upfront -- whether it's by being entertaining, introducing a problem, or showing an offer. Don't make them wait for the good stuff. And remember to use sight *AND* sound.



## Short & sweet & fast

Respect viewers' attention spans with quick cuts and fast pacing that leaves people wanting more, not wanting to skip. Try cutting :30 into :15 and :15 into :12, or at least frontloading your message.



## Make it for mobile

The majority of ad views on YouTube are on mobile. Simple edits like close crops, big text/graphics, bright footage and fast cuts make stand out and perform better on small screens.





# YouTube Creative Scorecard

## Does your creative function as a direct-response ad?

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Establishes need for the product (problem statement) *If necessary*



Introduces the product heroically as a desirable solution



Explains and/or demonstrates key features & benefits of the product



Has a direct, specific call-to-action and offer/deal/promotion



## Is your creative optimized for a leaned-in mobile environment?

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Wins the first 5 seconds; attracts attention from the start



Branding is authentic and natural



Fast pacing/rhythm/cuts; appropriate length



Close cropping & bright footage



Super-graphics/text are big and well-positioned in the frame



**Vielen Dank!**