

# TECH BRAND AWARENESS ON YOUTUBE

SFR FRANCE USE CASE  
BRAND CONTENT CREATION & TRUEVIEW CAMPAIGN



## SFR FIBER CAMPAIGN BY WIZDEO : BRAND CONTENT VIDEOS + TRUEVIEW BOOSTS AWARENESS FOR >17 YEARS OLD IN FRANCE



4 videos on SFR's  
channel

**Views**



**1.8 Million** total views

**Targeting**



**84 %** of viewers on demo target:  
> 17 years old, France only

**Watchtime**



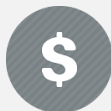
**2:06 min** average watchtime/view  
**3 Million** minutes watched by core target

**Engagement**



**20.3** comments, likes, shares per 1000 views

**Budget**



**60K** euros







## BENCHMARK: WIZDEO SFR CAMPAIGN VS. ORANGE SOSH CAMPAIGN

### BETTER RETURNS : PER € SPENT, 8 X WATCHTIME AND 4 X VIEWS

 KPIs on core audience >17, France	<b>Wizdeo Campaign :</b> Brand Content + TrueView with Wiztracker  	Competition : Sosh / Eric et Quentin ( <a href="#">link</a> )  
Production + Media Budget (€)	60 K	est. 80 K
Total Watch time min	3 040 K	504 K
Total Views	1 502 K	501 K
Watchtime min/€ spent	<b>50,6</b>	<b>6,3</b>
Views/€ spent	<b>25,0</b>	<b>6,3</b>
Engagement* / 1000 views	<b>20,4</b>	<b>7,5</b>

(\*) Nb of likes, comments, chares

## BRAND CONTENT + TRUEVIEW COMBINATION VS. ORGANIC-ONLY BRAND CONTENT RETURNS IMPROVED: PER € SPENT, 1,8 X WATCHTIME , 2,1 X FOR VIEWS

VS.  KPIs on core audience >17, France	Combined Campaign : Brand Content + TrueView with Wiztracker  +  	Organic campaign : Organic views only  
Production + Media Budget (€)	60 K	30 K
Total Watch time min	3 040 K	821 K
Total Views	1 502 K	364 K
Watchtime min/€ spent	50,6	27,4
Views/€ spent	25,0	12,1
Engagement* / 1000 views	20,4	20,7

(\*) Nb of likes, comments, chares

## BRAND CONTENT + TRUEVIEW VS. ORGANIC BRAND CONTENT ONLY BETTER EXPOSURE, TARGETING AND COST



	Wizdeo campaign Brand Content video + Paid media 	Brand Content video, on YouTuber channel 
<b>Brand exposure</b> 	 High volumes: all audiences of influencers & Lookalike channels	 Limited by organic reach: 30% of influencer fans
<b>Targeting effectiveness</b> 	 On TrueView part of the campaign, 100% of views are on audiences over 17 , in France	 Organic views cannot be targeted towards brand's demographic and geographic preferences
<b>Campaign optimization over time</b> 	 ROI optimization means better cost & exposure as campaign progresses	 No optimization possible after publishing on YouTuber channel

## BRAND AWARENESS : 3-STEP WIZDEO SOLUTION USING WIZTRACKER DATA

### ► STEP 1, INFLUENCER SELECTION

1

Selection of influencers relevant for brand targeted audience, with **Wiztracker**

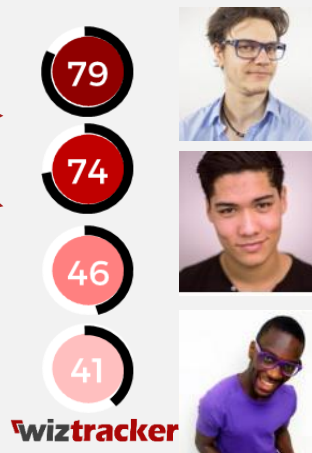
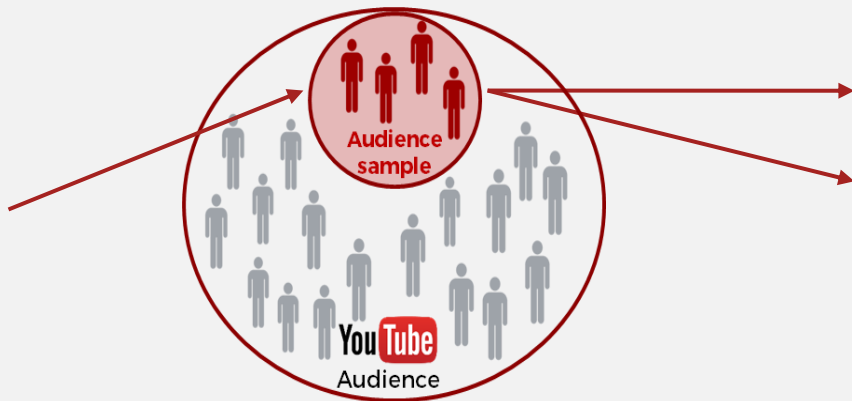


#### Reference videos

list

According to demo (country, age, gender) & interests (topics), creation by Wiztracker of a list of relevant

videos



#### Audience sample creation

Creation of brand brief audience sample from reference list of videos  
Minimum size : 20 000 viewers

#### Relevant influencer ranking

According to proximity / relevance to brand brief reference sample

**BRAND ACTIVATION : 3-STEP WIZDEO SOLUTION** USING WIZTRACKER DATA  
 ▶ STEP 2, BRAND CONTENT VIDEO PRODUCTION

**2 Production by Video Producers of videos with an authentic product integration**

**Brand Content video creation**

supervised by a Wizdeo YouTube Certified Channel Manager, with WizTracker input :

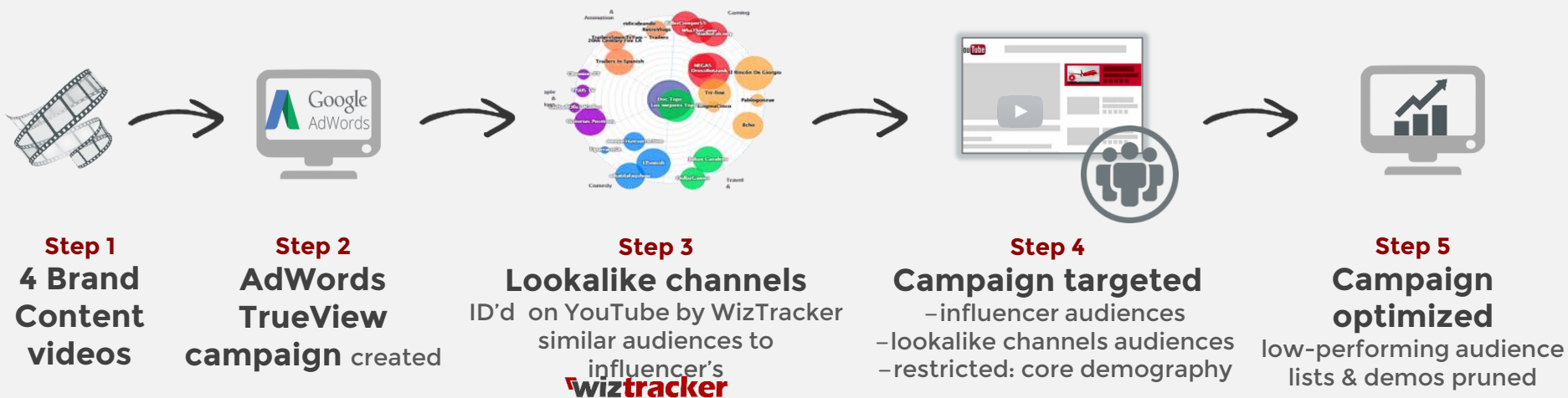


**BRAND ACTIVATION : 3-STEP WIZDEO SOLUTION USING WIZTRACKER DATA**  
 ▶ STEP 3, ADWORDS AMPLIFICATION, BEYOND ORGANIC

**3 Leveraging content thru TrueView Wiztracker-targeted campaign**

BC videos published on brand's channels have limited views on brand core audience

**AdWords amplification**





## FOR MORE INFORMATION ABOUT WIZDEO SOLUTIONS : CONTACT US !



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