



YouTube Contests

Create engagement and interaction with your brand through compelling contests.



Benefits

- Strong call-to-action promotes high-level of engagement with the brand and contest message
- Generate meaningful interaction with the YouTube community through compelling and unique contests
- New contest platform is integrated with the brand channel, creating one destination to reach user with a unified message
- Increase campaigns reach by syndicating the new contest Gadget to third-party sites or even your own site
- Contest subscriptions and confirmation emails enhance community involvement

Features

- The YouTube Contest includes 4 key phases: Announcement, Submission, View & Vote, and Results.
- The new contest platform is integrated into the Brand Channel
- Auto-play call to action video sits prominently in the contest module
- 560 x 165 branded banner graphic; 560 x 300 background and splash graphic
- All standard Brand Channel features are still available
- Contest subscription and customizable email notification are available

YouTube Stats (US)

(Nielsen//NetRatings Dec 2007)

- #1 entertainment site on the Internet
- #6 largest audience on the Internet
- 68 million unique monthly visitors
- Users spend 3.3 billion minutes on the site each month
- Active reach: 41.5%; universe reach: 31.7%

Additional Info: Contest Gadget Ad



Contest gadget can be syndicated anywhere a 300x250 Gadget ad is accepted. Can be used during key phases of campaign (view and vote) to drive traffic and awareness.



Recent Success Stories

- Heinz Contest - 4000+ Entries
- Tax Rap - 400 Entries / 4MM Views
- YouTube Sketchies - 100K's Votes