

The Top 100 Global Brands



Key Lessons for Success on YouTube

 presented by:
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The Massive YouTube Ecosystem

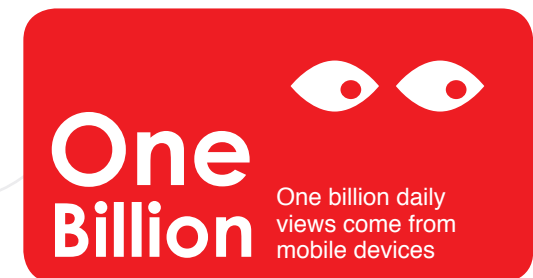
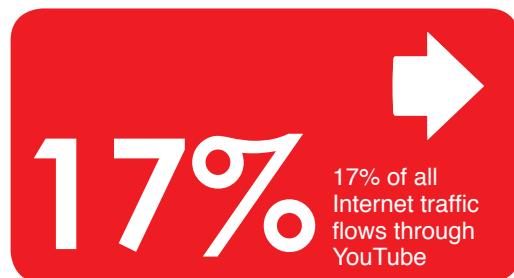
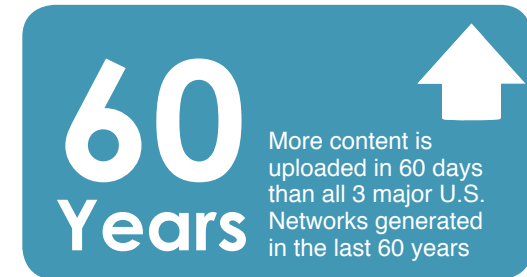


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Foreword

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Ignore YouTube at your peril. The Top 100 Global Brands are proving the effectiveness of YouTube as a critical part of their marketing and business strategy. The best are moving beyond television-style brand awareness to much more socially-engaged, longer-form, content rich channels. They understand that video marketing is just as important as video production. The



YouTube:
A critical component
to the future of brand
marketing.

best of these brands offer valuable lessons not only to smaller brands, but also to the marketing and advertising initiatives for all companies.

Since its founding in 2005 as a social web video-hosting platform, and acquisition by Google in 2006, YouTube has emerged as a highly influential digital marketplace where brands and their audience—customers, prospects, partners, advocates, critics, and competitors—all engage. This is what the *Top 100 Global Brands: Key Lessons for Success on YouTube* report establishes beyond any doubt.

Inspired by the [Interbrand's Best Global 100 Brands](#) (breakdown of the Best Global 100 Brands included at the end of this report), *The Top 100 Global Brands: Key Lessons for Success on YouTube* is the industry's first highly comprehensive analysis of the world's top 100 brands and their use of YouTube as a marketing and advertising platform.

This report uncovers a striking shift in the use of online video by the world's leading brands: video marketing on **YouTube** is becoming an **integral**

part of today's global digital marketing mix, helping global brands reach and engage audiences of all sizes and interests. Over the past five years, the Top 100 Global Brands have gone from just a few dozen YouTube uploads in 2005 to over 10,000 cumulative video uploads in a single month last year. These 100 brands alone now account for 9.5 billion collective YouTube views and more than 258,000 video uploads.

Given YouTube's ability to draw audiences of all sizes and interests, the platform has attracted top marketing dollars, including **billions in collective online video investment** from the Top 100 Global Brands. This investment signals a major shift in how brands are allocating marketing dollars, increasingly carving out budgets to create a strong video presence on YouTube in order to reach and engage their audience, customers, partners, employees, and prospects.

The Top 100 Global Brands: Key Lessons for Success on YouTube report provides an objective, in-depth study of online video marketing trends and best practices to help brands, content producers, and digital agencies understand and harness YouTube's potential for increased brand awareness, engagement and loyalty. Marketing and advertising leaders will not only find insights important to their overall digital marketing strategy, but also applicable online video marketing lessons for immediate business outcomes.

Major Report Findings

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Brand Video on YouTube is Skyrocketing, but Marketing Lags

Nearly all of the Top 100 Global Brands have built a strong presence on YouTube, signalling the growing importance of YouTube as a critical element of a digital marketer's strategy. Of the Top 100, the best performers exhibit common and identifiable marketing best practices, which we've also documented in this report. Here is an overall look at the major findings:

- ▶ Since YouTube's launch, the Top 100 Global Brands have published a total of **258,000 videos** across **1,378 YouTube channels**, attracting over **9.5 billion total views**.
- ▶ These brands have collectively **invested billions of dollars in online video creation**.
- ▶ Since 2009, video publishing rates on YouTube by the Top 100 Global Brands have **increased an average of 73% annually**. By 2015, they will likely invest in the production and distribution of over **one million new YouTube videos**.
- ▶ Only 1 of the Top 100 Global Brands **does not have a YouTube channel**.
- ▶ 56 of the Top 100 Global Brands have **10 or more YouTube channels**.
- ▶ Many of the Top 100 Global Brands **fail to reach their audiences** because they focus more on video production and less on video marketing. Over 50% of the videos produced by the Top 100 Global Brands have less than 1,000 views.
- ▶ YouTube has **longer lasting marketing impact** than social media for the Top 100 Global Brands. Over 30% of the total aggregate video views occur 12 weeks after publication.

Major Report Findings

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Key YouTube Marketing Insights from the World's Top 100 Brands

- ▶ **YouTube activity continues to skyrocket**
 - The Top 100 Global Brands have already published more than a quarter million videos on YouTube and year over year publishing rates continue to rise - a trend that shows no signs of abating.
- ▶ **Linking social media and YouTube is critical to brand video marketing success**
 - The top 25% had higher Facebook (330 times greater) and Twitter (89 times greater) video sharing than the bottom 25%, representing the highest disparities in this entire report.
- ▶ **Better marketers use very different video content for various customer engagement touchpoints**
 - The most successful of the Top 100 Global Brands in our study produced a wide range of video content.
 - Short form content targeted consumers closer to the top of the marketing funnel, while longer form content maintained engagement with those farther along in the buying journey.
- ▶ **Video marketing is as important as video production for YouTube success**
 - Most brands fail to effectively market the video content they produce.
- ▶ **Competitive pressures force brands to use similar video marketing strategies**
 - Clear industry clusters point to companies within the same industries pursuing very similar content strategies and achieving comparable results— some great; some not.
- ▶ **The best brands use targeted YouTube advertising on an on-going basis**
 - Advertising extends reach, drives channel engagement and grows subscriber audiences.

Major Report Findings

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Successful Practices for YouTube Marketing Success

- ▶ **1. Be a well-oiled, consistent, video content machine**
 - The most successful brands have 50% more videos per channel compared to the least successful ones.
 - The best-performing brands publish high volumes of content on a regular schedule.
 - Top aggregate brands publish approximately 78 videos per month. Leading media brands produce even more: close to 500 videos per month.
- ▶ **2. Take video optimization and YouTube channel architecture seriously**
 - YouTube is the 2nd largest search engine, so discoverability is key.
 - YouTube SEO follows very different rules than traditional SEO.
 - Within traditional SEO—Google prioritizes web pages with YouTube video embeds.
 - The best performing 25% of Top 100 Global Brands took more care in optimizing their videos and channels, maintaining twice the number of playlists and video tags than the bottom 25%.
- ▶ **3. Don't get caught in the overproduction trap; lesser quality video works well, too**
 - The best YouTube marketers produce a broader range of video content.
 - Videos do not need to be prime-time quality because those with lower production value can be just as effective.
- ▶ **4. Apply an “Always On” strategy to video marketing**
 - The most successful brand marketers on YouTube integrate their online video strategies with their traditional, offline marketing strategies.
 - Successful video marketers don't hesitate to produce video series for very limited, but highly engaged audiences, such as event participants.
 - 17 of the Top 100 Global Brands use less than 50% of their channels.
 - Continued advertising results in sustainable channel growth and subscribers.
- ▶ **5. Apply branding consistently, intelligently and methodically**
 - The top performers consistently brand their videos in both the video content itself as well as in metadata, which includes titles, tags, and descriptions.
 - An appropriate level of branding within videos is essential because successful YouTube videos are often used outside of the context of a branded YouTube channel, such as website embedding.
 - Over-branding may limit sharing within independent communities of interest.

Major Report Findings

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Best Practices for YouTube Marketing Success (cont.)

- ▶ **6. Adding more content is more important than adding more channels**
 - 37% of all channels have not been updated with fresh content for over 120 days.
 - Successful marketers have YouTube channels that clearly focus on specific target audiences.

- ▶ **7. Engage your community with social media**
 - Facebook and Twitter are among the most important sources of traffic on YouTube within the Top 100 Global Brands.
 - Users frequently share videos on social networks, and video content is attractive for sharing.
 - The top 25% of brands had significantly higher social sharing of video than the bottom 25%.
 - Viewer sentiment is starting to show distinct trends by industry. Home and luxury segments have the highest sentiment, while financial services and consumer goods have the lowest.

Top 100 Global Brand Presence on YouTube

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On average, the Top 100 Global Brands have:

- ✓ 13.8 YouTube channels each
- ✓ 187 Videos in each channel
- ✓ 37,000 views per video (average)

- YouTube video publishing rates are growing at an annual clip of 73% with 8,000 new videos per month.
- Seasonal patterns have emerged, signalling the integration of YouTube into brand marketing activities.

Since 2005, brands have moved beyond using YouTube as an experimental video platform and are now leveraging this massive content ecosystem as a key part of their sales and marketing strategy mix.

GROWTH IN BRAND PRESENCE AND PUBLISHING ON YOUTUBE

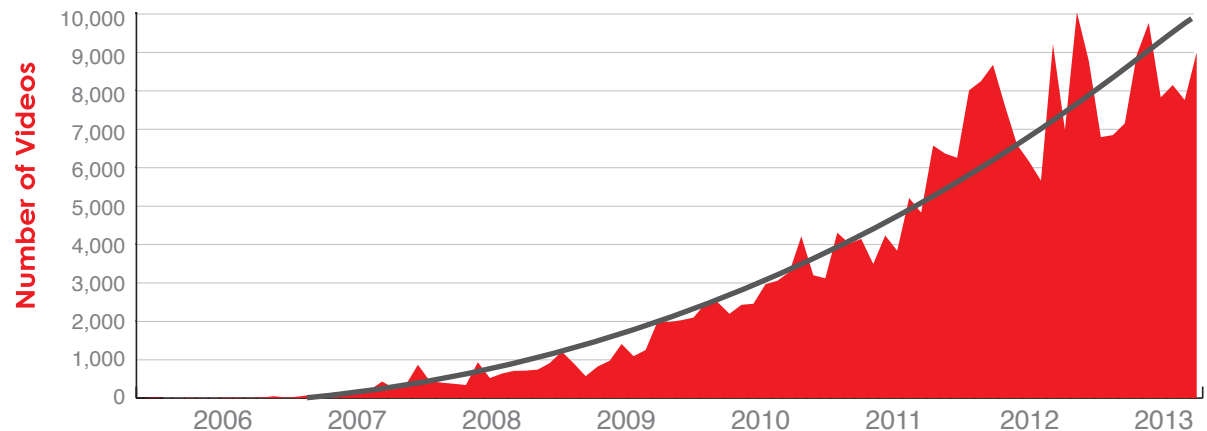
Nearly all of Interbrand's Top 100 Global Brands have built a strong presence on YouTube and have steadily increased the amount of content they produce and publish on the platform. In the past eight years, these powerhouses have created a total of **1,378 YouTube channels, containing 258,000 videos and have attracted over 9.5 billion collective video views.**

Starting in 2009, video publishing rates on YouTube by the Top 100 Global Brands increased an average of 73% annually, averaging more than 8,000 new videos per month. The data also displays recurring seasonality along its year-to-year ascent. The

growth numbers are a byproduct of the massive investment in online video, representing billions of dollars in production costs.

Following this trajectory, we project that roughly **one million new videos will be published between 2013 and 2015** by the Top 100 Global Brands. In addition to the cost of video production, much more investment will also occur in distribution and marketing within the next two years.

Monthly Videos Published on YouTube by Top 100 Global Brands



Top 100 Global Brand Strategies on YouTube

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Videos Produced

MTV	23,756
Thomson Reuters	23,315
Disney	15,367
Google	12,467
Samsung	12,013
Sony	9,938
Intel	8,034
Siemens	7,293
Nokia	6,637
Cisco	6,612
adidas	6,269
Philips	5,864
Nike	5,782

Total Views

Disney	2,502,016,234
Google	1,482,632,321
Sony	1,013,074,958
Samsung	522,386,484
Nokia	429,723,722
Nike	345,273,230
MTV	205,982,283
Coca-Cola	197,753,679
adidas	185,520,895
Nintendo	174,495,568
Pepsi	166,257,167
L'Oreal	134,712,920
BMW	129,404,479

* Companies **bolded in red** are on both lists.

ANALYSIS OF PUBLISHING ACTIVITY

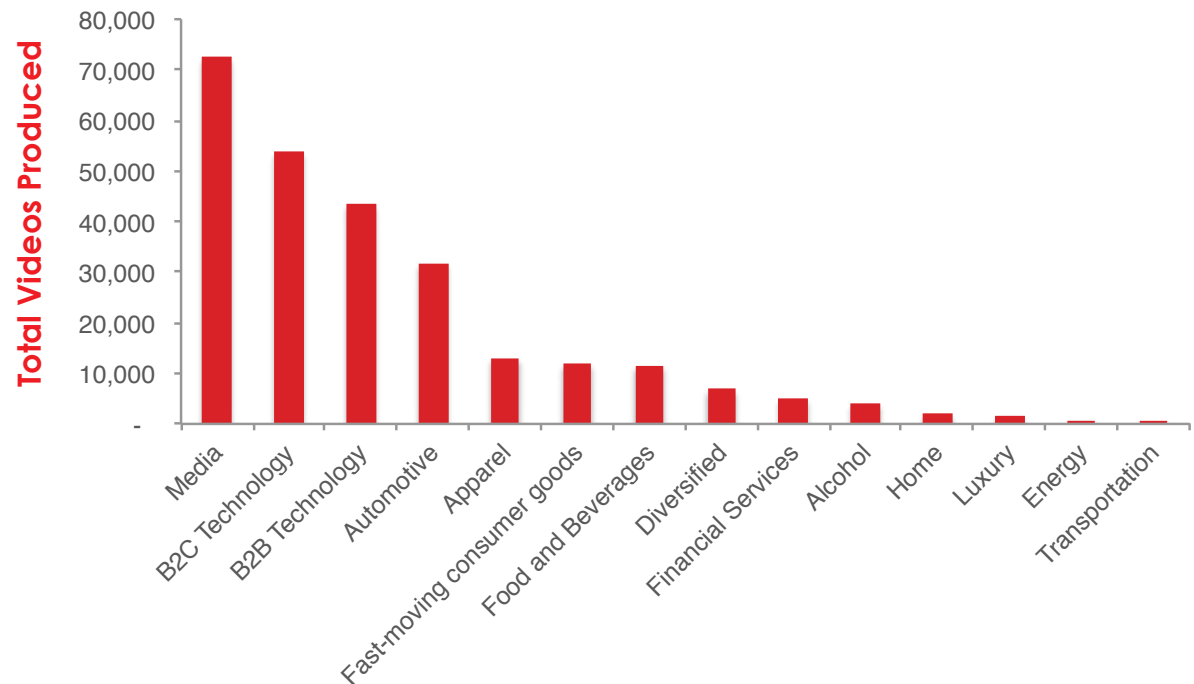
With the total YouTube views of branded content growing 73% year to year, the competition for mindshare is certainly heating up.

Top Video Producers Garner Top Views:

When analyzing the top performing companies within the Top 100 Global Brands, we see a strong correlation between those who produce the most videos and those who garner the most views (lower left chart). On average, the Top 100 Global Brands are publishing approximately **78 videos per month**, with media companies driving the lion's share of new videos, publishing close to 500 videos per month.

Most Active Industries on YouTube: Media, Business-to-Consumer Technology, Business-to-Business Technology and Automotive are the most active industries on YouTube. Media companies are the most active, strongly driven by content leaders like Disney and Thomson Reuters. Companies in the technology and automotive industries recognize that video is a perfect medium to introduce and explain complex products and services to their prospective audiences.

Most Active Industries on YouTube



Top 100 Global Brand Strategies on YouTube

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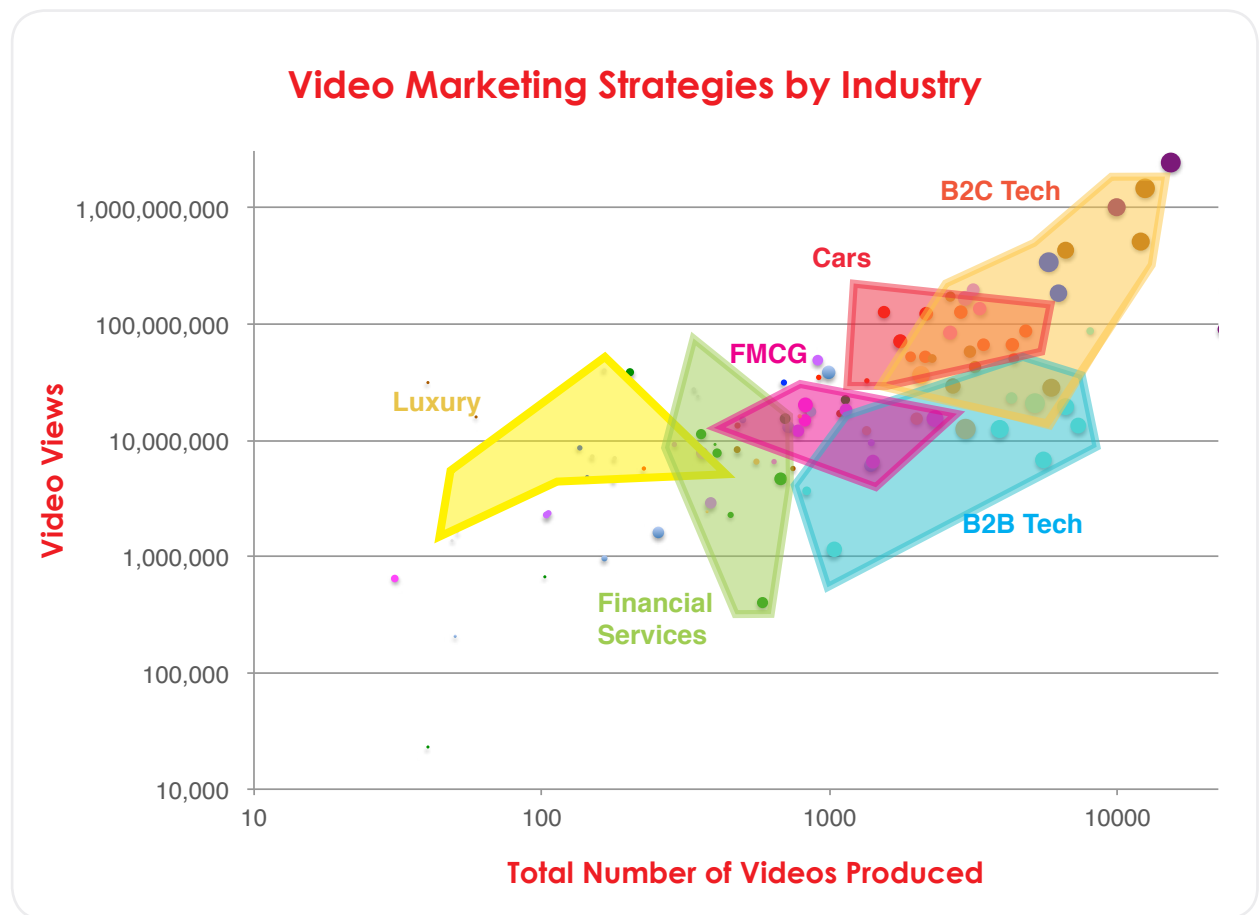


Many brands aren't standing out from the crowd, even within emerging industry clusters on YouTube.

BETTER BRANDS STAND OUT ON YOUTUBE

Competitive pressures force brands to use similar video marketing approaches: This industry analysis reveals that different industries follow different, yet predictable, patterns of using video as a marketing vehicle. The differences within industries are typically fairly small, apart from some outliers. These conditions force brands to use similar marketing tactics and copy each other's recipes for success.

This industry video strategy analysis shows identifiable industry clusters of similar companies pursuing very similar content strategies and achieving comparable results. **B2C technology companies on average produce the most content and reach very high view numbers.** On the other hand, luxury good brands tend to produce significantly fewer videos with fewer viewers by a factor of 100-1000.



Top 100 Global Brand Strategies on YouTube

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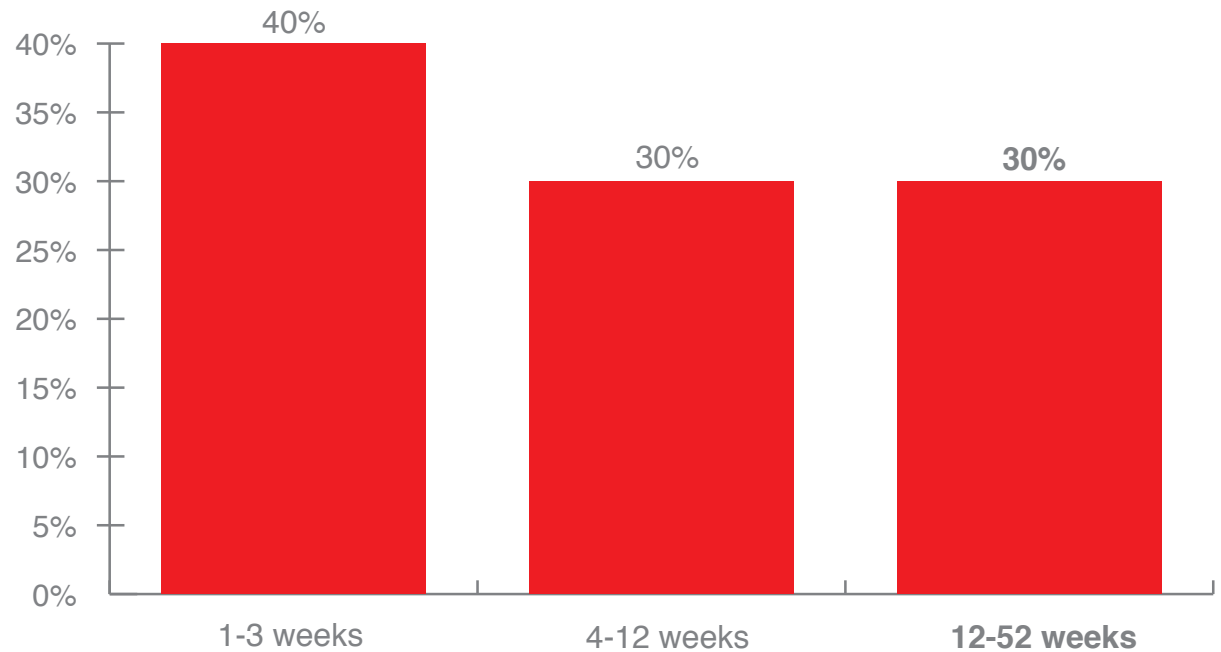
In its first year a video on YouTube will see 30% of its views from week 13 to week 52. Video has a much longer shelf life than most social media content.

YOUTUBE CONTENT HAS A MUCH LONGER SHELF LIFE

Video performance and traffic over a one year time span: While Facebook updates remain in the News Feed an average of 22 hours, content on YouTube has proven effective for far longer. For an average video, the first three weeks traditionally result in 40% of the total video views. The next 30% of video views come between four and 12 weeks of initial publishing. **From 12 weeks to 52 weeks each video posted on YouTube will continue to attract another third of its overall views.**

This lifetime value of video content is unique to YouTube and is among the key reasons marketers now need to place a higher importance on being present and active on YouTube.

Percentage of Total Video Views Over 1 Year



Top 100 Global Brand Strategies on YouTube



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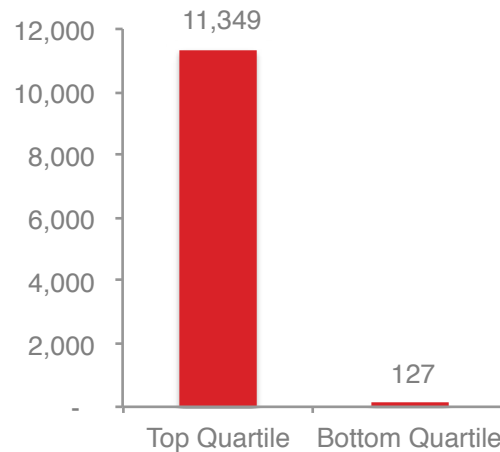
The top 25% have up to 330X more social media interaction because of YouTube.



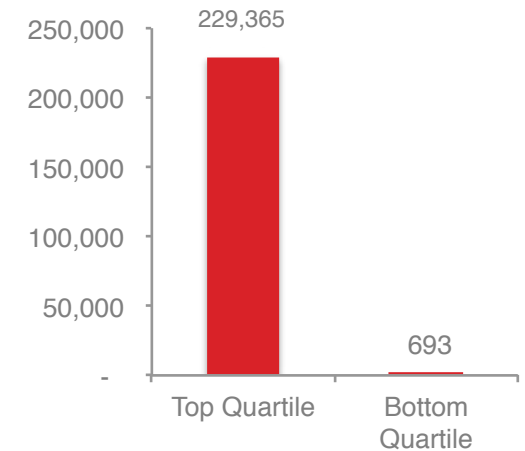
The best marketers engage their audiences with integrated YouTube and social strategies.

Video provides a clear path to social media ROI: According to our study, the most popular brands, those attracting the most views, also attract the most social shares. As noted in the charts below, there is a staggering difference in social media performance between the best performing brands within the Top 100 Global Brands and the bottom quartile. Leading brands averaged over **89X more tweets** and **330X more Facebook activity** than their less popular peers. The best YouTube marketers understand the value of integrating their YouTube videos with their social media campaigns - and the engagement numbers below further validate this effort.

Average Tweets



Avg. Facebook Shares / 'Likes'



Top 100 Global Brand Strategies on YouTube

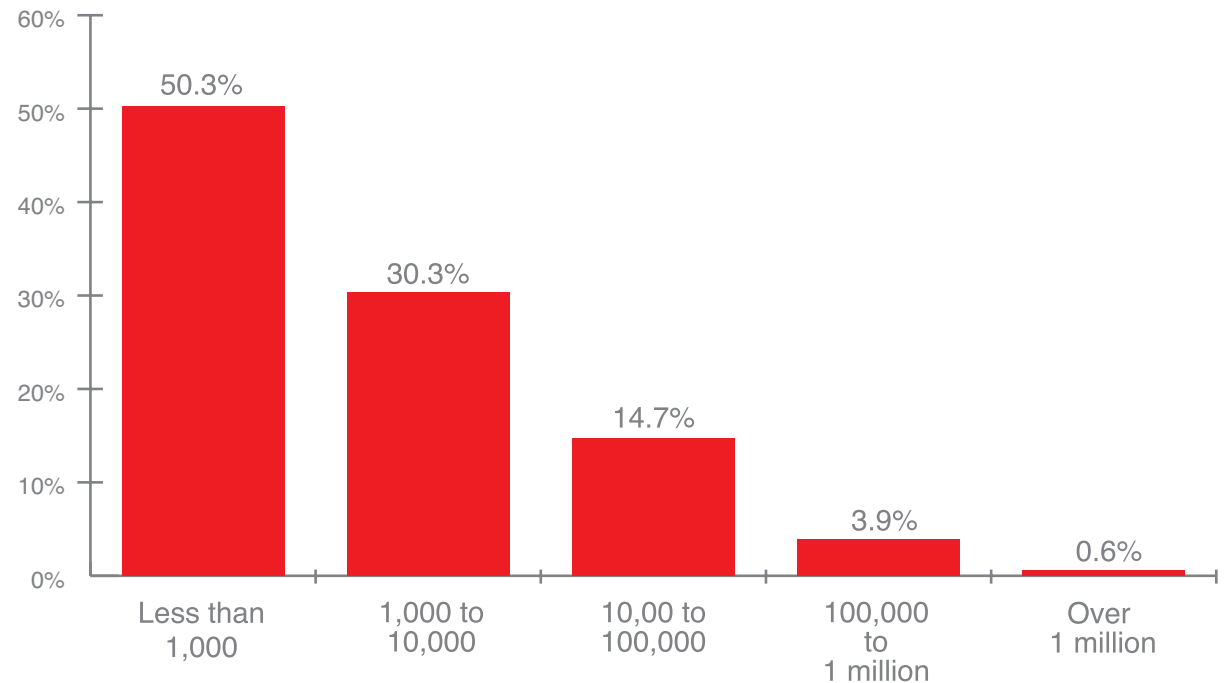
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More than 50% of videos published to YouTube by the Top 100 Global brands received less than 1,000 views, a reflection of flawed video marketing strategies among many of these companies.

Not all videos are created equal: Over half of the published videos on YouTube by the top 100 brands received less than 1,000 total views per video. This is a reflection of flawed video marketing strategies among many of the companies studied. At the other end of the spectrum, only about 1,300 videos had over one million views with far fewer achieving the often coveted, but more frequently over-hyped “viral video” status. Our experience and research indicate that most viral videos have minimal business impact.

Average Total Views per Video on YouTube for the Top 100 Global Brands



Top 100 Global Brand Strategies on YouTube

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CREATING MORE CHANNELS IS NOT NECESSARILY THE ANSWER

Reviewing the channel strategies of the Top 100 Global Brands, we see that **56 of them have 10+ YouTube channels**, with 10 brands touting over 30 channels each. Analysis of those brands with the highest number of channels shows that they also produce the most videos.

Brands struggling to keep channels active:

Many of the brands from among the Top 100 Global Brands struggle with keeping their channels active. Roughly 37% of channels in the examined data pool were not updated in the last 120 days, and **17 of these global brands had 50% or more of their channels inactive**.

The biggest YouTube offenders with the most inactive YouTube channels include Kleenex, Yahoo, and Johnnie Walker with some 80% of their channels being left stagnant for 120 days or more. While industry, budget and number

of audiences served dictates the number of YouTube channels a brand needs to maintain, excess channels are problematic, leading to audience confusion and marketing challenges. Brands must ensure that the channel strategy is driven by audience needs.

YouTube success is tied to building and maintaining an engaged audience that subscribes, shares and interacts with the brand, where the YouTube channel acts as the vehicle. The best performers of the Top 100 Global Brands understand that clear brand channel strategy and coherent YouTube channel layouts backed by compelling, well-organized content are critical to audience development and mindshare. The best marketers know the combination of great channels and great content result in higher audience engagement and viewer watch times, ultimately driving views, social shares, search performance, and video embeds on important web properties.

Videos Published

MTV	23,756
Thomson Reuters	23,315
Disney	15,367
Google	12,467
Samsung	12,013
Sony	9,938
Intel	8,034
Siemens	7,293
Nokia	6,637
Cisco	6,612
adidas	6,269
Philips	5,864
Nike	5,782
SAP	5,533

* Companies **bolded in red** are on both lists.

Number of Channels

3M	43
Disney	41
Nike	41
IBM	41
Google	40
Samsung	34
Sony	34
Philips	34
Oracle	34
IKEA	33
adidas	32
Nokia	30
Cisco	30
Nestle	30
SAP	29

Best Practices for YouTube Marketing

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The best YouTube performers of the Top 100 Global Brands understand that content strategy and video marketing are far more important than making a limited number of over-produced videos. They do 7 things right.

Make Lots of Video Content



Practice Good Video SEO



Use Different Videos for Multiple Touchpoints



Link Video to Marketing Initiatives



Ensure Video has Branding



Invest in More Content Not More Channels



Engage Community via Social Media



Best Practices for YouTube Marketing

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Make Lots of Video Content

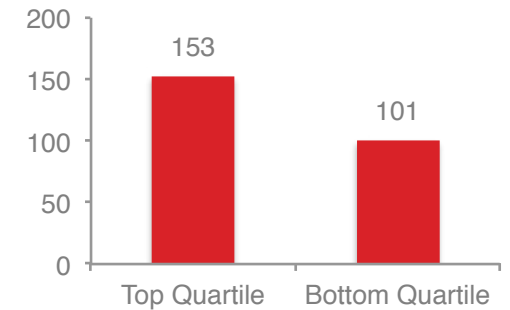


The best YouTube performers publish 50% more videos than the worst performers. They also do it consistently and predictably.

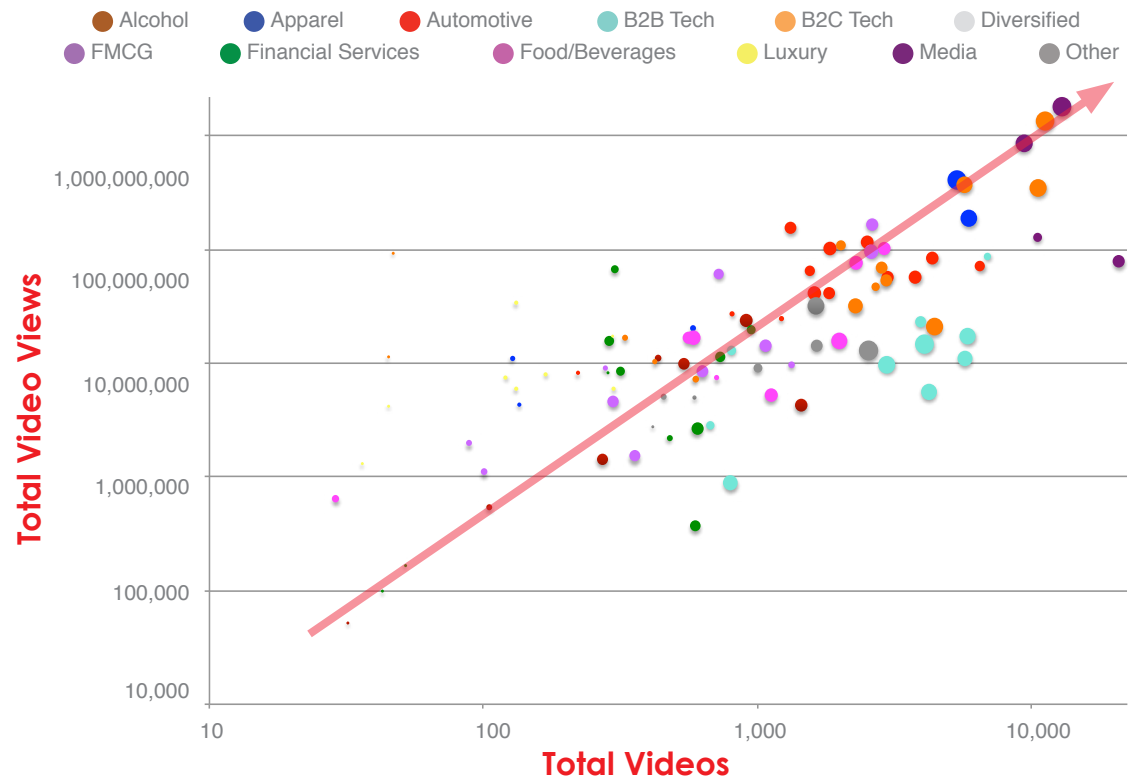
BE A WELL-OILED, CONSISTENT, VIDEO CONTENT MACHINE

In the chart below we see a clear **correlation between the number of videos produced and the total amount of views that these videos received**. Top brands understand that consistent and frequent content production leads to increased views on YouTube videos and channels. This claim is further supported by analyzing the top performing quartile of the Top 100 Global Brands against the bottom quartile. In the chart to the right it is clear that the **most successful channels have 50% more videos** than the least successful channels.

Videos Per Channel



More Videos = Bigger Audience



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Make Lots of Video Content



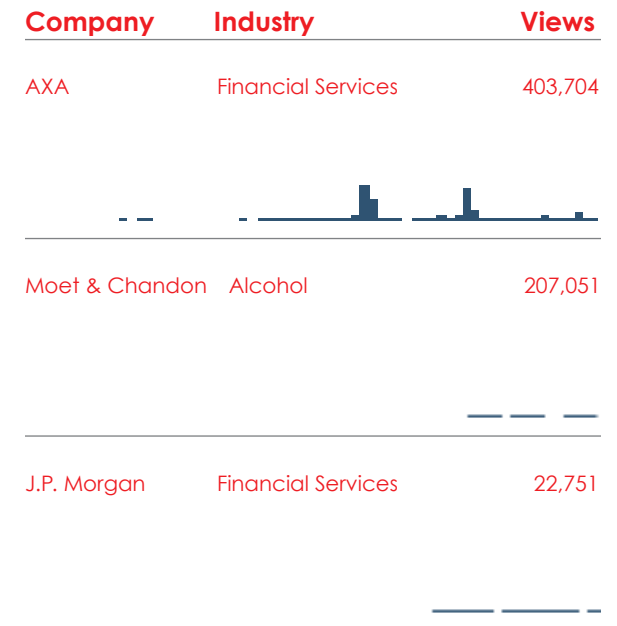
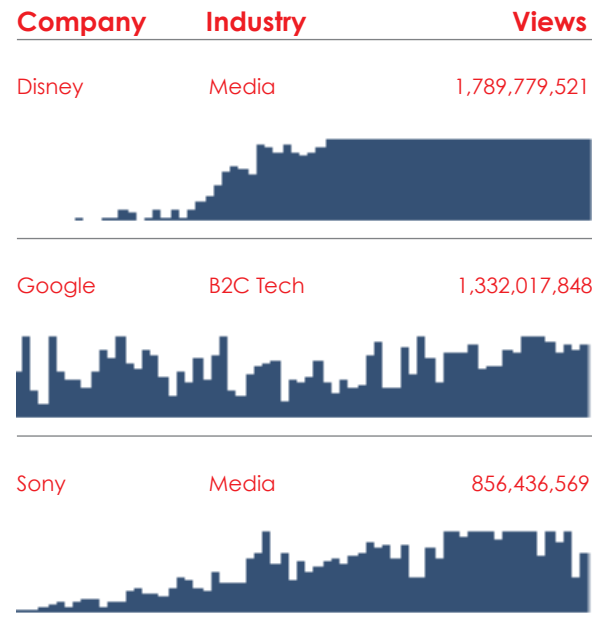
The best brands don't "dump" a bunch of videos on YouTube; they publish much more methodically.

Data from this study also shows that the most successful of the Top 100 Global Brands on YouTube understand that **consistent publishing begets more views than isolated bursts**. Top performers, like Disney, Sony and Google have worked to build regular publishing schedules and are seeing view numbers at or above one billion.

Disney has generated over 1.8 billion collective video views across over 15,000 video assets published on its 41 YouTube channels. Of the Top 100 Global Brands sample, Disney comes in third (after MTV and Thomson Reuters) for the largest number of videos published on YouTube. Disney only started publishing regularly to YouTube in early 2009, but scaled up its publishing efforts quickly. Now the **Mouse House pushes over 300 videos every month** to its various YouTube channels, building a loyal audience eager for fresh content.

Among the least successful of the Top 100 Global Brands is **J.P. Morgan**. This global brand leaves a lot to be desired from their YouTube investment. Aside from a very low YouTube view count – just over 26,000 total views of its assets on YouTube, the company manages **just one channel with only 40 videos in total**. Even among its financial services peers in this sample, J.P. Morgan is the one brand that is missing out on the potential to forge meaningful and long-lasting relationships with its many target markets.

Publishing Activity 2005-2012: Most Successful vs. Least Successful



Best Practices for YouTube Marketing

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Practice Good Video SEO



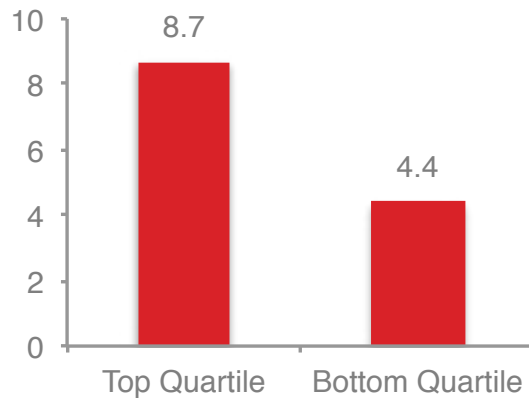
YouTube SEO follows different rules than traditional web SEO.

TAKE VIDEO OPTIMIZATION AND YOUTUBE CHANNEL ARCHITECTURE SERIOUSLY

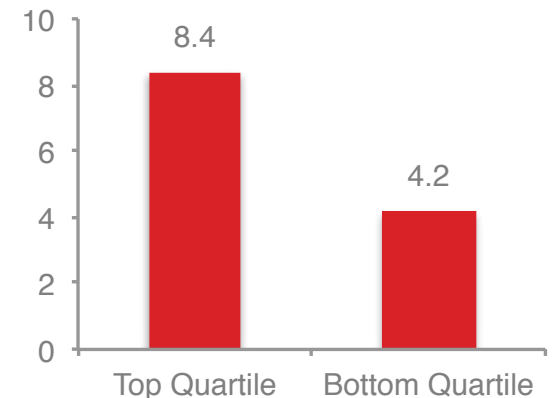
Video SEO primarily consists of putting high-quality metadata around your videos and integrating key search terms into video titles, tags, and descriptions. When examining The Top 100 Global Brands, we see that the **top performing quartile use more than twice the number of tags and playlists compared to the**

bottom quartile. This is a clear indication that successful video marketers put a lot more care into developing detailed and comprehensive channels, along with the metadata behind them - and they're seeing the results.

Average Number of Tags



Average Number of Playlists



Best Practices for YouTube Marketing

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Practice Good Video SEO

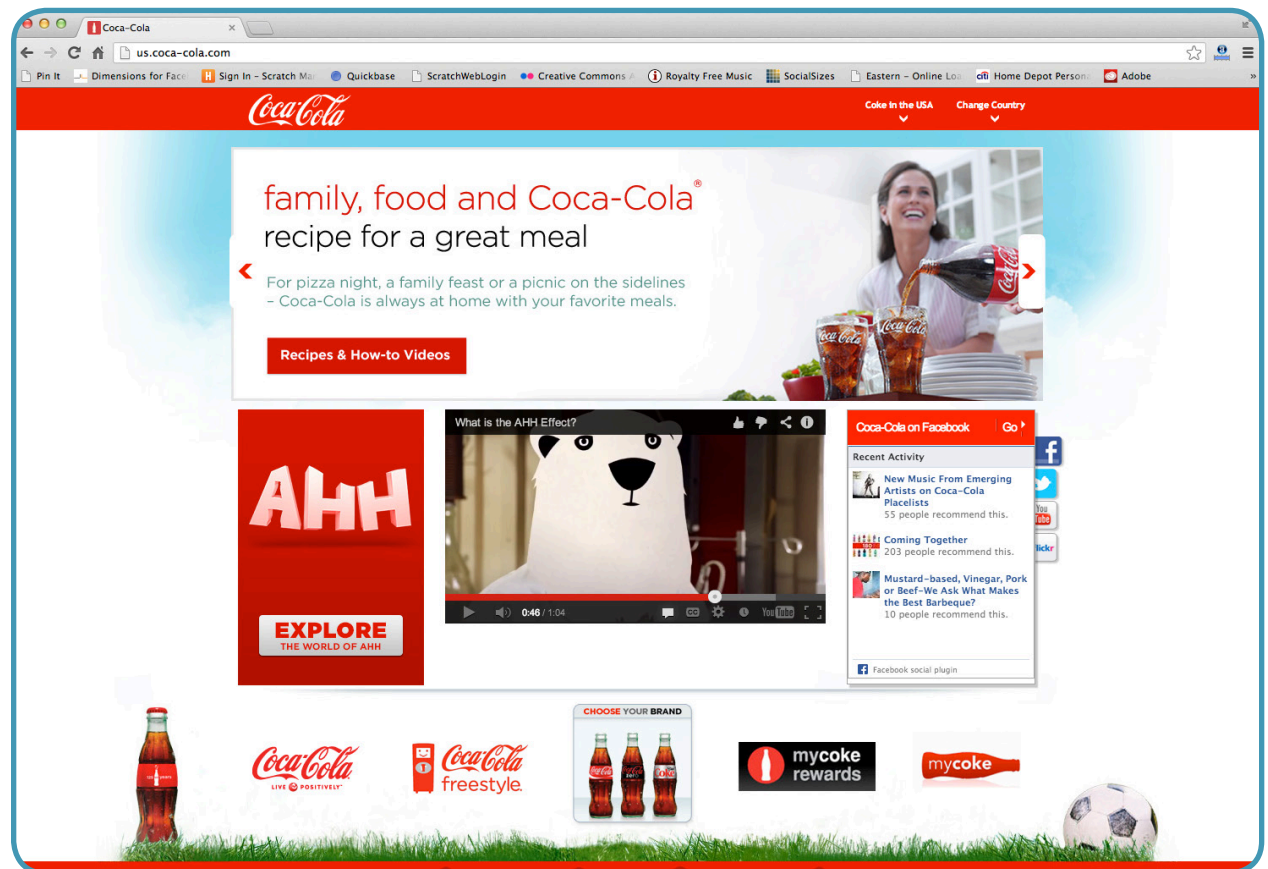
Q YouTube is the 2nd largest search engine in the world. The top performers understand that video SEO is different from traditional SEO and they also know the search importance of web integration of YouTube videos.

The Critical Importance of YouTube Search

As we discussed, YouTube is currently the second largest search engine in the world. Within Google search, video content has been measured as [53X more likely](#) to achieve organic, first-page ranking than traditional web pages. Therefore, optimizing your videos to perform well in search is absolutely critical to maintaining a successful YouTube presence.

Tighter video integration between YouTube and a brand's website results in a higher return on video investment and encourages stronger performance within Google SEO rankings. However, **not all of the Top 100 Global Brands integrate their YouTube videos with their websites.**

Coca-Cola incorporates embedded YouTube videos not only on their home page, but throughout their website as well.



Best Practices for YouTube Marketing

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Use Different Videos for Multiple Touchpoints

The best performing Top 100 Global Brands understand that the audience engagement on YouTube has multiple touch points, and they create and publish video content that aligns with each one. Those videos often have different production grades and video lengths, but the story is always relevant to the audience.

DON'T GET CAUGHT IN THE OVERPRODUCTION TRAP; LESSER QUALITY VIDEO WORKS WELL TOO

Within your video production strategy, it's important to offer your audience different grades of videos. As indicated by the chart below, the top quartile of the Top 100 Global Brands tend to

Best and Worst Performers in the Top 100 Global Brands Time Range of Video Content

Average Shortest Video

Average Longest Video

Top Quartile

24 seconds

16:27 minutes

Bottom Quartile

45 seconds

16:13 minutes

Length (seconds) →

produce a broader range of videos than the bottom quartile.

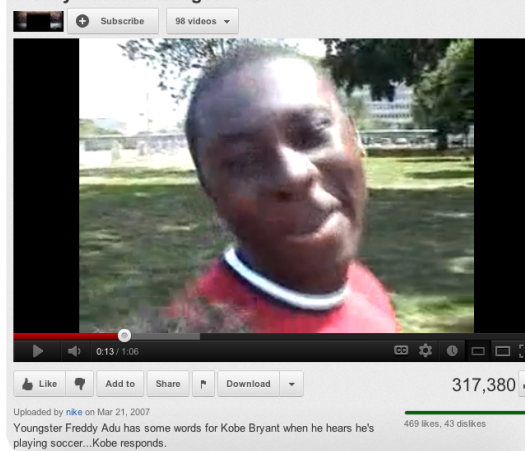
The audience journey on YouTube has multiple touch points, so make sure video content aligns with each one. Align your YouTube and video content portfolios with your customer's journey and engagement to your brand. Understand that long form content performs just as well as short videos as the audience becomes more intimate with your brand.

Regularly produce good video content with a great story. Intel, which ranks #8 on the Top 100 Global Brand list, mixes both professional-grade production content for online video with user-generated content (UGC). Smarter brands are also curating content from their broader YouTube community.

Stop trying to make a viral video. Produce good content that ranges from brand awareness to customer testimonial to how-to instructions to customer service.

LESSER QUALITY VIDEO WORKS WELL TOO

Freddy Adu Challenges Kobe



Making of Intel Core i7



Best Practices for YouTube Marketing

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Link Video to Marketing Initiatives



YouTube must be integrated with brand campaigns and not treated as just another marketing channel. The Top 100 Global Brands are now adding YouTube to their major marketing initiatives.

APPLY THE “ALWAYS ON” STRATEGY TO VIDEO MARKETING

YouTube must be integrated with brand campaigns and not treated as just another marketing channel. Volkswagen landed huge success with its Darth Vader commercial “The Force,” showing a pint-sized Darth Vader using “The Force” to start up his parent’s new Passat. This video brought in more than **12.5 million views on YouTube, 10,000 comments and 62,000 Likes before the big game even started**. The Top 100 Global Brands are now adding YouTube to their major marketing initiatives. This illustrates how important YouTube has become in capturing consumers’ attention. As a result, the most successful brands **carefully coordinate their offline marketing with their YouTube strategies**.

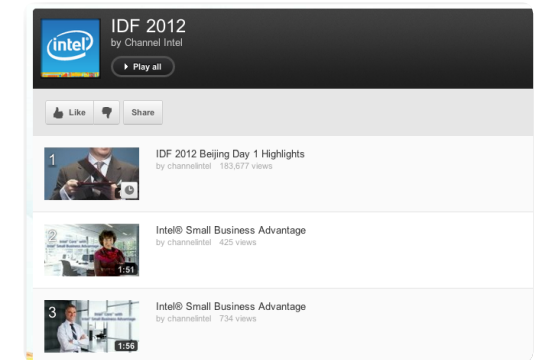
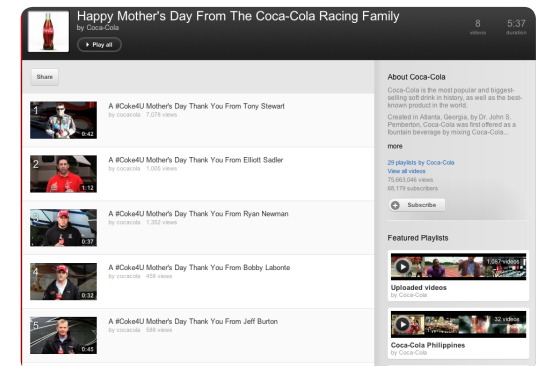


Create Event Videos Even For Limited Audiences

Successful video marketers don’t hesitate to produce video series for very limited, but highly engaged audiences, such as event participants.

However, the best video marketers avoid setting up channels that only serve the purposes of a one-time campaign. “Orphan” channels with stale content quickly turn into a problem. Consider looping niche videos or event videos into a larger channel theme that can continue to grow and accept new content over time.

Examples of Event-Driven Video Content from Coke and Intel



Best Practices for YouTube Marketing

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Ensure Video has Branding



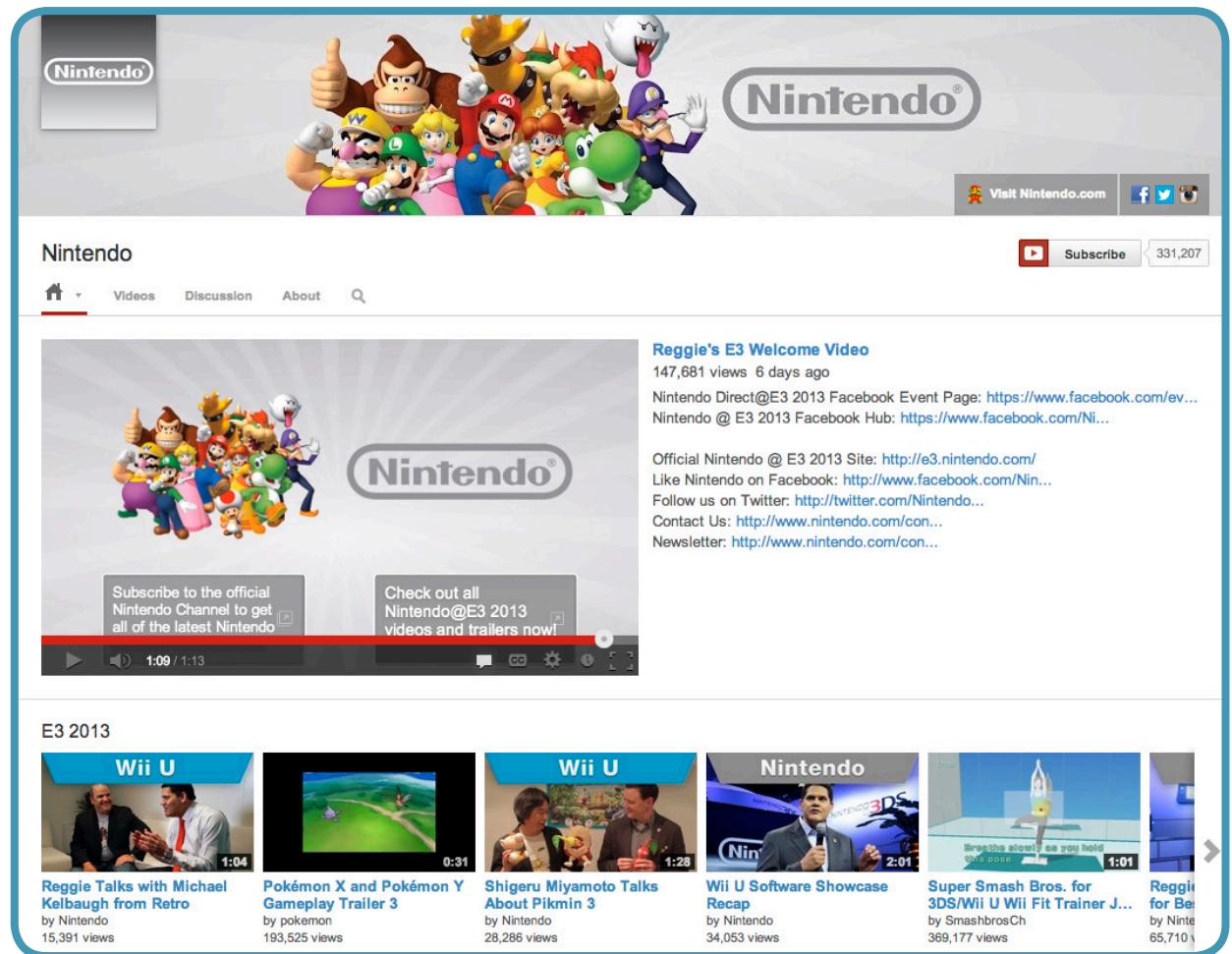
Top performing companies on YouTube consistently brand their videos in both the video content itself as well as in metadata.

Branding within the video itself is important as well because many videos are shared, embedded and viewed outside of a YouTube channel.

APPLY BRANDING CONSISTENTLY, INTELLIGENTLY AND METHODICALLY

YouTube offers multiple opportunities for branding within their platform. The newly released channel layout called “**One Channel**” allows for a wide, colorful cover image at the top of a brand page. Every YouTube channel can now have a custom header image that works effectively for both web and mobile, as well as a front page that can be populated with playlists or individual videos.

Below is an example of Nintendo's simple, branded page with a custom header image.



Best Practices for YouTube Marketing

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Ensure Video has Branding



Take advantage of the multiple places for branding within the YouTube video page. Don't forget brand-oriented calls-to-action either.

Video Content

Title

Channel Logo

Meta Data:
Tags /
Descriptions



Branding is necessary, especially as content is shared and socialized. The best brands consistently brand their videos in both the video content itself as well as in the metadata. This is essential because YouTube videos often are used outside of the context of a branded YouTube channel.

Best Practices for YouTube Marketing

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Ensure Video has Branding



If you have the budget to advertise with YouTube - consider using Custom Gadgets to enhance your top performing channels.

This may be available for all brand accounts later in 2013.

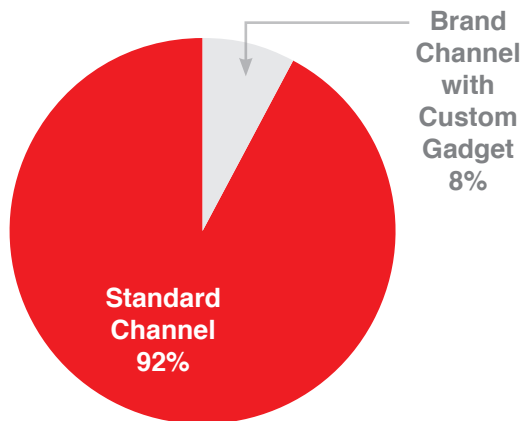
Custom Gadgets for Top Performing Channels

Custom Gadgets – dedicated tabs on the channel page that can contain an interactive application, are an advanced form of customization only available for companies with significant advertising budgets. Custom gadgets are frequently used to present different ways to navigate content, for competitions and sweepstakes, or to encourage viewers to leave comments in a social media stream.

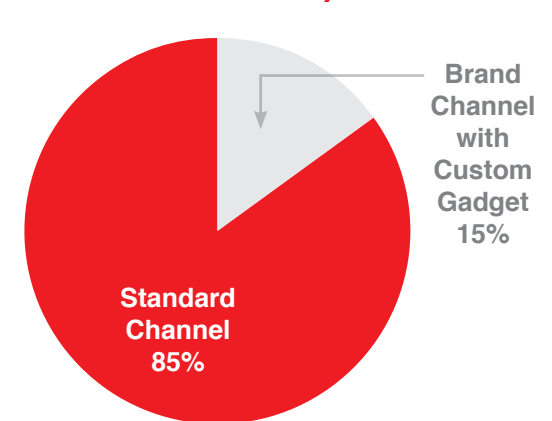
It would appear that the use of Custom Gadgets across YouTube channels is relatively low. As shown, 92% of the Top 100 Global Brands' channels still use only the standard YouTube channel layout. **Only 8% use a fully customized page with a Custom Gadget.**

However, the picture looks different when we examine the **Best 200 Channels by Views**. In this highly effective group almost **twice as many channels (15%) use custom gadgets**. This shows that top marketers have a keen awareness of their strongest channels and are working to optimize the branding and user experience for areas with the highest traffic.

All Channels



Best 200 Channels by Views



Best Practices for YouTube Marketing

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Invest in More Content Not More Channels

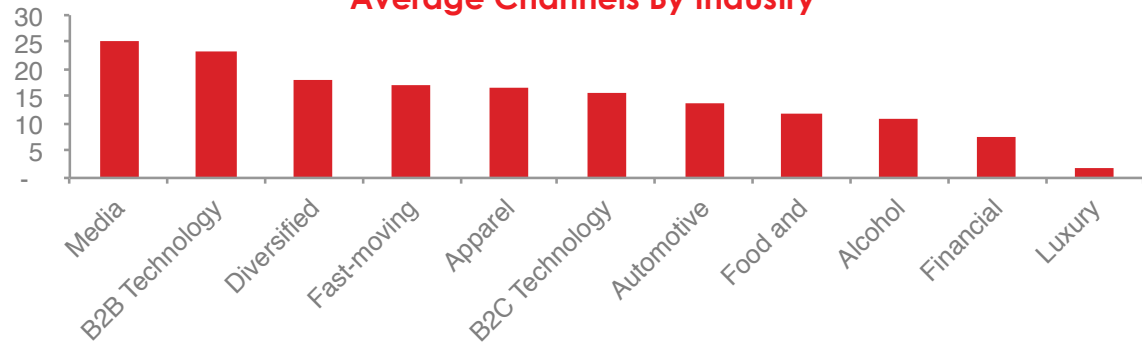


More brand YouTube channels aren't necessarily better. Instead, segment your channels by industry and ensure you deliver video content specific to the product line or market.

ADDING MORE CONTENT IS MORE IMPORTANT THAN ADDING MORE CHANNELS

When examining channel averages by industry we found some striking similarities within industries. Technology and Media companies have the most channels per brand. This strategy makes sense given the nature of their industry. Media companies, like Disney, are in the business of producing visual content and serve multiple audiences with their YouTube channels. A brand like Siemens is involved in both nuclear power and the production of toasters, so it clearly make sense to create multiple channels. This is expecially true for one of the most diverse brands of them all: 3M. For many brands, though, fewer channels is often the better strategy.

Average Channels By Industry



More Channels Doesn't Mean More Views

While top video marketers typically maintain multiple channels, "more" is not directly associated with "better." When you examine the list of the Top 100 Global Brands with the highest amount of channels, they aren't necessarily those with the highest view rank. Those who rank high in views practice intelligent channel segmentation and maintain those channels regularly. By developing channels focusing on particular target market segments, languages and industries, it increases the likelihood that your audience will stay engaged for multiple viewing experiences.

Brand	Channels	View Rank
3M	43	54
Disney	41	1
Nike	41	4
IBM	41	49
Google	40	2
Sony	34	3
Samsung	34	6
Philips	34	39
Oracle	34	64
IKEA	33	33
adidas	32	7
Nokia	30	5
Cisco	30	42
Nestle	30	47
SAP	29	76
Siemens	26	59
Panasonic	25	34
Accentura	25	93
Pepsi	23	15
Colgate	23	44

Best Practices for YouTube Marketing

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Invest in More Content Not More Channels



It's better to maintain few channels well than to have many channels that are inactive or poorly maintained.

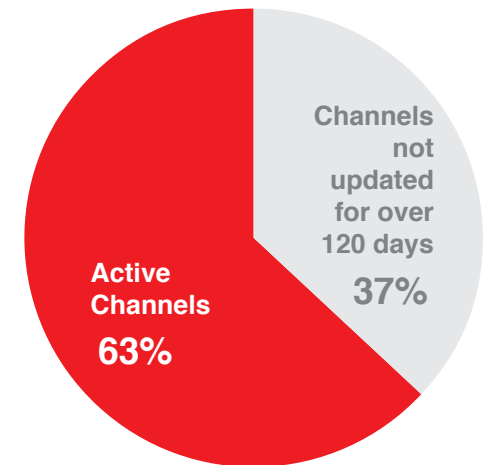
Inactive channels confuse and distract your audience - giving them inaccurate brand messages and perceptions.

Inactive Channels

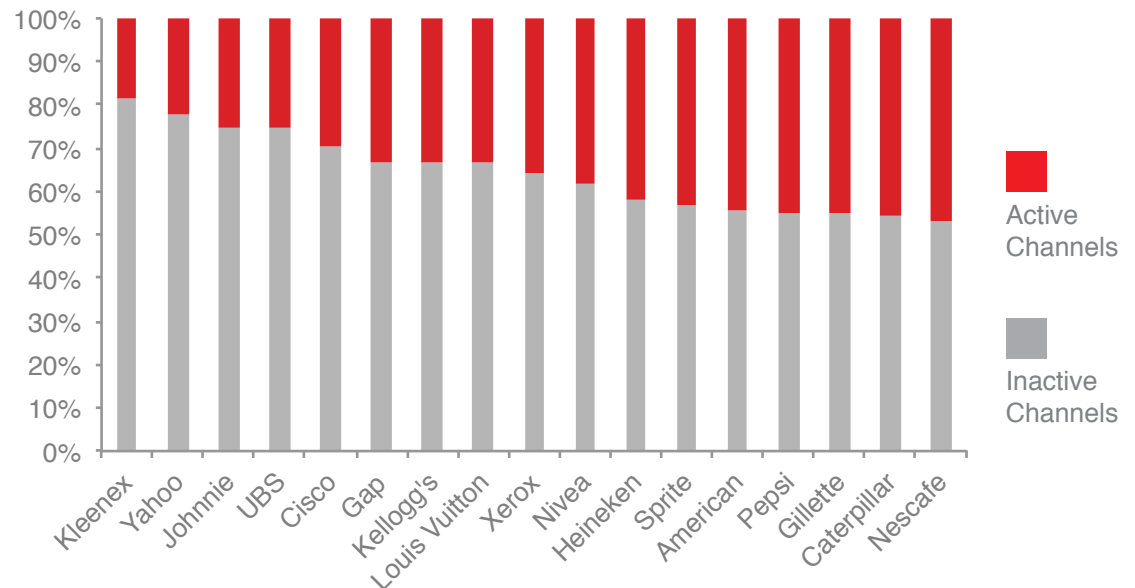
One surprising finding in this study was the number of inactive channels among the Top 100 Global Brands. The pie graph to the right shows a staggering 37% of all channels have not been updated with fresh content for over 120 days. Below is a list of 17 brands that have over 50% inactive channels. The main reasons seem to be channel consolidation or simple lack of video marketing activity. Channels developed for single campaigns or events also appear to be dropped and left to linger.

Inactive channels are confusing for your audience. Product information and branding can appear dated and out of touch. We recently worked with a major brand whose search results on inactive channels were outperforming their main active channel.

Best Brands & Inactive Channels



Brands with the highest percentage of inactive channels



Best Practices for YouTube Marketing

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Engage Community via Social Media

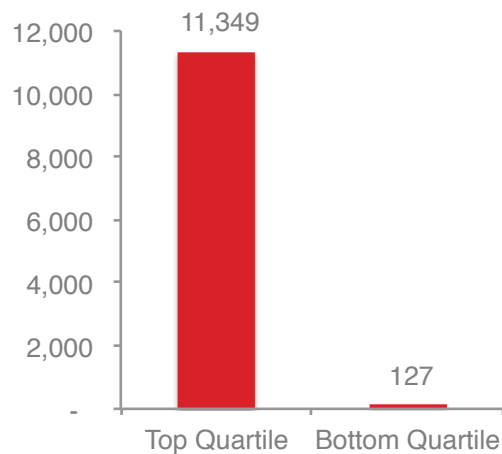


Brands that tightly integrate YouTube efforts with Facebook, Twitter, Google+ and Pinterest will drive up to 330X more audience engagement through shares, embeds, 'Likes' and comments.

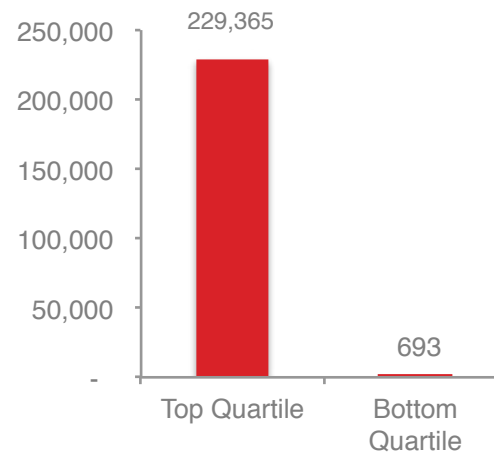
ENGAGE YOUR COMMUNITY WITH SOCIAL MEDIA

Much like integrating your YouTube strategy with your offline marketing strategy - you want to

Average Tweets



Avg. Facebook Shares / 'Likes'



examine how your YouTube efforts are reflected within your social media channels as well. Video is an extremely engaging form of social media content. The top quartile of the Top 100 Global Brands, those attracting the most views, are also attracting the most social shares. As previously noted, leading brands averaged over **10,000% more tweets** and **5,000% more Facebook activity** than their less popular peers.

With such strong engagement numbers, it is surprising that top brands do not score better on the social scale. While **adidas, Apple, Samsung and Sony** received a perfect **100 social score**, scores drop off quickly after this top group.

Brand	Top Social Scores
adidas	100
Apple	100
Samsung	100
Sony	100
Starbucks	85
Ford	76
Nestle	75
Pepsi	75
Toyota	75
Coca-Cola	69
Intel	69
Cartier	55
Yahoo	54
Avon	52
Nokia	52

Best Practices for YouTube Marketing

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Engage Community via Social Media



The Top 100 Global Brands are realizing that YouTube is not merely a video platform; it's also a major social media platform. That's why customer and audience engagement is necessary for sustained YouTube performance.

Social Sentiment

Luxury, Apparel, Alcohol and Automotive brands received the most positive user ratings (as measured by sentiment responses on YouTube videos). Financial services is the least popular industry.

The Top 100 Global Brands are realizing that YouTube is not merely a video platform; it's also a major social media platform. That's why customer and audience engagement is necessary for sustained YouTube performance.

Engagement and response to comments and shares is important for sustained audience response. The better brands do not turn off comments and sentiment. They embrace them and engage their audience.

Brand	Average of Positive Votes
Home (1 brand)	96%
Luxury	96%
Apparel	96%
Alcohol	94%
Automotive	93%
B2B Technology	92%
Transportation (1 brand)	90%
Diversified	90%
B2C Technology	87%
Food and Beverages	86%
Media	85%
Energy (1 brand)	84%
Fast-moving consumer goods	83%
Financial Services	73%

YouTube is the Future of Powerful Brand Marketing

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Although **Key Lessons in Online Video Marketing from the Top 100 Global Brands** is the first and most comprehensive study of the best video marketing practices by the world's most successful brands, we hope it serves as the basis for an ongoing conversation and collaboration among the best and brightest in our industry to help bring increased awareness, understanding and an actionable roadmap for all brands looking to get the most of their digital and social marketing efforts by leveraging YouTube.

Remember...

- **Ignore YouTube at your own peril.** It is impossible for marketers to dismiss the growing popularity of YouTube or the effective and quantifiable benefits that brands can achieve by producing and distributing video content on YouTube.
- The best performing brands based on this study of the Top 100 Global Brands are those who apply a **methodical approach** to creating and tailoring their video content to the needs of their customers.
- The Top 100 Global Brands now publish more than **10,000 cumulative videos to YouTube per month** and this number will continue to increase.
- Those brands that get consistently high viewership are driven by thoughtfully branded and intelligently segmented channels, consistently published quality content, careful optimization of content for maximum search engine impact and tighter integration of video marketing strategies with their website and social media platforms.
- **Expect even more YouTube momentum** – and those brands, especially the global leaders among them, who treat YouTube as an afterthought will see less return on their overall marketing investment, and in due time - dwindling market share.
- There are no hard and fast rules – our best practices should serve as guidelines for maximizing a brand's investment in video marketing and advertising.

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The Top 100 Global Brands are proving the effectiveness of YouTube as a critical part of their marketing and business strategy. The best are moving beyond television-style brand awareness to much more socially-engaged, longer-form, content rich channels. They understand that video marketing is just as important as video production. The best of the Top 100 Global Brands offer valuable lessons not only to smaller brands, but also to the marketing and advertising business spanning all companies.

Report Methodology

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The basis of our analysis is Interbrand's *Best Global Brands*. This list was used to identify YouTube channels belonging to the Top 100 Global Brands.

YouTube channels were included in the study based on the following criteria:

1. The channel could be found in the top 1000 search results on YouTube when searching for the brand name and limiting search results to channels only.
2. The channel clearly identified the brand name in its title, channel URL or description text.
3. Only channels that were branded with the main brand name were included, not sub-brands belonging to the same corporation. Example: Poland Spring belongs to Nestlé, but wasn't included under the Nestlé brand. However, the channel of Nestlé Waters North America was included.
4. National and regional channels belonging to a brand were included, as were sponsorship event channels that were clearly run by the brand. Excluded were channels belonging to dealerships (frequent in the car industry), distributors or independent user groups and fan clubs.
5. Multiple spellings of the same brand name (such as Nestlé and Nestle) were included, as were short forms of brands (such as Bud for Budweiser or VW for Volkswagen).

Brands examined during this study:

- 3M
- Accenture
- adidas
- Adobe
- Allianz
- Amazon
- American Express
- Apple
- Audi
- Avon
- AXA
- BlackBerry
- BMW
- Budweiser
- Burberry
- Canon
- Cartier
- Caterpillar
- Cisco
- Citi
- Coca-Cola
- Colgate
- Corona
- Credit Suisse
- Danone
- Dell
- Disney
- eBay
- Facebook
- Ferrari
- Ford
- Gap
- GE
- Gillette
- Goldman Sachs
- Google
- Gucci
- H&M
- Harley Davidson
- Heineken
- Heinz
- Hermes
- Honda
- HP
- HSBC
- Hyundai
- IBM
- Ikea
- Intel
- J.P.Morgan
- Jack Daniel's
- John Deere
- Johnnie Walker
- Johnson & Johnson
- Kellogg's
- KFC
- Kia
- Kleenex
- L'Oreal
- Louis Vuitton
- MasterCard
- McDonald's
- Mercedes-Benz
- Microsoft
- Moët & Chandon
- MTV
- Nescafé
- Nestle
- Nike
- Nintendo
- Nissan
- Nokia
- Oracle
- Pampers
- Panasonic
- Pepsi
- Philips
- Pizza Hut
- Porsche
- Prada
- Ralph Lauren
- Samsung
- Santander
- SAP
- Shell
- Siemens
- Smirnoff
- Sony
- Sprite
- Starbucks
- Thompson Reuters
- Tiffany & Co.
- Toyota
- UPS
- Visa
- Volkswagen
- Xerox
- Yahoo
- Zara
- Morgan Stanley (no YT channel)

Report Methodology

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Our software collected a list of 2214 candidate channels automatically using loose filtering criteria. A group of analysts then verified each channel according to the criteria listed above and reduced the list to 1378 verified channels. The following data for each channel was harvested with Pixability's Video Radar software from YouTube.

- Number of videos
- Number of views
- Number of subscribers
- Number of playlists
- Number of video views, comments, 'Likes' and dislikes per video.
- Metadata metrics for each video, such as number of tags and description lengths, publishing date, and video length.
- Number of times each YouTube video was shared on Facebook and Twitter. The public APIs of the two services were queried with the exact YouTube video URL to gain this information.

All individual metrics per video were added by channel and then by brand to get to the total values used in the study.

The raw data was used as an input into Pixability's Online Video Grader software. The Online Video Grader consists of a database of over 13,000 business channels on YouTube. The channels identified as belonging to a top 100 brands were measured against these benchmarks to come up with the Grader scores mentioned in the study. Since the Grader uses differentiated benchmarks depending on company size, the company size for all brands was assumed to be more than 1,000 employees. The data presented in the study represents full and exact counts of the metrics described above. No sampling, estimates, regressions or projections were used. The exception is the section about the shelf life of a video for which a sample of randomly selected videos was analyzed.

About Pixability

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Andreas Goeldi, CTO, Pixability



Rob Ciampa, EVP Marketing, Pixability

About Pixability

Pixability is a YouTube-certified marketing and advertising software company that works with brands, e-commerce firms, agencies, and content providers to drive business and awareness with online video and YouTube. Using proprietary, YouTube marketing software and audience analytics databases, Pixability's certified and seasoned team of YouTube professionals helps many of the world's top companies deliver quantifiable YouTube results.

Andreas Goeldi, CTO, Pixability

Andreas Goeldi is Chief Technology Officer at Pixability and is YouTube certified. At Pixability, Andreas works with major brands and agencies on YouTube strategy and execution. He is an experienced Internet technologist and online marketing expert with a passion for film and video. Andreas has worked in online marketing since the World Wide Web's earliest days. He co-founded Namics, one of Europe's largest online marketing agencies, Germany's largest blog network Blogwerk.com, and Buzzient, a U.S.-based social media analytics startup. Andreas' passion for film and video started when he bought his first Super 8 camera at the age of nine years, and he started programming at the age of 12. Andreas holds a S.M. in Management of Technology from MIT and a M.A. in Information Management from the University of St. Gallen, Switzerland.

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Rob Ciampa, EVP Marketing, Pixability

Rob Ciampa is Executive Vice President of Marketing at Pixability and is YouTube certified. At Pixability, Rob helps major brands, agencies, media companies, celebrities, and entertainment artists with YouTube strategy, marketing, advertising, and monetization. He was also the co-founder of NetEffect, a worldwide consulting firm that used its own video studio to transform the worldwide delivery of professional services. On a personal note, Rob is the father of two teenage boys who transformed their attic into a video production set and subsequently built multiple, successful YouTube channels with over 9 million views. Rob has a BS and MS in Computer Science and Engineering from the University of Massachusetts, and an MBA from Boston University, all with honors. He holds two patents in technology management.

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