

Creative Solutions for Marketing on YouTube



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Overview

Find out how Heinz, Dove, Bazooka Joe and other major brands are using creative YouTube campaigns to gain millions of video views and direct engagement with consumers.

YouTube is now the world's biggest online video platform, with 200 million unique users per month – the sixth largest audience on the Internet – reflecting users' increasing appetite for Web video.

Yet video social networking sites are widely considered to be an unsuitable environment for advertisers, full of copyright violation and poor-quality, user-generated content.

By appreciating and embracing the sites as social arenas for self-expression and personal relationships, however, some brands turn the apparent disadvantages into new opportunities.

To understand the potential of this radically different digital channel, Futurescape analysed the social nature of the sites and the ways in which successful campaigns by major brands align themselves with the users' motivations for participating.

The report explains the methods by which brand owners address the challenges of participating in social networks and their solutions for tapping into the users' creativity.

Creative Solutions for Marketing on YouTube takes you through the whole process of conceptualising and launching a campaign and dealing with the challenges to enable you to arrive at your own creative solutions.

- Discover the opportunities for incorporating video social sites into your marketing strategy
- See how you can most effectively invite the sites' users to participate in your marketing and how to manage their involvement
- Understand practical campaign management, from setting up your brand's presence through all stages of running a campaign
- Compare profiles of 100 video social networking sites to determine which is most appropriate for your requirements
- Benefit from key statistics and links to dozens of original sources for further reading

Editors: Colin Donald and Özlem Tunçil, co-founders, Futurescape.

97-page – 34,000 word report.

Key Coverage

Major industry questions answered in this 97-page report include:

What is the scope of video social networking services – the 100 operators, usage, demographics and specific offerings to Internet users?

How should marketing make the leap from broadcast television to find its place within this massively popular and fast-growing sector?

How can a campaign position itself to break through the hundreds of thousands of videos uploaded to YouTube every day?

What is the solution to the online ad paradox, that Internet users hate advertising – but love some video campaigns?

YouTube and its rivals represent a fundamental change in online content, by providing millions of global Internet users the unprecedented opportunity to create, share and form communities around their own video productions.

Do you have the clear and independent analysis that will enable you to create new marketing opportunities in this massive, fast-moving and complex new market?

The depth of knowledge acquired during the research of this report ensures it is a comprehensive guide to this latest evolution in online media.

Companies / Brands / People

Profiles of 100 video social networking services

- AOL UnCut
- Bebo TV
- Metacafe
- MSN Soapbox
- MySpace Videos
- Yahoo! Video
- YouTube

Significant niche / specialist operators

- CurrentTV
- GoFish
- Jumpcut
- Kyte
- SkyCast
- Veoh

Campaign case studies

- Bazooka Joe
- Campari
- Chevrolet
- Dove
- HBO
- Incubus
- Pringles
- McDonald's
- Stride

Media companies and media moguls

- Al Gore
- Comcast
- Mike Eisner
- News Corp
- Niklas Zennstrom
- Peter Guber
- Sony
- Turner Broadcasting
- Viacom

Key Issues Addressed

Study this crucial new marketing environment to understand its promises and pitfalls

Discover different methods for marketing via video social networking services

Gain key psychological insights into community members' motivations

Create your campaign to align itself with their motivations for the best chance of success

Evaluate 100 video social networking services to find which best match your requirements

Run a campaign with the detailed start-to-finish campaign management guide

Who Should Read This Report

Advertising and digital agencies

Anticipate and plan for clients' requirements, discover creative approaches and budget resources for campaign management.

Brand marketers

Benefit from a complete marketing strategy to generate real community interest and see at a glance the marketing opportunities offered by video SNS.

Video social network site operators

Make an even stronger case for your ad sales and compare your offering with your competitors.

Broadcasters

Gain valuable insights into the fast-evolving relationship between broadcast television and online video.

Investors and analysts

Benefit from an impartial view of video SNS rival business models, major media company investments and involvement by media moguls.

Table of Contents

Section 1: Marketing via video social networking systems (video SNS)

This section defines video SNS and corrects common misconceptions: video SNS are not the same as television on the Internet, nor do they rely on professional content. It describes the marketing opportunity, that television viewing is declining for key demographics while they increasingly look to the Web as an entertainment medium.

It proposes an approach in which campaigns align themselves with SNS members' motivations, such as playfulness and creativity. This section also includes methods for increasing and limiting participation by SNS members and covers the video genres that the members produce.

Section 2: Campaign case studies

- Bazooka Joe
- Campari
- Chevrolet
- Dove
- HBO
- Incubus
- Pringles
- McDonald's
- Stride
- Sunsilk

Section 3: Practical campaign management

This comprehensive guide to the hands-on aspects of running a campaign begins by comparing the pros and cons of paid-for vs guerrilla marketing. It then analyses how content is organised in a video SNS and shows how to set up a profile, avoid being taken for a spammer, relate to other SNS members, moderate commenting and upload video effectively. It concludes with techniques for measuring effectiveness and managing the lifespan of a campaign.

Section 4: Detailed profiles of 100 video social networking services

Each profile typically comprises links to the video SNS Web site and demographics for it from Quantcast.com, followed by a description of the service's niche, important technical features, ownership, deals with content providers, specific advertising and marketing opportunities and companies that have run or plan to run campaigns.

The section also refers to media companies and media moguls involved in the SNS, such as Al Gore, BSkyB, Comcast, Mike Eisner, News Corp, NBC, Niklas Zennstrom, Peter Guber, Sony, Turner Broadcasting and Viacom.

A-Z listing of 100 video SNS and other operators, including:

- | | |
|------------------|----------------------------------|
| Major operators | Significant specialist operators |
| • Bebo TV | • CurrentTV |
| • Metacafe | • GoFish |
| • MSN Soapbox | • Jumpcut |
| • MySpace Videos | • Kyte |
| • Yahoo! Video | • SkyCast |
| • YouTube | • Veoh |

Section 5 provides a range of statistics on unique users, demographics, videos uploaded, market share of visits and time spent on video SNS.

Section 6 gives sources and links to further reading.

Sample Pages

FROM SECTION 1: MARKETING VIA VIDEO SOCIAL NETWORKING SITES

What commercial models are video SNS operators using?

A useful starting point is to consider the varying commercial models that SNS operators are experimenting with, in addition to ad funding from the usual banners, site takeovers, rich media and branded media players. This reveals how marketing and its revenue streams might fit in (or not) and the opportunities available to adventurous marketing campaigns.

This A-Z listing is not intended to be exhaustive, but indicative of the wide range of revenue streams that operators hope to tap. See the SNS profiles for more on individual operators.

From Commercial models listing [16 models listed in full report]

Addicting Clips

- Clickable icon over the video – for instance, T-Mobile logo in top right corner that leads to the company’s site

Bebo

- Its music download store charges bands a 20 – 30% commission
- Has announced it will let members choose which ads they see
- Product placement available in Sofia’s Diary, an original online teen drama

Blip.tv

- Advertisers can create a clickable post-roll image and select which videos to run it on; licenses its software to third-party media owners

....

What is striking about this list is that it opens up new kinds of marketing opportunities, such as clicking on a video overlay or funding a television show based on editorially-selected member-created video, thus taking advantage of the content supply but without the disadvantage of ads appearing in a supposedly “unsuitable” environment.

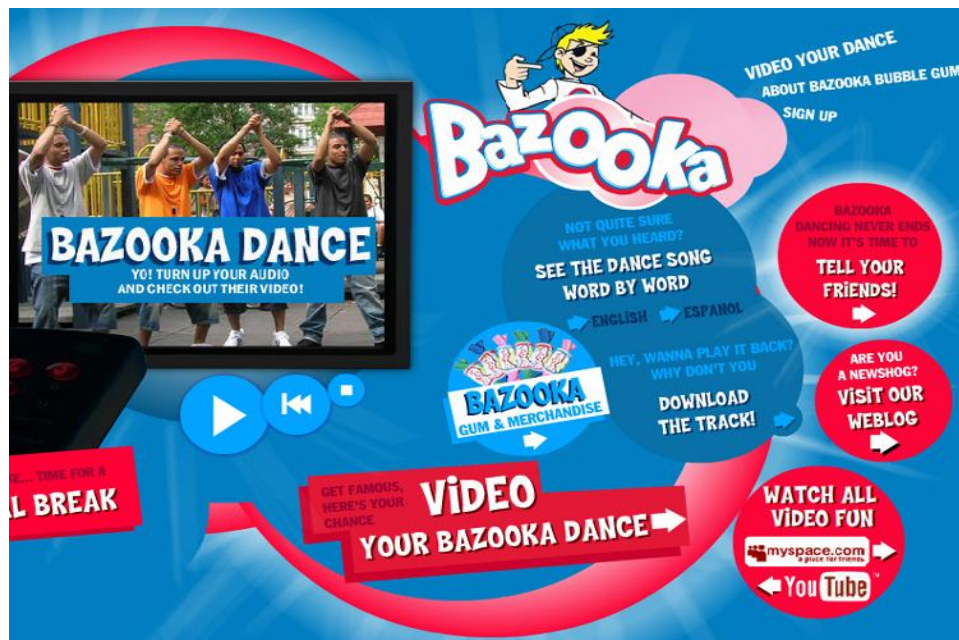
However, marketers should also be aware that non-ad revenue may be linked in some cases to a move by the SNS owner to have a less obviously commercial service. DayZLoop, an SNS for teen girls, is charging members a subscription fee and inviting only sponsorship from commercial partners so that it need not clutter the site with banners or run pre-rolls on the video.

FROM SECTION 2: CAMPAIGN CASE STUDIES

This section showcases examples of the different approaches that brands have used for marketing via video SNS. The examples have been chosen to illustrate a wide range of potentially useful approaches, rather than on the basis of a particular campaign's success.

Bazooka Joe – own site, YouTube and MySpace

<http://www.bazookajoe.com>



The company drew inspiration from their customers' own creativity and encouraged it via a range of social networking sites to launch a campaign in August 2006 that continues into 2008.

They took the lead for the campaign from their teens dancing to a song about the gum at summer camp. This led to a competition, with television commercials and an invitation to people to upload videos of themselves doing the dance.

The campaign's main site provided inspiration – how to do the dance – and linked to videos of people dancing on YouTube and MySpace (the emphasis later shifted to collecting videos on the BJ site).

A blog picked out the best videos, while photos from the making of the commercial were featured on Flickr. Providing an opportunity for people to be playful has underpinned a campaign with a long lifespan.

FROM SECTION 4: DETAILED PROFILES OF VIDEO SOCIAL NETWORKING SITE OPERATORS

This section contains profiles of 100 video SNS and related services, such as the online television service Joost, for context.

What the profile entries contain

Each profile entry contains a link to the video SNS and describes its community or niche, unique social or technical features, marketing opportunities, advertisers, important campaign, ownership (particularly by major media companies) and experienced media executives in the management. Demographics are by Quantcast, the world's first open Internet ratings service.

Bebo TV

<http://bebo.com/Tv.jsp>

Quantcast demographics (Bebo as a whole)

<http://www.quantcast.com/bebo.com>

Bebo is a major SNS competitor to MySpace, attracting a slightly younger demographic. It is particularly strong in the UK. The Bebo TV section (launched in September 2006 as enhancement to previous video uploading feature) has videos uploaded and created by members, video contests in association with sponsors and featured sponsored viral videos.

Bebo members can embed video in their profiles and send each other video mails (for more on this, see the section: What commercial models are video SNS operators using?). Partnership to feature Current.com (see separate profile).

Marketing opportunities: full home page takeover and sponsored homepage profile for a brand can both include video clips. Bebo TV runs contests for sponsors such as NBC's Friday Night Lights drama. One contest aimed to find new presenters for Current.

Advertisers in the featured sponsored videos have included Nintendo, Coca-Cola, Pepsi and Electronic Arts. Also has Google ads.

Bebo regularly commissions original online television shows, such as Sofia's Diary. These are typically funded by product placement deals with major sponsors. Brands featured on Sofia's Diary season one included Unilever's Sure Girl deodorant and tooth whitening product Pearl Drops. Previously, KateModern, a spin-off of the Lonelygirl15 drama, was sponsored by Toyota Aygo and Cadbury Creme Eggs.