



Black Friday/Cyber Monday YouTube Review by Pixability

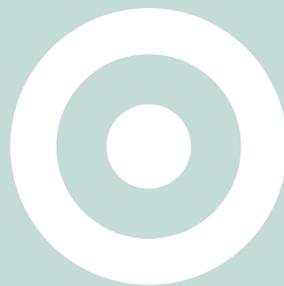
2014 BRAND WINNERS AND LOSERS

Black Friday/Cyber Monday Leads:

*The biggest stories from YouTube's
Thanksgiving retail weekend*

- » Walmart beat Target: Both brands vied for attention this Thanksgiving, but Walmart's larger spend, superior content, and smarter strategy yielded unprecedented (39+ million) views.
- » Dunkin' Donuts encouraged shoppers to fill up on new food items as part of its continued campaign to usurp Starbucks, but it remains unclear if the investment in expensive holiday views will pay off.

Walmart 

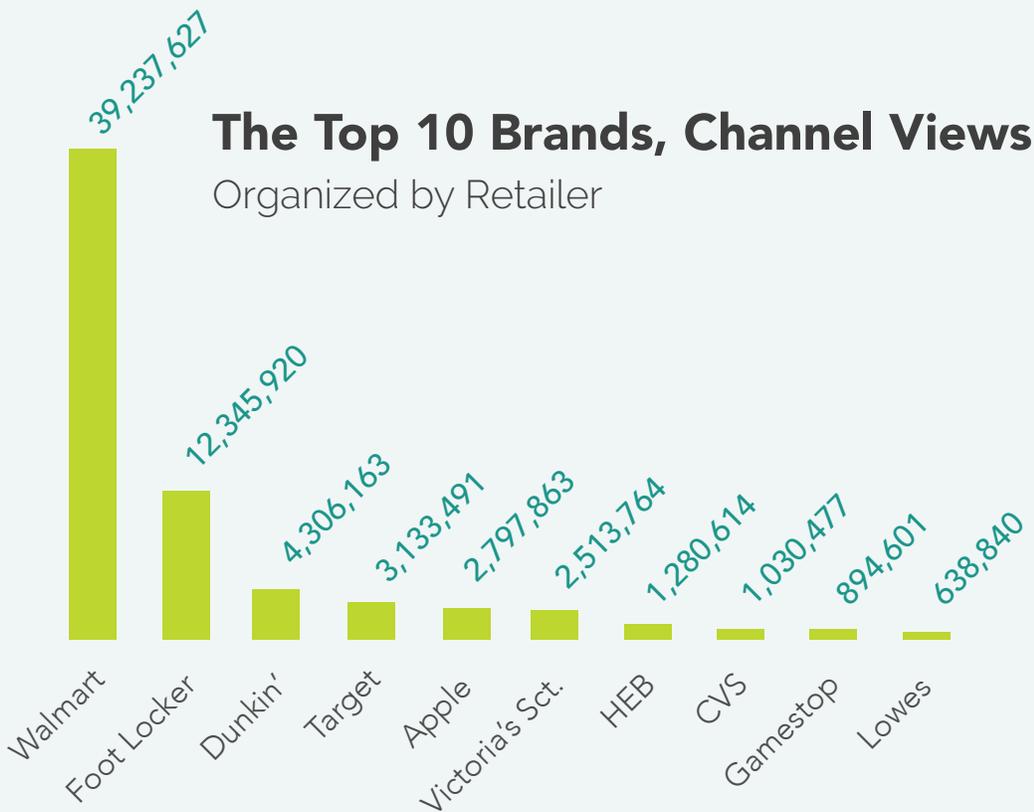


**DUNKIN'
DONUTS**

Black Friday 2014:

Overview of The Top 100 Retail Brands' Performance

- » The top 100 retail brands added 76M+ views from Nov. 19 – Dec. 2 (Black Friday/Cyber Monday), vs. only 24M in the first weeks of November.
- » More than 64,000 new brand subscribers were won.
- » There were 1.1M total Black Friday engagement instances across Facebook, Twitter, and YouTube Likes and comments.
- » 2/3 of all Black Friday/Cyber Monday views went to just two channels: Walmart and Foot Locker.
- » Only 19 of the top 100 brands published highly successful (>100k views) videos during the Black Friday/Cyber Monday retail period.



Black Friday - Still Relevant

Brands still compete aggressively for Black Friday/Cyber Monday sales

- » As anticipated, cost-per-view (CPV) spikes coincided with both Black Friday and Cyber Monday as brands competed for scarcer consumer dollars this Thanksgiving.
- » A representative fashion retailer, shown below, experienced a 51% spike in CPV on Friday and a 70% spike on Monday relative to the prior week average, due to the weekend's popularity.



Content Strategy

What type of videos performed this Thanksgiving period?

- » 60% of the most highly viewed videos were those published after November 1st, but some months-old legacy content picked up 100k+ views.
- » Not all popular content was holiday-centric: Foot Locker, Dunkin' Donuts, CVS, and HEB all enjoyed strong channel performance, even with their lack of specific focus on Black Friday and Cyber Monday.
- » How-to videos enjoyed strong resurgence and long shelf lives – surprise hits were Michaels' arm knitting video from 2013, and Nordstrom's scarf advice video classic from 2012.

Industry Verticals

Did different industries experience dramatically different performance?

- » Big Box Retailers: Walmart was a dominant force this year, but Target and Kohl's also gained significant amounts of new views, subscribers, and shares. Amazon's channel performance during just the first two weeks of November matched Target's overall performance for the month, including Target's holiday-specific efforts.
- » Fashion and apparel: Victoria's Secret, Gap, and Foot Locker all performed strongly this year.
- » Food: Dunkin' Donuts represents a fascinating outlier in the 2014 dataset. DD ranks among the most viewed channels and is the only restaurant brand in the top 20 for Black Friday/Cyber Monday. Rival coffee chain Starbucks stayed out of the fray.

Big Box Retailers: Black Friday Faceoff

Walmart

- » Views: 39 million (top two videos alone account for 2.7M)
- » New subscribers: 11,000
- » Content: Many different video lengths and formats
- » Shares: 13,000 new Facebook shares for its top videos



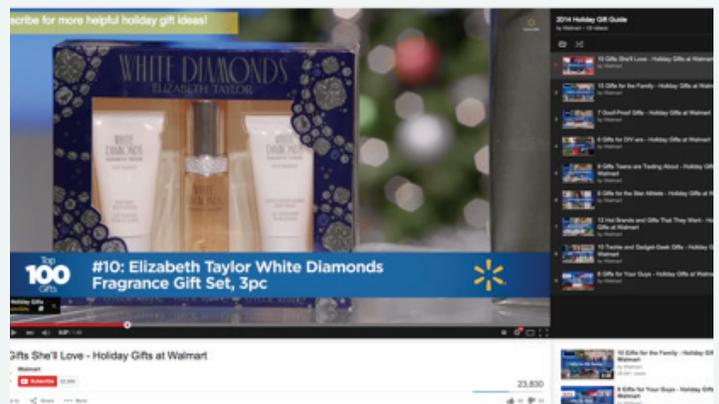
- » Views: 3 million (top two videos account for 2.4M)
- » New subscribers: 11,000
- » Content: Mostly 15 second national TV ad spots
- » Shares: 4,000 new Facebook shares for its top videos



Winners in Depth: Walmart

Big 2014 Black Friday spend gains the retail giant huge viewership

- » Walmart ranked 1st: 39M views (3x more views than the 2nd-place channel), 11,000 new subscribers, and 13,000 Facebook shares of its top 14 videos.
- » A comprehensive strategy with varied content contributed to success: A national campaign-linked video, Walmart-centric content, gift-buying advice, and in-depth product discussions and demos.
- » Walmart successfully capitalized on YouTube's versatile format with varied video lengths, embedded links, social media, flyouts, and the other engagement-drivers below:
- » *Banners pushing subscriptions + subscribe button*
- » *Flyout with link to www.walmart.com*
- » *Long-format capitalizes on pay-per-viewer pricing*
- » *A huge library of holiday content – not just ads*
- » *Rich metadata with links to brand's homepage*



Unexpected 2014 Cyber Monday Maven: Foot Locker

Brand's "Week of Greatness" celebrity campaign generated huge interest

- » Foot Locker was this year's surprise comeback king with 12 million new views earned during led by four wildly popular "Greatness" videos.
- » Best-in-class engagement: 9,500 new subscribers and 350,000 Facebook shares amplified its impact.
- » Foot Locker led the top 100 retail brands for the period in Facebook shares, Tweets, and comments.
- » Foot Locker ignored holiday-specific ads and focused on demand gen for its core audience.



Derrick Rose's "Week of Greatness" gained 3+ million views during the holiday period this year.



John Cena's video was viewed 2 million times during the Black Friday/Cyber Monday period.

Other Out of the Box Contenders

Some brands that you wouldn't expect invested heavily in Black Friday 2014

- » Dunkin' Donuts was the third most-viewed channel of the brands reviewed for this holiday period with 4.3 million new views, but the limited diversity of its content (product-focused TV spots) led to non-existent engagement on those viewed videos.
- » HEB, a grocery chain located in Texas and Mexico, picked up 1.2 million new views by posting ads starring the San Antonio Spurs. In contrast to Dunkin' Donuts, HEB enjoyed solid Facebook shares and likes, meaning its celebrity content was strongly engaging the brand's viewers.
- » CVS gained more than a million views during this year's big retail weekend, although the timing may have been coincidental; the majority of the views were of ads publicizing the company's recent decision to stop selling tobacco products in stores.



Brand Equity Still Delivers

Beloved classic brands converted over the weekend with organic views

- » Apple enjoyed strong channel performance with 2.8 million new views, the 9th strongest-performing brand channel according to views gained. Apple's highest-performing content was a series of TV new ads plus older videos promoting phones and tablets now once again relevant to shoppers.
- » Victoria's Secret gained 7,600 new subscribers for its channel, making it the 6th most viewed channel during this Thanksgiving period. The company's strongest piece of content? Highlights from last year's VS Fashion Show, posted in December 2013.

Amazon: Stick to the Tried and True "What's New" Video Strategy

Relevant product news perform wells; forced seasonal content, not so much

- » In contrast to most of the other brands who built up to a Black Friday-specific campaign, Amazon had its strongest view gains (+2.4 M views) in the first weeks of November, coinciding with its introduction of Echo. Amazon's new ad for the Amazon App also performed well, debuting to 300,000+ views in the holiday period. However, Amazon did not invest in retail holiday-specific videos or advertising in 2014.
- » The company has made a lukewarm effort with regards to other date-specific content, including Thanksgiving how-to videos, but content completely unrelated to what Amazon doing what Amazon does best hasn't been overly successful for the online retailer powerhouse.

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