

GOOGLE TRENDS & DASHBOARD

Using Data
to Tell Your Story



Ann Marie Almariei
@amalmariei

#PRNews

World Cup

See what's trending now >



What the world wants to know during the tournament

Trending Now

United Kingdom



WWE
20,000+ searches
Image Source - The Independent



Sam Smith
20,000+ searches
Image Source - Just Jared



Disclosure
20,000+ searches
Image Source - Telegraph.co.uk



Netherlands vs Mexico
200,000+ searches
Image Source - Telegraph.co.uk



Costa Rica
200,000+ searches
Image Source - Goal.com

[New!](#) Hot searches screensaver. [Download](#) | [Web version](#)

Dolly Parton Husband **Ellie Goulding** **ITV**

[More Hot Searches](#)

2013 Charts

United Kingdom

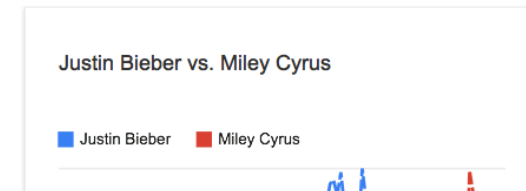
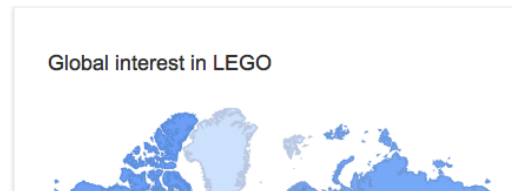
2013 Events

Songs

Movies

[More Top Charts](#)

Explore In-Depth



Hot Searches

Top Charts

Explore

Subscriptions

Uruguay

Visualize hot searches in full screen.

Hot Searches

Subscribe



Sunday, June 29, 2014

1



New York Times

Jason Kidd

20,000+ searches

[Jason Kidd Is Expected to Leave as Nets Head Coach](#)

New York Times

Kidd, 41, approached the Nets' ownership with a request to he...

Saturday, June 28, 2014

1



The Roar

Brazil vs Chile

500,000+ searches

Related searches: [neymar](#), [brazil](#), [brazil chile](#), [julio cesar](#), c...

[\[VIDEO\] Brazil vs Chile: 2014 FIFA World Cup highlights, scores, blog](#)

The Roar

Bravo saved one penalty to deny Hulk and Willian missed as w...

2



Sydney Morning Herald

James Rodriguez

200,000+ searches

Related searches: [colombia vs uruguay](#), [colombia](#), [james ro...](#)

[Move over Lionel Messi, here comes James Rodriguez](#)

Sydney Morning Herald

Rio de Janeiro: If the biggest stars in the game have come out ...

3



Wall Street Journal (blog)

Netherlands vs Mexico

200,000+ searches

Related searches: [mexico](#), [mexico vs netherlands](#), [netherla...](#)

[World Cup 2014: Netherlands Defeats Mexico, 2-1](#)

New York Times

Mexico, on the brink of its greatest achievement at a World Cu...

Hot Searches

Top Charts

Explore

Subscriptions

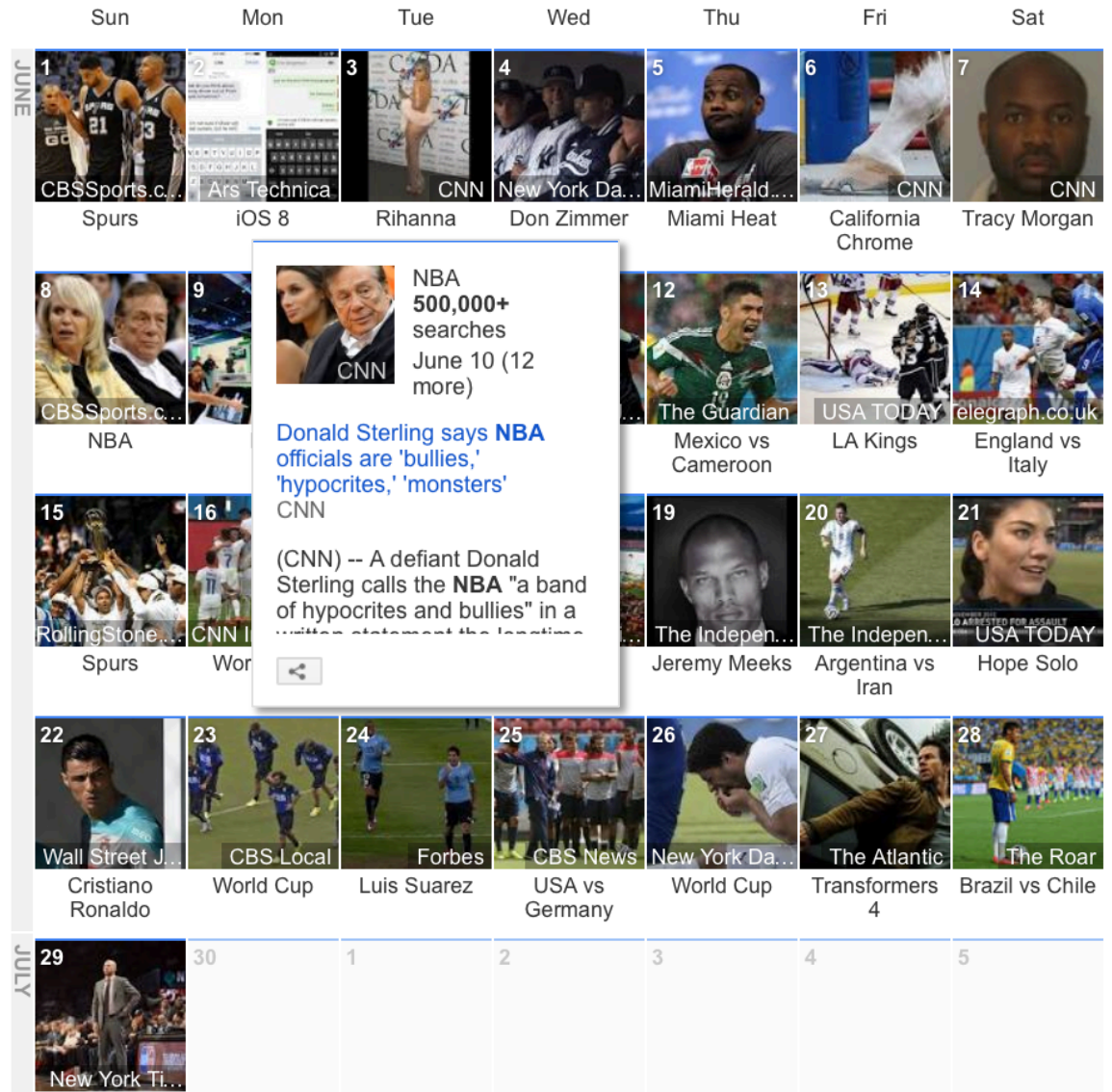
Netherlands vs
Mexico

Visualize hot
searches in full
screen.

Hot Searches

Subscribe

Past 30 days



Hot Searches

Top Charts

All

- Business & politics
- Cities
- Entertainment
- Lifestyle
- Nature & science
- Shopping & fashion
- Sports
- Travel & leisure

Explore

Subscriptions

Most searched

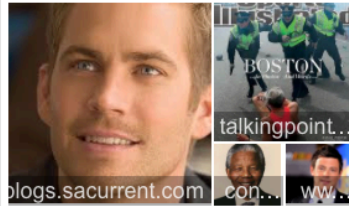
Search topics with the largest search volume.

Trending

Search topics with the largest increase in search volume since the previous period.

All

Top Trending



1. Paul Walker
2. Boston Marathon Bo...
3. Nelson Mandela
4. Cory Monteith
5. iPhone 5s

More >

Events



1. Boston Marathon
2. Government Shutdown
3. VMAs
4. Moore, Oklahoma T...
5. Royal Baby

More >

People, Trending



1. Paul Walker
2. Cory Monteith
3. Aaron Hernandez
4. Adrian Peterson
5. Miley Cyrus

More >

People, Most Searched



1. Miley Cyrus
2. Drake
3. Kim Kardashian
4. Justin Bieber
5. Beyonce

More >

Animals



1. Dog
2. Cat
3. Horse
4. Chicken
5. Fish

More >

Annual Events



1. Black Friday
2. Cyber Monday
3. Daytona 500
4. Chinese New Year
5. Tour de France

More >

Hot Searches

▸ Top Charts

Explore

Subscriptions

Compare

Search terms

Locations

Time ranges

Topics

Subscribe



McDona...
Fast food co...

Burger ...
Restaurant c...

Subway
Fast food co...

Wendy's
Fast food co...

Taco Bell
Fast food co...

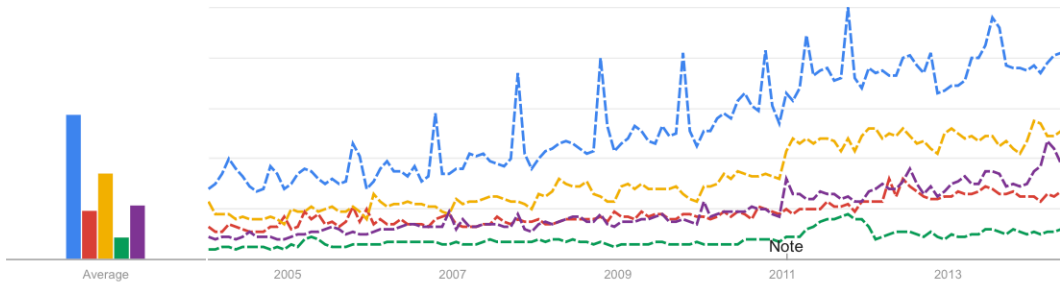
Beta: Measuring search interest in *topics* is a beta feature which quickly provides accurate measurements of overall search interest. To measure search interest for a specific *query*, select the "search term" option.



Interest over time

News headlines

Forecast

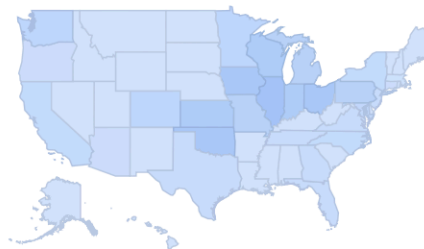


Regional interest

McDonald's | Burger King | Subway | Wendy's | Taco Bell

Worldwide > United States

Subregion | Metro | City



Illinois	100	<div style="width: 100%;"></div>
Ohio	94	<div style="width: 94%;"></div>
Michigan	93	<div style="width: 93%;"></div>
Missouri	87	<div style="width: 87%;"></div>
Kentucky	87	<div style="width: 87%;"></div>
Georgia	86	<div style="width: 86%;"></div>
Indiana	85	<div style="width: 85%;"></div>

View change over time



Jan-Jun 2004

Hot Searches

Top Charts

Explore

Subscriptions

Compare

Search terms

Locations

Time ranges

Topics

Subscribe

Ice cream

Dish

Hot cho...

Beverage

Hambur...

Sandwich

Soup

Type of dish

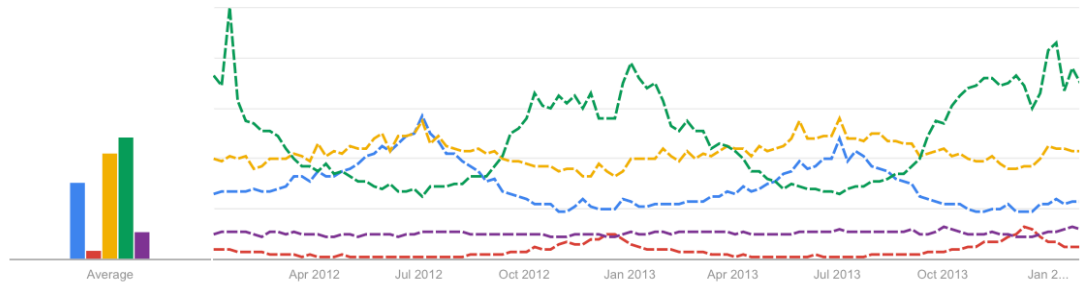
french f...

Dish

Beta: Measuring search interest in *topics* is a beta feature which quickly provides accurate measurements of overall search interest. To measure search interest for a specific *query*, select the "search term" option.

Interest over time

News headlines Forecast

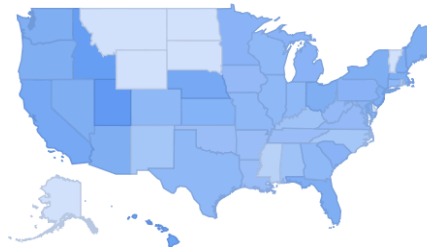


Regional interest

Ice cream Hot chocolate Hamburger Soup french fries

Worldwide > United States

Subregion | Metro | City



Massachusetts	100	<div style="width: 100%;"></div>
California	97	<div style="width: 97%;"></div>
Pennsylvania	94	<div style="width: 94%;"></div>
New York	92	<div style="width: 92%;"></div>
Ohio	88	<div style="width: 88%;"></div>
Utah	88	<div style="width: 88%;"></div>
New Hampshire	87	<div style="width: 87%;"></div>

View change over time

Jan 2012

Hot Searches

Top Charts

Explore

Subscriptions

Topics

Subscribe



Ice cream

Dish

Hot cho...

Beverage

Hambur...

Sandwich

Soup

Type of dish

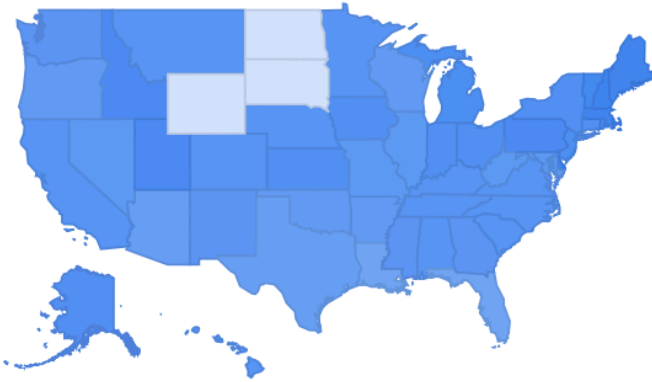
french f...

Dish

Regional interest

Ice cream

Worldwide > United States



View change over time

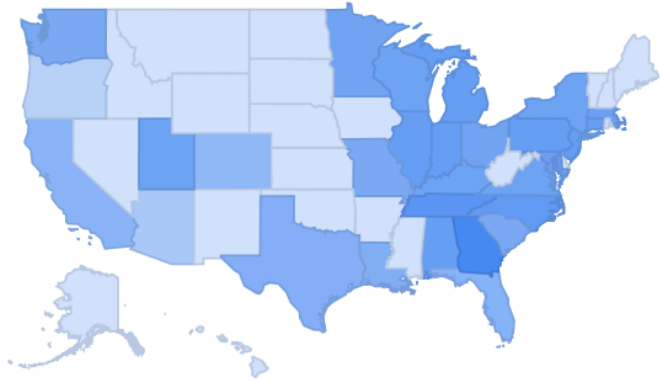


Jun 2013

Regional interest

Hot chocolate

Worldwide > United States



View change over time



Jan 2014

View change over time



Jan 2012



Hot Searches

Top Charts

Explore

Subscriptions

Compare

Search terms

Topics

Subscribe

Skin Cancer
Search term

Melanoma
Disease

Sun Prot...
Search term

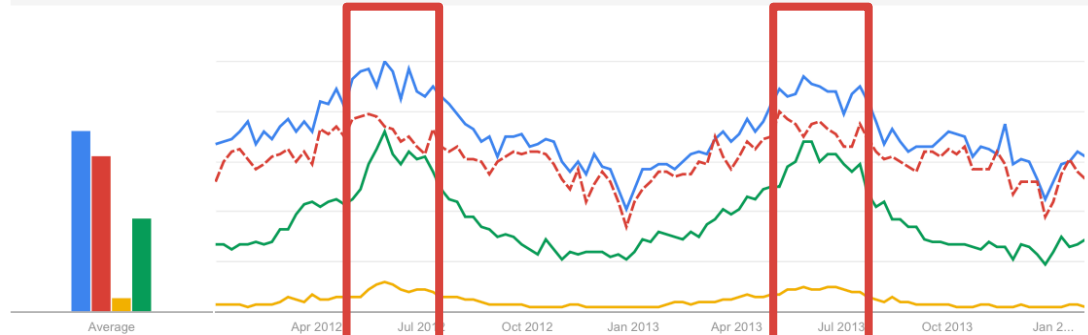
SPF
Search term

+ Add term

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Interest over time

News headlines Forecast

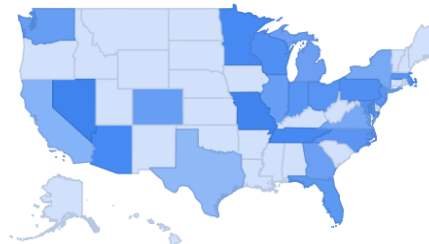


Regional interest

skin cancer Melanoma sun protection spf

Worldwide > United States

Subregion | Metro | City



Nevada	100	<div style="width: 100%;"></div>
Tennessee	78	<div style="width: 78%;"></div>
Missouri	71	<div style="width: 71%;"></div>
Alabama	71	<div style="width: 71%;"></div>
South Carolina	70	<div style="width: 70%;"></div>
Kentucky	70	<div style="width: 70%;"></div>
Minnesota	69	<div style="width: 69%;"></div>

View change over time



Olay
Sponsored · ✱

Beach day? Follow us on Pinterest for tips on how to build a (safe!) summer beauty regimen. It's in the bag!
www.pinterest.com/OlayUS

Like · Comment · Share · 42,569 771 823

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Databoard
Home

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CHANGE COUNTRY: USA



Databoard for Research Insights

The Databoard lets you explore insights from Google research studies, share them with others, and create your own custom infographics.

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Search for Brands
Meta-Study »



Understanding
Consumers' Local
Search Behavior »



YouTube Insights:
October 2013 »



Unlocking the HTML5
Opportunity: What's
the Holdup? »



The New Multi-screen
World »

Available Studies

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Unlocking the HTML5
Opportunity: What's
the Holdup? »



The New Multi-screen
World »



Mobile Search
Moments »



Mobile In-Store
Research »



Our Mobile Planet »



Non-Profit Path to
Donation »



YouTube Insights: July
2013 »

Ann Marie Almariei
@amalmariei

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Browse Studies

Ann Marie Almariei
@amalmariei

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This screenshot shows the 'Welcome' page of the 'Understanding Consumers' Local Search Behavior' study. The page features a dark sidebar with a navigation menu: 'Back to Studies', 'Understanding Consumers' Local S...', 'Welcome', 'Prominence of Local Search', 'Consumer Behavior', and 'Location-Based Ads'. At the bottom of the sidebar is a blue 'DOWNLOAD THIS STUDY' button. The main content area has a header with 'Welcome | Methodology' and a large orange circular icon containing a smartphone and a shopping cart. The title is 'Understanding Consumers' Local Search Behavior'. The text below reads: 'Every day, people search to find things nearby. These local searches may include finding directions to a local store/business, checking store hours, or searching for local stores that have a product in stock. We wanted to understand local search behavior. Is it prominent? What information do consumers search for? What'.

This screenshot shows the 'Prominence of Local Search' page. The sidebar navigation menu is identical to the previous page, but the 'Prominence of Local Search' item is highlighted. The main content area has a header with 'Prominence of Local Search' and a large yellow circular icon containing a magnifying glass. The title is 'Consumers are searching for local information everywhere, on every device'. The text below reads: 'Consumers conduct searches with their location and proximity in mind. They search for products or services near them and look for directions to a local store/business, local business hours, and whether a nearby store has a product in stock.' At the bottom of the main content area, there are two icons: a globe with a magnifying glass and a sign that says 'Yes. We're Open!'. A blue 'DOWNLOAD THIS STUDY' button is located at the bottom of the sidebar.

Think.
WithGoogle.com
/Databoard

Share
or Add
Relevant
Data to
Infographic

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Share Add to infographic 0 BUILD

CONSUMERS ARE DEVICE AGNOSTIC WHEN IT COMES TO LOCAL SEARCH

4-in-5 consumers conduct local searches on search engines

Smartphone
Computer / Tablet

DOWNLOAD THIS STUDY

Google Mobile Search Study

Back to Studies

Understanding Consumers' Local S...

Welcome

Prominence of Local Search

Consumer Behavior

Location-Based Ads

Visit the Databoard

CONSUMERS ARE DEVICE AGNOSTIC WHEN IT COMES TO LOCAL SEARCH

4-in-5 consumers conduct local searches on search engines

Smartphone 88%

Computer / Tablet 84%

Base: Used device to search for information on most recent vertical purchase (n=152,333 for smartphones and 32,422 for computers/tablets). Base: Same Q3. That part of information did you search for on your device using search engines? Select all that apply for each device. Methodology note: All respondents were screened on smartphone usage and purchase behavior.

Next Topic: Consumer Behavior

EDIT YOUR INFOGRAPHIC

Change title and description to your infographic.

Use the arrows to change the order of your graphics.

Use the remove button to delete individual graphics.

SAVE & PREVIEW

USING DATABOARD TO PROVIDE RATIONALE FOR A 'MOBILE FIRST' APPROACH TO DIGITAL MEDIA

Related studies:



The New Multi-screen
World »



Mobile Search
Moments »



Our Mobile Planet »

Databoard In-Use



The New Multi-screen
World »

38%

of our media interactions
occur on a smartphone

“My phone I
consider to be
my personal
device, my go-to
device.”

*Going mobile is
a business
imperative*



Mobile Search
Moments »



of mobile searchers
notice ads

*59% of users
find mobile ads
useful*



Our Mobile Planet »

*Smartphones
have become
an
indispensable
part of our
daily lives*



Smartphone users are
frequent social
networkers



Mobile ads are most
noticed while users are
in an app

Think.
WithGoogle.com
/Databoard

Databoard In-Use

Ann Marie Almariei
@amalmariei

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Mobile Search Study

Think Mobile First.

As mobile usage continues to grow, and users adapt to 'news=stream' layouts for consuming content, marketers need to keep in mind how media will be viewed. Mobile screens should be the lowest common denominator.

[Visit the Databoard](#)

Google



SMARTPHONE ARE WITH US BOTH AT HOME AND ON-THE-GO

38%

of our media interactions occur on a smartphone



60% At home

40% Out of home

i Base: All Interactions (15738). Q. Which of the following did you use? Base: Total Smartphone Interactions (6057) Q. Which activities did you do on your smartphone? Q. Were you...



SMARTPHONES PLAY A PERSONAL ROLE IN CONSUMER'S LIVES



EDIT YOUR INFOGRAPHIC

Change title and description to your infographic.

Use the arrows to change the order of your graphics.

Use the remove button to delete individual graphics.

[SAVE & PREVIEW](#)



Mobile ads are most noticed while users are in an app

Demog

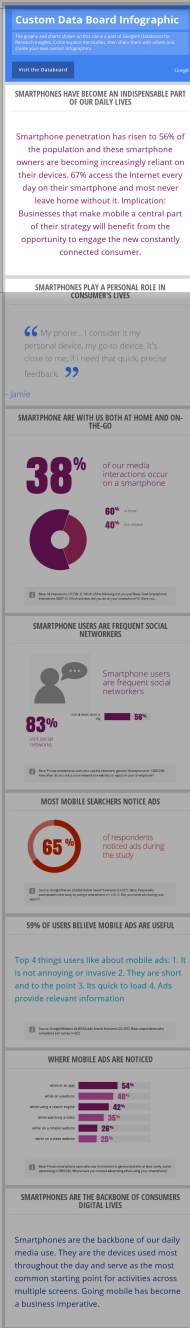
STUDY

Think.
WithGoogle.com
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Custom Infographic

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Custom Data Board Infographic

The graphs and charts shown on this site is a part of Google's Databoard for Research Insights. Come explore the studies, then share them with others and create your own custom infographics.

[Visit the Databoard](#)

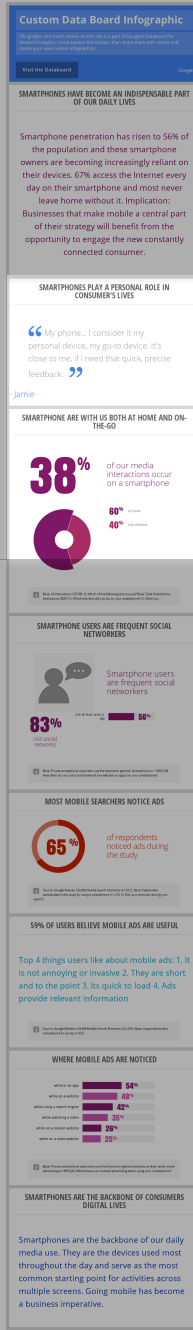
Google

SMARTPHONES HAVE BECOME AN INDISPENSABLE PART OF OUR DAILY LIVES

Smartphone penetration has risen to 56% of the population and these smartphone owners are becoming increasingly reliant on their devices. 67% access the Internet every day on their smartphone and most never leave home without it. Implication: Businesses that make mobile a central part of their strategy will benefit from the opportunity to engage the new constantly connected consumer.

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Custom Infographic



SMARTPHONES PLAY A PERSONAL ROLE IN CONSUMER'S LIVES

“ My phone... I consider it my personal device, my go-to device. It's close to me, if i need that quick, precise feedback. ”

- Jamie

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Custom Data Board Infographic

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“My phone... I consider it my personal device, my go-to device. It's close to me. If I need that quick, precise feedback.”

—jamie

SMARTPHONE ARE WITH US BOTH AT HOME AND ON-THE-GO

38% of our media interactions occur on a smartphone

60% of our media interactions occur on a smartphone

40% of our media interactions occur on a smartphone

SMARTPHONE USERS ARE FREQUENT SOCIAL NETWORKERS

Smartphone users are frequent social networkers

83% visit social networks at least once a day

56% visit social networks at least once a day

MOST MOBILE SEARCHERS NOTICE ADS

65% of respondents noticed ads during the study

59% OF USERS BELIEVE MOBILE ADS ARE USEFUL

Top 4 things users like about mobile ads: 1. It is not annoying or invasive 2. They are short and to the point 3. Its quick to load 4. Ads provide relevant information

WHERE MOBILE ADS ARE NOTICED

44% on the way to work

40% while driving

42% while waiting in line

35% while on the go

28% while at the office

23% while at home

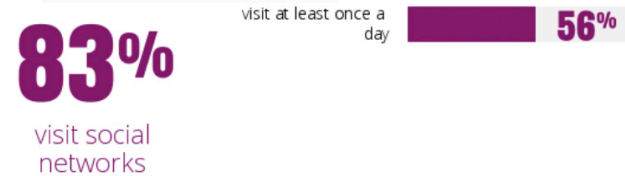
SMARTPHONES ARE THE BACKBONE OF CONSUMERS DIGITAL LIVES

Smartphones are the backbone of our daily media use. They are the devices used most throughout the day and serve as the most common starting point for activities across multiple screens. Going mobile has become a business imperative.

SMARTPHONE USERS ARE FREQUENT SOCIAL NETWORKERS



Smartphone users are frequent social networkers



Base: Private smartphone users who use the Internet in general, Smartphone n= 1.000 Q38: How often do you visit a social network (via websites or apps) on your smartphone?

MOST MOBILE SEARCHERS NOTICE ADS



65% of respondents noticed ads during the study

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: People who participated in the study by using a smartphone, n= 416. Q: Did you notice ads during your

Ann Marie Almariei
@amalmariei

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Custom Infographic

Custom Data Board Infographic

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38% of our media interactions occur on a smartphone

60% on mobile devices
40% on desktop

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83% of social networkers

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WHERE MOBILE ADS ARE NOTICED

while in an app: 54%
while on a website: 48%
while using a search engine: 42%
while watching a video: 35%
while on a retailer website: 26%
while on a video website: 25%

SMARTPHONES ARE THE BACKBONE OF CONSUMERS DIGITAL LIVES

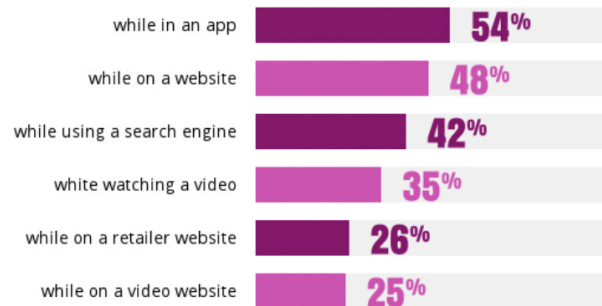
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Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: respondents who completed exit survey n=323.

WHERE MOBILE ADS ARE NOTICED



Base: Private smartphone users who use the Internet in general and who at least rarely notice advertising n= 893 Q42: Where have you noticed advertising when using your smartphone?

Ann Marie Almariei
@amalmariei

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Custom Data Board Infographic

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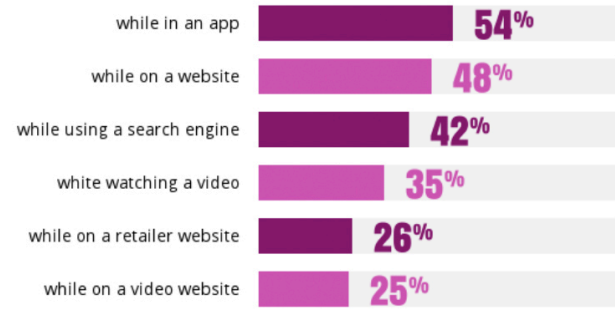
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i Base: Private smartphone users who use the Internet in general and who at least rarely notice advertising n= 893 Q42: Where have you noticed advertising when using your smartphone?

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Ann Marie Almariei
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USING DATABOARD TO PROVIDE RATIONALE FOR PRODUCING ONLINE VIDEO FOR BRAND BUILDING

Related studies:



YouTube Insights: July
2013 »

The screenshot shows a mobile interface for a Google study. At the top, there's a home icon, the Google logo, and the text 'Mobile Search Study'. On the right, a red button says 'BUILD YOUR INFOGRAPHIC' with a '10' in a small box and a question mark icon. A dark sidebar on the left contains a menu with items: '< Back to Studies', 'YouTube Insights: July 2013', 'Welcome', 'Key Findings', 'Audience: Gen C on all screens', 'Participation: Engage with conte...', 'Expression: Learn from the best', and 'Impact: Move people'. The main content area has a blue heading 'Impact: Move people' and a large text block: 'YouTube can help you achieve 1-3% sales lift at no additional cost'. To the right is a purple circular icon with a white play button and an upward-trending line graph. Below this is a paragraph: 'Marketers can achieve 1-3% sales lift at no additional cost by spending an average of 5% of their media budget on YouTube, according to media mix models ran by MarketShare in partnership with Google.' Below the text are two white boxes: one with a green house icon and '2x' text, and another with a grey car icon. At the bottom left of the main area is a blue button that says 'DOWNLOAD THIS STUDY'. Below the car icon box is the text 'Case study:'. A blue arrow points from the 'DOWNLOAD THIS STUDY' button to a separate box on the right.

BUILD YOUR INFOGRAPHIC 10

?

< Back to Studies

YouTube Insights: July 2013

Welcome

Key Findings

Audience: Gen C on all screens

Participation: Engage with conte...

Expression: Learn from the best

Impact: Move people

Impact: Move people

YouTube can help you achieve 1-3% sales lift at no additional cost



Marketers can achieve 1-3% sales lift at no additional cost by spending an average of 5% of their media budget on YouTube, according to media mix models ran by MarketShare in partnership with Google.

video growth on YouTube and across the web on publisher sites



DOWNLOAD THIS STUDY

Case study:

YouTube Insights: July 2013

Quarterly Stats, Trends and Insights on Video from YouTube and Google
google.com/think/youtube-insights

Databoard In-Use

1 YouTube Insights: July 2013
Quarterly Data, Trends and Insights on Video from YouTube and Google+ graphs connected by a single insight.

2 Audience: Gen C on all screens
A powerful new force is reshaping and expanding the Creative Ecosystem. Gen C is the next generation of consumers, using mobile to stay connected when wherever and whenever they want.

3 CONNECTION
We call them **GEN C** because they thrive on **CONNECTION**, **COMMUNITY**, **CREATION** and **CURATION**.

4

5 **CONNECTION**
50% talk to friends after watching a video and 28% share videos on an additional social network after watching them on YouTube.

6 COMMUNITY
55% are connected to 100 or more people through social sites, while 15% are connected to 500 or more.

7 CREATION
65% have uploaded a video they shot, and 25% upload videos every week.

8 CURATION
90% say they can't keep content they find online to themselves.

9

10 **1 BILLION**
UNIQUE USERS ON THE SITE EACH MONTH GLOBALLY

11 **18-34 YEAR OLDS**
55% 50% 46% 44% 40% 25% 23%

12 **25%**
1.5

13 **25%**
1.5

14 **500 BILLION OF SPEND**
35% 65%

15 **Participation: Engage with content**

16 **170**
317

17 **TOP YOUTUBE CHANNELS**

18 **1.21M**
1.18M
1.15M
1.12M
1.09M
1.06M
1.03M
1.00M

19 **FROM SOFT DRINKS TO SPORTS TO COMEDY**

20 **YOUTUBE CHANNEL LEADERBOARD (Q1 2013)**

21 **KEEP UP TO DATE WITH WHAT'S HOT AT YOUTUBE.COM/ALPHASUM**

22 **Expression: Learn From the Best**

23 **50%**
70%

24 **CASE STUDY: INTEL**

25 **CASE STUDY: DOVE**

26 **Impact: Move People**

27 **2x**
68%

28 **CASE STUDY: US MARINE CORPS**

29 **THE MEDIA MIX MODEL**

30 **Useful Links**

WHAT IS THE STORY THAT NEEDS TO BE TOLD?

1 Will we connect with the right consumers?

2 Will videos resonate with them?

3 Are there any success stories?

4 How will it impact the bottom line?

5 What type of content needs to be produced?

Will we connect with the right consumers?

We call them **GEN C**
because they thrive on
CONNECTION,
COMMUNITY, CREATION
and **CURATION**

CONNECTION

50% talk to friends after watching a video and **38%** share videos on an additional social network after watching them on YouTube

COMMUNITY

55% are connected to 100 or more people through social sites, while **15%** are connected to 500 or more

CREATION

65% have uploaded a video they shot, and **25%** upload videos every week

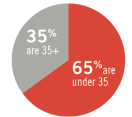
CURATION

90% say they can't keep content they find online to themselves

 **GEN C** is a powerful new force in **CULTURE** and **COMMERCE**, influencing

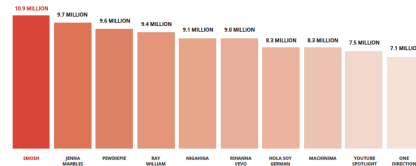
 **GEN C** spans **MULTIPLE GENERATIONS**. **GEN C** is a true **STATE OF MIND**

**\$500
BILLION
OF SPEND**



Will videos resonate with them?

TOP YOUTUBE CHANNELS (NUMBER OF SUBSCRIBERS)



US Insights unless otherwise stated
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A FEW HIGHLIGHTS FROM CHANNELS WITH ONE MILLION+ SUBSCRIBERS IN JUNE 2013 IN ALPHABETICAL ORDER

1.24 million CUTE GIRLS HAIRSTYLES LIFESTYLE	1.59 million DAILYGRACE LIFESTYLE	1.19 million ESPN SPORTS	2.79 million JIMMY KIMMEL LIVE ENTERTAINMENT
1.23 million KHAN ACADEMY EDUCATION	1.62 million MINUTE PHYSICS EDUCATION	2.76 million VICE NEWS	1.39 million WALK OF THE EARTH MUSIC

US Insights unless otherwise stated

FROM SOFT DRINKS TO SPORTS TO COSMETICS TO TECHNOLOGY, THE FOLLOWING REPRESENTS THE MOST POPULAR BRAND CHANNELS AND VIDEOS ON YOUTUBE

TOP YOUTUBE BRAND CHANNELS (NUMBER OF SUBSCRIBERS)



US Insights unless otherwise stated

Copyright, ©Google.com Inc. All rights reserved. Based on the 2000+ most viewed of uploaded from August 2012. Channel include development brand, Operator and brand development brands in a separate report in Q3 2013.

Are there any success stories?

CASE STUDY A MOMENTARY LAPSE INTEL

Creative Agency: Katalyst Media
Media Agency: OMD



INTEL launched a FIVE-MONTH SERIES of timelapse photography and slow-motion videography contests on YouTube, encouraging its customers to submit their own photos and videos. With its keen focus on encouraging participation, the campaign saw the HIGHEST CONVERSION RATE from ad to response, and the campaign received more than twice the number of expected video submissions.

google.com/think/case-studies/intel-momentary-lapse.html

CASE STUDY CAMPAIGN FOR REAL BEAUTY DOVE (UNILEVER)

Creative Agency: Ogilvy Brazil
Media Agency: PSD



DOVE'S mission is to turn beauty into a source of confidence, not anxiety. Through research, Dove found out that only 4% of women globally consider themselves beautiful and 54% agree that when it comes to how they look, they are their own worst beauty critic. In 2013, Dove conducted a compelling social experiment to bring this research to life. To express its message and build brand love it produced a three-minute video, 'Dove real Beauty Sketches', about how women view themselves. With the support of TrueView, YouTube homepage masthead and search ads, Dove launched its video in 25 languages across 46 Dove YouTube channels, creating one of the most-watched ads ever, with 163 MILLION GLOBAL VIEWS. Dove encouraged participation and sharing through its YouTube brand channels, Google+ hangouts and Google+ page, to promote a moving video that not only topped the Cannes YouTube Ads Leaderboard, but also won the Titanium Grand Prix at the Cannes Lions International Festival of Creativity.

google.com/think/case-studies/dove-real-beauty-sketches.html

YouTube Trends

youtube-trends.
blogspot.com

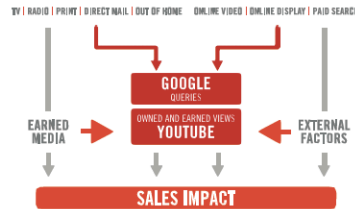


Nike - "The Last Game"

As the world waits for the (soccer) games to begin, World Cup ads pour in, with the likes of Beats by Dre, Adidas, ESPN, and Powerade vying to create the most epic, star-studded spot. The top 10 World Cup 2014 ads have so far been seen more than 300M times. Nike's second World Cup ad launched this week—a stunningly animated 5-minute short called "The Last Game"—and racked up over 20M views in its first two days on YouTube.

How will it impact the bottom line?

THE MEDIA MIX MODEL TAKES INTO ACCOUNT THE IMPACT OF EARNED AND OWNED MEDIA, IN ADDITION TO PAID MEDIA IN GENERATING SALES IMPACT



ACROSS FIVE VERTICALS, SPENDING AN AVERAGE OF 5% OF MEDIA BUDGET ON YOUTUBE HELPS ACHIEVE 1-3% SALES LIFT AT NO ADDITIONAL COST

US insights unless otherwise stated

Think.
WithGoogle.com
/Databoard

Databoard
In-Use

Ann Marie Almariei
@amalmariei

#PRNews

5

What type of content needs to be produced?

