

SHORT GUIDE TO BRAND CONTENT FORMATS ON YOUTUBE

WHAT IS THE MOST SUITABLE FORMAT FOR BRAND'S PRODUCT INTEGRATION ?

AGENDA

- ▶ I.** **YouTube influencers : strategic partners for Brands**
- ▶ II.** **The best video format for a brand product**
 - What is a video format ?
 - Which formats perform the most ?
 - Which formats for brand product ?
 - Examples of successful branded content video by format
- ▶ III.** **Comparison between traditional and innovative approaches**
- ▶ IV.** **How Wizdeo can help you for your next BC campaign ?**

HOW CAN YOU SELECT THE BEST STORIES FOR YOUR MESSAGE AND AUDIENCE? YOUTUBE INFLUENCERS ARE PROLIFIC CREATORS : THEIR SKILLS FOR YOUR BRAND



An influencer is a influencer who posts videos everyday, week or month and who targets a well-specified segment of population.

It is also an influencer who reacts to topics in the news or random topics of his/her choice

- ✓ in an authentic format that generates organic views (views generated deliberately by users through unpaid distribution)
- ✓ and engages well-defined and targeted audiences through his/her popularity with his fan base, subscribers and followers (natural views before any paid campaign).

Brand will find huge opportunities in collaborating with YouTube influencers and thus increase its visibility and reach !

WHAT IS A VIDEO FORMAT?

The same brand product can be integrated in a YouTube BC video thru different formats. For instance, to promote a dating mobile application:

- There are many opportunities for brands to benefit from YouTubers content, around video formats.

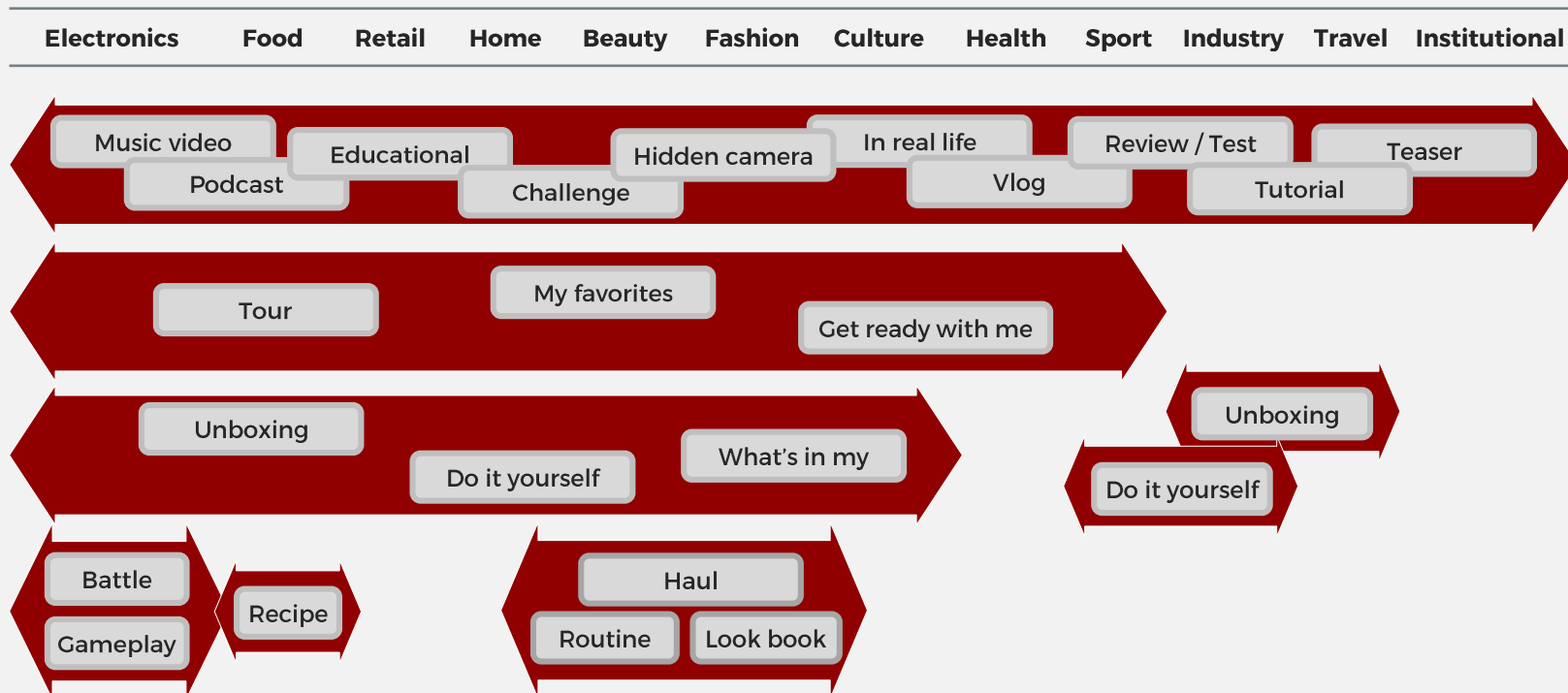
→ A clear message with an entertaining format





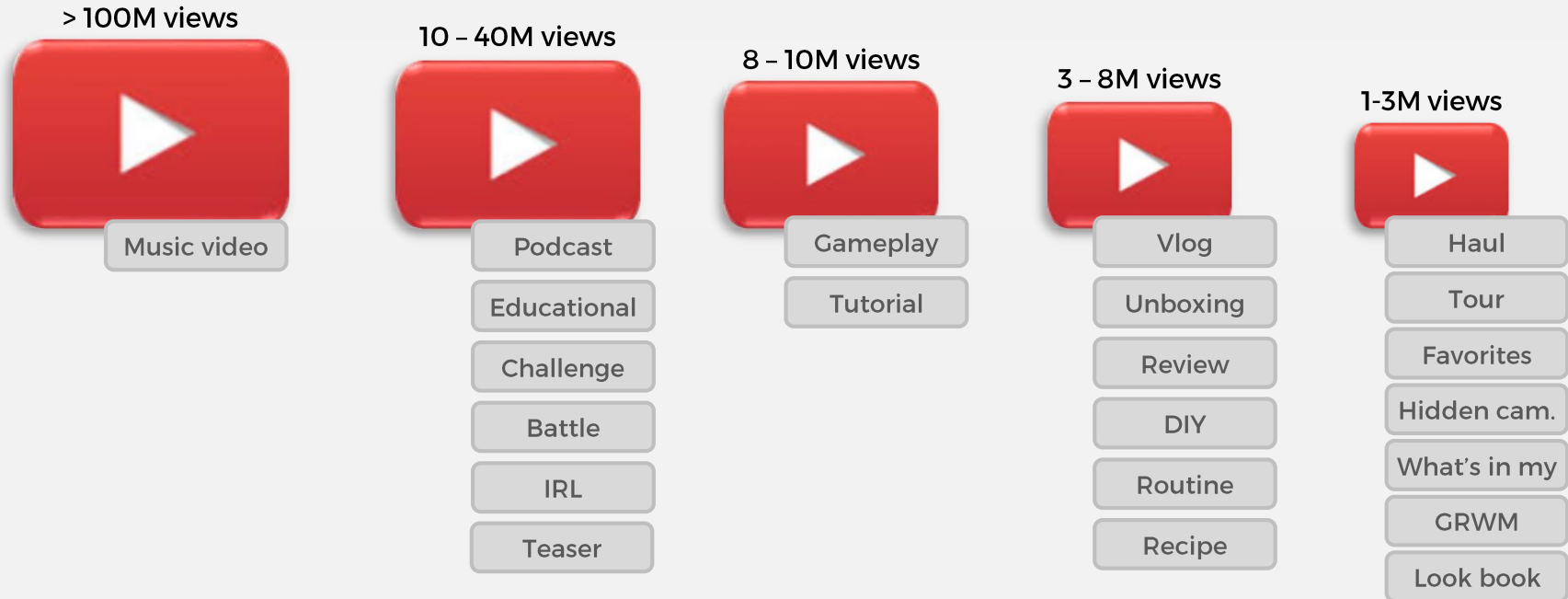
WHICH FORMATS FOR **YOUR PRODUCT**? BRAND TYPE – FORMAT RELEVANCE

Brand products can be integrated in a large range of formats, depending on YouTuber's specificity and creativity. There are some format constraints as some of them are category-specific.



WHICH FORMATS PERFORM THE MOST ?

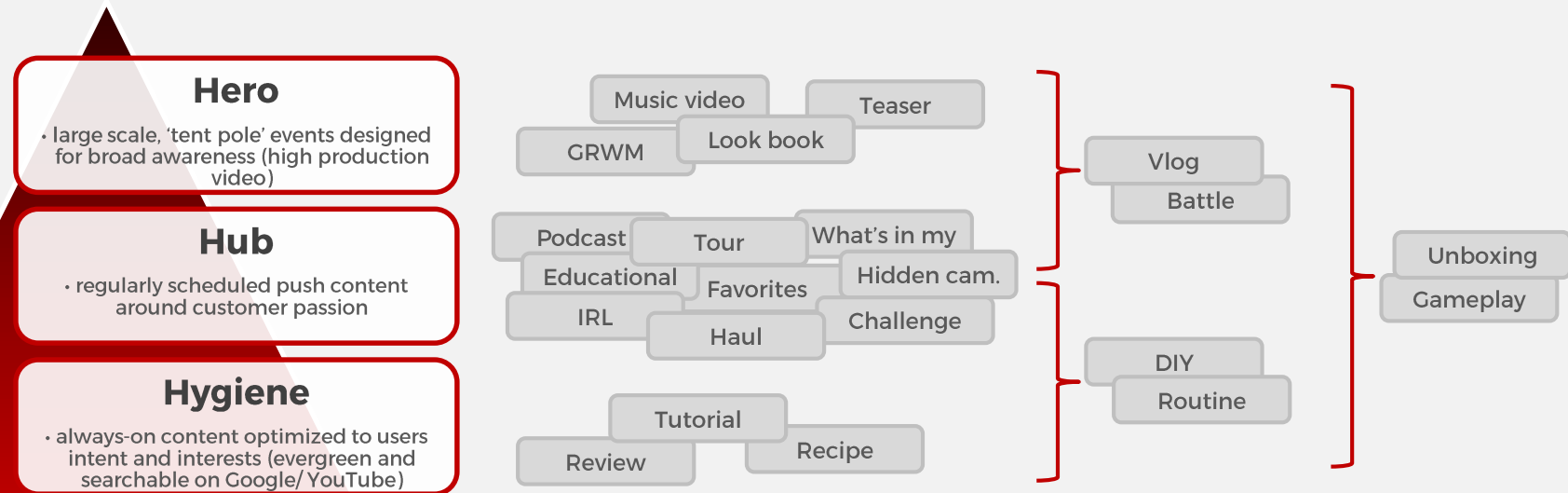
Music video is the most popular format on YouTube : music worldwide superstars' videos can be watched +100M in the first 60 days after upload. Humor podcast, educational video, challenge, battle or in real life formats generates between 10 and 40M. Although more "confidential", haul, tour, my favorites, candid camera, what's in my, get ready with me or look book video formats well perform (1-3M views). Gameplay, tuto, vlog, unboxing, review, DIY, routine and recipe formats can count on 3-10M views.



HOW PLAN THE VIDEO FORMAT INTO THE **CHANNEL PROGRAMMING STRATEGY**?

In the influencer Playbook for Brands, YouTube hardly recommends to Brands to define their own content generation strategy, following the 'Hero, Hub, and Hygiene' complementary content framework.

Each video format can fit in one or several approaches, depending on the YouTube influencer and the subject.



SUCCESSFUL BRANDED CONTENT VIDEO BY FORMAT

BC VIDEOS ILLUSTRATIONS

FORMAT

Music video



Auto

Podcast



Food

Educational video



Institutional

Hidden camera



Institutional

Battle



Telecom

FORMAT

IRL



Game

Game Play



Electronics

Vlog



Travel

Unboxing



Home living

Review / test



Beauty

VIDEO
ILLUSTRATION

BRAND
INDUSTRY

VIDEO
ILLUSTRATION

BRAND
INDUSTRY

Click to see the videos

EXAMPLES OF SUCCESSFUL BRANDED CONTENT VIDEO **BY FORMAT**

Challenge



Game

Do it yourself



Home living

Routine



Beauty

Recipe



Food

Haul



Retail

Tour



Retail

Teaser



Sport

Favorites



Beauty

What's in my



Fashion

Get ready with me



Beauty

Look book



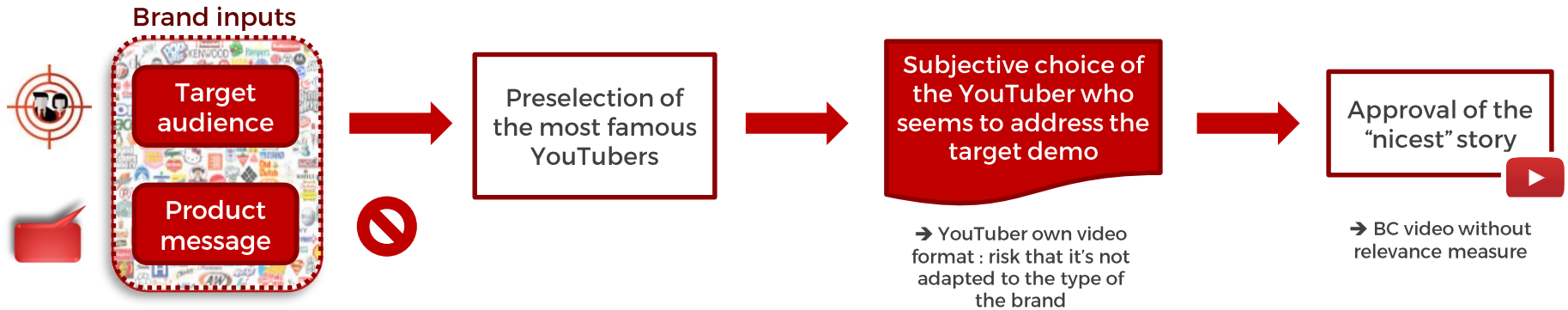
Fashion

Tutorial



Home living

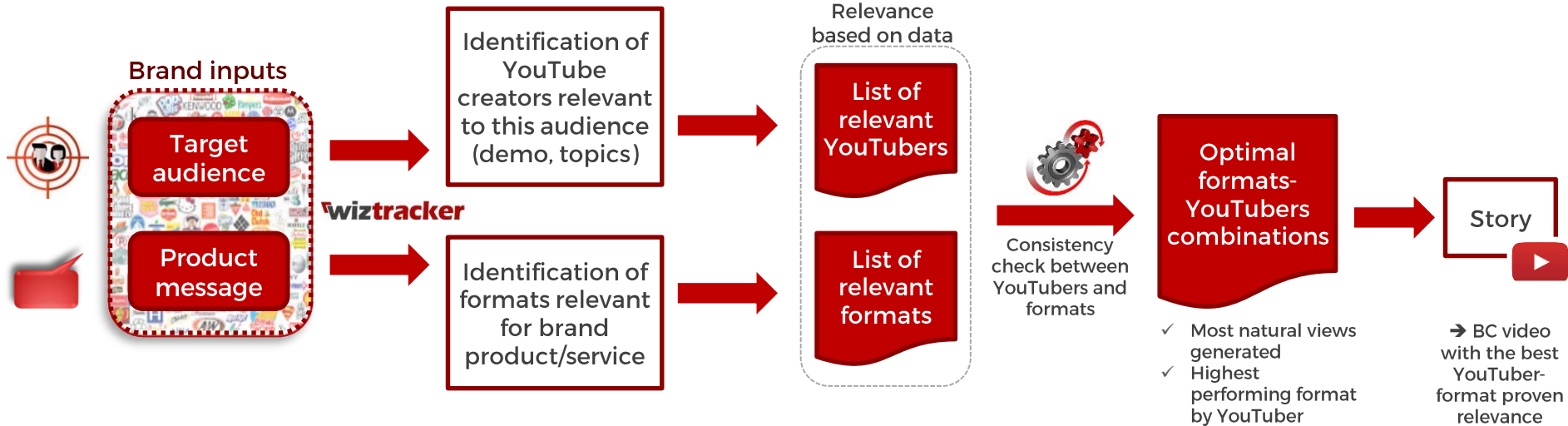
A “TV AD” - LIKE TRADITIONAL APPROACH, WITH SUBJECTIVE CHOICES OF YOUTUBERS AND FORMATS, LEADS TO **UNCERTAIN RESULTS**



With this process inspired by traditional TV creatives, the brand content video is addressed to a maximum of viewers without optimization of the YouTuber's audience nor consideration of relevance between brand category and format :

- ✓ Uncertain engagement and natural views due to poor fit between brand target and YouTuber target
- ✓ Poor targeting towards the brand audience ; the YouTuber's audience is much too large, tons of views are wasted !
- ✓ Very uncertain results in memorization and ROI

WIZDEO DATA-BASED METHODOLOGY LEADS TO OPTIMAL FIT WITH BRAND AUDIENCE AND BETTER PRODUCT MEMORIZATION



Best YouTube partner identified with data on his/her audience compared to brand's target ; most relevant format for product/service identified with data on examples. Combination of best YouTuber and best format is optimal for campaign results :



- ✓ Best targeting of the audience : brand better exposure to the target audience
- ✓ Best engagement on the target audience
- ✓ Best reach
- ✓ Better brand product memorization

RESULTS COMPARISON BETWEEN TV-LIKE APPROACH VS DATA-BASED APPROACH

EXAMPLE #1 – AWARENESS CAMPAIGN (ENGAGEMENT)

Comparison between campaigns done recently by 2 mobile telephone operators and published in their own channels :

- Sosh “TV-like” campaign realized with 2 TV presenters → no authenticity → denigrating comments
- SFR “data-based” campaign realized with YouTubers → high engagement (more than 1 pers./2 had interacted with the video)

Brand Channel	Approach	Videos	Estimated paid views	Results			
				Estimated Organic / Paid views ratio	Engagement rate	Engagement rate on organic views	Average watch time
SOSH	10 videos « TV-like » with TV presenters		132 K	2,62	7,81	10,79	00 min 59 (67%)
RED BY SFR	8 videos « data-based » with YouTubers		109 K	3,17	40,15	52,82	3 min 05 (49%)

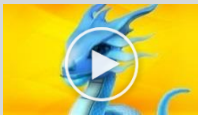

[Click to see the playlists](#)

RESULTS COMPARISON BETWEEN TRADITIONAL APPROACH VS DATA-BASED APPROACH

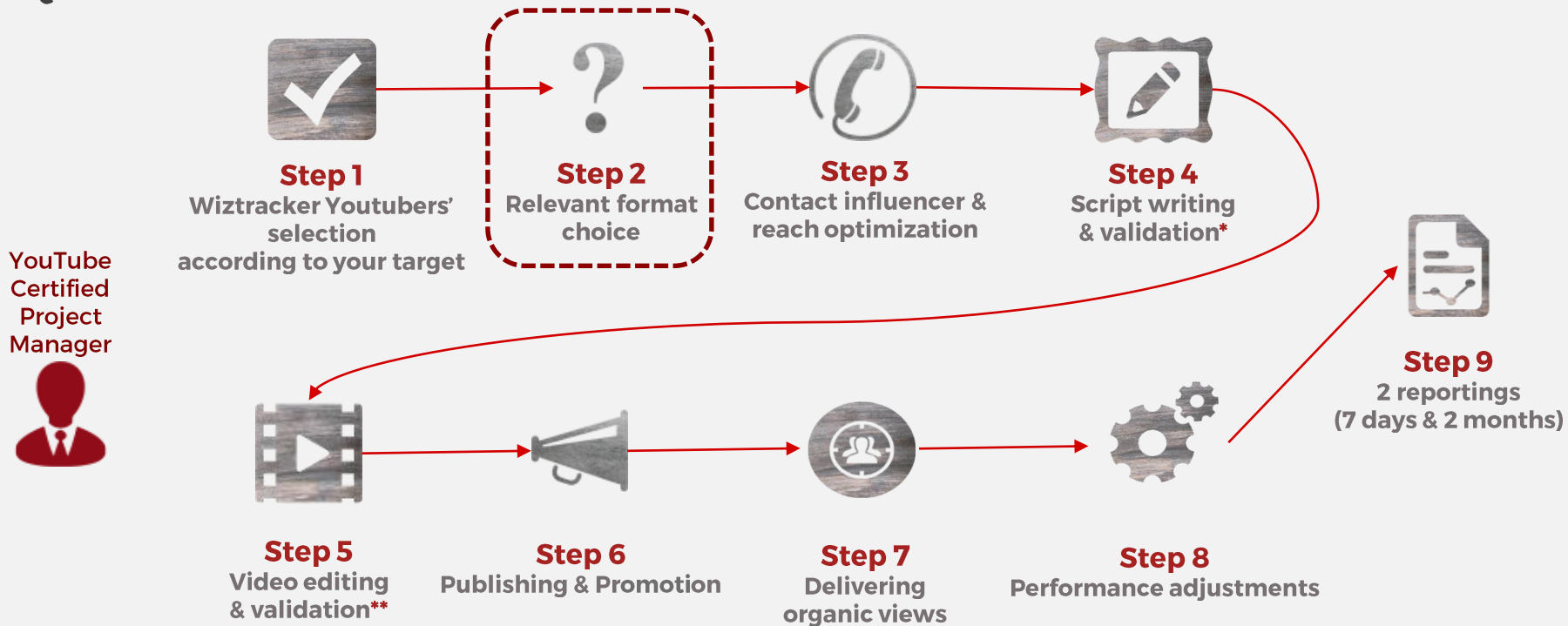
EXAMPLE #2 – PERFORMANCE CAMPAIGN (CONVERSION)

Comparison between 2 formats for a gaming mobile campaign :

- Traditional campaign : subjective choice of the influencer who used a native format → low conversion rate
- Data-based campaign : WizTracker selection of the YouTuber and the format for the best ROI → x3 conversion rate

				Results
Creator channel	Approach	Video format	Video	Conversion rate
Siphano	Traditional	Let's play		3,91 %
New Titeuf	WizTracker targeting	Game teaser		10,85 %

WIZDEO END-TO-END BRAND CONTENT CAMPAIGN TO BETTER ANSWER BRANDS' REQUIREMENTS



* Client's review and requests on script shall be reasonable, timely, specific and provided in writing on an aggregated basis

** Client's review and requests on script shall be reasonable according to the script agreement, timely, specific and provided in writing on an aggregated basis on the editing and not on the shooting

APPENDICES

- YOUTUBE VIDEO FORMATS DEFINITION
- BEST FORMAT FOR BRAND PRODUCT

OVERVIEW OF THE MOST POPULAR VIDEO FORMATS

FORMAT	DEFINITION
Music video	Short film that accompanies a song, often showing the musicians performing or showing images that illustrate the lyrics or the mood of the song.
Humour podcast	The influencer speaks about a daily life / societal subject, most of the time on a funny tone
Educational video	The influencer addresses a subject, often rather serious, in an educational purpose of scientific popularization, with generally a touch of humor
Challenge	He/she meets a challenge, which is either proposed by his fans, another youtuber or by its own initiative
Battle	Two (or more) gamers who film themselves in duel on the same video game. Sequences are generally an alternation of plans of the game and they playing. We also find battles of dance/song/music, where 2 (or more) dancers/singers/musicians execute a performance alternately.
IRL	By opposition to the virtual life, direction of a virtual character (eg hero of video game, hero of comics) in a context of real life
Gameplay	The gamer films himself playing a video game, comments on it and expresses its opinion on the playability and the handiness (for example, possibility of progressing in the game, facilitated to develop his character). The gameplay includes all the fun sensations felt by the player.
Tutorial / how to	Explanations on how to do something, for instance about beauty (make-up, hair-style, nail art...), music (eg guitar tutorial), computer (eg software), gaming (eg minecraft), etc.
Vlog	Contraction of video and blog. A vlog can raise any subject in direct link with the youtuber (generally a girl) : her life, passions, favorites... addressed like a personal diary
Unboxing	He/she presents the unpacking of a product in the slightest detail : the package, the opening of the package, one by one the products and its accessories ...
Review / test	He/she has tested or tests a product in live, and gives his opinion on it ; the opinion can be positive or negative
DIY (do it yourself)	He/she explains to his fans how to make or to personalize by themselves objects : jewels, clothes or accessories, decoration etc.; these products are often quite cheap
Routine	The "beauty" video creator shows gestures to follow to take care of oneself. Videos are either general ("My morning routine ") or specific ("my capillary routine ") with advice, tips and presentation of products.
Recipe	He/she prepares step by step a recipe, from list of ingredients to cooking, in a didactic way
Haul	He/she shows and comments on its purchases linked to the universe of the beauty. It is generally about products of every day: clothes, products of beauty, care or hygiene ...
Tour	He/she proposes to his/her fans a 360 ° visit of his home (room, flat), car...
My favorites	He/she presents his favourite products of moment (cosmetics, clothes, food, book, movies, series, music, decoration) ; the products are often quite cheap
Hidden camera	He/she films people without alerting them they are being filmed
What's in my	He/she presents the products that he/she has in his handbag, overnight bag, school bag, purse, etc.
GRWM (Get ready with me)	Video done around the preparation for an event : examination, date, new year's eve, holidays... This format is more complete than the "lookbook" because besides the clothes, advice is given onto all which allows to be ready for the event: the sleep, the food, the make-up, the hairstyle, the contents of the bag, etc.
Lookbook	The "beauty" youtuber shows to her community the clothes she likes and she's wearing. They are often seasonal videos ("Lookbook Fall 2015 ") or for a tent pole event ("Lookbook Back to school").
Teaser	Short video that aims to attract viewers and giving him the wish to know more about the video subject

PRODUCTS SUBJECTED TO A BRANDED CONTENT CAMPAIGN BY FORMAT

Music video	Any product / service
Humour podcast	
Educational video	
Challenge	
IRL	
Vlog	
Review / test	
Teaser	
Hidden camera	
Tutorial / how to	Product or service which requires to be explained in order to be easily execute/reproduced by oneself
Tour	Any product which can be present at home or in a car
My favorites	Any "not too expensive" product
GRWM (Get ready with me)	Any product / service which can be associated to an event
Unboxing	Any product which can be packed can be the object of an unboxing
DIY (do it yourself)	Any product which can be created or personalized by a novice
What's in my	Any products which can be in these kind of bags
Battle	Product or service in the video game sphere (game, console, by-product..), in the show business universe (clothes, accessories..), or the music industry (musical instrument, related items)
Gameplay	Product or service in the video game sphere
Routine	Cosmetic product
Recipe	Any product / service related to culinary environment (eating brand, cooking ustensil)
Haul	Cosmetic product, clothing brand
Lookbook	For clothing or fashion accessories brands. The video format can be a pretext for products the client has to be well dressed or dressed in a fashionable way

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