



Winning on YouTube



HELLO

Rob Malone

WHAT I WATCH ON YOUTUBE



The Hoof GP | 23M Subscribers



Rugby Trainer TV | 213K Subscribers



GemsOnVHS | 221K Subscribers

#1

Viewers in Ireland
say that YouTube
is #1 in providing
*access to
content they
can't find
anywhere else*

#1

Viewers in Ireland
say YouTube is #1
in introducing
them to *new
brands or
products*

4M

People watched
YouTube in Ireland in
early 2024

2M

People who streamed
YouTube on their TV
in Ireland (June 2023)

51% / 49%

Split between male
and female of
YouTube's Irish
audience

Why do people come to YouTube?

TO BE INSPIRED

Personality led-content that inspires



The Happy Pear

TO HAVE ACCESS

Insider content that provides viewers with a point-of-view



Glenisk

TO LEARN

Content that educates the viewer and answers their questions



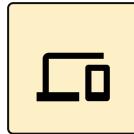
Teeling Whiskey

TO BE ENTERTAINED

Fun content that is made for YouTube



Avonmore



Long Form Content

Carlingford Oyster Company

What Carlingford Oysters nailed on YouTube

TO BE INSPIRED



Hearing Kian talk about his first order from Asia

TO HAVE ACCESS



Access to the farm itself

TO LEARN



Learning how to shuck an oyster!

TO BE ENTERTAINED



The interaction between the father and son

Carlingford Oysters w/ Amazing Food and Drink

Opportunity to cut down further with Shorts



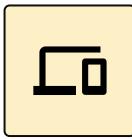
How to Shuck Oysters and the Best Oysters
with Carlingford Oysters

2.3K views • 1 year ago



Oyster Farming, Oyster Shucking and How to
Eat an Oyster with Carlingford Oysters -...

217K views • 1 year ago



Shorts Content



The Happy Pear •

@thehappypear • 540K subscribers • 951 videos

YO DUDES! Thanks for checking us out! We upload 1 delicious vegan recipes videos ever ...[more](#)

pages.thehappypear.ie/recipe-club and 1 more link

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Hayfever Ice Pops 🍍 The perfect way to soothe...

5K views



The ultimate spicy summer burger! 🌶 You'll never guess...

5.9K views



KIMCHEESE BURGER 😊 full recipe video coming later...

5.5K views



Sunrise Hummus Plate 🌅 The ultimate summer shari...

5.9K views



This kitchen hack will change your life 🤯 Easiest way to...

11 June 2024

7.4K views



healthy



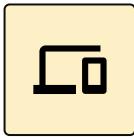
Keogh's

Getting more reach with Shorts

Reels

Keogh's Farm's reels





Building ads for YouTube

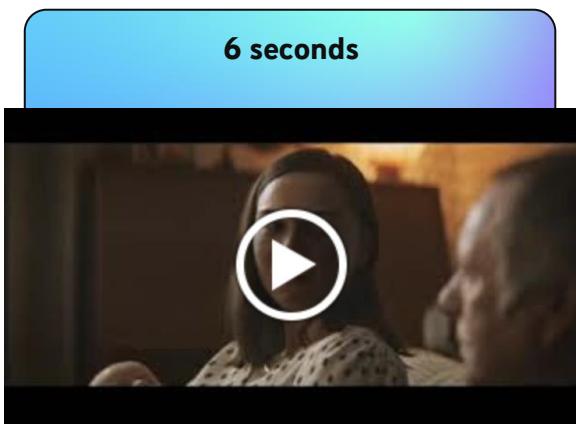
Denny
“Only Denny Will Do”

Denny - “Only Denny Will Do”

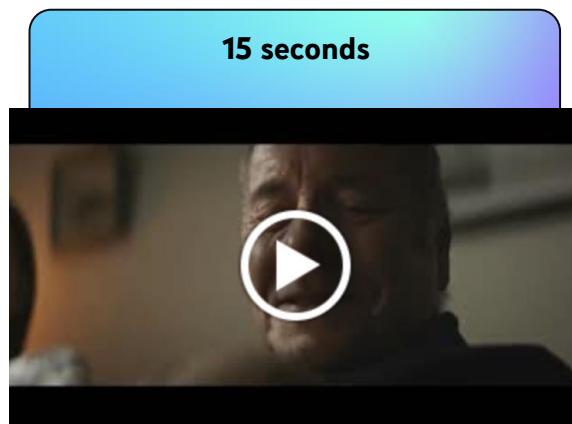


How to cut down content for YouTube

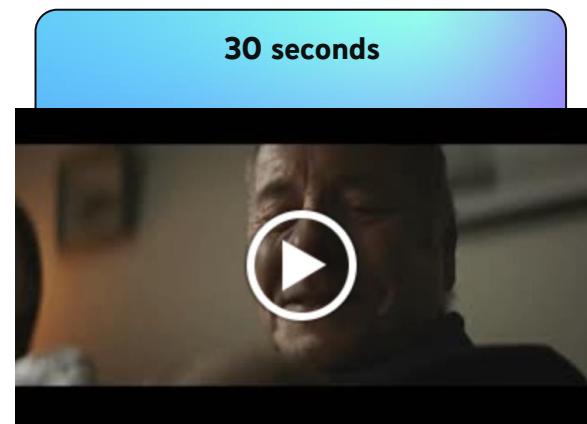
6 seconds



15 seconds



30 seconds



Good creative starts with the ABCD Principles

Core ABCD Principles

A Attention

Hook and sustain attention with an immersive story

B Branding

Brand early, often and richly

C Connection

Help people think or feel something

D Direction

Ask them to take action

Denny - “Only Denny Will Do” (*15 seconds*)



Creative Review

A B C D

Attention



- Jump in:** Get to the heart of the story faster, and use engaging pacing and tight framing to drop viewers in.
- Audio and supers support the story:** Reinforce your message with audio and text. Avoid competing elements.
- Keep visuals bright and high-contrast:** Ensure visuals are optimized for mobile device viewing.

A B C D

Branding



- Show-up early and throughout:** Introduce brand and/or product from the start and maintain that presence.
- Reinforce with audio:** YouTube is 95% sound-on and audio is a force multiplier for your brand (see & say).
- Draw on all your branding assets:** Use a wide palette of branding elements to fit your message/objective.

A B C D

Connection



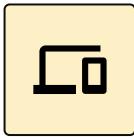
- Humanize the story:** Featuring people can help you tell a better product story and relate to your consumer.
- Focus the message:** Avoid doing too much. Keep messaging and language focused and straightforward.
- Engage:** Lean into emotional levers and storytelling techniques such as humour, surprise and intrigue.

A B C D

Direction



- Include a CTA:** Be intentional and add a CTA driving a specific objective. Say what you'd like viewers to do.
- Supercharge CTAs with Audio & Supers:** Reinforce your on-screen CTA with voice-over to ensure the ask lands.



Video Optimisation 101

Titles sell viewers on a promise

- Keep it classy
- Be brief
- Think in terms of users' searches



Keogh's Rooster - Mash

58 views • 7 months ago



Keogh's Rooster - Roast Potato Salad

32 views • 9 months ago



Keogh's Rooster - Air Fryer Chips

106 views • 9 months ago



Keogh's Queens - Champ

97 views • 9 months ago

Descriptions provide context

Explain what the video is about with search-friendly keywords and natural language.

- Create a unique description for “Above the Fold”
- Set a default description for “Below the fold”
- Natural language is key

“Above the Fold”

Declan Rice surprises fans with Tubes | 🚗 The Rice Road Trip 🚗

 Müller UK & Ireland

5.7K subscribers

Subscribe

60K views 11 months ago #RiceRiceBaby

🎥IT'S THE RICE ROAD TRIP BABY! 🚗

Declan Rice & Tubes are rocking up in the Ricemobile to spread the love and the rice! ...more

“Below the Fold”

60,687 views 28 Jun 2023 #RiceRiceBaby

🎥IT'S THE RICE ROAD TRIP BABY! 🚗

Declan Rice & Tubes are rocking up in the Ricemobile to spread the love and the rice!

🕒🕒🕒 #RiceRiceBaby

Declan Rice and presenter Tubes travel back to where his journey started in the Müller Rice Road Trip - reuniting with his childhood coaches and meeting young fans at Dickerage Sports & Community Centre in Kingston.

<https://www.muller.co.uk/our-brands/m...>

Instagram:  /mulleruk_ir

Twitter:  /mulleruk_ir

Facebook:  /muller

TikTok:  /mulleruk_ir

Transcript

Follow along using the transcript.

Show transcript

 Müller UK & Ireland

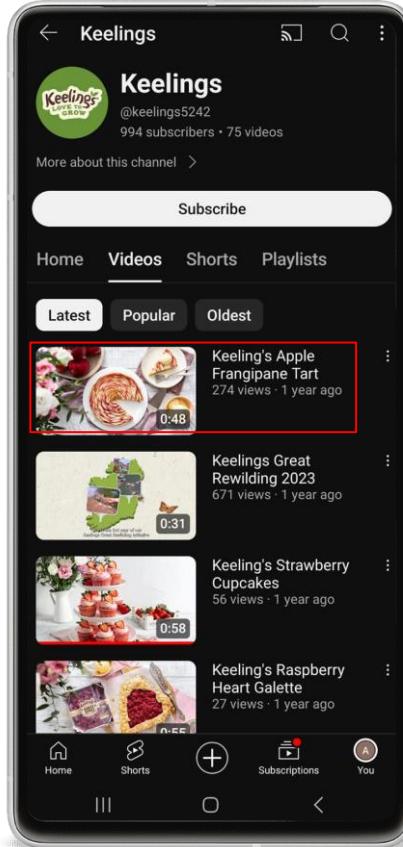
5.7K subscribers

 Videos  About

Show less

Thumbnails catch viewers' eyes

- Be appealing, but don't clickbait
- Consider the topic and audience
- Plan ahead



Tags help with discovery

- Keep it simple
- Use tags to build playlists
- Google Trends and Google Ads Keyword Planner will help!

1,212 views 30 Oct 2021 #paprika #healthy #local
Our mother's secret recipe, here's how we make it from scratch.

Check out our website: <https://www.sproutfoodco.com>

Subscribe: <https://www.sproutfoodco.com/?newsletter>

Follow us on:

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TikTok: https://www.tiktok.com/@sprout_and_co...

Twitter:  / sproutfoodco

LinkedIn:  / sprout-&-co

Facebook:  / sproutfoodco

#healthy #seasonal #local #paprika

Transcript

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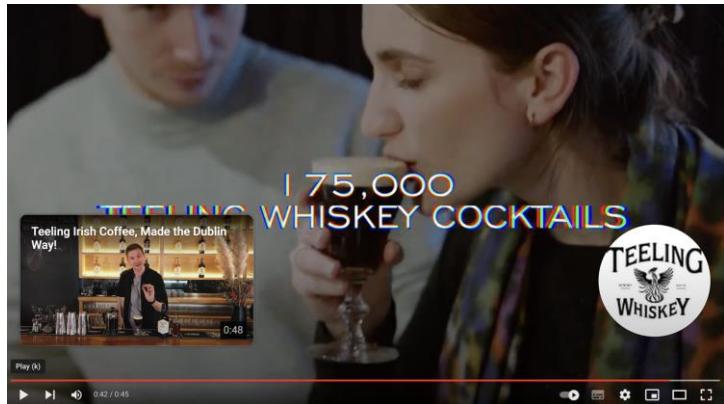


Sprout & Co

425 subscribers

End screens give viewers somewhere to go

- Choose wisely
- Pair the video with a specific Call To Action (CTA to maximize impact)





THANK
YOU