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Move at the speed of culture with Shorts

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THE INTERSECTION OF MARKETING INSIGHTS AND VIDEO CULTURE - THE



Mastering the art of short-form storytelling

TLDR: Shorts offers brands a new way to connect with leaned-in viewers

- Shorts is a gateway that helps people discover new content and brands across all of YouTube
- Effective Shorts ads blend with the surrounding short-form content
- Submit to the YouTube Works Awards by April 30



THE INSIGHTS

What brands need to know about Shorts

Today's viewers want to experience stories in multiple ways, from **big** to **bite-sized**. To meet viewers on their own terms, marketers are embracing more modern solutions like Shorts to tell their stories, connect with viewers, and remain relevant.

Short-form content is the pulse of culture

Reach and relevance are proven strategies, and short-form content offers both. On YouTube, short-form video isn't replacing other formats; it's simply augmenting the way viewers watch.

With over 2B global users¹, Shorts is a window into what people find personally relevant – while also providing new, interactive ways to **immerse yourself** in the content, creators, trends, and communities you love.

Shorts enables viewers to go deep

YouTube Shorts is a gateway to the greater world of YouTube, allowing viewers to seamlessly dive into their passions across devices and formats. According to a survey by Ipsos conducted in 14 countries, 62% of people (*online 18-44-year-olds*) agree they use short-form video apps to discover things they then watch longer versions of² – giving advertisers a unique opportunity to connect with Shorts audiences who are open to discovery.

Effective Shorts ads have a unique DNA

Viewers don't want ads to feel like ads, especially in fast-paced environments. Effective ads optimize the story for the format so consider the following principles on Shorts.

1. **Be authentic:** Avoid overly produced content that doesn't feel fun and casual
2. **Be conversational:** Short-form content is social at its core
3. **Be upbeat:** Even ads can be fun and entertaining

Effective Shorts ads break through with viewers. According to MediaScience, among heavy users, YouTube Shorts ads are viewed longer, are better liked, and are seen as more personally relevant than ads on TikTok³.

To make the most of your Shorts ads and get an early look at the innovation to come, tune in to the experts at Google Marketing Live's digital program.

REGISTER NOW



SUBMISSIONS OPEN

Celebrating creative ingenuity and bold storytelling on YouTube

Solutions like Shorts and Google AI enable brands to continue pushing the boundaries of marketing, and that's why we're excited for this year's YouTube Works Awards. For the past six years, these awards have celebrated the most innovative, effective campaigns on the platform – and today's creative possibilities are bigger than ever.

This year, in partnership with renowned marketing consultancies Kantar and Contagious, YouTube will bring together C-suite leaders, creative visionaries, and marketing experts to award ad campaigns that delighted viewers and drove outsized results. Winners will be invited to special industry events and featured within published thought leadership. **Submissions close April 30** so don't miss the chance to enter.

SUBMIT TODAY

How was this edition?



Terrible Bad Neutral Good Excellent

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Sources

¹ YouTube Internal Data, Global, May 2023

² Google/Ipsos, YouTube Trends Survey, Global (US, UK, AU, FR, DE, MX, IN, ID, KOR, CAN, JP, BR, KSA, EGY), May 2023, n=25892, online adults, age 18-44

³ MediaScience, The Power of Adjacency Study, US, February 2024

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