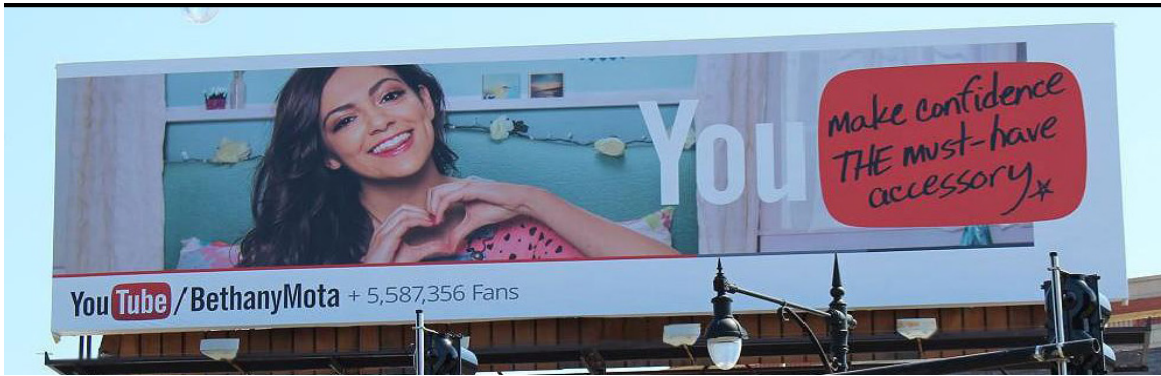


TESTIMONIAL YouTube



“The campaign sparked immediate responses from its audience.”

The vibrant, stand-out campaign showcases successful YouTube stars who have generated loyal followers through their passionate posts about everything from food to fashion.

By utilizing one of the oldest advertising medium to spread the word, YouTube was able to turn its stars into celebrities. People on Instagram and Twitter posted about seeing the YouTube stars on subway advertisements.

The campaign sparked immediate responses from its audience as it is YouTube’s first integrated marketing campaign across several media platforms, and was covered in numerous media outlets including Ad Age and WIRED.

Audience

General Market

Media Mix

Digital Urban Panels
Subway Brand Trains
2-Sheet Posters
Wrapped Trains
Billboards

Market

New York

Objective

Changing the popular role of celebrities in advertisements, YouTube’s outdoor campaign sought to turn its stars into celebrities.

Rationale

YouTube may be one of the most popular websites while doubling as a social media outlet, but its choice for out-of-home advertising for this campaign brought the focus away from the internet and directly to the streets, making its stars easily recognized while out of home.