

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	03 NOV 2023
Team ID	NM2023TMID01211
Project Name	To create a YouTube Ad campaign

Pros

Engaging Format:
Video ads can be highly engaging and allow you to convey your message effectively.

YouTube is one of the largest video-sharing platforms with billions of users, allowing you to reach a vast audience.

Cost Control:
You can set your budget and choose how you want to

Targeting Options:
You can target your ads based on demographics, interests, behavior, and more, which helps you reach the right audience.

Cons

Competition: As a popular advertising platform, there is a lot of competition, which can drive up ad costs.

Ad Blocking: Some users may have ad-blockers installed, which can reduce the visibility of your ads.

Ad Skipping: With skippable ads, viewers have the option to skip your ad after a few seconds, so you need to capture their attention quickly.