The background of the slide features several yellow measuring tapes, likely from a brand like Stanley, arranged in a circular, overlapping pattern. The tapes are slightly out of focus, creating a sense of depth. The numbers and markings on the tapes are visible but not sharp. The overall color palette is dominated by the yellow of the tapes and a dark grey/blue gradient that serves as a backdrop for the text.

Branded Content:

Tools & Measurement

Chris Adamkowski

2015 eTourism Summit

October 22, 2015

A photograph of laboratory glassware. On the left, a white test tube rack holds four test tubes containing liquids of different colors: red, yellow, green, and pink. To the right of the rack is a large Erlenmeyer flask containing a blue liquid. The background is a plain, light-colored surface.

TEST

- › before
- › fast
- › often

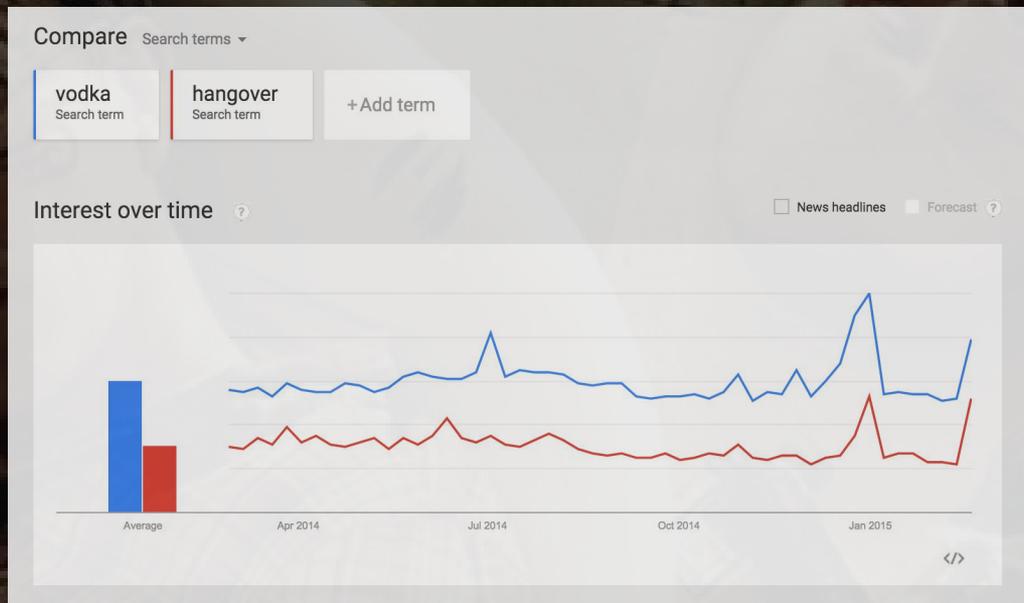


Pre Campaign Tools & Insights:

generate rapid insights to shape your message, creative and targeting

Predicting the present with **insights**

Tool: Google Trends & Google Correlate



Predicting consumer trends with **intent**

Tool: Google Trends & Google Correlate

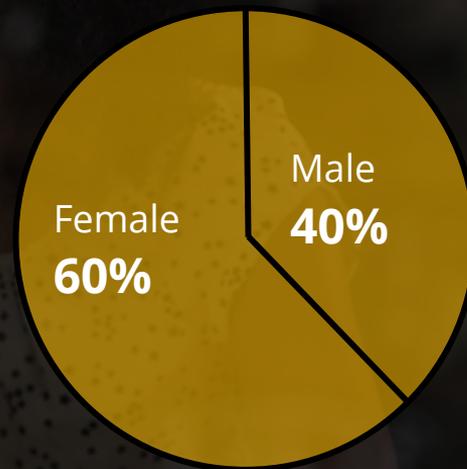
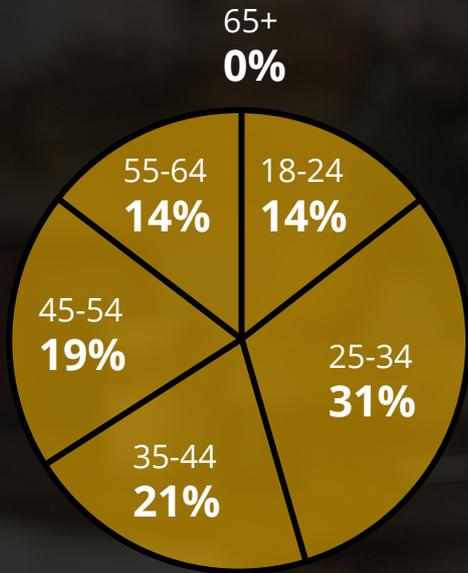


Let consumer questions guide content strategy and development

what to pack for vacation
how to calculate vacation pay
what is vacation pay
where to go on vacation
what to bring on vacation
how does vacation pay work
how is vacation pay calculated
where should i go on vacation
how i spent my summer vacation
how to calculate vacation pay in ontario
how to calculate vacation pay in bc
how much is vacation pay in ontario
when is the best time to book a vacation
how to calculate vacation pay ontario
where to go for vacation
how much is vacation pay
where to vacation in november
how to figure out vacation pay
how to calculate vacation pay alberta
what to bring on vacation to mexico

how to plan a vacation
how you gon be mad on vacation
tiny toon adventures how i spent my vacation
who played rusty in christmas vacation
how to plan a disney vacation
where to vacation in january
how to pack for vacation
how to calculate vacation time
how is vacation pay calculated in bc
where to vacation in august
where to vacation in costa rica
who is entitled to vacation pay
where to vacation in october
how is vacation pay calculated in ontario
where was christmas vacation filmed
how much vacation pay are most employees entitled to
tiny toons how i spent my vacation
how to calculate vacation pay in alberta
how does vacation pay work canada
how many weeks vacation after 5 years

Know your audience to drive superior targeting



A woman and a man in business attire are looking at a laptop in an office setting. The woman is pointing at the screen while the man looks on. The background is a blurred office environment.

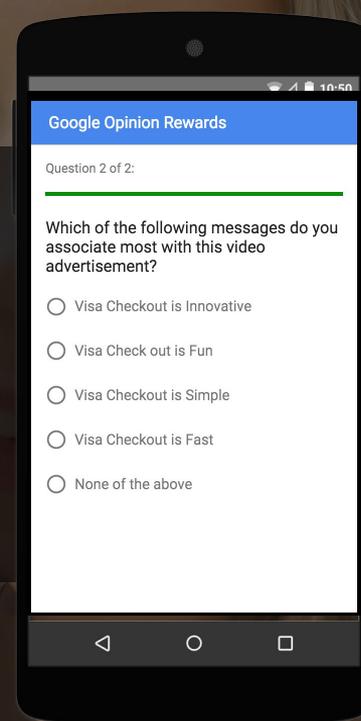
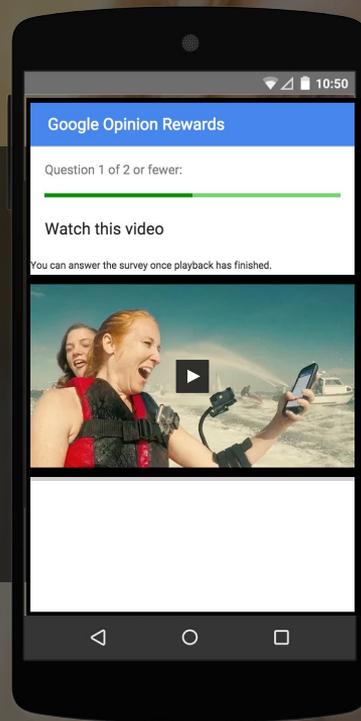
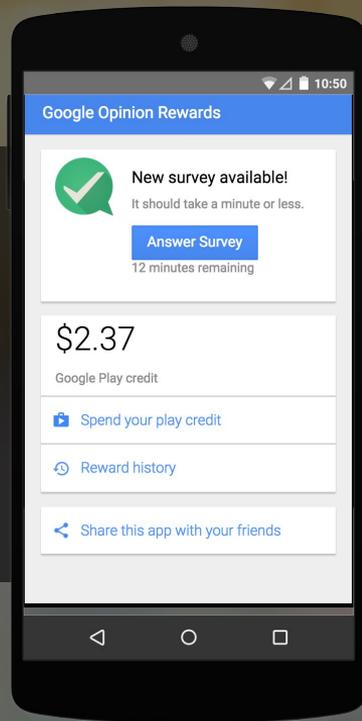
Measurement During Asset Development:

put your best foot forward with proven creative

Go deeper with consumer insights to inform strategy and creative execution

GCS Benefits:

- Cost effective strategy / concept / creative testing
- Fast! Results in less than 2 weeks
- Third party validated for statistical significance

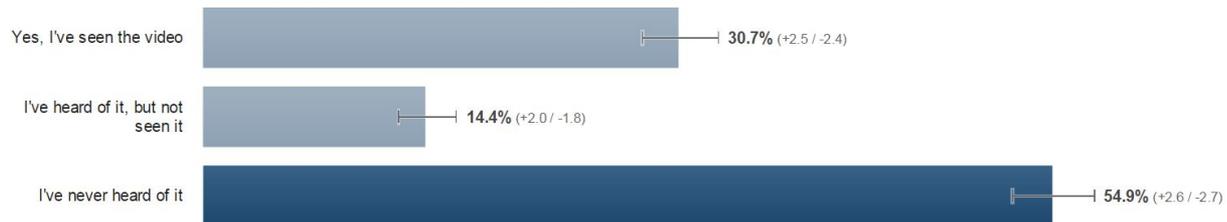


Is the **message** resonating?

Have you seen the YouTube video "WestJet Christmas Miracle"?

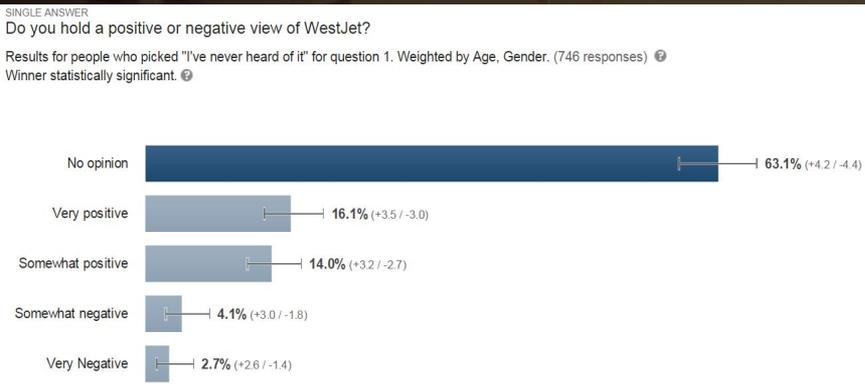
Results for respondents with demographics. Weighted by Age, Region. (1633 responses) ⓘ

Winner statistically significant. ⓘ

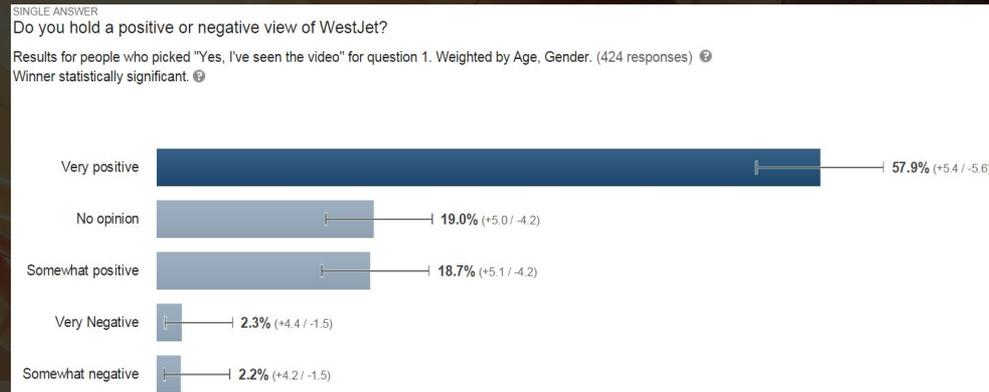


Is the **message** resonating?

“Never seen it”



“I've seen it”



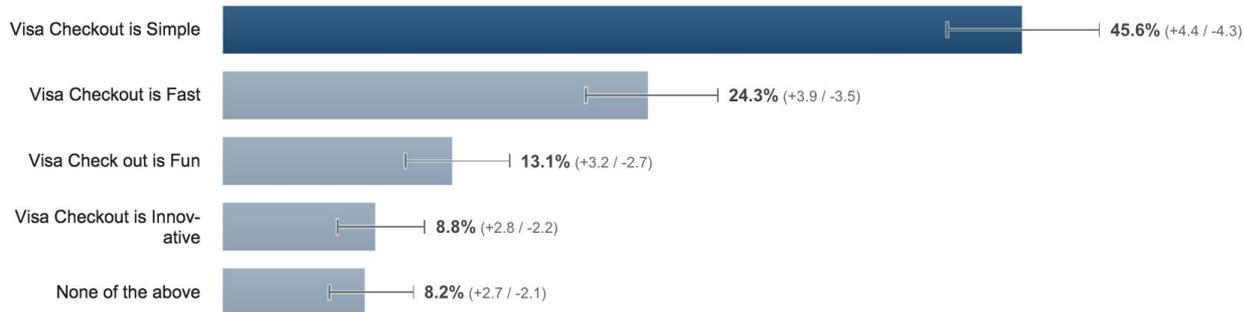
Is the **right message** resonating?

SINGLE ANSWER

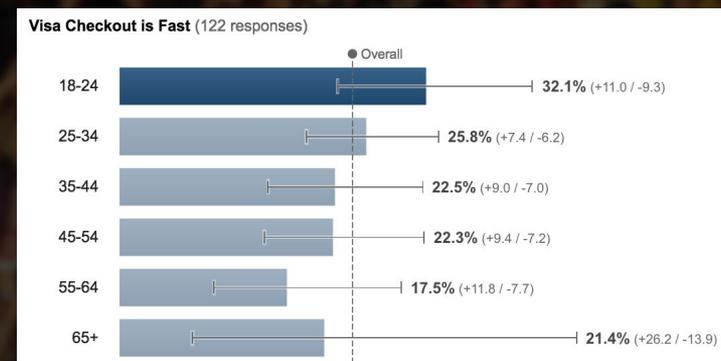
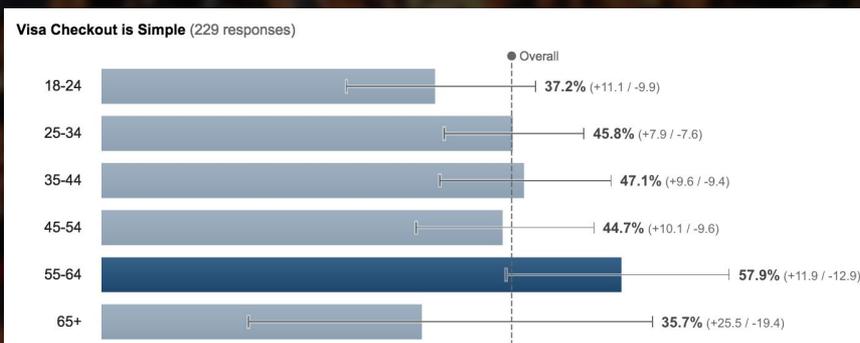
Which of the following messages do you associate most with this video advertisement?

Results for all respondents. Weighted data unavailable for this view. (502 responses) ?

Winner statistically significant. ?



With the **right audiences?**



What is **Brand Lift**?

Tool: Brand Lift



What we report



Ad recall
Brand Awareness
Consideration
Favorability
Purchase Intent



Brand interest

How we measure it



Surveys



Organic Search Activity

Which types of questions will we help answer



Which demo is driving the highest lift in brand awareness?

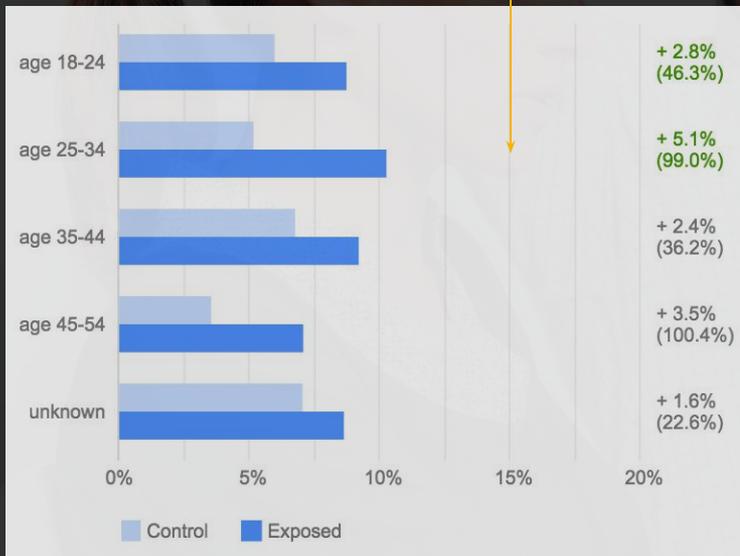


Is my campaign inspiring consumers to search for my brand or products?

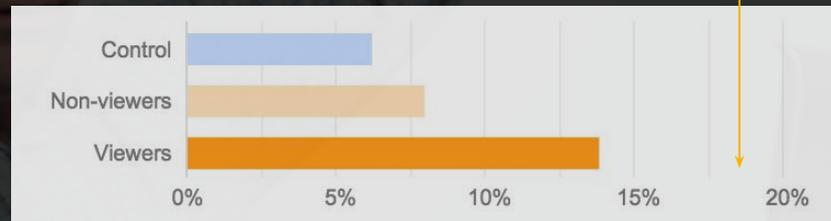
In a matter of days, you can understand...

Tool: Brand Lift

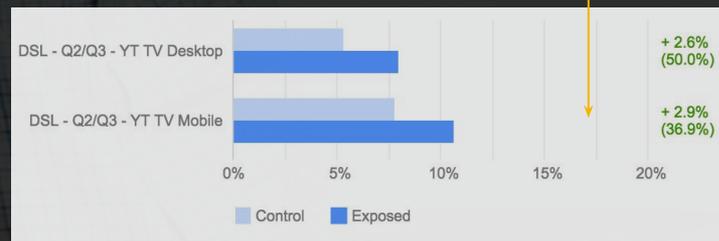
...which audiences were most receptive



...how the "View" impacts brand awareness



...across devices



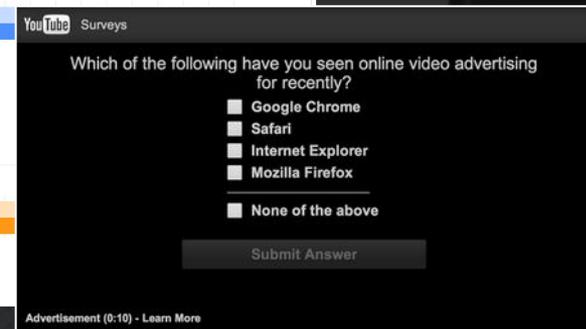
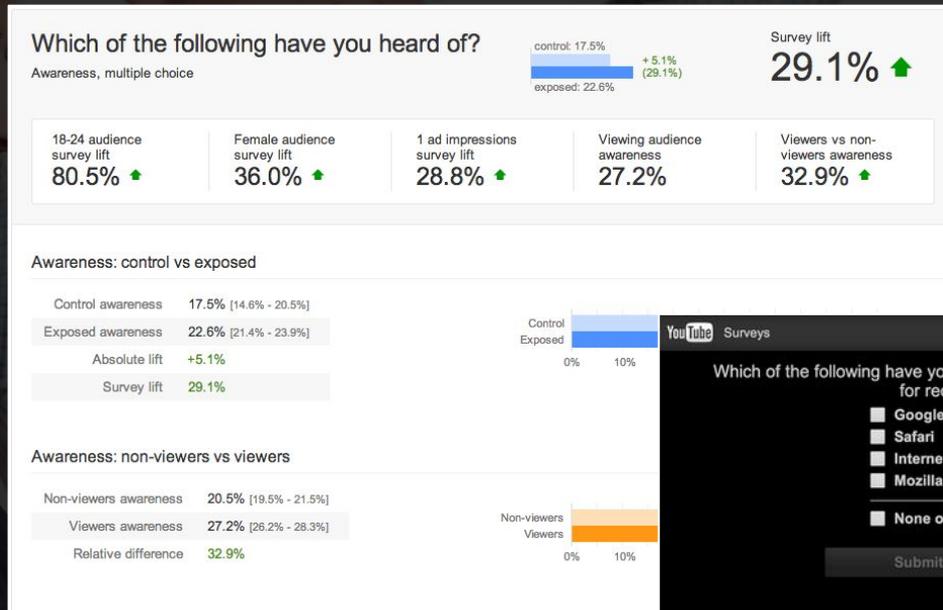
Which ad will best drive my **brand objectives**?

Tool: Brand Lift

Creative 1



Creative 2



And for an even **deeper look** as to which ad is most effective...

Tool: YouTube Analytics

Creative 1



VTR
➤ **9.93%**

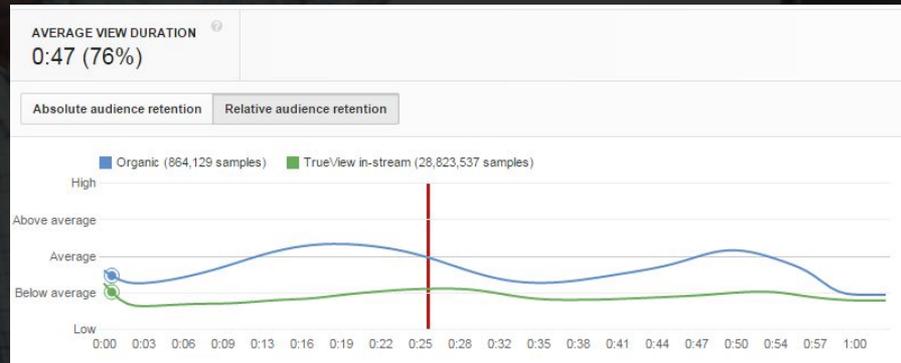
CTR
.88%

Creative 2



VTR
➤ **9.58%**

CTR
.55%



A woman with her hair in a ponytail is sitting at a desk, looking at a laptop. A man with glasses is standing behind her, looking at the same screen. The background is a blurred office environment. The text is overlaid on a semi-transparent dark grey band across the middle of the image.

Measurement During Media Plan Development:

understand what your video plan will contribute to your broader campaign

How can I incorporate my online video buy into my **broader campaign plan?**

Tool: Reach Curve & GRP Calculator

Reach Curve



GRP Calculator

YouTube Ads

Ad Type	True View
Budget \$	\$200,000
CPV \$	\$0.08
VTR %	17.00%
Impressions	14,705,882
CPM	\$13.60
Views	2,500,000

Target Demographic

Gender/Group	Adults
Age	18-49
Language	All
Audience size	15,462,000
Max Monthly Reach	90.9%
Average Frequency	1.05

Monthly

GRP	95.1
CPP	\$2,103

How many more consumers will my digital strategy reach?

- Among Canadians aged 25-49, **You Tube reaches 9.0 MM**
- Of that audience, 900K or **10.5% cannot be reached with TV**
- An additional 8.1MM can be **re-engaged via YouTube** in a more **immersive experience**

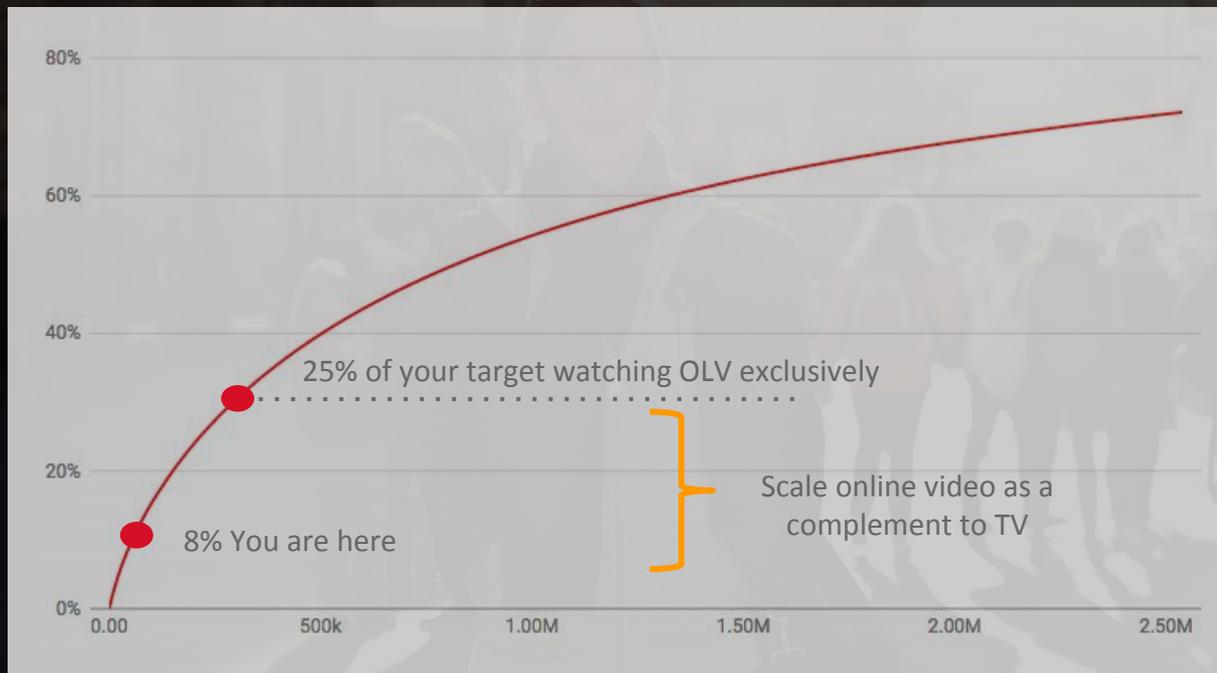
You Tube

9.0MM



11.2MM

How can I leverage digital video to complement my TV buy?



Scale your digital video reach to close the sufficiency gap



Measurement Post Campaign:

did your campaign move the needle?

Did your campaigns **impact consumer relationships** with your brand?



A photograph of laboratory glassware. On the left, a white test tube rack holds four test tubes containing liquids of different colors: red, yellow, green, and pink. To the right of the rack is a large Erlenmeyer flask containing a blue liquid. The background is a plain, light-colored surface.

TEST

- › before
- › fast
- › often



Thank You

Appendix



1 YouTube Brand Insights

INTERNAL



Key Client Measurement Questions

- Who is watching my content? How does it compare with other vertical content?
- What % of my YouTube views come from paid or organic sources?
- What is my share of voice on YouTube?

What Does It Measure?

Insights on paid vs. organic strategy, share of voice and how fans are engaging on your YouTube channel.

How Does It Work

YouTube Brand Insights uses internal Google data to provide the most accurate view of your brand across channels and counties.

Need-to-know

[go/ytbi](https://www.youtube.com/ytbi) to get started today.

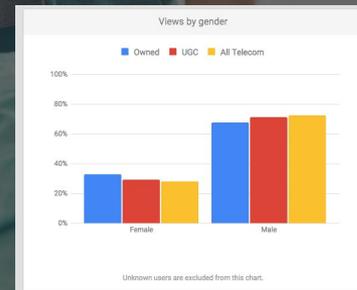
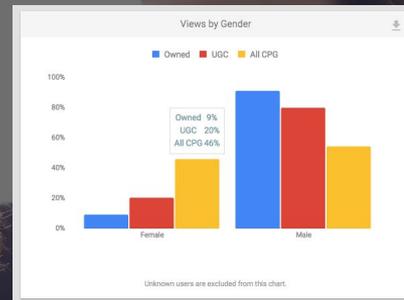
YouTube Brand Insights

Create a report for a client

Pante →

Showing 1 matching advertisers and brands

Procter & Gamble CPG
Pantene



3 Brand Lift

INTERNAL



Key Client Measurement Questions

- How do I know if my brand campaign is driving consideration?
- Is my campaign inspiring users to search for my brand or products?

What Does It Measure?

- 1) Brand Awareness
- 2) Ad Recall
- 3) Consideration
- 4) Search Lift
- 5) Purchase Intent
- 6) Favorability

How Does It Work

Measure increase in brand metrics that are directly attributable to your TrueView/display campaigns. [go/brandlift](https://www.google.com/brandlift)

Need-to-know

Everything you need to know about structuring a best-in-class Brand Lift study can be found at [go/brandlift](https://www.google.com/brandlift)



Measure the **metrics** that matter

Results you can trust

Improve **effectiveness** mid-flight



4 Brand Arc

INTERNAL



Key Client Measurement Questions

- How do audiences feel about my brand?
- What's my brand's relationship with my key audience?

What Does It Measure?

Points along the brand arc represent relationship milestones that brands tend to have with their audiences.

How Does It Work

The Brand Arc should be used as a way to create a conversation around where your brand is and where they want to be. This is not to be replaced with a brand health tool.

Need-to-know

Brand Arc is a function of GCS. [go/gcs](https://www.google.com/go/gcs) for more information on GCS or [go here for instructions](#) on the brand arc.



Other Helpful **Links**

Internal

[GRP Calculator](#)

[Extra Reach Tool](#)

[Brand Lift Bright Spots](#)

[Consumer Barometer](#)

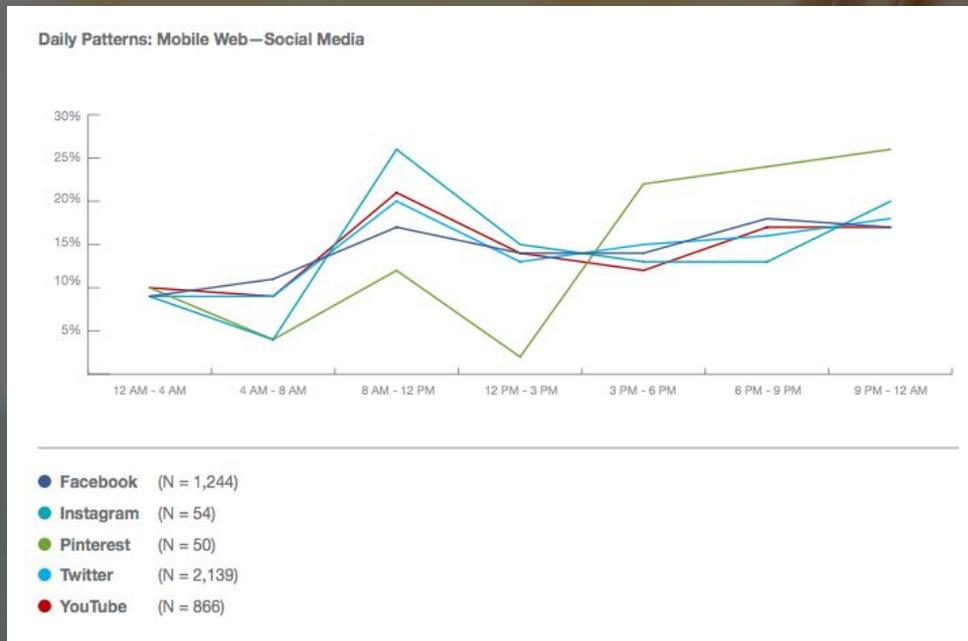
- For data and insights regarding the consumer and vertical

[Think with Google](#)

- A resource for campaign ideas, P2P tools, industry insights

Header

This slide is for example only.
Customize with your own info as
required.



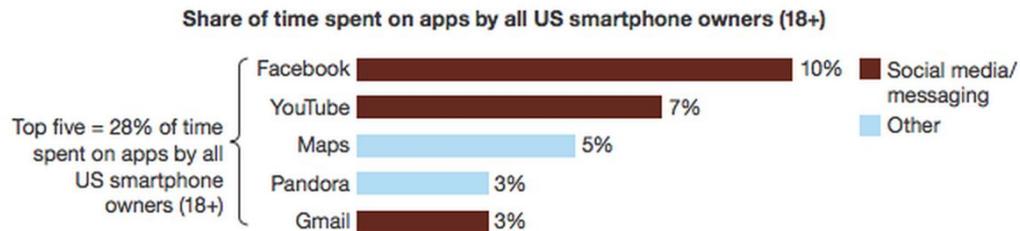
Text about chart **here**

Header

This bar chart is for example only. Customize with your own info as required.

Text about chart **here**

Figure 1 Time Spent On Apps Is Concentrated Among A Few Apps In The US



Header

This chart is for example only.
Customize with your own info as
required.

