

EXTERNAL

# Case Studies



# Warner Bros. drives brand awareness & ad recall with YouTube Audio Ads

**4%**

Lift in Brand Awareness

**10%**

Lift in Ad Recall



## THE CHALLENGE

Warner Bros was looking to expand their existing digital audio campaign from Spotify to reach listeners that would be interested in the movie premiere of Detective Pikachu.



## THE APPROACH

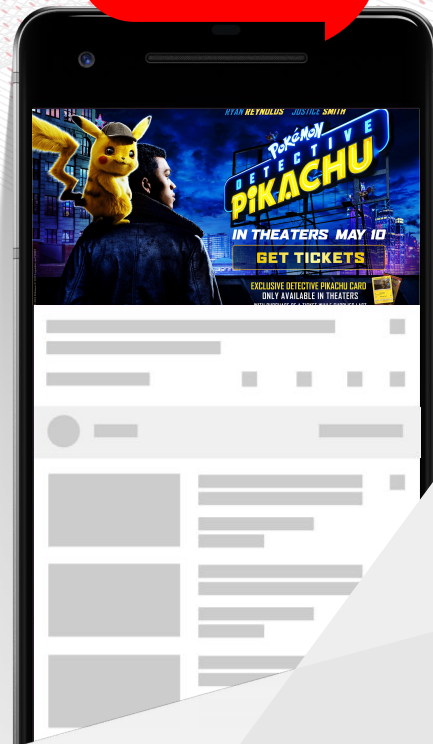
Taking existing audio assets that ran on Spotify, Warner Bros repurposed them to test the new YouTube Audio Ads offering. Each of the three audio assets had specific soundtracks that matched the music genre they used to target each campaign through Topics targeting.



## THE INSIGHT

YouTube Audio Ads demonstrates an effective new way to support awareness campaigns leading up to movie premieres. In addition to driving lift in awareness and recall, the campaign was also able to deliver comparable return on ad spend to direct response campaigns.

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# AMC's Shudder & Croud drive brand awareness & ad recall with YouTube Audio Ads

**2.8M**

Audio Impressions

**66%**

Lift in Ad Recall

**488%**

Lift in Brand Interest on  
Google Search



## THE CHALLENGE

AMC's *Shudder* was looking to expand their reach through digital audio campaigns and improve brand awareness and ad recall across the US market.

[See this case study in Ad Age!](#)



## THE APPROACH

In early 2020, Google released a new alpha product for audio ads run across the YouTube Music platform.

Croud's creative team utilized the power of the Croudie Network to develop 15 second audio ads, one with a female voice, and one with a male. The ads incorporated best performing PPC ad copy into the script and were unskippable.

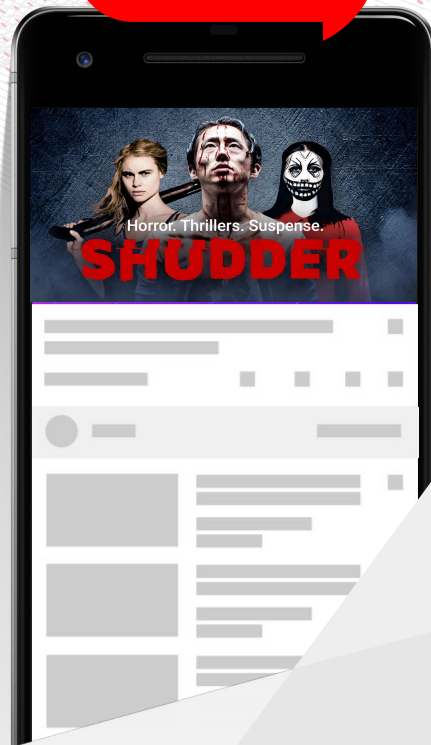


## THE INSIGHT

YouTube Audio Ads demonstrated an effective, new way to support awareness and reach oriented campaigns while delivering positive brand lift in an audio first format, which were previously not possible on YouTube and YouTube Music.

As a result of this campaign, both Brand Lift 2.0 studies and Search Lift came back with positive results.

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# Central Market, PMG Agency drive Brand Awareness & Ad Recall with YouTube Audio Ads

**6%**

Lift in Brand Awareness

**23%**

Lift in Ad Recall



## THE CHALLENGE

Central Market was looking to expand their existing digital audio campaigns from Spotify and Pandora to reach listeners that would be interested in their upcoming Summer Tomato Harvest special at select Central Market locations in Texas.



## THE APPROACH

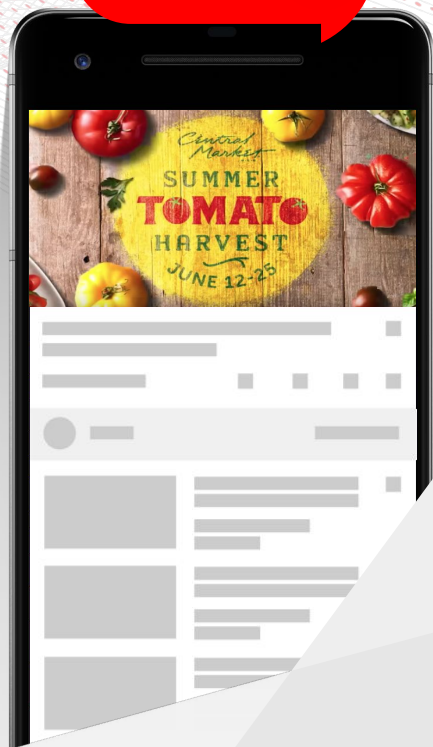
Working with PMG Agency, Central Market employed a hyper-localized strategy in order to engage only with listeners closest to their Texas storefronts. The campaign employed radius targeting around 4 DMAs in the central Texas market over a 2 week flight.



## THE INSIGHT

YouTube Audio Ads demonstrates an ability to effectively improve Brand Lift metrics (awareness and recall) and efficiently invest campaign budget, even while targeting limited geographies as part of a localized business strategy. .

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# Shutterfly leverages Audio Ads with Detail Demo Audiences to increase Brand Awareness and Ad Recall among target audience

## 1.5M

Unique Users\*

\*In 7 days

## 15.2%

Lift in Ad Recall



### THE CHALLENGE

Shutterfly was looking to enter the world of online audio with a cost efficient format to improve their brand strength, and purchase consideration among interested shoppers. Shutterfly looked to leverage their audio-formatted brand content on music inventory across various platforms.



### THE APPROACH

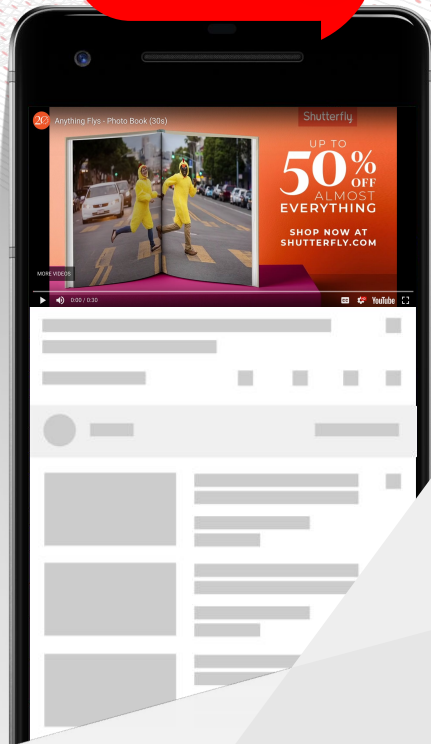
Leveraging :15 and :30 audio variations of their Anything Flies™ brand campaign, Shutterfly utilized Google's Detail Demo audiences to target listeners within their core demographic on YouTube and YouTube Music.



### THE INSIGHT

YouTube Audio Ads Alpha demonstrated an effective, new way to support awareness and reach-oriented campaigns while delivering positive brand lift in an audio-first format not previously possible on YouTube and YouTube Music.

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# Bubly leverages Audio Ads with Affinity Audiences to increase Brand Awareness and Ad Recall among target audience

**10%**

Lift in Brand Awareness

**26%**

Lift in Ad Recall

**\$0.28**

Average cost per lifted user



## THE CHALLENGE

Bubly was looking for a cost efficient format to improve their awareness and brand strength among interested shoppers. Bubly was interested in leveraging their music oriented content on music inventory across various platforms.



## THE APPROACH

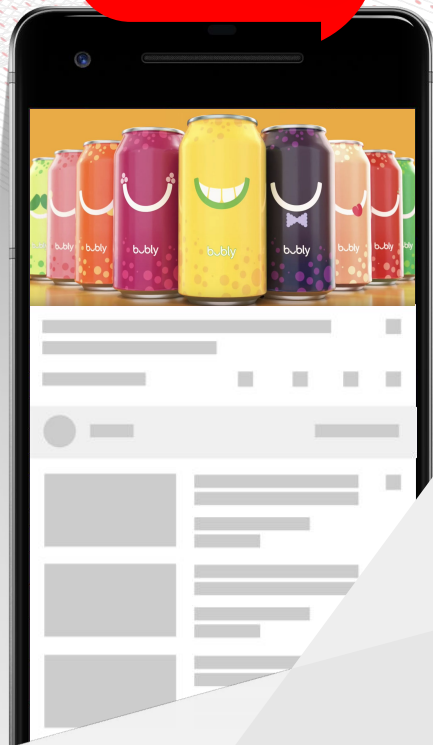
Leveraging a :15 piece of content narrated by Michael Buble (crafty play on words with "Bubly"), Bubly utilized Google's affinity audiences to target various high relevance listeners on YouTube and YouTube Music.



## THE INSIGHT

YouTube Audio Ads demonstrates an effective, new way to support awareness and reach oriented campaigns while delivering positive brand lift in an audio first format not before possible on YouTube and YouTube Music.

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# SEAT drives brand interest & ad recall with YouTube Audio Ads

**7%**

Lift in Brand Awareness

**21%**

Lift in Ad Recall

An EMEA first launch in partnership with

OmnicomMediaGroup  
**PROGRAMMATIC**



## THE CHALLENGE

SEAT was looking to expand their existing digital audio campaign to reach listeners that would be interested in the Ibiza FR summer sale.



## THE APPROACH

Taking existing audio assets, SEAT repurposed them to test the brand new YouTube Audio Ads offering. SEAT used YouTube's audience pool to target users In-Market for Hatchbacks and also those that have an affinity for Technology and Social Media.



## THE INSIGHT

YouTube Audio Ads demonstrates an effective new way to support consideration campaigns during SEAT promotional periods. In addition to driving lift in brand interest and recall, the campaign was also able to deliver a completion rate nearly double what the Auto vertical typically sees on video assets.

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