



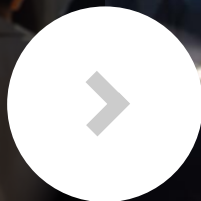
# Brands as YouTube Creators





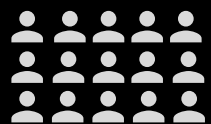
80%

20-49 year olds  
weekly reach in  
Sweden



2:45 / 3:45





# From Mainstream to Niche





A fashion runway scene featuring three models wearing voluminous, bright red dresses with large, ruffled shoulders and deep V-necks. The model in the foreground on the right is smiling and has her arms outstretched. The background shows an ornate, classical-style interior with statues and a seated audience.

## Passion points

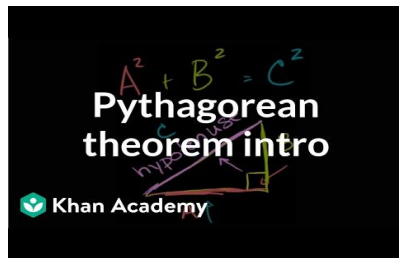
Over 60% of consumers who watched something on YouTube in the past 24 hours say it was related to something they are passionate about



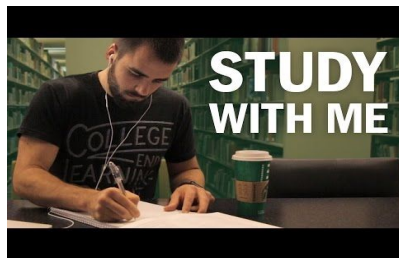
How-to



Lecture



Homework helps



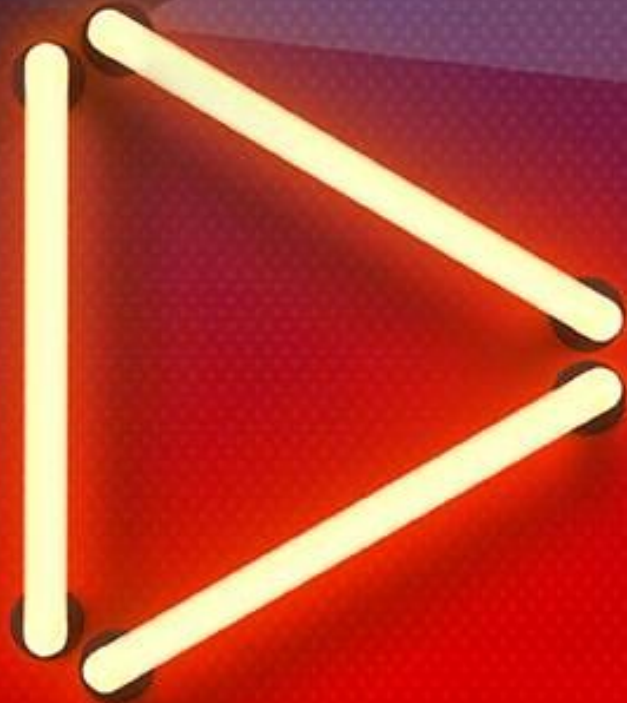
Study with me



Apply to

**71%**  
of **Gen Xers** turn to  
YouTube when they  
**want to learn a new skill**

***Every minute more  
than 500 hours of  
content is uploaded to  
YouTube...***





# How to engage?

## O&O channel & content



## Sponsor a creator

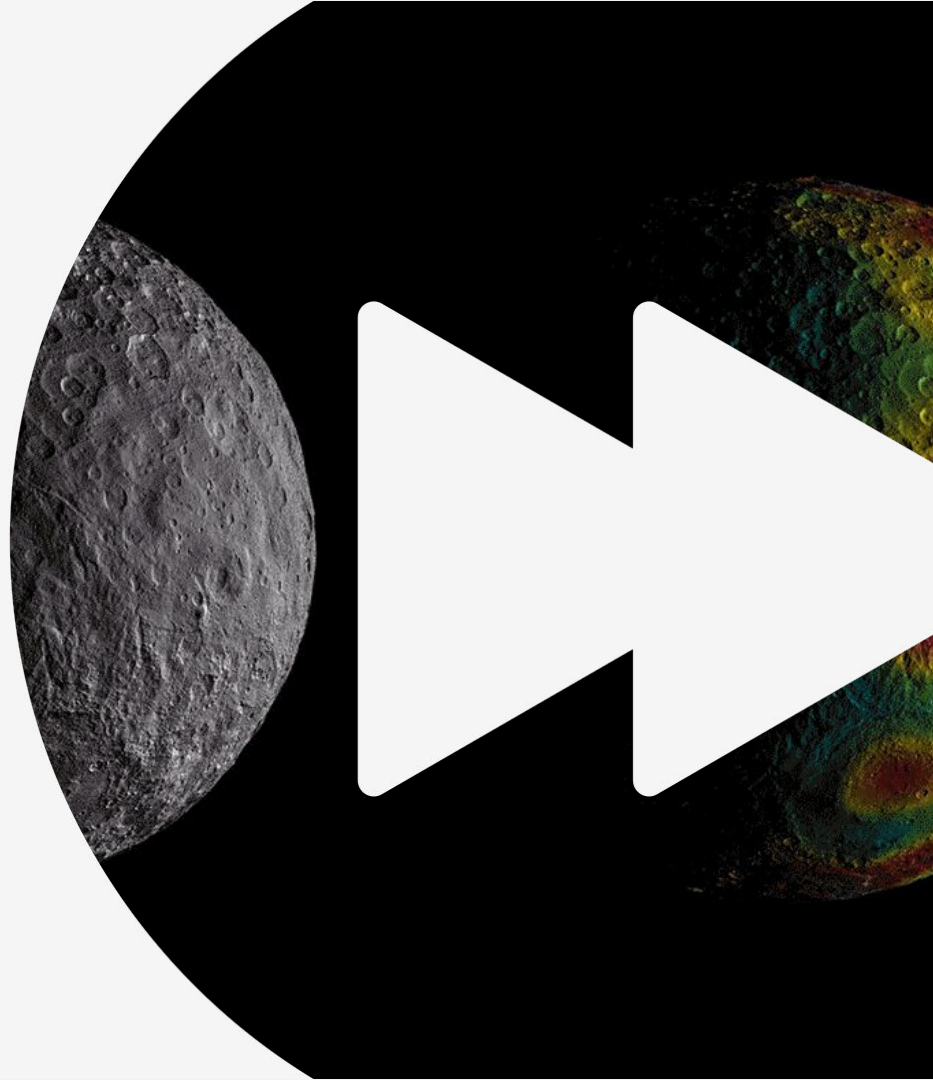


## Creator endorsements/review



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# Know the Formats





#withme

Let's play

TAG

What's inside

Co-Vid

Challenges

Swap

Dupe

1st  
impressions

Pranks

Unboxing

Toy Hunt

OOTD

Haul

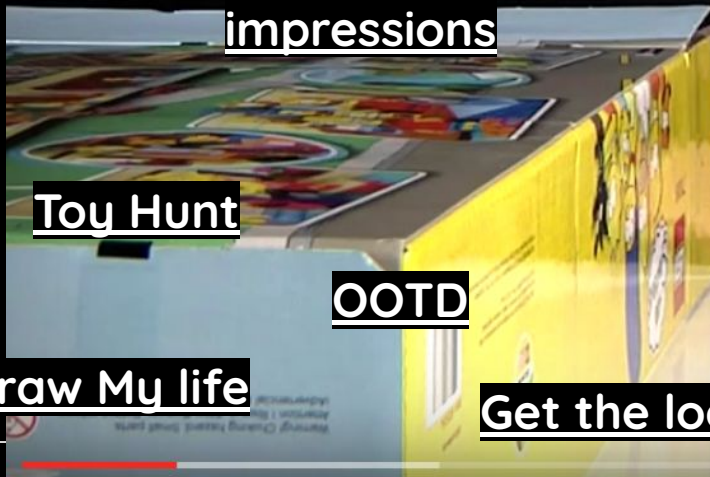
Empty products

1st  
impressions

Get the look from

ASMR

Oddly  
Satisfying



Draw My life



1:03 / 12:03



evantube hd.com



# People want to Connect #withme



[Cook #WithMe Playlist](#)



[Jam #WithMe Playlist](#)



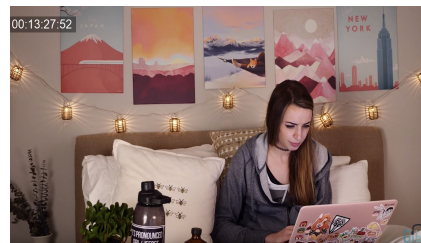
[Workout #WithMe Playlist](#)



[Meditate #WithMe Playlist](#)



[Draw #WithMe Playlist](#)



[Study #WithMe Playlist](#)

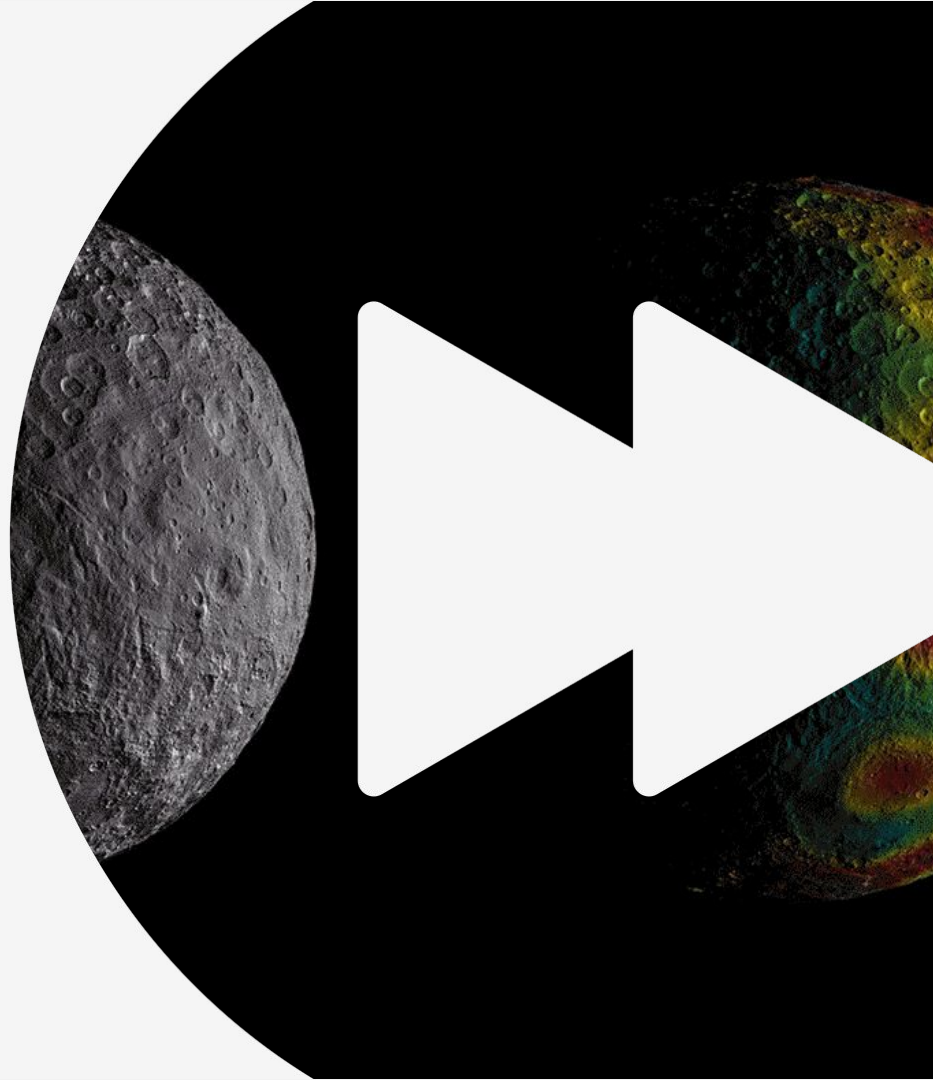
## AirBnb's #withme





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# Tap into Trends



# Buster came out of nowhere, right?

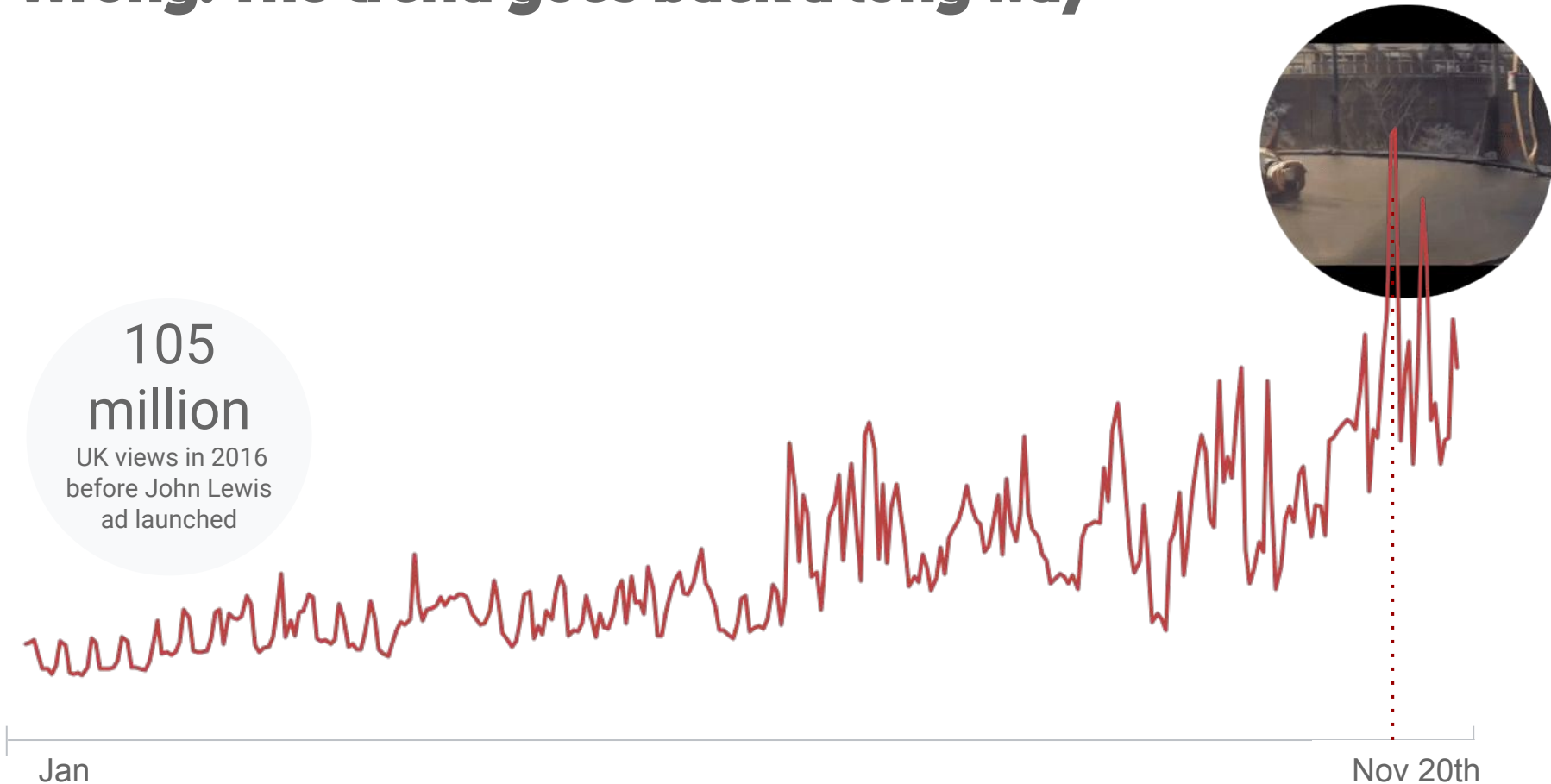
Proprietary + Confidential



**225%**

increase in UK  
trampoline views  
Since John Lewis ad

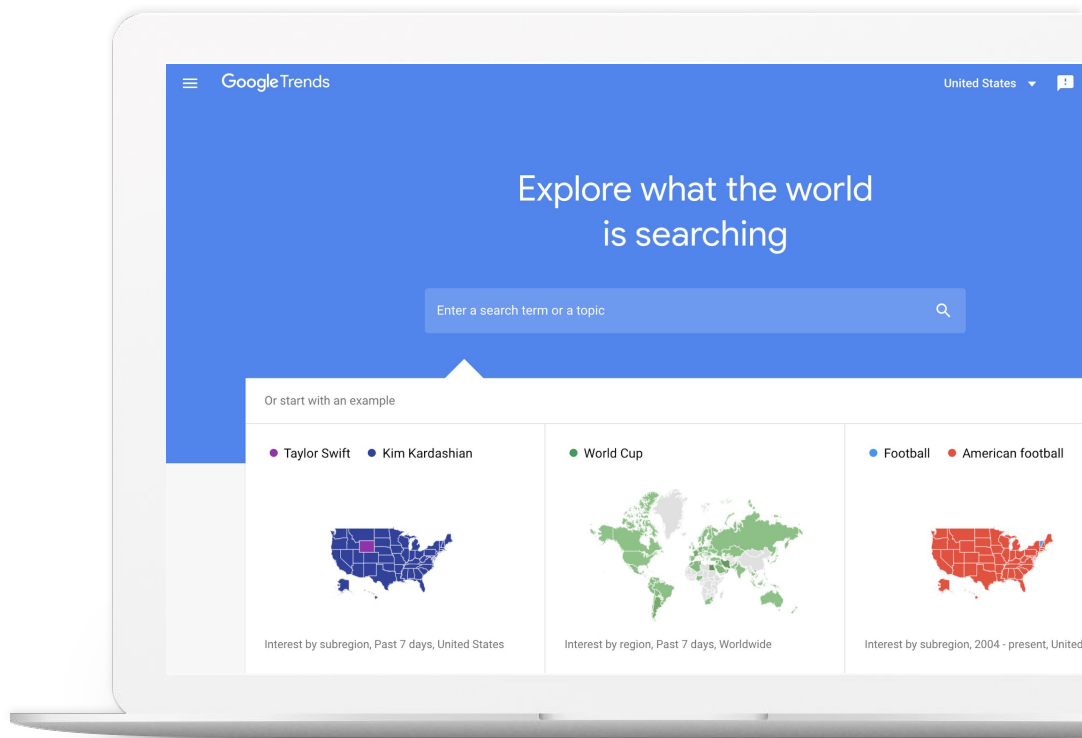
# Wrong! The trend goes back a long way





# Google Trends

can help you  
reality-check or  
discover your  
Concept





Home



Trending



Subscriptions



Library



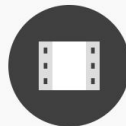
Music



Gaming



News



Movies



### Miljonär och fattig student byter liv under en dag

Uppdrag: Mat • 840K views • 6 days ago

Vad händer egentligen när två människor i helt olika livssituationer rakt av byter liv med varandra för en dag? Det testar vi i det här klippet, med hjälp av miljonären Magnus och studenten...



### BTS (방탄소년단) 'Dynamite' Official MV

Big Hit Labels ✓ 134M views • 1 day ago

BTS (방탄소년단) 'Dynamite' Official MV Credits: Director: Yong Seok Choi (Lumpens) Assistant Director: Jihye Yoon (Lumpens) Director of Photography: Hyunwoo Nam (GDW) B Camera Operator:...



### 16 Ways to Sneak Superheroes into the Movies

Troom Troom ✓ 12M views • 5 days ago

Subscribe Here: [https://www.youtube.com/channel/UCWwqHwqLSrdWMgp5DZG5Dzg?sub\\_confirmation=1](https://www.youtube.com/channel/UCWwqHwqLSrdWMgp5DZG5Dzg?sub_confirmation=1) Life Is Hard When You Are on a Diet: <https://youtu.be/03x5D31ayLQ?>



### VI KÖPER DET DU PEKAR PÅ. IKEA-EDITION

JLC • 538K views • 3 months ago

Gå in och följ vår filmare på Instagram [https://www.instagram.com/ed\\_haddadian/?hl=sv](https://www.instagram.com/ed_haddadian/?hl=sv) Följ oss på Instagram: ...



### Köper Allt På Tappade Kvitton

Let's Feast • 27K views • 6 hours ago

Konrads video: Karamellfärg VS Fötter i 6 Timmar - <https://youtu.be/ff13Y4suJDI> Vad köper folk egentligen i butiker? Vi ger oss på ...

New



### MÅSTE KÖPA DET JAG NUDDAR

Gordon Dewoon • 578K views • 4 months ago

I den här videon gör jag något av det sjukaste jag gjort. Jag åker runt till lite sköna människor och låter dem bestämma vilken affär ...



### VI KÖPER ALLT PÅ HELA \*BUN MEAT BUN MENYN\*

Tomas och Malin • 28K views • 4 months ago

Vi bestämde oss för att göra middagen till en riktigt galen utmaning. Vem har inte velat köpa hela menyn och sen se om vi kan äta ...



### Kan vi äta upp ALLT på Pinchos meny?

Matkoma • 968K views • 8 months ago

Ja, kan två personer äta upp allt på en restaurangs meny? Vi är idag på pinchos i Kungsbacka och ska försöka äta upp allt som ...



# People want to learn

## Baby Shark teaching hand-washing



## Vogue Paris Pizza DIY



# People want help taking Action

+64%

YoY watchtime growth for  
**recycling hacks and  
tangible creativity** on  
YouTube (US)



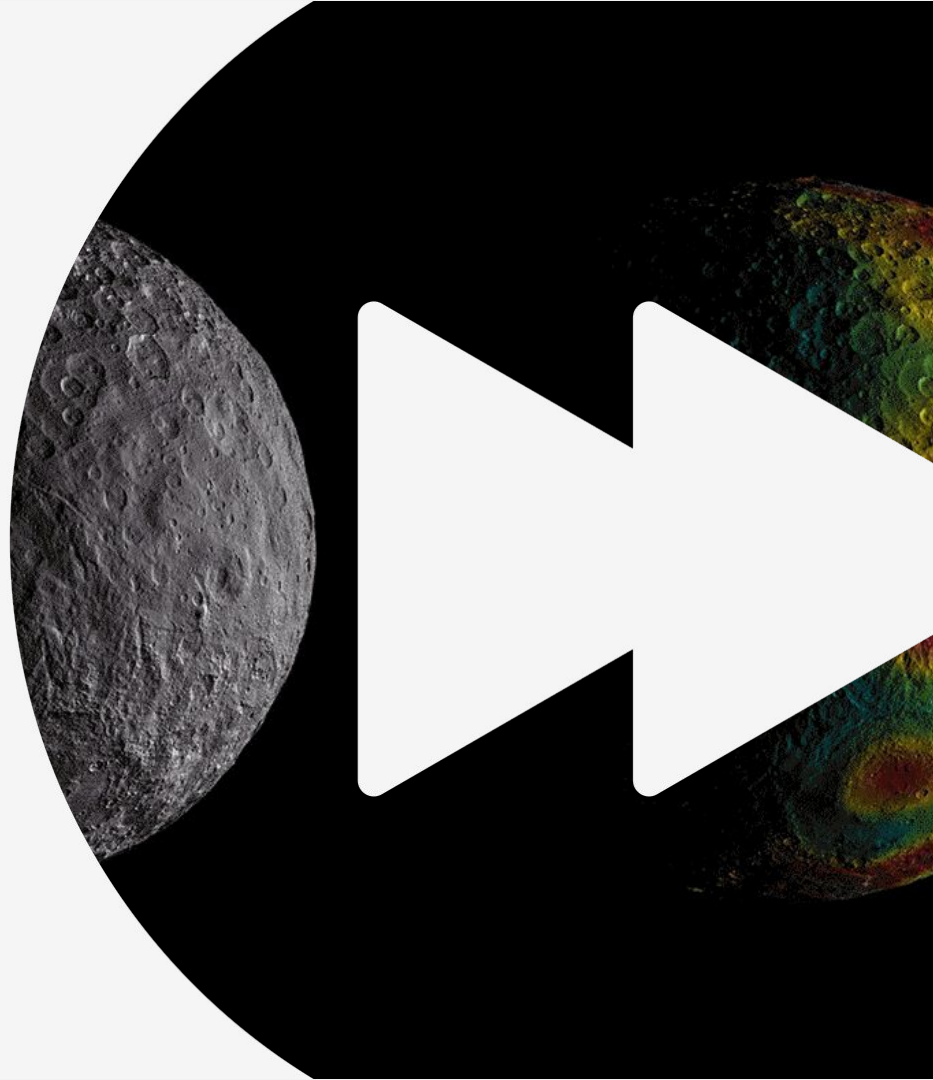
## Tangible Creativity



**30 Unique Ways To Recycle  
Plastic Bottles - Compilation**  
1.5M+ views · I Love Creativity

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# Turn Offline to Online






















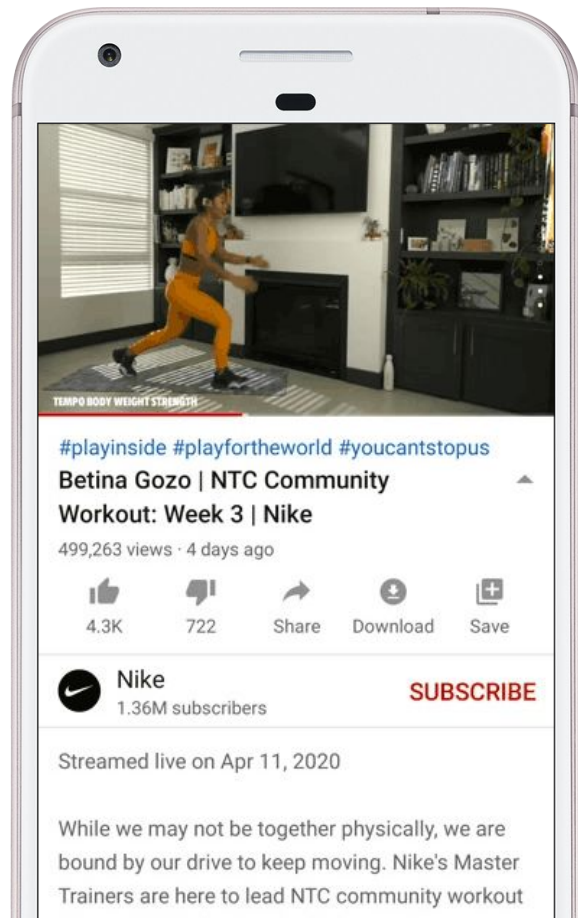
## Top chat replay ▾

-  Martin Molau KÄÄÄÄRA FINA DU LIIIIINA TACK DU IGEN GÖR DETTA
-  Mari Trosen Härligt!
-  Rebecka Charpentier Snyggt!
-  **Karantänssessions** 🧡
-  Conny Stavros 🌟 Hello! Peace & Love: All kärlek till er alla i globen, tack...
-  Susann Kärnek 💕
-  Johanna Yildiz 🥰🥰🥰🥰🥰
-  Yvonne Henningsson Tack för att ni gör det här ❤️
-  Saga Lindblad Så vacker ❤️
-  Hannah Wahlström 🥰🥰
-  Selma Slotte UNDERBAAAAAAAART!!!
-  Mia Thegel Glädjepiller ❤️
-  Selma Slotte HEEEEEEJ BIANCA

# Nike

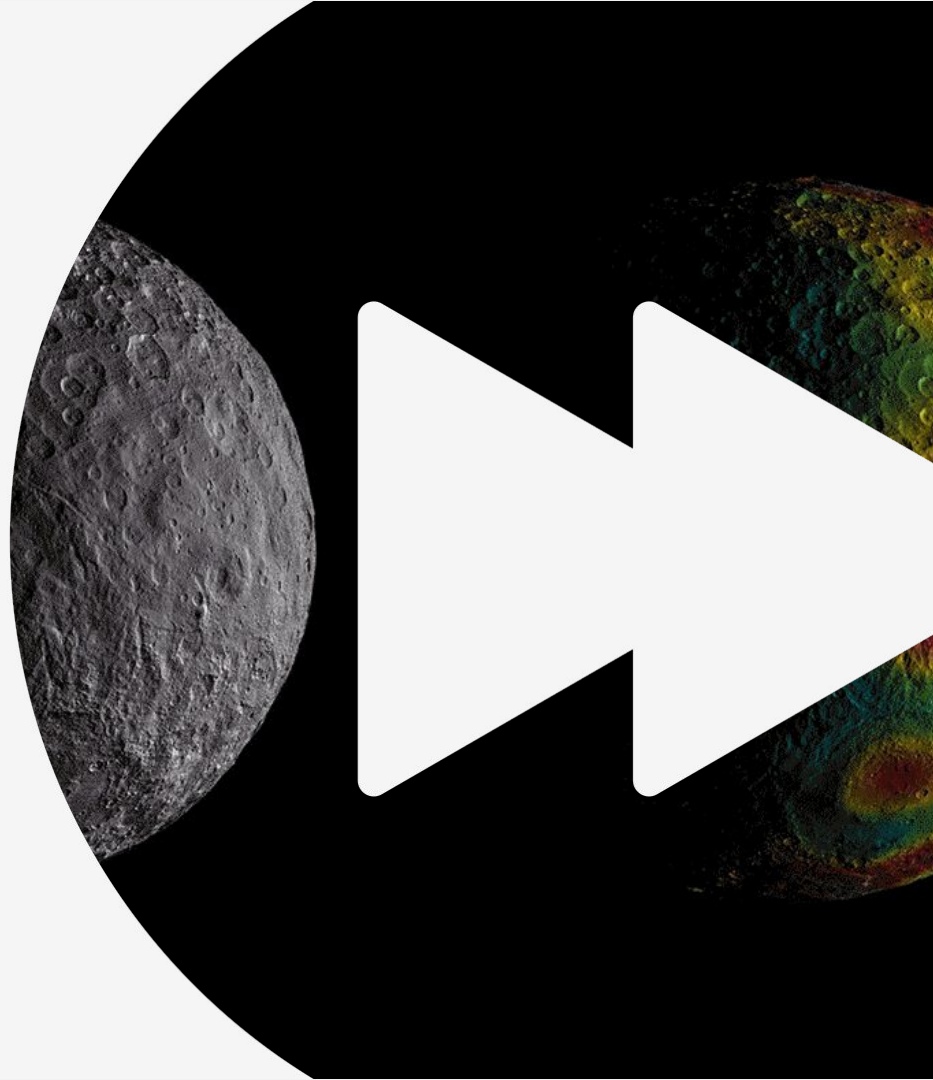
## #playinside

Weekly live Stream



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# Collaborate









Proprietary + Confidential



Matkanalen av Arla

13.7K subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



Välkommen till Matkanalen av Arla!

15,901 views • 2 months ago

Välkommen till Matkanalen av Arla!

Matkanalen av Arla är plattformen där våra fantastiska kokkar Klara Lind och Nisse Hallberg umgås med olika gäster och tillsammans lagar god mat på ett enkelt och underhållande sätt.

Håll utkik för nya härliga avsnitt!

Uploads ▶ PLAY ALL



LAGA MAT SOM ÅRETS KOCK | Jonas vs Nisse

251K views • 1 week ago



BÄTTRE ÄN ORIGINALET? | Chokladbar med Hanna...

225K views • 1 month ago



EN LYXIG PANNKAKA | Back-to-Back med Lucas...

386K views • 1 month ago



EN KLASSIKER I NY TAPPNING | CARBONARA

234K views • 1 month ago



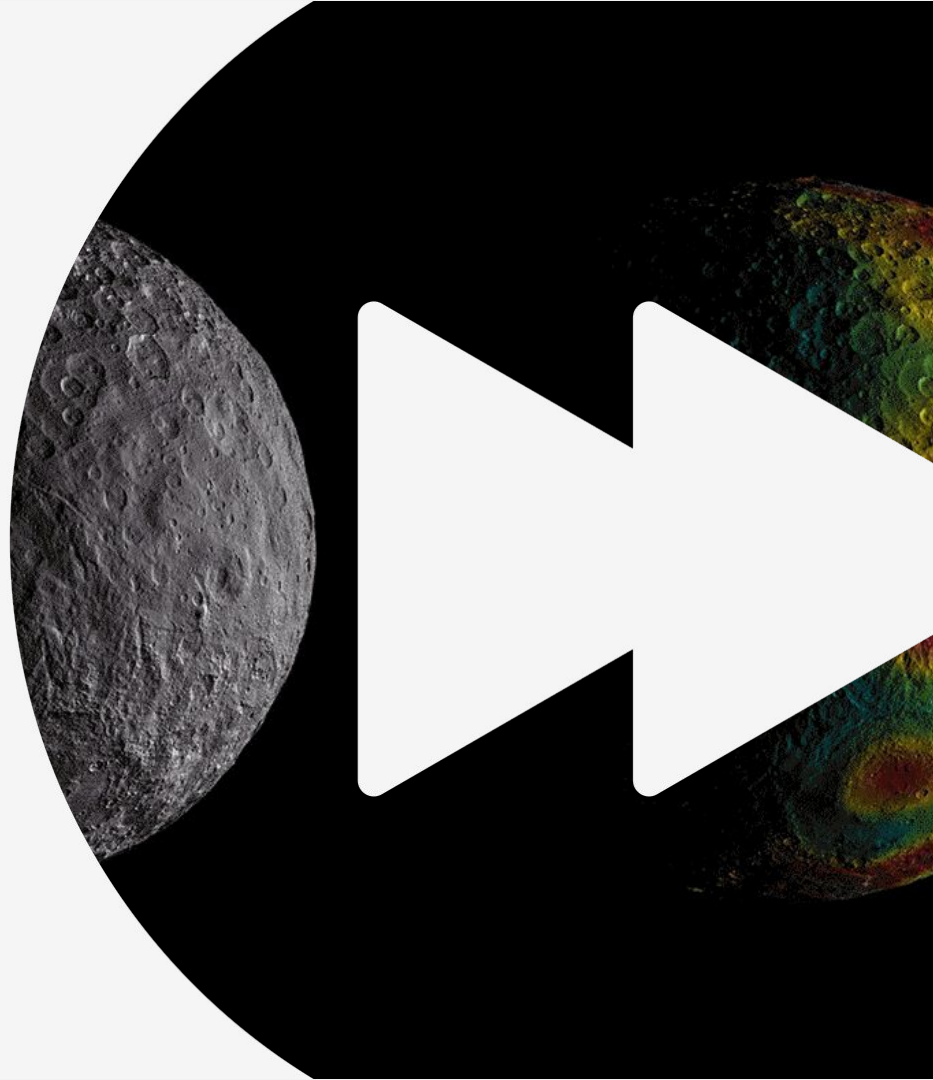
DETTA ÄR DEN GODASTE MILKSHAKEN | Lisa...

272K views • 2 months ago

Google

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# Set a Plan



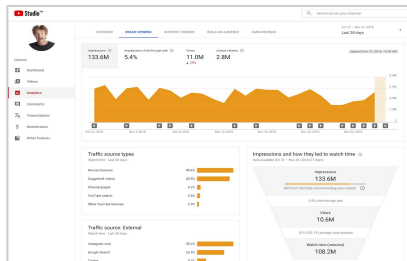
## UPLOAD REGULARLY



### Madelaine Petsch

Every Wednesday, Madelaine releases new episodes coinciding with her CW show Riverdale

## USE AUDIENCE INSIGHTS



### YouTube Analytics

analyze watch time, traffic sources and more to create and tailor content for your users

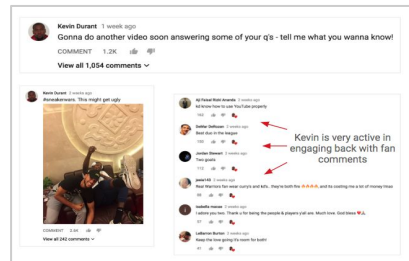
## ENCOURAGE SUBSCRIBING



### Patrick Starr

Incorporates a Call to Action on each video

## ENGAGE WITH YOUR USERS



### Kevin Durant

interacts with fans with Community posts, "hearting" and replying to comments



# Consistency..



A YouTube video player interface showing a scene from the Old Spice 'Cold as Balls' commercial. The video features Isaiah Mustafa and Kevin Hart in a locker room setting, both wearing red basketball jerseys. Mustafa's jersey says 'SWAGGER 49' and Hart's says 'SWAGGER 1/2'. They are standing in front of two large metal tubs. The video player includes a progress bar at 0:00 / 1:00, a play button, and various control icons. Below the video, the title is '#SweatDefense #PoweredByOldSpice Cold as Balls: Isaiah Mustafa and Kevin Hart | Old Spice'. It shows 3,281,277 views and a date of 8 Dec 2019. The Old Spice channel name and 863K subscribers are listed, along with a red 'SUBSCRIBE' button.

#SweatDefense #PoweredByOldSpice  
Cold as Balls: Isaiah Mustafa and Kevin Hart | Old Spice

3,281,277 views • 8 Dec 2019

Old Spice 863K subscribers

SUBSCRIBE

# ..and Agility

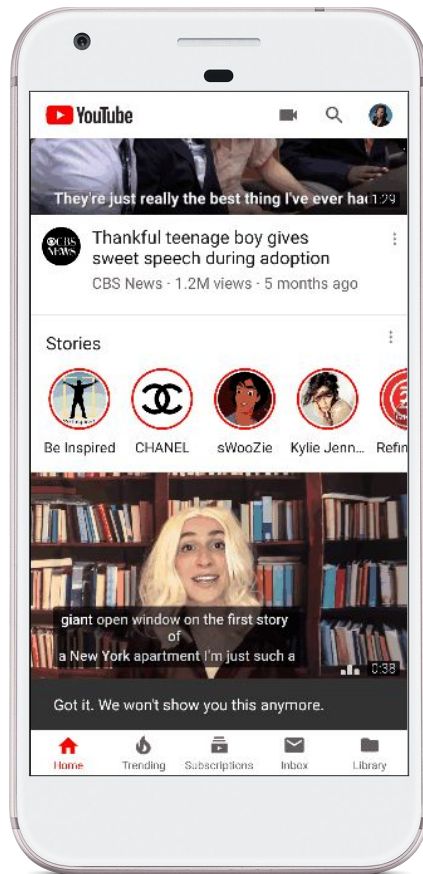


# YouTube Stories

Experiment with new content and reach new audiences!

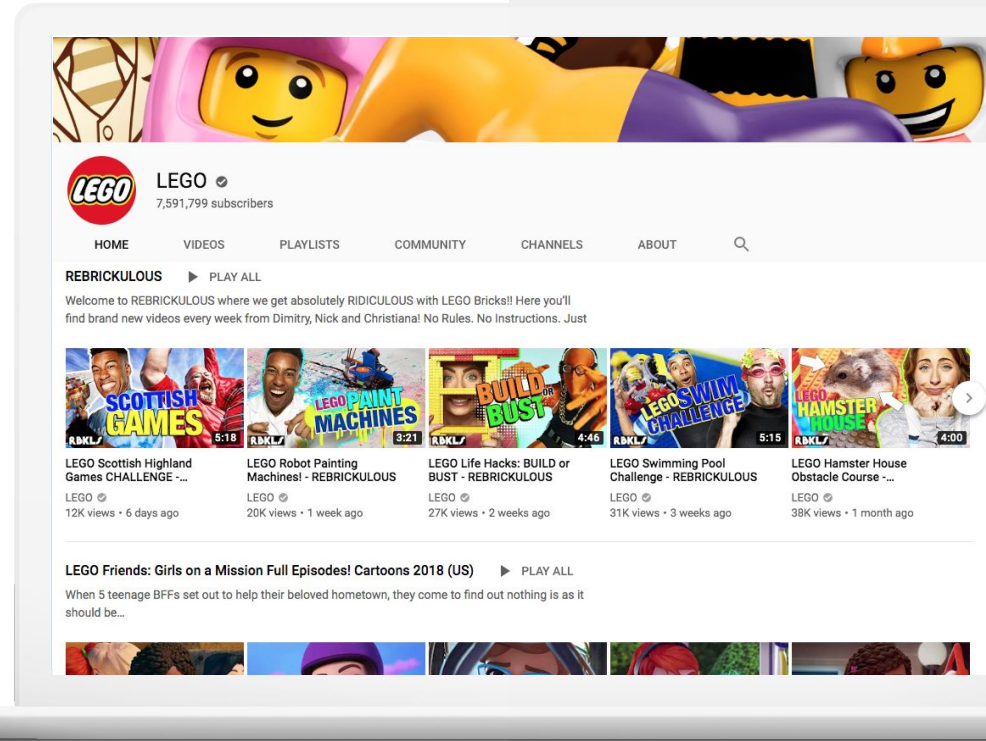
Surfaced to both subscribers and non-subscribers

No influence on your main uploads' search and discovery potential;



# LEGO

- **Community Building:** The brand regularly runs campaigns aimed at getting followers to share their content. For example, the 'Build It Together' campaign encouraged fans to build a Christmas present for someone using Legos. Fans could enter their videos or photos of their creations for a chance to be featured.
- **Original Series:** LEGO has created multiple made for YouTube series, including Rebrickulous, a weekly show focused on challenges, and Girls on a Mission, a 16 episode cartoon with over 17 million views.
- **YouTube Optimization:** LEGO uses channel shelves to organize their content into playlists, and adds end screens to each video they post, encouraging further engagement.
- LEGO has 9.9 million subscribers.





**#1** Dare to be Authentic, Agile and Consistent.

**#2** Lean into the trends and formats.

**#3** Analyze your data and iterate.

**...AND HAVE FUN!**