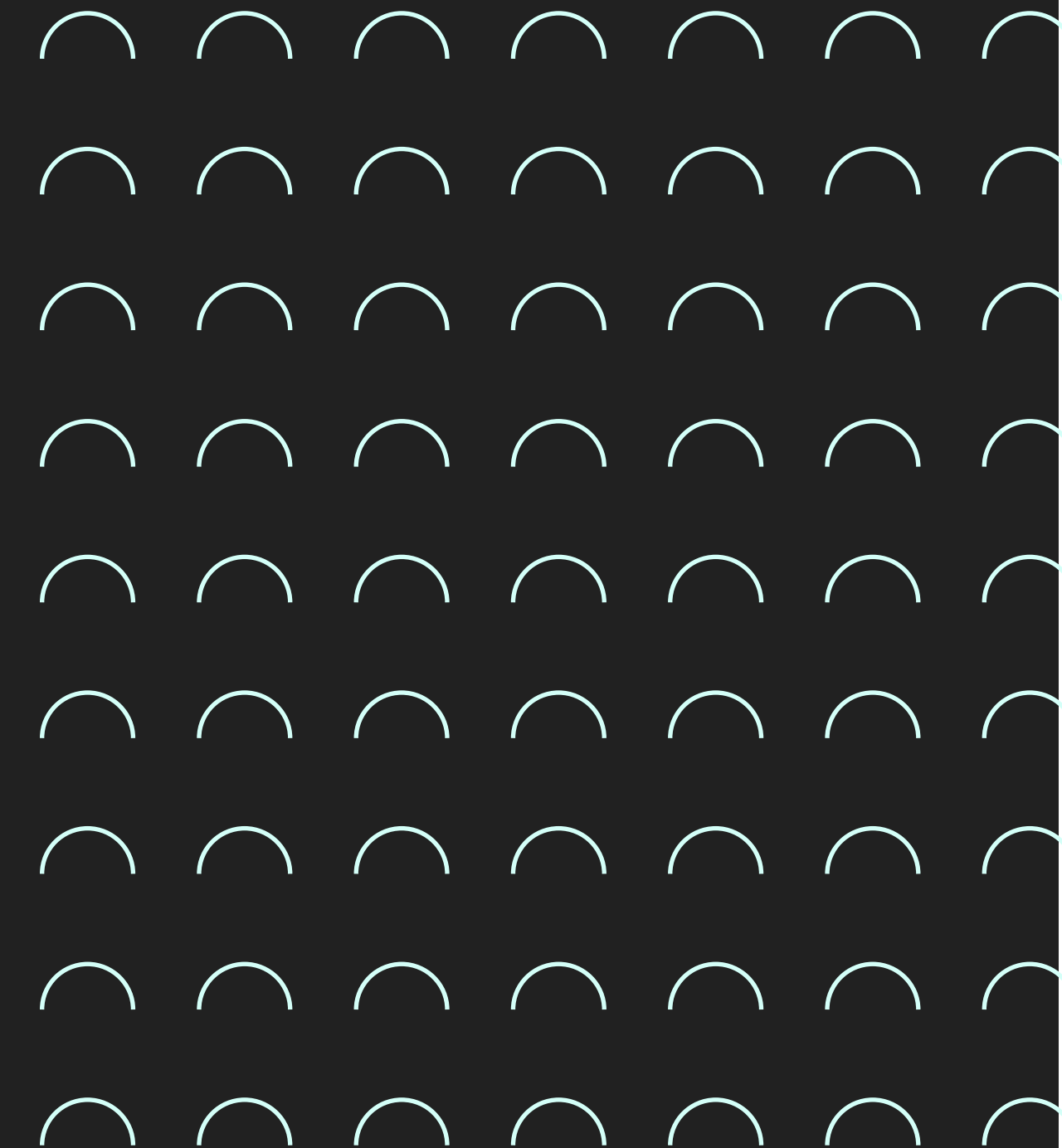




MASTERING THE ART OF **EFFECTIVE** **STORYTELLING** ON YOUTUBE.





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ABCD INTRODUCTION

What do ads that drive results on YouTube have in common?

This question inspired a collaboration with Ipsos, and the involvement of two independent reviewers, Nielsen and Kantar, to find out. What emerged is a set of principles demonstrated across video ads that worked effectively for brands. We call these principles the ABCDs.

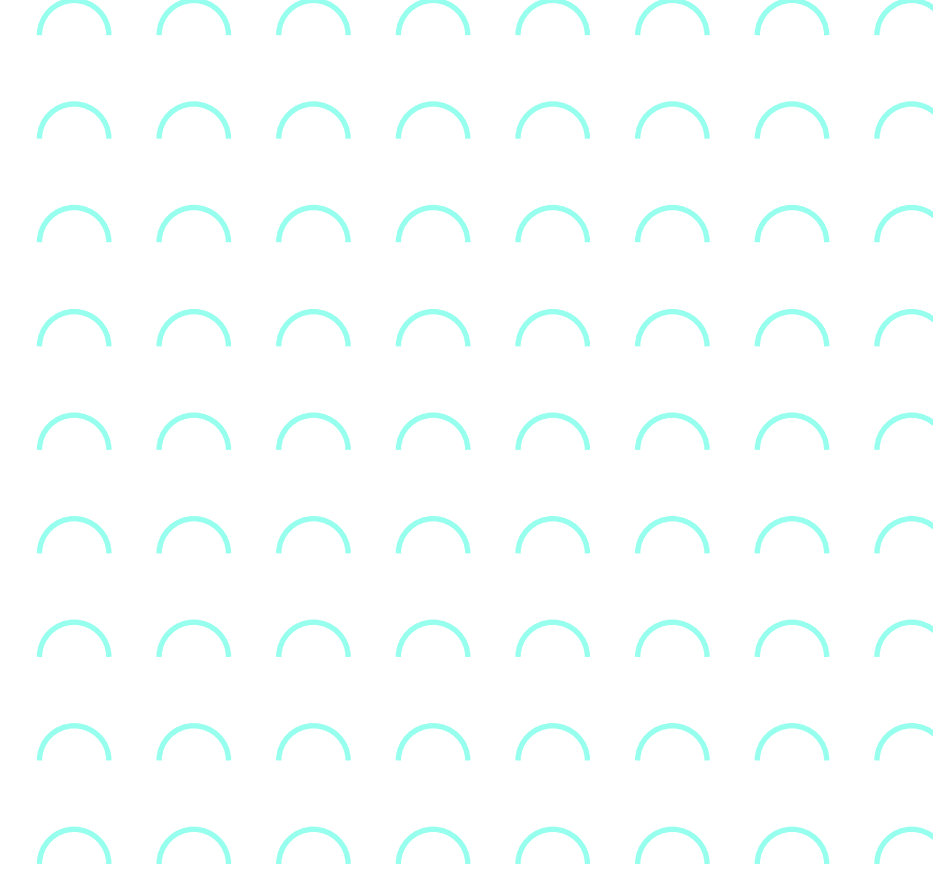
In this playbook, we'll show you how these principles are applied in general and when refined for the different marketing objectives of awareness, consideration, and action.

A = Attention

B = Branding

C = Connection

D = Direction





ABCD CRAFTING A SUCCESSFUL AD

Making an ad involves many decisions: some big, some small. This talent or that talent? Cut here or there?

By factoring four simple principles into each decision, your work is more likely to achieve your marketing goals.

The ABCD principles are not a formula for generating creative ideas. But research, like that from Nielsen Catalina Solutions, proves that creative — everything from concept to execution — is the No. 1 driver of campaign effectiveness and ROI. In other words, creative execution is just as important as the idea itself. So once you have that big idea, the ABCDs can help you bring it to life on YouTube in the most powerful way.

On average, the ABCDs deliver a

30%

lift in short-term sales likelihood and a

17%

lift in long-term brand contribution.¹

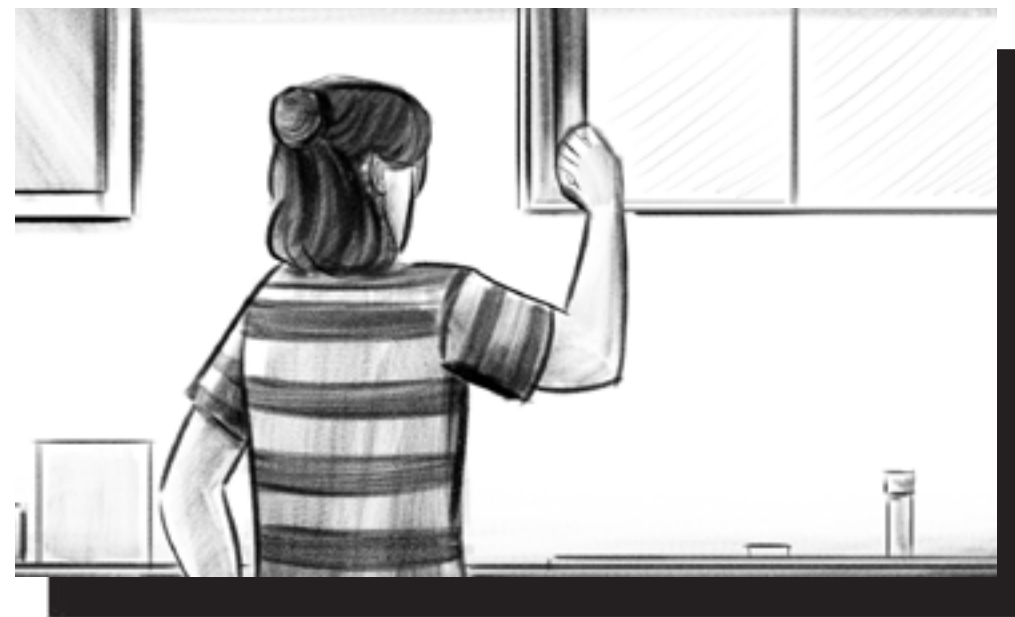
1. Google/Kantar Link AI, Global, The Short and the Long of ABCDs Effectiveness, 2021.



ABCD CHANGING THE WAY WE TELL OUR STORY

Imagine you're on a creative team tasked with producing an ad for a new line of fish-flavored dog treats. Your concept was approved, and now it's time to put together a storyboard.

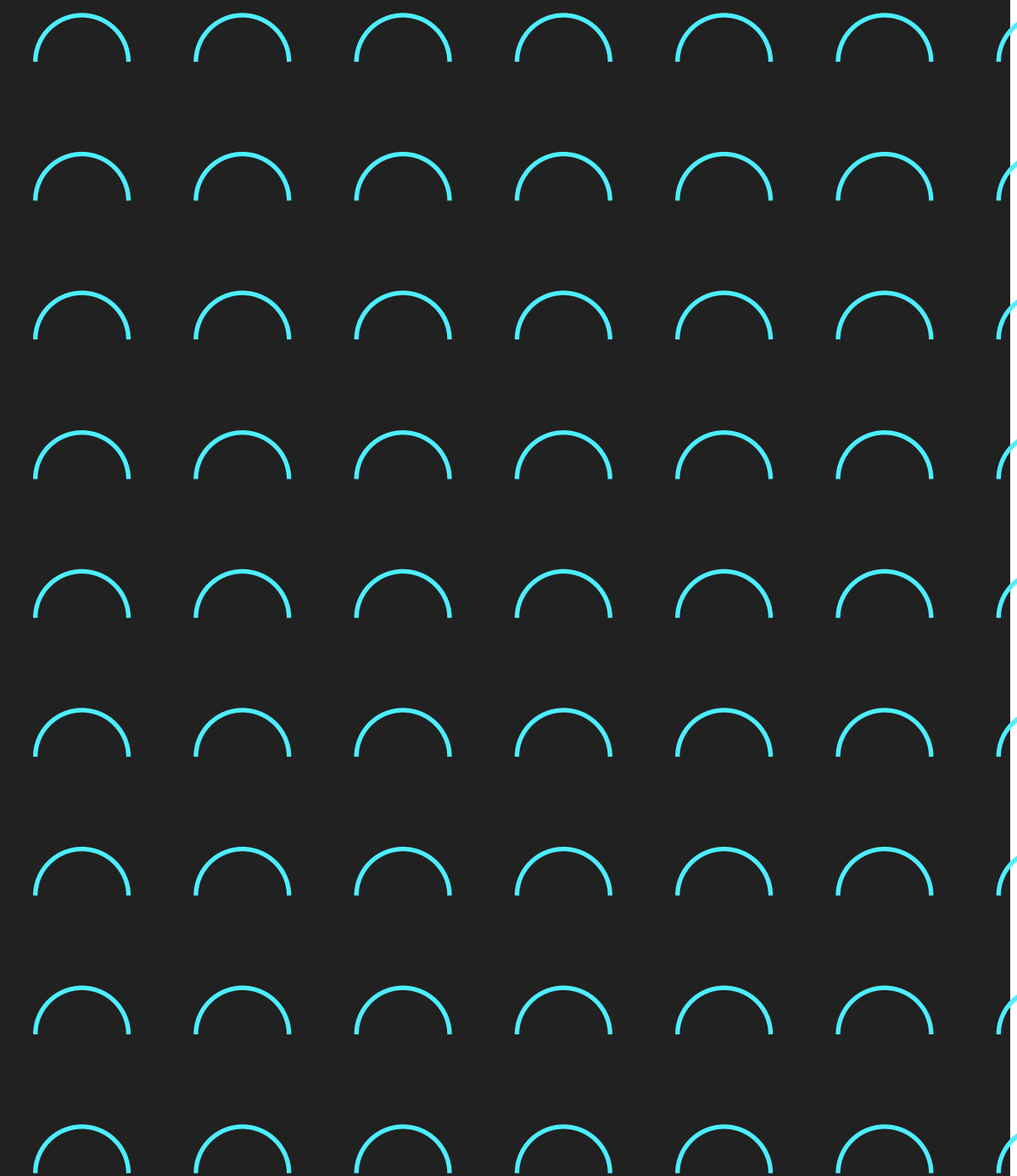
Our hypothetical ad



As we go through the ABCDs, we'll explore how we might improve our ad at this early stage of execution.

CDC

APPLYING THE ABCDs



ADCD



ABCD

APPLYING THE ABCDs

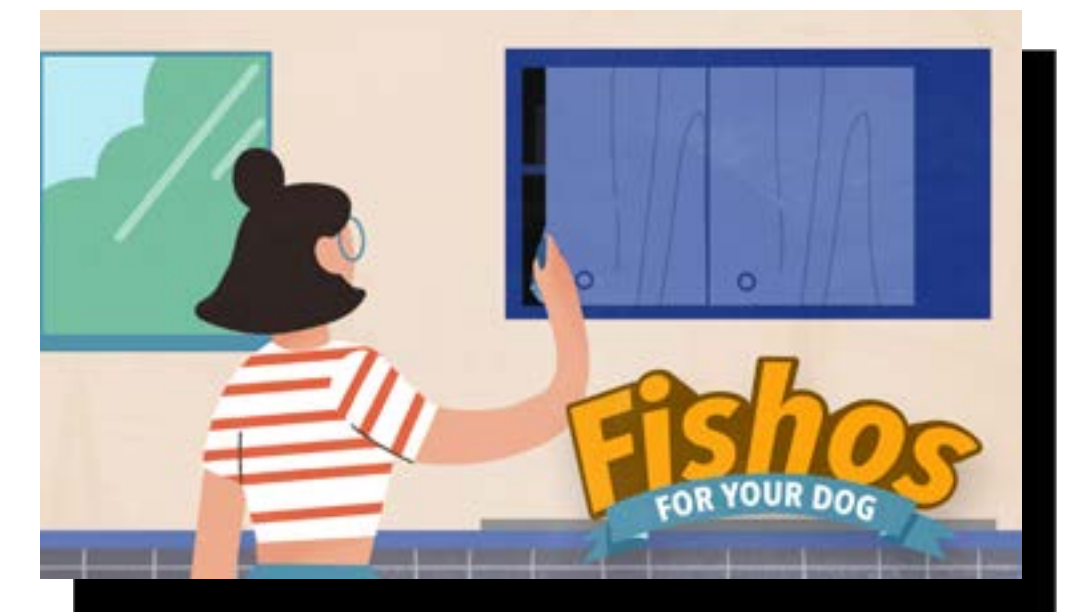
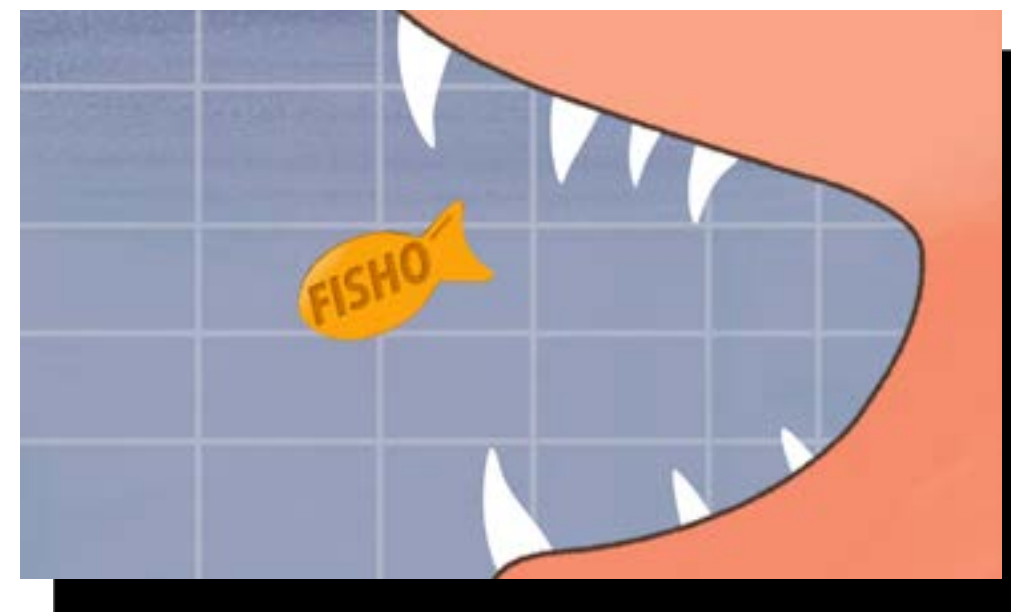
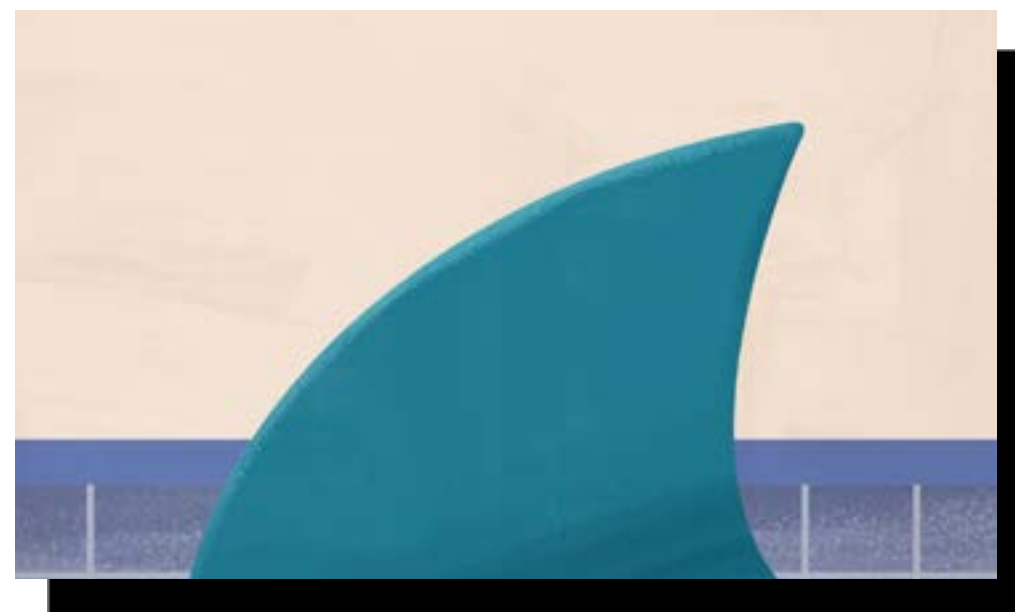
As we go through the four principles of the ABCDs, you'll see how our execution changes.

A = ATTENTION

Grab and sustain attention with an immersive story

Start big! Successful ads work hard to earn engagement right from the get-go. Of course, there are many ways to do this. You can start your ad in the middle of the action, or open with a close-up. Audio inputs like music, voice-over, and sound effects create a rich, sensory experience that helps people pay attention. Think about color and contrast to ensure your visuals are bright and strong.

Play around with bold imagery at the start of your ad to create an attention-grabbing opening. Below are some ideas that you and the Fishos team might explore.



B = BRANDING

Brand early, often, and richly

Whether with product shots, pack shots, in situ branding, graphic elements, voice-overs, or musical treatments, work your brand identity into the story.

YouTube is almost entirely a sound-on experience, so take advantage of the multisensory aspect of your medium to get more impact. Below are two different ways to ensure your brand is present.



ABCD

APPLYING THE ABCDs

C = CONNECTION

Help people think or feel something

Don't think of your viewer as passive. Work to educate, inspire, or entertain them. Humanize your story to help them relate; lean into emotional levers with storytelling techniques such as humor or surprise.

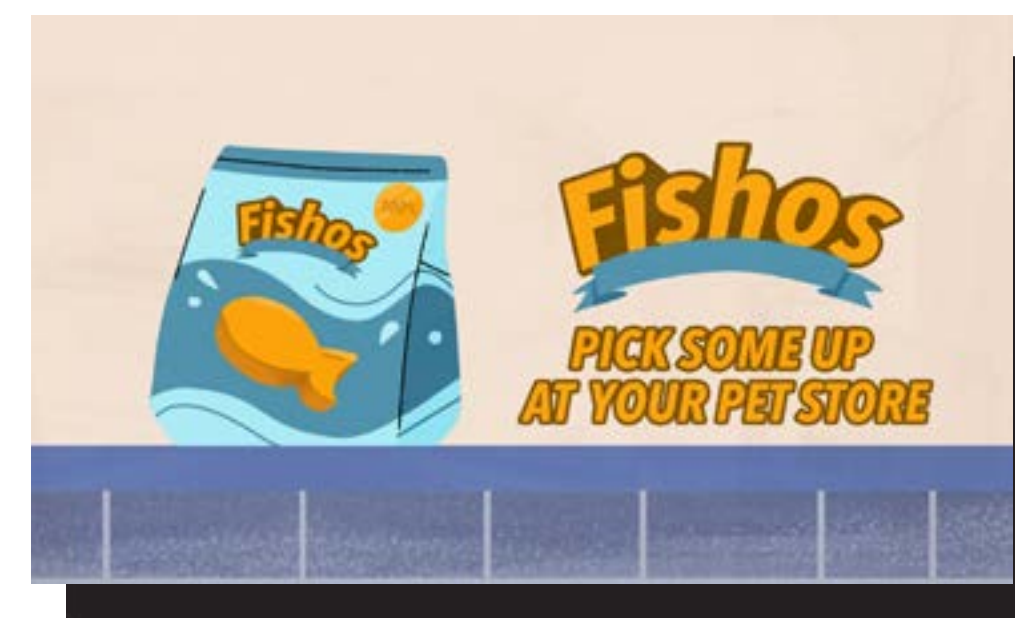
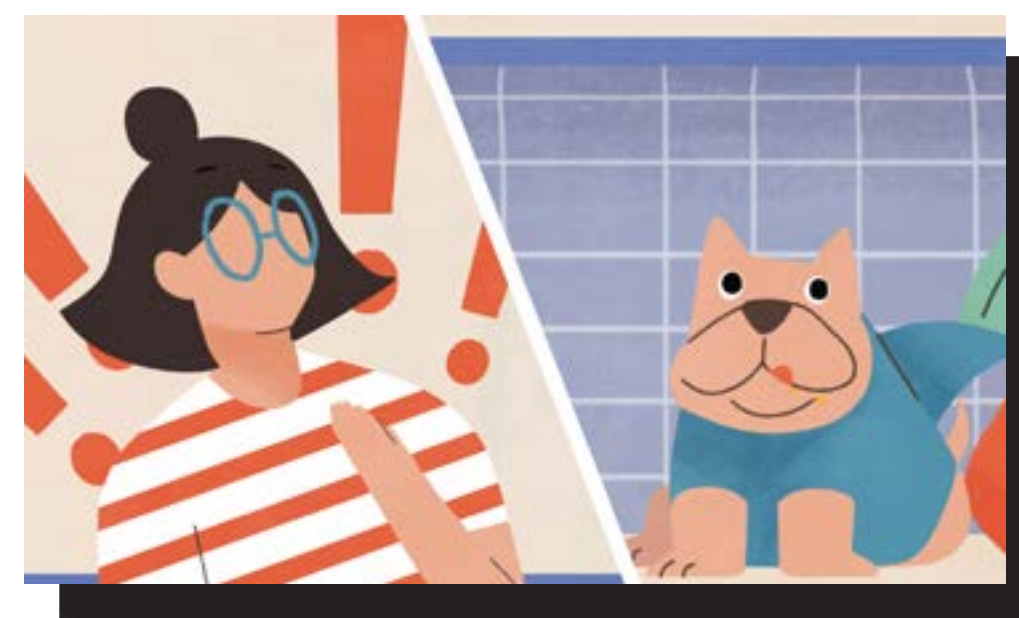
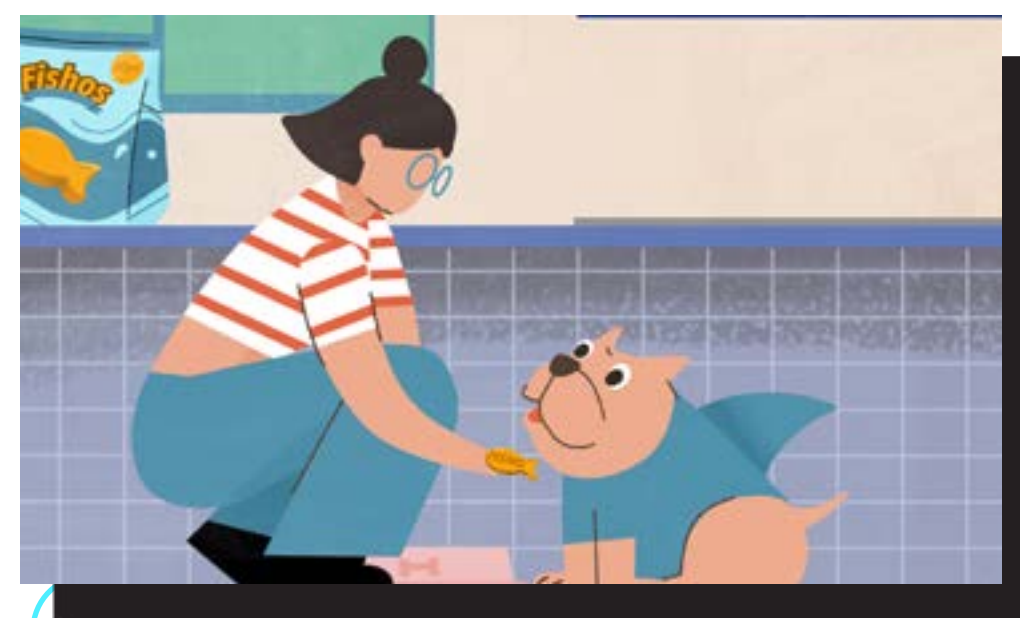
But avoid doing too much in your ad. Focus the message as you make your connection.

D = DIRECTION

Ask them to take action

Finally, with clear and simple instructions on what to do next, people will be more likely to respond to your ad the way you want.

A written call to action, graphics, audio, or even a scene from your story can help guide them. Here are some ways to turn engaged viewers into active customers.





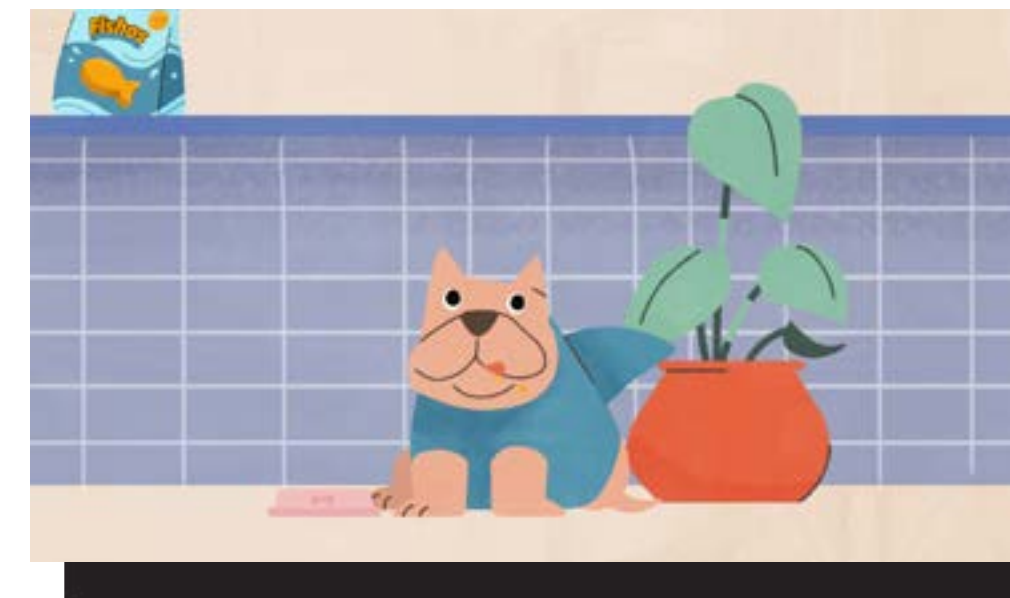
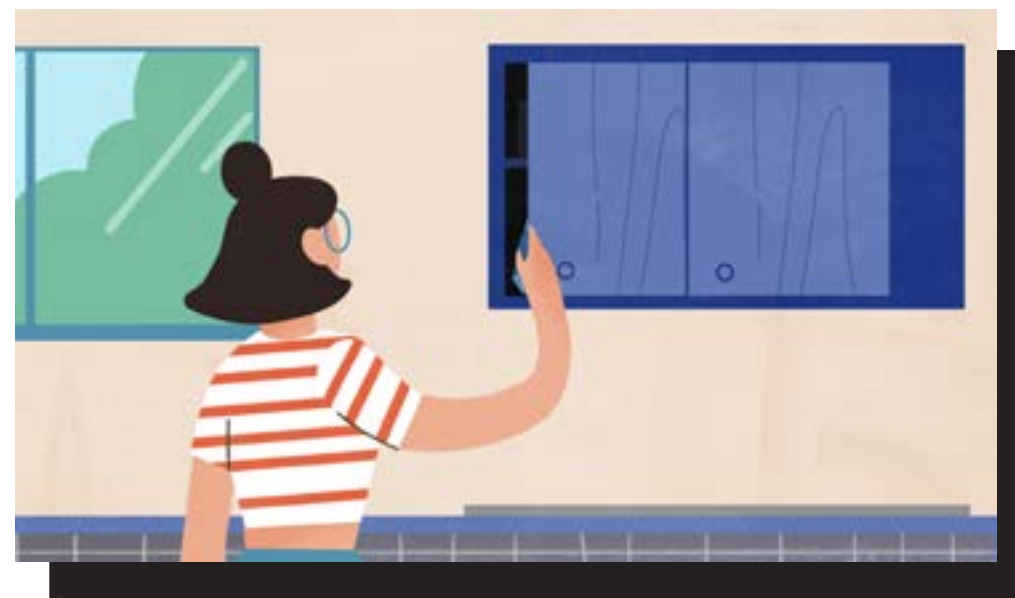
ABCD

APPLYING THE ABCDs

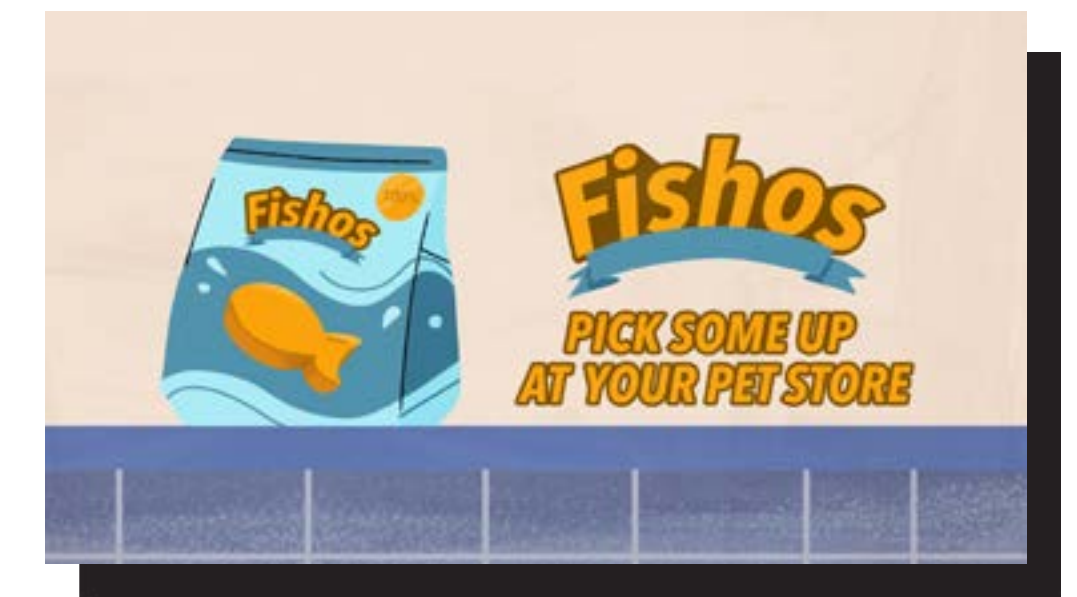
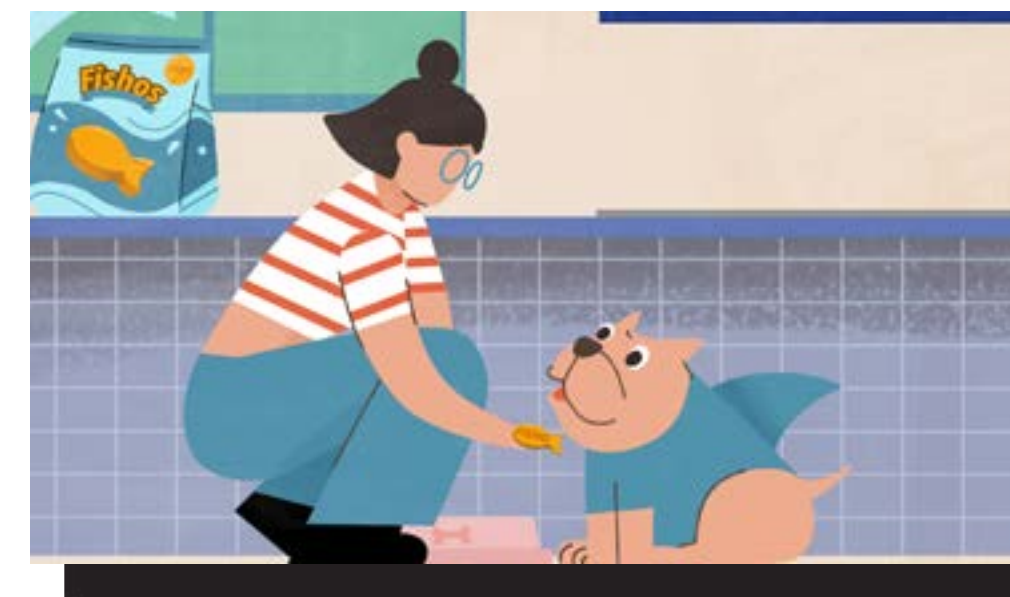
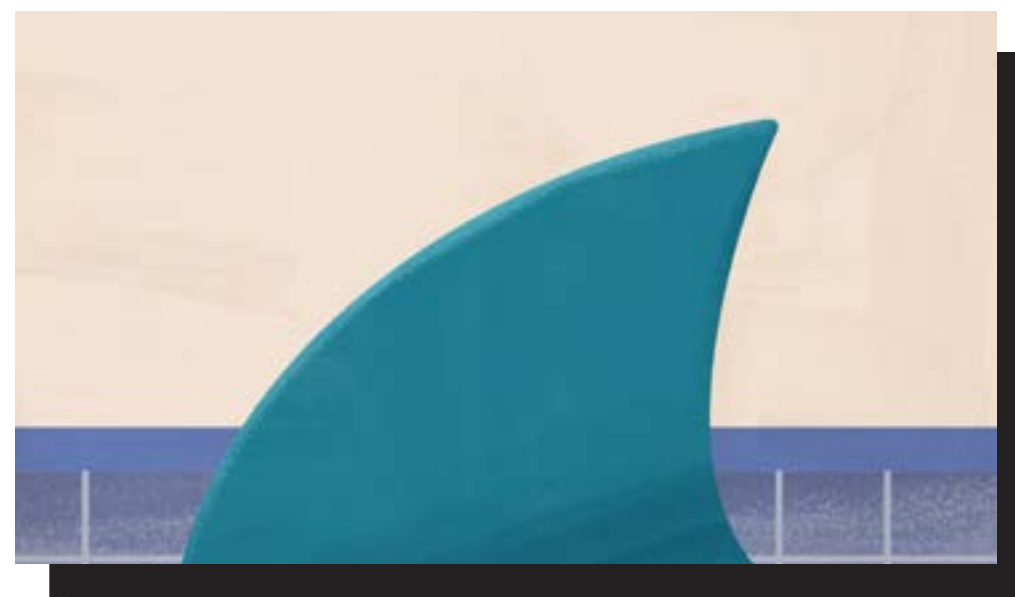
Same story, different ad

Now compare the revised ABCDs version of the ad with the earlier version. Which one is more compelling?

Original

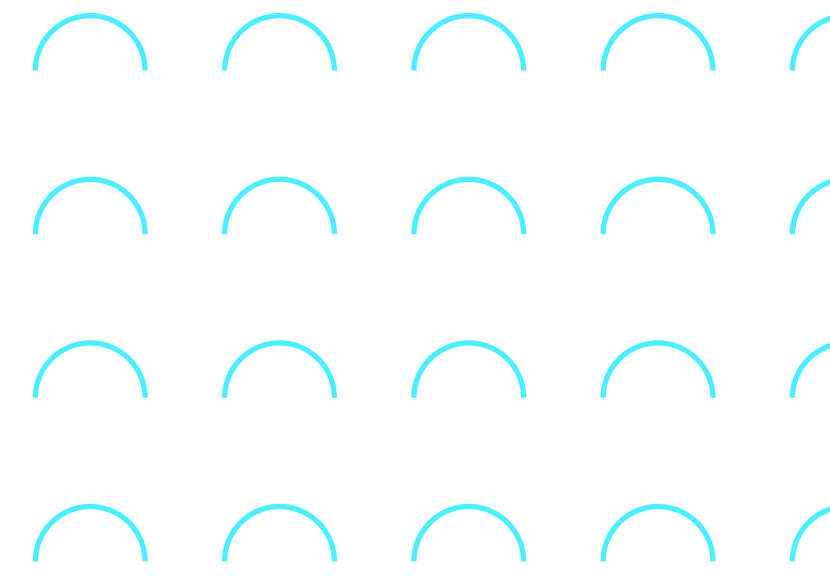


ABCDs



Simply following these general principles led us to create quite a different ad, so you can imagine how much more could be done after optimizing for specific marketing objectives.

Whether you aim to raise awareness, drive consideration, or prompt action, leveraging the version of the ABCDs tailored to your goal can help you craft a more effective ad.



THE ABCDs FOR AWARENESS



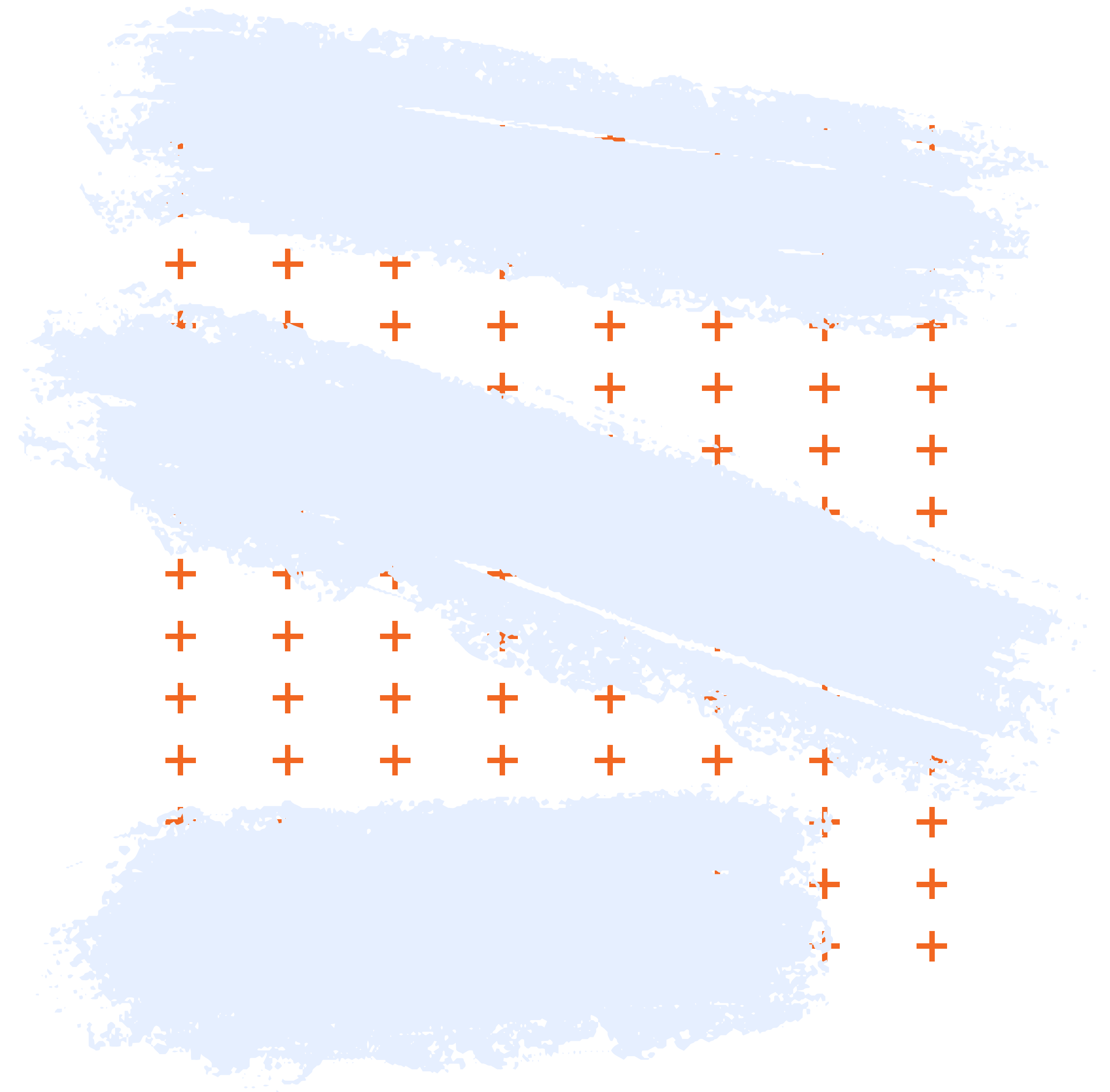
ABCD THE ABCDs FOR AWARENESS

Get your brand noticed with the
ABCDs for **Awareness**

Breaking through

No matter how long your brand has been around, cutting through the clutter can be a challenge. Your solution or market position might take a while for people to digest before they are ready to embrace you.

To help you craft an ad that drives awareness, we've refined the ABCDs based on what has worked for brands on YouTube in the past. Pretend you're a creative on the Fishos account. Your storyboard is ready for review. What else could you add?





ABCD

THE ABCDs FOR AWARENESS

A = ATTENTION

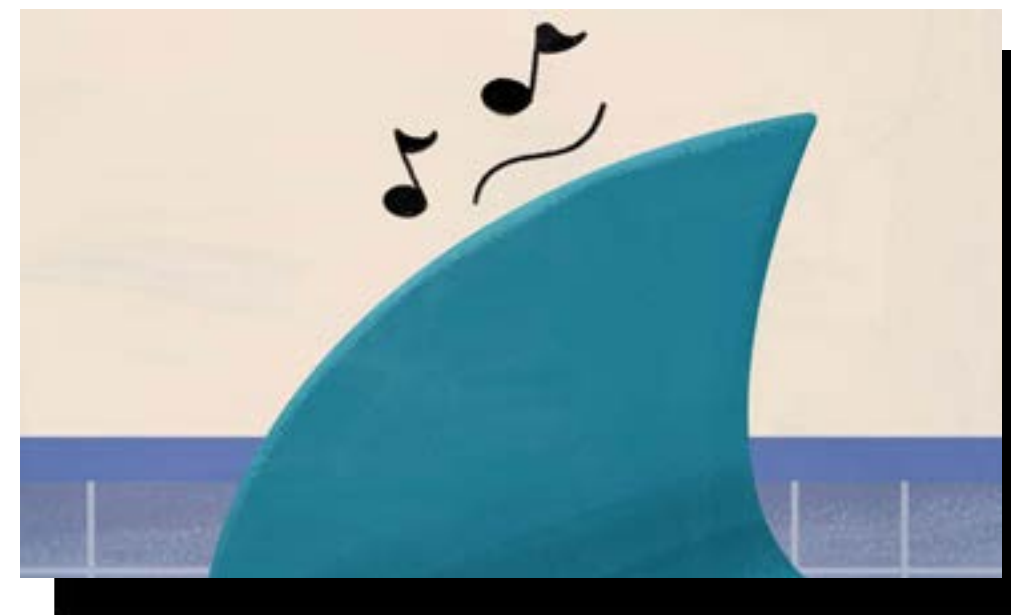
Pump up the volume

Audio is your superpower for getting people to pay attention. Embrace elements like voice-over, music, and sound effects to amplify your on-screen messaging. The power of the human voice is a great way to connect with people, and it can add personality through your choice of talent and delivery style.

From



To



B = BRANDING

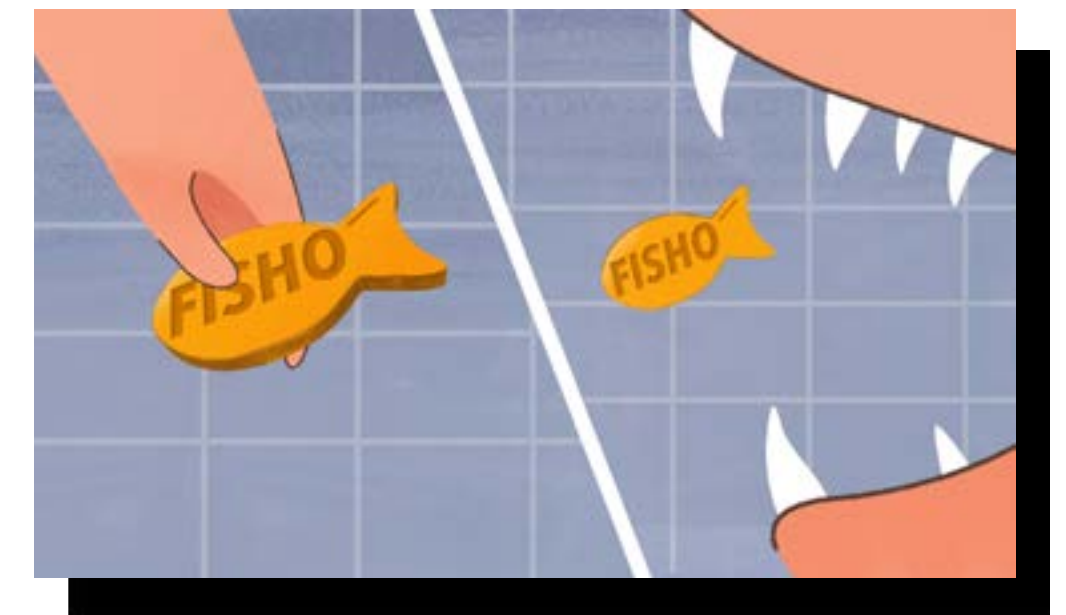
Put your brand front and center

Incorporate multiple branding opportunities to get noticed and be remembered. Frequency plus variety is key: from logo to tagline and mascots to pack shots, more points of branding will give you more impact.

From



To





ABCD

THE ABCDs FOR AWARENESS

C = CONNECTION

Make people core to your story

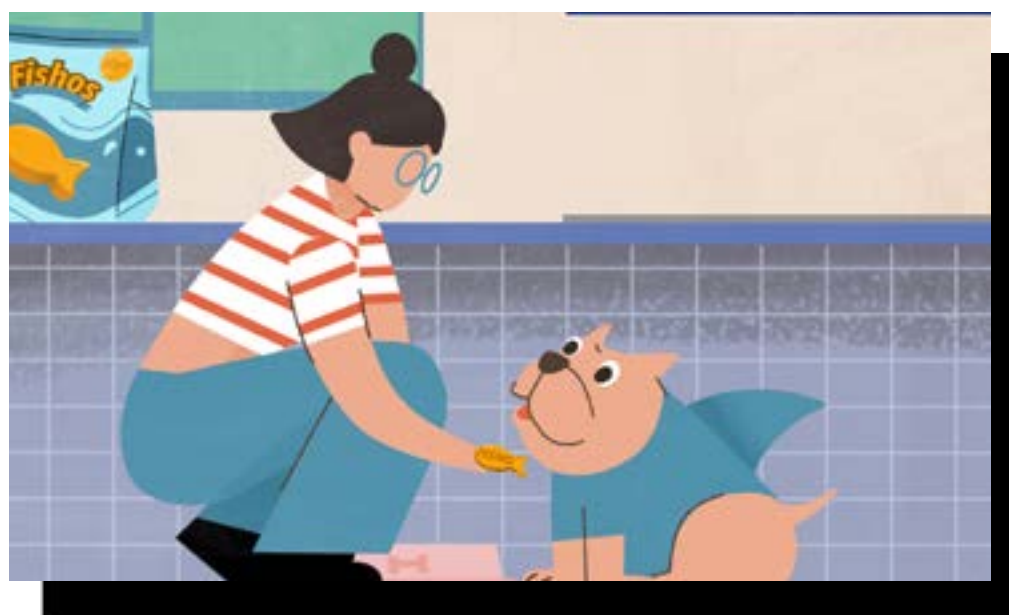
As humans, we can't help but be drawn to other humans. So featuring people in your story lends emotional context to scenes and creates connection quickly. Showing people using your product is one proven way to demonstrate its benefits. Celebrities and influencers can also inspire engagement, as can reflecting the diversity of the real world.

D = DIRECTION

Ask them to take action

Just as in the core ABCDs, make sure your ad gives people clear and simple instructions.

From



To



Direction





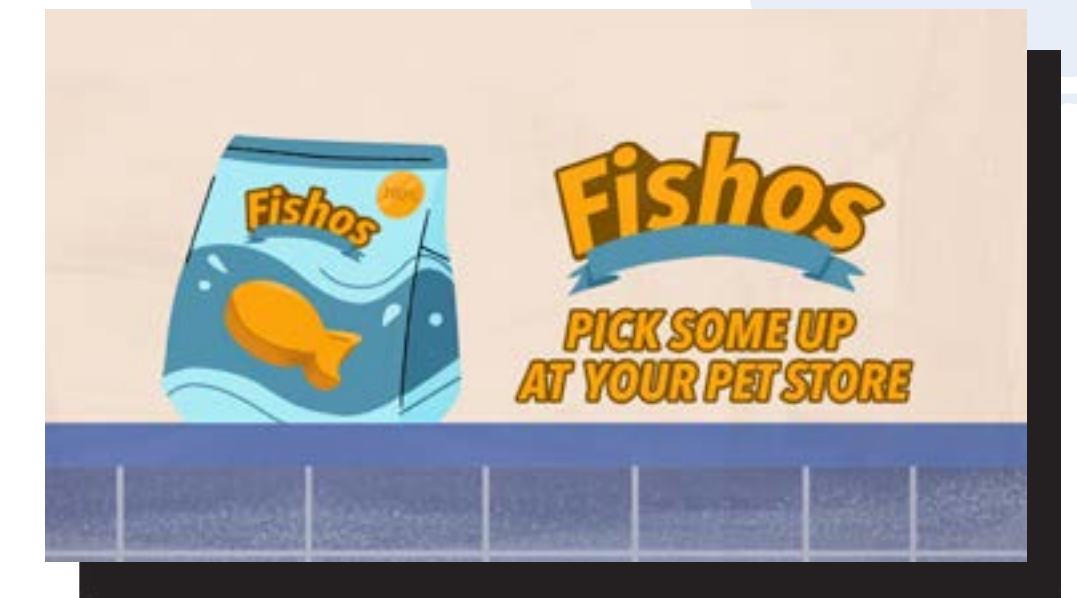
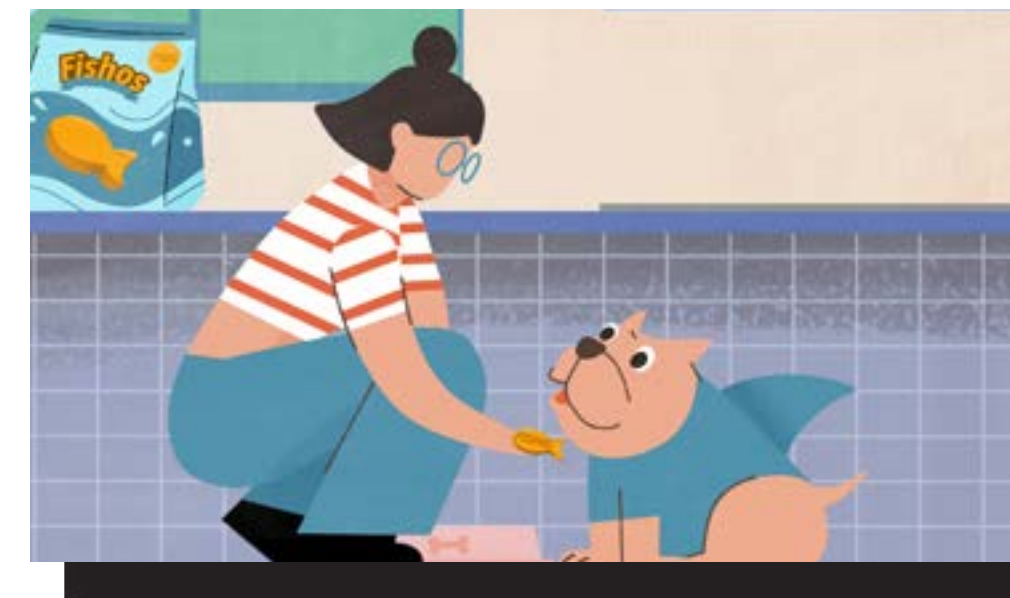
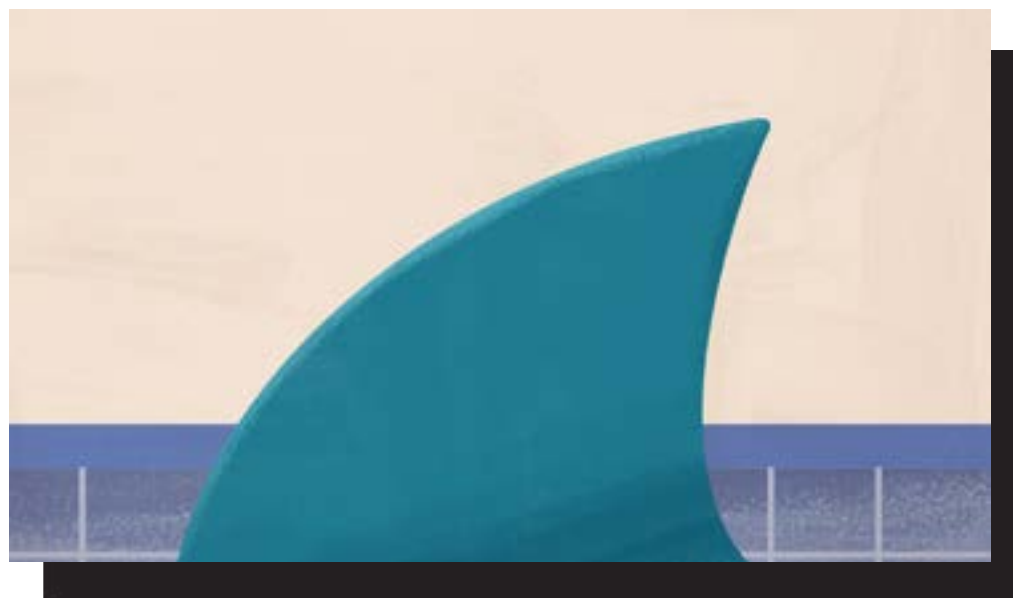
ABCD

THE ABCDs FOR AWARENESS

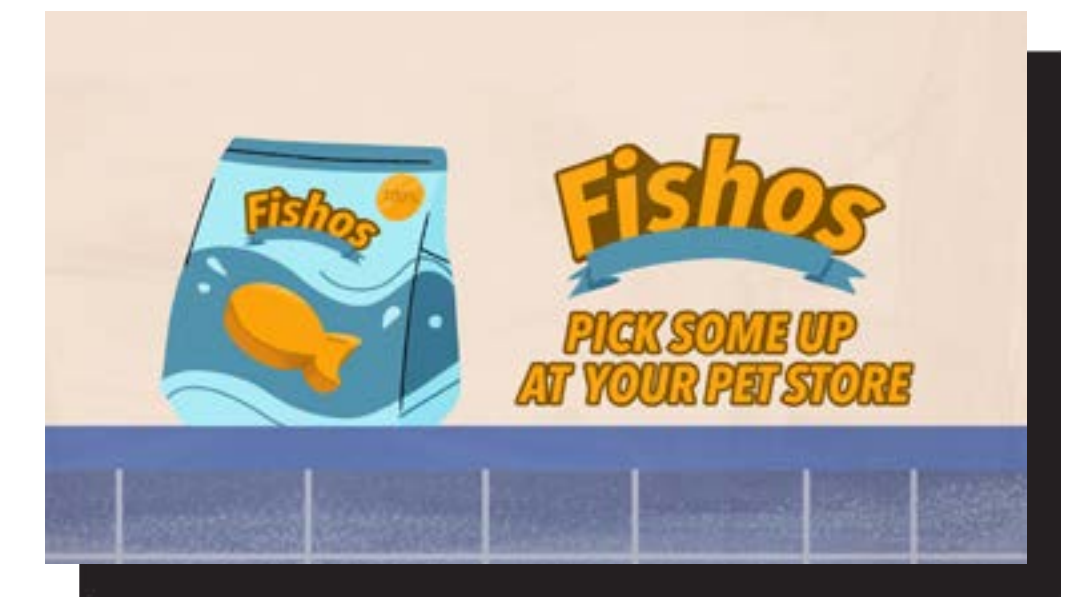
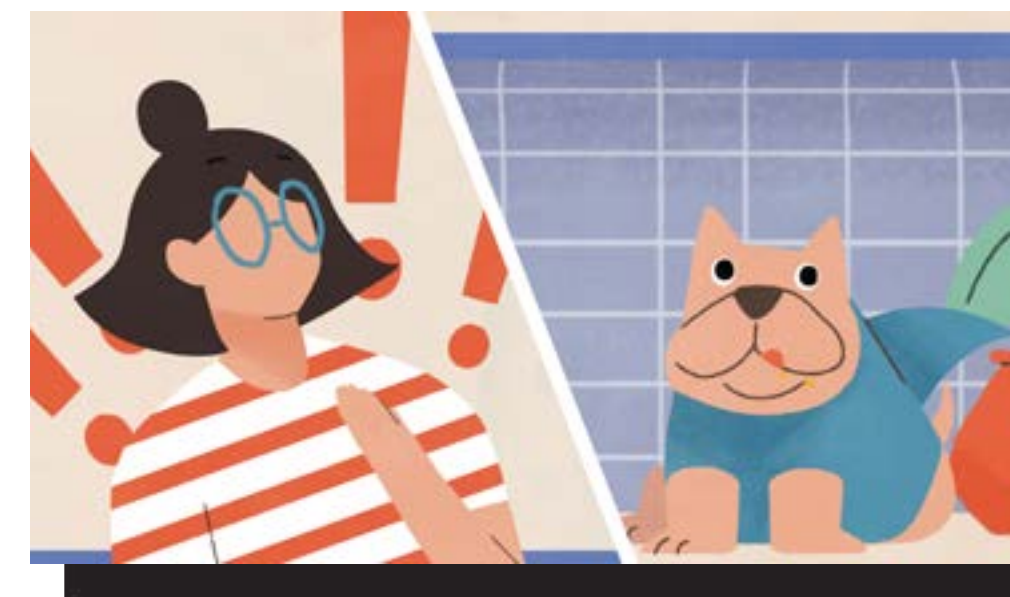
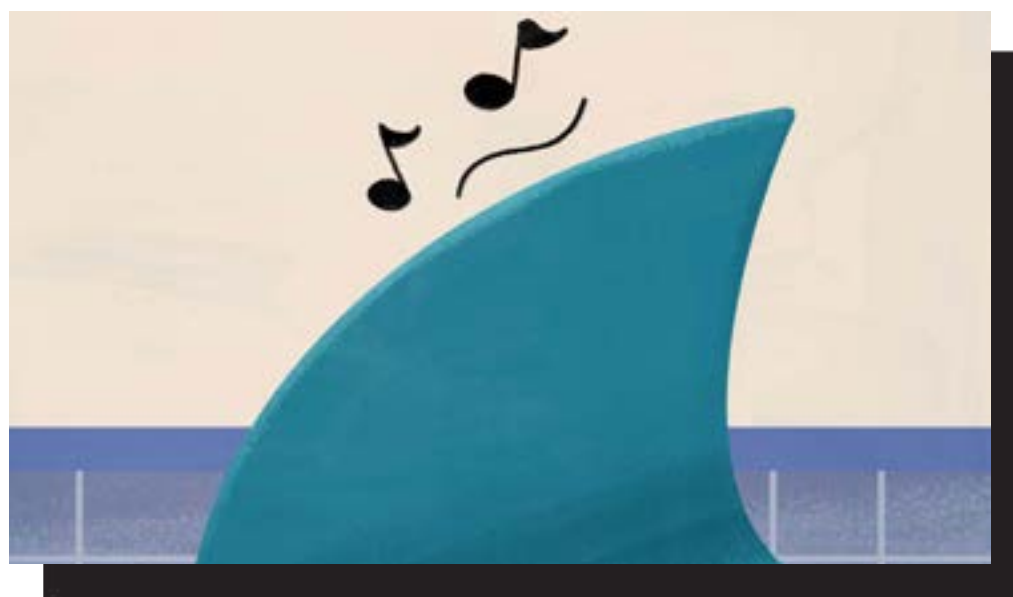
Same story, more noticeable ad

Now compare the Awareness version of the ad with the first ad.

ABCDs



Awareness ABCDs



**THE
ABCDs
FOR
CONSIDERATION**

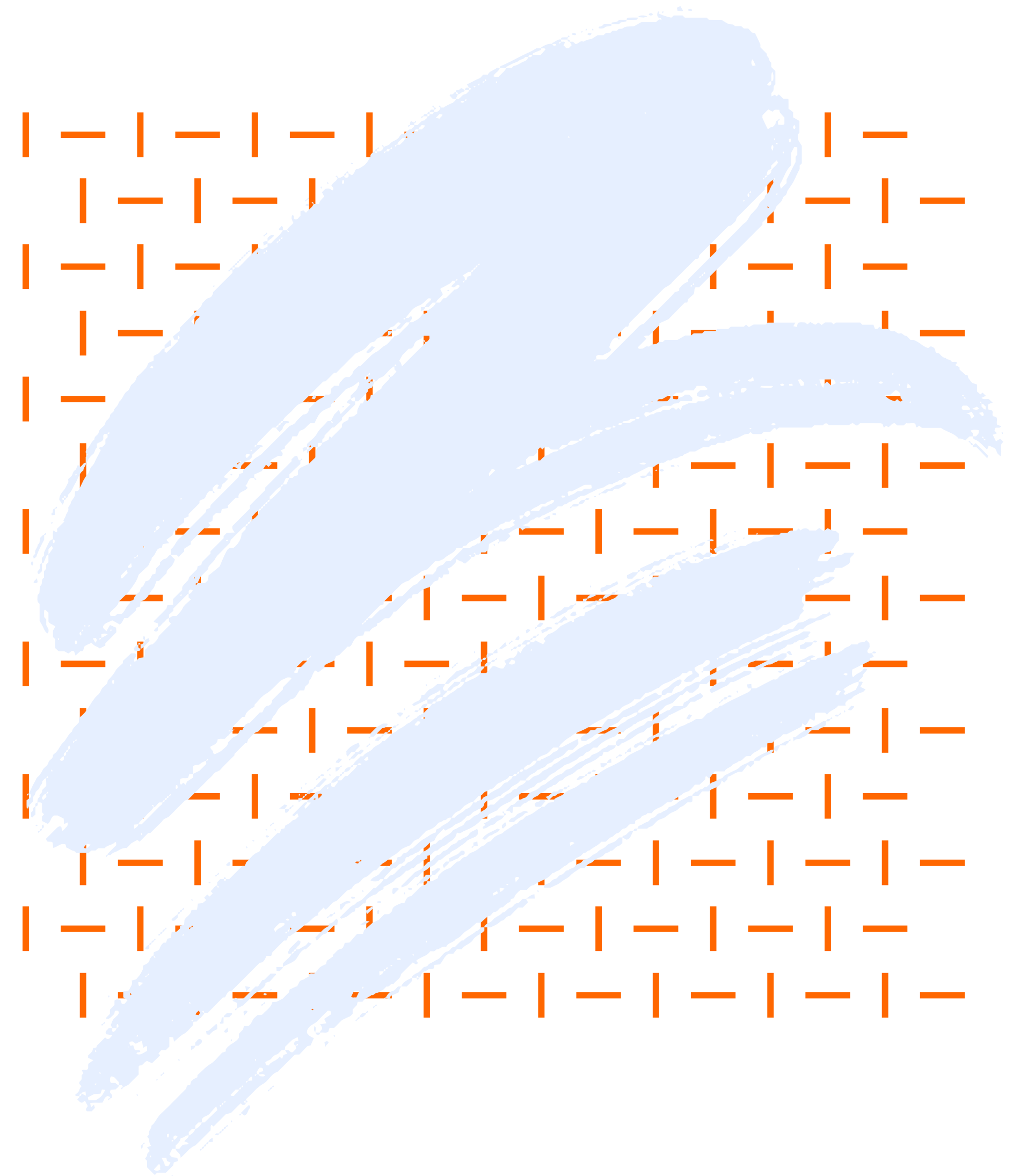


ABCD THE ABCDs FOR CONSIDERATION

Show how your product fits into
people's lives with the ABCDs for
Consideration

Conveying the benefits

Consideration ads can help people see how your product or service might fit into their lives. This is an important step in helping them understand the relevance of your message and the benefits of your product or service.





ABCD

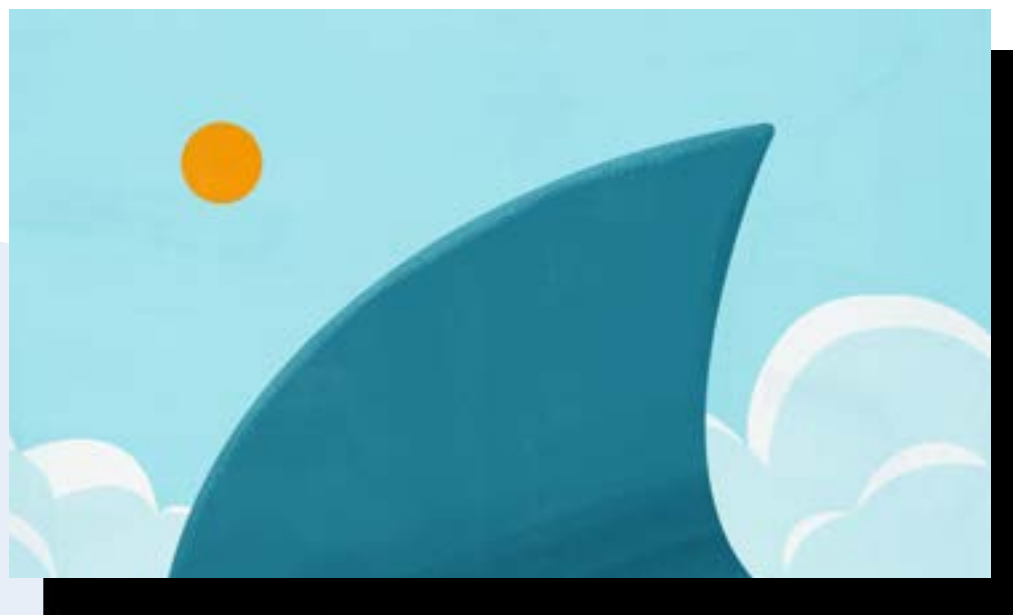
THE ABCDs FOR CONSIDERATION

A = ATTENTION

Grab and sustain attention with an immersive story

Just as in the core ABCDs, make sure your ad hooks people right from the start.

Attention



B = BRANDING

Hero the product

When consumers know your brand, more focus can be shifted to the product itself. Use tight beauty shots to put the spotlight on your product, but keep up your branding, especially in the last five seconds.

From



To





ABCD

THE ABCDs FOR CONSIDERATION

C = CONNECTION

Be relatable and demonstrative

Focus on the benefit of your product and show people how it works. Seeing your product in context helps others envision how it will fulfill their own needs. Stay approachable and make sure your cast reflects the diversity of your audience.

D = DIRECTION

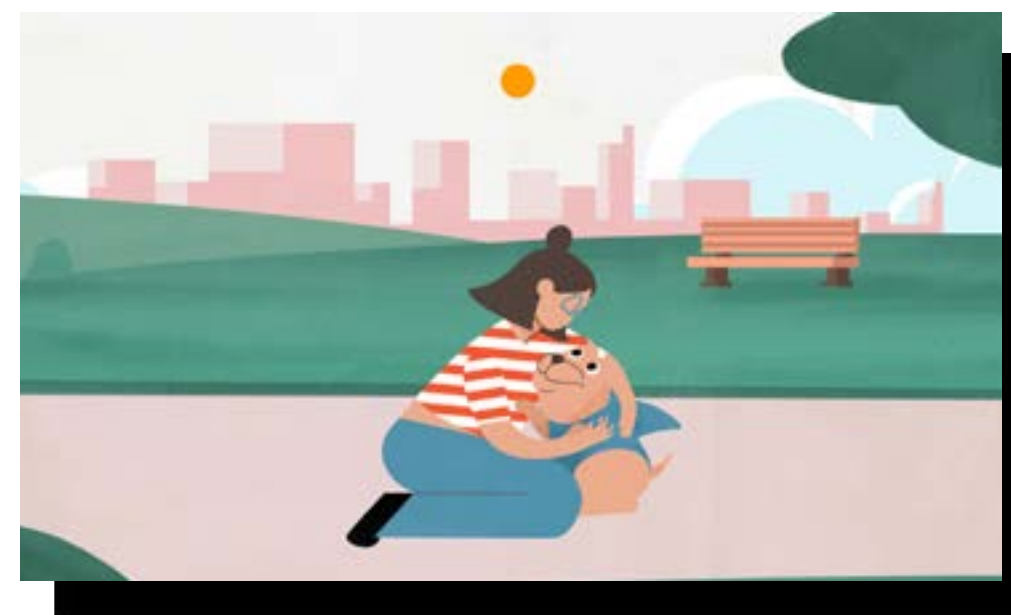
Plant the seed of urgency

Sharpen your call to action with a little extra motivation. A defined time frame or limited release will give your audience a sense of urgency. Make sure that what you're asking people to do is clearly and simply worded, and consider reinforcing the message with audio.

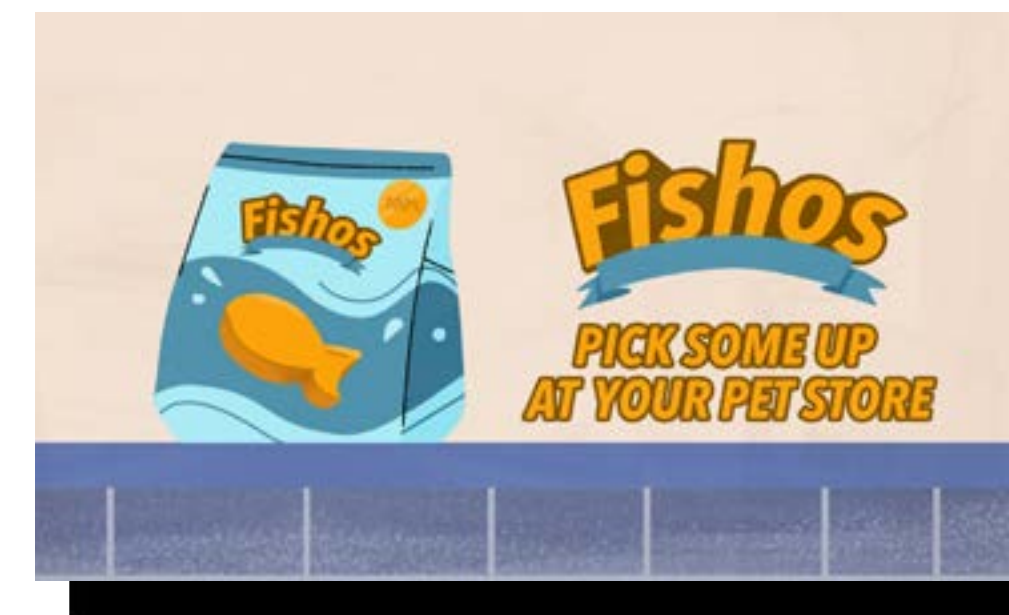
From



To



From



To





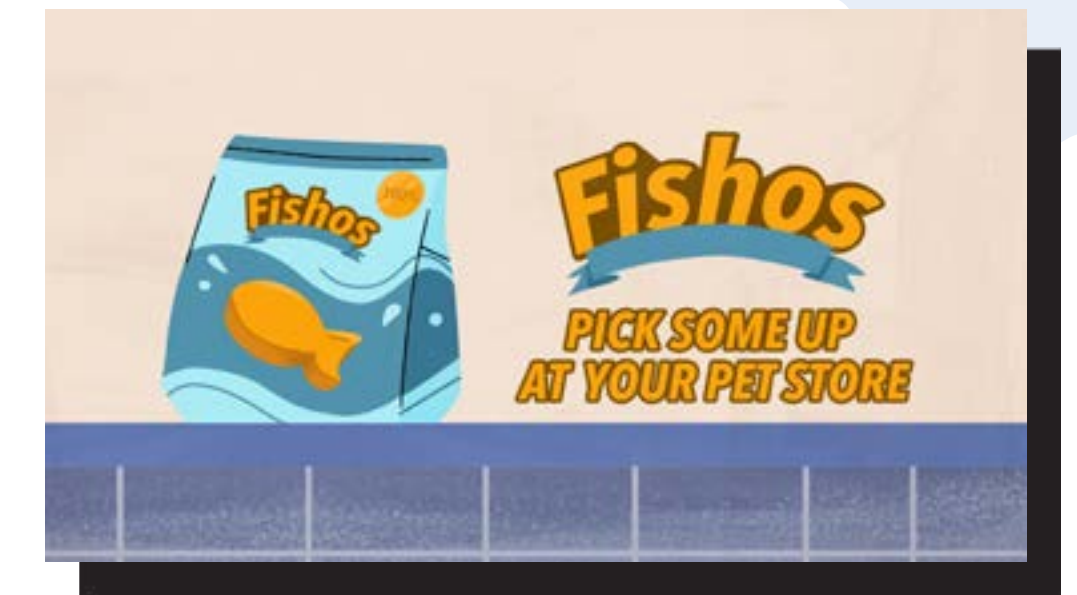
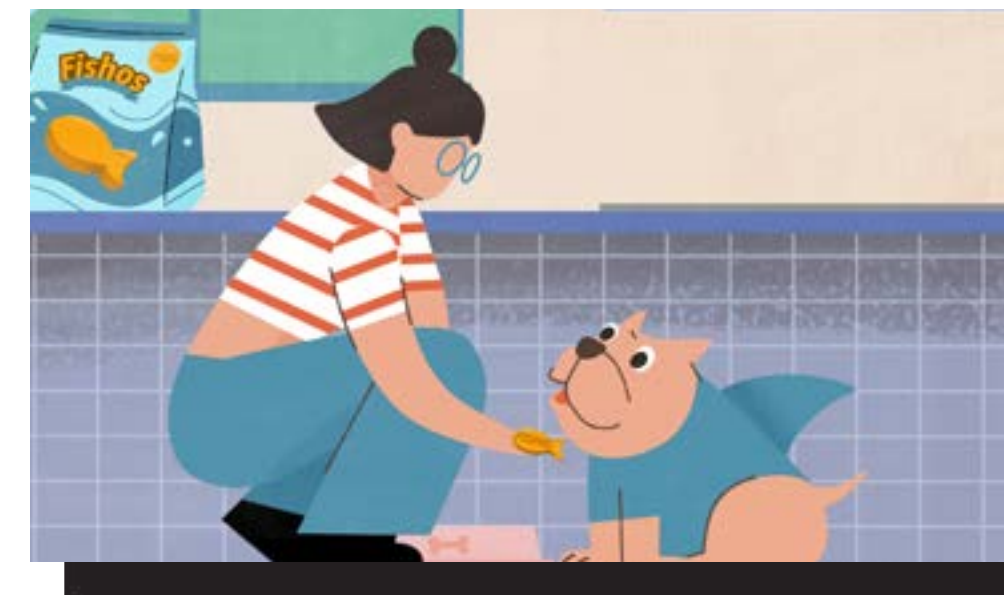
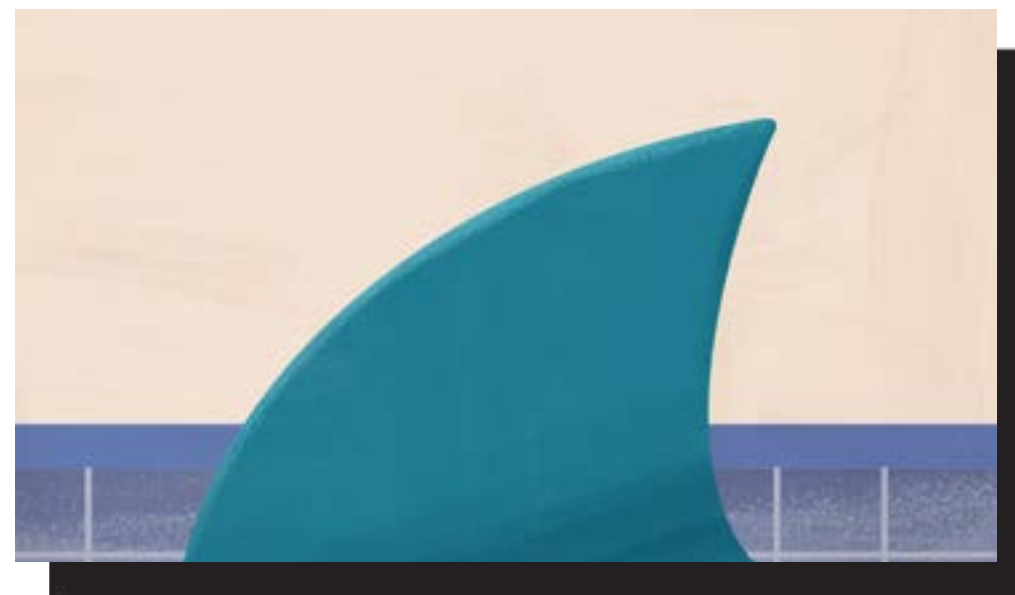
ABCD

THE ABCDs FOR CONSIDERATION

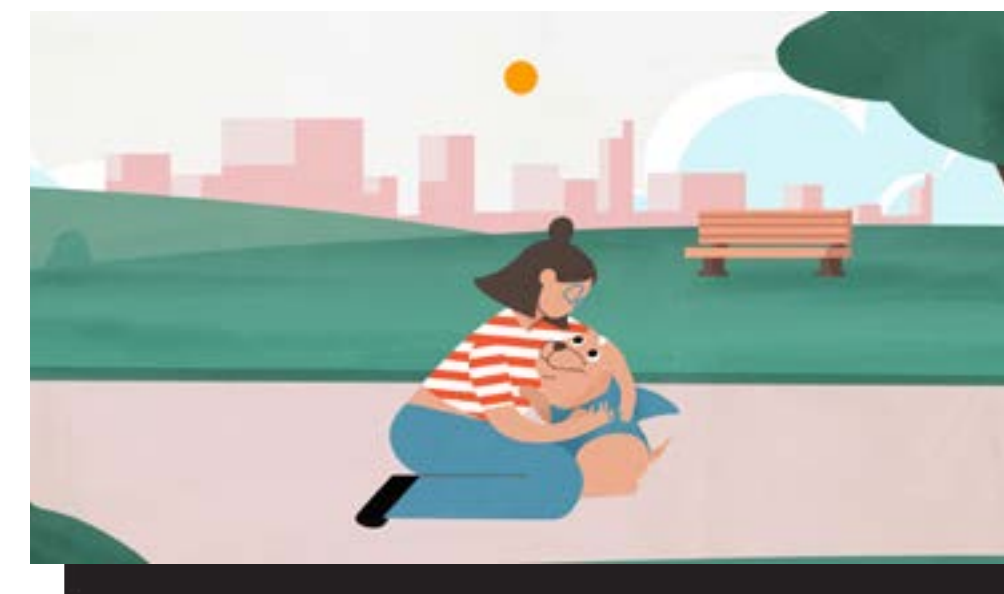
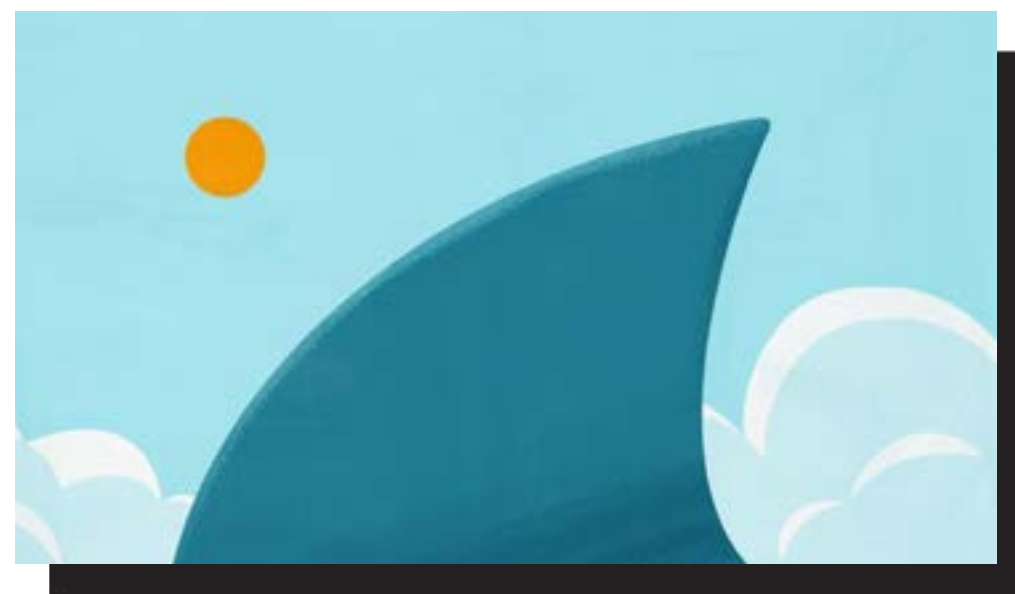
Same story, **more relatable ad**

Now compare the Consideration version of your ad with the first version. Notice the difference?

ABCDs



Consideration ABCDs



THE ABCDs FOR ACTION



ABCD

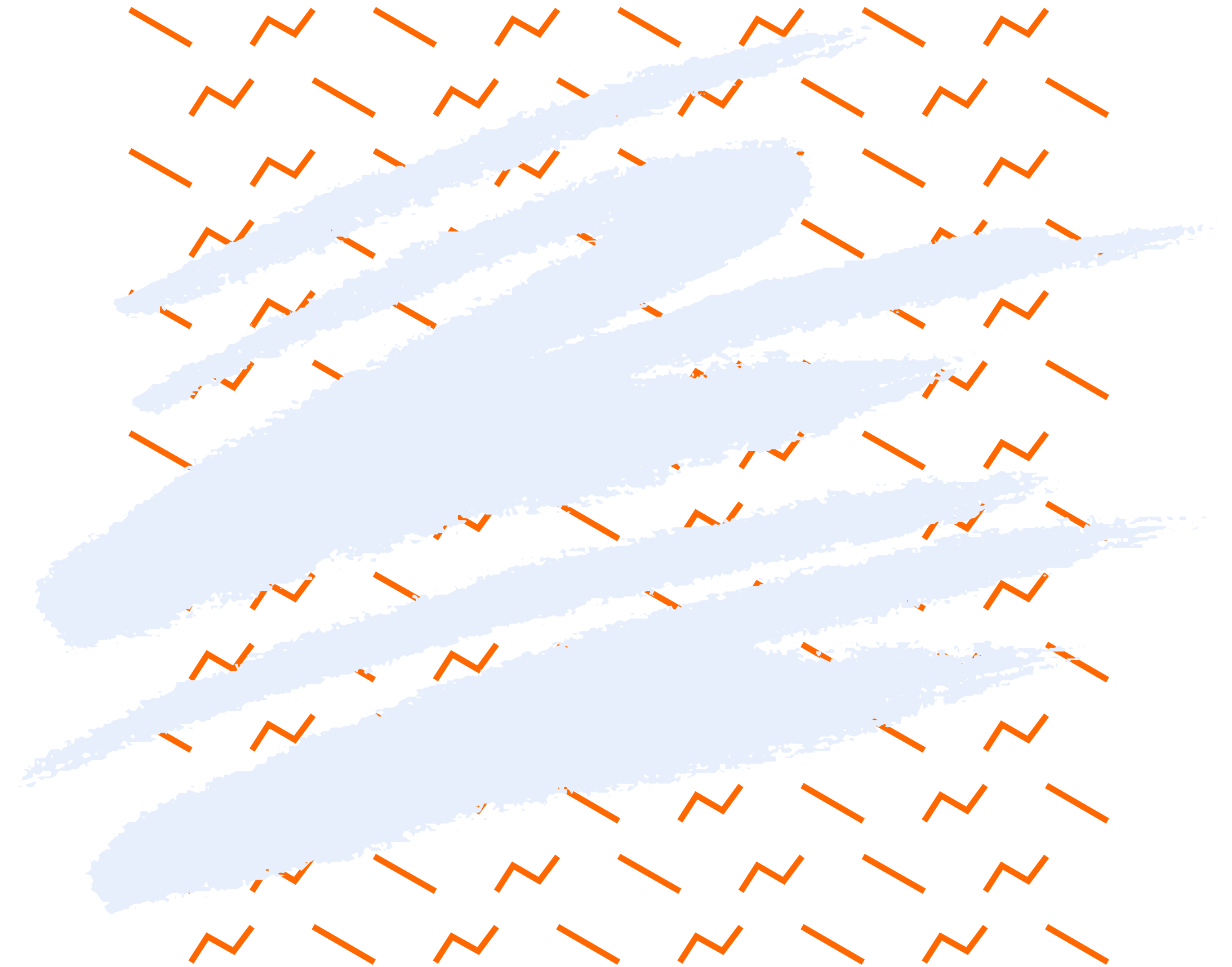
THE ABCDs FOR ACTION

Close the deal with the ABCDs for **Action**

Driving conversions

If you're already known to your audience and your product, service, or message is familiar to them, it's time to close the deal.

An action campaign is all about laying out the terms of your offer and getting the viewer to take you up on it.





ABCD

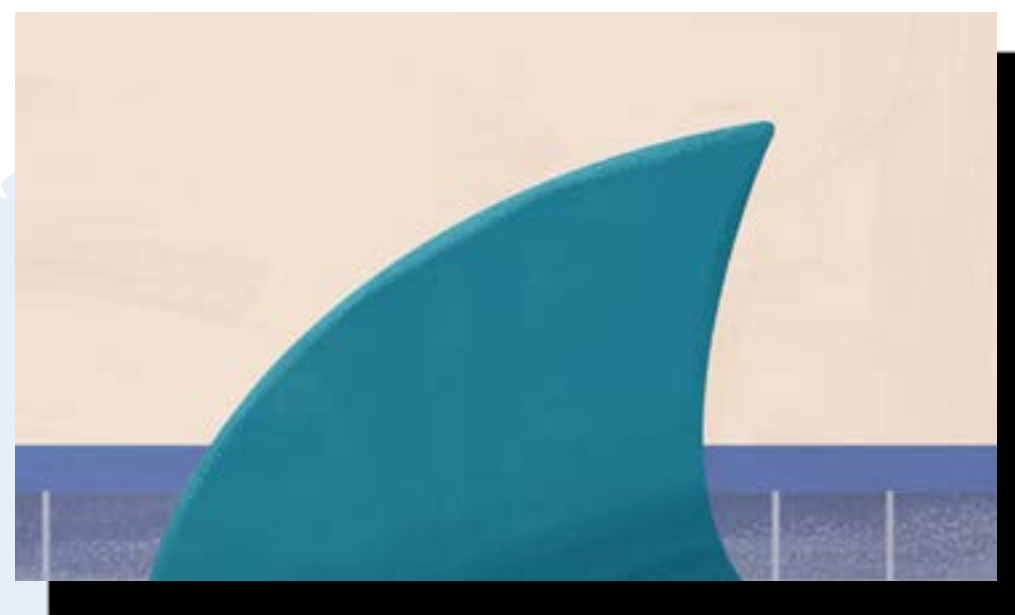
THE ABCDs FOR ACTION

A = ATTENTION

Grab and sustain attention with an immersive story

Just as in the core ABCDs, make sure your ad hooks people right from the start.

Attention



B = BRANDING

Make the product the ad

Place all focus on the product. Make sure the product is visible throughout the ad, from start to finish. Use extreme close-ups to show what you're selling. Try not to let moments of branding distract from the product, which should be the hero of your campaign.

From



To





ABCD

THE ABCDs FOR ACTION

C = CONNECTION

Depict a use case

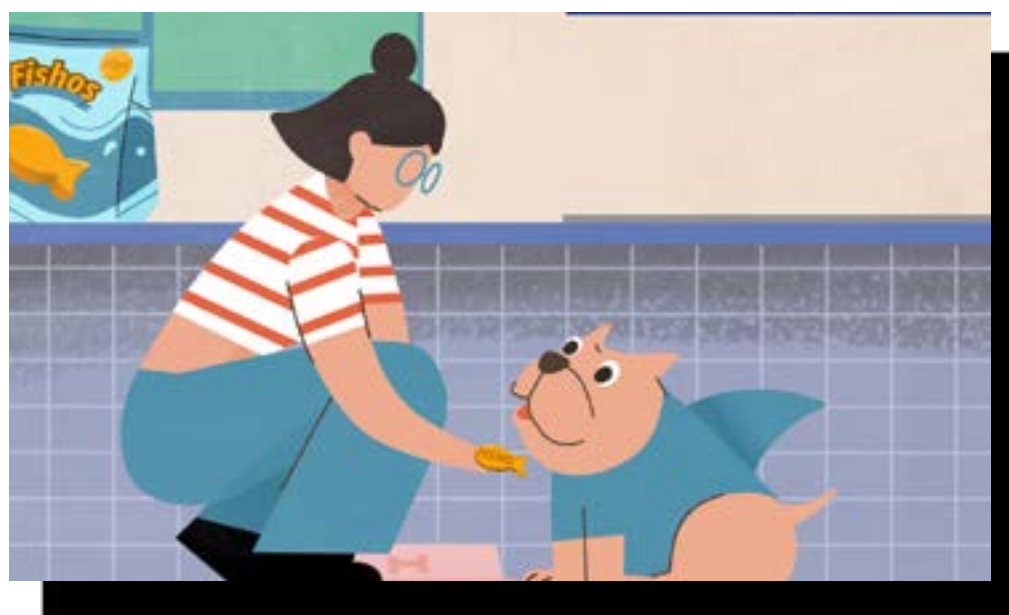
Be upfront, precise, and credible when explaining the offering. Illustrate specifics. Show and tell how the product will enhance the viewer's life by depicting it in realistic situations.

D = DIRECTION

Contextualize and incentivize

A call to action is only as strong as its context. Make sure yours relates to the product or offering. Leverage the power of discounts or special offers to turn viewers into customers.

From



To



From



To





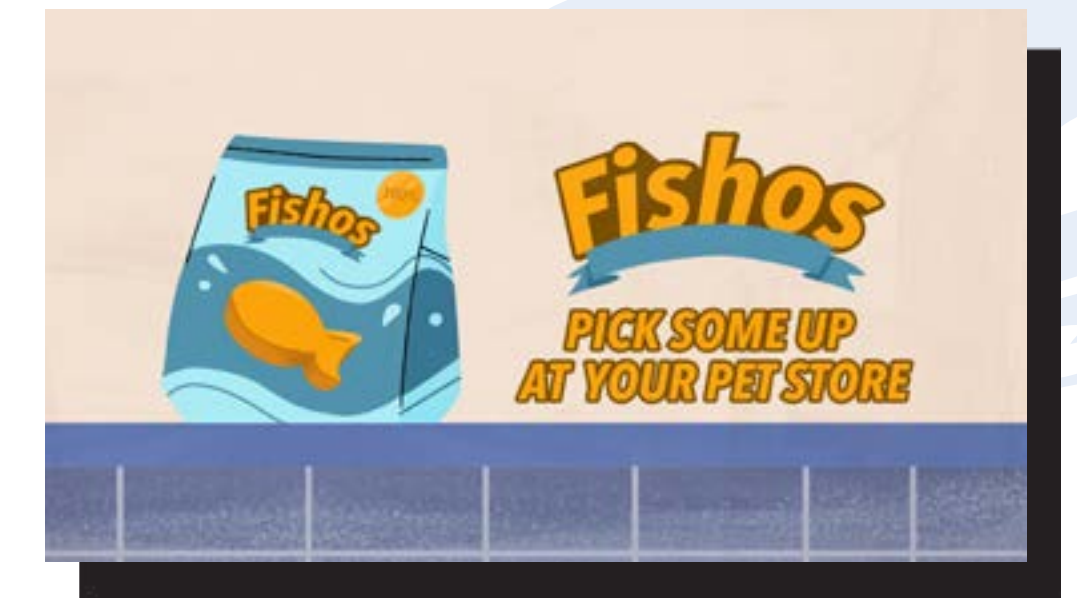
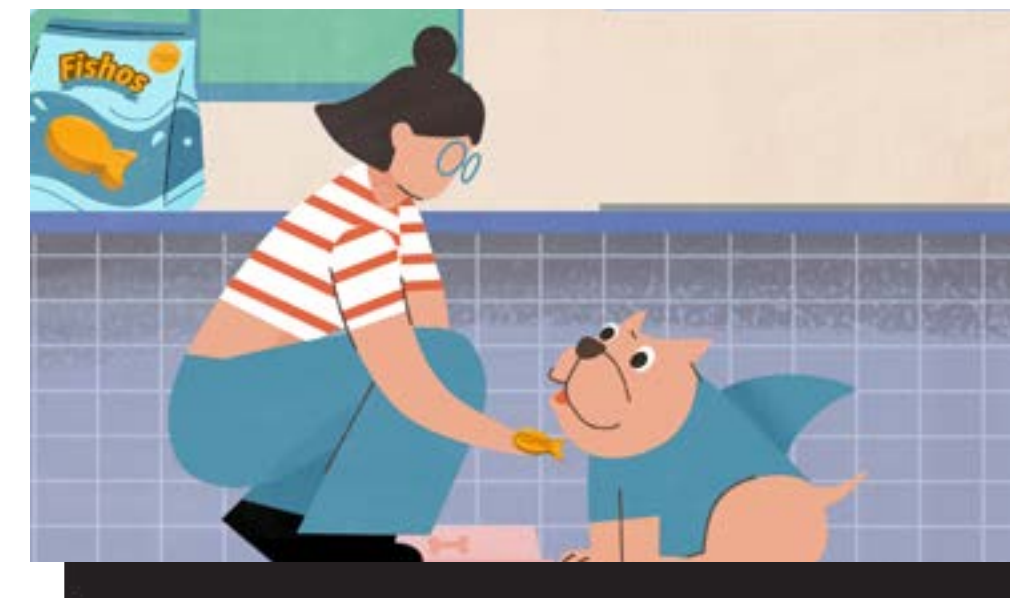
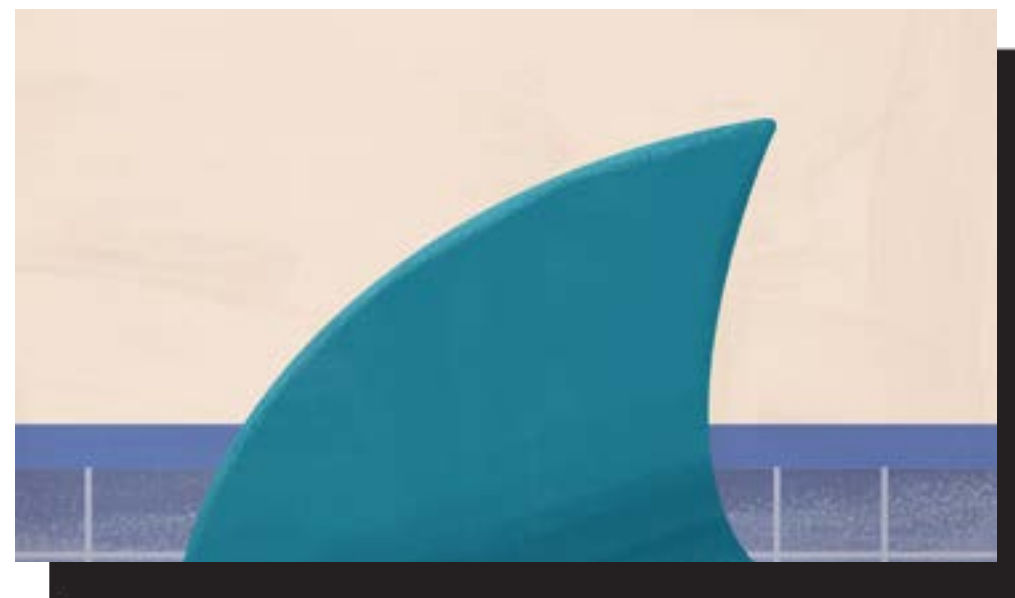
ABCD

APPLYING THE ABCDs

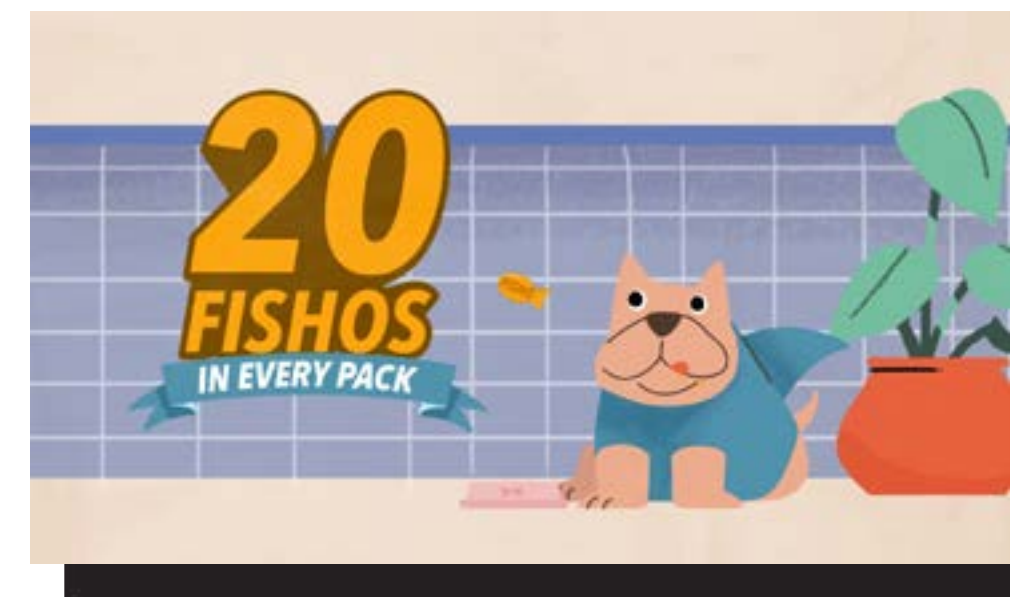
Same story, more provocative ad

Now compare the Action version of the ad with the first version. Which one leaves you more inclined to buy your first pack of Fishos?

ABCDs



Action ABCDs





ABCD CONCLUSION

Unleash your creativity

Once you've learned the ABCDs, you can determine the best way to execute them.

Try grabbing attention with spooky music, or letting a celebrity tell your story in their signature style. Every brand will leverage the principles a bit differently to maximize effectiveness.

Visit Think with Google to see the final Fishos ads, and explore more about how you can use the ABCDs to deliver greater impact.

A = Attention

B = Branding

C = Connection

D = Direction