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**BRANDING
E-VOLUTION 22**

Il Video al centro del Brand Purpose e il progetto #opelminded

There are 5 different generations Globally

Baby Boomers
Born 1946-64

Generation X
Born 1965-80

Millennials
(Gen Y)
Born 1981-96

Generation Z
Born 1997-
2012

Generation
Alpha
Born 2010-
2020



YouTube reaches

37M

people aged 18+ per month



According to ComScore, YouTube reaches 37M people aged 18+ per month (May 2022). This represents 75% of the total population aged 18+ in Italy, and does not even include the reach on TV screens | ComScore Video Metrix Multi-Platform, Demographic Profile report, desktop, smartphone and tablet only, age 18+, May 2022, Italy

3 Trends

that are **shaping the world**





VIDEO

**YouTube on average has
a long term ROI**

2.1X

higher than TV



In an MMM meta-analysis from Ekimetrics, YouTube on average has a long term ROI 2.1X higher than TV Ekimetrics MMM Meta-Analysis, 2015-2021. Base: a list of studies selected and compiled by Ekimetrics, consisting of all available studies completed across 4 industries in 2015-2021 that contain YouTube, Other Digital, TV and Other OLV results. This list includes 62 studies for Italy.

MESSAGE

20-40%

budget that should be invested in **branding message** to maximise the Multiscreen (TV, Social, Online Video) **ROI**

SYNERGY

+5.8%

Average **ROI increase** when **pairing YouTube and TV** together

CREATIVE

+25%

Average **Campaign ROI increase** when a brand uses dedicated **YouTube creative**



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ASSOCIATI

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Integral
Ad Science

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Talkwalker

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