Reimagining Social Assets for YouTube

Playbook to adapt existing social assets into impactful YouTube ads

Google ▶ YouTube

Building effective YouTube ads with existing social assets

When leveraging YouTube for your campaign, **the best practice is to create assets made for YouTube** following the ABCDs. But, we recognize that's not always possible due to production challenges, timelines or budget constraints.

In parallel, there are millions of hours of content that have been created for social platforms, which can be optimized in simple and cost-effective ways to work as impactful ads on YouTube.

This playbook provides creative inspiration and guidance on how to leverage existing social assets to create ads that work well both visually and conceptually on YouTube.
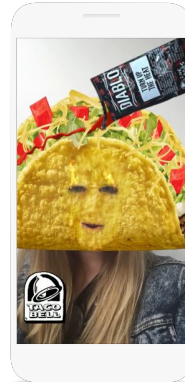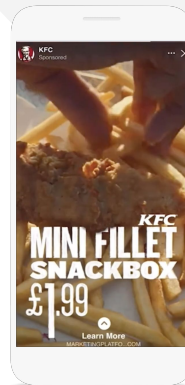
*Advertisers who experimented with social assets on YouTube saw significant success. Check out this example of Topshop.

3 steps to effectively adapt social assets to YouTube ads

1.

Consider all your existing social assets
(Stories, social polls, feed ads, vertical or square, video or static)

2.

Explore the creative adaptation ideas
from this playbook

3.

Test and learn with Video Experiments
to evaluate what performs best and maximize your results

*The following creative examples are inspirational and directional only, and developed based on the ABCDs of YouTube ads. Keep in mind the following does not guarantee success and your creative vision comes first!

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1. Consider all your existing social assets

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Leverage new creative opportunities

With vertical formats specifically, there are opportunities to **leverage the full horizontal canvas** to bring creative freshness and extra impact for your YouTube ads in landscape or portrait mode.

In case all you have are vertical or static assets, or if you want to make the most of your existing social assets – from both **design and conceptual** standpoints – explore the creative ideas in the following slides.

Creative opportunity
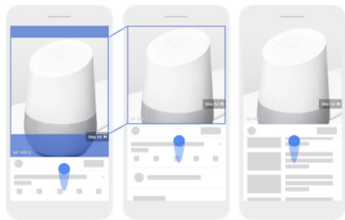
Creative opportunity

Google ▶ YouTube
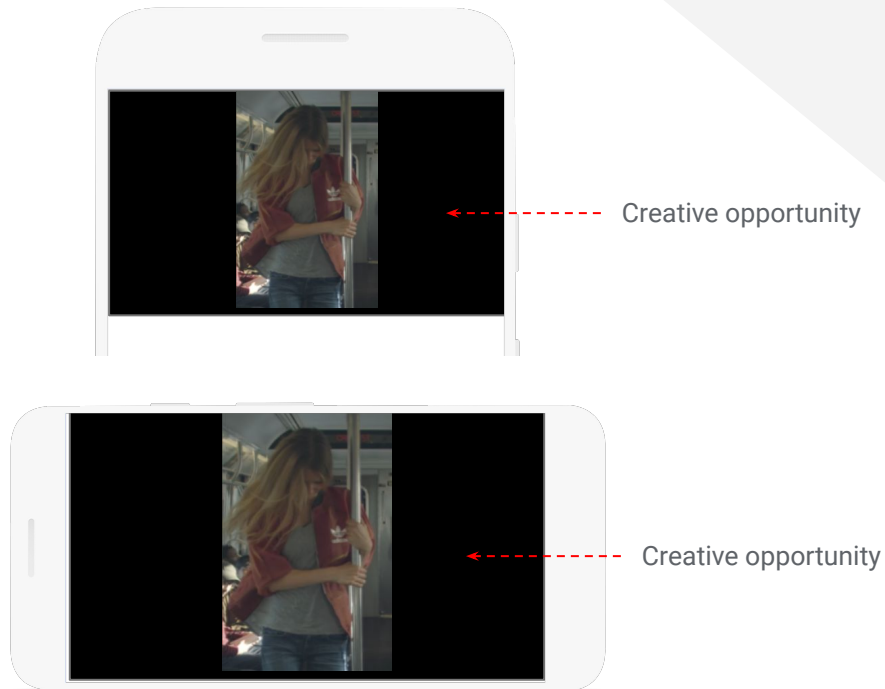
Assets give you options that work well on YouTube

Your original vertical, square, video or static social assets can work well on YouTube, as the app video player automatically adapts to the different video dimensions.

To ensure your creative appears optimally across different devices, consider using different video ratios.

Examples of how a vertical and a square video appears in various video player modes.

9:16

1:1

Tip:
For vertical video, it's recommended that you avoid core messaging in the top 10% and bottom 25% of the video, as these are the areas most frequently cropped. Learn more about best practices here.

Google ▶ YouTube

2. Explore creative adaptation ideas to YouTube

Stories ads | Social poll ads | Feed ads

Google ▶ YouTube

Stories ads

People are increasingly watching Stories ads every day. They are drawn to the authentic tone and personal connection they feel from the content. That's what attracts people to YouTube as well, so with a little reimagination we can adapt Stories to work great on YouTube.

In the following pages we will see simple ideas of how to turn vertical assets into horizontal for optimal use of the video canvas.
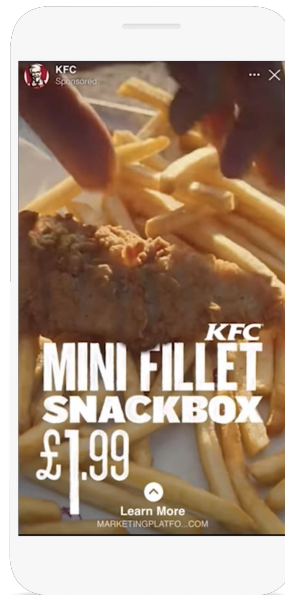
Stories ad

YouTube ad

Google YouTube
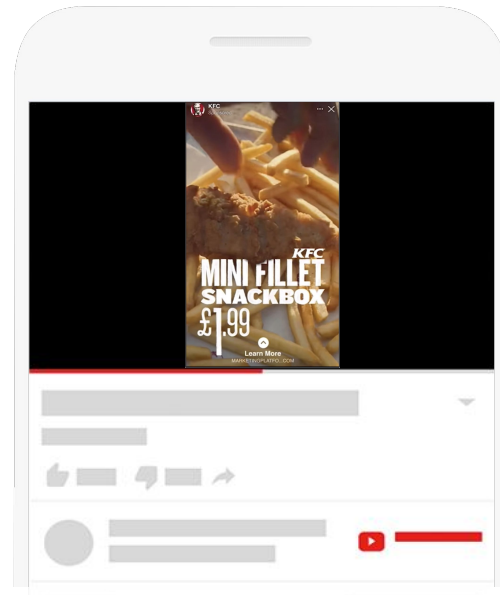
Creative possibilities to transform Stories

1.

Play with thirds

Static side panels
Animated side panels

2.

Sliding panels

3.

Still life background

Google ▶YouTube
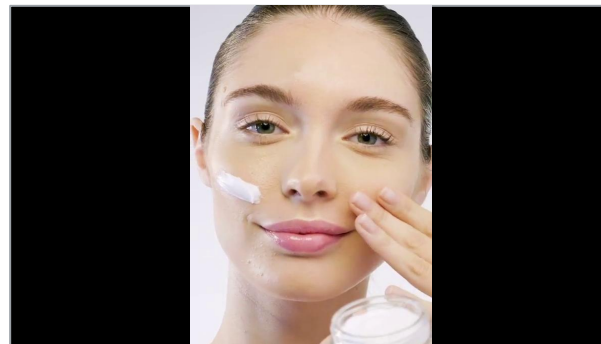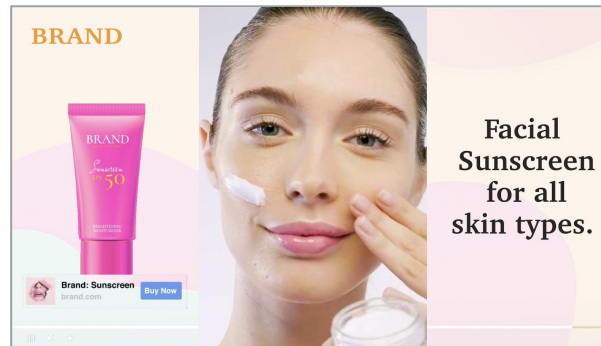
Static side panels

- Assets needed: Vertical video, static product shots, typography and graphics

- Use center panel for the story

- Enlarge vertical video to be ⅓ of the space to create panels that are the same size

- Sound: Use the sound from the existing asset. If there is no sound, consider adding music, sfx or VO.
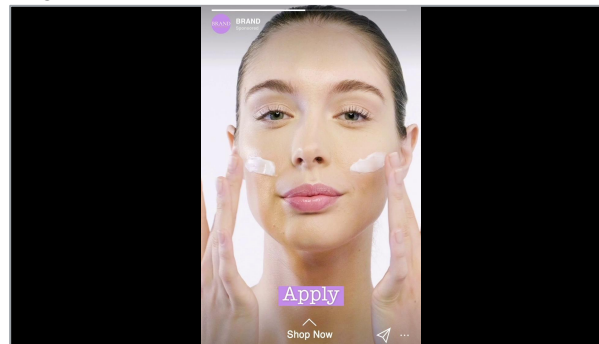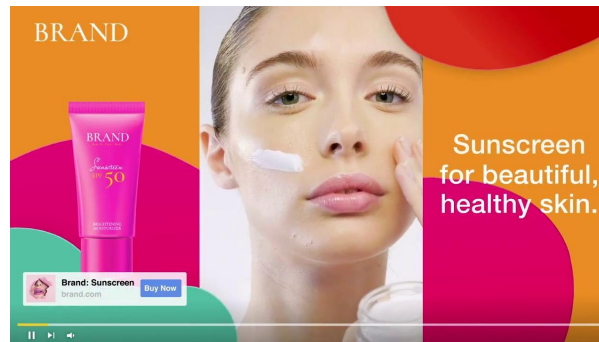
Vertical ad

Ad transformed to YouTube

Animated side panels

Original social video

- Assets needed: Vertical video, animated or video product shots, typography and graphics

- Use center panel for the story

- Enlarge vertical video to be ⅓ of the space to create panels that are the same size

- Use sound from the story or add music/VO

- Choreograph the movement of the panels, so it's easy for the viewer to take in all of the information

Ad transformed to YouTube

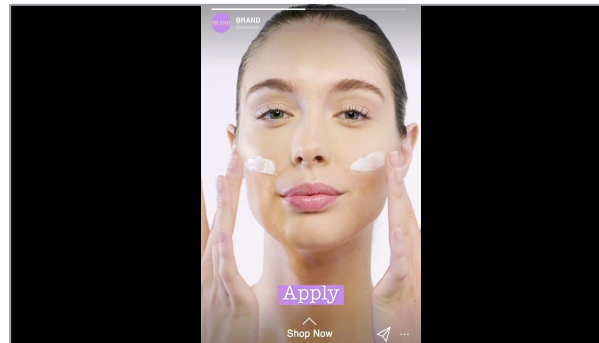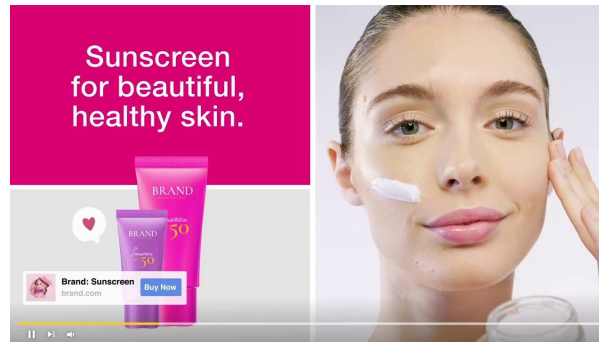Google ▶ YouTube

Sliding panels

- Assets needed: Vertical/square video, static assets, typography, graphics, product shots

- Crop in images when possible to work better for mobile

- Utilize static or animated video panels to relay a key message.
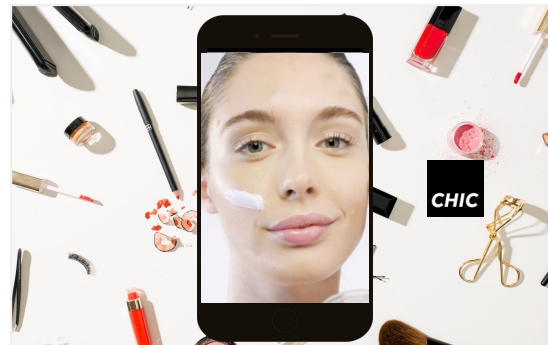
Original social video

Ad transformed to YouTube

Still life or graphic background

- Assets needed: Vertical video, phone frame image, logos, typography and a background for the phone to sit on. This background could be created with graphics or a photoshoot

- Use sound from the existing asset, or add music/VO

- This option is ideal for featuring apps.


Google ▶ YouTube

Social poll ads

Polls greatly increase engagement because people love answering questions about themselves and giving their personal opinion on all kinds of topics.

On YouTube, even though the ad is not interactive, we can reveal the results of the polls as a dynamic and engaging narrative strategy.

Translated to YouTube, this content can educate and engage, drive action, or create engaging teasers.
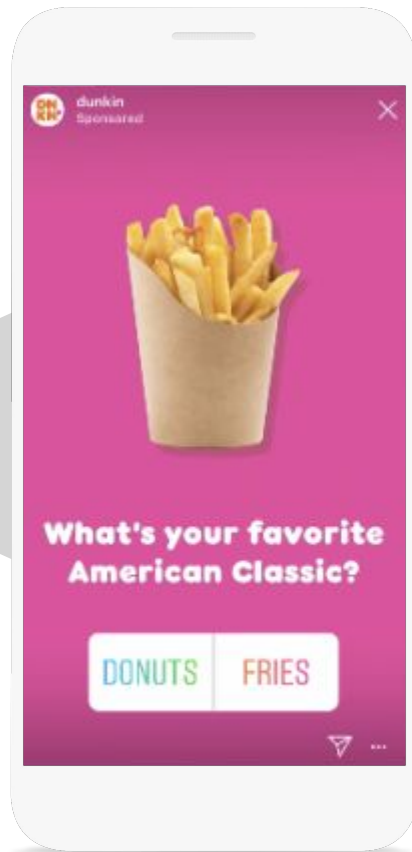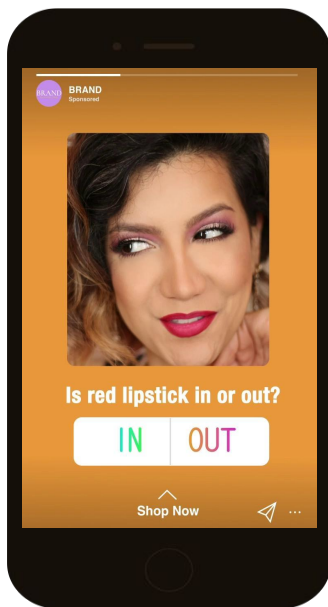
Quizzes: Educate and engage

Polls can be a valuable educational tool. Vanity Fair created a Royal Wedding Quiz in the form of a series of Instagram polls to educate and prepare audiences for Meghan and Harry's nuptials.
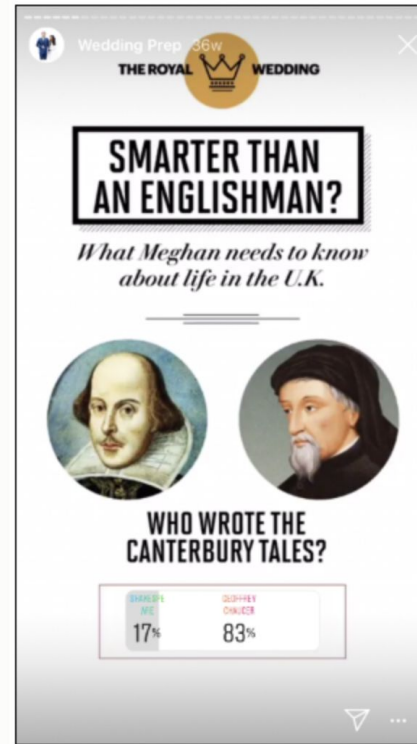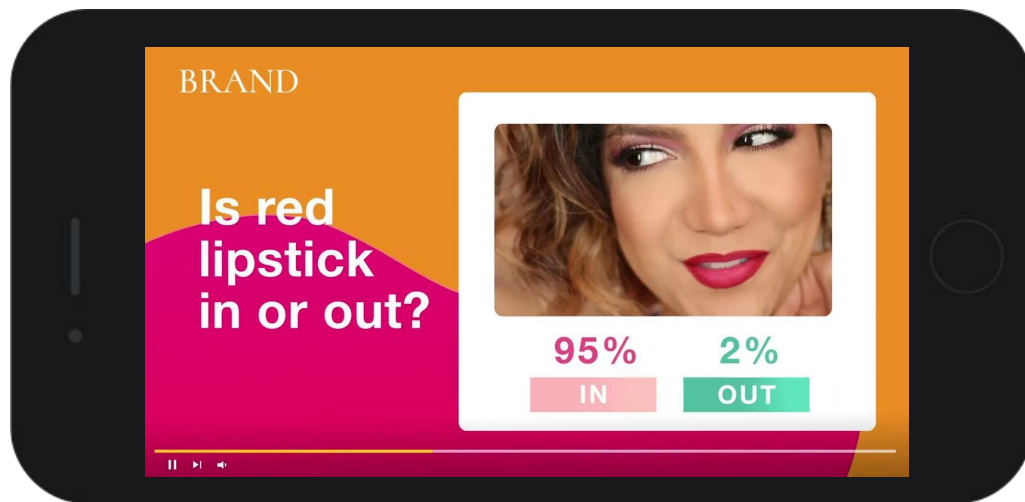

[1]Source: Hootsuite

Taking Quizzes to YouTube

Translate a social quiz into educational content through either single or sequenced bumpers.

Original social video
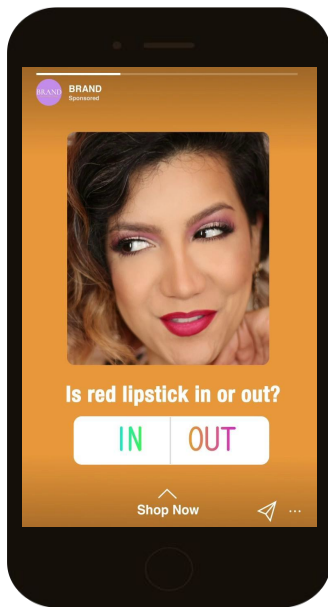
Ad transformed to YouTube

Google ▶ YouTube

Taking Quizzes to YouTube

Translate a social quiz into educational content through either single or sequenced bumpers.

Original social video
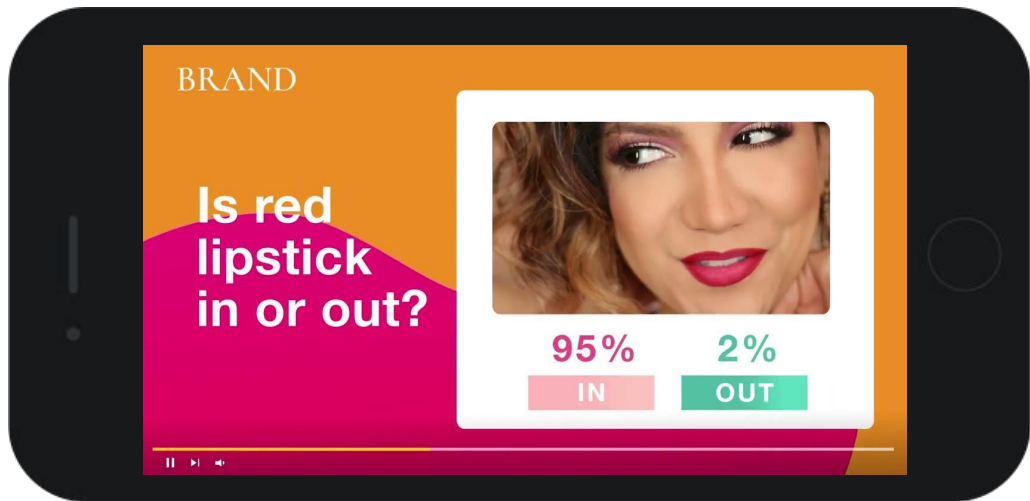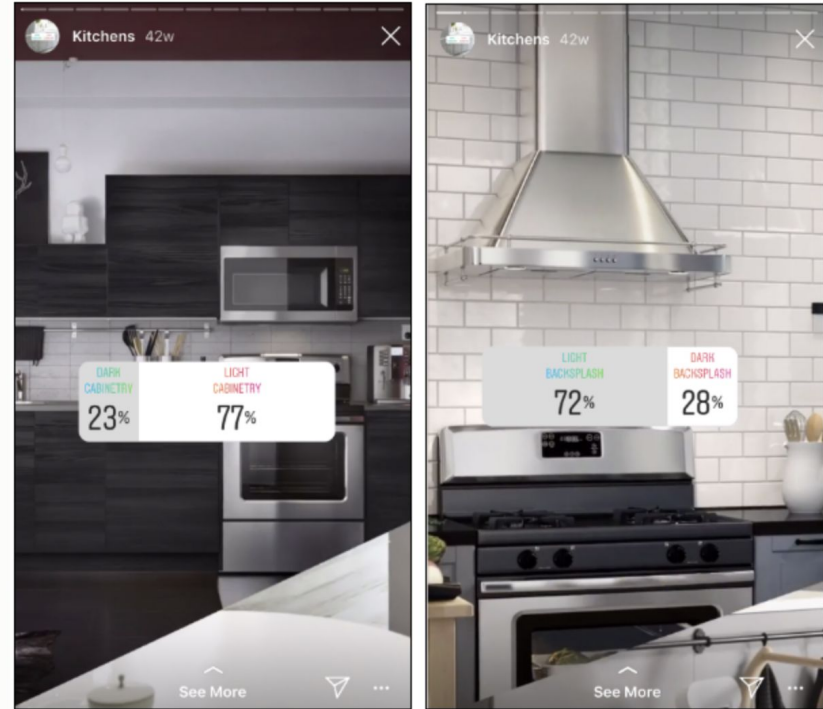
Ad transformed to YouTube

Google ▶ YouTube

Opinion polls: Product catalogs

Brands are using polls as a way to get users to engage with product catalogs. IKEA for example used a story ad to showcase its range of kitchen options and asked people to vote for their favorites, following it up with a discount code.

IKEA poll on Instagram

Google ▶ YouTube
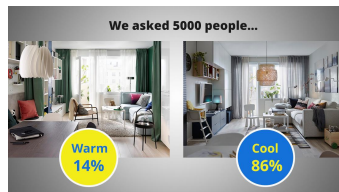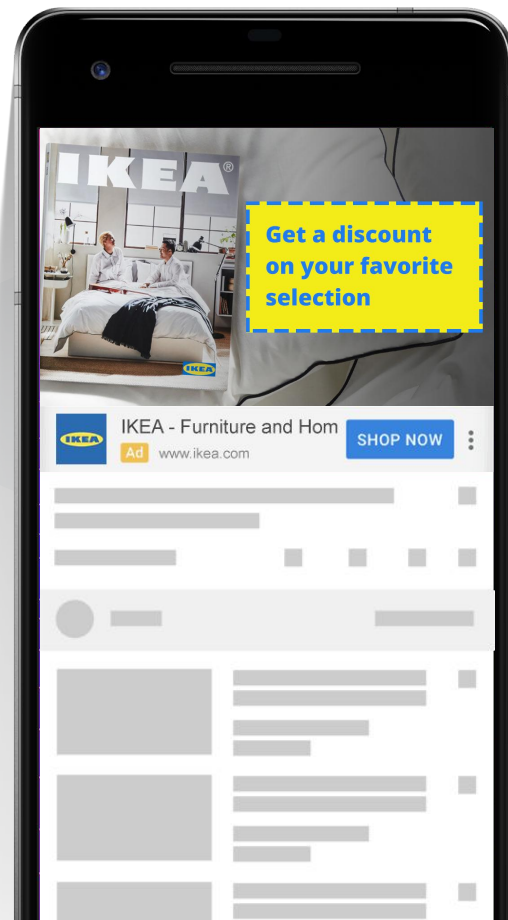
Drive action with product catalogs

It's easy to translate social polls into a Bumper or retargeted TrueView for Action ad, maybe that even offers a discount.

IKEA poll reimagined for YouTube Bumper

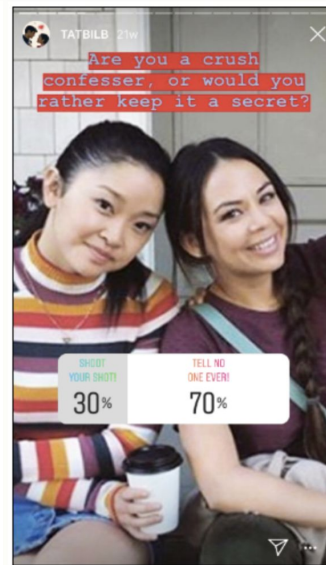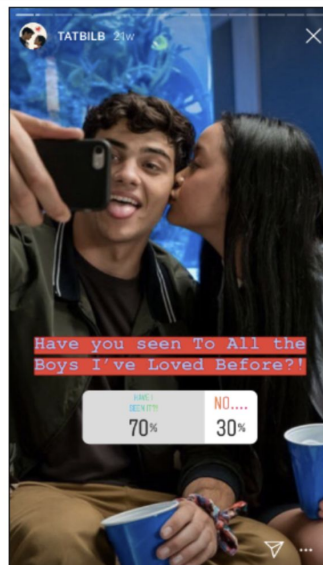IKEA poll reimagined as TrueView for Action

Create a teaser with polls

Polls can help get fans excited about a new movie while directing them to a website.

Elle Magazine did this to great effect with its polls about Netflix rom com "To All the Boys I've Loved Before".

In a series of polls, it teased the content of its article and provided incentives to swipe up and read it in full.

Google ▶YouTube
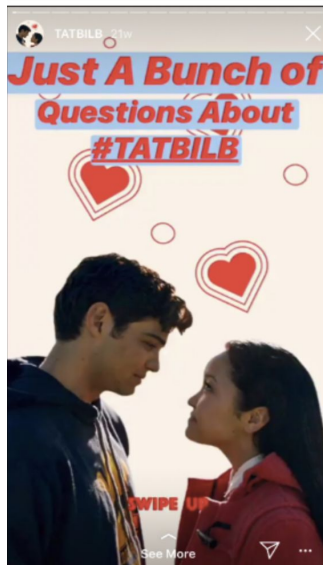
Translating social polls to YouTube

Is Josh going to maintain friend status?

Friend
9%

Crush
91%

Will Aunt Becky become the mayor?

Yeah
67%

No Way
33%

The
Smiths

Coming
this Fall

XYZ

Is the house next door haunted?

Stay Away
14%

Nope
86%

Will Jeff admit his love for Jessica?

Hell Yeah
94%

Nope
6%

The
Smiths

Coming
this Fall

XYZ

Google ▶ YouTube

Feed ads

Feed ads can be either static or video, in landscape (16:9), square (1:1) or vertical (4:5) formats.

You can run your feed ads exactly as they are as Discovery Ads or TrueView for Action (which accepts video formats and appears in the YouTube home feed).

Additionally, you can create a new video ad leveraging your feed's static asset, or explore different visual approaches like the previous sliding panels or the following Golden Ratio.
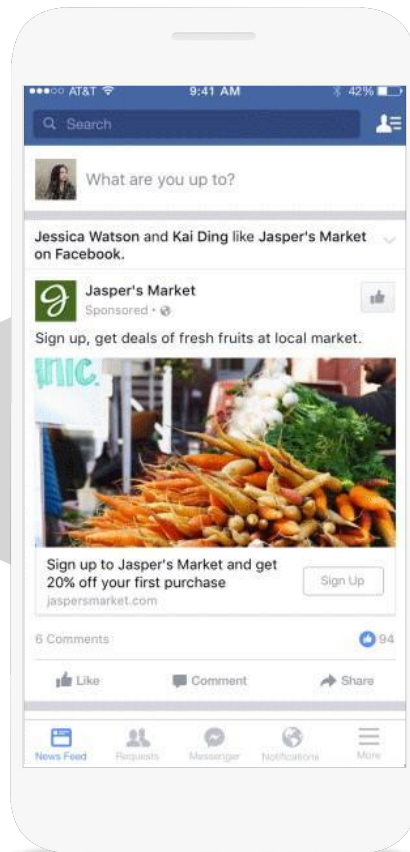
Google ▶ YouTube

With static assets, leverage Video Builder
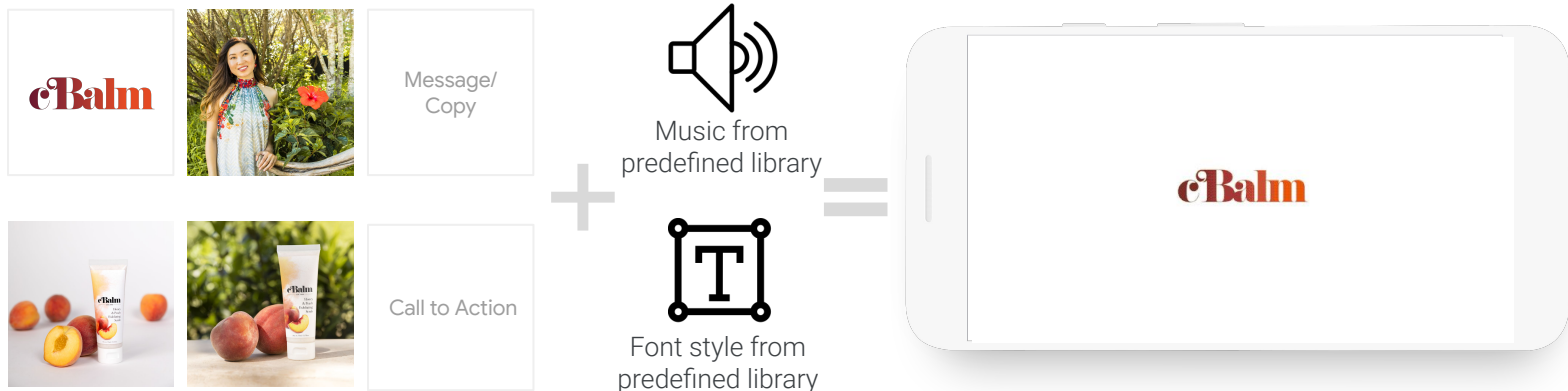
YouTube Video Builder [BETA] is a self-service production tool to turn static assets into impactful video ads, even Bumpers! Generate a video ad for a Google campaign in minutes with three simple steps! It's also a great solution to complement video ad portfolios for smaller, less resourced campaigns. More info on our blog post.
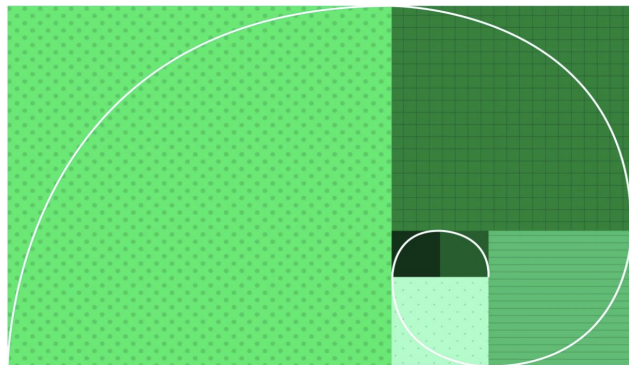
Message/ Copy

Call to Action

Music from predefined library

Font style from predefined library

+

=

User provides images, branding elements (logo, brand colors) and message/copy

Google ▶ YouTube

Explore the Golden Ratio approach

What do the Pyramids of Giza and da Vinci's Mona Lisa have in common with Twitter's and Pepsi's logos? They were all designed with the Golden Ratio.

The Golden Ratio is a mathematical ratio commonly found in nature. When used in design, it fosters organic and natural-looking compositions that are aesthetically pleasing to the eye.

This can be a great guide for designing horizontal formats with both squared and vertical assets.

YouTube 16:9

Square or vertical video asset

Upper Right Panel
7:7

Lower Right Panel
7:2

Google YouTube
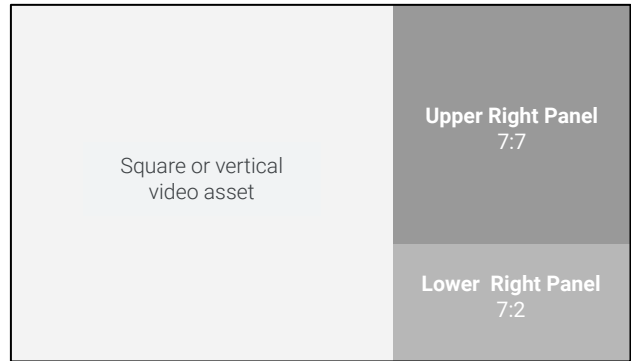
Golden Ratio for feeds

- Assets needed: Square videos, static product shots, typography and graphics

- Use static assets using the Golden Ratio as a guide

- Consider animating supers

- **Leverage the power of audio**
  Keep in mind that feed ads in social platforms are designed for sound off, while **on YouTube 95% of video watched is played with sound on.**

ABCD TIP! Use VO to reinforce what's happening on the screen and/or mention the brand name. Encourage viewers to act with directive VO copy.

Google ▶ YouTube
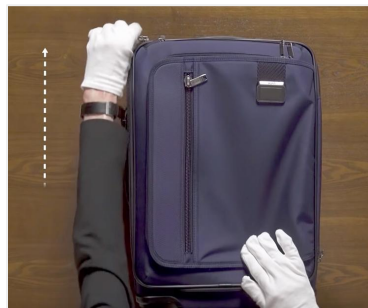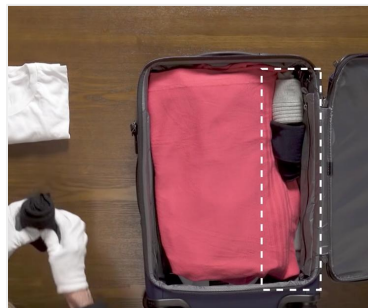
Golden Ratio

Summary of creative possibilities

1.

Play with thirds
With static and side panels

2.

Social polls
For quiz, product catalogs and teasers

3.

Sliding panels

4.

Still life background

5.

Golden Ratio

Ask your Google account rep about production resources that may be available to you!

Google ▶ YouTube

3. Test and learn

Test different versions

Once you have your social assets reimagined for YouTube, leverage Video Experiments to test different creative versions and learn what is the most effective for your KPI.

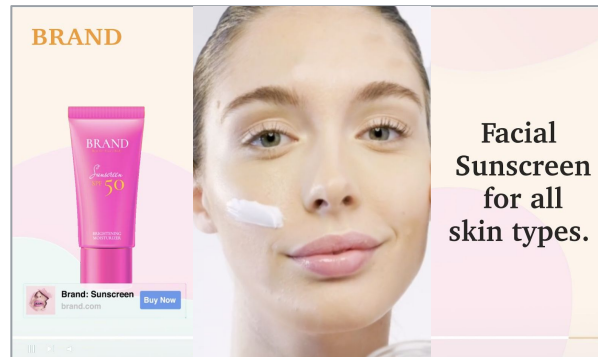Advertisers who successfully used Video Experiments saw **60% higher ad recall** from the better performing creative.[1]

Examples of tests

- Original vertical video VS. Still image background VS. Sliding panels

- Original vertical video VS. Thirds VS. Golden Ratio

- Bumpers without poll content VS. Bumpers with poll content.

[1]Source: Google Data, Global, 2019-2020. Successful Video Experiments were those with a significant difference in Brand Lift between experiment arms.

Vertical ad

Ad transformed for YouTube

Google ▶ YouTube

Thank you

Appendix

Google YouTube

Production considerations

Google ▶ YouTube

Collecting assets

Here are some guidelines for asset collection in order
to have the most creative flexibility and ensure success.

Usage rights
Confirm that you have the right to make edits (including VO,
music and talent).

Video files
1. <u>Ideal</u>: Project files (i.e. Final Cut Pro, Avid or Adobe
   Premiere files) including the associated media
   OR
2. <u>Usable</u>: Textless ProRes 422 outputs (aka Generics)

Audio splits
The layered audio tracks separated into their own audio files
(AIFF or WAV).

Fonts
Please include any fonts associated with the brand or
campaign.

Animations w/Alphas
Animations as hi-res video files (or a sequence of stills) with
an Alpha channel.

PSDs of on-screen text/graphics
The PSD should be set at 1920x1080 so we can import the
files and make adjustments as recommended.

Google ▶ YouTube
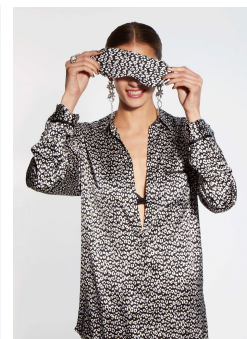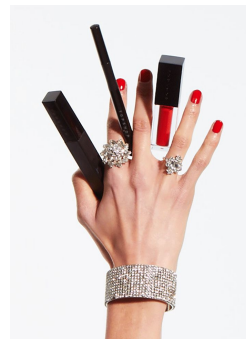
Topshop experiment with social assets

By Unskippable Labs

Google ▶ YouTube

Topshop:

Can social assets edited into customized audience
video assets driver higher upper-funnel effectiveness?

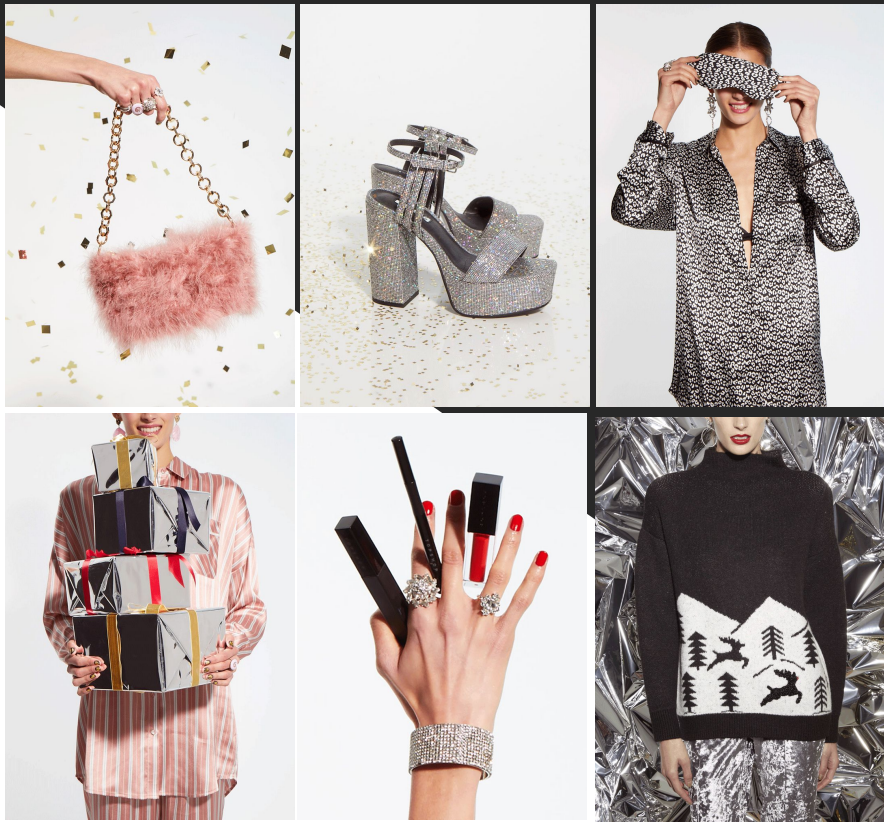TOPSHOP

Primary hypothesis

Social assets edited into customized-for-audience-video assets can drive higher upper-funnel effectiveness
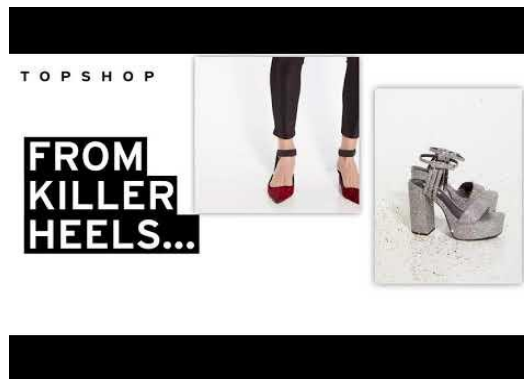
Google ▶ YouTube

Available social media assets

Video & experiment outputs

Control

Custom 1
- For **New** customer
Customized: Copy
Hypothesis: New customers will be looking for something to wear at Christmas, talk directly to them

Custom 2
- For **Existing** customer
Customized: Copy
Hypothesis: Existing customers will have shopped with you before, acknowledge that

Google ▶ YouTube

Video & experiment outputs

1.

Finding

Customized assets were proven more effective at driving upper-funnel brand metrics **(recall)** for both New and Existing customers

New customers saw an increase of **>15%*** comparative to control

Existing customers saw an increase of **>5%*** comparative to control

2.

Learning #1

Customize when possible
Customization of messaging can achieve greater brand effectiveness than generic copy messaging alone

3.

Learning #2

Social assets are an asset
Lack of video assets need not be a barrier. Social assets customized to audience signals using **only a change in copy** can be edited into effective video advertising

4.

Learning #3

An effective way for always on
customization using only copy demonstrated the ability to stimulate metrics with even the most 'bought in' existing customers highlighting the opportunity to always brand build

Google ▶ YouTube