



# SURROUND THE BIG GAME

ON YOUTUBE

*The advertiser's playbook for leveraging the sporting event of the year through contextual video advertising*

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# Introduction

## YouTube: An Opportunity for Greatness

The **Big Game** will kick off on Sunday, February 7, 2021 and for the 55<sup>th</sup> time, two teams will capture the world's attention as they compete for the top spot in professional football. Well, capture some of the world's attention—at least directly.

Although the 2020 Super Bowl ratings saw a slight lift (1.7%) in viewers vs. 2019, the audience still ranked as **one of the lowest in a decade**, (according to [research from Nielsen](#)) Despite stagnant audiences, however, the cost of a 30-second ad spot during the live broadcast has been increasing (\$5.6 million last year). It's clear that advertisers still want in on the most expensive commercial TV has to offer, but savvy brand marketers are also seeking more strategic ways to leverage the far-reaching popularity **surrounding the event**.

Proprietary targeting technology identified **over 3.9 billion views** of contextually relevant YouTube content during the days leading up to and following last year's live experience. 99.9 million viewers on TV; 3.9 billion on just one online platform. An intent-based online platform with 2 billion unique visitors per month consuming and interacting with over 1 billion hours of video per day, that is.

It's now possible to achieve more reach—and drive more outcomes—by targeting tentpole events online than through traditional TV. Especially on YouTube.

3.9B

views of video content related  
to the big game

2B

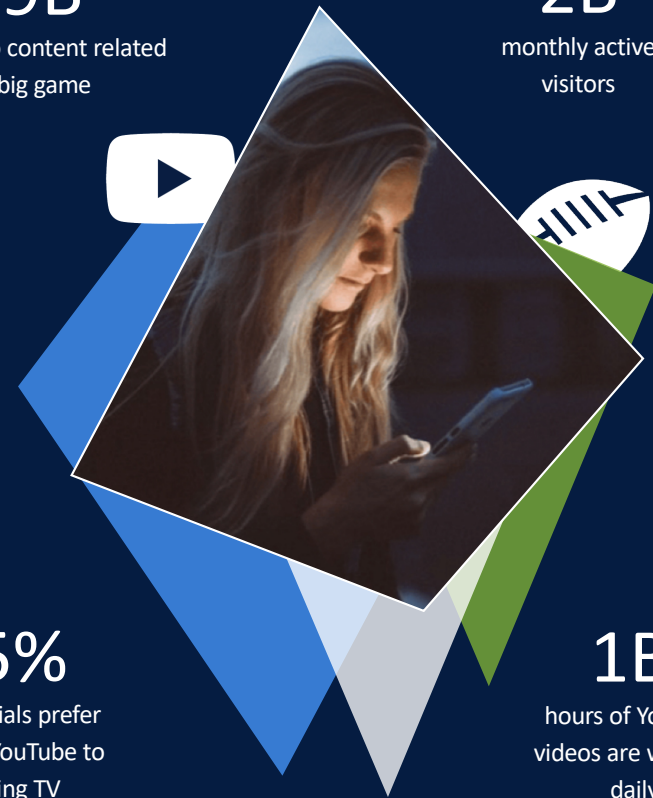
monthly active  
visitors

75%

of millennials prefer  
watching YouTube to  
watching TV

1B

hours of YouTube  
videos are watched  
daily



Source: <https://techjury.net/stats-about/youtube/>

# The Winning Strategy

## A Play for Every Stage of the Game

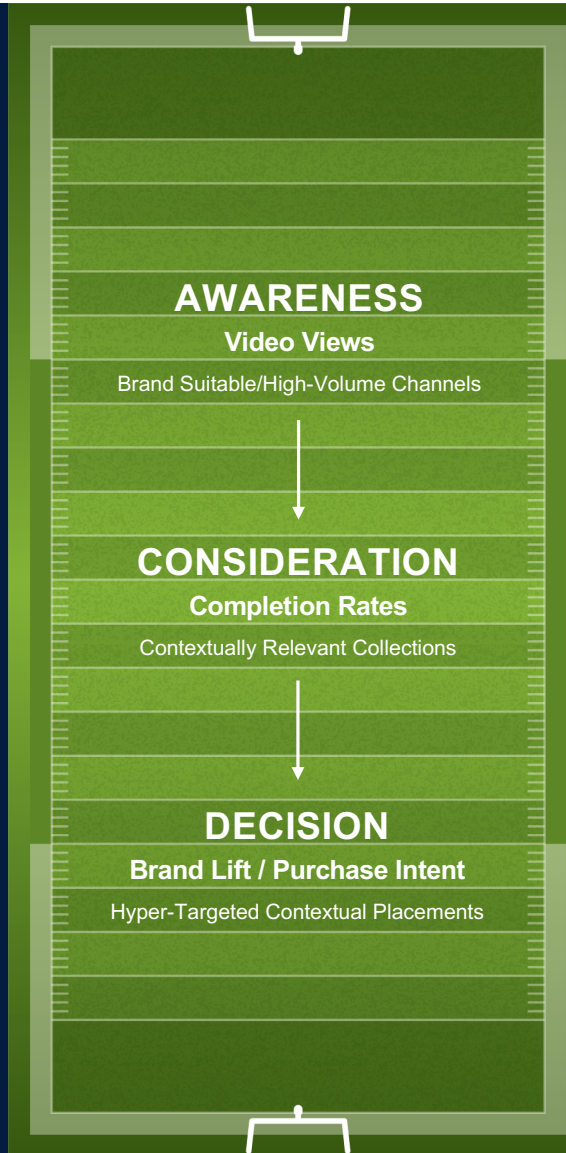
*“You find out life’s this game of inches, so is football...”*

So said Tony D'Amato, Al Pacino's character in *Any Given Sunday*, a 1999 dramatic depiction of the sport the world will be celebrating on 2/7/21. Certainly a case can be made by any seasoned marketing or advertising professional that so, too, is customer acquisition--a game of hard-fought inches.

From generating awareness to increasing consideration to driving through to purchase, the customer journey is a step-by-step process that requires patience, dedication, and the application of myriad tactics in order to win.

The following playbook will outline how to utilize YouTube in leveraging the most popular sports event of the year to achieve full-funnel ad campaign success. Whether you're looking to capitalize on the popularity of the big game by targeting the most watched content surrounding the day, benefit from engaged audiences with delivery to highly-relevant collections, or drive purchases with hyper-targeted + competitive placements for your brand... experts in the space have drawn the plays.

We're counting down to kick-off – it's time to prep.





# Pre-Game: Context Matters

## Targeting Content

Targeting the most **contextually relevant** YouTube content to run your brand's big game video advertising around enables you to reach the right consumers, in the right environment, at the right time. You can leverage the intent-based nature of the platform to:

- Show your ad where consumers **WANT** to see it
- Deliver content **CURATION** in an on-demand world
- Empower target customers with optimized digital journeys that pull your brand into their chosen **EXPERIENCE**



# Pre-Game: Context Matters

## Targeting Content

Content targeting technology available for YouTube buys provides far more than simple keyword-driven results. Using advanced machine learning, it is now possible to:

- ✓ Identify Phrases
- ✓ Understand Concepts
- ✓ Measure +/- Sentiment
- ✓ Ensure Brand Suitability
- ✓ Forecast Video Views Per Collection
- ✓ Optimize Targeting in Real-Time
- ✓ Obtain Video Quality Scoring
- ✓ Gain Actionable, Placement Level Insights

**PLUS!**

**IT'S PRIVACY COMPLIANT:**

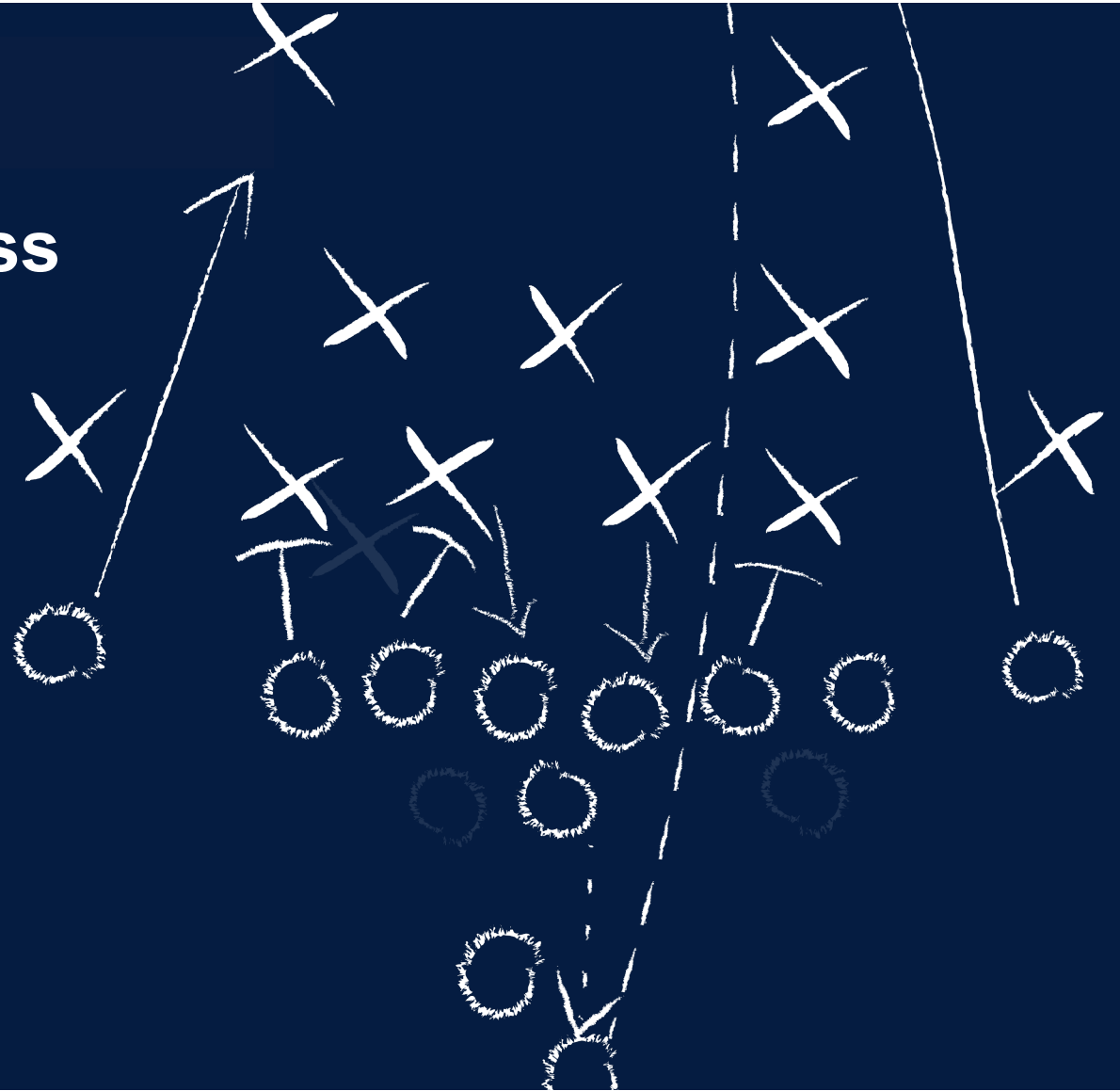
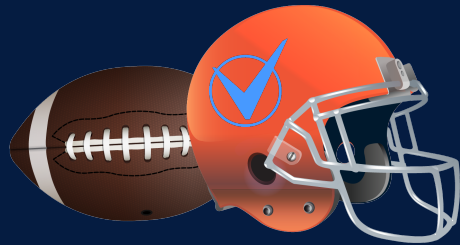
100% contextual  
No PII collected

When applied to events like the big game, this results in many contextual ways marketers can capitalize on content that's outside of just football, but still relevant to their brands.

### **Sample big game topics:**

Party recipes  
Game highlights  
Player profiles  
Top commercials

# Play Call 1: Generate Awareness



# Identifying Relevant, Brand-Suitable & High-Volume Channels



## Set Keywords

Together with ad targeting specialists, the first step is to identify the keywords and phrases most relevant to your campaign. (These keywords should relate to the content that you would like your ad to appear in front of.)

Sample big game topics:

- Party recipes
- Game highlights
- Player profiles
- Top commercials



## Scan Content

If available, these keywords are then entered into available content targeting technology that uses machine learning algorithms to scan all potential ad placements—determining keyword, concept + sentiment fit, and relevancy. The result is a list of videos based on the keywords, with corresponding channel IDs.



## Select Channels

Analysis can then be run on top channels to further verify quality before adding the channel IDs to the targeting parameters of your Google video ad buy, along with Google platform targeting.

Total Views\* Across Top 20  
Channels With Relevant Content:

**1,805,556,835**

\* (8/1/19 – 2/20/20)

SEE SAMPLE INSIGHTS



## 1: Generate Awareness

## Sample Channel Insights

## Optimize Channel Targeting With Insights Into:

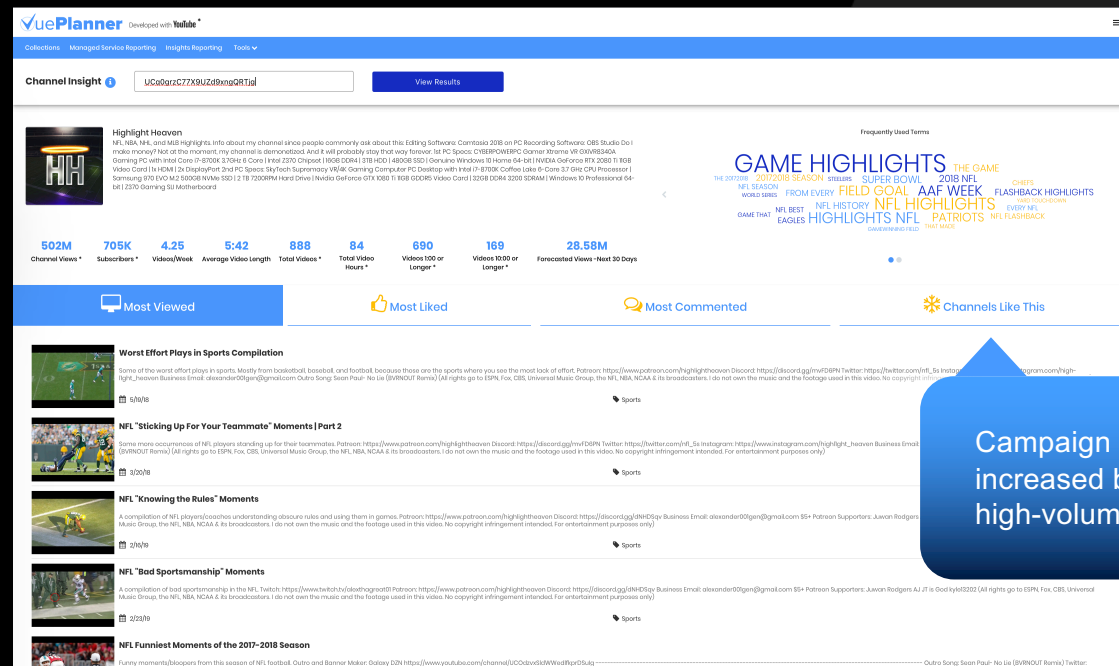
## Views

## Subscribers

Average video length

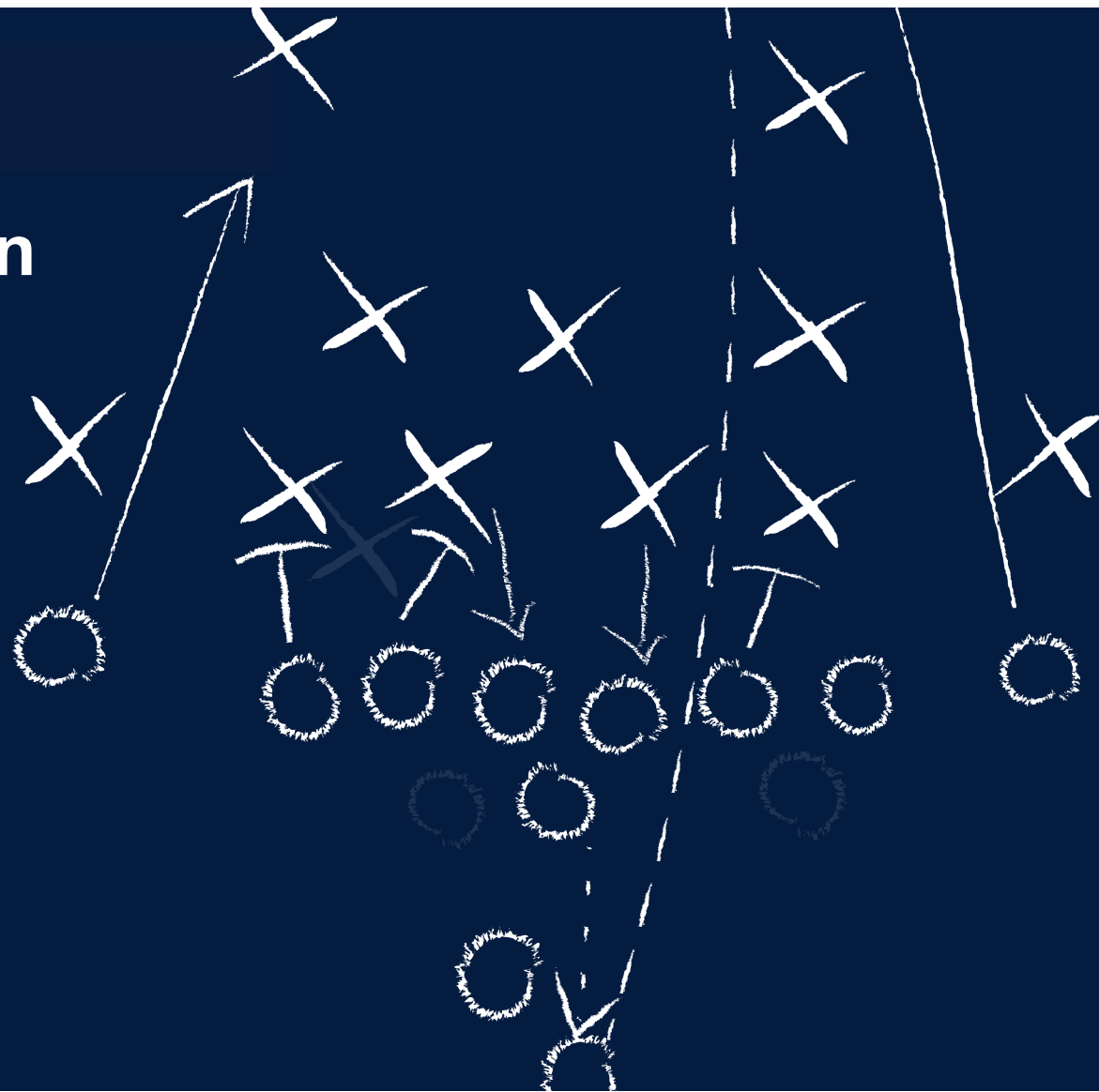
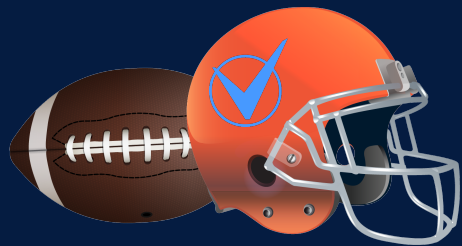
## Forecasted views

Most engagement  
per video (likes  
and comments)



Campaign scale can be increased by adding similar high-volume channel targets

## Play Call 2: Drive Consideration



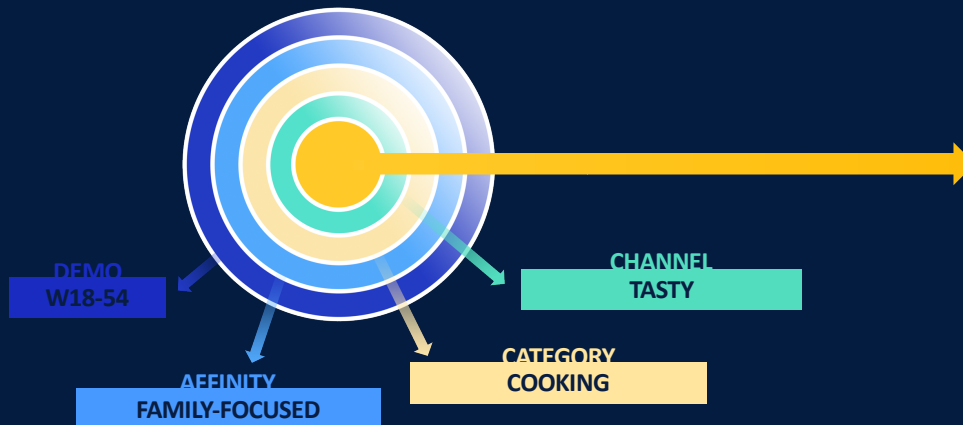


## 2: Drive Consideration

# Hitting the Contextual Bullseye With Curated Collections

A comprehensive contextually relevant content targeting strategy requires placement planning down to the individual video URL level (beyond the channel level alone). This is done through the development of curated collections formed by the placement scan of identified keywords.

This approach complements other Google buying platform targeting (demo, affinity, category, and channel) by hitting the contextual bullseye of the right person, in the right place, at the right time--leveraging search-based intent on YouTube.



## CONTENT

### Sample Big Game Collection: "Game Day Recipes"

The screenshot shows a YouTube interface for a collection titled "Game Day Recipes" by VuePlanner. The collection has approximately 8,000 videos. The interface includes tabs for "Top 100", "Bottom 100", and "Collection Forecast". The main content area displays a list of recipe videos with thumbnails, titles, descriptions, view counts, and an "Exclude Channel" button for each item.

Video Title	Views	Action
One of the Best Oven Baked Chicken Wings Recipes	2398 views	Exclude Channel
Homemade Nacho Cheese Sauce Recipe   Super Bowl Recipe   Cooking With Carolyn	412329 views	Exclude Channel
Homemade Nacho Cheese Sauce - Easy And Delicious	21298 views	Exclude Channel
How to Baked Chicken Wings Recipe	1797 views	Exclude Channel
Chicken Recipes : Crispy Chicken Wings Recipe	-	-

## Big Game Videos Views Per Collection

NFL Players  
3,297,409,937

Big Game Classics  
30,381,596

Big Game Highlights  
23,099,906

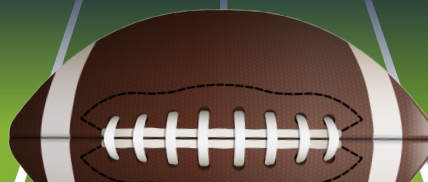
Game Day Party  
Planning  
9,263,848

Game Day Recipes  
299,594,296

Strategically targeting videos across YouTube down to the URL ensures brand relevancy, suitability, and optimal VTR performance

 Total Views: 3,659,749,583\*

Increased relevancy = better video performance, significant brand lift, lower bid rates and higher ROAS.



\*All Views 8/1/2019 – 2/20/20

# Play Action: Retargeting

An onside kick to start the second half. A flea-flicker to your backup QB. When it comes to game-changing moments, timing is everything.

The large volume of relevant YouTube content available for contextual targeting in the weeks leading up to and following the big game provides advertisers with an opportunity to get creative in their attempts to make an impact.

## CASE STUDY

**Brand:** Maker of household cleaning product

**Objective:** Build awareness for brand prior to the big game to drive recall for the main spot

**Pre-Game:** Seed :06 video on YouTube content relevant to the “Big Game Watcher” when costs are low

**Post-Game:** Build on engaged audience by showing the full spot to viewers already familiar with the content

## RESULTS

Significant lift across  
Ad Recall, Brand Awareness  
and Purchase Intent



# Watch the Score

Quality scoring can help ensure placements meet brand suitability standards. The entirety of YouTube can be distilled down to four key elements, calculated into one easy-to-understand score to help select target YouTube videos for your big game campaign.



## Engagement

Measure of video viewer's intent to engage with content, weighted toward user comments, likes, and dislikes.



## Scale

Measure of forecasted reach with a focus on discovering trends/virality.



## Sentiment

Identifies attitudes, opinions, or feelings within video content and scores that emotional response.



## Relevance

Deterministic algorithm based on how closely video content aligns with the keyword targeting and logic of the segmented Big Game collection rulesets.



# AUDIBLE:

## Win the Big Game on the Big Screen

Buy like TV! Target your campaigns to deliver VuePlanner Collections to YouTube on **Connected TV's**—the fastest growing entertainment medium—for even more reach

64MM

Homes use OTT

66%

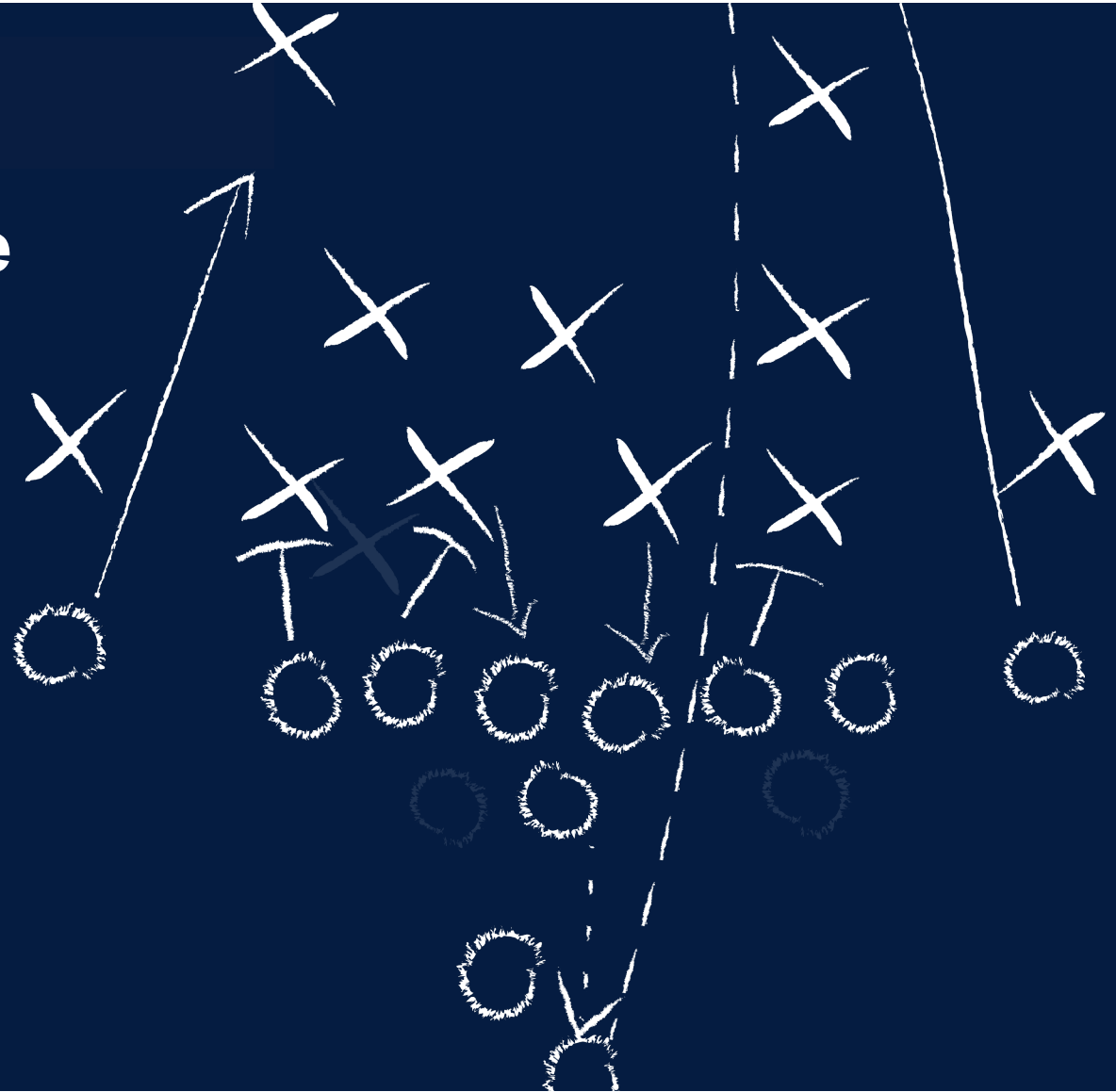
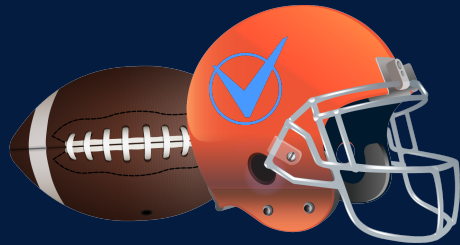
Reach of the  
population by end of 2019

97%

Completion rate  
average for CTV ads

Source: ComScore State of OTT 2019

## Play Call 3: Influence Purchase





## Conquering Over the Competition

When the game is on the line, it's time to conquest--the positioning of your ads adjacent to content about a direct competitor. It's a bit of a Trojan horse effect: someone that goes searching for content on YouTube about your biggest rival gets served with your ad, reinforcing awareness for your brand while also usurping some value from your opponent.

What better time than the big game to employ this tactic by utilizing YouTube campaign planning technology to target competitive brands (or ALL brands) known to go strong during the most popular ad season of the year?



### 3: Influence Purchase

# Reach In-Market Consumers

## Intent-Based Targeting Snapshot

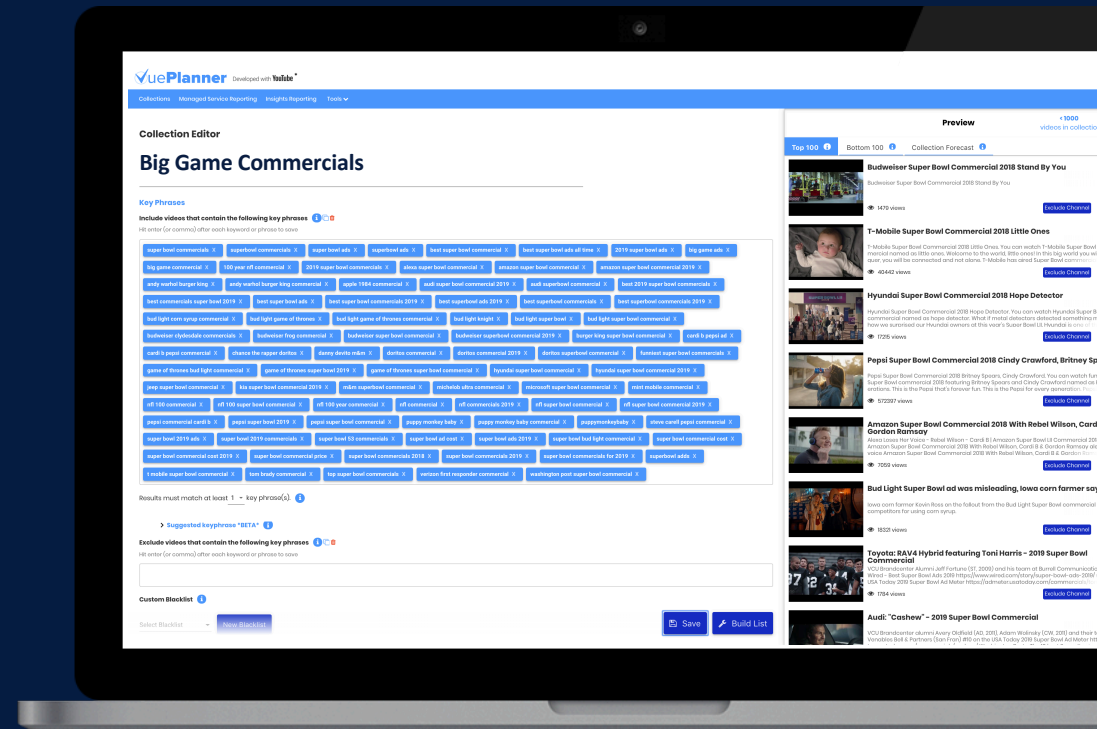
Increasing numbers of people are reporting to watch the big game just FOR the ads. But the key is WHERE they end up actually watching them...

Just over 99 million viewers tuned in last year to watch the big game on TV. On YouTube, there were over 362 million views\* on uploads of the ads that aired.

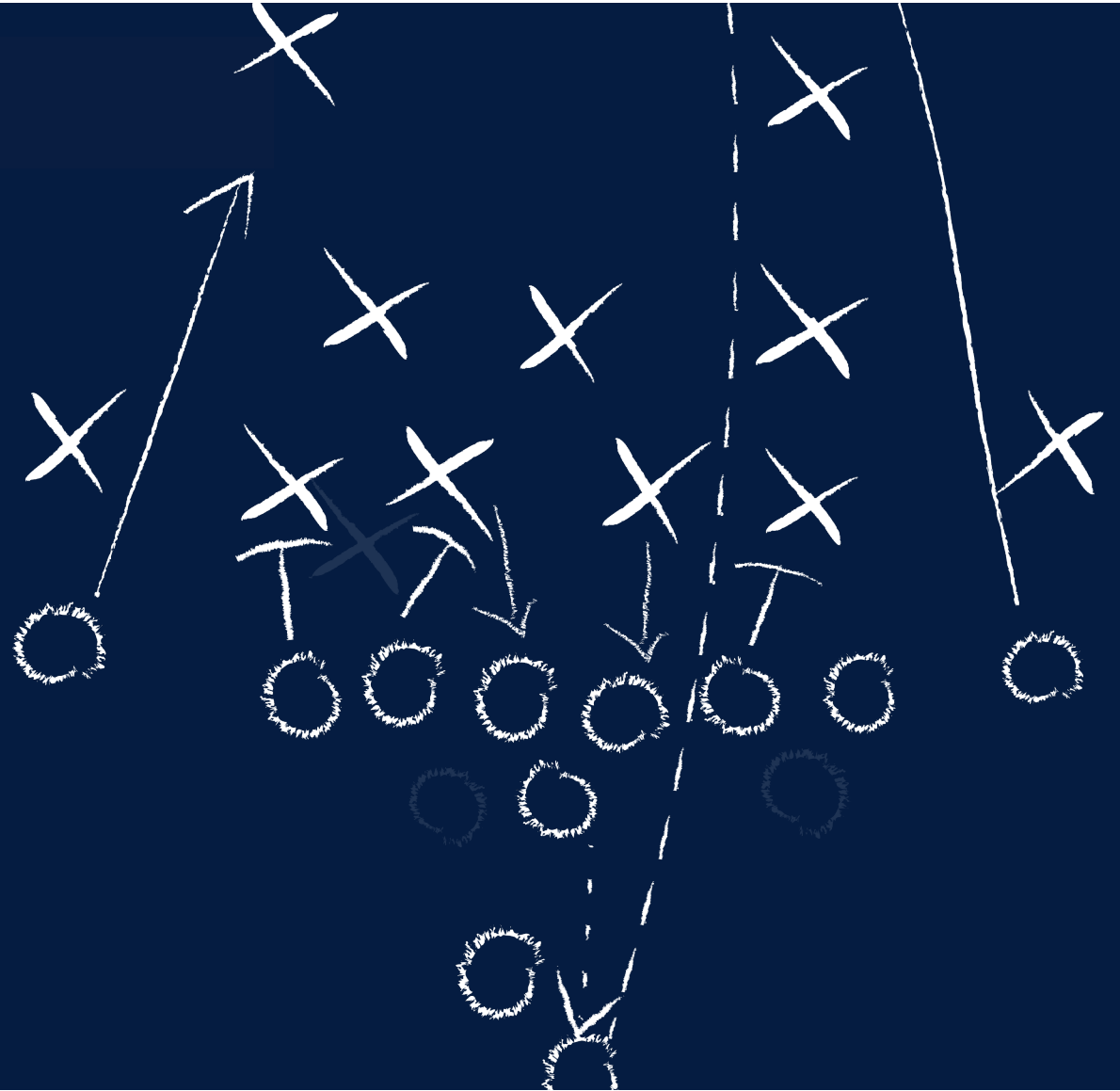


Collection Views:  
**272,336,891**

(\*8/1/19 – 2/20/20)



# Post Game



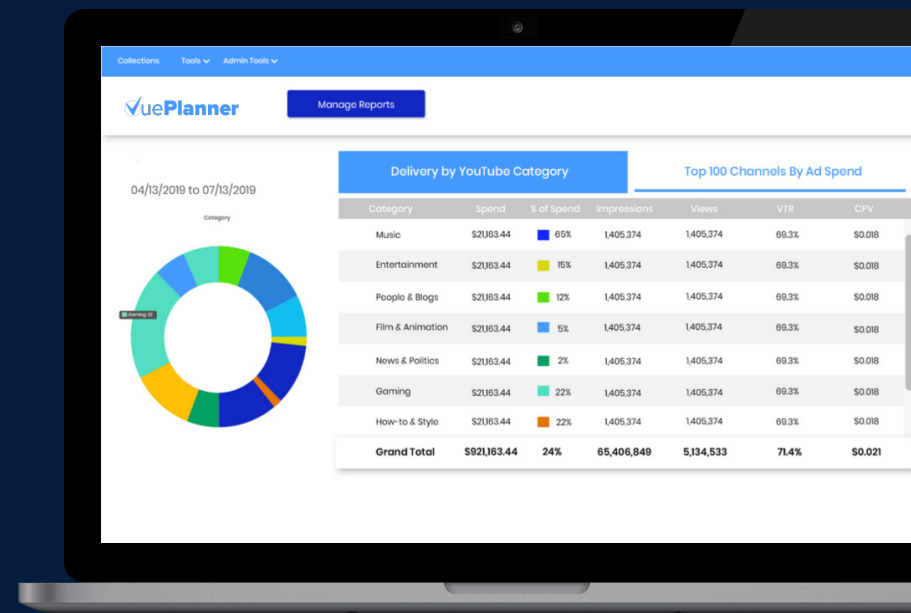
# Measuring Performance

Now you're all set to kick-off your most impactful big game campaign yet through contextually relevant advertising on YouTube. But just like the heroes on the field, greatness requires ongoing practice and dedication!

The most effective campaigns are those that leverage available reporting to optimize planning from one activation to the next. YouTube specialists armed with the latest targeting technology are able to provide advertisers with visual reports that enable them to better analyze campaign results and more effectively apply key learnings.

Insights available in these reports include:

- **Spend by category** (what % reached each topic?)
- **Spend by channel** (which channels were utilized the most?)
- **Channel insights** (what's behind each channel? [subscribers; videos per week; avg. length; most viewed; most liked; most commented; most common terms word cloud; similar channels])



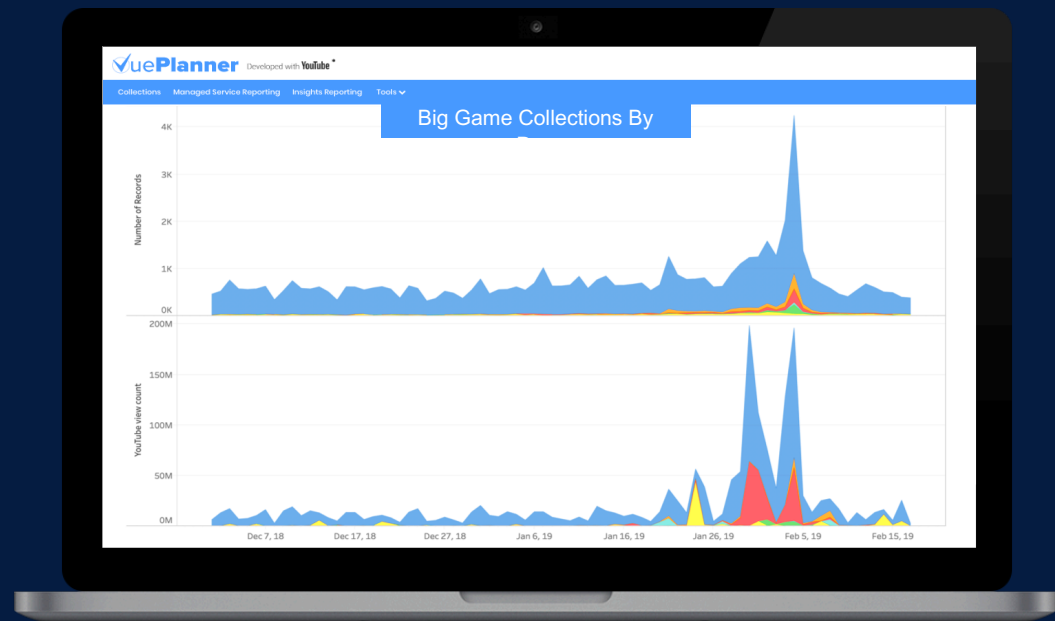
# Conclusion



# It's Game Time

A scan of trends from last year shows us that content is ramping up on YouTube, and the views will be spiking.

- Players
- Big Game Classics
- Big Game Commercials
- Big Game Highlights
- Big Game Party Planning
- Big Game Recipes





# Coach's Corner

Much like football, advertising is a team sport. And every great team needs to have access to the best tools and technology to gain the competitive edge.

By utilizing proprietary VuePlanner® technology, you can build highly relevant Big Game Collections to target your ads against and execute campaigns that drive consumer action—all the way to the goal line.

Contextual content targeting on YouTube -- it's a touchdown!

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VuePlanner is a proprietary technology that powers contextual, data-driven YouTube campaign performance through relevant content identification and quality scoring, and ongoing placement monitoring. Using a combination of machine learning and human curation, VuePlanner produces custom video-level placement lists that integrate seamlessly with both the Google Ads and DV360 platforms. Focusing on a Cost Per Suitable View (CPSV) metric, we work closely with brands and their agencies to uniquely solve the massive opportunity around transparent and brand suitable YouTube video advertising. Based in Los Angeles, VuePlanner has offices in New York, Chicago and Kansas City. Learn more at <https://www.vueplanner.com/>.



**Measurement Program**

Brand suitability & contextual targeting