YOUTUBE | BRAND AWARENESS | HEALTH & WELLNESS BEVERAGE

Building Brand Awareness at Scale on YouTube for a Health & Wellness Beverage Company

A full-funnel YouTube strategy built around multiple video lengths and formats lifted brand awareness by 6.9%, reaching 27 million unique users over a 74-day awareness study period.

RESULTS AT A GLANCE

+6.9%
Absolute lift in brand awareness, from 14.3% to 21.2%

2M
Users lifted at a cost of just $0.18 per lifted user

27M
Unique users reached during the reporting window

60.5%
Video completion rate, 18.7% above the industry benchmark

Background

A Health & Wellness beverage company wanted to build brand awareness on YouTube and turn that awareness into consideration.

Challenge

The goal was to grow awareness and consideration at the top and middle of the funnel, and to do it efficiently. Reaching a large audience once isn't enough to make a brand memorable, so the campaigns needed repeat exposure, with a target frequency of 5+, while keeping the cost of reaching and influencing new audiences low.

The campaigns also needed to hold attention. With so much content competing on YouTube, the creative had to earn views and get watched through to the end.

Solution

We built a full-funnel YouTube strategy weighted toward brand building. Rather than relying on a single ad, we presented audiences with multiple video lengths and formats, giving viewers several ways to meet the brand and building the repeat exposure needed to hit our 5+ frequency target.

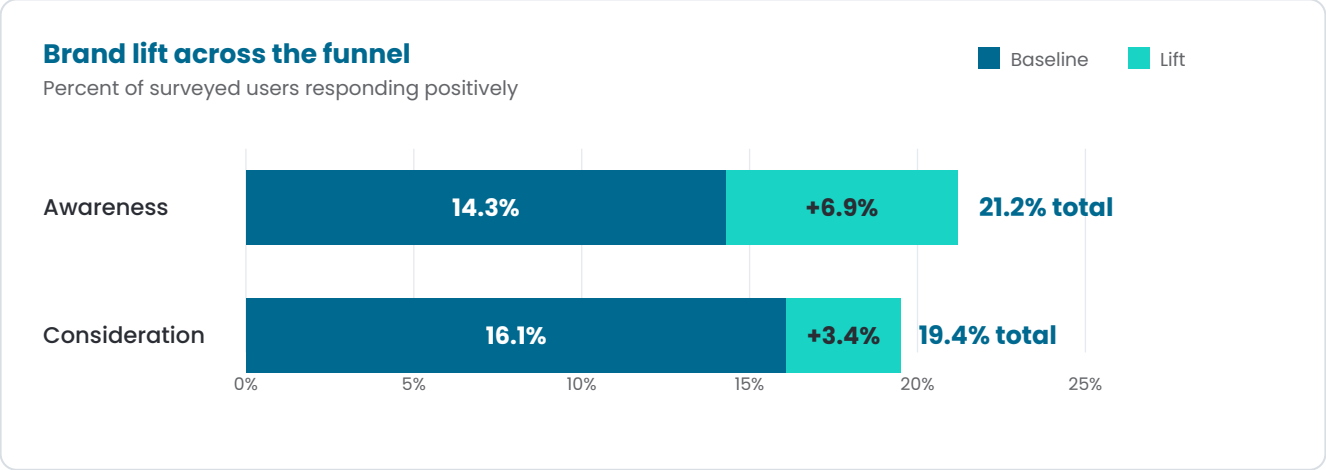
Brand-focused campaigns, both reach-focused and view-focused, drove the vast majority of the investment. A small set of action-focused campaigns supported the lower funnel. Brand Lift studies

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measured the impact on awareness and consideration throughout.

Results

The campaigns significantly increased brand awareness. Baseline awareness was 14.3%, and the campaigns delivered an absolute lift of 6.9%, bringing total awareness to 21.2%. That lifted 2 million users at a cost of just $0.18 per lifted user. Among the top demographic segment, women, awareness lift reached 9.4%.



Awareness wasn't the only gain. Brand consideration rose 3.4%, from a 16.1% baseline to 19.4%, lifting 932.8K users at $0.39 per lifted user. Consideration lift among women reached 4.5%.

The campaigns also delivered scale and efficiency. They reached 27 million unique users across 107.9 million impressions, and 26.8 million of the 26.9 million users reached by brand-focused campaigns were incremental, with only 0.3% overlap with the action-focused campaigns. The videos generated 39.7 million views at a $0.01 cost per view. For view-focused campaigns, the video completion rate was 60.5%, 18.7% higher than the industry benchmark of 50.9%.

YouTube is effectively building this brand at the top and middle of the funnel, and the content is capturing audience attention.

Lift is absolute and measured through Brand Lift experimentation, which may not cover the entire reporting window.

Ready to Chat?

Let us know how we can help you and we will get right back to you.

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