

AO launches first bumper campaign on YouTube to promote built-in kitchens

[ADVERTISING](#) [INNOVATION](#) [MANCHESTER](#)

TOM MARSDEN, DISPLAY MANAGER, MEDIACOM NORTH 15 NOV 2017

AO wanted to increase brand awareness across their built in Kitchen range particularly across two brands Miele and Hotpoint.

YouTube was chosen for this campaign based on the scale available with over 40 million unique users per month, as well as their unique targeting capabilities. With users consuming around 33 minutes of YouTube per day on average, and following a number of successful campaigns, we felt YouTube was a natural fit for this campaign.

As content is shorter and more snack-able on YouTube in general, our challenge was to create a better value exchange by turning our 30 second assets into easier to consume content more fitting with the platform.

In a first for Mediacom North, we worked with AO and Google to use the 30" asset to

produce 6 second bumper adverts. This ensured we maintained the message whilst not disrupting users viewing patterns and delivering maximum un-skippable exposure.

ADVERTISING INNOVATION MANCHESTER