



YouTube

Brandcast SpLatam 2020

STAFF Agencies Brief

Objectives of this brief

- ▶ Invite our key partners to **get involved with the most loved and important YouTube event in the year.**
- ▶ Get everyone enthused and ready to **prepare impactful ideas** that will consider the current COVID-19 situation of advertisers and agencies in the region.
- ▶ **Present innovative + creative solutions** within 10 full days that will translate in a strong partnership and alliance between the agency and YouTube SPLA.
- ▶ Provoke and have agencies **step out of their comfort zones.**



AGENDA

1
2
3

Background / Purpose

Know the user

Know the magic

4
5
6

Connect the two / US Ref

SpLatam event strategy

What we / you need



Brandcast SpLatam 2020

Background / Purpose

What is the context?

Brandcast is the tentpole event for YouTube Ads during the annual NewFronts/Upfronts timeframe, **built to win the hearts & minds of our advertisers, reinforce the value of the platform and ultimately drive large annual YT revenue commitments.** It acts as an anchor moment of a season-long activation drumbeat coordinated across PR, Product, Sales & Marketing.

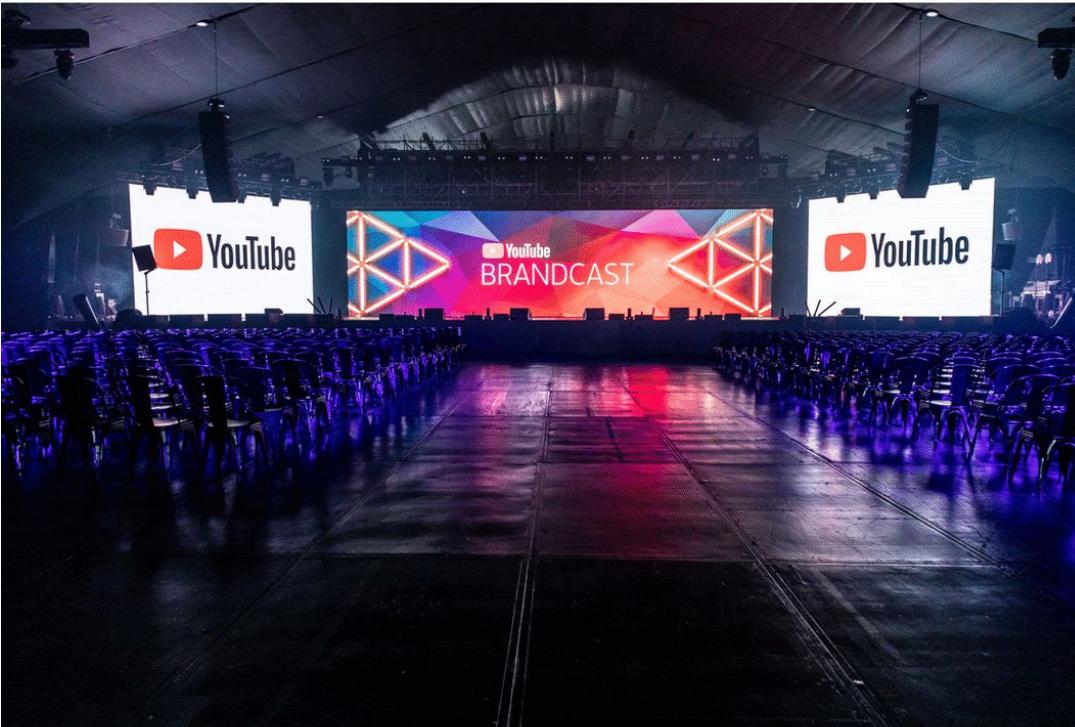
With Covid-19 impacting the ability to gather crowds, we're reimagining what was once a live event, to a digital-first, made-for-YouTube program. **This is an opportunity to innovate and demonstrate our leadership in video – digital or TV.**

Why is YouTube doing this, what is the business rationale?

To shift media dollars away from other players (especially TV & OTT), to YouTube, and generate a halo effect on the YouTube brand, platform, content and products among advertisers. **To position YT as the #1 video platform - esp on TV screens - among the minds and hearts of brands and agencies.**

Shift advertiser perception on **YouTube's ability to drive business results and essentialness to building their brands.**

Brandcast 2019 in SpLatam



MÉXICO

Brandcast 2019 in SpLatam



ARGENTINA



CHILE

Brandcast 2019 in SpLatam



imgflip.com

COLOMBIA



PERÚ



Brandcast SpLatam 2020

Know the user

Who is the user and what's our key insight about them?

Decision-makers at Brands (C-suite/B-level) **and Agencies** (director-level/TV buyers). During Upfront season, they are making large media commitments but often demonstrate inertia to make big shifts. We want to **transform their “Upfronts Mindset”** which is anchored on perception barriers: 1) always bought content-first, 2) aren't personally passionate about content on YT and can't relate, and therefore, 3) YouTube feels like an unnecessary risk.

They lack understanding and familiarity of YT and cannot fully understand the passion of broader consumers. Yet when we have our Creators curate the best of YT in a way that is personal to them we seem to knock down all these barriers.

Who is the user and what's our key insight about them?

Additional Context: Typically, advertisers attend NewFront/Upfront events to keep up with the latest industry news and for networking. The reason they attended Brandcast was the live experience - that was the draw.

A digital experience would be something entirely new, and this year they will be attending all the different players' reimagined digital-first shows in addition to ours. **We must anticipate that they are busy and it will be a challenge to capture their attention.**



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Know the magic

Where's the magic, why is it relevant?

YouTube has a video for everyone because it is massively personal. Not only does YT have the most expansive content, users can watch exactly what they want, when they want, instantly.

People (including our advertisers!) prioritize experiences that feel personally relevant to them. That's what makes YouTube unique. That's what makes YouTube engaging at scale. And that's why YouTube drives results like no other.



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Connect the two

What do you want the user to do differently?

We have the opportunity to address all of the perception barriers above by building a uniquely YT experience.

Let's make the time they watch really count to make them understand and internalize the magic of YouTube.

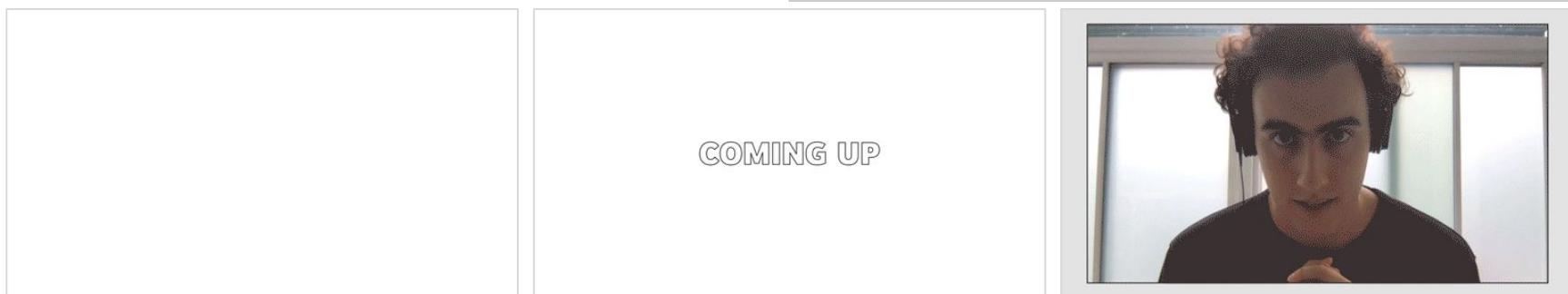
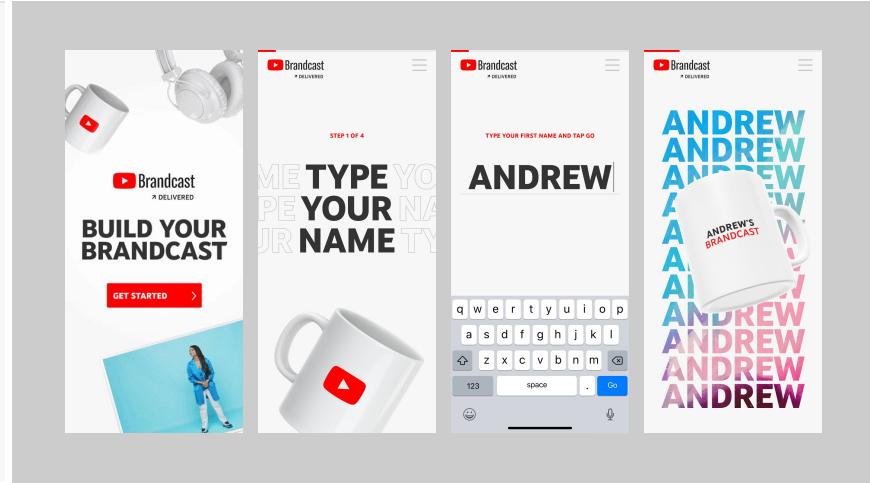
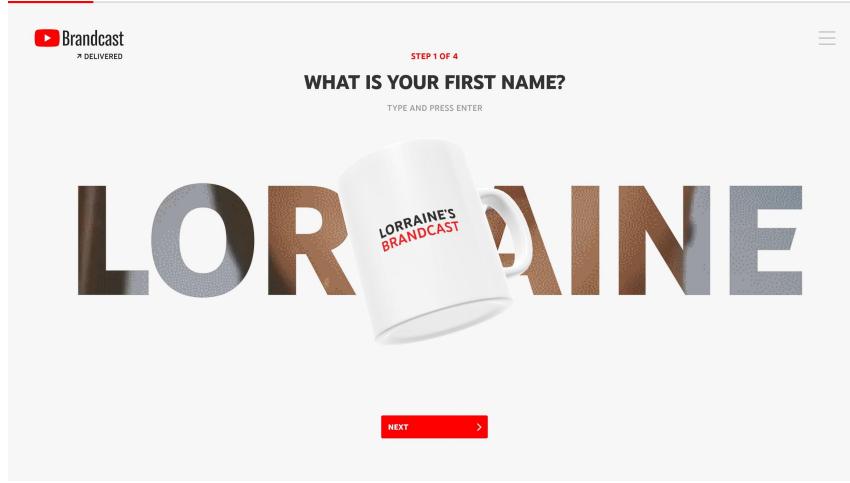
Experiencing is believing... and **we want advertisers to be believers** in YT and break the inertia they feel to make any changes to their plans.

What do you want the user to do differently?

We want them to tune in to a Brandcast (premiered on YouTube) and feel:

- **Personal affinity** to YouTube, understanding and internalizing the excitement consumers feel about YT
- **Excited about the content and personal connection** the audience/fans have with YT
- Confident that they will **see the impact of their investment** and convinced YT need to be on their plan
- **Urgency to transition the way they buy video** and understand why ...ultimately shifting dollars to YouTube in the upcoming year.

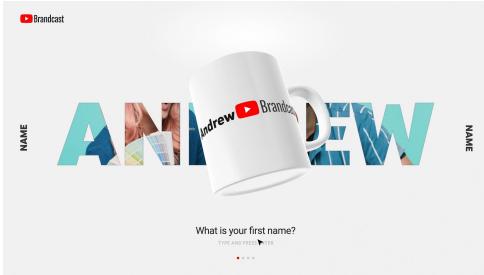
Brandcast US reference: Look & Feel



Brandcast US reference: Made just the way you like it

Place your order

An interactive website allows you to personalize your Brandcast (and your pizza).



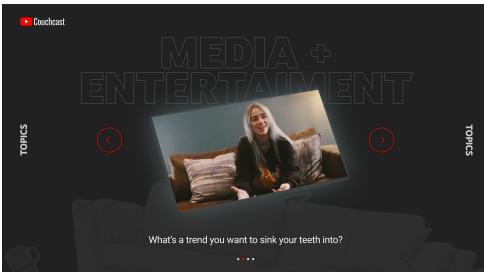
Delivery's Here

A kit of your ingredients and a tutorial from your chosen creator lands at your doorstep.



Enjoy the show

A personalized 15-minute film, leading to an interactive website packed with the good stuff.



COMING UP

Brandcast US reference: Personalization

Narrative Techniques



Content+Tone

The story is the one you've chosen to hear, and we'll constantly reinforce that by using language that talks specifically to one person - you.



Chosen Creator

Your chosen creator provides a recurring companion that watches alongside you, reinforcing the idea that this is a show happening now, meant for watching on the couch.

Visual Techniques



Personal Magic x10

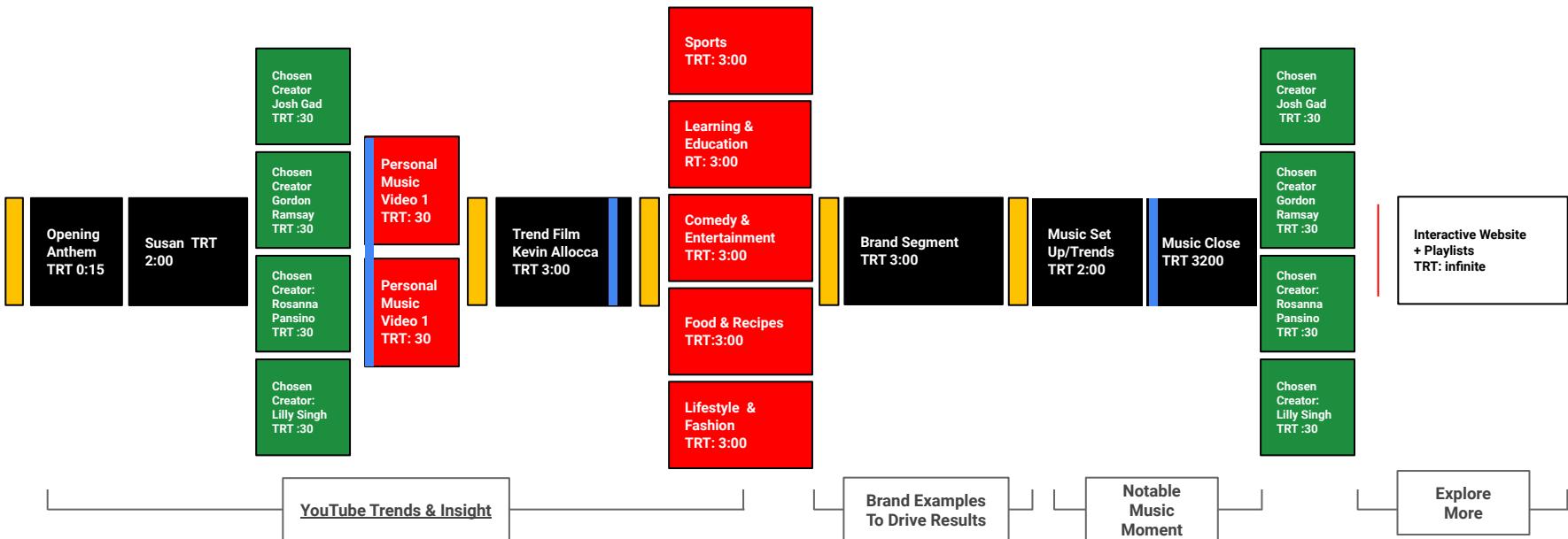
Magic personalized content—your name, your company, your choices—showing up within the actual scenes in unexpected ways that give extra weight to important points.



Personal Graphics x10

Custom title cards and graphics that transition between segments and provide a connecting thread that reminds the viewer that this was made just for them.

Brandcast US reference: Content Journey



Brandcast US reference: Engagement w/VIPs

WAVE I

Personal #StayHome Playlist with Exec Message

Google & YouTube Execs shoot a personal video for 150 VIPs to be delivered with playlist



and more...

Entertainment

Sports

Science & Education

Food & Recipes

Beauty & Fashion

Technology

Gaming

Health & Wellness

Music

#StayHome and Laugh #WithMe

Grab some popcorn and get ready to laugh alongside your favorite entertainers, comedians and creators.



Expectations vs. Reality: Self Care

Lilly Singh
2,748,389 views

SNL Stories from the Show: Eddie Murphy

SNL
356,866 views

The Tonight Show: At Home Edition

The Tonight Show - Fallon
2,207,962 views



Brandcast US reference: Engagement w/VIPs

WAVE II

Backstage Pass with Creators

Drive engagement for Brandcast Delivered by hosting creator meet-and-greets with Top 50 VIPs from Agency and LCS clients before Brandcast Delivered.



Creators engage with their intimate group of 5 VIPs where they will share their story, audience insights and creative journey.





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SpLatam Event Strategy

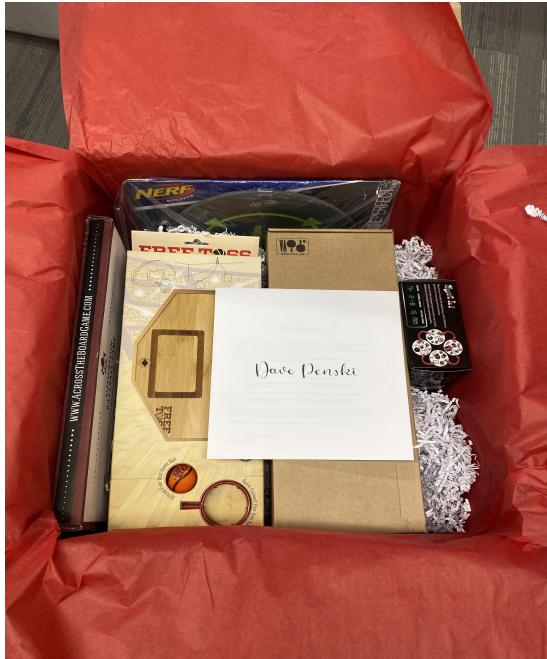
5 countries, 1 day,
one single moment

YouTube Brandcast [SpLatam] journey



The Big Event by YouTube Live stream #1600 TBC attendees

VIP - The Unboxing following E&C guidance and bringing Google diversity values and scrappiness



What if package is created by an SMB? Or a company founded by women? What if we buy products created by indigenous communities?

VIP Experiences #WithMe for selected clients in SpLatam



STAY HOME #WITHME

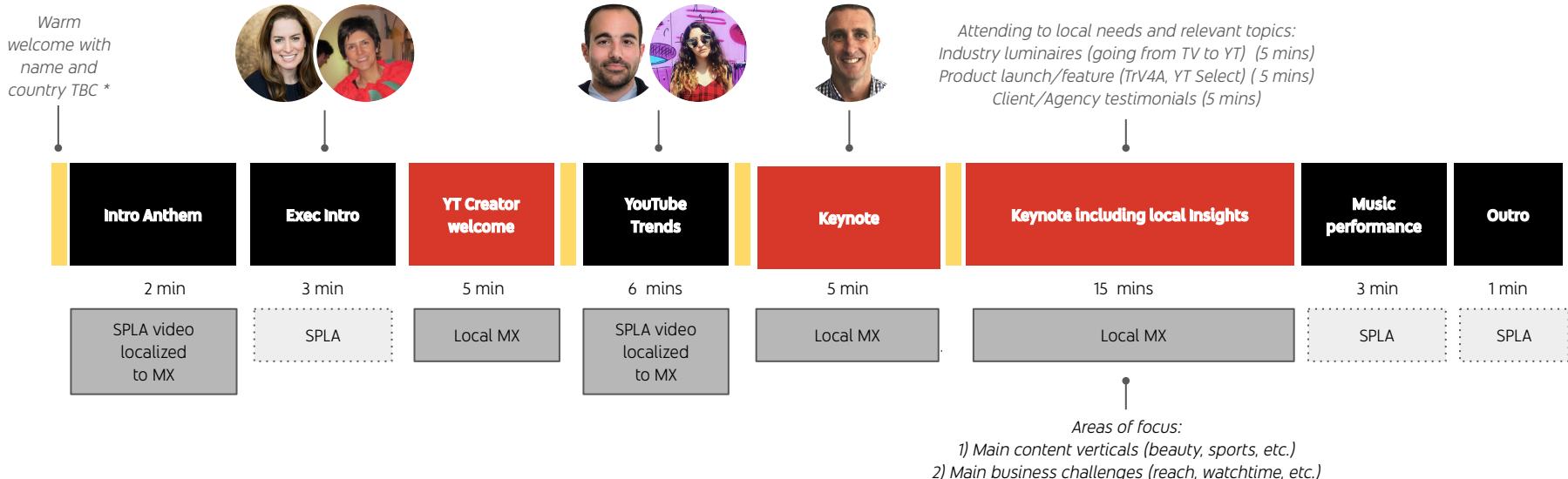


Local

Regional

Personalized

The Big Event: México (40 mins film)



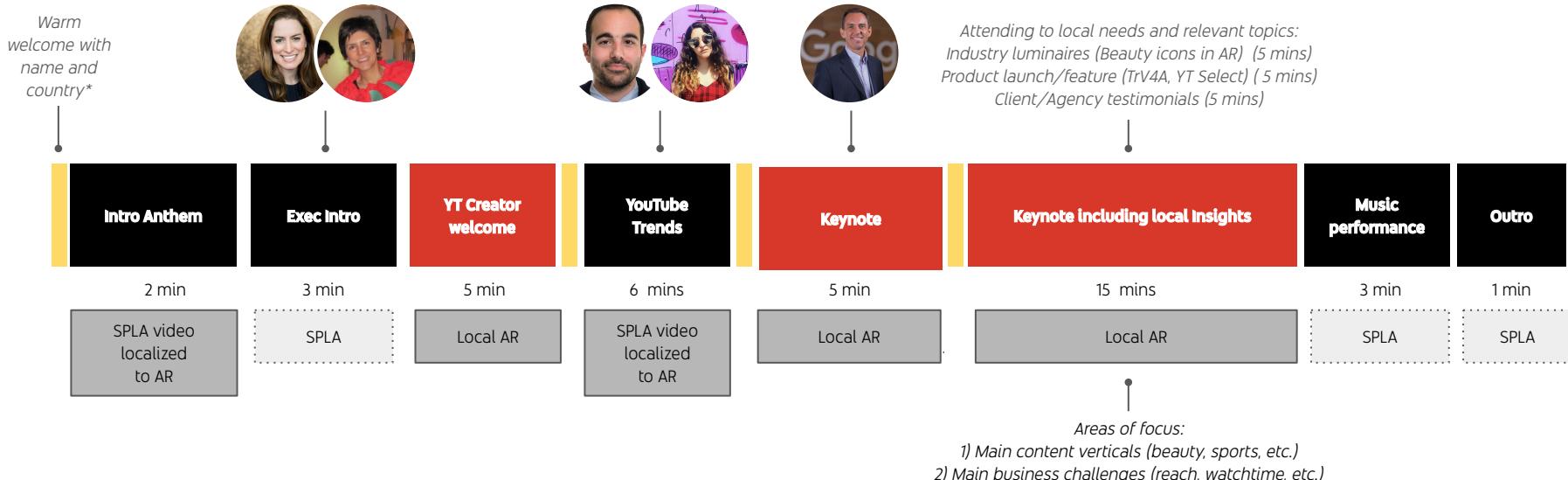
* Client personalization TBC subject to technical feasibility

Local

Regional

Personalized

The Big Event: Argentina (40 mins film)



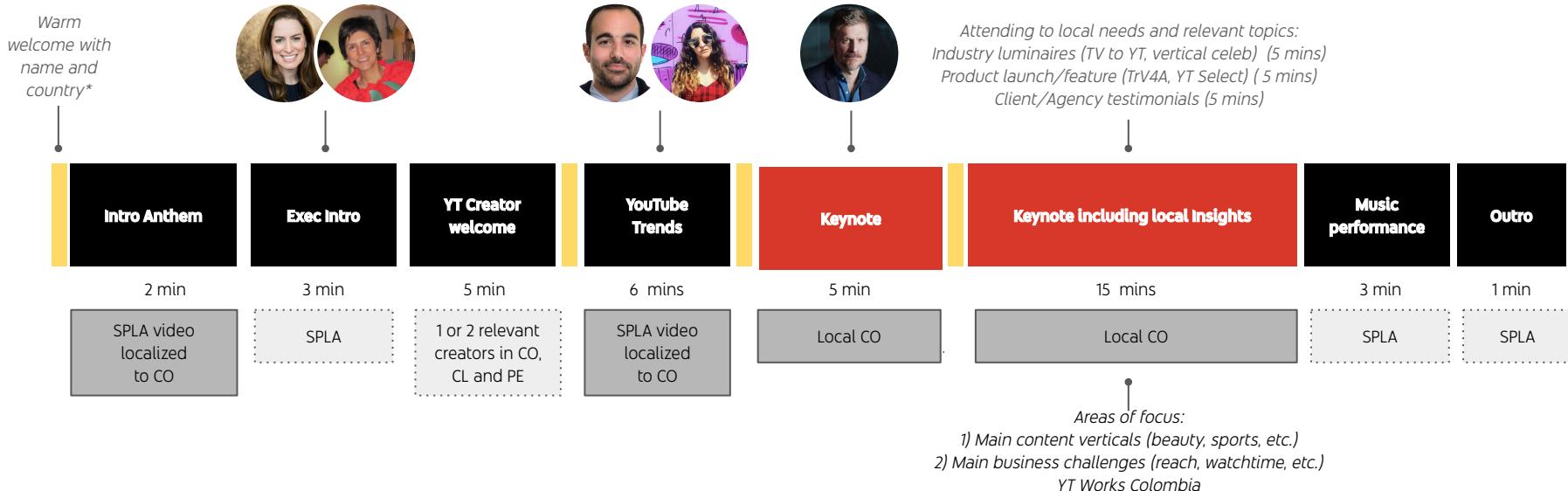
* Client personalization TBC subject to technical feasibility

Local

Regional

Personalized

The Big Event: Colombia (40 mins film)



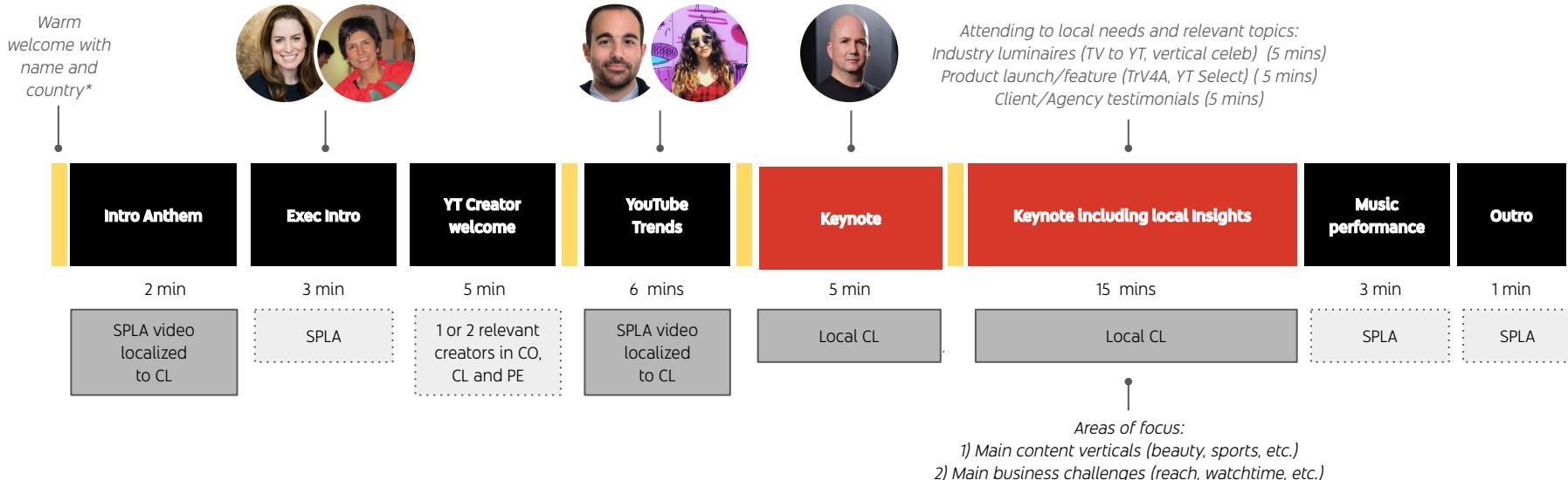
* Client personalization TBC subject to technical feasibility

Local

Regional

Personalized

The Big Event: Chile (40 mins film)



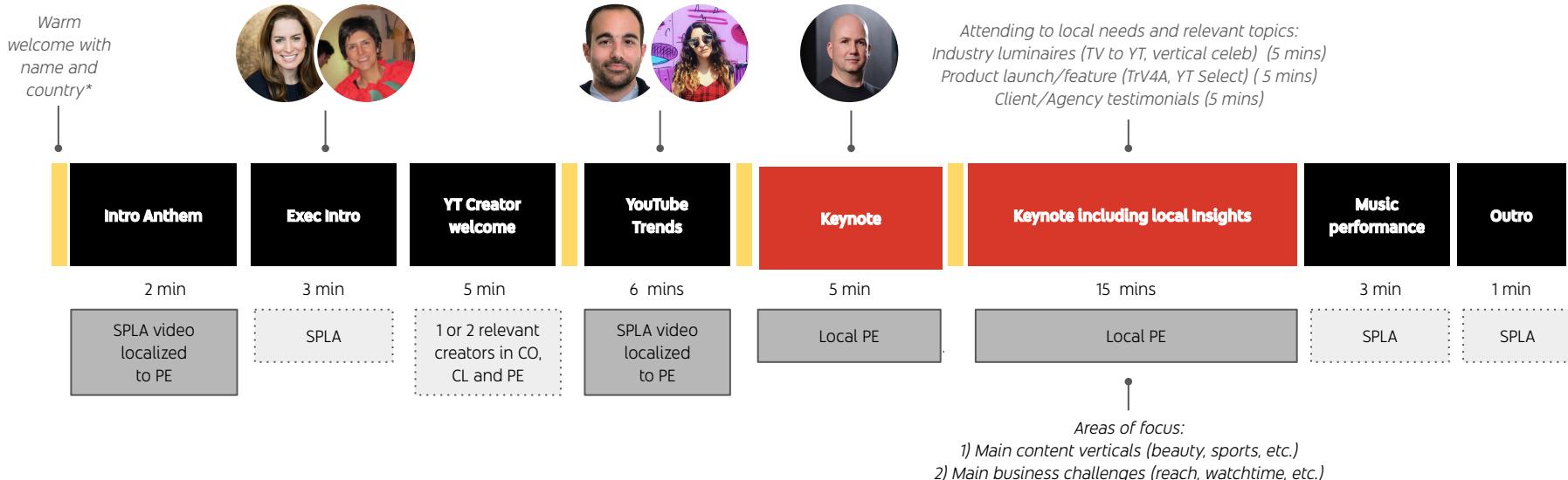
* Client personalization TBC subject to technical feasibility

Local

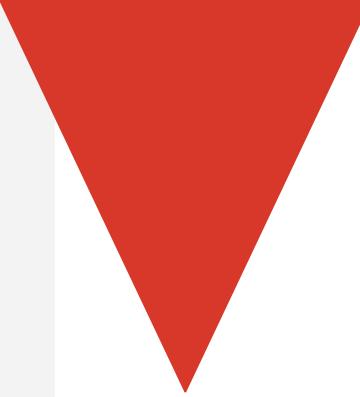
Regional

Personalized

The Big Event: Perú (40 mins film)



* Client personalization TBC subject to technical feasibility



Brandcast SpLatam 2020

What we need

Top priorities for the proposals

- Even though Brandcast US can serve as reference, **we should provide the SpLatam touch and vibes**. All advertisers and agencies will be Spanish speakers and local consumers.
- Regional scope, **solutions should apply to all 5 markets** (focus in MX).
- Agency should have **KEY logistics and management capabilities**, there will be many Google/YouTube teams involved (including directors and stakeholders to navigate), working with YouTube creators, artists, advertisers/agencies for testimonials, etc.
- **MEASUREMENT!!!** We should be able to get results of everything.

Due date for proposals & additional details

- Consider pre, during and post phases. **Think about the event recap!**
- Ideas should be back on **August 20th, 2020.**
 - Each agency will have 1 hour to present, one after the other.
 - Available time slots: 11 AM, 12 PM, 1 PM, 2 PM y 3 PM.
- **Max budget:** \$14.7M MXN / \$750K USD (we will benefit the agency that brings the best idea with the lower cost)
- **Three agencies should fully collaborate** (*thriving in ambiguity*):
Staff agency will be the orchestra director and will work cross-functionally with the narrative/content design + speech agencies.



Brandcast SpLatam 2020

What you need

Creative mandatories

A high production program made for digital consumption, that will capture the attention of advertisers. Must haves:

- **Feels like YouTube - Bring the magic of YouTube to life**
 - Fun, engaging, entertaining. Think popular YouTube formats.
 - Feels personal. Can we personalize the experience at some level for each person's interests? How do we leverage Creators' passions/interests - to connect with advertisers - at a personal, human-level.
 - Demonstrates YouTube momentum through the lens of our audience, users, and trends.

Creative mandatories

- **Tight, engaging storytelling** as a throughline that hints/ties to the biz pitch
 - Reflects on key upfront narrative - YouTube is Video for Everyone
 - And ties to the Biz pitch:
 - Touches on key announcements and claims (without being too pitchy or salesy)
 - Must include brands driving real business results
 - Demonstrate our competitive advantage over TV & OTT players (show, rather than just tell)

Creative mandatories

- **Delivered in a digital-first format, on YouTube:**
 - Digestible to be watched on-screen, in a single sitting - 30 mins to 60 mins?
 - Built to watch on a TV screen (and mobile/desktop) - Demonstrate our momentum in the living room by encouraging our advertisers to watch OTT.
 - Cleared to be uploaded to YT and be watched live and VOD

Creative mandatories

Considerations for generating excitement (nice to have):

- Add-on elements before/after show - Sizzles, teasers, other videos driving tune-in & post-show engagement
- Deliver the sales/upfronts pitch and announcements before/after the show
 - Keep it tight and brief in the show, but find other ways to elaborate and deliver also as a follow-up in drumbeat comms

Color hierarchy

Primary Color

The primary color in the system is off-white.

Secondary Colors

Secondary colors are being used for type and UX elements.

Tertiary Colors

Tertiary colors should be used sparingly as color pops in photography or in specific type use-cases in the film.

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

#FF0000
R255 G0 B0
C0 M99 Y100 K0

#282828
R40 G40 B40
C71 M65 Y64 K68

#ADADAD
R173 G173 B173
C33 M27 Y27 K0

#F2F2F2
R242 G242 B242
C4 M2 Y2 K0

#FFE780
R255 G231 B128
C1 M6 Y60 K0

#FFD61D
R255 G214 B29
C1 M13 Y96 K0

#FFC200
R255 G194 B0
C0 M25 Y100 K0

#FFCD97
R255 G205 B151
C0 M22 Y43 K0

#FFAC73
R255 G172 B115
C0 M39 Y58 K0

#FF8D40
R255 G141 B64
C0 M55 Y82 K0

#00BAE5
R0 G186 B229
C69 M3 Y4 K0

#00E58E
R0 G229 B142
C64 M0 Y66 K0

#97FFED
R155 G255 B237
C33 M0 Y16 K0

#FFE6E6
R255 G230 B230
C0 M11 Y4 K0

#FFBFBD
R255 G191 B189
C0 M31 Y16 K0

#FF8983
R255 G137 B131
C0 M58 Y38 K0

#FF4E45
R255 G78 B69
C0 M84 Y72 K0

Primary

Secondary

Tertiary

Unifying existing & new photography

Next to our existing photography we receive new photography with neutral backdrops.

Lily Sighs photo has the right look and feel in regards to brightness and tone.

Any existing photography being used should be photoshop to resemble that look and feel.

New photography comes without a backdrop. We have the opportunity to use any color from our tertiary color system as a background color.



Existing Photography

New Photography



Brighter look + feel with category color-coded background

Unifying existing & new photography

Photo Background Colors
Creators in specific categories could take on background colors of respective trend categories.



#FFE6E6



#FFBFBD



#FF8983



#FF4E45

Beauty & Fashion



#97FFED



#00E58E

Sport



#FFCD97



#FFAC73



#FF8D40

Learning & Education



#FFE780



#FFD1D1



#FFC200

Food & Recipes



#00BAE5

Comedy & Entertainment

Color usage

Color should be used sparingly and as color pops.

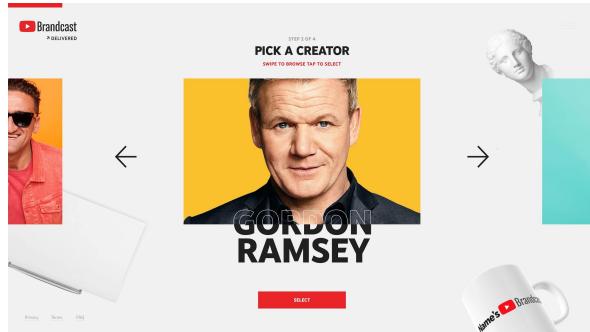
Photography

Backgrounds of photography can take on our color palette.

Typography

Typography can take on color in title cards for film.

Photography



Typography



Type hierarchy: Video

INTRO TOPIC

Youtube Sans Bold
All Caps
Tracking: -20

EYEBROW

Youtube Sans Bold
All Caps
Tracking: +20

NAMES

First Name:
Roboto Condensed Regular
Sentence Case
Tracking: -40
Last Name:
Youtube Sans Bold
All Caps
Tracking: -20

BODY COPY

Youtube Sans Light
Sentence Case
Tracking: +20

RUNNING TEXT

Youtube Sans ExtraBold
Sentence Case
Tracking: +20

TOPIC

WITH

First LAST



1.1B VIEWS

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.

MUSIC MUSIC MUSIC MUSIC MUSIC

CHANNEL

Roboto Condensed Regular
Sentence Case
Tracking: -40

VIEWS

Youtube Sans Bold
All Caps
Tracking: +20

Outline in type

For title cards, typography can become outlined.

To keep stroke widths consistent, strokes should be scaled proportionally throughout the system.

Work off [this masterfile](#).

MUSIC

MUSIC

Scale Outline Strokes proportionally



Type usage: Video

EXAMPLE 1 – TITLE CARDS EVERGREEN

INTRO TOPIC

Youtube Sans Bold
All Caps
Tracking: -20

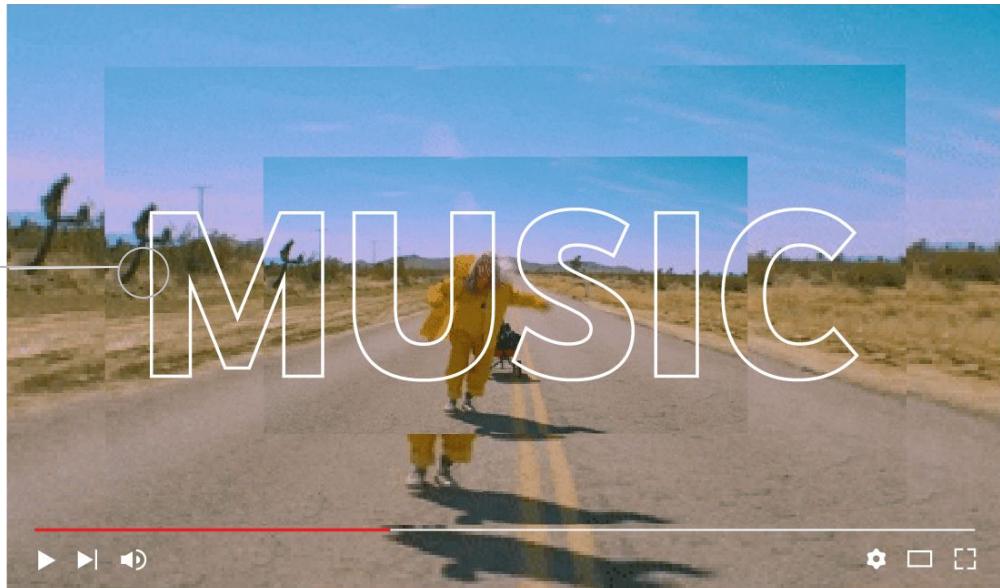


MUSIC

Color usage: Video

EXAMPLE 1 – TITLE CARDS

INTRO TOPIC
Youtube Sans Bold
All Caps
Tracking: -20



Type usage: Video

EXAMPLE 2 – NAMES AND RUNNING TEXT

RUNNING TEXT

Youtube Sans ExtraBold
Sentence Case
Tracking: +20

EYEBROW

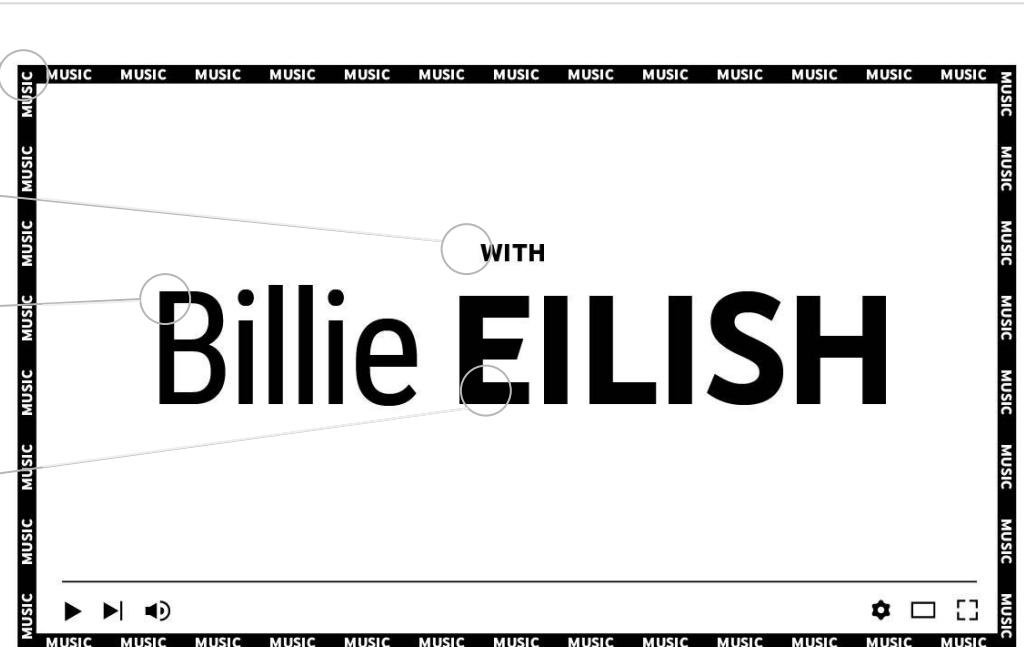
Youtube Sans Bold
All Caps
Tracking: +20

FIRST NAME

Roboto Condensed
Regular
Sentence Case
Tracking: -40

LAST NAME

Youtube Sans Bold
All Caps
Tracking: -20



Color usage: Video

EXAMPLE 2 – NAMES AND RUNNING TEXT

RUNNING TEXT

BORDER:

Youtube Red

#FF4E45

TYPE:

#FF8983

EYEBROW

White

#FFFFFF

FIRST NAME

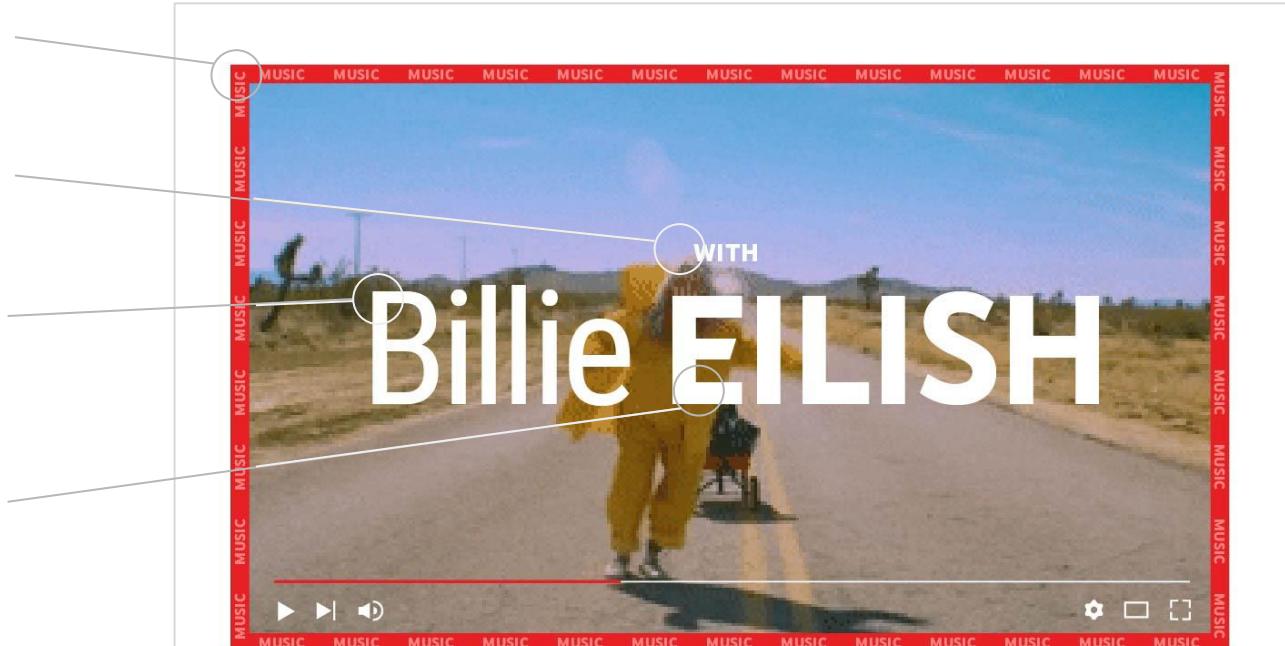
White

#FFFFFF

LAST NAME

White

#FFFFFF



Type usage: Video

EXAMPLE 3 – LOWER THIRD WITH EYEBROW

EYEBROW

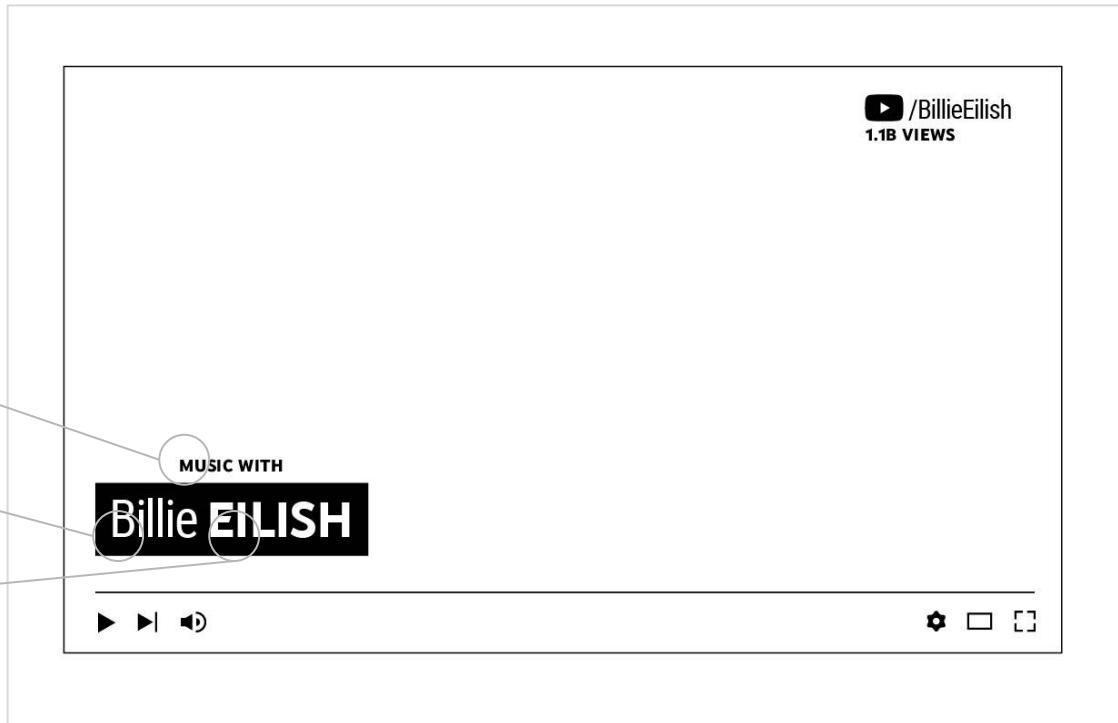
Youtube Sans Bold
All Caps
Tracking: +20

FIRST NAME

Roboto Condensed
Regular
Sentence Case
Tracking: -40

LAST NAME

Youtube Sans Bold
All Caps
Tracking: -20



Color usage: Video

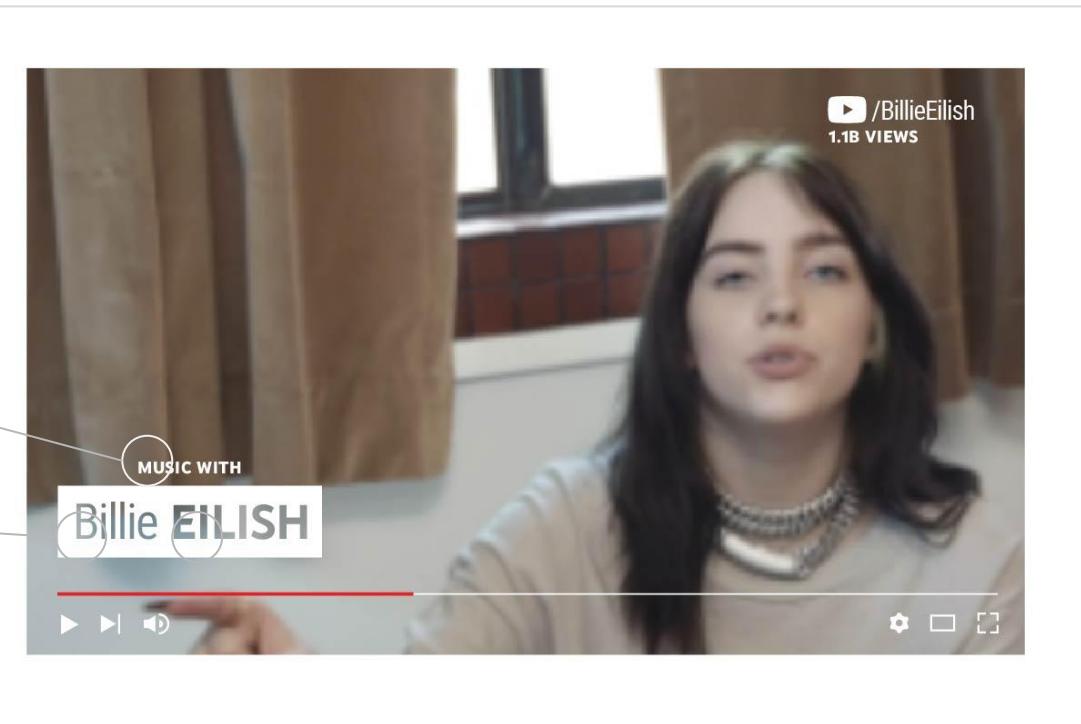
EXAMPLE 3 – LOWER THIRD WITH EYEBROW

EYEBROW

White
#FFFFFF

NAMES

Masked out
on White
#FFFFFF



Type Usage: Video

EXAMPLE 4 – CHANNEL/VIEWS, NO EYEBROW EVERGREEN

CHANNEL

Roboto Condensed Regular
Sentence Case
Tracking: -40

IEWS

Youtube Sans Bold
All Caps
Tracking: +20



Billie EILISH



Color usage: Video

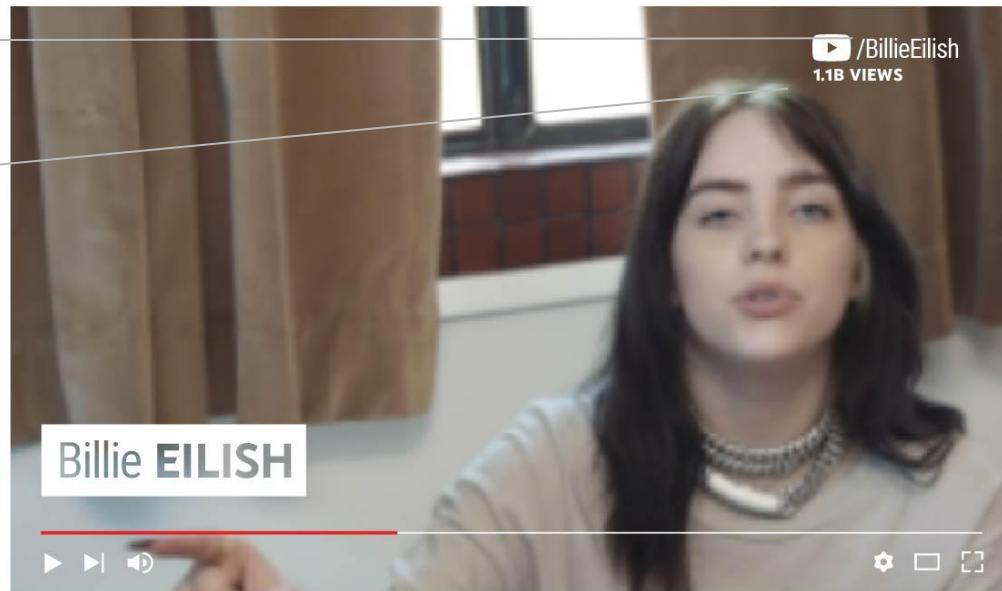
EXAMPLE 4 – CHANNEL/VIEWS, NO EYEBROW

CHANNEL

White
#FFFFFF

IEWS

White
#FFFFFF





YouTube

Thank you!

Brandcast SpLatam 2020

