



ADAPTING YOUR YOUTUBE APPROACH
DURING THE GLOBAL CRISIS

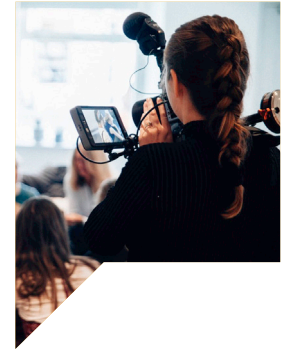
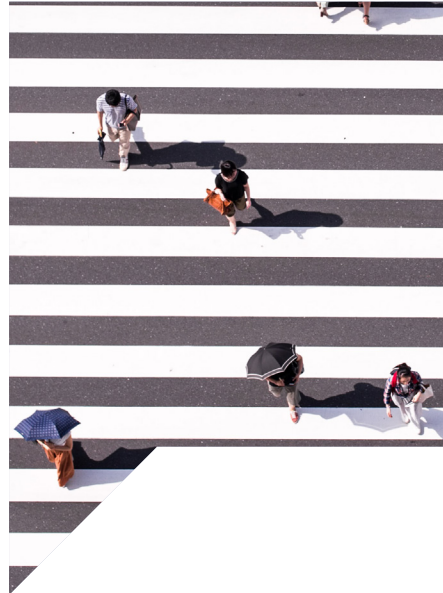
7 BEST PRACTICES



INTRODUCTION

In this very difficult time

we are getting a lot of questions from agencies and brands about what they should do with their YouTube advertising campaigns. Depending on the industry and situation, we are seeing some advertisers pause to rethink their strategy, and others continuing forward. Regardless of the path each advertiser takes, we have suggestions about how every advertiser should adjust their approach. With this in mind, we've put together this short guide with seven best practices related to YouTube that we've seen used by brands and agencies. We hope these tips can help you make important decisions today about what to do next on YouTube, but our team at Pixability is also here to answer specific questions related to each situation. Most of all, we hope that all of you — and your friends and family — stay safe during this troubling and complex time.



7

Best Practices

- 01 Collect Data on Overall YouTube Audience Behavior
- 02 Collect Search Data Specific to Your Industry or Brand
- 03 Collect View Data Specific to Your Industry or Brand
- 04 Plan for Budget Shifts
- 05 Understand Brand Suitability around Coronavirus
- 06 Adjust Creative Strategy
- 07 Look to Organic Strategies



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The first thing brands have to do is not think about today, but about how they want their brand to be perceived when the world starts to return to normal.

JIM NAIL
PRINCIPAL ANALYST
FORRESTER RESEARCH

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Sales will be lower all around during an economic downturn, but **the advertising you do today will help you over the next year, the next five years and beyond. This is actually a good time to build trust.**

BRIAN WIESER
GLOBAL PRESIDENT, BUSINESS INTELLIGENCE
GROUPM

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Brands can stay relevant by telling stories about what they're doing to **have a positive impact on their communities, their store associates and their customers.**

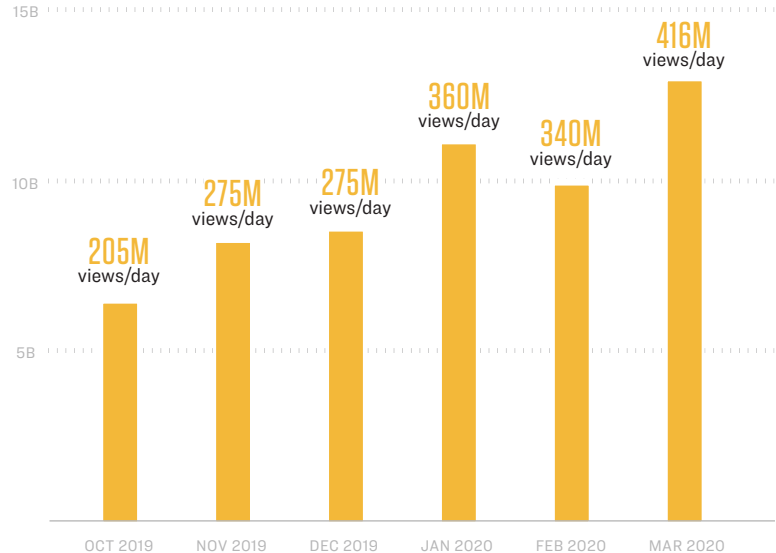
TIM LARDNER
CLIENT STRATEGY PARTNER
PMG DIGITAL AGENCY



As Expected, YouTube Viewership is Increasing During the Crisis

The top question we're getting from advertisers in recent weeks is "have you seen a big jump in YouTube viewership?" The answer is yes. YouTube viewership is spiking as people are increasingly watching informative and/or entertaining videos to get them through the crisis. According to Nielsen, when viewers stay at home due to a broadly disruptive event, streaming media consumption rises [61%](#). Pixability is seeing that views among the top 100 US YouTube channels are tracking to be up 31% in March over the already high viewership in February (see chart). In addition, Google has shared that there has been a 10X growth in watch time from day one to day 28 of the crisis in the U.S. (and has grown similarly worldwide).

Views of Top 100 U.S. YouTube Channels per Month



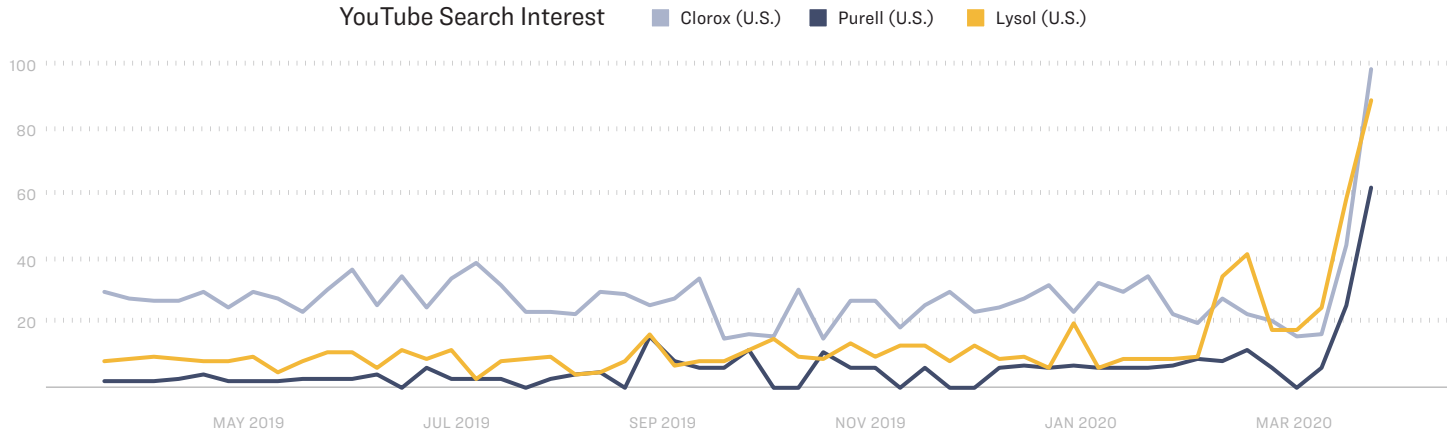
SOURCE: Pixability. Top 100 YouTube Channels in the U.S. based on subscribers. March views show projected end of month views based on current views per day



Big Spikes in YouTube Searches for Cleaning Product Brands

We're currently helping a lot of clients look at search trends on YouTube as an indicator of demand for content from certain industries. Not surprisingly, top cleaning brands and select other industries are seeing a huge increase in searches on YouTube. All

advertisers should use Google and YouTube search trends to not only see if there are increases/decreases in their industry, but to look at relevant topics viewers are searching for. For advertisers who are keeping campaigns running, they should consider targeting audiences based on searches they've made, so they can have content that can answer some of the top queries (See Best Practice #6).



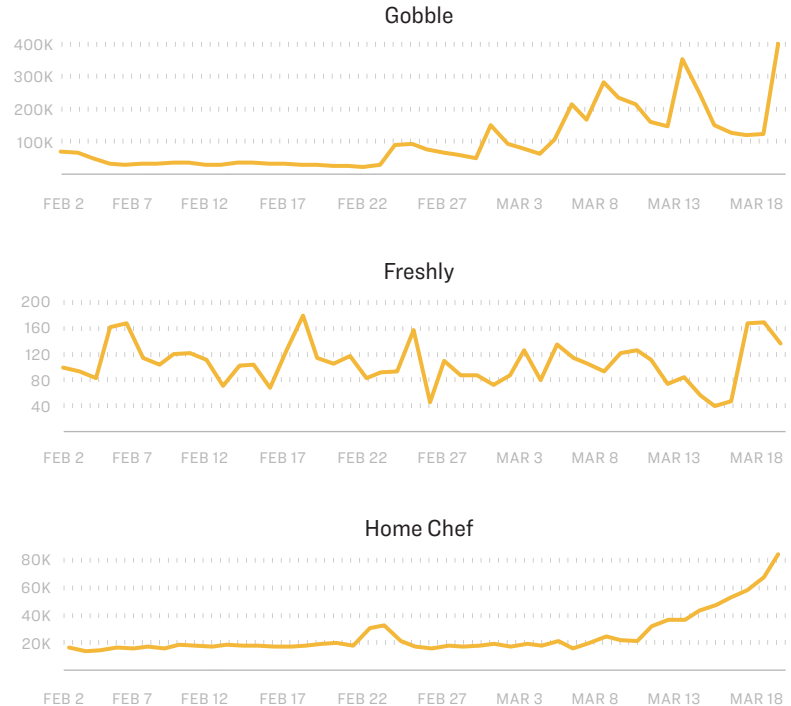
Source: YouTube Search Trends



Certain Meal Kit Brands Seeing Spikes in Views

Like the cleaning products industry, the meal prep industry is seeing more demand during the crisis. Not every brand is seeing a huge spike in YouTube views, however. Brands like Gobble and Home Chef, who focus on their YouTube channels, are seeing big spikes — while other brands, like Freshly, are seeing flat viewership. We're helping brands with comparisons of their views during this time using our BrandTrack product, and suggesting that all brands practice some better channel management techniques in this time when their channels have the potential to be a good resource (See Best Practice #7).

Brand Growth in YouTube Views: February 1 - March 18, 2020



Source: **BRANDTRACK** from Pixability



Brands Pause or Continue Running Based on Critical Variables

The overall global ad spend in 2020 will certainly be lower than originally forecasted as eMarketer and others are [predicting](#).

The areas that will see the biggest spend reductions are obviously OOH, live event/conferences and sports-related advertising.

The question for advertisers we're working with is whether they will pause their YouTube campaigns or continue running. To help them answer this question, we ask them to look at the critical variables that should be involved in their decision: the health of their industry, the goal of their YouTube campaigns (and if branding is a key goal, they should consider pushing on), their ability to shift budgets, and their ability to change creative.



(Travel, Hospitality, etc.)



PAUSE

unless you have a PSA that needs to be shared



(QSR, Electronics, etc.)



CONTINUE

only if at least one of the following is true:

Branding Is An Important Goal of our Video Advertising

Budgets will shift from OOH or other areas

Creative can be changed for the environment



(Gaming, eCommerce, etc.)



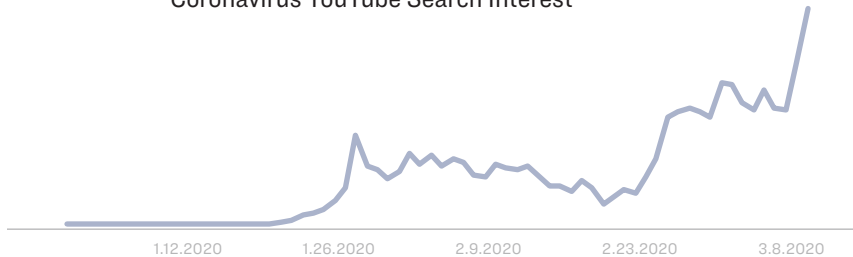
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Making Doubly Sure Ads Don't Appear on Sensitive Content

Not surprisingly, search for coronavirus information on YouTube has increased dramatically in the past weeks. Advertisers have asked how they can avoid having their ads appear on sensitive content about the crisis. First off, YouTube has taken great measures to ensure ads will not show on search for any keywords related to this event. We at Pixability have also taken the additional protective measure of doing our own exclusions to include content with keywords that may even be remotely related to the crisis. For agencies or brands running campaigns on their own, we're happy to share what our teams are doing.

Coronavirus YouTube Search Interest



Source: YouTube Search Trends

Partial List of Additional Terms Pixability Uses to Filter Out Sensitive Content

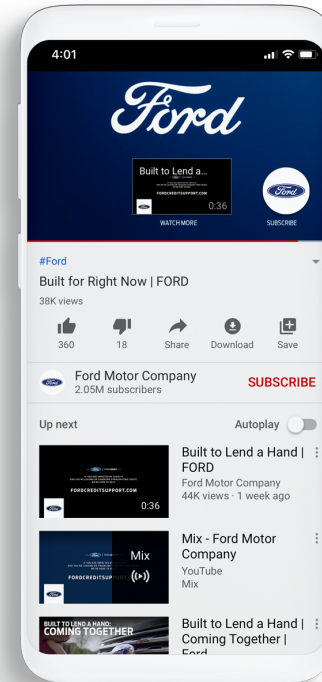
betacoronavirus	coronaviridae
hku1	corona disease
nl63	ncov
oc43	mers virus
middle east respiratory syndrome symptoms	mers cov
wuhan china	corona symptoms
COVID-19	betacoronavirus
pandemic	sars and mers
cdc closure	mers cov virus
cdc school closure	self quarantine
quarantine	shelter in place

Source: Pixability



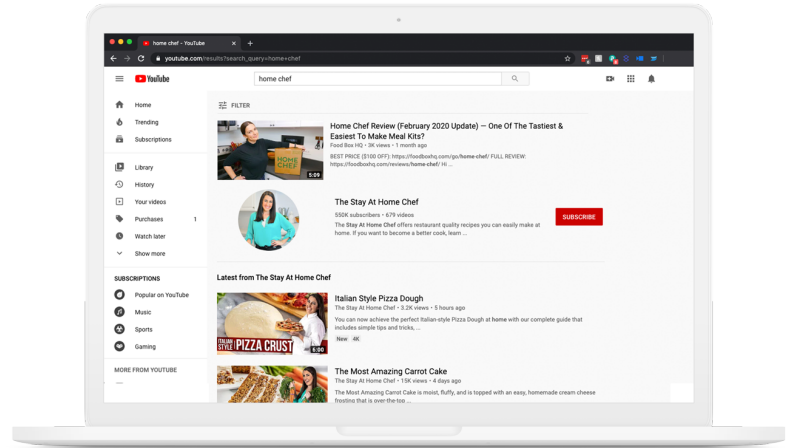
Adjust Creative to be Appropriate for the Time

Some video creative is clearly not appropriate during this crisis. Coors [halted](#) an ad about being the “Official Beer of Working Remotely” that was originally slated to run during March Madness, and KFC has halted spots showing people licking their fingers after eating. Many advertisers have video creative that works even during this crisis, but we’re suggesting every brand do what they can to adjust messaging. Ford, for example, quickly put new creative together with taglines around being [“BUILT TO LEND A HAND.”](#) We do suggest that ads be careful about directly talking about COVID-19 or coronavirus because YouTube is being very safe and not serving ads with coronavirus-specific content. Ads should be more about how the brand is here for communities in a time of need. We’re currently helping multiple clients find ways to adjust creative to tell the story they want to tell.



Even Advertisers Who Pause Ad Spend on YouTube Should Pay Attention to Their Organic Content

YouTube is the 2nd biggest search engine in the world, but many brands have not optimized their organic content. This is particularly important now as YouTube visits increase and ad budgets may be paused. A quick example from the meal kit industry is that people searching for Home Chef right now will see mostly user-generated content well before Home Chef's channel comes up. There are ways to fix this. Whether you're in a high-demand industry like food delivery, or a deeply impacted industry like travel, people may be searching for your brand or content during the crisis — but not seeing it, as the content has not been optimized for YouTube search. We are happy to do a free consultation with brands to help with organic strategy during this uncertain time.



For questions about any of the best practices outlined here,
or for any other questions related to YouTube (including
YouTube on TV) or Connected TV, please email us at:

info@pixability.com

Stay safe.

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